

**ASSOCIATION FOR TERTIARY EDUCATION MANAGEMENT INC.**

Minutes of the Executive Teleconference held on Thursday 21 February 2002 at the following times:

3.00 pm to 4.30 pm New Zealand Summer Time  
1.00 pm to 2.30 pm Eastern Australian Summer Time  
11.30 am to 1.00 pm Northern Territory Time  
9.00 am to 10.30 am Western Australian Time

**Present:**

Maree Conway	President (Chair)
Tom Gregg	Vice-President
Greg Ellis	Vice-President
Margie Cole	Association Secretary
Jan McAdam	Councillor at Large
Pat Allen	Councillor at Large
Peter Scardoni	Association Secretariat
Giles Pickford	Association Secretariat

**In Attendance for Items 7.2 and 8.3:**

Paul Abernethy	Queensland Branch President
Martin Carroll	AQUA

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**1. Apologies**

Neil Voyce, Association Treasurer

**RESOLVED:** That the ATEM Executive record its sympathies for Treasurer Neil Voyce on the death of his nephew.

**2. Minutes of previous meeting**

The Committee noted that the minutes of the Executive Teleconference held on 6 September 2001 were confirmed by members during the October Council Meeting, 2001.

**3. Association Treasurer's Report**

**3.1 BUDGET**

The Committee discussed the Budget Report for 1 May 2001 to 30 April 2002; the Budget Report for 1 May 2002 to 30 April 2003; the Summary of Reconciliations between Branches and Council as at 30 September 2001; the levy 2001-2002; the GST Summaries for 1 July to 31 December 200; and the payments schedule for May 2000 to January 2002.

**RESOLVED**

- (a) that the budgets be recommended for approval by May Council;
- (b) that the levy 2001-2002 be adopted and recommended to May Council for approval
- (c) that payments schedule be approved and an updated schedule be produced for submission to May Council.

**ACTION Peter Scardoni and Neil Voyce**

**3.2 QUARTERLY REPORT TO BRANCHES**

The Committee noted that the production of these documents had resulted in some different interpretations of the GST situation coming to light, and that these would be resolved with the help of the Victorian and WA Branch Treasurers working with the Association Treasurer and the Secretariat. Overall they were a good innovation and the Executive agreed that in addition to the financial statement published in the Annual Report, a summary of the quarterly reconciliations should be published on the web.

**ACTION Peter Scardoni and Neil Voyce**

**3.3 IMPACT OF RISING AIRFARES ON BUDGET**

The Committee noted that airfares are being kept to a minimum by stringent adherence to the cheapest possible fares recommended and managed by the Association's travel agents.

**4. Business Arising from the Minutes**

**4.1 ATEM FOUNDATION**

VP Tom Gregg reported on discussions with Telecom Corp of New Zealand. Telecom has agreed to become involved with the ATEM Foundation and appointed Mark Sutcliffe to be its representative on the Foundation Board. The Committee congratulated Tom Gregg and noted that Mark Sutcliffe has been invited to meet with those Foundation Board members attending the May Council Meeting to familiarise himself with ATEM. There will not be a formal meeting of the Foundation Board just yet, but the informal meeting is seen as very useful.

The Committee noted that Xerox (in both countries) and Microsoft (which has an alliance with Telecom NZ) might be the next prospective Partners to be approached.

#### **RESOLVED**

That Warwick Nicoll and Sean Magee be invited to call on Mark Sutcliffe in New Zealand to finalise the arrangements for Telecom NZ to become ATEM's first Foundation Partner.

**ACTION** Giles Pickford and Tom Gregg

#### **4.2 DINNER WITH AVCC and VISIT WITH ANTA** (see Item 4.4)

The President reported that both the AVCC and ANTA had shown strong support for the concept of the Professional Development Framework put forward and adopted at the last Council Meeting. As a result of conversations some further modifications had been made to the document. The next step is to refer the revised Framework document back to key groups, in Australia only for the first phase, to consider nominations to the proposed Cross Sectoral Working Party to look at further development of the Framework.

**ACTION** Maree Conway

#### **4.3 ANNUAL REPPORT**

The Secretariat reported that the Annual Report is ready to go up on the web provided that some new pictures can be found to replace the illustrations used in the 1999 Report. ATEM has a lack of digital pictures of its activities which needs to be addressed. The Secretariat will arrange for pictures to be taken at the Brisbane Conference.

**ACTION** ATEM Secretariat

#### **4.4 PROFESSIONAL DEVELOPMENT FRAMEWORK** (see item 4.2)

The Committee noted that the original Continuing Professional Education Program proposal had been simplified, and now focussed on Australia for initial discussion purposes. The Committee endorsed the new draft, and authorised the President to continue discussions with key groups in Australia only in the first phase.

