



2020 VBG Summit

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Virtual Conference
21-23 October 2020

Stepping Forward



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Canine only



Feline only

Welcome to the fourth Annual Veterinary Business Group Summit.

The Veterinary Business Group Summit is about the best in Veterinary Business. Since the summit's inception in 2017, the leaders of veterinary business in Australia and New Zealand have come together to take stock of the business environment, confront the challenges, innovate, and collectively lead veterinary business into a brighter future.

Of all of the concepts, ideas, and frameworks in business, the Stockdale Paradox seems the best suited to 2020. The need for us to both confront the brutal realities of this tumultuous year, while at the same time retaining faith in our eventual prevail, has been as challenging as it has been necessary.

As a business community, what is it that we most need from summit? The chance to pause and take stock? To connect with colleagues and friends? To hear that we are not alone? To celebrate the opportunities that have arisen this year? To reckon with the risks on the horizon, and act now to mitigate their consequences? Or maybe, to get back to basics, and focus on just one thing that will make a difference?

The virtual VBG Summit has been planned to allow you to take what you need, regardless of where you are. Over the first two days of summit, Michael and Katerina will lift us up from the day to day and challenge us to consider our sector from the outside in, and in the context of the broader societal and business environment.

On day three of the summit, we will bring our fresh perspective and ideas into the tactical, and the operational. We have challenged eight leaders from our sector to distil their wisdom into one, essential idea, ready for us to pick up and implement. We are confident that you will find at least one thing that resonates deeply with you.

We will miss not catching up in person. Finding colleagues and new friends to connect with is one of the highlights of the VBG Summit. We have worked to re-create the summit magic in the digital space. Each day, we will break out into small groups, to unpack the lectures, ask questions, and workshop ideas as a business community. You will be asked to select a discussion group you feel best fits your needs at summit.

2020 has asked a lot from all of us. We have been forced to confront the realities of the moment. Our goal is to provide you with the opportunity to take stock, to lift your head, and with support from your colleagues, take one thing into 2021, regardless of what the year may bring.



Paula Parker
Summit Convenor



Steve Pryor
Summit Convenor



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To learn more about Software Solutions, contact us at sales.apac@covetrus.com or visit softwareservices.covetrus.com/apac

To find out more about how Provet can assist your clinic, contact your local Provet Business Account Manager or visit www.provet.com.au



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General Information

Awards and Scholarships

If you received a Summit Pack in the mail, you will find in your packs a little something for you to bedazzle in readiness for our Awards night, on Friday 23 October – come celebrate the achievements of your colleagues in style! If you missed out on a Summit Pack – BYO novelty glasses are encouraged for the Awards night!

Navigating the Summit Website

Live Stream

To watch the live talks, you'll need to have registered for the conference, and logged into the VBG Summit conference website. Closer to the live stream day, there will be an additional menu item – WATCH LIVE – at the top right menu section. You can click on this and it will take you to the live stream video. Check the program to see what's on and when.

Register – this will take you to the external registration platform – for those who have not yet registered for the VBG Summit.

Logging in to the VBG Summit Platform:

Registered for VBG Summit? As an attendee you do not need to download anything to view and interact with the event, all you need is access to a device which has a stable internet connection and an internet browser. Google Chrome is optimal. Visit the VBG Summit website to log in.

My Agenda – this is where you can view your saved talks. To save talks go to Program, browse the talks. To save one to your Agenda click on the star to the right of the talk title and this talk will then appear in your agenda. You can do this with multiple talks.

Program

View and browse the VBG Summit program. Join in for the live talks at the scheduled times.

Network

You can network with other VBG Summit participants – delegates, sponsors and speakers.

Say g'day and start a conversation!

Account - Manage, Set-up and Edit your VBG Summit profile

To get the most out of the upcoming VBG Summit, we recommend completing your virtual profile. Your virtual profile will be how other delegates, exhibitors and speakers interact with your profile throughout the event.

- Profile Picture
- Job title
- Location
- Professional Bio
- Social media links

If you make your profile public, you will be able to interact with other delegates and other delegates will be able to interact with you, without activating your profile as public your details will not be viewed.

