



## MEDIA RELEASE

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### **New Strategic Workforce Planning Conference launches in Aus/NZ *HR warned to prepare for 21<sup>st</sup> Century industrial revolution***

ATC Events, in conjunction with Kienco, has announced the launch of a new Strategic Workforce Planning Conference coming to Melbourne and Wellington in early 2014, and warn organisations to prepare for an industrial revolution of the 21<sup>st</sup> Century.

The Inaugural Strategic Workforce Planning Conference, #MasterPlan2014, is the first of its type and will be on from 26-27 March in Melbourne and 1-2 April in Wellington. Keynote speakers include former Disney Futurist, Yvette Montero Salvatico and Workforce Transformation Manager at New Zealand Police, Andrew McJorow.

Conference Co-Founder and CEO at Kienco, Alex Hagan, said the new event has been developed in response to growing pressure among HR and Workforce Planning decision-makers to future-proof their workforce against some of the biggest shifts to the way we work in over a century.

“Trends like gamification, robotics, big data, telecommuting, crowdsourcing, the fading away of global borders, online access to talent, and the rise of contingent workers are rapidly changing the nature of work and have created renewed interest in strategic workforce planning in Australia and New Zealand,” Mr Hagan said.

“The world of work has changed more in the past 10 years than in the 100 years before that and we’re no doubt on the cusp of a modern-day industrial revolution. Organisations need to think about whether their workforce practices are as relevant today as they were in the past.

“Strategic workforce planning has been practiced in one form or another in Australia and New Zealand for 30 years but the reason it’s being recognised as a critical differentiator for organisations today, is because it allows them to be flexible, agile and productive in these times of profound change,” he said.

According to [research](#) by [Aberdeen Group](#) (June 2013) 89% of organisations considered ‘best-in-class’ have strategic workforce planning efforts in place. In addition, recent [research](#) by [Boston Consulting Group](#) (2012) found organisations who took a holistic, approach to workforce planning, achieved revenue 50% higher than those that did not, and 40% higher profits.

“What we’re trying to do with the #MasterPlan2014 Conference is educate the market as to what a holistic workforce planning framework looks like,” Mr Hagan said.

“It’s more than just reviewing internal workforce analytics, you need to think about the fact that work, more broadly, is changing,” Mr Hagan said.

**While strategic workforce planning is one of the areas of highest value for organisations in Australia and New Zealand, and around the world, it’s also one of the least understood.**

“I think the industry sometimes suffers from a lack of distinction between what’s analytics and what’s planning,” Mr Hagan said.

“Often this field is called workforce planning and analytics as if they are one in the same, and they’re not. Unless there’s a clear plan for how you’re going to address the opportunities and threats that the analytics and trends show up – it’s not a plan, it’s an observation. More often than not, good analytics don’t give you the right answers – they prompt the right questions.



“Strategic Workforce Planning, done well, gives you a framework for determining how and where to spend the finite resources you have to truly add value to the workforce, and to the organisation”, he said.

Topics at #MasterPlan2014 will be divided into three streams: Futuring, Technology and Partnering & Planning. Hagan said delegates can expect the following key take-outs:

1. A practical framework for applying futuring techniques within their organisations
2. A deep understanding of external labour market trends and
3. Useful ways of applying workforce metrics and analytics in a way that will uncover risk and opportunity.

For more information or to register, visit [www.atcevent.com](http://www.atcevent.com).

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### **About *ATC Events*:**

ATC Events is the largest conference and resource hub for corporate recruitment, HR, and talent management leaders operating in Australasia. Its events bring forth the latest thinking on what's new, now and next in recruitment and talent management via world-class speakers and cutting-edge content, year on year.

ATC Events attracts recruitment managers and talent leaders from some of Australia's largest companies and provides a lens into the future of work, insight into emerging technologies and access to global thought-leaders at the forefront of change.

The first Australasian Talent Conference (ATC) was established in 2007 to fill a gap in the Australian market for an innovative event that would push the boundaries at management level in helping to solve organisations' most complex workforce problems. In 2013 the company rebranded to ATC Events to reflect its growth and evolution into a multi-event platform. ATC Events is the brainchild of Co-founders, Trevor Vas, Director of Human Capital Management Solutions, and Kevin Wheeler, Founder of The Future of Talent Institute.

### **Current annual events include:**

- [The Inaugural Strategic Workforce Planning Conference](#), 26-27 March in Melb & 1-2 April. Well - #MasterPlan2014
- [The 8<sup>th</sup> Annual Australasian Talent Conference \(ATC\)](#), 20-22 May 2014, Syd - #atcau
- [The 3<sup>rd</sup> Annual Contingent: The Flexible Workforce](#), Aug 2014, Syd - #atccwf
- [#TruAustralia Recruiters' Unconference](#), Dec 2014 - #TruMelb, #TruSyd

### **About *Kienco*:**

Kienco is a boutique management consultancy specialising in the field of Strategic Workforce Planning. Founder and CEO Alex Hagan brings insights at the intersection of Human Resources, Business Strategy, Data Science, Organisational Psychology and Workforce Optimisation, and has been working in the Strategic Workforce Planning field since 2008. Alex has worked with Fortune Global 100 companies, Fortune 100 "Best Companies to Work For", NGOs, and Government Agencies around the world on preparing for their best future workforce.

Kienco utilises proven tools and frameworks that have been adopted by, and refined at, some of the world's leading organisations. Kienco's builds world-class Strategic Workforce Planning capability within its' client organisations, and their work currently influences over 20,000 client employees in more than 10 countries.

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