



INSTITUTE OF
MANAGEMENT CONSULTANTS

Victoria

CONSULTING news

NEWSLETTER OF THE INSTITUTE OF MANAGEMENT CONSULTANTS

EDITION 2 JUNE 2008

President's Column

IMC is in the process of **restructuring Federal Council** after an overwhelming majority voted in favour of the motion at the Extraordinary General Meeting a few weeks ago. The new FC structure will see the Victorian Chapter represented by both our Chapter President and a 2nd Councilor directly elected by VIC Chapter members. These are both senior positions of responsibility, with those elected serving as company Directors of Institute of Management Consultants Ltd.

Members will be able to nominate for direct election to Federal Council as well as being able to nominate for Chapter Committee. I urge you to consider nominating for either Chapter Committee or Federal Council as we need the best leadership possible in these exciting times and there's nobody better equipped for the role than you.

Elections will be held at the AGM in July. (See separate article for more information)

Steve Wood has been elected as Vice President, Marketing after Gerard Colla resigned from that position due to increased workload within his consulting practice. We are greatly indebted to Gerard for the considerable effort he put into establishing a program to attract new members to IMC as well as his many contributions to committee and hope to see him reclaim his leadership position in the future.

At the same time it is great to see Steve Wood taking on this additional responsibility as he already proven his capabilities by leading a **national marketing initiative** that was driven by the Victorian Chapter.

When you receive your annual membership renewal from the IMC you will receive copies of two brochures created by the VIC Chapter marketing sub-committee.

The first brochure will help you to promote your business by highlighting the benefits to your clients or potential clients arising from your membership in IMC.

The second brochure is a professional tool to assist us all to recruit new members by clearly presenting the benefits of IMC membership to non-member consultants.

There's more information on how to use/re-order these brochures later in the newsletter.

The **simplified CMC application** procedure is now being implemented. Federal Council has set a strategic objective to have 60% of members qualified as CMC by 2010. CMC consultants are recognised by clients, referrers and their peers as being amongst the elite of their profession. If you have more than 3 years consulting experience and haven't yet obtained your CMC, please refer to the application procedure later in the newsletter. We need your application to achieve the IMC's objective; you need CMC to achieve your ultimate potential as an elite Management Consultant.

Contributions to VIC
Chapter Newsletter
Please contact
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CERTIFIED
MANAGEMENT CONSULTANT

Upcoming Event



June 30th Naval & Military Club
eKnowhow guru Graig Topp
and Stephen Lake new IMC Webmaster

Monday 30th June
From 6:00pm to 8:00pm

**Websites – What Every Consultant
& Business Should Know**

**Release of the New IMC Website
& What it Means for YOU**

End of the Financial Year Celebration



IMC is now able to offer **Corporate Membership rates** to those consulting practices able to enroll five or more members, whether they're new applicants or renewals. This is a great time of year to take advantage of this offer and save on your renewal fees.

And finally, this will be my last President's Column in the Newsletter, as **my term as Chapter President ends** at the AGM in July. I've greatly enjoyed the challenges, camaraderie and achievements of the past few years during which you have entrusted me with the leadership of our Institute in Victoria and I wish my successor every success.

Best wishes,
Chris Thomson, President – Victorian Chapter

Federal Council Re-Structured

Federal Council is being restructured after an overwhelming majority voted in favour of the restructuring motion at the Extraordinary General Meeting on 23rd May. An interim Council, comprising the Chapter Presidents plus 3 co-opted office bearers, is now in place until the coming round of chapter AGMs; after which the new Federal Council will comprise Chapter Presidents from each of the seven chapters plus, from each of the chapters having more than 50 financial members, a second representative elected directly by their members. This will result in a smaller, more effective decision-making body and one that is far less expensive to support. To implement this revised structure, new procedures for nominating and electing representatives will be introduced in the lead up to our Chapter Annual General Meeting.

