

Crown Conference Centre,  
Melbourne, VIC  
**19-21 October 2022**



## Emergence 2022 VBG Summit

Register by midnight Wednesday 14 September 2022  
and save up to \$300

[Register here](#)





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## Conference Organising Committee

**VBG Summit Convenor:** Geoff Golovsky  
on behalf of the VBG Advisory Committee

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<https://www.ava.com.au/vbg-summit-2022>

## About the Veterinary Business Group

The Veterinary Business Group (VBG) is a group of the Australian Veterinary Association (AVA), catering for every veterinary professional who works within veterinary business. The VBG is an expansive network of all of the veterinary business stakeholders with a vision to form a strong business community fit for today and the future.

Throughout the year, the VBG provides hands-on practical continuing professional development (CPD) opportunities for members. The CPD provided promotes practical business skills and insights as

well as the larger perspective needed to make a truly successful business or career over the long term.

The VBG also has a collection of resources available on the AVA website, designed to give you the tools you need for your business to function at its peak on topics such as human resources, management and more.

For more information about the VBG and the AVA, visit [www.ava.com.au](http://www.ava.com.au)

## About the Summit

We are delighted to be able to deliver the highly anticipated 2022 Summit face to face; it will be the first time some of us have come together in a non-virtual way in three years.

VBG Summit is a two-day event tailored to suit ALL levels of experience within veterinary business. From those just starting out and needing to establish all the key skills and framework, to those that have significant experience already but want to further increase their expertise.

Day one is going to be all about the big picture. We plan to stimulate your brain and to step outside of the box in this post COVID era. Day two will focus on the “nitty gritty”- concentrating on the barriers to growing and building a sustainable veterinary business into the future.

2020/21 has taken a lot from all of us emotionally. We have been forced to confront the realities of the moment whilst maintaining the essential service that we offer. Our goal now is to emerge bigger, better, stronger.

Come ready to input as much as you know, so that collectively we will all take away so much more at this year's Summit.

Yes, we will look back and reflect, but more importantly, we will stand tall and with support from your colleagues, harness the future.

Can't wait to see you all there.

**Geoff Golovsky**  
Summit Convenor

**Michael Ferguson**  
Incoming Convenor

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**The Veterinary Business Group would like to thank our long-standing corporate supporters of the VBG Summit.**

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## Why attend?

The theme of the VBG Summit for 2022 is “Emergence”. As veterinary businesses recover from the whirlwind of trepidation that occurred in 2020/2021, they can now emerge into a new and novel business environment. Practices are busier than ever. Instead of our usual focus on attracting and retaining clients, gaining a competitive edge and discovering your unique service position; we are going to develop strategies to thrive in a brave new world.

The Summit will give you the tools to:

**Manage  
workflow with  
limited staff**

**Set fees that  
make sense**

**Adapt to  
changing  
technologies**

**Create a  
mentally  
safe work  
environment**

**Discover what's  
important  
to you**

**Change the  
thinking of  
your team**

**Strengthen  
your leadership  
position**

**Understand the  
big changes on  
the horizon**

**Connect with  
business  
leaders, friends  
and colleagues**

Delegates  
will also  
receive up  
to 14 VetEd  
points.



### Passport competition

An opportunity to visit our exhibitor stands and gain insights on the very latest products and services. Get your passport stamped to be eligible to go into the draw to win some great prizes.

“

**The VBG Summit brings together the leaders in veterinary business and is an incredible learning, networking and motivational forum.**

**If you are a practice owner who is serious about growing your practice, you need to have someone at the VBG Summit just to keep up with the latest trends in business.**

”

## Industry Exhibition

The exhibition will be in the Exhibition Hall, ground floor at the Crown Conference Centre. The exhibition will be the networking hub of the conference, giving delegates the opportunity for direct contact with sponsors and exhibitors alike. All refreshment breaks are held in the exhibition, which will also host the Exhibition Welcome Night on Wednesday and Pre-dinner drinks on Thursday night.

All Summit delegates receive complimentary access to the industry exhibition. This year we have introduced a passport competition to help you navigate your exhibition experience and potentially pick up some prizes along the way.

