The Pharmacy Guild of Australia and the Forum Organising Committee would like to Thank and Acknowledge our Sponsors.
Without their support The Pharmacy WA Forum would not be possible.

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

www.pharmacywa.com.au
Dear Delegate

Never before has there been a more urgent time to gather the West Australian community pharmacy industry together. The Commission of audit is in, Federal Treasury, the economic rationalists and the misinformed commentators want to deregulate, and slash and burn the best medicines system in the world.

What is your Guild going to do about it? What does your Guild need you to do to ensure we are successful?

We urge you to join us and our key partners to hear the latest in critical industry issues including the 6th Community Pharmacy Agreement Negotiations, how you can help protect your interests from those that seek to deregulate, and how you can evolve and seek efficiencies with the ever changing marketplace.

Tough budgets have arrived, razor gangs are hunting, what impact will this have on Western Australia? What impact will it have on pharmacy? More and more commentators and others are looking at pharmacy and medicines for savings. They are cherry picking sections of other country’s programs, comparing isolated prices, or programs without looking at the whole. The WA Forum will keep you up to date with all that is happening and provide you with a complete overview.

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The presenters will bring to you a wealth of knowledge and information. The WA Branch will bring to you the task to help you understand what is going on around you and more importantly to PLAN for what is coming.

We look forward to seeing you at the WA Forum.

Can You Afford Not To Be There?

The Forum has secured a panel of leading commentators, planners and analysts. We have charged our speakers with the task to help you understand what is going on around you and more importantly to PLAN for what is coming.

Plan your Success

For a full program outline please turn to page four.

Who should attend

The Forum is open to the key decision makers from within the Industry, in particular:

- Pharmacy owners and decision makers
- Guild Members
- Community pharmacy managers
- Pharmacy wholesalers
- Pharmacy Industry Suppliers
- Government officials and representatives
- Pharmacy trade press

NB: Participation is at the sole discretion of the Pharmacy Guild of Australia. The Guild reserves the right to refuse entry to anyone it sees fit. Delegates intending to represent a company in any other manner than a delegate to the Forum without approval from the organising committee will be refused entry.

CPD Points

Continuing Professional Development (CPD) credits will be available for The Forum 2014. Further details will be provided closer to the event and will be available on the Forum website at www.pharmacywa.com.au

As part of national registration all pharmacists need to keep records of their Continuing Professional Development (CPD) and the Guild has responded to this developing an easy to use website - www.myCPD.org.au

Keep informed

For updated information on the Forum please visit the Forum webpage at www.pharmacywa.com.au and remember to read the Branch’s Friday Facts eNewsletter.

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The presenters will bring to you a wealth of knowledge and information. The WA Branch will bring to you the opportunity to be heard, to network and be part of the future. Make sure you register early.

We have moved the Forum to a Thursday and Friday. Our planning committee is making sure the Gala Dinner on Friday will be the best pharmacy event this year and delegates will have a full weekend to relax!

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## Thursday 21 August

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>7.00</td>
<td>Registration</td>
</tr>
<tr>
<td>7.30</td>
<td>Wholesaler Breakfast&lt;br&gt;Pharmacy Transformation “painting our vision.”&lt;br&gt;David Quilty</td>
</tr>
<tr>
<td>8.15</td>
<td>Display opens (arrival coffee)</td>
</tr>
<tr>
<td>9.00</td>
<td>Official Welcome and Forum overview</td>
</tr>
<tr>
<td></td>
<td>Health Economic Insights into the Industry&lt;br&gt;David Quilty and George Tambassis</td>
</tr>
<tr>
<td></td>
<td><strong>Morning Tea</strong></td>
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<tr>
<td></td>
<td>The forces that drive our customers to engage or resist - consumers are bombarded with competitive offerings, be more inspiring, visionary and engaging to cut through the noise. &lt;br&gt;Dan Gregory.</td>
</tr>
<tr>
<td></td>
<td>Supply Efficiencies - can we lead the world?</td>
</tr>
<tr>
<td></td>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td></td>
<td>Pharmacy Efficiencies - from dispensary restructure through to easy to achieve efficiencies - tips to service your customers more efficiently.</td>
</tr>
<tr>
<td></td>
<td><strong>Afternoon Tea</strong></td>
</tr>
<tr>
<td></td>
<td>Pathways to a Strong Agreement.</td>
</tr>
<tr>
<td>17.00</td>
<td>Sundowner</td>
</tr>
</tbody>
</table>

