

# Association for Tertiary Education Management Inc.

ABN 72 682 233 729

## COUNCIL MINUTES

Minutes of a meeting of the ATEM Council held at 10.00 am on Saturday, 4 May 2002 in the Park Room, Rydges Riverwalk Hotel, 649 Bridge Road, Richmond.

### **Present:**

#### *Executive:*

Maree Conway, President  
Tom Gregg, Vice-President  
Neil Voyce, Association Treasurer  
Jan McAdam, Councillor at Large

#### *Branch Presidents:*

Alan Tilley, New South Wales  
Annabel Tyson, Tasmania  
Chris Jeffery, Western Australia  
Ginny Ferguson, New Zealand  
Ion Wallace, South Australia  
Jenny Coggins, Canberra  
Martin Heskins, Northern Territory  
Paul Abernethy, Queensland

#### *In Attendance:*

Giles Pickford and Peter Scardoni, Association Secretariat  
Ian Dobson, Editor of the Journal

### **1 Welcome, Resignation, Apologies and Proxies**

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The President welcomed Martin Heskins to his first meeting. Council noted that VP Greg Ellis has left the AVCC and resigned from Council. Apologies were received from Pat Allen and Margie Cole. They had given their proxies to the Chair, and these were tabled. Council agreed to accept these proxies

### **2 Minutes**

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- (a) The minutes of the Council meeting held on 7 October 2001 were confirmed.
- (b) The minutes of the Executive Teleconference held on 21 February 2002 were confirmed.

### **3 Business Arising from the Minutes**

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#### **3.1 Report on up-take of Good Practice Guides**

Council noted the following up-take of Good Practice guides.

<u>Title</u>	<u>Ordered</u>	<u>Remaining in stock</u>
Milestones Along the Critical Path	200	66
Can I quote you on that?	200	127
Just a Minute	200	103

#### **4 ATEM's Future**

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A paper giving options for ATEM's future had been prepared at the request of the President by VP Tom Gregg. The ATEM Executive Committee had resolved on 21 February that this paper should be circulated to Branch Presidents with a request for a written response.

In opening the discussion, the President posed these questions:

Is ATEM a professional group that is bigger than an individual, an institution, or a Branch?  
Is it local, national or global?

VP Tom Gregg briefed Council on the historical background to ATEM and the changes that had occurred at various points along the way.

Each Branch President and the ATEM Secretariat had opportunity to state their positions and aspirations for ATEM's future.

It emerged that there was consensus about the broad directions proposed, but differences of opinion about implementation and timing.

The following matters received broad support:

- Recognition that ATEM operates in an international environment
- The continuation of the ATEM Secretariat: with possible augmentation of the office in two years time, subject to funds.
- A commitment to the ATEM Foundation, subject to a review of the representation from the New Zealand Branch at Board level.
- A commitment to the professional development framework (PDF).
- A commitment to seek the involvement of HR Directors, the AVCC and the Senior Administrative Staff Conference in furthering the PDF.
- A commitment to further improvements to the ATEM Web Site and other promotional publications
- A commitment to the *Journal of Higher Education Policy and Management*.
- An endorsement of ATEM's lobbying role.
- The correct nomenclature for ATEM's various parts as an international organisation is 'Association' and 'Branch'; and that the use of 'National' or 'Federal' or 'State' must be avoided.

The following matters needed review and further improvement:

- Why do members join?
- What are the benefits of membership?
- How can the Corporate Members be drawn more deeply into the life of ATEM?
- Should ATEM insist on a certain standard of achievement before membership can be granted (accreditation)?
- Can the membership renewal process be improved?

- Can the ATEM Secretariat take on the job of making small amendments to the web site and thus save costs?
- Should there be a significant increase in the membership fee?
- Should there be a set date for renewal of membership or should there be a rolling membership year?

#### **RESOLVED C02/1**

- (a) That a summary of the discussion and agreements be prepared and circulated to Branches.
- (b) That the Executive Committee develop new strategies to move ATEM forward, taking into account the broad principles and questions outlined above, and report to Council in September 2002.
- (c) That a working group be appointed to review ATEM membership, including the following issues:

target market  
 membership criteria  
 membership accreditation  
 recruitment of academic managers

and that it consist of Chris Jeffery, Ion Wallace, Sue Gould and Ginny Ferguson

**Action Maree Conway and ATEM Secretariat**

### **5 Financial Report**

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A report from Association Treasurer Neil Voyce and Assistant Treasurer Peter Scardoni was discussed.