Make the most of the opportunity to meet and mingle with companies from across Australia and keep up to date with the latest products and services.



## Getting There / Staying There

### Location

Crown Promenade is situated on the southern side of the Yarra River, in the Melbourne suburb of Southbank. The venue is Crown's purpose-built hotel conference facility, catering for large residential conferences, meetings, seminars, product launches, exhibitions and events in Melbourne. The exciting modern design provides the ideal backdrop for our Summit, with natural light in breakout rooms, a flexible layout and the latest in audio visual technology.

- Sessions – Conference Hall 1, 2 and 3
- Industry Exhibition – Exhibition Hall, Ground Floor
- Gala Dinner – Conference Hall 1, 2 and 3

The venue is accessible by tram, car, and taxi and has ample parking available. For full details on car parking rates and options, please view [crownmelbourne.com.au/parking](https://crownmelbourne.com.au/parking)

### Accommodation

We have negotiated special group accommodation rates through Ozaccom+. For more information or to book, please visit the VBG website - <https://www.ava.com.au/vbg-summit-2022/>

## Keynote Speakers



**Peter Baines**

Peter Baines OAM, developed his unique leadership style by leading international identification teams into Indonesia and Thailand following acts of terrorism and the 2004 South East Asian Tsunami. He went on to work in the counter terrorism area of Interpol, spent time with the United Nations Office of Drug and Crime and also worked in Saudi Arabia and Japan after natural disasters hit those countries.

Today, Peter has a successful consulting business building engagement through corporate social responsibility and presents across the globe to major corporations and governments on Leadership. He is the author of two books, *Hands Across the Water*, and *Doing Good by Doing Good* which provides a blueprint for building experience led engagement programs with a focus on shared value.

Peter's keynote address **"Leadership Matters"** will be presented on **Thursday 20 October 2022 at 9.00am** and his **"Facing leadership challenges workshop"** will be the same day at **1.45pm**.



**Dr Nick Mabbott**

Dr Nick Mabbott is a Fatigue Risk Management Specialist with over 25 years of experience in sleep and fatigue risk management. He has provided fatigue management training and education to over 25 thousand personnel, from mineral resources, to health, education and a range of other industries. He walks the talk with his love of sleep and willingness to share the range of benefits of good sleep. From safety to health and wellness, and improved productivity. Not just at the workplace level but also in a workers' life. He will soon publish his life's work, with a book titled: *Beyond Midnight – The wonder of sleep*.

Nick will be presenting **"Sleep, wellbeing, safety and performance"** on **Friday 21 October 2022 at 8.15am**.



**Kirrily Dear**

Say it can't be done and Kirrily will show you it can.

That's the mantra that drives her to achieve far beyond what others believe is possible.

When Kirrily started her first business, her ex-boss lectured Kirrily on her impending failure. She has recently celebrated its 20th anniversary.

As the media bickered about women on boards, Kirrily earned a directorship with the Australian Institute of Management - she was the youngest person appointed in 90 years to do so.

Kirrily defied history, one step at a time when she ran from Broken Hill to Sydney. The first woman on record to achieve 32 marathons in 19 days.

Kirrily Dear founded the charity, Run Against Violence, even though people said "Why bother? Family violence will never stop." It is now a global enterprise.

For more than 30 years she has redefined personal and cultural boundaries, living a life beyond what others believe is possible.

Kirrily will be presenting **"Dare to be your boldest"** on **Thursday 20 October 2022 at 10.45am**.



## All speakers



**Marnie Anning**

Marnie is a Director in Deloitte's Human Capital team playing a lead role in Deloitte's national K-12 practice. Marnie manages the Courageous Principals and Education Series pro-bono programs, works with Education Departments across Australia and mentors school Principals outside of work hours. Marnie has been a consultant for more than 15 years with a focus on Project Management, Strategy and Change Management. Marnie thrives in collaborative, co-design environments. She has a passion for driving excellence leveraging her HR functional background, and strong leadership prowess in delivering impact-based outcomes. When she is not working, she is mothering her three children, surfing, or crafting up a storm.



