



Annual Report

2007

Published to Members March 2008

2007 Chairman's Report



Anthony Seaegg
Director
ICT Group

It was a great experience to serve as the ATA's chairman in 2007 and I thank the board for their efforts and support. I look forward to participating again on the board in 2008 and I hope we can consolidate on the achievements and new initiatives which we began in 2007. In review, our focus has been extensive and challenging, from reviewing our internal structure; growing our profile and external presence; advancing our profession with a new Standards and Accreditation programme; and taking the lead internationally to grow our profession.

ATA & Board Restructure

One of the main roles of the board is to ensure the ATA is correctly structured as an organisation to allow us to continue to deliver appropriate services to our members, and to grow and remain relevant in the industry. After successfully surviving a difficult period in the late 1990s, the ATA has experienced a solid level of performance over the past 3 years due to a move back to the provision of core member services. Evidence of the ATA's improved performance can be shown in the growth of our organisation with 35% growth in the number of financial contacts in our membership.

As an incorporated not-for-profit organisation, the ATA operates with only 3 full time staff. The remainder of positions (State and National committees and boards) are held by volunteers who receive no remuneration.

With a growing member base and greater expectations around our role and delivery of services, and the changing and rapid changes to our industry, this has placed increased pressures on our volunteers, the Board and the ATA staff. During 2007 the chapter network conducted around 100 different events with

approximately 8000 delegates attending these events. It is recognised that a greater level of support from the National Office to our local chapters will be necessary to support this activity, and our intention is to review our structure, resources and approach in order to be focused around the challenges that we face now and into the future.

Areas within our Board that will also change to accommodate our growth and expansion include:

- Increasing the term of elected directors from two to three years.
- Creating advisory committees from the chapter committee's and other appropriate parties.
- Identifying shortfalls of skills and specific expertise that can be supplemented through additional resources to assist in our growth and development.

A final approach is expected to be adopted in the early part of 2008 and will be communicated to the membership in detail.

ATA – our profile within the Industry and the Marketplace

Over the last year the ATA has made considerable inroads to boosting the association's profile in the Australian market place. In order to increase awareness of the ATA and our role, the organization has conducted a public relations programme, executed by PR firm McGregor's, which has addressed issues such as Privacy, the DNC register, off shoring and employment issues as they have affected our industry.

The association has had a media presence on radio, in trade magazines as well as mainstream

business and news periodicals, with over 50 mentions duringr 2007 focusing on the issues that affect our member organizations and the Australian community as a whole.

The result of such activities has opened the door with:

- Government,
- Industry, and
- The Community.

While we have made major improvements in lifting the ATA and industry profile it has been accepted that the ATA needs to do more in communicating its activities, achievements and thought leadership to the wider membership. The direction ahead for 2008 will be to deliver further internal and external communication initiatives that support our organizations goals.

Standards & Accreditation Launch

The new ATA Standards and Accreditation service was launched throughout Australia in 2007, in most major capital cities across Australia, with the full support of the then federal Government, regional politicians and relevant Ministers.

The ATA board is now satisfied that we have taken the necessary due diligence around issues of compliance and legal obligations, and it is now our plan to offer the Standards and Accreditation service to our membership to continue to advance the professionalism of our industry.

With close to a dozen member organisations having formally expressed interest in participating in our standards programme, we expect to be in a position to roll out the delivery of the accreditation process after the first quarter

of 2008. Copies of the standards are available on request.

Regional Development

For a number of years now the Australian contact centre industry has been seen as a leader in innovative strategies, practices and the adoption of technologies to value add our delivery. During the last 10 years our neighbours in Asia have been closely following developments in Australia and the US markets.

To ensure our relevance within our market, and internationally, we have been working towards an increasing process of inclusion rather than exclusion when it comes to member organisations in neighbouring countries.

Late last year a meeting was hosted by the emerging Call Centre association of China. In attendance were representatives of the following associations;

1. CNCCA (China)
2. HKCCA (Hong Kong)
3. CCAS (Singapore)
4. ATA (Australia)
5. CCMA (Australia)
6. TCCDA (Taiwan)
7. ICCA (Indonesia)

The participant organisations agreed there was great value in sharing information and interaction in a number of areas, and a MOU was signed by all relevant parties agreeing to the creation of a regional association – APCCAL – Asia Pacific Contact Centre Association Leadership.

National ATA 2007 Award Winners

Champion - Grant Yonge, Soul communications WA

Teleprofessional - Ingrid De Ruyter, Centrelink Perth WA

Team Leader - Karen Rutten, Australian Central Credit SA

Centre Manager - Dayle Grant, Energex QLD

Centre < 50 FTE - Perpetual NSW

Centre 50-120 FTE - DHL - QLD

Centre > 120 FTE - UCMS - VIC

2008 Chairman's Report



Steve Mitchinson
Partner
TeamRed Solutions

To all members,

Welcome to the 2007 Annual Report of the ATA, a detailed report of the 2007 activities of your association. We trust this new initiative will be well received by members.

Having recently been re-elected to the Board of the ATA, I thank the board for their confidence in electing me Chairman of the ATA Board for 2008.

I must congratulate our outgoing chairman, Anthony Seaegg, for the great work he has done on behalf of the ATA and its members during his tenure as Chairman. His work has strengthened the ATA and prepared it for the challenges it now faces.

Having accepted this role I hope to build on the great work of our predecessors as we continue to develop the ATA so that it can meet the needs and expectations of members and industry participants, now and into the future.

The industry has grown quite remarkably in recent years, and consequently, the needs, expectations and demands of members have changed dramatically. The challenge for the ATA is to adjust to meet that changing environment and to ensure we are relevant to the needs of our members and industry participants generally.

To this end, the Board will continue to seek new opportunities and to strengthen existing programmes. Success is a two way street and a strong and vibrant industry body must have an effective and timely, transparent and two way communication process with members.

