



BCI Australian Chapter  
2nd Annual

# Business Continuity Summit **2008**

Managing Resilience and Embedding  
Business Continuity into Your Corporate Culture

30 April – 2 May 2008, Amora Hotel Jamison, Sydney



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# Business Continuity Summit 2008

30 April – 2 May 2008, Amora Hotel Jamison, Sydney

Dear Colleagues,

The BCI Australian Chapter is pleased to invite you to the Business Continuity Summit 2008 and we encourage you to be a part of the overall Business Continuity Awareness Week from 28th April to 2nd May 2008.

In the past twelve months organisations across the globe have been forced to face new and complex business continuity challenges, as well as increasing regulatory scrutiny of business resilience, while the development of the business continuity profession has continued to strengthen and grow.

Internationally, the risks associated with terrorism, pandemic, climate change, data protection, security and financial market volatility continued to create headlines. Here in Australia businesses faced the challenges of APEC, equine flu, drought, severe storm conditions and internal system failures.

Professionally there have been a number of exciting developments both in Australia and overseas.

- The Business Continuity Institute Australian Chapter is now firmly established and goes from strength-to-strength, increasing awareness of business continuity opportunities, drawing more business continuity practitioners 'into the fold', promoting cooperation in the emergency response, risk management and business continuity arena and offering comprehensive, certified training in business continuity disciplines.
- The publication of British Standard BS25999 part 1 in 2006 with part 2 published in October 2007 now sets a recognised framework for implementing and benchmarking a business continuity management system.

It is against this background that we are encouraging all Australian businesses and government agencies to examine how they *manage resilience* and how they can *embed business continuity* into a corporate culture during this year's Australian Business Continuity Awareness Week (BCAW) from 28th April to 2nd May 2008. There are a number of local and national activities underway for the BCAW with the highlight being the **BCI Australian Chapter Business Continuity Summit 2008** to be held in Sydney from 30 April to 2 May 2008.

The Summit aims to address each of the six elements of the BS25999 BCM framework by bringing together the best subject matter experts and business continuity practitioners to share their skills and knowledge in designing, implementing and maintaining an effective business continuity process.

You will have access to a wealth of business continuity expertise and a healthy dose of business continuity 'reality' in the form of case studies and learning from real life business continuity events, which demonstrate how the theory of business continuity is transformed into practice.

#### Key reasons to attend:

- Remain up-to-date with international developments in business continuity.
- Contribute to your ongoing professional development.
- Learn from the experiences of key industry experts.
- Network with high level industry executives.
- Hear the latest tactics for embedding business continuity into a corporate culture.
- Acquire practical skills and methods to apply to your business continuity process and planning.
- Benefit from the experiences of real life business continuity events:
  - Real life business continuity experiences from Star Track Express and the ABC.
  - Lessons from the Virginia Tech shooting siege.
  - Experiences from the London bombings of July 7th 2005.
  - The reconstruction of a BCP post-merger.



We look forward to your participation in Business Continuity Awareness Week events and to seeing you at the **BCI Australian Chapter Business Continuity Summit 2008**.

Reserve your place by calling the organisers on (02) 9080 4090. Remember that BCI members receive a 15% discount when they quote their BCI membership number.

Yours faithfully

Bill Hannan, MBCI

**President of the BCI Australian Chapter**

The Business Continuity Institute (BCI) was established in 1994 to provide opportunities to obtain guidance and support from fellow professionals. The Institute provides an internationally recognised status in relation to the individuals experience as a continuity practitioner.

The BCI currently has over 4,000 members in 80+ countries.

The wider role of the BCI is to promote the highest standards of professional competence and commercial ethics in the provision and maintenance of Business Continuity Management. The Aims and Objectives of the BCI are primarily to promote the art and science of business continuity management as well as defining, initiating, evaluating and communicating BCM thinking standards and good practice.

The BCI has a structured and internationally recognized competency based certification process for BC practitioners, with membership levels ranging from student to Fellow.

The BCI Representative for Australia is Bill Hannan and may be contacted at 02 9269 4275 or bill.hannan@thebci.org.au.

Most states in Australia also have a BCI State Representatives and information about local forums can be found at [www.thebci.org.au](http://www.thebci.org.au).

Full information on the BCI including joining instructions is at [www.thebci.org.au](http://www.thebci.org.au).