Pre-Summit Workbook

We want you to be fully prepared for your learning experience at VBG Summit. That's why we have included a pre-Summit workbook on pages 10-12. This will help you to navigate the breakout sessions with confidence and earn additional VetEd points.

Sponsors & Exhibitors

Visit Sponsors and Book a video chat/meeting

Please make sure you connect with all our sponsors and exhibitors, before, during and after VBG Summit.

This event would not be possible without their support of the veterinary profession. Here's some ways you can connect using the VBG Summit virtual platform.

Book a Meeting – Click on the Sponsor | Exhibitor, visit their profile and from here you can schedule a video chat with a sponsor, all through the VBG Summit platform.

VBG Summit Treasure Hunt - Open our treasure map on the website for more information on prizes and how to enter. Join us on Friday at 5pm for the VBG Awards, where prize winners will be announced.



Thank you to our wonderful speakers

Wednesday 21 October



Steve Pryor



Paula Parker



Michael McQueen
(Keynote)

Thursday 22 October



Peter Munckton



Heath Stewart



Marlena Lopez



Katerina Kimmorley
(Keynote)

Friday 23 October



Sue Crampton



Janet Murray



Nicole Laurence



Mark Werman



James Ramsden



Moss Siddle



Magdoline Awad



Alison Lambert



Naomi Bickley

Program

Day 1 Wednesday 21 October	
12.30 - 12.35pm	Welcome Introduction <i>Steve Pryor</i>
12.35 - 1.00pm	State of the Market In this annual market check in, we will reflect on the 2020 veterinary business landscape, and foreshadow some of the key areas of industry risk and opportunity for 2021. <i>Paula Parker</i>
1.00 - 1.30pm	The Shape of Things to Come in Veterinary Business (p1) Businesses, yes even veterinary businesses, can no longer assume that what worked yesterday will work again today, much less tomorrow. In this 'call to arms' opening keynote, Michael is sure to push some buttons. After all, to survive, it is critical for leaders, businesses and industries to adapt and evolve. <i>Michael McQueen - Keynote</i>
1.40 - 2.10pm	The Shape of Things to Come in Veterinary Business (p2) <i>Michael McQueen - Keynote</i>
2.20 - 2.50pm	The Shape of Things to Come in Veterinary Practice - What's YOUR one thing to implement? In this Q&A session, Michael will ask us to reflect on; what we are doing well, what we need to stop doing and some past practices that we might want to implement again. <i>Michael McQueen - Keynote</i>
2.50 - 3.20pm	Group Discussion A - Senior leaders <i>Chaired by Jason Chuck</i>
	Group Discussion B - Aspiring leaders <i>Chaired by Steve Pryor</i>
	Group Discussion C - Just starting out <i>Chaired by Janet Murray</i>
3.25 - 4.00pm	Session Review – discussion groups reconvene to share summaries from each breakout room
4.00pm	DAY 1 CLOSE

Program

Day 2 Thursday 22 October	
12.30 - 1.05pm	Economic Forum Business leaders from across the sector discuss their one lesson from 2020, and what this means for future-proofing veterinary businesses. <i>Peter Munckton, Heath Stewart and Marlena Lopez</i>
1.05 - 1.40pm	Environment, Entrepreneurship and Economics (p1) - The World Economic Forum top 10 global risks for 2020 were dominated by climate risks. From her place at the intersection of business, entrepreneurship, renewable energy and climate change, Katerina shares her perspective as a global leader, and her view of the role of the veterinary sector in this emerging, and ever more important space. <i>Katerina Kimmorley - Keynote</i>
1.40 - 2.10pm	Environment, Entrepreneurship and Economics (p2) <i>Katerina Kimmorley - Keynote</i>
2.20 - 2.50pm	From the Outside Looking In <i>Session will be followed by breakout group discussions</i> <i>Katerina Kimmorley - Keynote</i>
2.50 - 3.20pm	Group Discussion A - Senior leaders <i>Chaired by Jason Chuck</i>
	Group Discussion B - Aspiring leaders <i>Chaired by Steve Pryor</i>
	Group Discussion C - Just starting out <i>Chaired by Janet Murray</i>
3.20 - 4.00pm	Session Review – discussion groups reconvene to share summaries from each breakout room
4.00pm	DAY 2 CLOSE

