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*Institute of Public Administration Australia*

*(SA Division)*

*Annual Report*

*January – December 2008*

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## Introduction

For over 80 years IPAA has been supporting and promoting the public sector in South Australia. Since October 1927 when a group of passionate volunteer public servants formed the Institute of Public Administration (IPA), we have been champions of excellence in public administration.

We are now the largest professional body for public sector employees in South Australia, and work with a very significant portion of the state's workforce. The public sector contributes enormously to the prosperity and high living standards of South Australia and IPAA exists to support the efforts of this often 'silent army'. We do this by creating a neutral space for discussion and debate fostering positivity and offering opportunities for sharing and learning through our wide range of events, training workshops and networking opportunities.

We remain a membership organisation, and we are non-political and not for profit. We cater across the State, Federal and Local spheres of Government. Our long history means we have support from many long-term members and contributors and our independence means we can deliver un-biased information and learnings from across the jurisdictions.

Our core aim, with the help of our members, is to make the public sector in South Australia a great place to work and enjoy a varied career.

## Reporting period

The 2008 Annual Report has been produced to provide members with an outline of our recent performance and activities. This report covers the period 1 January to 31 December 2008.

## President's Report

2008 has been a year of challenge and change for IPAA SA. In April Deb Dickson, our Executive Director resigned from IPAA to concentrate on her studies and further her career. On behalf of the Divisional Council, I thank Deb for the tremendous amount of work she carried out during her time in building the business. In July, the Divisional Council appointed Rachel Cooper as our new Chief Executive Officer. Rachel came to IPAA with a background in membership based marketing and project management.

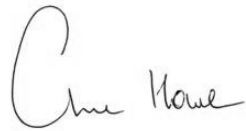
During 2008 IPAA SA sought to offer the sector opportunities to discuss a wide range of issues and hear from speakers who are leaders in their field. As noted in the Treasurer's Report this led to IPAA managing some events that did not meet their expected profit. The Divisional Council and management team worked hard last year, and are continuing to do so, to ensure IPAA's sound financial success.

Of particular note was the 2008 IPAA SA State Conference – *The Ripple Effect*. Held in conjunction with the Don Dunstan Oration, where Dr Simon Longstaff was the keynote speaker, feedback from conference delegates showed that the conference was thoroughly enjoyed and that the program provided a forum for discussion and debate. Dr Keith Suter, keynote speaker, Dr Anne Tiernan from Griffith University and the presentation from Adelaide Thinker in Residence proved to be very popular sessions.

IPAA SA was proud to once again be involved in the Premier's Awards and Public Sector Week – Inside Out 2008. Both of these events play an integral role in highlighting the success stories of the public sector.

As part of IPAA SA's commitment to building capacity in the sector, our Learning and Development program expanded to 64 workshops in 2008. Over 1,500 people from the sector attended an L&D workshop or event conducted by IPAA SA.

IPAA SA could not operate to the level that we do without the tremendous support of our members, corporate members and sponsors and I thank you for this.



Anne Howe

**President**

**IPAA SA Divisional Council**

## **Divisional Council and Office Bearers 2008**

### **Office Bearers**

**Anne Howe**  
Chief Executive  
SA Water Corporation  
*President*

**Clare Kiesewetter**  
Executive Director  
Major Projects and  
Infrastructure  
Office for Water Security  
*Vice President*

**James Burston**  
Client Manager  
Sinclair Knight Merz  
*Secretary / Public Officer*

**Mark Priadko**  
Director  
ABFA Pty Ltd  
*Treasurer*

### **Councillors**

**Gary Storkey**  
Chief Executive  
Homestart Finance  
*(until May 2008)*

**Sue Averay**  
Manager  
Corporate Planning & Development  
Department of Environment and  
Heritage  
*(until May 2008)*

**Sandra Winter-Dewhirst**  
State Director, SA  
Australian Broadcasting Corporation

**Linda Matthews**  
Commissioner for Equal Opportunity  
Equal Opportunity Commission

**Elaine Bensted**  
Deputy Chief Executive  
Dept of Further Education,  
Employment, Science & Technology  
*(Nominated May 2008)*

**Brenton Caffin**  
General Manager, Strategy  
WorkCover Corporation

**Jo Boulderstone**  
Director  
Flinders Institute of Public Policy and  
Management  
*(Nominated May 2008  
resigned December 2008)*

## **IPAA SA Team**

### **Chief Executive Officer**

Deb Dickson  
(to June 2008)

Rachel Cooper  
(from July 2008)

### **Events Manager**

Georgina Goodrich  
(to September 2008)

Eleanor Taylor  
(from September 2008)

### **Learning & Development Program Manager**

Helen Alm  
(to September 2008)

Cath Sarah  
(from September 2008)