**Paul Blanc**

Paul Blanc is the Commercial Manager at AVet Health, an Australian owned and operated veterinary pharmaceutical company dedicated to helping veterinarians achieve even greater success in practice with vet-exclusive pharmaceutical solutions. Paul has a Bachelor of Science with honours in Organic Chemistry from the University of Melbourne and an MBA from the University of Manchester. Working with the veterinary profession for over 15 years, Paul's previous roles have been National Sales Director at Provect in Australia and National Equine Manager at Zoetis in the UK.



**Jocelyn Birch Baker**

Jocelyn has experienced many areas of the vet profession, from the cattle industry to mixed and small animal clinics. She has held positions on national and state boards and committees and has taken time out from her career to raise children.

As the Owner of High Street Veterinary Surgery, Jocelyn has hands-on, day-to-day experience in today's veterinary marketplace. She understands the complexities of running a profitable practice while having an excellent lifestyle for herself and every team member.

As the founder of Smooth Operating Vets, Jocelyn is putting together the picture of our future veterinarians, where 80% are women and have their unique career structures.



**Kate Clarke**

Kate loves to see people empowered to thrive. This led to a deep interest in the psychology of HR management, leadership, strategic organisational change, communications and consumer behaviour. She has a Master's degree in Business Administration, over 20 years experience as a GP vet in regional Australia and the UK, and Membership of the ANZCVS in Small Animal Medicine. In addition to leading development of the Sustainable Veterinary Careers initiative as a founding Director, Kate currently serves in regulatory, consulting and advocacy roles including on the Victorian Vet Board, AVBC's Sustainable Practice Committee, as director of boutique consultancy Engaged Solutions P/L, and as an AVA graduate mentor. Based near Ballarat in Victoria with her veterinarian husband and two teenage kids, Kate is leading the development of the AVA's Great Veterinary Workplace Policy and Guidelines, as Veterinary Business Group Committee member and Policy Advisory Councilor.





**Sue Crampton**

Sue invests time working as a vet nurse in a quality practice in Brisbane. She has a practical hands-on approach and brings with her a wealth of both corporate and small business skills, having been the founder of the much respected AIRC and CCG. Sue commenced her career in the UK as a veterinary nurse in 1982 and has gained invaluable global veterinary knowledge having worked in a variety of roles including animal welfare, general practice, emergency and university settings in the USA and Hong Kong. Sue frequently visits countries such as NZ, UAE & Malaysia to lecture, coach and consult.



**Georgia Gurney**

Georgia graduated UQ school of veterinary science in November 2016 and began practicing at Samford Valley Veterinary Hospital in January 2017. She has spent the last 4 years as a large animal practitioner with a particular interest in Equine Dentistry and ophthalmology.

Georgia is furthering her study in Equine Dentistry and is set to sit her memberships exams in June 2021 with hopes to sit her small animal dentistry memberships in the next 5 years.

As well as clinical interests, Georgia is also passionate about the veterinary industry as a whole, practice management, human resources and practice profitability.

She is committed to having life outside of the industry as well as a satisfying career and believes there are so many ways this can be possible for future veterinarians.



**Rod Irwin**

Dr Rod Irwin graduated from the University of Melbourne in 1977. Following graduation, he worked in the UK for four years. He returned to Australia in 1982, and settled into mixed practice at Warragul, Victoria. In 1988 he joined the partnership at Warragul Veterinary Clinic and became sole owner in 2000. In December 2020 he left practice to focus on his new career as a writer, speaker, and coach.

A chance gift led to a life-changing breakthrough: he learned how to use neuroscience and positive psychology to “wire his brain for success”. When he applied this science to his business, it totally changed everything: happy clients, a highly motivated team, a 721% jump in profits. He created the business life of his dreams, and it totally transformed his life—to one of calmness, confidence, and a love of living.



**Luke James**

Luke is a commercial finance specialist with over 9 years of healthcare banking experience and is dedicated to providing tailored financial solutions to veterinary practitioners. Luke enjoys partnering with his clients to establish, strengthen and grow their practices and has extensive experience in a variety of practice finance arrangements. Luke is passionate about helping veterinary practitioners achieve their professional ambitions at every stage of their career, from opening their first private practice right through to succession planning and retirement.

