

CUSTOMER EXCELLENCE

2024 SCA AUSTRALIA
& NEW ZEALAND
CONFERENCE



strata
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PROGRAM



Welcome

In today's competitive landscape, strata managers and strata service suppliers play a pivotal role in delivering exceptional customer experiences to residents and property owners.

Our two-day conference in Sydney aims to explore innovative strategies and best practices for **Elevating Customer Excellence**.

The program will explore:

- Finding the KEY to Satisfied Clients, Communities and Colleagues
- The Evolving Landscape of Customer Expectations
- Enhancing Customer Engagement Through Community Building
- Fostering a Culture of Customer Excellence
- Building Lasting Relationships with Clients
- Leveraging Technology for Enhanced Customer Engagement
- Global Perspectives on Customer Excellence
- Mind Blowing Customer Experiences
- Effective Conflict Management
- Building Empathy and Understanding
- Tailoring Services to Meet Diverse Needs

- Exploring Ethical Considerations in Delivering Exceptional Customer Experiences

Following on from our last conference theme **Standards Matter**, we thought it relevant to offer a comprehensive exploration of customer excellence in strata management, providing attendees with actionable insights and strategies to enhance their service delivery and drive positive outcomes for their clients.



Alisha Fisher
CEO Strata Community Association





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At BCB, 2024 is a year of forming strong connections and building successful partnerships.

By embracing diverse thinking, we arrive at new, surprising insights and game-changing solutions for customers.

We're proud to be sponsoring keynote speaker, Robyn Moore, as she talks about "Setting the Stage for Customer Excellence" – a theme we're both passionate about.

Meet Robyn Moore and the BCB team at our stand during morning tea

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ROBYN MOORE



let's celebrate
MEXICAN FIESTA

6PM TONIGHT - EL LOCO
111 SUSSEX ST, SYDNEY

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2024 PROGRAM

THURSDAY 4 JULY 2024

| TIME | SESSION | SPONSOR |
|-----------------|--|--|
| 7.00AM | REGISTRATION DESK OPENS | |
| 7.30AM | EXHIBITION OPENS | |
| 9.10AM-9.25AM | DAY 1 WELCOME BY MC Nicholas King | |
| 9.25AM-9.30AM | OFFICIAL CONFERENCE OPENING WELCOME Joshua Baldwin, Australasian President, SCA Alisha Fisher, Australasian CEO, SCA | |
| 9.30AM-10.30AM | FINDING THE KEY TO SATISFIED CLIENTS, COMMUNITIES AND COLLEAGUES KEYNOTE: Robyn Moore Experience a highly entertaining, enlightening session via Robyn's unique understanding of "The Power of the Word". This tailored "Roller-Coaster-Ride" will shift your point of view on relationship building, Big Picture plus people-centric-service and the importance of values and principles shaping satisfaction and success, for all stakeholders in the Strata Community. |  |
| 10.30AM-11.10AM | MORNING TEA IN THE EXHIBITION HALL Meet Robyn Moore at the BCB Booth |  |
| 11.10AM-11.50AM | THE EVOLVING LANDSCAPE OF CUSTOMER EXPECTATIONS Kimberley Jonsson, Chief Executive Officer, CHU Underwriting Agencies In the realm of strata management, understanding the decision-making processes of customers and meeting their service expectations are critical for delivering exceptional experiences. This session will delve into the intricacies of customer decision-making and the factors that shape their service expectations, providing insights to help strata managers tailor their offerings and exceed customer standards. |  |
| 11.50AM-12.30PM | ENHANCING CUSTOMER ENGAGEMENT THROUGH COMMUNITY BUILDING Francis Giani, Chief Community Management Officer, Nakheel (Dubai) Delve into the significance of fostering a sense of community within strata developments. Discover effective strategies for promoting resident engagement and participation in community activities. This session will showcase successful community-building initiatives and their profound impact on enhancing resident satisfaction and fostering a sense of belonging in strata communities. |  |
| 12.30PM-1.50PM | LUNCH IN THE EXHIBITION HALL |  |