Annual General Meeting – IMC Victorian Chapter

You are invited to attend the Victorian Chapter AGM that will be held on 22nd July commencing at 6pm. There's much to report about our achievements over the past year and exciting plans to share with you for the immediate future, so please enter the date in your diary now to avoid making a conflicting appointment. (Formal notification of the meeting will be sent by the IMC Secretariat shortly)

Nominations for IMC Leadership

Please consider nominating yourself or a colleague to join the Chapter leadership group.

The achievements of the Victorian Chapter are only possible because of the people who volunteer their time and creative energies to Chapter Committee. In the last newsletter I praised the attitude and contribution of the current committee and they continue to be work as a wonderful team. Yet even the best of teams need to have regular rejuvenation to enable long-serving members to take a well-earned break and to gain the stimulation of new ideas, energy and enthusiasm. What better time to make your contribution than to join a premiership team?

The options are to either nominate for a general position on Chapter Committee or to nominate for the specific position as the Chapter's second nominee to Federal Council. Once the Chapter Committee is elected that committee conducts their own election of office bearers. The current office-bearers are:

- Chapter President
- Vice President (Membership Services) – events, PD, CMC, membership renewals
- Vice President (Marketing) – branding, promotion, PR, new member recruitment
- Treasurer
- Secretary

The positions of Chapter President and Chapter Nominee to FC also carry considerable responsibility, as the appointees are appointed as Directors of the Institute of Management Consultants Ltd (a public company limited by guarantee). The Chapter's Nominee to Federal Council may also be a member of Chapter Committee (indeed that's desirable) but will not be eligible to stand for Chapter President during this term.

Nomination forms will be sent with the AGM notice. We look forward to your nomination.



Export Consulting

The next in the series of Export Seminars being presented by IMC will be:

"Developing Export Business Without Leaving Home"

This seminar will examine the use of is to be presented by Stephen Lake at the Naval & Military Club, Little Collins St on 12th August.

This event forms part of the Victorian Government's "Energise Enterprise 2008" and is supported by a Vic Gov Export Networks grant.

Corporate Membership Now Available

For those of you operating in multi-person consultancies, we wish to draw your attention to the fact that IMC can now provide discounted membership rates when you enroll five or more members at one time.

The offer applies equally to new applicants and renewals. There are both unique benefits and some conditions to the Corporate Membership offer, so if might be applicable to your practice please contact the IMC office on 1800 800 719 for further details.



IMC VIC Professional Development Program 2008

Date	Venue	Time	Type	Theme and Topic
Mon 30th Jun	Naval & Military	6pm-8pm Dinner Talk at 6.30	Professional Development	Web 2.0 trends in technology & websites and how to make them work for you
Mon 28th Jul	Hilton on the Park	7am-9am Breakfast Talk at 7.15	MasterClass 3	Innovation Passive income products and services
Tues 12th Aug	Naval & Military	2pm – 6pm	Export Event 3	Developing export business without leaving home
Mon 25th Aug	Hilton on the Park	6pm-8pm Dinner Talk at 6.30	Professional Development	Marketing trends: How to market – RH / Protecting your brand law – SG
Mon 29th Sep	Hilton on the Park	7am-9am Breakfast Talk at 7.15	Export Event 4	Case Studies of Successful Exporters of Consulting Services
TBA	TBA	2pm-6pm / Half day	Mini-Conference	Aim Maximise value for MCs
Mon 27th Oct	Hilton on the Park	6pm-8pm Dinner Talk at 6.30	MasterClass 4	Exit strategies for the management consulting business
Mon 24th Nov		3pm – 6pm	Export Event 5	Optimising Legal & Tax Structures for International Consulting
Dec Wk 1	TBA	6pm-8pm Drinks & Canapes Awards at 6.30	End of year function	The MC Buzz – each has 10 minutes to present – audience gives feedback Awards Entertainment



Craig Topp
Executive Director - eKnowHow

Craig Topp is the Executive Director of eKnowHow Distribution and is responsible for the creation and execution of channel strategies within specified markets of their

websitegurus business. eKnowHow have successfully completed over 4,500 internet and multimedia projects. They currently provide and support websites for over 1,500 clients, including the Institute of Management Consultant's new website. Their clients range from sole operators to organisations such as Telstra, Autobarn, RSL etc.