**Mark Matthews**

A 1998 Massey NZ graduate, Mark spent the first years of his career in mixed dairy practice before the bright lights of London and travelling the world called where he fell into 100% small animal work. Returning down-under in 2005, Mark settled in Melbourne before buying a majority stake in a small 1 vet inner city practice in 2009, purchasing the practice outright a few years later.

From humble beginnings the practice has grown into the Kew Vet and Cattery Group and now comprises three inner city Melbourne locations, a large separate cat boarding facility and employs 13 vets with a total team of 40.

Mark is passionate about the customer experience, staff wellness, and developing career pathways for both vets and support staff to improve engagement, job satisfaction and retention. The Kew Vet and Cattery group were awarded the AVA VBG Veterinary business of the year 2020.

**David Tabrett**

David graduated from the University of Queensland in 1989 and soon after moved south to the Hunter Valley to work in mixed and small animal practice in the Newcastle region for the past 32 years.

David founded the Newcastle Animal Emergency Centre in 2004, growing to a team of 85 staff offering 24/7 ER service, and adding referral services in Surgery, Dermatology, and Rehabilitation. David has completed MANZCVS in Small Animal Medicine, and Veterinary Emergency and Critical Care. David currently serves as a member of the Council of the College.

A longstanding member of the local branch of the Australian Veterinary Association, David is a current member of the AVA NSW Executive Committee.

David has completed certificate courses in Performance Measurement, and Management of Cashflow, Profit & Value. David is a graduate of the Australian Institute of Company Directors and is currently enrolled in a Master of Business Psychology with the University of Newcastle.



## Program - Conference Hall 1-3

THU 20 OCT	Day 1 – BIG IDEAS (but not too big)
08.05 – 08.10	<b>Welcome</b> – Moss Siddle
08.10 – 08.55	<b>State of the market</b> – Paul Blanc The VBG Committee, together with our presenter will set the scene of the ‘State of the Veterinary Business Market’ and highlight some key changes and challenges the summit will dig into over the next two days.
09.00 – 10.00	<b>Peter Baines</b> – “Leadership Matters” True leaders are identified by their actions and reactions. It’s about what people do, not what positions they hold. In times of disaster and crisis we are faced with unique challenges that require unique solutions, it is during these times that crisis becomes the true testing ground for leaders.
10.00 – 10.45	MORNING TEA
10.45 – 11.45	<b>Kirrily Dear</b> – “Dare To Be Your Boldest” Meet me at the designated time and location with your backpack and boots on, we’re going on an adventure. With only our hearts to guide us, we will plunge deep into the wilderness to unearth your true grit. Along the way, you’ll confront your darkest fears and strip life back to the basics of what’s soul-deep important to you. Open your mind to the lessons of the wild and you’ll discover the secret to unlocking the next level of your genius.
11.45 – 12.45	<b>Leadership Panel</b> Hosted by our convenor, Moss Siddle, our panel of industry leaders will explore key themes from the morning, discussing ways in which we can use our voice effectively to have the greatest positive impact for our businesses.
12.45 – 1.45	LUNCH
1.45 – 3.15	<b>Peter Baines</b> – “Facing leadership challenges workshop” Leadership is about making difficult decisions and then living with those decisions. During the workshop we will explore the value of making difficult decisions without deliberation and the limitations we impose upon our growth by a reluctance to make brave decisions for fear of making the wrong decision.
3.15 – 3.45	AFTERNOON TEA
3.45 – 5.15	<b>VBG HUB</b> The Hub Session is a highlight of the VBG Summit. In this session, industry leaders will host small group discussions on key challenges in the veterinary business landscape.
7.00 – 7.30	Pre-dinner drinks in exhibition
7.30 – late	VBG Awards Dinner