Program

Day 3 Friday 23 October	
1.00 - 1.05pm	Welcome Day 3 <i>Moss Siddle</i>
1.10 - 1.20pm	The one lesson about leadership I have had to learn again and again <i>Sue Crampton</i>
1.20 - 1.30pm	The one change to unleash the power of your technicians <i>Janet Murray</i>
1.30 - 1.40pm	The one thing that made my business, The VBG Business of the Year <i>Nicole Laurence</i>
1.45 - 1.55pm	The one thing about HR that will never be the same <i>Mark Werman</i>
1.55 - 2.05pm	The one thing about marketing that everyone needs to know <i>James Ramsden</i>
2.05 - 2.15pm	The one technology paradigm shift you need to make <i>Moss Siddle</i>
2.25 - 2.35pm	The one word I wish vets wouldn't describe themselves as <i>Magdoline Awad</i>
2.35 - 2.45pm	The one thing I have learnt about surviving in a crisis <i>Alison Lambert</i>
	These presentations will lead into a 30min group discussion to further analyse the presentations from different viewpoints. "What is the one thing from the lectures that you are going to implement?" Speakers will integrate between each room to answer Q&A's from each group.
2.45 - 3.15pm	Group Discussion A - Senior leaders <i>Chaired by Jason Chuck</i>
	Group Discussion B - Aspiring leaders <i>Chaired by Steve Pryor</i>
	Group Discussion C - Just starting out <i>Chaired by Janet Murray</i>
3.15 - 4.00pm	Session Review – discussion groups reconvene to share summaries from each breakout room
4.00 - 4.35pm	The resilient vet - tools and strategies for a happy career <i>Naomi Bickley, Clinical Psychologist</i> Sponsored by Hill's Pet Nutrition
4.35 - 5.00pm	Member Forum discussion What does Resilience mean and how do we make it happen in practice?
5.00 - 5.45pm	VBG Awards & Scholarships
5.45pm	DAY 3 CLOSE



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REFLECTION WORKBOOK - DAY 1 KEYNOTE MICHAEL MCQUEEN

The Shape of Things to Come in Veterinary Business - Businesses, yes even veterinary businesses, can no longer assume that what worked yesterday will work again today, much less tomorrow. In this 'call to arms' opening keynote, Michael is sure to push some buttons. Afterall, to survive, it is critical for leaders, businesses and industries to adapt and evolve.

1. Share an experience from a current or previous workplace where you have had to adapt and evolve

2. How did this experience help you to develop your leadership skills?

3. What is the "one thing" that you believe will shape the future of the veterinary profession?

4. For the group discussion you have been asked to self-nominate a breakout group that best suits your needs: (A) Senior Leaders (B) Aspiring Leaders (C) Just Starting Out. Please share your perspective on the following areas:

What areas should veterinary businesses focus on when looking to adapt to changes in the future?

What should veterinary businesses consider doing differently?

What have you implemented in your business that might help others to achieve their objectives more effectively?

1 VetEd point will be allocated for this reflection if submitted to the conference secretariat events@ava.com.au by 16 October.

Your Name: _____

REFLECTION WORKBOOK - DAY 2 KEYNOTE KATERINA KIMMORLEY

Environment, Entrepreneurship and Economics - The World Economic Forum top 10 global risks for 2020 were dominated by climate risks. From her place at the intersection of business, entrepreneurship, renewable energy and climate change, Katerina shares her perspective as a global leader, and her view of the role of the veterinary sector in this emerging, and ever more important space.

1. Share an experience from a current or previous workplace where you have shown intrapreneurial skills

2. How did this experience help you to develop your leadership skills?

3. What is the “one thing” that you believe will need to be changed in the veterinary profession to build a sustainable future?