| TIME | SESSION | SPONSOR |
|---------------|---|---|
| 1.50PM-2.30PM | FOSTERING A CULTURE OF CUSTOMER EXCELLENCE Rosalind Coffey, Head of People & Culture and Client Service & Experience, Macquarie Bank Delivering exceptional client experience has been at the core of Macquarie Bank's successful growth strategy. Learn how being truly client centric, can differentiate your business, and how leveraging client insights and expanding the impact of service channels to create exceptional client experiences can deliver outcomes for the business and for clients. |  MACQUARIE BANK |
| 2.30PM-3.00PM | BUILDING LASTING RELATIONSHIPS WITH CLIENTS Lisa Dowie, Chief Executive Officer, Active Discover the importance of nurturing enduring relationships with residents, property owners, and stakeholders. Explore the ease with which client advocacy and loyalty can falter. Learn six actionable steps for building lasting client relationships that are accessible to all, fostering trust, loyalty, and mutual satisfaction in strata management. |  |
| 3.00PM-3.40PM | AFTERNOON TEA IN THE EXHIBITION HALL |  |
| 3.40PM-4.10PM | LEVERAGING TECHNOLOGY FOR ENHANCED CUSTOMER ENGAGEMENT Speakers: Joshua Baldwin, Executive Director, Munro and Ankita Moses, Executive Manager, Products & Pricing, nbn Unlock the power of technology for elevated customer engagement. Explore strategies to optimise communication and service delivery through digital tools. This session will share best practices for integrating technology while preserving the human connection by delving into case studies showcasing innovative technology implementations, enhancing customer engagement and satisfaction in strata management. |  |
| 4.10PM-4.55PM | GLOBAL PERSPECTIVES ON CUSTOMER EXCELLENCE USA Homeowner Satisfaction Survey results will be shared by Thomas Skiba (USA) Speakers: Jeevan D'Mello (Dubai), Francis Giani (Dubai), Teo Poh Siang (Singapore) Explore customer excellence through diverse international experiences. Learn how Dubai, Singapore, and the USA approach customer service and apply universal principles across strata management. Key topics include a comparative analysis of customer service practices in different countries, cultural influences on customer expectations and service delivery, case studies of international best practices, and strategies for integrating global standards into local practices. |  |
| 6.00PM-9.00PM | MEXICAN FIESTA Where: El Loco at Slip Inn, 111 Sussex St, Sydney Dress Code: Smart Casual with a Mexican Twist |  |

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2024 PROGRAM

FRIDAY 5 JULY 2024

| TIME | SESSION | SPONSOR |
|-----------------|---|--|
| 8.00AM | EXHIBITION OPENS | |
| 9.30AM-9.40AM | DAY 2 WELCOME BY MC Nicholas King | |
| 9.40AM-10.40AM | MIND BLOWING CUSTOMER EXPERIENCES KEYNOTE: Dominic Thurbon Embark on a journey to create mind-blowing customer experiences in strata management. Develop a strategic roadmap for implementing customer experience initiatives, set clear goals, and assign responsibilities to elevate service standards. Discover case studies highlighting successful action plans, resulting in enhanced service delivery and client satisfaction. |  |
| 10.40AM-11.20AM | MORNING TEA IN THE EXHIBITION HALL |  |
| 11.20AM-11.50AM | EFFECTIVE CONFLICT MANAGEMENT Colin Grace, Partner, Grace Lawyers Conflict resolution is intrinsic to strata management, demanding nuanced strategies for resolution. This session will unpack the challenges of managing strata schemes and resolving conflicts by exploring practical tactics, from active listening to constructive conflict management, enabling effective resolution and fostering professional relationships. |  |
| 11.50AM-12.20PM | BUILDING EMPATHY AND UNDERSTANDING Facilitator: Alistair Gibney, Managing Director, BCB Speakers: Jill Walshaw, Executive General Manager, Shared Services, PICA Group Jeevan D'Mello, CEO, Zenesis Corp (Dubai) Michelle Cummins, Director People, Culture & Client Support, MaxSoft Group Empathy is a cornerstone of exceptional customer service, enabling deeper connections and fostering trust and satisfaction. This session will delve into the importance of empathy and understanding in strata management, providing practical strategies and techniques for enhancing communication, and cultivating positive relationships with stakeholders. |  |
| 12.20PM-1.40PM | LUNCH IN THE EXHIBITION HALL |  |