## Friday 22 August

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.30</td>
<td>Display opens (arrival Coffee)</td>
</tr>
<tr>
<td>8.50</td>
<td>Retail Rescue - Turning your customers into advocates.&lt;br&gt;Amanda Stephens</td>
</tr>
<tr>
<td>8.50</td>
<td>Generics and the PBS - A changing landscape.</td>
</tr>
<tr>
<td>9.00</td>
<td>An Industry United - The wholesaler - An integral part of Community Pharmacy.</td>
</tr>
<tr>
<td>9.00</td>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td></td>
<td>Pharmacy Viability - how much does your bank understand? Get assistance with your business prosperity, risk management and personal wealth creation.</td>
</tr>
<tr>
<td>17.00</td>
<td>Sundowner</td>
</tr>
</tbody>
</table>
Verity James will be returning as the Master of Ceremonies in 2014. Verity has been a broadcaster with the ABC for 24 years both in the Eastern States and in WA. She has presented all manner of radio shows from current affairs to lifestyle to specialist language, political and music shows. Verity also presented ABC Television news for ten years and has been a panel member and reporter for the Logie nominated ABC show “Can We Help”. Verity has recorded voice overs for a variety of events and currently writes for The Sunday Times Newspaper, Spice Magazine and continues on a casual basis for ABC radio.

As the founder and CEO of The Impossible Institute, Dan Gregory advises management and sales departments on what truly drives their customers and employees, and advises high level executives and boards on how to lead with the power of a purposeful and compelling identity in a rapidly changing world.

During his 20 year career as a thought leader in human behaviour, marketing, NPD and communications, Dan has worked with the biggest global brands and won countless awards around the world for creativity, effectiveness and ROI. Dan is most well-known for his appearances on the ABC’s Gruen Transfer.

Mark Hooper has a broad range of experience in finance, commercial and operational matters primarily in the mining and pharmaceutical industries. He is a former Chief Financial Officer and Chief Operating Officer for the Pharmacy and Consumer business of Symbion Health Limited, and from 2001 to 2006 was the Chief Financial Officer of Sigma. Mark was appointed Managing Director of Sigma Pharmaceuticals Limited in 2010.

Prior to his role as Executive Director of the Pharmacy Guild of Australia which he commenced on 1 December 2012, David Quilty ran his own consultancy providing strategic and policy advice to various organisations.

His previous roles include Group Managing Director Public Policy & Communications for Telstra Corporation and a number of political roles in the Federal Government and Federal Opposition including Chief of Staff to the Minister for Communications, Information Technology and the Arts and Senior Advisor (social policy) in the Prime Minister’s office.

Stephen Roche was appointed CEO of API in 2006 having joined the Company in 2005 as Head of Strategic Development. He has strong operational and leadership experience, including management of complex businesses in the healthcare sector and other industries. Previous roles have included Chief Operating Officer at Healthcare Services for F H Faulding and Group General Manager of Healthcare Services at Mayne.

A former Young Businesswoman of the Year and Young Australian of the Year (NSW), Amanda was awarded the prestigious Centenary Medal by the Governor General for business innovation.

With powerful take outs for sales, marketing and customer service strategies Amanda offers the perfect antidote for today’s economic climate. Amanda has consulted for small businesses through to Fortune 500 companies in Australia and the United States and at the highest levels of Australian politics.