# Managing Resilience and Embedding Business Continuity into Your Corporate Culture

Day One **Wednesday, 30 April 2008**

8:30 Registration and refreshments

9:00 **Opening Remarks from the Chair**

Bill Hannan MBCI, *Head of Business Continuity, Energy Australia* and *President, BCI Australian Chapter*

## Knowing the true value of a Business Continuity Plan for your organisation

9:15 **KEYNOTE OPENING ADDRESS:**

**If you think Business Continuity is another business expense, try having a disruption**

- The BS25999 Standard
- How it was developed
- Bringing it to the market place
- Early adoption and benefits of compliance

John Hele, *Global Product Manager – Business Continuity, BSI Management Systems*

9:45 **Measuring a business continuity plan's value**

- Can a BCP program be modelled and monitored?
- Measuring the value of a BCP – is it tangible?
- Identifying appropriate tools and formulas to review BCP
- How can it be demonstrated that BCM delivers value?

Steve Mellish FBCI, *Head of Business Continuity, J Sainsbury Plc* and *Board Member, BCI UK*

10:15 Morning refreshments

## Demonstrating the value of BCM to your whole organisation

10:45 **Gaining senior management buy-in**

- Gaining the confidence of management and endorsement to support you with your BCM
- Creating and delivering arguments for a convincing BCM business case
- Optimising relationships with management to ensure ongoing implementation of a fully resourced BCM process
- How do you demonstrate BCM value at management and board level?

Kenny Seow CBCP, *Business Continuity Specialist, RiskCover, Government of Western Australia*

11:15 **Challenges with business continuity management in infrastructure based organisations**

- Understanding the difference between infrastructure based organisations and finance/services sector based organisations
- Overcoming the challenges to implementation of a BCP
- Analysing an approach to undertaking a BCM process in an infrastructure based organisation
- Determining why infrastructure based organisations should persevere with BCM

Dave Russell, *Business Risk/Continuity Manager, Eraring Energy*

11:45 **PANEL DEBATE:**

**Should there be an ISO for business continuity planning in Australia?**

- Which guideline or standard should be the basis for an ISO, if introduced, and why?
- With so many guidelines to choose from, how can organisations ensure their BCM delivers best practice?
- Which organisations should planners look to as the 'model' business continuity leaders?

Peter Sierwald MBCI, *Director, Phoenix Continuity Services Pty Ltd* and *Vice-President, BCI Australian Chapter* and *BCI Representative for NSW*

Dr Carl Gibson, *Director Risk Management Unit, Latrobe University*

Phil Carter FBCI, *Senior Manager, Ernst & Young* and *BCI Representative for VIC*

Lawrence Cox MBCI, *Head of Business Continuity Management Strategy, ANZ*

Saul Midler MBCI, *Managing Director, LINUS Information Security Solutions*

John Hele, *Global Product Manager – Business Continuity, BSI Management Systems*

12:45 Lunch

13:45 **CASE STUDY:**

**The Star Track Express business continuity program and its real life experiences**

- What governance structure has been put in place?
- Overview of key business continuity plans
- How the company invests in business continuity
- Ongoing training, maintenance and real life experiences: their contribution to improving capability

Derryn McCahon, *Business Continuity Specialist, Star Track Express*

14:15 **Understanding critical infrastructure protection and organisational resilience**

- A 'progress report' on work done to identify and safeguard critical infrastructure based on having resilient individuals, organisations, sectors and society
- Discuss the principles of Organisational Resilience with a comparison made to various current approaches
- Appreciate the current understanding of risk, security, emergency and business continuity management
- Identify the synergies between these areas and the advantages to critical infrastructure protection by understanding and implementing a resilience approach

Robert Oldfield MBCI, *Group Risk Officer, QBE Insurance*

14:45 Afternoon refreshments

15:00 **CASE STUDY:**

**Virginia Tech Shooting - University Crisis Management**

- Crisis responses to the deadliest shooting in US history
- Why did systems fail – the emergency services interface
- Communication imperatives – collapse of cell phones and web
- The Australian campus crisis – could it happen here?
- Key findings and learnings

Ross Campbell, *Principal, Ross Campbell & Associates, Crisis Management Consultants* and *Author of Crisis Control - Preventing and Managing Corporate Crises*

15:30 **Current trends in IT disaster recovery (ITDR)**

- Are your ITDR plans sitting on a time bomb?
- Is tape-based recovery dead?
- Active/Active environment versus Prod/DR environment
- The impact of virtualisation

Jude Jacobs, *Director*, and Nino Carabella, *Head of Business Continuity Consulting, Enterprise Data Corporation*

16:00 Chairman's closing remarks

18:00 Conference Dinner

# Business Continuity Summit 2008

Day Two Thursday, 1 May 2008

- 9:00 Opening remarks from the Chair  
Steve Mellish FBCI, *Head of Business Continuity*, J Sainsbury Plc and *Board Member*, BCI UK