4. For the group discussion you have been asked to self-nominate a breakout group that best suits your needs: (A) Senior Leaders (B) Aspiring Leaders (C) Just Starting Out. Please share your perspective on the following areas:

What areas should veterinary businesses focus on when looking to adapt to economic changes in the current environment?

List five ideas, or goals that will bring about environmental change within veterinary business.

Describe a major change that you have implemented in your professional or personal life to improve the lives of others?

1 VetEd point will be allocated for this reflection if submitted to the conference secretariat events@ava.com.au by 16 October.

Your Name: _____

REFLECTION WORKBOOK - DAY 3 - YOUR ONE THING TO IMPLEMENT

What is your one lesson about leadership you have had to learn again and again?

Presenter: Sue Crampton

What would you change in order to unleash the power of technicians in your workplace?

Presenter: Janet Murray

What changes would you implement to become The 2021 VBG Veterinary Business of the Year?

Presenter: Nicole Laurence

In your opinion, what is the one thing about HR that will never be the same?

Presenter: Mark Werman

What is the one thing about marketing that would make your business more successful?

Presenter: James Ramsden

What technology paradigm shift would you make?

Presenter: Moss Siddle

What word do you wish veterinary practitioners wouldn't describe themselves as?

Presenter: Magdoline Awad

What is the one thing you have learnt about surviving in a crisis?

Presenter: Alison Lambert

What is the one thing that makes for a resilient person?

Presenter: Naomi Bickley

2. For the group discussion you have been asked to self-nominate a breakout group that best suits your needs: (A) Senior Leaders (B) Aspiring Leaders (C) Just Starting Out. Please share your perspective on the following areas:

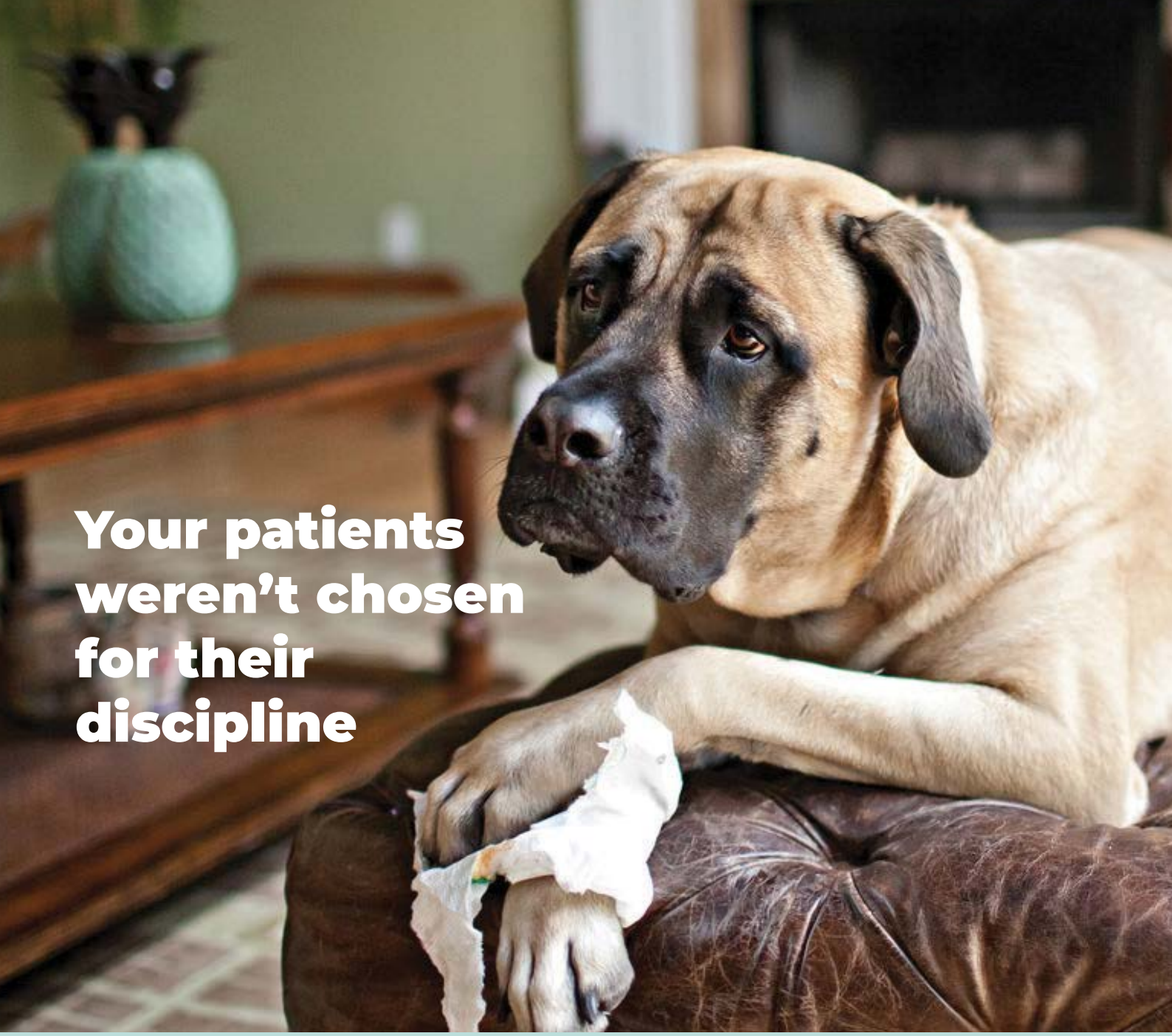
What personal values, beliefs influence you in your day to day leadership endeavours?

