



Empowering Corporate Real Estate
and Workplace Executives

CoreNet Global Brisbane Chapter Chairman's Annual Report 2008



CoreNet Global - Brisbane Chapter

2008 Chairman's Report

CoreNet Global is one of the world's largest real estate industry associations. It has as its fundamental elements the objective to foster learning and understanding of the property industry needs for economic development and corporate real estate (CRE) management. These two elements go synonymously together to ensure sustainable growth, particularly in a diverse region like South-East Queensland.

As a result of this focus CoreNet Global has experienced steady growth both regionally (Australia and New Zealand) as well as here in Brisbane in 2008. This growth has also reflected the need for the property industry to embrace change and seek information on 'best practice' and innovation occurring here and overseas.

Our local membership has grown by 28% in the past year, but more importantly the interest of members and the property industry generally has increased due to the obvious benefits that the Brisbane Chapter has been able to contribute locally.

The Brisbane Chapter of CoreNet Global has been able to respond to demand and link into our global resources and bring speakers to Brisbane to enhance local understanding of current and future trends in CRE and Property Management. During 2008 we had visiting lecturers from the United Kingdom and the USA, as well as local and interstate property professionals advising us on CRE and property management trends, initiatives and practices.

I would like to commend the efforts of the Chapter Executive Committee who have worked diligently to ensure functions and events have been well organised and supported.

I believe the Brisbane Chapter is on the cusp of a significant growth and development. We are striving hard to ensure all CoreNet Global members here in Brisbane get value for their membership and are well informed and able to access their colleagues in their efforts to learn more.

Your Chapter Executive Committee intends to promote a challenging 2009 Program of Events, and we hope to continue to improve the quality of events and level of participation by Members and their colleagues. To this end, we intend to conduct two MCR Programs in 2009 and introduce Chapter Sponsorship opportunities for the first time in Brisbane.

All in all, 2008 has been a successful year, but your Committee are not resting on their laurels and fully intend that 2009 will be even better. We want all CoreNet Global members, especially here in Brisbane, to benefit from our efforts.

Membership in Brisbane (as at end of 2006) – 15 Members

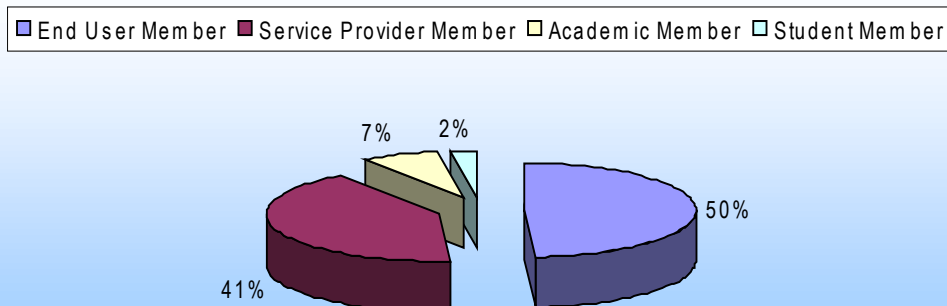
Membership in Brisbane (as at end of 2007) – 32 Members

Membership in Brisbane (as at end of November 2008) – 41 Members

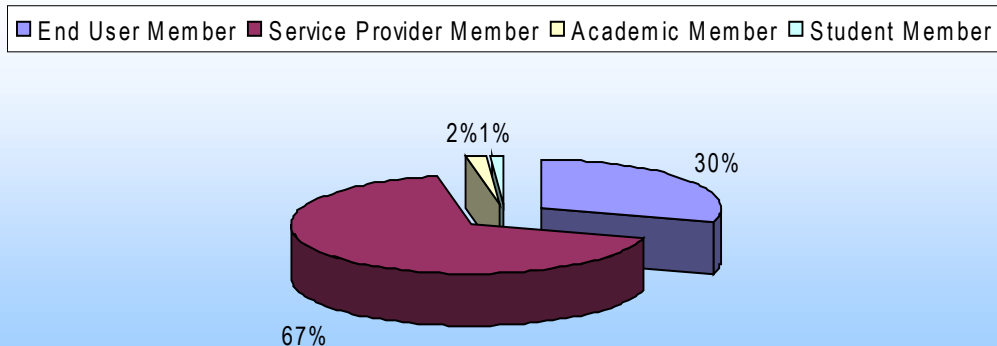
This represents a 28% increase in membership during 2008.

MEMBERSHIP ANALYSIS

Brisbane Chapter Membership - 2008



Regional Membership - 2008



It should be noted from the above comparison that the Brisbane Chapter has the highest proportion of 'End User' Members (pro-rata) than all other Chapters in the Australia / New Zealand Region.

Our membership target for 2009 is 75 members. This is a stretch target, and if successful will result in a 83% growth in the Brisbane Chapter by December 2009. Your Chapter Executive Committee believes this objective is achievable, particularly with the performance of the Chapter planned for next year and the introduction of more flexible and affordable membership options.