## Program - Conference Hall 1-3

FRI 21 OCT	Day 2 - TACTICAL	
08.05 - 08.10	<b>Welcome</b> – Janet Murray	
08.15 - 09.15	<p><b>Nick Mabbott</b> – “Sleep, wellbeing, safety and performance” Feeling down and de-energised? Making simple mistakes at work and in the car? Perhaps knowing a bit more about what benefits we obtain during appropriate sleep will create some ‘lightbulb’ moments on these issues.</p> <p>Dr Nick will illustrate the different stages and cycles of sleep, and what a human derives from these. This all changes when we get too little sleep, and Nick will point out how this affects your moods, health, safety and performance. Using relevant research, we will gain an understanding of how well-structured sleep can assist in the prevention of safety incidents and poor health and wellness outcomes.</p>	
09.15 - 10.15	<p><b>State of Human resources Panel</b> - "Post COVID Growth" Lead by Jack Byrnes – AVA HR Advisory Service This session explores some of the challenges and opportunities that have influenced change in the veterinary workforce landscape.</p>	
10.15 - 10.45	MORNING TEA	
	<b>Stream 1 – People Focus</b>	<b>Stream 2 – Business Process Focus</b>
10.45 - 11.45	<p><b>Rod Irwin</b> "How to Wire Your Brain for Greater Calmness, Courage and Confidence". (A prescription for anxiety, fear and low self-esteem.)</p>	<p><b>David Tabrett</b> "Fear based fee scheduling and how you can avoid this"</p>
11.45 - 12.45	<p><b>Sue Crampton &amp; Georgia Gurney</b> "Evolve and Thrive - Practical Systems for Coaching and Developing your team as we emerge, adapt and change into 2023 and beyond" P1.</p>	<p><b>Marnie Anning</b> "Stop recreating the wheel". What the education industry can teach us in veterinary practice.</p>
12.45 - 1.45	LUNCH	
1.45 - 2.45	<p><b>Sue Crampton &amp; Georgia Gurney</b> "Evolve and Thrive - Practical Systems for Coaching and Developing your team as we emerge, adapt and change into 2023 and beyond" P2.</p>	<p><b>Luke James</b> "Practice ownership: The financial roadmap"</p>
2.45 - 3.45	<p><b>Jocelyn Birch-Baker</b> "The emergence of new career paths for Vets and Vet Practices"</p>	<p><b>Mark Matthews</b> "Standing out - Innovative thinking to get your team doing your recruitment for you"</p>
3.45 - 4.15	AFTERNOON TEA	
4.15 - 5.15	<b>Kate Clarke</b> – Building your great veterinary workplace	
5.15	SUMMIT CLOSE	

## Breakfast Session

Start your day with one of our popular industry breakfasts, included in your full registration. Places are limited so register early.

**Thursday 20 October 2022, 6:30am for a 7:00am start, Mesh Restaurant**

\*\*\* Subject to sponsor confirmation. Details to be announced.



## Social Program

**Wednesday 19 October 2022,  
6.30pm-8.00pm, Exhibition Hall, Ground Floor**

### Welcome Drinks & Exhibition Opening

Join us for our welcome reception to kick off our fifth VBG Exhibition and Annual Summit. This is a night to catch-up with your colleagues over casual drinks and canapes.

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Wellness Company**

**Thursday 20 October 2022, 6.30pm-7:15pm,  
Exhibition Hall, Ground Floor**

### Networking drinks

Enjoy a quiet glass of your favourite beverage whilst mingling with colleagues and our industry supporters.

**Thursday 20 October 2022, 7.30pm-11.00pm,  
Conference Hall 1-3**

### VBG Summit Awards Dinner

Please join us for a night of celebration and collegiality at our 5th Annual Summit. We will be honouring colleagues who have achieved significant success in veterinary business and celebrating the achievements of our aspiring business leaders. We look forward to celebrating in person and sharing a toast or two with you!

Kindly Supported by VetPay

**VetPay**

“The VBG summit is always an informative and well run event. The excellent speakers will challenge your thinking. You will learn and be inspired.”

2020 VBG Summit

## Summit and Exhibition Registration

Pricing All pricing inclusive of GST	Early Bird closes midnight 14 Sept 2022 Save up to \$300!	Standard from 14 Sept-2022
VBG Member   Associate	\$810	\$1,110
VBG AVA Student / New Graduate <sup>1</sup> Member	\$405	\$555
AVA Member   Associate*	\$1,290	\$1,550
Non-member	\$1,995	\$1,995
<b>Day Registration only</b>		
VBG Member   Associate	\$485	\$585
VBG AVA Student/New Graduate <sup>1</sup> Member	\$245	\$295
AVA Member   Associate	\$595	\$695
Non-member	\$1,190	\$1,190
<b>Exhibition only</b>		
VBG AVA Member   Associate	\$95 per day	\$95 per day
VBG AVA Student/New Graduate <sup>1</sup> Member	\$45 per day	\$45 per day
Non-member	\$135 per day	\$135 per day
<b>Social tickets only</b>		
Welcome Reception and Exhibition Opening	\$85	
Summit Awards Dinner	\$165	

<sup>1</sup>New graduates are up to 3 years out.