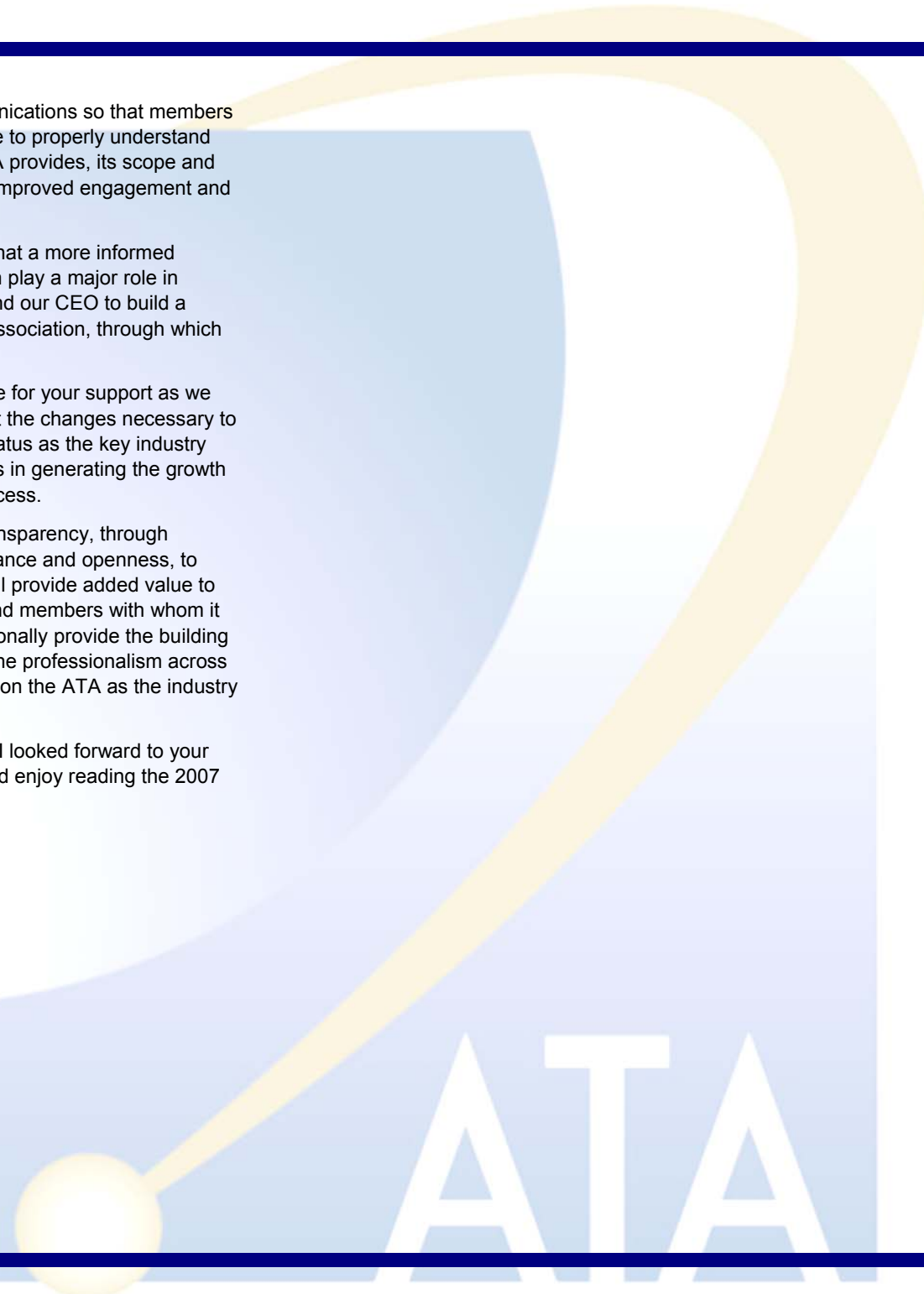
Over time some members have commented that they are concerned at what they perceive to be lack of transparency within the ATA as to its

activities. In recent times the Board has put a great deal of thought and effort into how to address this, our aim is to ensure that our members are better informed of the status and activities of their association, and have clear visibility to the strategy and actions of the Board. This Annual report is a very visible demonstration of that intent.

The Board has taken several steps recently to ensure that a number of areas are improved. We have:

- Received membership support for a range of changes to the constitution
- Assigned clear portfolio responsibilities to each of the elected Directors
 1. Audit and Finance
 2. Strategy
 3. Industry Representation and Promotion
 4. Professional Development
 5. Communication and Membership
 6. Sponsorship
- Restructured the role of the CEO and supported him with a clearly defined role description with clear objectives and expectations
- Implemented a Governance Policy that ensures the ATA is managed in accordance with appropriate corporate, risk, accountability and regulatory guidelines. Thanks in particular to the efforts of Jeannine Walsh
- Agreed to ensure that future ATA Conferences are used as a forum to showcase the ATA and update members on the status of the ATA and its programs
- Accepted the need for improved transparency of our financial results by posting these to the member section of the website once they are signed off by the external auditors. They will also be included in the Annual Report circulated to members
- Instituted regular written updates to members as appropriate, including the publication of the Annual Report to Members
- Published the Board Portfolios and responsibilities on the website so that members have direct access to the elected directors making decisions on their behalf. We encourage members to use these particulars to bring appropriate matters to the attention of the Board
- Appointed a Communications Manager to promote the role and benefits of the ATA, ensure the ATA grows its industry presence and presents a strong and consistent approach to issues
- Established a Strategic Review Committee to engage members and industry participants in a "think tank" on how best to advance the ATA and meet the needs of members and potential members
- Appointed an Events Manager to provide stronger levels of organisational support and event promotion and management to the Chapters

We believe these changes will deliver sustainable growth and direction for the ATA, and provide improved transparency.

A large, stylized graphic of the ATA logo is positioned in the background. It features a yellow circle at the bottom left, connected by a yellow line to a yellow shape that curves upwards and to the right, resembling a stylized 'A' or a checkmark. The letters 'ATA' are printed in a large, white, sans-serif font at the bottom of the graphic.

It will improve communications so that members and sponsors are able to properly understand the value that the ATA provides, its scope and therefore encourage improved engagement and support.

It is my strong belief that a more informed membership base can play a major role in assisting the Board and our CEO to build a bigger and stronger association, through which we all benefit.

I thank you in advance for your support as we continue to implement the changes necessary to maintain the ATA's status as the key industry body and too assist us in generating the growth needed for future success.

By providing more transparency, through demonstrable governance and openness, to members, the ATA will provide added value to all the corporations and members with whom it interacts. It will additionally provide the building blocks for improving the professionalism across the industry and position the ATA as the industry leader.

On behalf of the ATA I looked forward to your continued support, and enjoy reading the 2007 Annual Report.