George Tambassis National President, The Pharmacy Guild of Australia

George has been in community pharmacy for 25 years and joined the Guild Branch Committee in 2005. He has a keen interest in wound care management, harm minimization programs and continuing education. George was a member of the organising committee for the first offshore Pharmacy Guild Conference in Penang as well as the offshore conference held in Hawaii in 2012.

He aims to make sure pharmacy maintains and keeps its place in our ever-changing world by continually advancing the profession and providing the public with services, value and advice they will not get elsewhere. He was a member of the Australian Community Pharmacy Authority (ACPA) for 6 years working closely with the Pharmacy Location Rules.

After service as a Branch Committee member for 20 years Stephen is the current Vice President of the WA Branch of the Pharmacy Guild and Chairman and originator of the Innovative Pharmacy WA Forum concept. For 5 years Stephen and his committee have been evolving the Forum into one of the leading events in the Pharmacy calendar and looks to be ground breaking at every opportunity. Well known in the industry he has a passion for management and innovating whilst assisting our future pharmacists in the pharmacies of the future.
Registration Information

**Registration Type**

<table>
<thead>
<tr>
<th>Guild Member / Associate</th>
<th>Non-Guild Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird Registration</td>
<td>Full (Closes 21 July)</td>
</tr>
<tr>
<td>$530.00 (inc gst)</td>
<td>$880.00 (inc gst)</td>
</tr>
<tr>
<td>Standard Registration</td>
<td>From 22 July</td>
</tr>
<tr>
<td>$660.00 (inc gst)</td>
<td>$990.00 (inc gst)</td>
</tr>
</tbody>
</table>

**Registration Fee Includes**
- Entry to all sessions
- Conference Program
- Registration Pack
- Wholesaler breakfast
- Arrival tea & coffee
- Morning & afternoon refreshments
- Lunch both days
- Industry Sundowner
- Gala Dinner


**Registration Desk**

The registration and information desk at The Pan Pacific Hotel will be open from 7am-5pm Thursday 21st August 2014 and 8am - 5pm Friday 22nd August 2014. Delegates may collect their documents and name badge at the desk.

**Gala Dinner - Friday 22 August 7pm - 12pm**

The Gala Dinner will be held in the Golden Ballroom of the Pan Pacific Perth Hotel. Thanks to support of our sponsors tickets are included free of charge for Delegates. Delegates may bring a partner to the Dinner at an additional cost of $143.00 inc GST. To assist with catering it is important to indicate your intention to attend on the registration form.

**Accommodation - Pan Pacific Perth Hotel**

A block accommodation booking has been secured at the Pan Pacific Hotel for Wednesday 20th through Friday 22nd of August at a rate of $215.00 per night including breakfast for one person. Please indicate your reservation details on the registration form, supplying your credit card number, expiry date and your email address so that confirmation can be returned to you. A credit card must be used to secure a room reservation.

**Dress Code**

Business attire or smart casual wear is suggested for the Forum.

**Conference and Exhibition Manager**

Ray Bird  
Meeting Masters  
PO Box 335 Leederville WA 6903  
T: 08 9380 9804  M: 0419 194 916  F: 08 9238 1336  
E: enquiry@meetingmasters.com.au

**Privacy Statement**

The Forum Organisers collect your contact details for the purpose of registration for this event and to inform you of future events that may be of interest. Your details may be passed to third parties only associated with The Pharmacy WA Forum unless you request otherwise by ticking the box on the application form.

**Terms and Conditions**

**Confirmation**

Confirmation of registration will be issued to all delegates within five working days of registering. Please contact enquiry@meetingmasters.com.au if you have not received a confirmation within this time frame. The registration form becomes a Tax Invoice once completed.

**Payment**

Full payment of registration fees must be received prior to the Forum. Unpaid delegates will be refused entry into the events, so please ensure that your fees are paid prior to your arrival at the Forum. Cheques are payable to: Meeting Masters.