#### **RESOLVED C02/2**

- That the budget estimates for May 2001 to April 2002 be noted, with a final budget to be circulated when reconciliations are finalised.
- That the proposed budget for 2002-2003 be approved.
- That maximum capital expenditure needing approval be raised from \$1,000 to \$5,000 and the change be incorporated in the Finance Manual.
- That the Budget Principles approved at the 1999 Council Meeting in Darwin be circulated to members and also attached to all Council Agendas, with consideration about whether the principles need to be reviewed included on the next agenda.
- That the payments schedule for 2001-2002 be approved.
- That the fee for members and corporate members be adjusted in accordance with movements in the Australian Consumer Price Index annually from March to March, effective 30 April 2002.

**Action Neil Voyce and Peter Scardoni**

### **6 Business Referred by the Executive Teleconference**

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#### **6.1 ATEM Foundation**

VP Tom Gregg reported on progress. The first Foundation Partner, Telecom New Zealand, had been signed up and Mark Ratcliffe would become a member of the ATEM Foundation Board. Considerable progress had been made towards signing up a second Partner in the Multinational Consulting Firm arena. It is envisaged that AAPT, the Australian subsidiary of Telecom NZ, would be involved at some point in the future.

Council noted that for tax reasons the proceeds of funds raised in Australia or New Zealand would have to be spent in those nations and was not transferable across boundaries.

It was agreed that Ginny Ferguson should become a Foundation Board Member to accurately reflect the composition of the two legal entities in Australia and New Zealand, and that the appropriate changes to the Constitution be prepared for consideration at the next meeting.

**Action Maree Conway and Tom Gregg**

## **6.2 Professional Development Framework (PDF)**

Council noted that at its previous meeting the President had been authorised to continue discussions with key groups in Australia about the establishment of a Professional Development Framework.

The President reported that she had held very positive meetings with DETYA (now DEST), the AVCC, ANTA and Canberra Institute of Technology during September and October last year.

It was noted that the PDF would be initially implemented in Australia, and then rolled out in New Zealand after discussions with the New Zealand Branch about the most effective implementation strategy.

### **RESOLVED C02/2**

That the proposed working party should comprise:

- ATEM President or nominee (Chair)
- Another member of the ATEM Council
- 2 nominees from the AVCC
- 2 nominees of ANTA
- 1 nominee of TAFE Directors Australia
- 1 nominee of DEST

and that it be made clear from the start that ATEM is to maintain operational control.

**Action Maree Conway**

## **6.3 Strategic Directions Statement**

Council endorsed the most recent version of ATEM's Strategic Directions Statement which is displayed on the web.

## 6.4 Marketing Campaign

### 6.4.1 Membership and Corporate Membership Campaigns

Council noted tables comparing membership statistics for April 2000-2002; and another table indicating the current position in the Corporate Members Campaign. There was some discussion about the renewal process, whether the rolling membership year should be continued, and how the procedures could be streamlined and automated. It was agreed that the Executive should consider, in conjunction with Branches, ways to improve the membership renewal process and to ensure effective communication with members. It was agreed that membership must be considered a dual responsibility between the Secretariat and Branches.

### 6.4.2 Progress Report

C@L Jan McAdam provided a report on implementation of the Marketing Campaign approved at the last meeting of Council. Council noted that a total revamp of marketing materials is currently under way, including a redesign of the brochure and website and the production of new marketing materials, including a poster, application form, business card template, and presentation folder, and is expected to be completed by mid May. The ATEM President has also secured a regular column in *Campus Review*. With regard to the latter, the President invited members to contribute articles or ideas for articles.

### 6.4.3 Membership Brochure

Art work was tabled and endorsed.

### 6.4.4 ATEM Web Site

C@L Jan McAdam reported on the proposed changes to the web site. Council noted that it would be desirable for the art work for *ATEM Matters* to be redesigned to be compatible with the new look of the web site.

**ACTION Jan McAdam and ATEM Secretariat**

## 6.5 International Affiliations

VP Tom Gregg reported on alliances with international associations.