Steve Mitchinson

Chairman

CEO's Report



Michael Meredith
CEO
ATA

Building upon the successes of previous years, 2007 saw:

- the bar raised to win an ATA Award;
- the ATA lobbying government to moderate the operational impact of the DNC;
- a restructure of our relationships with sponsors;
- the continued development of the industry through our Diploma and National conference.

The highlight of any ATA year is the National Awards program, now in its thirteenth year. The awards are highly sought after and contested by the membership. This year 357 nominations were made to the program across the seven different categories, with many companies entering for the first time. Each year the standard of nominations continues to rise making the selection of winners a challenging task. In 2007, more than 42,000 individual measurements were made by our judges, Jeannine Walsh and Trevor Deeming, to identify our final winners.

In 2007 it was pleasing to record that the national winners came from across all states. This was not by design but by achievement. This is the first time this has happened in the last five years. The ATA would like to congratulate the 2007 winners and we look forward to raising the bar again in 2008.

In March 2007 the Federal Government introduced the National Do Not Call Register (DNC). As the legislation for the register had been passed in 2006 without any industry consultation or advice, the basic format of the register was already established prior to the industry input. Once the Government

announced its existence, the ATA lobbied government with several proposals. The ATA's objective was to ensure that the final structure of the Register would not impose unworkable restrictions, costs and processes upon the Australian industry.

Despite the government advising the ATA that a key driver behind the implementation of the DNC was increasing consumer complaints about overseas telemarketers, the requirements of the DNC are unlikely to be enforced against these offshore centres. However, prior to the ATA's lobbying, the DNC looked to become a financial and bureaucratic burden for members. We believe that we succeeded in representing the industry's best interest, albeit at the last minute. Feedback from members indicates that the requirements of the DNC have been absorbed and that there has been little operational impact overall.

Sponsors play a key role in enabling the ATA to deliver initiatives to the membership. Without their support the ATA would need to on-charge an additional \$300 per member annually. Over 2006, the board worked to restructure these critical relationships on a national platform. This program of National Sponsorship was introduced this year. We would like to formally thank our 2007 sponsors, Telstra, Aspect, Manpower, Cisco, Call Design, VeCommerce, Genesys, NEC and Select Teleresources for their support of the ATA. More information about their offerings can be found at the end of this Annual Report. We enter 2008 in a more secure financial position as a result of these mutually beneficial partnerships.

2007 also saw the expansion of the ATA's Diploma in Contact Centre Leadership. The ATA Diploma program now runs in Queensland, Victoria, South Australia and New South Wales.

During 2007, the ATA had 57 delegates through the various modules in the Diploma, with many of these enrolled to complete the full Diploma. At the end of 2007, the ATA put out an Expression of Interest to the membership to expand its training and development portfolio. On the basis of the high response from training professionals, we will be expanding our portfolio to include specialist professional development programs as well as accredited training in Certificate 3 and 4 in 2008 and beyond.

During September the ATA conducted its seventeenth consecutive National Conference in Sydney. As well as sporting stars like Andrew Johns and Tatiana Grigorieva providing universal motivational tips and inspiration, leading industry speakers such as Steve Mitchinson, Stephen Simpson, Scott Hillard and Antoine Casgrain spoke of the current trends and issues within the industry. Managing change, effective leadership, the industry future, training and coaching were all strong themes, as well as case studies from the ATO, Canon Australia and NRMA. The additional sessions to the main conference included workshops, site visits and the National Awards dinner, all of which continue to be popular additions to the two-day conference. Much of the feedback from the event rated the conference as the best to date. They commented that high quality speakers provided presentations that were insightful and included many practical solutions to the issues facing today's centres.

As a members association, the strength of the ATA lies within our membership. We look forward to working together through 2008.

Treasurer's Report



Sean Mather
Director
Call Design

The 2007 financial year was a significant year for the ATA on many fronts. The change at the board level to adopt a CLERP 9.0 approach to board structure and management required the board to reduce its operational nature across all facets of the organisation.

This was particularly felt at a financial level as the board transferred full operational management of the budgets and associated expenditure to the management team.

To facilitate this action, budgets were submitted by chapter and functional business units to the CEO, and subsequently to the board for approval.

The reports provided and prepared for audit at the end of the financial year 2007 show the ATA received revenues of \$1,229,423.83 for the 12 months to December. The ATA also sustained expenses of \$1,246,321.45 for the same period, yielding an operating loss of \$16,897.47.

The revenues received were categorized as membership fees, national functions (such as the awards, professional development, and standards), the national conference, sponsorship and other income. These are shown clearly in the table of Income Received.

The operating loss, as reported earlier, was substantially due to two unbudgeted increases in both the national awards judging process and promotion of the ATA standards. The operational management of the budgets relevant to chapter expenditure fell within operating guidelines during the reporting period.

The financial year 2007 saw a significant change to the process of receiving sponsorship funding. Funding was received at a national

level from sponsoring organisations and distributed to the chapters to augment the revenue required to run chapter operations.

This process was adopted to improve the effectiveness of sponsorship funding across the ATA and to provide the maximum benefit to the vendors that participate in the program.

The Balance Sheet shows the total Assets recorded as \$171,925.63, with Liabilities reported as \$41,649.46, leaving the total member funds for the 12 months to December 2007 of \$130,276.17.

The accounts are currently with the auditor and will be available on request from members after April 2008.

It is the consideration of the Board, based on the financial data reported, that the ATA is capable of continuing to perform the function for which it is incorporated and that all financials as reported are within normal and expected operating guidelines.

2007 Income Received

	Amount
Membership Fees	\$334,277.61
National Functions	\$302,665.06
National Conference	\$52,367.27
Sponsorship	\$287,870.55
Other Income	\$33,798.42
Total Income	\$1,229,423.83

2007 Expenses Incurred

	Amount
Awards	\$444,632.98
Accounting	\$39,518.96
Events (non awards)	\$295,112.87
Administration	\$152,934.95
Wages & Leave	\$245,602.69
Public Relations	\$38,433.22
Standards	\$30,085.78
Total Expense	\$1,246,321.45

New South Wales Chapter Chairman's Report



Julie Ashpool
Solutions Executive ANZ
Manpower Business Solutions

I don't think there are many people who wouldn't argue that 2007 was an incredibly challenging year in every aspect of meeting business demands. We heard from our members that their focus for 2007 was around staff performance, attraction and retention; meeting service level expectations; and running cost efficient centres.