#### **RESOLVED**

That the new version of the PDF be recommended to the May Council Meeting.

**ACTION** Maree Conway and the ATEM Secretariat

#### **4.5 FIJI CHAPTER**

A suggestion by the Secretariat that it seek the advice of a noted ANU Academic' Professor Brij Lal, on Fiji, was adopted. Any advice that Professor Lal can offer will be forwarded to VP Tom Gregg and BP Ginny Ferguson for their consideration.

**ACTION** ATEM Secretariat

#### **4.6 INTERNATIONAL AFFILIATES**

The Committee noted that it needs to appoint delegates to the three annual conferences of AUA (April 8-10, Southampton). Steve Pelham ECU was appointed last year; AAUA (June 20-23, Boston Massachusetts); ACCRAO (April 14 -17, 2002 in Minneapolis, Minnesota). BP Dr Sue Gould has been invited to give a paper at the latter and is attending.

#### **RESOLVED**

- (a) That BP Dr Sue Gould be appointed to be the ATEM Delegate to the AACRAO Conference in April;
  - (b) That corporate members who have been active in ATEM, attended two or more ATEM Annual Conferences, and who intend to travel to North America in June 2002, be invited to give expressions of interest in representing ATEM at the AAUA Conference in Boston on 20-23 June 2002.
  - (c) That Council consider the value and scope of our current and maybe new affiliations.
- ACTION ATEM Secretariat**

## **5      Business Referred from Council**

### **5.1    REVISION OF ORGANIZATIONAL PLAN**

The Committee approved C@L Pat Allen's up-date of the Organisational Responsibilities document.

#### **RESOLVED**

That the paper be circulated to Branch Presidents seeking feed back from Branch Executive Committees with the aim of including it eventually in a web-based kit for newly elected office bearers.

**ACTION ATEM Secretariat**

### **5.2    MEMBERS' FORUM**

C@L Pat Allen lead a discussion of the last Members' Forum and plans for the next one. The Committee noted that BP Paul Abernethy had appointed Hilary Langford to facilitate the 2002 Members' Forum.

#### **RESOLVED**

That C@L Pat Allen contact BP Paul Abernethy to discuss his plans and report back to the President.

**ACTION C@L Pat Allen**

### **5.3    IMPLEMENTATION OF MARKETING PLAN**

C@L Jan McAdam reported that production of the Membership Recruitment Brochure had been held up in the ATEM Secretariat, but that she now had a draft and was working on it. She also reported that an ATEM Ghost, Peter Gill, had developed a new concept for the web site which she and the President had seen. Full implementation of the Marketing Plan, with the appointment of ATEM Liaison Officers in each member institution, should be delayed until both the above communication tools were ready.

#### **RESOLVED**

- (a) That Peter Gill be invited to submit a quote on the further development of the ATEM Web Site and the underlying database and that the terms of his appointment and conditions be delegated to the President, Association Treasurer and C@L Jan McAdam.
  - (b) that Jan McAdam provide a story for 'ATEM Matters' on the new Marketing Plan.
- ACTION ATEM Secretariat**

## **6 Business Referred from Branches**

The Secretariat had no issues to raise under this standing item. It was agreed that for future meetings the Secretariat should seek input from Branches about any issues they wished to raise for discussion by the Executive Committee.

**ACTION ATEM Secretariat**

## **7 New Business**

### **7.1 Future Directions**

The Committee discussed a paper from VP Tom Gregg which explores options for the future of ATEM. Tom Gregg was congratulated on the paper.

#### **RESOLVED**

That the paper be circulated by the President to Branch Presidents with a request that it be discussed by Branch Executive Committees. Responses from Branches are to be written and submitted in time for consideration by the Executive Committee prior to the May Council Meeting.

**ACTION ATEM Secretariat and Maree Conway**

### **7.2 AUQA National Quality Forum.**

Martin Carroll and Paul Abernethy were in attendance for this item. The Committee discussed the alliance with AUQA and its place just prior to the Annual Conference in Brisbane. It would occupy the slot Friday 27 to Saturday 28 September 2002. The Committee adopted the plan and noted that Martin Carroll and Paul Abernethy would collaborate in the development of the NQF.

Also Martin Carroll is to provide a story about the NQF for 'ATEM Matters'.

**ACTION Paul Abernethy and Martin Carroll**

### **7.3 ELECTIONS 2002**

The Committee noted that Council has appointed Giles Pickford as Returning Officer. The Schedule of dates for the 2002 will be as laid down in the Constitution without any flexibility concerning weekends.