Craig's presentation will cover:

- What are websites for and what are the possibilities?,
- Net 2.0 – What is it and should I care?,
- Key risks when building a website,
- The effort ratio – Design, Content, Structure, Infrastructure,
- What questions must you answer before building a website?,
- What is Content Management & why is it important?,
- How hard is it to register a domain name?,
- Maximising search engine visibility,
- How to protect your website,
- What functionality should a website include?,
- Can you use your website for a CRM system?,
- How can websites help you collaborate?,
- Explaining some of the technical terms,
- How often should you communicate with your client base,
- How can you engage your clients and bring them to your website,
- How do you measure the success of websites,
- What are the design considerations?,
- What are the Privacy Issues?
- DIY or use a Provider?
- Which images work best and what are the copyright issues?,
- What is involved in maintaining a site?
- What does a website cost?, and
- Privacy issues – what are they?

[Registration Form Page 2.](#)



Stephen Lake
New IMC Webmaster

Stephen Lake is a State and Federal Vice President of the IMC. He is the webmaster for the new IMC website which goes live 1 July. This meeting will be the launch of the new website to members. Stephen will be demonstrating live the new

functionality of the website, explaining what benefits it offers to members and how you can make best use of the new functionality.

Stephen's presentation will cover:

- Find a Consultant - new and improved searches, more information ...,
- Knowledge Bank – what this offers you and how you can showcase your skills,
- Search for Members – search for fellow members individually or by criteria,
- Team Rooms – places for Special Interest Groups (SIGs), projects, committees and collaboration with other IMC members,
- Surveys – how we can survey members, prospective members or the business community,
- The four new areas and their access; Community, Subscribers, Members and Councils,
- Newsletters – State, Federal and Committees, and what's different about the format,
- Events – how you can find out what is on and book easily on line,
- IMC Transparency – minutes and reports from Chapter, Federal and Committee meetings,
- Members Benefits – what's on offer and how can you take advantage of it,
- Edit your details – where you update your Public and IMC profiles,
- Opportunities – where you can find or advertise opportunities for consultants,
- Online CMC application – enrol for the new Certified Management Consultant accreditation online,
- Reporting – how we can report on website usage down to articles,
- Profiled Mailing – how we can target mail outs,
- Website Tour – where you can find out how to get the most out of the site, Stephen will answer any questions you have on the night.
- Stephen will answer any questions you have on the night.



INSTITUTE OF
MANAGEMENT CONSULTANTS

Naval and Military Club
27 Little Collins Street
Melbourne

Cost

Member / Guest \$45.00 Incl. GST

Non Members \$55.00 Incl. GST

Table of 10 - \$400 Incl. GST

Registration

Fax 03 9898 0249

Freecall 1800 800 719

R.S.V.P by C.O.B Thursday 26th June

Registration From

IMC VIC Chapter Event
Monday, 30th June 2008
From 6:00 pm - 8:00 pm

Evening Event

**Websites – What Every Consultant
& Business Should Know**

**Release of the New IMC Website
& What it Means for YOU**

**End of the Financial Year
Celebration**

Registration for IMC VIC Chapter Event:

Tax Invoice When Complete ABN 32 000 628 884

Names of person(s) attending:

.....
.....
.....

Email Address (for confirmations)

.....