Council noted the following reciprocal conference arrangements, and the proposal for a new affiliation:

- AUA (April 8-10, Southampton) delegate Steve Pelham, Purchasing Manager, ECU. Alison Johns of AUA will attend ATEM Conference.
- AAUA (June 20-23, Boston Massachusetts) ATEM delegate to be appointed. AAUA delegate Margaret Andrew will attend ATEM Conference.
- ACCRAO (April 14 -17, 2002 in Minneapolis, Minnesota) delegate Bruce MacCallum, Head of Admissions, QUT. AACRAO delegate to be appointed.
- A proposed new affiliation with the Society for College and University Planning (SCUP).

## **RESOLVED C02/4**

(a) That the Executive Committee review the Affiliated Organisations Program and make recommendations about it to Council in September 2002.

(b) That the proposed affiliation with SCUP be approved.

(c) that a delegate to the AAUA Conference not be appointed. (*NOTE: VP Tom Gregg was appointed at a later date*)

*Action VP Tom Gregg and the ATEM Secretariat*

## **6.6 Revision of Organisational Plan and Web Guide for New Office Bearers**

### **RESOLVED C02/5**

That the Organisational Plan be approved subject to addition of a provision that the Association Treasurer must be a member of an Australian or New Zealand accounting body.

*Action Neil Voyce and the ATEM Secretariat*

## **6.7 Elections**

Council noted that the ATEM Secretariat will follow the election schedule below:

Call for nominations: Saturday 1 June 2002

Nominations close: Saturday 15 June 2002

Ballot papers sent by e-mail: Monday 1 July 2002

Ballot Closes: Thursday 1 August 2002.

Retiring members are Margie Cole (Association Secretary), VP Greg Ellis, C@L Pat Allen. Margie Cole has indicated that she will stand again. Greg Ellis has resigned and Pat Allen will not run again.

## **6.8 Secretariat Contracts**

Council noted that The President, Treasurer and the ATEM Secretariat had agreed in principle to renew the Secretariat contracts for a term of two years until the May Council meeting of 2004. Council agreed that details of the contracts would be settled by the above parties in the near future.

*Action Maree Conway, Neil Voyce and the ATEM Secretariat*

## **7 ATEM Conferences**

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### **7.1 Report and Accounts from the 2001 Conference**

Jenny Coggins reported on the 2001 Conference and the unaudited accounts. The accounts are subject to audit and these will be made available to Councillors when ready.

Council noted the recommendations from the 2001 Conference Organising Committee.

#### **RESOLVED C02/6**

That the recommendations be forwarded to the Association Secretary for inclusion in the Conference Manual where appropriate.

That current and future Conference Chairs meet routinely at each Conference to ensure continuity between conferences. The responsible Vice-President (TG) should convene this meeting at the Conference.

#### **Action Margie Cole and the ATEM Secretariat**

### **7.2 2002 ATEM/AAPPA Conference**

Paul Abernethy reported on the organization of the 2002 ATEM/AAPPA Conference. Council noted good progress and congratulated the Queensland Branch.

Council also noted that the inaugural Australian Universities Quality Forum (AUQF), organised by the Australian Universities Quality Agency, will be held immediately preceding the conference on 27 and 28 September 2002 at the Sheraton Hotel in Brisbane. The President of ATEM is a member of the AUQF Steering Committee.

### **7.3 Conference Partnership between ATEM and AAPPA**

The President reported on outcomes of discussion with AAPPA about the existing formula for dispersal of profits.

#### **RESOLVED C02/7**

- that ATEM and AAPPA commit to continue to explore a long term alliance for the future;
- that the current partnership arrangements end at the conclusion of the Brisbane 2002 Conference in order to re-develop the partnership for the future;
- that ATEM and AAPPA will run separate conferences for 2003/2004, although these conferences might well be held concurrently or consecutively in the same city, and that both groups will keep the other informed about conference planning, including timing and themes;
- at the Brisbane Conference, a joint Executive meeting will be held to begin discussions about a new conference framework which will aim to hold a new and re-badged flagship conference for tertiary managers in 2005, which might also aim to include groups such as AAIR and other specialist groups in a single, significant, annual professional development activity for tertiary managers;
- that this first Joint Executive meeting set an agenda and meeting timetable and decide membership of a group to meet for the remainder of 2002/2003 with a view to presenting recommendations for a 2005 joint conference no later than May 2004; and

- that a joint statement be released to members at the 2002 Conference in Brisbane, which focuses on the commitment of both groups to maintain the alliance, while recognising the need to spend the time to redevelop that alliance for the future.
- that an ATEM Conference Sponsorship Working Group consisting of:

Tom Gregg (Chair)  
 Ion Wallace  
 Annabel Tyson  
 Richard Easter (if available)  
 Sue Gould  
 ATEM Secretariat

be appointed to develop a protocol for conference sponsorship and to ensure that arrangements are put in place to attract sponsorship for the 2003 and 2004 ATEM conferences.