**ACTION ATEM Secretariat and Margie Cole**

## **8. Conference Planning**

### **8.1 CONFERENCES 2004-6.**

The Committee noted that the President had invited the Tasmanian, Western Australian and New South Wales Branches to organise the above three conferences. Positive responses have been received from all of them. The 2006 Conference in Sydney is ATEM's 30<sup>th</sup> Anniversary, and some consideration will need to be paid to appropriate celebrations during the Conference.

## **8.2 CONFERENCE FORMULA**

The President reported on discussions with AAPPAs representatives about proposed changes to the Conference Formula. She proposed that a delegation of ATEM and AAPPAs Executive Members meet as soon as possible to resolve the issue.

### **RESOLVED**

That the President be authorised to continue discussions with AAPPAs and report to May Council meeting.

**ACTION ATEM Secretariat and Maree Conway**

## **8.3 2002 CONFERENCE**

Martin Carroll and Paul Abernethy were in attendance for this item.

The Committee considered a report from the Queensland Branch on the organisation and financing of the 2002 Annual Conference.

### **RESOLVED**

That the very considerable progress being made by the Queensland Branch be noted and that the further collaboration of the Queensland Branch and AQUA be encouraged.

## **8.4 Past President's Lunch**

The President presented some ideas about this proposed addition to the Annual Conference. The Committee noted that the ATEM Patron might have a role in this function. It was left to the President to develop the idea further.

**ACTION ATEM Secretariat and Maree Conway**

## **9. Strategic Directions Statement**

The President reported on a move to link the Annual Reports of ATEM and all Branches to the Strategic Plan. There was also a discussion about setting targets for the Executive.

### **RESOLVED**

- (a) that Branch Presidents be reminded that written responses are needed prior to the May Council Meeting
- (b) that the President e-mail each member of the ATEM Executive Committee and the Secretariat about their own targets under the Plan.

**ACTION ATEM Secretariat and Maree Conway**

## **10 Web Site**

There was some discussion about the Branch pages in the web site, most of which are out-of-date. The Committee was ambivalent about the value of the Secretariat's 'Prize' for the best and most up-to-date Branch Page.

### **RESOLVED**

That the ATEM Secretariat circulate a template for a Branch Page in January each year with a deadline for submission.

## **11. The Journal**

There were no issues to raise under this standing item.

## **12. Other Business**

### **12.1 ATEM Office Accommodation**

The President reported on a letter she had written to the Vice-Chancellor of the ANU concerning future accommodation requirements of the ATEM Secretariat. A copy of the letter will be circulated to the Executive Committee for information.

**ACTION ATEM Secretariat and Maree Conway**

### **12.2 Travel**

The President proposed that she and all future Presidents should be funded for up to two trips per annum to Canberra for regular discussions with the ATEM Secretariat, the Minister and DEST, the AVCC and other agencies based in Canberra.

#### **RESOLVED**

That travel for the President be approved and budgeted, and that as a matter of urgency that she seek an interview with the new Minister for Education, Science and Training while he is in his current consultative phase.

**ACTION Maree Conway**

### **12.3 Campus Review**

The Committee noted with pleasure that the President had been invited to contribute a monthly column to 'Campus Review', which circulates over the whole area covered by ATEM.

### **12.4 Secretariat's Contracts**

The Secretariat's contracts expire at the end of the May Council Meeting. The Secretariat left the meeting at this point.

The Committee noted the generally positive feedback received about the performance of the Secretariat, and the level of goodwill which underpinned the Secretariat's unpaid work. The Committee acknowledged that while there had been some negative feedback recently which related to the website, given ATEM's current resources, the existing arrangements provided the best value for money. It was also noted that any discussions about ATEM's future might impact on the nature and scope of Secretariat services to be provided, and that any new contract needed to provide both current incumbents with an exit clause.

#### **RESOLVED**

That the contracts for Giles Pickford and Peter Scardoni be renegotiated by the President and Treasurer for a two year period from May 2002 to April 2004, and are to include an exit clause in the event that the structure and operation of the Association changes during the two year

period.

**13 Next Meetings**

Council meets at 10.00 am on Saturday 4 May in Melbourne. The Executive will meet at 4.00 pm on Friday 3 May to go over the Agenda. Airline bookings were made and paid for on 14 December in order to obtain some very steep discounts. A schedule of bookings had been circulated.

The Committee noted that, although C@L Pat Allen had not confirmed her availability for the May Council Meeting, the ATEM Secretariat had booked her a flight and paid for it. It was agreed to wait and see if Pat could attend the meeting, and if she could not, then the place should be given to another Western Australian member rather than allow it to lapse.

The Committee noted that Executive Committee meetings would be held as follows in 2002

21 February (already held)  
3 May at 4.00 pm (Prior to Council)  
11 July at 1.00 pm AEST  
28 September at 4.00 pm (Prior to Council)  
11 December at 1.00 pm AEST

*GP24/2/02*