What is the one skill set that you bring to your role that you believe motivates the team around you to perform at their very best?

List one thing from VBG Summit (*or more if you wish*) that you are wanting to take away and implement immediately?

1 VetEd point will be allocated for this reflection if submitted to the conference secretariat events@ava.com.au by 16 October.

Your Name: _____



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www.avet.health

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<https://www.boqspecialist.com.au/specialties/veterinary>

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Hill's Pet Nutrition has been associated with the global veterinary industry for more than 70 years. Engagement with and support of the veterinary industry is at the heart of how Hill's operates. Hill's is committed to its mission to help enrich and lengthen the special relationships between people and their pets. Hill's believes that nutrition is the cornerstone of veterinary medicine and that veterinary professionals are the people best placed to provide nutritional advice to pet owners. Hill's is committed to pioneering research and ground-breaking nutrition for dogs and cats based on a scientific understanding of their specific needs. Hill's™ Prescription Diet™ therapeutic pet foods, Hill's™ Science Diet™, Science Diet™ VetEssentials™ and Hill's™ Ideal Balance™ wellness pet foods are sold through veterinarians and pet specialty retailers worldwide.

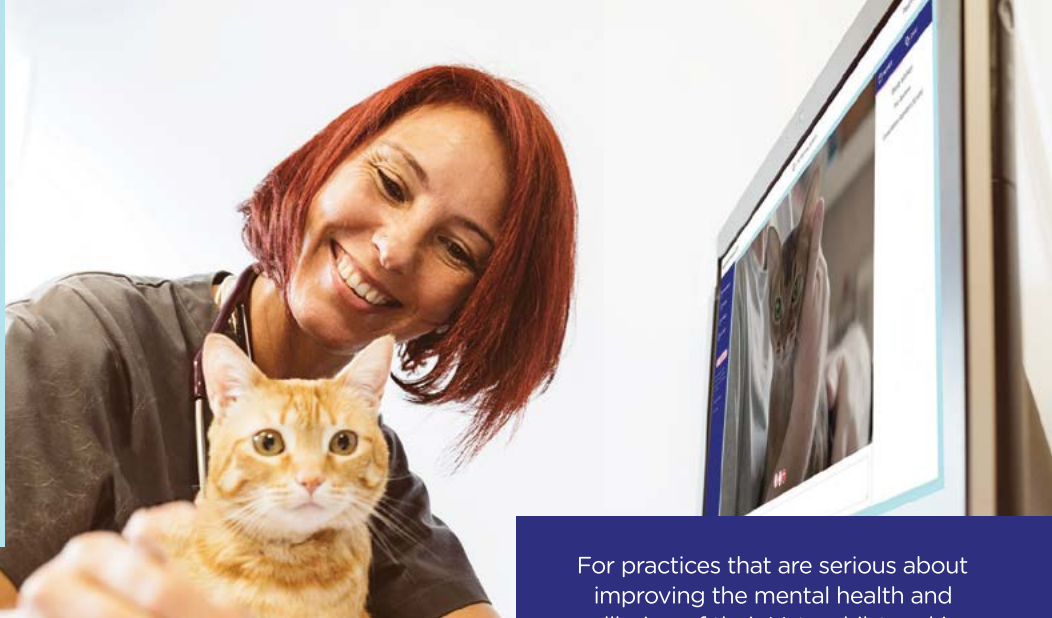
IDEXX – Virtual Exhibitor

<https://www.idexx.com.au/en-au/>

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<https://vet.petpack.com.au/>

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Provet was established by a group of veterinarians who shared a common vision for the veterinary profession, to provide the veterinary industry with a resource to help veterinarians run better businesses and strengthen the profession through reinvesting proceeds into the industry professional bodies. Over 35 years on the vision continues to be realised. Provet is committed to giving back to the industry to ensure its continued growth. We combine products, services, and technology into a single platform that connects our customers to the solutions and insights they need to grow.

Quest Accountants - Virtual Exhibitor

<https://www.questca.com.au/>

At Quest, we'll take the time to get to know you, and to understand your goals and dreams. If you are motivated, we have the experience and knowledge to help you grow your business, increase your free time and achieve your financial goals. We specialise in the veterinary industry, so if you're a vet who loves animals but not running a business, let us look after the numbers so that you are free to get back to doing what you love!