**ACTION** Maree Conway and VP Tom Gregg

#### **7.4 2003 ATEM Conference**

Ion Wallace reported on preparations for the 2003 ATEM Conference in Adelaide. Council noted that the Conference would be centred on the Hilton Hotel, that the theme would be ‘Public Good and Market Commodity’ and that, in the absence of the AAPPA contingent, numbers attending should be 250 approximately.

#### **7.5 2004-2006 Conferences**

Council noted that the Presidents of the following branches have accepted Council’s invitation to hold the Annual Conference

Tasmania 2004  
 Western Australia 2005  
 Sydney 2006 (ATEM’s 30<sup>th</sup> Birthday)

### **8 Business Referred by Branches**

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#### **8.1 Branch Reports**

Council noted reports from all Branches.

#### **8.2 Free Memberships as part of a New Members Campaign**

Council noted that the Victorian Branch was offering one year of free membership to people who attended PD Programs, but that this would not impact on the Council levy.

### **8.3 Fiji Chapter**

VP Tom Gregg reported that there had been no further developments towards formation of the new Fiji Chapter. It was agreed that the initiative to go forward must come from the University of the South Pacific and that no action should be taken.

## **9 The Journal of Higher Education Policy and Management**

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One of the joint editors of the Journal, Ian Dobson, attended the meeting and briefed Council on developments, including the new Editorial Board, new reviews editor, financial situation and changes to the content to allow for some practitioner papers. Council noted that the contract with Taylor and Francis to publish the Journal continues to be very effective.

### **RESOLVED C02/8**

That the Editors of the Journal be congratulated on their work and that the changes outlined in the paper be endorsed.

Action Ian Dobson

## **10 New Business**

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### **10.1 Travel Policy**

The ATEM Secretariat requested some guidance on travel policy. Council noted that only the May meeting of Council is involved, as it is expected that all members will attend the September meeting as part of attending the Association Conference.

### **RESOLVED C02/9**

That in future Councillors book their own fares to Council Meetings, endeavouring at all times to obtain the least cost fare available, and that a schedule of members fares to the May meeting be published in the Agenda in order to provide transparency.

Action ATEM Secretariat

## **11 Other Business**

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### **11.1 Higher Education at the Cross Roads**

The President tabled a copy of Minister Brendan Nelson's paper 'High Education: The Cross Roads' and requested that all members provide comment to her by 31 May so that an ATEM submission could be drafted and circulated for comment prior to submission to DEST. The web site for the paper is [www.dest.gov.au/crossroads](http://www.dest.gov.au/crossroads)

Action All Council Members

## **12 Next Meeting**

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Council noted that the next meeting will be held on Sunday 29 September 2002 in Room U214 at the Queensland University of Technology. It will be preceded on Saturday 28 September in Room U214 by the 3<sup>rd</sup> meeting of the ATEM Foundation Board. The ATEM Ghosts Annual Lunch will be held on Monday 30 September. At some point in the week a meeting will be held with AAPPAs representatives.

*GP 10/5/02*

### **Distribution**

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*Executive:*

Maree Conway, President  
Tom Gregg, Vice-President  
Neil Voyce, Association Treasurer  
Margie Cole, Association Secretary  
Pat Allen, Councillor at Large  
Jan McAdam, Councillor at Large

*Branch Presidents:*

Alan Tilley, New South Wales  
Annabel Tyson, Tasmania  
Chris Jeffery, Western Australia  
Ginny Ferguson, New Zealand  
Ion Wallace, South Australia  
Jenny Coggins, Canberra  
Martin Heskins, Northern Territory  
Paul Abernethy, Queensland

*In Attendance:*

Giles Pickford and Peter Scardoni, Association Secretariat  
Ian Dobson, Editor of the Journal