## Developing and implementing your BCM response – scenarios

- 9:15 **A new threat for business continuity: climate change**
- Hype or reality - key climate change risks and how they affect business
  - Responding effectively to climate change risks and threats – what should you do?
  - Adapting BCM strategies to reduce the impact of climate change on your organisation
- Dr Carl Gibson, *Director Risk Management Unit*, Latrobe University
- 9:45 **Pandemic preparedness planning: managing potential impacts to critical infrastructure**
- Integrating pandemic planning into your BCP
  - What should CBD based organisations consider in order to protect human life?
  - How should these plans be integrated into the DR site?
- Dr Ralf Itzwerth, *Social Scientist*, National Centre for Immunisation Research and Surveillance NCIRS
- 10:15 Morning refreshments
- 10:45 **CASE STUDY: Reconstructing your BCP**
- Mergers, acquisitions and departures
  - Dealing with a restructure when one BCP becomes six overnight!
  - Maintaining alternative sites and BCM through the changeover
  - Public or private sector – is it really so different?
- Chris Miller, *Business Continuity Specialist*
- 11:15 **CASE STUDY: Implementing Business Continuity Management at the ABC**
- How did the Australian Broadcasting Corporation apply BCM theory in practice?
  - Implementing the components of the BCM Framework: emergency coordination, crisis management and business recovery & continuity, including technical recovery
  - Challenges: navigating the “bumps” in the road
  - Can a strategy for BCM implementation for one sector be used as a template for another?
- Steve Flohr, *Business Continuity Manager*, Australian Broadcasting Corporation
- Tim Janes MBCI, *Director*, Fulcrum Risk Services and *BCI NSW Forum Leader*
- 11:45 **INTERACTIVE PANEL DISCUSSION: Protecting your stakeholders through information governance**
- Clumsiness with privacy and data protection – the UK's experience
  - How do you protect the private information of your clients?
  - What steps need to be taken to ensure that your company is not in breach when outsourcing information?
  - How can electronic information be better governed and utilised in organisations?
  - Why would these issues ultimately affect the resilience of your BCP?
- Tim Janes MBCI, *Director*, Fulcrum Risk Services and *BCI NSW Forum Leader*
- Rob Caruso, *Federal Agent, Coordinator Intelligence*, Australian Federal Police
- Lito Saulo MBCI, *Consulting Principal*, Fujitsu and *Publisher*, [www.continuitywatch.com](http://www.continuitywatch.com)
- 12:30 Lunch

## Exercising, maintaining and reviewing your BCP

- 13:30 **CASE STUDY: Recovering from an incident – the London bombings 7/7**
- Coordinating the BCM for such a large group of very different businesses is a challenge. One of the most important lessons was that Siemens could be impacted, even though they had few physical premises in the area where the bombings took place. When the events unfurled, the following are the key things they considered:
- Where were the Crisis Management team members?
  - How could Siemens employees “contact the uncontactable”
  - Identifying employee numbers and working locations across London
  - Overcoming both personal and business impacts
  - Obtaining critical information about exclusion zones and status updates from the Authorities and Emergency Services
  - Prioritising the businesses which needed support: those most directly affected
  - How could we provide the best possible “remote” support to our business?
  - ...AND how to do it all again 2 weeks later
- Julie Viney MBCI, *Former Business Continuity Manager*, Siemens UK and *Senior Manager*, Ernst & Young (*former Board Member of BCI*)
- 14:00 **Crisis communication: building teams and keeping momentum**
- Building collaborative teams to manage an emergency
  - Building an awareness and education program
  - Providing self service
- Leonie Harding, *Business Continuity Manager*, Corporate Services, QBE Insurance - Australia Asia Pacific
- 14:30 **BCM Program in not just a plan or exercise**
- There has been an almost total focus on developing business continuity plans and, more recently, conducting exercises against those plans. Without a properly implemented overarching business continuity management program, these activities lack coordination with the business and may cease to remain effectively aligned. The real opportunities for true business resilience may be lost.
- BCM program: total management of your business continuity activities
  - What is the scope of your BCM program: things to consider
  - Taking program ownership
  - Populating the program: people and information
  - Reviewing and maintaining a successful BCM program
- Les Whittet FBCI, *Managing Consultant*, Leslie Whittet and Associates and *BCI Representative for ACT*
- 15:00 Afternoon refreshments

## Embedding business continuity management into your organisation's culture

- 15:20 **We ♥ BCM!!**
- Embedding business continuity into your corporate culture
- How is Business Continuity currently being viewed in an organisation
  - Acquiring concepts to drive the implementation of a Business Continuity minded culture
  - Solidifying the cultural practice of Business Continuity in your organisation
  - Some pitfalls to avoid along the way
- Matthew Collingwood, *Asia Head Business Continuity*, Morgan Stanley, Hong Kong
- 15:50 **Continuous improvement: determining the future for BCM**
- Down with silos! Introducing an integrated approach to corporate resilience
  - Establishing a continuous improvement framework – developing a ‘business resilience strategy’
  - Where does the future lie for BCM?
- David Parsons, *Manager Critical Infrastructure Resilience Unit*, Sydney Water
- 16:20 Chairman's closing remarks and end of Summit