Troy Animal Healthcare – Silver Sponsor

<https://troylab.com.au/>

Troy Animal Healthcare is an Australian owned company with a long history and a proven track record when it comes to servicing the needs of the animal healthcare communities in Australia, New Zealand and across the globe. We are focused on delivering better outcomes and affordable animal healthcare solutions by working in meaningful partnerships with all our customers, business partners and stakeholders. Established 60 years ago by a group of Australian Veterinarians, our organisation is committed to delivering innovative, high quality, affordable animal healthcare solutions which meet the challenging and changing needs of veterinary professionals and animal owners.

UVG - Virtual Exhibitor

<https://www.unitedvetgroup.com.au/>

United Vets Group (UVG) is the largest membership community of independent veterinary professionals across Australia and New Zealand. A veterinary practice joins UVG to benefit not only financially from our industry-leading manufacturer rebates, but to create and foster relationships within their local and international veterinary industry through marketing initiatives, training and professional CPD and knowledge sharing whilst retaining their independence to practice as they choose.

Veterinary Business Group

<https://www.ava.com.au/about-us/ava-groups/veterinary-business/>

The Veterinary Business Group (VBG) offers an array of hands-on practical and inspirational continuing professional development opportunities for the veterinary leaders of today and tomorrow. Our growing member base includes; practice managers/owners, veterinarians, nurses, customer service teams, and colleagues working in industry with a vision to form a strong business community fit for today and the future. At the VBG, we are committed to driving innovation and supporting businesses to function at their peak. We aim to foster leadership, future-proof businesses, and create sustainable practice models.

Vet's Choice - Gold Sponsor

<https://www.vetschoice.net.au/>

Vets Choice insurance for pets is endorsed by the AVA and backed by a 20-year partnership with Guild Insurance. Our aim is to promote responsible pet ownership and increase the number of Australian pets who are protected by insurance. Vets Choice is independent of all other pet insurance companies currently in the market, and the only insurer endorsed by the AVA. Vets Choice understands that pets weren't chosen for their good sense, predictability and rational thinking. They were chosen for their companionship, silliness and loving nature. They don't want your pet to change, they just want to protect them as they are.

VetPartners - Virtual Exhibitor

<https://vet.partners/>

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