The NSW Chapter ran a number of events targeted to assist our members tackle the daily challenges they were facing. We heard from industry leaders such as Salesforce, American Express, BT Financial Group, and CBA, who shared their experience and strategies with us. We also gained insight from expert vendors including Telstra, Aspect Software, and Premier Technologies to assist us in our technology integration and investment decisions.

One of the NSW Chapter's continued successes comes from our ever-popular site tours. In 2007 we were exceptionally privileged to offer exclusive tours for our practitioner members to:

- Telstra National Wholesale Centre, Sydney
- Veda Advantage, North Sydney
- Australian Taxation Office, Parramatta
- Medicare, Parramatta
- CBA People Connect, Parramatta

The NSW Chapter would like to formally thank our tour hosts for opening their centres to the membership and sharing the initiatives which have led to outstanding achievements and performance.

A new initiative for 2007 was our new Forum Groups, running events for peer representatives. In March, our Technology forum heard from Jodie Sangster (Acxiom), Grant Symons (ACMA), Geoffrey Court (Salesforce), and Nick Campbell (ADMA) on the anticipated practicalities and processes from the implementation of the Do Not Call Register. Our Recruitment and Retention Forum Group in May gained amazing interest – demonstrating your focus on the people within your organisations – so thank you to our hosts, American Express, for accommodating such a large group of attendees.

We all work so hard each and every day that it was wonderful to see everybody let their hair down at some of the more social functions throughout the year. The State Awards in July was another demonstration of our industry's capacity to party hard! While the Christmas Trivia Lunch certainly got all those competitive juices flowing! The NSW committee is very proud of all our members who nominated into the 2007 awards program, the standard just keeps getting higher and our award winners and finalists all deserve the recognition of their achievements.

My first year as NSW Chapter Chairperson was a huge learning curve to understand the differences between running a profitable business in my 'day job' as compared to working with the ATA as a not-for-profit organisation. I have been amazed and delighted by the members of the NSW Chapter Committee who have given their time in a voluntary capacity to organise and run events throughout the year, in spite of all being extraordinarily busy in their own 'day jobs'. I thank each and every member of the 2007 Committee for their contribution. We enter

2008 with a group of NSW professionals who bring amazing skills and strengths to the team. 2008 looks to be another year of bringing more events, more networking, more knowledge sharing, and more fun to the NSW ATA members!

Our celebrated 2007 State Award Winners are:

NSW Award Winners

Champion - Debbie Cooper - BT Financial

Teleprofessional - Diana Richardson - Comsuper

Team Leader - Kathy McDonald - ATO

Centre Manager - Jason Flanagan - BT Financial

Centre < 50 FTE - Perpetual

Centre 50-120 FTE - ING Australia

Centre > 120 FTE - BT Financial

Queensland Chapter Chairman's Report



Scott Nash
Director
Champs Unlimited

2007 saw a busy year for the Queensland Chapter.

Events

The Queensland chapter ran seven (7) events, (including trivia night, Call Centre walk throughs and networking events), all of which received strong support from our growing Contact Centre industry. Total attendance at all events was 1047 people. The highlight of the Queensland calendar is always our State Awards night. We continue to enjoy outstanding support for this gala event, this year attended by 605 people.

Membership

Our membership at the end of 2007 stands at approximately 122 member organisations and contains 378 contacts and we continue to enjoy the support of many local sponsors. Our special thanks to Touchbase, who is about to enter its fifth year as a major sponsor of our State Awards.

Professional Development

Our professional development sub-committee conducted 8 Special Interest Groups (SIGs) throughout the year in Brisbane and Toowoomba. These were specifically targeted at key groups within our membership base, including Trainers, Workforce Managers, Team Leaders and Managers. Each SIG was designed to address specific relevant issues of the day and continue to be well received and supported by members.

Committee changes

As a footnote to the 2007 year, we were sorry to lose several key committee members whose support in past years has been invaluable. Our thanks to Lyn McFarlane (immediate past

Chapter Chair) from Tunstall, Dr June Dunleavy from Customer Contact Solutions, John Hamilton from RACQ and John Sawtell-Rickson from Q Super, all of whom are taking a well earned break from committee life.

Outlook for 2008

With our focus now on the year ahead, our aim for 2008 is to build on the work of past years and consolidate our activity in several key areas, including:

- Membership
- Participation in ATA Awards (not just the Awards dinner)
- Supporting the launch of the new Standards
- An increased number of Professional Development activities including SIGs
- Increasing our profile in the local market

Ultimately our goal is to ensure that the ATA is seen as the leading industry body, by continuing its contribution to members and the industry as a whole. We can also achieve this through a credible Awards program; nationally recognized benchmarking standards; events/networking; and professional development opportunities.

One new initiative has been to create and promote a "Supporters Group" for those in our industry who are keen, but may not be able to or willing, to commit to the formal responsibilities of a committee position. We hope that this will help to increase our capability and productivity in the above areas as well as contributing to succession planning for future committees.

We look forward to a strong participation in our State Awards and in turn enjoying a strong presence at the National Awards to be held on our beautiful Gold Coast in September of this year.

QLD Award Winners

Champion - Grant Chalk - QSuper

Teleprofessional - Gai Tumeth - ATO

Team Leader - Terri Delahunty - Energex

Centre Manager - Dayle Grant - Energex

Centre < 50 FTE - Remuneration Services QLD

Centre 50-120 FTE - DHL International

Centre > 120 FTE - Austar Entertainment

Victorian Chapter Chairman's Report



Gingkai Tan

Account Director

CPM Asia Pacific

The Victorian Chapter of the ATA has completed an outstanding year in 2007 with numerous events held with a record number of attendees.

As the Contact Centre industry continues to evolve we regularly find ourselves facing new and varied challenges such as; continued industry growth; record low unemployment rates; staff attrition; recruitment and technology trends to name but a few. Our responsiveness to such issues and our ability to tackle these remains a key indicator of our success.

In 2007 we held a breakfast event that looked at the rapid introduction of Gen Y into Contact Centres; an event that saw an amazing turnout of more than 100 people who left with a greater insight and understanding of how to deal with generational diversity.

The recent introduction of events dealing directly with Team Leaders and CSR's is another good example which was also very well received, with an increasing demand for similar events. It has proven to provide another forum in which information and feedback is shared, and highlights the close connection the ATA has with the industry at all levels.