## Day Three: Post Conference Workshops Friday, 2 May 2008

### WORKSHOP A:

#### Understanding BS25999 code for business continuity management

Getting to grips with parts 1 and 2 of the new British Standard for Business Continuity Management

Implementing a Business Continuity Management process using BS25999 part 1 and measuring its effectiveness using BS25999 part 2 should, therefore, provide an effective level of operational resilience and a demonstrable level of assurance that an organisation is prepared to respond to....and survive....a serious disruptive event.

This workshop will provide guidance on what BS25999 means for business.

#### The objectives of the workshop are to:

- Look at the 'fit' between Business Continuity Management regulations and BS25999.
- Introduce BS25999 part 1.
- Examine BS25999 part 1 structure and content and how it can be used to enhance Business Continuity in an organisation.
- Introduce BS25999 part 2.
- Examine BS25999 part 2 and establish the fundamentals of what should be included in a measurable 'Business Continuity Management System'.
- Explore how BS25999 can be used to achieve a 'compliant, best practice' Business Continuity Management process.

Using presentation material and workshop techniques developed with input from acknowledged Business Continuity experts, this workshop aims to provide delegates with an in-depth understanding of BS25999 and how it fits in the regulatory 'environment', together with hints and tips on how best to apply this understanding to the Business Continuity Management process of their own organisations.

#### Confirmed facilitator:

**Peter Sierwald** MBCI, *Director*, Phoenix Continuity Services Pty Ltd and *Vice-President*, BCI Australian Chapter and *BCI Representative for NSW*

Peter Sierwald is an experienced consulting professional and former Director of Deloitte. He is a subject matter expert in risk and business continuity management with a career spanning more than 15 years.

He has comprehensive public and private sector risk and business continuity experience, working with some of the largest blue chip organisations as well as state government departments and government agencies.

He is highly skilled in implementing risk and business continuity policies and procedures. He is a regular public speaker, presenting at national and international forums in addition to lecturing at UNSW.

Peter is a Member of the Business Continuity Institute (BCI) and the appointed representative of the BCI in NSW.

### WORKSHOP B:

#### Crisis Management – Hands-on Workshop for Survival and Control

*You will be given the decision making tools to equip you to manage an escalating crisis. You will learn from an experienced crisis manager who has been at the front-line response of global crises.*

The workshop will include a hands-on, desktop exercise where you will use key response strategies in a worst case scenario. You will apply a tested process to manage integration with emergency response and stakeholders including victims, employees, customers, community, media and government.

#### Key topics:

- Immediacy of response
- Capability of responders
- Focus on multiple contingencies
- Support infrastructure
- New technology and the web
- Transparency of management
- Timely relevant communication

#### Workshop objectives:

- Crisis identification – triggers for rapid response
- The ultimate crisis team structure – what works, what doesn't work
- The plan – simple checklist strategy
- Identification of threats – flexible response capability
- Creating and training the top response team
- The role of technology, data and the web
- Crucial crisis spokespersons
- Confrontational media and demanding press conference
- Managing recovery ahead of time

**The workshop will include case studies and real experience from a broad range of industry and government.**

A live, professionally facilitated desktop scenario will enable you to be part of the team that manages an escalating crisis event. You will have the chance to actively role-play the key responsibilities of a team responder and consider the key steps to control the situation.

#### Confirmed facilitator:

**Ross Campbell**, *Principal*, Ross Campbell & Associates, Crisis Management Consultants

Ross Campbell has been responding to, and preparing for, global crises for corporations for over 15 years. He is the author of *Crisis Control – Preventing and Managing Corporate Crises* published by Penguin. He is Principal of Ross Campbell & Associates, a company that specialises in response strategies and pre-crisis training. He has lectured in crisis management at RMIT, Deakin University, Monash University and the WA University Graduate School of Management. Mr. Campbell advises and counsels some of Australia's largest corporations and has prepared hundreds of crisis management plans and exercises throughout Australia and Asia.

## Sponsorship and Exhibition Solutions

We have a number of opportunities to be involved in this Summit through sponsorship and exhibition, which will assist in increasing your company's awareness and generate networking opportunities with high level decision makers in the area of business continuity. For more information regarding sponsorship solutions for your business at **BCI Australia's 2nd Annual Business Continuity Summit 2008**, please contact Megan Rogulski on +61 2 9080 4030 or email [mrogulski@iir.com.au](mailto:mrogulski@iir.com.au).

## VENUE & TRAVEL



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