AUSTRALIA/NEW ZEALAND MULTIPLE MEMBER PROGRAM - 2009

Program Description

This program, developed at the behest of the Australia/New Zealand Region Council, will take effect from 1 January 2009 and fulfils the needs of local members looking to expand the scope of memberships within their company. End User members are eligible to apply for membership in conjunction with other staff to receive group discounts.

Corporate members and their employers will benefit from the reduced membership rates based on three tiers of participating staff.

They will be entitled to all of the valuable benefits provided to members, including reduced rates for educational and professional development programs, reduced or free rates to attend local chapter events, access to the Global Membership Directory and Career Centre, free subscription to the LEADER magazine, opportunities for recognition within the corporate real estate world, and more.

Participation Eligibility

In order to participate in the Australia/New Zealand Multiple Member Program, the following criteria must be met:

- End user company based solely within the region;
(Note: Companies with a global scope will not be eligible at this time)
- National, State and Local Government agencies; and
- Initially, the program will be open to Australia/New Zealand and Canadian members as a pilot

Partner Benefits and Guidelines

Tiered Membership Discounts:

- **Tier 1:** 3-6 participants – **15%**
- **Tier 2:** 7-11 participants – **20%**, and
- **Tier 3:** 12+ participants – **25%**

Membership will be held by individuals only, and individual member rights apply. Each company should designate a key contact to liaise with CoreNet Global Chapter and Regional staff. Memberships will be invoiced together with all participants sharing a common anniversary date.

More information on this scheme will be available early in 2009.

See the back cover for copy of our events conducted in 2008. The following should be noted:

- **CoRE Curriculum Benefits Brisbane.** The visit and half-day Workshop conducted by Todd P. Anderson from the United States was well received by those who attended. Todd is a very influential character and an animated speaker with great knowledge and experience. His advice on CRE and its influence within an organisation was insightful.
- **One out of Two MCR Programs conducted in Brisbane.** We were unable to conduct two MCR Programs in Brisbane this year. Unfortunately, the second Program planned for 22/23 October was undersubscribed and had to be cancelled. CoreNet Global is determined to rejuvenate the MCR Program regionally in 2009 and we look forward to two scheduled Programs in 2009 once again.
- **Inaugural Brisbane Symposium.** The first on our one-day Symposiums conducted in Brisbane in April was a resounding success. It focussed on development issues, particularly in the built environment in South-East Queensland. We also had very informative keynote presentations from Colin Jensen, Queensland's Coordinator-General and Neil Salton, Managing Director of Go-Cordless from the UK.

The response from the 64 delegates that attended our first Symposium was very positive and we will be looking to conduct a 'bigger and better' one-day Symposium event in May 2009.

- **National Discovery Forum.** The Brisbane Chapter was well represented at the first National Discovery Forum conducted by CoreNet Global in Sydney in April 2008. This event gathered together some of the major CRE Managers in the country to discuss current issues and 'discover' the best way forward. Our Chapter was represented by Peter Affleck (Suncorp) and me in my capacity as Chapter Chair.
- **Engagement of Iceberg Events.** After assisting us at the 2008 Symposium, Iceberg Events were formally engaged by the Brisbane Chapter to assist the Committee with Chapter administration and event management. This is developing well and has removed a lot of organising burden from the Committee and placed our activity/event management onto a much more professional footing.

In general terms, our 2008 Program went well until October when due to extenuating circumstances we had to cancel both events planned for that month. The committee apologises for this occurrence and makes a commitment to you the members that every effort will be made to deliver all events planned for the 2009 Program.

FINANCE

Due mainly to the successful Symposium in April this year the Brisbane Chapter is financially sound with an end-of-year bank balance of just under \$30,000. This compares very favourably with the historical 'cash at bank' balance of approx. \$3,000. We intend to maintain a healthy credit with CoreNet Global (Regional Accounts), which will enable us to achieve more for members in 2009 and into the future.

2009 EVENTS

The Draft 2009 Events Calendar will be discussed in detail at the Members Breakfast on 25 November 2008. This is the first year where the Chapter Executive Committee is specifically seeking member input into the content of the 2009 Program. This has been an important learning from the Melbourne Chapter and one we feel is beneficial to our Chapter Members here in Brisbane.

We are confident this input will result in more meaningful presentation contents at our 2009 Forums and an overall Calendar of Events that better suits member's needs.

2009 BRISBANE SYMPOSIUM

The CoreNet Global Brisbane Symposium planned for May 2009 will have the following theme:

“Change Management for a New Work Environment”

A look at the various aspects of ‘change management’ and how they can be employed to assist organisations adapt and improve in a new work environment.

Synopsis

Change Management is a widely used term and describes a multitude of aspects that may impact on an organisations need to alter its work environment and/or operations. This is particularly relevant in the current economic climate or when an organisation is moving to a new work environment or modern premises and takes the opportunity to use the move as a catalyst to implement beneficial organisational change.