### **Events & Training Coordinator**

Jo Krieg

### **Learning & Development Workshop Coordinator**

Kate Bettison  
(to August 2008)

### **Membership and Finance Manager**

Viv Phipan-Brown

### **Finance & Administration Assistant**

Emma McKinnon

### **Registration & Customer Service Officer**

Dianne Haylock  
(to August 2008)

### **Administration Coordinator**

Kirsty Stokoe  
(from September 2008)

### **Auditor**

John Tate  
Auditor General's Department

### **Returning Officer**

Charles Moore  
Department of Premier and Cabinet

## Divisional Council Meetings

During 2008 IPAA SA held six (6) Divisional Council meetings. Councillors did not receive remuneration for attendance at the Divisional Council meetings or for their role.

Divisional Councillor	Number eligible to attend	Number attended
Sue Averay	2	2
Jo Boulderstone	4	1
Elaine Bensted	4	3
James Burston	6	5
Brenton Caffin	6	3
Anne Howe	6	4
Clare Kiesewetter	6	3
Linda Mathews	6	4
Mark Priadko	6	6
Gary Storkey	2	2
Sandra Winter-Dewhirst	6	4



## **Strategic plan**

At the end of 2008 the Divisional Council embarked on re-vamping the strategic plan. The following five key areas have been highlighted as the drivers and measurers by which IPAA SA will continue to move forward in the future:

### **1. Membership**

Facilitating knowledge gain and learning for the public sector

### **2. Partnerships**

Be a leading influence in current issues affecting public sector in SA

### **3. Learning & Development**

Providing opportunities for networking and career development for public sector employees

### **4. Events**

A valued partner in a vibrant South Australian public sector

### **5. Best Practice**

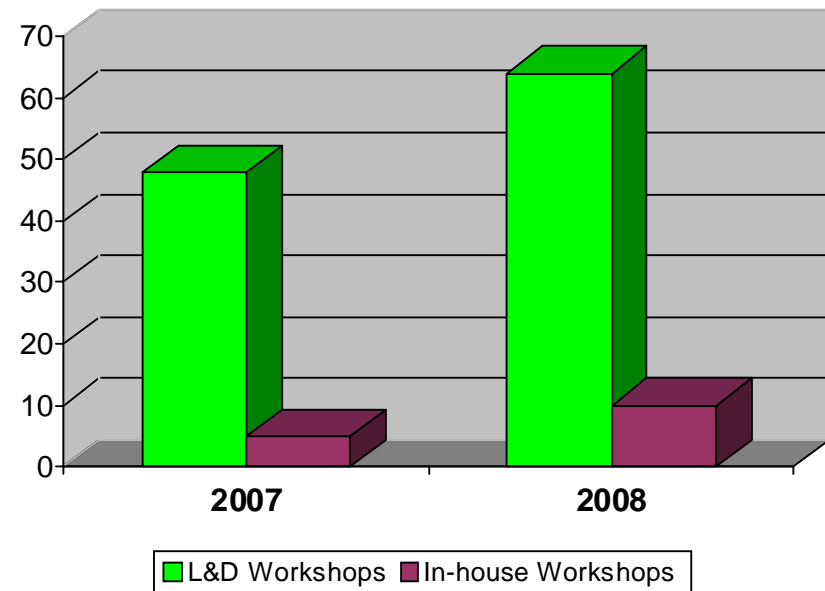
An organisation that models best practice in all facets of its business

## IPAA SA's Program – Learning & Development and Events

IPAA SA continued to expand our Learning & Development program in 2008. A total of sixty four (64) workshops were held in 2008, compared with forty eight (48) in 2007.