The ATA Awards Night was again a huge success with very deserving winners. The calibre of applications continues to grow in leaps and bounds and the judging of winners becomes tougher each and every year. Whilst there can be only one winner selected in each category it is essential to acknowledge all nominees who should be very proud of their achievements. It is these very efforts that make our workplaces brighter and stronger, and importantly, add further value to the Australian community.

The announcement of the Contact Centre Standards and Accreditation program (CCSA) in 2007 was a wonderful moment and we look forward with great anticipation to the official introduction and launch later this year. The CCSA builds upon the professionalism of the Australian Contact Centre industry and is focussed on working with our peers to achieve even greater heights.

The coming year brings with it both a great deal of promise and exciting times. In 2008 we are committed to further build upon the experience and expertise of the ATA to find new and innovative ways to add even greater value to our members. We will be leveraging from our existing successes and building greater capabilities to allow us to stay in touch with, and aligned to, the issues and needs of the industry.

It is with the greatest of appreciation I extend my gratitude to the tireless efforts of every member of the Victorian committee. The support, passion and commitment from each committee member to the betterment of our industry has ensured our ATA members and the wider industry continue to grow and prosper.

As I take over as Chairperson in 2008 I would like to recognise the significant efforts and contribution of Sherry Hayward. Sherry's dedication as Chairperson over the past 2 years has been a key factor in our success and we look forward to Sherry's continued support.

Last but not least, a very big thank you goes to our members. Their support is our major source of inspiration and our challenge is to continue to provide excellent, practical information to a growing body of people keen

to improve themselves, their organisation, industry and community.

VIC Award Winners

Champion - Brett Bennie - GE Money

Teleprofessional - Mereoni Vuki - ATO

Team Leader - Jason Gould - Australia Post

Centre Manager - Glenda Picioane - GE Money

Centre 50-120 FTE - Centrelink Wendouree

Centre > 120 FTE - UCMS

South Australian Chapter Chairman's Report



Karen Beard
Manager, Telephone & Electronic
Relationships
Australian Central

The SA Chapter welcomed a number of new members to the committee in 2007 including a new Chapter Chair Karen Beard. 2007 was certainly a challenging year, and a number of key events for the year had a focus on those who will lead the contact centre industry into the future.

A fantastic team leader development day titled "Next Generation" was held in March which was designed to give potential and new leaders practical advice they could take back and implement in their workplaces. Our key note speaker Mark Bickley (former Adelaide Crows Captain) spoke about the challenges when the plans you set in place don't quite go according to plan, and how to adapt and achieve your set goals. Also, team leaders were asked to answer the question: Where do you want to be in 5 years time? They were given career strategies to ensure goals are met. Our day concluded with Brett Minchington, MBA and author of "Your Employer Brand attract-engage-retain", who spoke on the art of networking.

To follow on from the art of networking, a number of ATA sponsored networking events were held in a relaxed and informal setting to ensure that all participants interacted.

The ATA Awards night held in July was an outstanding success with a great night of recognising the important role that all contact centres play in the SA economy. Outstanding individuals and centres were recognised in front of their peers, and great food and wine was enjoyed at the National Wine Centre. Site visits to the State Award winning centres have been conducted over the past 6 months, sharing with all what has made their centre a success!

Team leaders, managers and coaches were again our focus with a one day workshop on the 'Art of Coaching'. The day provided attendees with practical information to ensure that their centre has clear objectives, appropriate knowledge, efficient systems and well-developed coaching skills to achieve maximum effectiveness, efficiency and consistency.

Our year rounded out with a Christmas get together at the beach. We enjoyed great food and wine, but more importantly great company with the ATA SA Chapter members.

In 2008 we are looking to have monthly events which meet the needs of the SA Members including, site visits, key note breakfast speakers, networking events and we will continue our focus on those leaders who will lead the contact centre industry into the future.

SA Award Winners

Champion - Mandy Petry - Centrelink Pt Augusta

Teleprofessional - Lucy Barratt - Australian Taxation Office

Team Leader - Karen Rutten - Australian Central Credit Union

Centre < 50 FTE - Insolvency & Trustee Service of Australia

Centre 50-120 FTE - Australian Central Credit Union

Centre over 120 FTE - Centrelink Adelaide

West Australian Chapter Chairman's Report



Joan Brierley
Head of WA Customer Service
Centre
Bankwest

Last year was a busy year for Western Australia with a full schedule of events and one of the biggest awards nights the state has held.

Over the year the WA Chapter held 16 events:

- 6 breakfast events with an average attendance of 80 members
- Two team leader forums – attendance at each around 45 people
- Two consultant forums – with 45 attending each forum
- Three call centre managers forums –with 25 managers at each event
- Two trainer forums with 15 at each event
- An 'Entering the Awards' forum with 25 attendees
- WA Awards night with over 270 attendees – a record for WA

Our State awards night was a fun packed celebration of the professionalism and competency of centres in WA. We were fortunate in WA to have success at a national Awards level, winning two of the individual categories – Call Centre Champion and Teleprofessional. We are lucky that year on year the quality of candidates in WA continues to improve and 2008 looks like being another year where the standards are raised.

The WA chapter committee started the year with 13 committee members but due to business commitments this reduced over the year to a core group of 5. Another 4 casual members committed to the chapter as and when they were available. I would like to thank this dedicated group of people who freely give of their time to promote the industry which they are passionate about.

Outlook for 2008

The WA Chapter Committee has agreed that for 2008 we are refreshing our approach to events in light of the push by the CCMA to enter the WA market.

The Chapter will continue to hold some "traditional" events as well as targeting the senior executive level within WA with more sundowner/ networking events for vendors and managers. We are conscious that the WA ATA is moving into a new phase where we will be an association that is recognised for its standards, professional development and body of excellence in Contact Centre operations. In WA we are focused on delivering this vision to a local audience.

The WA chapter is currently well populated with a fifty-fifty split between experienced members and non-experienced members. A buddying system has been agreed in order to up skill the chapter on requirements for events and growth in 2008.

The WA contact centre market continues to grow with new entrants into the industry and as a result we have appointed a membership co-ordinator to manage introductions to these new centres. Unlike many other states, generally within WA, managers known to the ATA move to these new centres, which makes introductions easier and hopefully, will entice membership applications.