There is a need to examine how aspects of change benefit productivity, employee retention and attraction, minimise waste, reduce costs, etc. There is also a need to examine what elements or aspects of change are most beneficial to certain organisations – what change agenda represents the best value proposition for the affected organisation. Is interior design the sole strategy to improving business functionality? Does the ‘Paperless Office’ really exist? Are there benefits in ignoring change and improvement strategies?

Many organisations are experiencing enormous pressure to be lean, efficient and effective in their respective markets. In the current economic climate more and more pressure is being exerted by Senior management and Boards to be efficient and effective with limited resources. To make this happen leaders, and particularly CRE managers, need to possess ‘change management’ skills in order to prove value to their organisation.

The 2009 Brisbane Symposium seeks to provide an insight into how organisations have successfully employed ‘Change Management’ and what elements are the keys to success.

A BIG YEAR FOR THE BRISBANE CHAPTER IN 2009

We intend to have approximately 12 specific events in Brisbane next year, averaging at least one activity per month. This will be the most ambitious Calendar of Events yet attempted, however we feel that with the growing support of the local property industry, CoreNet Global Members and assistance from the Committee and Iceberg Events, we can achieve our Program and its objectives.

SPONSORSHIP

The following key **National Sponsors** are acknowledged for their contribution to a successful 2008 for the Brisbane Chapter of CoreNet Global:



With special thanks to Clayton Utz for the use of their Conference Centre in 2008.

CLAYTON UTZ

BRISBANE CHAPTER SPONSORSHIP IN 2009

For the first time, the Brisbane Chapter will be seeking Chapter Sponsorship in 2009. Sponsorship details will be launched at the Member's Breakfast in November 2008. This is a new and exciting phase in the Brisbane Chapter's evolution and one that we feel will add value for our Members and prospective Sponsors.

ACKNOWLEDGEMENTS

Lastly, I would like to acknowledge the hard work and commitment of the Brisbane Executive Committee of CoreNet Global. I would like to also thank Iceberg Events for their professional support and assistance. Jodie Parker and Emma Tooth from Iceberg have helped us greatly to improve the administration of the Chapter and the quality of our events.

Without the efforts of an enthusiastic Committee, support from sponsors and interest from members CoreNet cannot achieve its objectives here in Brisbane. I would like to acknowledge the efforts of all those who have contributed to this successful year. I also look forward to their continued assistance and enthusiasm in 2009.

I personally look forward to 2009 and the great opportunities it presents for CoreNet Global's Members and our colleagues here in Brisbane.

A handwritten signature in blue ink, appearing to read "Frank Riley", with a stylized flourish at the end.

Frank Riley
Brisbane Chapter Chair
Corenet Global

25 November 2008

2008 BRISBANE EVENT CALENDAR

Month	Event, Dates and Venue	Comments
February	26 February – Chapter Forum Peter Chenoweth, CoreNet Region Director speaking on CoreNet Membership, and Peter Rossi, FKP Developments presenting on new Gasworks Development at Newstead, including 6 Star Energex Headquarters.	Membership Drive Initiative for 2008. Each CoreNet Member to sponsor invitee (Potential Member) Venue: Clayton Utz Conference Centre L28 Riparian Plaza, 4.45pm for 5.00pm
March	13 March – Site Visit Springfield Development Depart CBD 10.30am – Return 2.00pm	Visit to Springfield Development. 10.30am – 2.00pm with lunch included Bus pick-up and deliver to CBD.
April	1 April – National Discovery Forum Venue: Sydney	Selected 'End User' Members invited to a National 'Discovery Forum' in Sydney.
April	13/14 April – MCR Program – Brisbane "Advanced Leasing Analysis" Venue: Mecure Hotel 15 April – Brisbane Symposium Venue: Citigate at KGS - 9.00am-5.00pm	Organised by Clive Warren (Brisbane) and Rodney Timm. This is the major activity for the Brisbane Chapter in 2008.
May	28 May – CoRE Curriculum Program Half Day Event - 8.00am - 12.00pm Todd P. Anderson, Senior Managing Director, Global Corporate Services, CB Richard Ellis. Venue: Clayton Utz Conference Centre	International Speaker with high reputation visiting Australia & New Zealand as part of CoreNet Global's CoRE Curriculum Program.
June	20 June – Chairman's Luncheon Venue: The Brisbane Club	Luncheon with selected CRE Managers (End Users)
July	29 June to 1 July - Sydney National Summit Venue: Sheraton on the Park, Sydney CBD	Brisbane Members are encouraged to attend and represent our Chapter at the CoreNet National Summit in Sydney.
August	12 August – Chapter Forum "Brisbane Office Market – Will there be an Oversupply" Presenters: Colliers International Venue: Clayton Utz Conference	Colliers International (Brisbane) will host this Chapter Forum and provide a presentation on a topic of relevant to the Brisbane Market
November	25 November - Member's Only Breakfast Venue: Sebel Citigate – Lincoln Room	Presentation of Chairman's 2008 Report, and Members Only Workshop to discuss 2009 Program and Event Calendar.

It should be noted that this events calendar has been periodically updated and re-distributed during the course of the year as details were finalised.