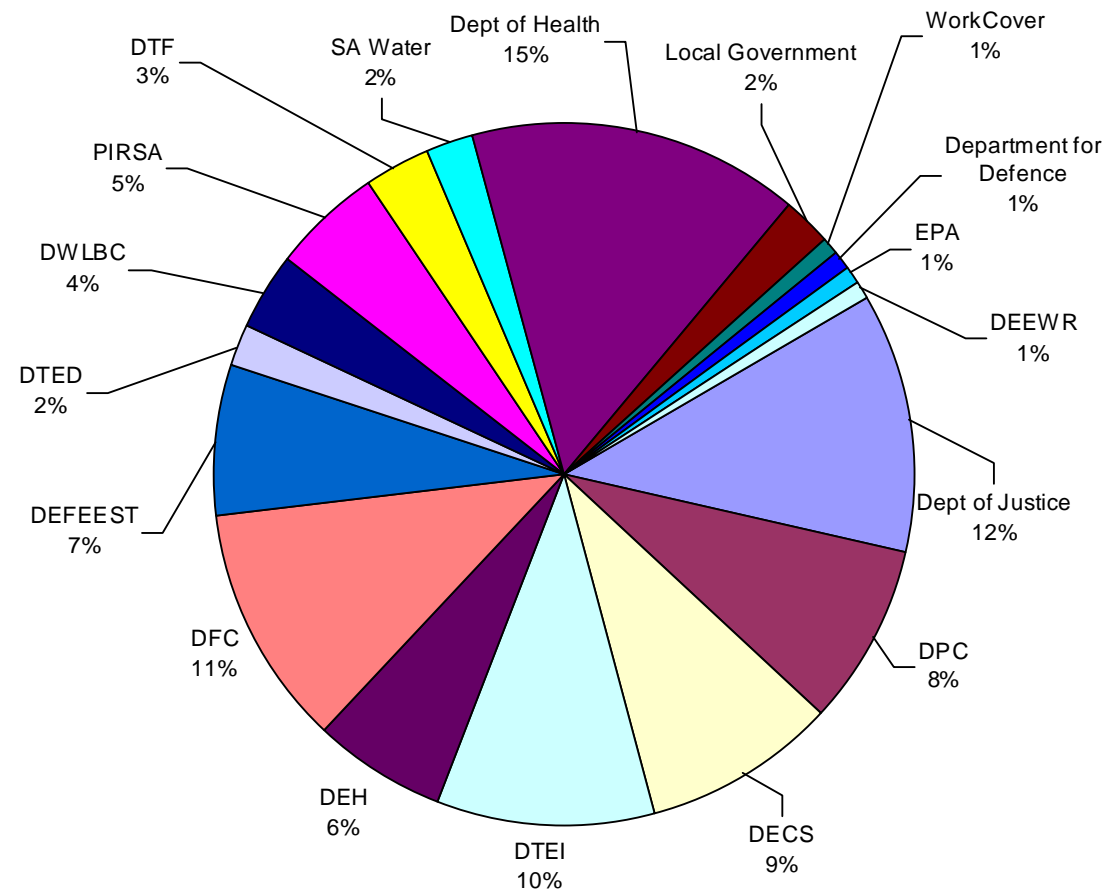
The number of in-house workshops that were tailored and delivered for individual departments and agencies doubled from five (5) to ten (10). Sixteen (16) events were held in 2008, which is consistent with 2007.

These figures are shown in the adjacent graph.



## IPAA SA's Program – Learning & Development and Events

The adjacent graph shows a breakdown of IPAA's customers via government departments and agencies.



## **Market research**

One of the highlights in 2008 was IPAA's market research project. This was a large undertaking for IPAA SA and investigated the professional development needs of the sector.

One of the key findings from this project was that the professional development needs of the sector are similar across the majority of demographics and agencies. This was a key finding for IPAA and has allowed the management team to streamline and better target the workshops and events offered to the sector.

## Treasurer's report

The 2008 end of year result for IPAA showed a deterioration in its overall financial position due to a loss of \$26,574. This result leaves IPAA with net assets of just over \$70,000.

The major reasons for the loss were:

- Less than expected returns from major events – in particular Dan Pink and the state conference
- The low levels of activity in learning and development workshops in May

The two major events detailed above both required significant up-front financial commitments. Both events were successful in raising IPAA's profile and both were well received by attendees. However, while the events covered their costs, they did not generate sufficient income to make the necessary contribution to profits to cover the costs of running IPAA. In 2009, IPAA will not commit to running high cost events without being satisfied that they can generate a reasonable margin.

IPAA's business model requires that events, learning and development workshops and fee for service training generate net profits of more than \$60,000 per month to ensure IPAA covers its overhead costs. In most months IPAA successfully achieves this.

However in May 2008, IPAA saw a significant once-off decline in learning and development workshops that resulted in only \$30,000 of margin being generated causing a loss in May when a profit was expected.

Other than for May 2008, learning and development workshops have been well attended and have continued to deliver the returns required by IPAA to cover the costs of running the organisation.

**Treasurer's report cont.**

While there does not appear to be a clear reason for the drop off that occurred in May, I am satisfied that it was a once-off. Aside from May 2008, IPAA has consistently generated the returns necessary to cover overhead costs. However, the experience of May 2008 and IPAA's modest levels of remaining equity demands that IPAA increase its accumulated reserves to provide a buffer to the organisation should such unusual events occur again.

The longer term goal for IPAA is to have accumulated reserves to cover at least three months of business without income. That is, it aims to have minimum accumulated reserves of around \$160,000. To achieve this, IPAA is committed to generating surpluses of around \$50,000 per annum for the next two years. Based on the consistent monthly returns achieved through most of 2008, some rationalisation of the way the office organises its resources and a renewed focus on consistently delivering excellent workshops and events, these targets are within the reach of the organisation.

Mark Priadko

**Treasurer**

**IPAA SA Divisional Council**