2008 promises to be a bigger and better year than 2007 for the WA chapter with a new focus and an energised Committee.

WA Award Winners

Champion - Grant Yonge - Soul Communications

Teleprofessional - Ingrid De Ruyter - Centrelink Perth

Team Leader - Kirsty Cranefield - Bankwest

Centre Manager - Neil Harrison - Soul Communications

Centre < 50 FTE - Bunnings Group Ltd

Centre 50-120 FTE - Silver Chain Nursing Association

Centre > 120 FTE - Soul Communications

Illawarra Chapter Report



Tory Macri
Operations Manager
ahm

Overview

In October 2007 it was decided to return the Illawarra Chapter back into the NSW Chapter membership base.

The desire to maintain networking relationships is as strong as ever and we hope the Illawarra is well represented at NSW events.

I want to thank the committee team for all their efforts.

2007 Chapter Events Summary

February: First committee meeting held to review chapter's event calendar

March: Information session on ATA National Awards

May: The B.E.S.T Presentation Skills Program

September: ATA National awards

ATA Directors



Anthony Seaegg, Chairman
Director, ICT Group

Anthony Seaegg started in the CRM Industry over 20 years ago and in that time has managed and implemented people, process and technologies strategies for a number of multi national companies. Serving

as the immediate past chairman of the Australian Teleservices Association (ATA) he has also had exposure to the industry and their practices and drivers giving him a unique view of not only the Australian market but also our neighbours in South East Asia and the Pacific.

Over the Last 15 years Anthony has worked for Datacom in Australia as its founding Australian executive and more recently as a Director for the ICT Group servicing the Asia Pacific region. Networked across industry silos within the Australian markets Anthony has presented to the likes of Geoff Dixon from Qantas, Steve Balmer of Microsoft and others who could effect change and value to the organisations he has served. With over 60 keynote presentations at conferences and trade fairs in Australia and Asia, Anthony has demonstrated the value of increasing corporate awareness as a vehicle to increasing opportunity.

During his time at Datacom he was responsible for that organisation being the most awarded company of its type in Australia winning:

- Call Centre of the year nationally
- NSW Government Employer of the year 2001
- Federal Government employer of the year IT&T 2001
- Finalist Australian Customer Service Awards 1996
- Best Support and Service organisation five out of the last 7 years PC Week.



Jeannine Walsh OAM, Deputy Chair
Managing Director

Contact Centre Consulting & Wellness First

Awarded the Medal of the Order of Australia in 2008 for service to the teleservices sector, particularly through the Australian Teleservices Association

(ATA). A Fellow of the Institute to Financial Services.

A founding member of the Australian Teleservices Association (ATA) in 1989 and a career in contact centres that spans over 20 years. Jeannine established St. George Direct in 1988 and since 2000 has consulted into a number of companies providing contact centre expertise and Wellness at Work programs.

Contact Centre Consulting services and Wellness @ Work programs have been provided to AMP, BT Financial Services, Bluecope Lysaght, Clearview Retirement Solutions, Employment National, Medicare, Multicall, NSW Farmers Association, Sutherland Credit Union Commonwealth Bank, IAG - NRMA, First Data, Fantastic Furniture, St George Bank, TAFE NSW.

A regular speaker at both national and overseas conferences covering all facets of contact centre management. Her range of topics includes customer service, team building, motivation, leadership, multi-skilling, hiring the right people, contact centre set up, management and growth.

Jeannine has proven, through The Wellness @ Work programs, that happy and healthy staff not only perform at their optimum, but are passionate about their roles and workplace.

As well as a passionate advocate for creating a healthier lifestyle professionally and personally, Jeannine was a judge for the National Awards Program in 2006 and 2007.



Sean Mather, Treasurer
Director, Call Design

Over the last 18 years Sean has performed various roles as a consultant to the contact centre industry in Australia,

New Zealand, Singapore, Hong Kong and the United States of America.

Sean has undertaken roles in AusCom, Co-Cam Computer Group, IBM, QPC and most recently Call Design. Sean has enjoyed roles across the broad spectrum of the contact centre industry from Technical Services Consultant, Help Desk Manager, Customer Service Manager, Consultant and Operations Director.

Sean was previously engaged as the Operations Director of Callscan, an organisation that assisted the key Australian telecommunications provider, Telstra, to deliver their portfolio of network based contact centre solutions.

Additionally, Sean works with state government to promote the Victorian industry to international visitors. He also recently led an outbound mission for both the ATA and Victorian Government, focusing on international trade with the United States.

Sean has had several roles within the ATA, including on the Chapter Committees and as a local awards judge. In 2007, he was also one of three international judges for the Contact Centre Association of Singapore.



Steve Mitchinson, Director
Partner, TeamRed Solutions

Steve had been involved in credit and retail management for over 20 years before embarking on a range of customer service and contact centre roles with a number of leading organisations and in 2006 assumed the role of General Manager Consumer Operations with SOUL

Communications. He left SOUL to set up his own consulting business TeamRed Solutions, where he assists clients with strategic planning and the re-engineering of customer management practices through the application of Whole Brain Thinking™.

Steve is also an experienced conference presenter, having presented nationally and internationally for many organisations and private clients in the areas of customer management, leadership and effective people practices.

Steve has been actively involved with several industry bodies, including the Customer Service Institute of Australia where he is a Senior Licensed Assessor of the International Customer Service Standard. He is a life member and former National president of the Australian Institute of Credit Management (AICM)

He was elected to the Board of Directors of the ATA in 2005 and in February 2008 Steve was elected to the position of National Chairman of the ATA.

Steve also served as a member of the WA Business Services Industry Training Council and lead establishment of competency standards and training packages for the Credit Management and Mercantile Agents Industry sectors. More recently Steve chaired the national review of competency standards affecting the contact centre industry which developed major improvements to the framework to meet the current and future needs of the industry and all participants.



Paul Kennedy – Director
Sales & Service Manager, British American Tobacco

Paul Kennedy has been actively involved in the Call Centre industry for over 17 years. He has managed centres at St.George Bank, Commonwealth Securities, Rams Home Loans, HSBC and is currently the National Sales and Service Manager at British and American Tobacco.

He brings to the board extensive grass roots experience in developing and leading call centre functions across numerous industries. His achievements include the establishment of pioneering green field sites through to the successful business transformation of mature operations. Paul, and his teams, have an enviable record of victory in the prestigious ATA awards receiving three State and two National call centre awards.