**Cancellation and Refunds**

All requests for registration refunds must be made in writing. For cancellations made prior to 1 August 2014 the registration fee minus a $150.00 per person processing fee will be refunded. Refunds will NOT be processed for cancellations after 21 July 2014, however substitute delegates are acceptable.

**Registration Changes**

Any changes to your registration or optional bookings will not be verbally accepted. Please fax, post or email your changes to the Forum Manager (details on previous page).

**Conditions**

Participation in The Forum and Trade Exhibition is at the sole discretion of the Pharmacy Guild of Australia WA Branch and is subject to conditions laid down by the Guild. The Guild reserves the right to refuse entry and this can occur without notice. Delegates intending to represent a company in any other manner than as a delegate to The Forum without approval from the organising committee will be refused entry.

**Conditions of Entry**

It is a condition of entry to The Forum and Trade Exhibition that you may be photographed at the event, and that your image may be used on promotional material for future events.

**Disclaimer**

Participation is acknowledgement that no blame, liability or responsibility can be attributed to the Pharmacy Guild of Australia WA Branch, its staff or agents for any loss, damage or injury resulting from failure to carry out any undertakings or provision, or from substitution of any undertaking or provision.

**Transferability of Registration**

Should you be unable to attend any part of the Forum it is permissible to transfer your registration to another person. To do so please visit the Forum registration desk or contact the Forum Manager.
**Delegate Information**

- **Title (Mr/Mrs/Ms)**: 
- **First Name**: 
- **Business**: 
- **Last Name**: 
- **Phone**: 
- **Position**: 
- **Fax**: 
- **Company/Organisation**: 
- **Email**: 
- **Guild Member Number**: 
- **Special Needs (dietary or other)**: 
- **Postal Address**: 
- **State**: 
- **Postcode**: 

**Venue and accommodation**

The Forum will be held at the Pan Pacific Perth Hotel, located at 207 Adelaide Terrace, Perth, WA 6000.

A Forum accommodation rate of $215.00 (inc GST) per night for a Standard room has been negotiated. The rate also includes a buffet breakfast for one person in Monterey’s. Additional guests staying in the same room can enjoy the buffet breakfast in Monterey’s @ $25.00 per person.

To secure your booking please provide your credit card number and expiry date. Your details will be forwarded to the hotel and the accommodation account charged to you upon check out.

**Wholesalers Breakfast**

- **Thursday 21st August 2014, 7.30am**
- **Pan Pacific Perth Hotel**
- **(Price included in Registration Fee)**

I will attend the Wholesalers breakfast

- Yes 
- No

**Trade Exhibition Sundowner**

- **Thursday 21st August 2014, 5pm**
- **Pan Pacific Perth Hotel**
- **(Price included in Registration Fee)**

I will attend the Trade Exhibition Sundowner

- Yes 
- No

I do not give permission for my details to be forwarded to third parties associated with the Forum.

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**Gala Dinner**

- **Friday 22 August 2014**
- **7pm for 7.30pm - Midnight**
- **Thanks to our sponsors the dinner is included free of charge for full delegates.**
- **Dress**: Formal
- **Additional Tickets**: $143 per person

**Proudly sponsored by**

- [Guild Insurance](#)
- [GuildSuper](#)
- [api](#)
- [nab](#)
- [Sigma](#)
- [symbion](#)

**Sundowner**

An ideal networking opportunity - join fellow delegates in the Exhibition Hall to unwind following the day’s events.

- **When**: Thursday 21 August
- **Time**: 5pm onwards
- **Cost**: Included in full delegate’s registration fee.

**How to register**

Register online at [www.pharmacywa.com.au](http://www.pharmacywa.com.au) or send the completed form to: Meeting Masters PO Box 335 Leederville WA 6003 or fax to 08 9238 1336 or email to enquiry@meetingmasters.com.au. Any questions regarding the registration process, please contact Meeting Masters on 08 9380 9804.

**Registration Tax Invoice**

Please keep a copy of this form for your tax records. ABN 45 325 087 916 Meeting Masters.