| TIME | SESSION | SPONSOR |
|----------------|---|---|
| 1.40PM-2.10PM | TAILORING SERVICES TO MEET DIVERSE NEEDS KEYNOTE: Nicholas King Discover the art of tailoring services to meet diverse strata resident needs. Learn to recognise and accommodate diversity, personalising service delivery for enhanced satisfaction. This session will explore successful models and strategies for meeting varied resident needs across different strata communities, ensuring inclusive and effective service provision. |  |
| 2.10PM-2.40PM | EXPLORING ETHICAL CONSIDERATIONS IN DELIVERING EXCEPTIONAL CUSTOMER EXPERIENCES Facilitator: Colin Grace, Partner, Grace Lawyers Speakers: Alisha Fisher, Australasia CEO, SCA John Minns, NSW Strata and Property Services Commissioner In today's strata management landscape, upholding ethical standards is paramount in delivering exceptional customer experiences. This session delves into the ethical considerations that underpin customer excellence, emphasising transparency, fairness, and respect for stakeholders. Attendees will gain insights into the importance of ethical conduct in building trust, fostering positive relationships, and ultimately, achieving long-term success in strata management. | |
| 2.40PM-2.50PM | DRAW THE BUSINESS CARD DOOR PRIZES | |
| 2.50PM-2.55PM | CONFERENCE CLOSE BY MC Nicholas King | |
| 6.00PM-11.00PM | 2023-2024 SCA AUSTRALASIA AWARDS CEREMONY & GALA DINNER Where: International Convention Centre, Sydney Dress Code: Black Tie | |

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Meals & Drinks Sponsorship

Morning Tea 4 July and
Conference Lunch 4 July



Afternoon Tea
4 July



Tea & Coffee Station
4 July



Morning Tea 5 July and
Conference Lunch 5 July



Tea & Coffee Station
5 July



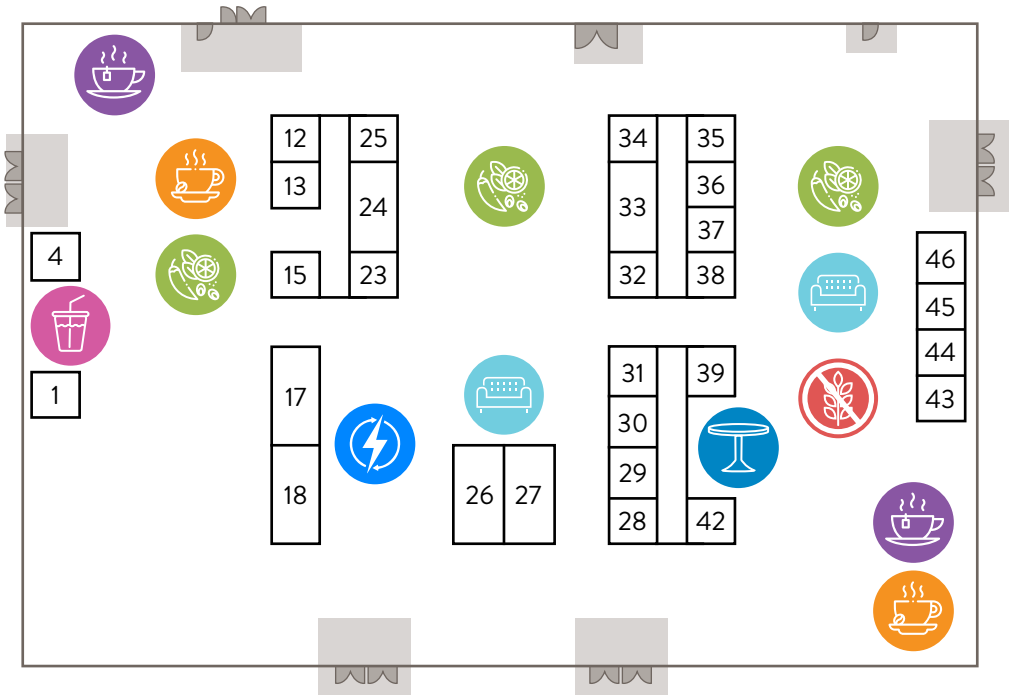
Barista Coffee Cart
4 & 5 July



Barista Coffee Cart
4 & 5 July



**Conference Lunch Soft
Drinks Station**
4 & 5 July 2024



LEGEND

- 
**CHARGING
TABLES**
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Australasia Awards

2023-2024 AWARD CATEGORIES

The 2023-2024 Strata Community Australasia Awards are designed to recognise and reward those individuals and companies who are committed to professionalism, service excellence, innovation and ethical practices in the strata sector. The Awards presentation will take place on the final night of the 2024 SCA Conference at the Australasia Awards Ceremony & Gala Dinner.

All awards are open to Strata Community Association members only. Finalists of the Awards are the winners of each State who have complied with the Australasia Eligibility criteria across eleven categories including:

Essay Award

Recognises an individual who displays a sound understanding of the topic and its relevance to the strata community industry.

Support Team Member Award *Body Corporate Brokers (BCB)*

Recognises a person behind the scenes in a management or supplier business who has made an outstanding contribution to the success of their team.

Strata Community Manager Rising Star Award

Sponsored by BIV Reports
Recognises a new entrant to the industry who has shown outstanding progress early in their career.