He has been a valuable contributor to the association over many years having held positions on the NSW State committee for a period of seven years and been a regular presenter at numerous ATA conferences.



Eloise Campbell – Director
Managing Director, Vivaz

Eloise has been a consultant specialising in contact centres for the past seven years. During this time she has consulted into companies such as Reuters, Australian Unity, Ballina

Shire Council, FujiFilm, State Debt Recovery Office, Workplace Authority, and Tourism Tasmania. Eloise is known for her creative practical solutions and her ability to effectively communicate complex issues and ideas.

Eloise is a regular and experienced keynote conference presenter and facilitator both nationally and internationally. As a facilitator, she is known for providing a relaxed and friendly atmosphere for all participants to share knowledge and ask questions. She is respected for the depth of her industry knowledge.

Eloise set up the Australian Contact Centre Survey (ACCS) six years ago after identifying the need for more integral information on contact centre operations. Through her involvement and management of this research she continues to refresh her knowledge on the strategies used in centres to achieve best practice.

Eloise regularly publishes reports and papers on industry best practice, trends and challenges that are read by practitioners and vendors in the industry from CSOs to CEOs.

Eloise has been an active member of the ATA at a chapter and national level; most notably she was instrumental in the development of the ATA Standards and the associated auditing process.

2008 Volunteer Chapter Committees

New South Wales Chapter

Julie Ashpool, Solutions Executive ANZ, Manpower - Chapter Chair

Trish Tyler, State Manager - NSW, DFP Recruitment - Vice Chair

Graham Estreich, Sales Manager, Noble Systems - Secretary

Julianne Wargren, Director, WW Technology - Treasurer

Lesa Herrick, Quality Consultant, Reuters

Bianca Lotts, Team Leader, Julia Ross

Mark Pellow, Operations Support Manager, Reuters

Paul Norris, Senior Manager - Client Services, Wealth Management, Perpetual

Bradley Starr, General Manager, Vivaz

Margaret Marko, Contact Centre Manager, Workplace Authority

Mark Raven, Chief Executive, Academy

Beverley Royes, Executive Manager, Select Teleresources

Kylie Barrington, General Manager, Select Teleresources

Fiona Keough, Head of Telephone Service Centre, American Express

Julie McConnell, Operations Manager, Intercontinental Hotels

Kylie MacKenzie, National Customer Services Manager, BOC Ltd

Lee Alexander, Manager Solutions Consulting, ANZ, Aspect Software

Queensland Chapter

Scott Nash, Director Champs Unlimited Training & Development – Chapter Chair

Gerry O'Shaughnessy, Director Call Centre Operations, Australian Insurance Holdings – Vice Chair

Stephen Gurr, Director, Sharnbrook Consulting – 2nd Vice Chair

Emma Leck Executive Manager, Select Tele-resources - Secretary

Mark Gallen, Director, Tactical Recruitment

Lyn Trewenack, Member Service Centre Manager, Citistreet– Professional Development

Rebecca Wilson, National Skilling Co-ordinator, Australia Post Contact Centre Channel

Louise Hinchin, General Manager, Hallis Recruitment

Flora Rohde, Customer Service & Response Centre Manager, Tunstall Australasia

Leigh Elwood, Managing Consultant, Yonda Solutions

Kylie Higgins, National Telephony Manager, Ethan Group -

Duncan Thomson, Call Centre Manager, Remserv

Victoria Chapter

Gingkai Tan, Account Director, CPM Asia Pacific - Chairman

Sally Forde, Team Leader, Aviva - Vice Chair

Melanie Tyler, Customer Contact Manager, Fosters - Vice Chair

Stacey Dullard, Consultant, Manpower - Secretary

Sherry Hayward, National Manager of Training and Assessment, AiGTS

Giselle Robinson, Senior Consultant, IQBS

Robyn Moran, Manager - Customer Contact Centre, Origin Energy

Sylvie Barnett, Senior Customer Contact Representative, Fosters

Frederick Brown, Client Operations Manager, UCMS

Paul Brown, Dealer Underwriting and Operations Manager, IAG

Stuart Holmes, Director, SMAART

South Australia Chapter

Karen Beard, Manager, Telephone & Electronic Relationships, Australian Central - Chapter Chair

Deborah Bland, Institute of Medical and Veterinary Science

Sam O'Neill, Call Centre Manager, Cliftons

Julia Murrie, Account Manager, Tie Networks

David Coombe, Manager Customer Contact Centre, SA Water

Cathie Woods, Team Leader, Optus

Nicky Blenkinsop, Executive Manager, Select Teleresources

Brett Stevens, Senior Consultant, QPL Recruitment

Western Australia Chapter

Joan Brierley, Head of WA Customer Service Centre, Bankwest – Chapter Chair

Phil Everist, Director & Senior Consultant, Alice and Kicking

Trudi King, Customer Service Manager, APIA

Carmel Norris, State Manager, IPA

Nikki Baker, Team Leader, IPA

Julie Wolfe, Manager Customer Experience, Synergy Energy

Illawara Representatives

Tory Macri, Operations Manager, ahm

Elizabeth Donaghy, CC Supervisor, NSW SES

ACT Representatives

Alana Shaw, Assistant Director, Australian Bureau of Statistics

Hunter Representatives

Brad Dixon, Call Centre Manager, RailCorp Countrylink

Matthew Gray, Centrelink Newcastle

2007 ATA Sponsors

Platinum Sponsor



Telstra is Australia's leading telecommunications and information services company with more than 25 years experience in delivering contact centre solutions to Australian businesses and for use within Telstra.

As one of the leaders in the provision of Customer Contact solutions, Telstra is uniquely positioned to help customers maximise their investment in contact centre technology by providing them with the most suitable solution that will help in the transformation of their business.

Telstra offers a comprehensive portfolio of hosted, co-hosted and Customer Premise Equipment (CPE) based solutions and services.

For more information visit www.telstraenterprise.com

Gold Sponsor



Aspect Software, Inc. founded the contact centre industry and is now the world's largest company solely focused on Internet Protocol (IP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centres around the globe. Its pioneering Unified IP(tm) Contact Centre product line reduces complexity by uniting automated call distribution (ACD), predictive dialling, voice portal, email management, web chat and collaboration, and recording and quality management to provide consolidated administration, routing, reporting and workflow.