My cheque for \$.....is attached **OR** please charge \$..... to the following credit card:

Bankcard / VISA / MasterCard / AMEX / Diners (Please circle one)

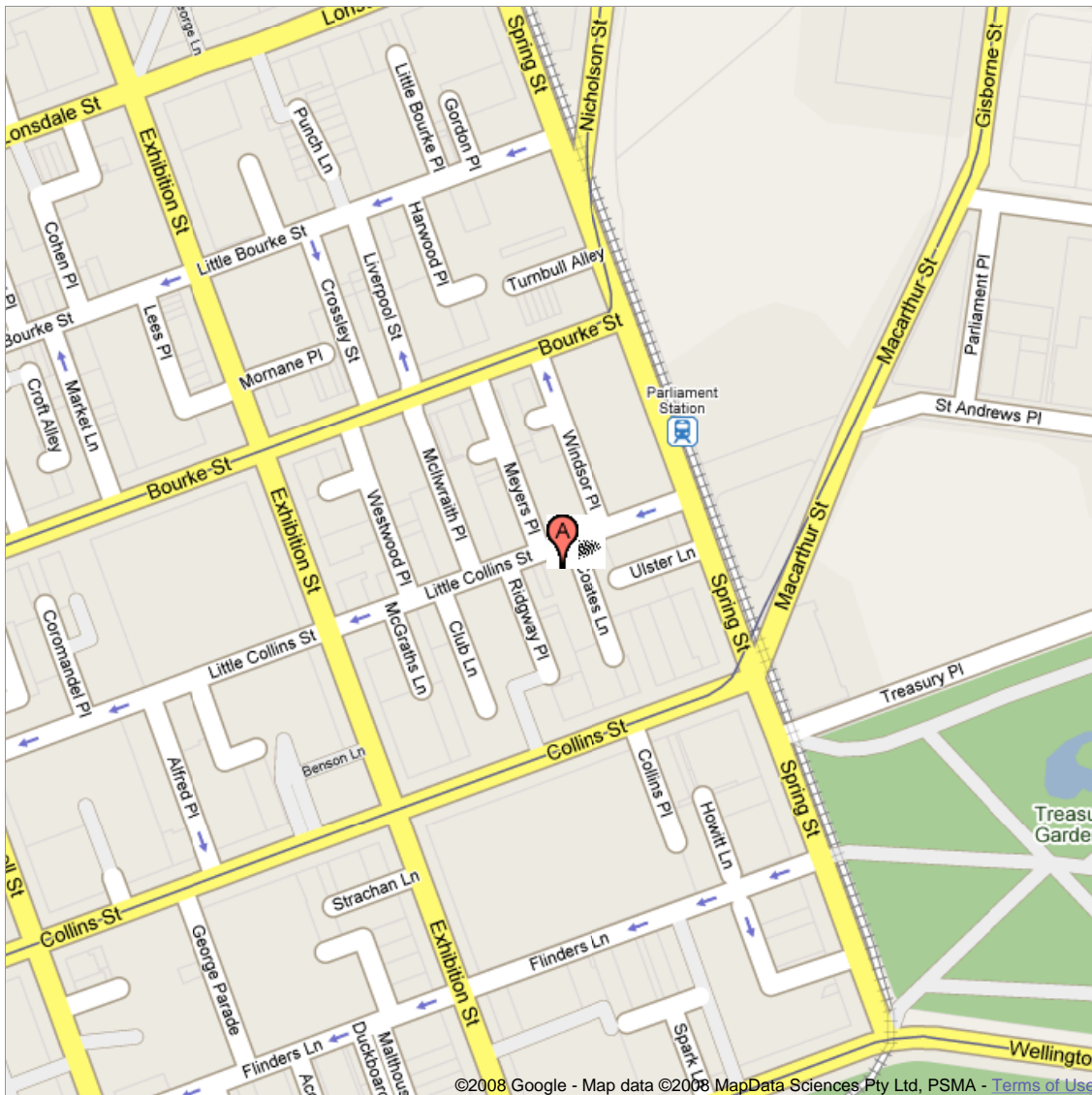

Card Number:

Expiry.....



Results 1-1 of about 1 for **Naval and Military Club** near Melbourne, VIC, Australia

Get Google Maps on your phone
Text the word "GMAPS" to 466453



A. **The Naval & Military Club**
25-27 Little Collins St, Melbourne, VIC 3000, Australia
+61 3 9650 4741

Business listings provided by [TrueLocal™](#)