Strata Community Manager Award

Sponsored by CHU Underwriting Agencies
Recognises a strata community manager who has demonstrated excellence in customer service, a commitment to professional development, business acumen and innovative ideas.

Senior Strata Community Manager Award

Sponsored by Macquarie Bank
Recognises a senior strata community manager who has demonstrated excellence in customer service, a commitment to professional development, leadership, business acumen, and innovative ideas.

Strata Community Management Leadership Award

Sponsored by Grace Lawyers
Recognises a people leader who has achieved excellent business results through their people.

Environmental, Social & Community Impact Award

Recognises sustainable innovation in the sector via individuals or businesses that have introduced and driven an initiative(s) - be it

innovative products, differentiated services, progressive partnerships, or unique policies and/or processes - that are contributing to a greener, fairer, better world.

Strata Services Business Award

Recognises a strata services business that has devised and implemented strategies for service excellence with a focus on staff training, professional conduct and innovation.

Strata Community Management Small Business Award

Sponsored by Kelly + Partners
Recognises a small-scale strata community management business (less than 1,500 lots under management) that has devised and implemented strategies for service excellence with a focus on staff training, professional conduct and innovation.

Strata Community Management Medium Business Award

Sponsored by Active
Recognises a medium-scale strata community management business (more than 1,500 and less than 6,500 lots under management) that has devised and implemented strategies for service excellence with a focus on staff training, professional conduct and innovation.

Strata Community Management Large Business Award

Sponsored by nbn
Recognises a large-scale strata community management business (more than 6,500 lots under management) that has devised and implemented strategies for service excellence with a focus on staff training, professional conduct and innovation.

FINALISTS

ESSAY AWARD

Kirrilly Gregerson

Vantage Strata ACT

Mark Lever

Formerly Strata Plus NSW

Aleksandra Drapinska

Whittles Brisbane Qld

Paul Johnson

Strata Data SA/NT

Isabella Hargest-Slade

Highrise Strata Management Vic

Courtney Butters-Kerr

B Strata WA

SUPPORT TEAM MEMBER AWARD

Deb McCarthy

Signature Strata ACT

Natasha Ivey

Bright & Duggan NSW

Tylah McKenzie

Cassels Strata Management Qld

Michelle Pearce

Strata Data SA/NT

Sophia Giuliano

Highrise Strata Management Vic

Jessica Cockell

Oakfield Strata WA



Australasia Awards

STRATA COMMUNITY MANAGER RISING STAR AWARD

Vanessa Dix

Vantage Strata ACT

Angela Yang

Strata Choice NSW

Carly Trapp

Northern Body Corporate Management Qld

Samantha Pinnington

Strata Management SA SA/NT

Jessa Yen

Formerly The Knight Vic

Natasha Russell

Richardson Strata Management Services WA

STRATA COMMUNITY MANAGER AWARD

Nicole Robb

Signature Strata ACT

Belinda Hawes

Strata Plus NSW

Jacqueline Hutchins

Body Corporate Services Qld

Charlene Gradisar

Strata Data SA/NT

Scott Devereux

Highrise Strata Management Vic

Leigh Oliver

Abode Strata WA

Australasia Awards

FINALISTS

SENIOR STRATA COMMUNITY MANAGER AWARD

Steven Wiebe

Bridge Strata ACT

Talia Smith

Formerly Jameson & Associates Unit Services NSW

Fallon McHugh

Capitol Body Corporate Qld

Tony Johnson

Stratarama SA/NT

Bronagh McDermott

Body Corporate Services Vic

Taryn Linfoot

Degrees Strata WA

STRATA COMMUNITY MANAGEMENT LEADERSHIP AWARD

Jan Browne

Bridge Strata ACT

Nathan Newmarch

Formerly Fresh Strata NSW

Amanda Docking

Body Corporate Services Qld

Marc Steen

Strata Data SA/NT

John Botha

Highrise Strata Management Vic

Gemma Richardson

Richardson Strata Management Services WA

ENVIRONMENTAL, SOCIAL & COMMUNITY IMPACT AWARD

Strata Plus

NSW

The Knight

Vic

Emerson Raine

WA

STRATA SERVICES BUSINESS AWARD

Water Tight Canberra

ACT

Havencab Property Group

NSW

Resvu

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SA/NT

Buildspect Pty Ltd

Vic

Energy-Tec

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Victorian Strata Co

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ACT

Cassels Strata Management

Qld

Strata Data

SA/NT

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Good Luck

TO ALL THE FINALISTS



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