PerformanceEdge(tm), the industry's first fully synchronized contact centre optimization suite, combines workforce management, recording and quality management, performance management, campaign management, and coaching and eLearning applications. And, the company's trusted Signature product line delivers reliable best of breed ACD, predictive dialling, CTI and Voice Portal capabilities. Headquartered in Chelmsford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific.

For more information visit www.aspect.com

Gold Sponsor



Cisco enables people to make powerful connections—whether in business, education, philanthropy, or creativity. Cisco hardware, software, and service offerings are used to create the Internet solutions that make networks possible—providing easy access to information anywhere, at any time. Since the company's inception, Cisco engineers have been leaders in the development of Internet Protocol (IP)-based networking technologies. Today, this tradition of innovation continues with industry-leading products and solutions in the company's core development areas of routing and switching, as well as in advanced technologies.

For example, Cisco Unified Customer Contact solutions provide an open, strategic platform that extends customer care beyond simple phone transactions and the traditional contact centre to unique content-rich customer centric experiences. These solutions let you uniquely personalize communication with individual customers through a variety of media including voice, Web, e-mail, and video. Use Cisco Unified Customer Contact solutions to:

- Make customer service agents more efficient and productive
- Increase revenues through up sell and cross-sell opportunities while decreasing contact centre costs
- Deliver powerful self-service solutions that will enhance the overall customer experience
- Build an IP-based customer interaction environment to adopt a new generation of customer-centric applications with highly flexible deployment models
- Provide personalized service through unique customer-centric experiences

For more information visit www.cisco.com/go/uc

Gold Sponsor



Manpower Inc. is a world leader in the employment services industry; creating and delivering services that enable our clients to win in the changing world of work. A \$21 billion company, Manpower offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of our 4,500 offices in 78 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management.

For more information visit www.manpower.com.au

Silver Sponsor



Call Design evolved from IBM's Call Centre Solutions Group (Formed 1993), latterly known as IBM Corepoint (Formed 1997). This was a core group of professionals that came together at IBM, where they specialised in the design, delivery and ongoing support of solutions for small to very large corporate call centre clients.

Call Design formed in 1999 when the IBM Corepoint group, with IBM's encouragement, formed a new focused Pty Ltd company which was named Call Design. Because of the pre-existing relationships in place, Call Design was able to secure support and product supply contracts with many of IBM Corepoint's former customers.

Call Design has augmented its core IBM skills base with personnel hires from other call centre suppliers, specifically Aspect and Genesys. Additionally, Call Design has significantly increased its product range and its services expertise to offer a far broader array of products than just the IBM range of products. It now boasts the widest and best accepted range of products available in Asia Pacific.

For more information visit www.calldesign.com.au.

Silver Sponsor



VeCommerce has assisted organisations deliver exceptional customer interactions. This is achieved through a detailed analysis of existing customer processes and the development and provision of applications that utilise speech recognition, voice biometrics and other related interaction technologies.

Many industry innovations have been instigated by VeCommerce including the world's first commercial natural language wagering solution, the first voice biometric authentication solution for the insurance industry, the first natural language call routing solution for the financial services industry and the first voice self-service real-time credit card bill payment system. VeCommerce works extensively in the finance, government, telco, utilities, healthcare, transportation and gaming industry sectors and its Australian customers include AAPT, Australian Health Management, Pizza Hut, Suncorp, Tabcorp and Ticketek.

VeCommerce is a wholly-owned subsidiary of Salmat and has offices in Australia, New Zealand, the UK and US.

For more information visit www.vecommerce.com.au.

Silver Sponsor



A leader in the development of broadband and mobile communications technologies, NEC Australia's expertise has propelled the company to the forefront of new era in communications. NEC Australia is a leading provider of end-to-end voice, data and video solutions for business and government. NEC Australia utilises its expertise in IP telephony, contact centres and managed services, and its strong partnerships with leading companies to provide innovative and affordable business solutions.

Through the provision of new technologies, NEC Australia continues to drive innovation into the office and the home. NEC Australia's commitment to innovation and continued expansion into export markets remains unrivalled. NEC is home to Australia's largest ICT Research and Development facility. As well as undertaking leading R&D in DSL technologies and 3G mobile terminals, NEC Australia's broadband business, Nextep broadband delivers business grade DSL services for SMEs, corporate and governments.

NEC Contact Centre advanced technology is proven around the world to improve customer revenue while building greater market share. NEC Genesys and QMaster, combined with the expertise of NEC consultative and Professional Services support, deliver a new level of customer interactivity and satisfaction. These integrated user-friendly solutions deliver a customer experience at a new level of excellence.

For more information about NEC Australia, visit our website at www.nec.com.au

Silver Sponsor



Select Teleresources is a specialist recruitment business that provides recruitment and selection services to the customer service and call centre industry. Select Teleresources was established in Australia in 1993, as part of the Vedior Asia Pacific group of companies (www.vedior.com.au).

Through a combination of industry experienced consultants and a unique and highly specialised recruitment methodology, in less than 15 years Select Teleresources has grown from one office to exporting the brand and recruitment methodology to over 18 countries.

Select Teleresources scope of recruitment services includes: Contact centre representatives, Help desk operators, Inbound and outbound telemarketers, Call centre managers, Quality assurance representatives, Call centre HR and training consultants, Rostering and resource planners, Multi-lingual operators, sales representatives, Retail staff and many more.

Select Teleresources's vision is to be the best recruitment consultancy the customer service and call centre field, known for the quality of our services and high level of satisfaction to our clients and candidates.

With 15 years experience in the recruitment industry and six offices located centrally across Australia and New Zealand, Select Teleresources has the expertise, skills and proven track record to support all your contact centre recruitment needs.

For more information visit www.select-teleresources.com.au

Silver Sponsor



Genesys, an Alcatel-Lucent company, is the only company that focuses 100% on software to manage customer interactions over the phone, web and in e-mail. The Genesys software suite dynamically connects customers with the right resources - across self-service or assisted-service - to fulfil customer requests, optimize customer care goals, drive business processes, and efficiently use resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact centre to the back office to branch and field locations, to improve the overall customer experience. As a result, Genesys helps stop customer frustration, drive efficiency, and accelerate business innovation.

For more information, go to www.genesyslab.com or visit the industry blog at www.betterinteractions.com.