\*Sign up as a member of the Veterinary Business Group and pay the VBG Member rate for the Summit, plus receive all group benefits for the 2022-2023 financial year!

Note: Only current financial 2022-2023 AVA members can qualify for the member rate

## Group discount

- Register 5 - 10 staff and receive a 5% discount
- Register 11 - 50 staff and receive a 10% discount
- Register 51 - 199 staff and receive a 15% discount
- Register over 200 staff and receive a 20% discount

**Contact:** [events@ava.com.au](mailto:events@ava.com.au)

To access this discount you need to comply with the following:

- All attendees need to be an AVA member and from the same team/practice
- Register all your attendees at once in a group booking
- Payment for the group booking needs to be taken in one credit card transaction

## Full registration includes:

Summit Satchel  
Welcome Drinks & Exhibition Opening  
Breakfast sessions  
All lectures  
Exhibition access  
Passport competition  
Networking drinks  
Summit Awards Dinner

## Day registration includes:

Summit Satchel  
Passport competition  
Breakfast (on day of registration)  
Lectures (on day of registration)  
Exhibition (on day of registration)  
Networking drinks Wednesday only

**Register now**



## General Information

### Delegate Cancellation

Cancellations must be in writing to the Conference Secretariat 21 days prior to the commencement of the event. Cancellations received in the period up until 21 days prior to the event will receive a full refund minus \$150 administration fee. No refunds (except for COVID-19 reasons) will be given for cancellations received within 21 days of the event.

The health and safety of delegates is our highest priority. The Australian Veterinary Association is mindful of the health risks posed by COVID-19, and the importance of following official medical advice with respect to social distancing, practicing good hygiene and staying at home when unwell. We request that any delegate who is feeling unwell or has cold or flu like symptoms, or who may have been in contact with someone with COVID-19, not attend AVA events.

If you are unable to attend an AVA event, you must cancel your in-person attendance by emailing [events@ava.com.au](mailto:events@ava.com.au). A refund will then be considered.

### Event Cancellation or COVID-19 restrictions

If the event is cancelled by the AVA due to COVID-19 restrictions you will receive a full refund for your conference registration.

If the borders are closed to the Australian state or territory you reside in and you are prohibited from attending a full refund of your conference registration will be provided.

Substitute delegates will be considered at the discretion of the organisers.

### Carer's Pass

Complimentary Carer's Pass for delegates attending the VBG Summit are available. This will give the Carer access to the summit, exhibition and sessions and allows parents/delegates nursing children to be provided with assistance. The pass does not include catering for carers. To request a pass please contact the Summit Secretariat; Kelvin Choi. There is no need to register online. Your Carer's Pass can be collected at the registration desk upon arrival.

### Privacy Policy

The Australian Veterinary Association Ltd (AVA) supports good privacy practice and aims to manage personal information in an open and transparent way. This policy sets out how the AVA aims to comply with the Privacy Act 1998 (Act) and the Australian Privacy Principles (APP's) which came into force on 12 March 2014. Please visit [www.ava.com.au/privacy-policy](http://www.ava.com.au/privacy-policy) to view the policy.

The AVA takes photos of this event, by attending you give permission to use images taken at the summit, as well as any written comments on our evaluation forms in advertising and promoting the AVA.

### Program

All speakers and sessions were confirmed and correct at the time of publishing. The organisers reserve the right to amend the program details as required. For program updates visit the 'Program' page of the summit website. The views and advice offered by speakers are their own views and may not represent those of the Australian Veterinary Association.

# The Veterinary Business Group would like to thank our long-standing corporate supporters of the VBG Summit.

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