

anzea Conferences Policy and Strategy 2012-2014

Date approved

30 June 2012

Date for review

31 May 2014

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A. Purpose

- To meet a core **anzea** objective of “Facilitating debate and exchange of ideas and dissemination of knowledge in the practice of evaluation” (**anzea** Constitution s.4.2.1), through providing an annual Conference or similar national or regional professional development and networking event or events of high quality to **anzea** members and others, so that delegates:
 - Gain skills and knowledge in evaluation
 - Meet other **anzea** members and other evaluation practitioners
 - Share knowledge, information, ideas, and skills
- To raise the profile of **anzea**
- To bring in revenue to fund **anzea** activity.

For the purposes of this policy, the term ‘Conference’ includes reference to symposia and other events in the nature of a conference.

B. Policy

1. Conference portfolio responsibilities

- Develop strategy and policy in relation to **anzea** Conferences
- Have overall responsibility for ensuring that high quality Conferences occur
- Participate annually in the Conferences Standing Committee **or** ensure that another Board member participates in that Committee
- Ensure the appointment annually of an **anzea** Conference Convenor and Standing Committee membership to cover all portfolios
- Ensure early determination and advertising of Conference dates to the membership and other networks
- Receive reports from the Conference Convenor, as follows:
 - ✧ Conference proposal (pre-conference), for Board approval

- ✧ Conference report (post-conference), including a financial report and a Conference evaluation report
- Report to the Board at each Board meeting or as required on Conference developments.

2. Conferences key principles

- Key principles underlying the provision of **anzea** conferences are as follows:
 - ✧ *Participation* – to promote participation, **anzea** Conferences:
 - ✧ offer lower fees to students and unwaged
 - ✧ look for sponsorship and offer scholarships
 - ✧ encourage participatory presentation formats
 - ✧ *Relevance* primarily to the **anzea** membership – to promote relevance, **anzea** Conferences:
 - ✧ have a strong bicultural and multicultural focus
 - ✧ incorporate delegate feedback into determination of the Conference theme
 - ✧ require that presentations be relevant to the Conference theme
 - ✧ select keynote speakers who can speak well to the Conference theme and to the **anzea** audience
 - ✧ *Affordability* – to promote participation, **anzea** Conferences keep fees low by:
 - ✧ capping the fees offered to keynote speakers
 - ✧ selecting venues that can offer quality services for budget costs
 - ✧ offering lower fees and scholarships to students/unwaged and others
 - ✧ looking for sponsorship
 - ✧ *Accessibility* – to promote accessibility, **anzea** Conferences are held in a different region each year
 - ✧ *Fun* – to promote enjoyment and fun, **anzea** Conferences:
 - ✧ are well organised, so that delegates are not bothered by administrative problems
 - ✧ provide times and spaces where delegates can gather and talk informally
 - ✧ encourage humour in Conference presentations
 - ✧ provide quality entertainment in the evenings
 - ✧ incorporate a free ‘happy hour’, with good snack food and a limited amount of wine.

2. Conferences operational policy

General

1. Conferences will be held in a different region each time, with the aim of ensuring affordable access to members from across the country.
2. The **anzea** Board (Conferences portfolio) is the body responsible for ensuring that a Conference is held annually, and has the authority to approve conference spending.
3. The Conferences Standing Committee will be formed annually to plan and run each Conference.

Conference management

4. **anzea** Conferences will normally be managed internally (that is, not contracted out to an events management agency). The **anzea** Manager will be given first option to

undertake the contract for management of the Conferences.

Funding and accountability

5. As a principle, each Conference will be expected to be financially self-sufficient and will be expected to cover costs and ideally make a sufficient surplus to fund general **anzea** management and administration. Sponsorship will be sought for each Conference.
6. Conference profits will remain in the Conference bank account, to a maximum of \$5,000, which sum shall be used for planning of the next Conference. Profits in excess of \$5,000 shall be paid into the **anzea** general account or term deposit and used for general **anzea** expenses.
7. A separate Conference bank account is in operation. It is a sub-account of **anzea**'s current account. Regular financial updates will be included in the agenda item on Conference planning for each Board meeting.
8. The Conferences Standing Committee will be accountable to the Board in all respects, and all decisions of the Committee must be approved by the Board. Reports on Conference planning will be a regular agenda item for the meetings of the Board.
9. Conference evaluation and reporting – Each **anzea** Conference will be evaluated by an independent evaluator, and a report provided to the Board by the next Board meeting following the Conference. A maximum of \$1,500 + GST shall be spent on the conference evaluation.

Conference planning and implementation

10. The Conferences Board portfolio leader should initiate the Conferences Standing Committee to commence planning for each Conference by no later than 30 April in the year preceding the Conference. It is the responsibility of the Conferences portfolio to ensure that a competent Conference Convenor is appointed.
11. Each year's Conference will be in a different **anzea** region from the previous year, unless a strong rationale can be made for keeping it in the same region.
12. The Conferences Standing Committee must contain a majority of members who are current, paid-up **anzea** members. Additional committee members from the locality in which the Conference is to be held can be co-opted as approved by the Board.
13. The Conferences Standing Committee must include:
 - ✧ A mix of cultural representation, including at least one representative of tangata whenua; cultural expertise may be sought from amongst the **anzea** Board members
 - ✧ At least one **anzea** Board member
14. Key Conferences Standing Committee portfolios are listed and the roles are described in the Conferences Manual (**Appendix 1**; separate document).

15. The Conferences Standing Committee must:

- ✧ Meet at least every two months (in person or by teleconference)
- ✧ Take into account the conference evaluations from the two previous conferences
- ✧ Submit a conference proposal to the Board for approval, by 31 July of the year before the conference (or at a time as agreed with the Board), setting out:
 - ✧ The proposed conference theme
 - ✧ The proposed conference location and dates
 - ✧ The conference committee composition
 - ✧ Any other items of importance.

Conference dates

16. To ensure the optimum participation by conference delegates:

- ✧ Consider holding the conference at times best suited to the **anzea** membership (e.g. in the July school holidays¹)
- ✧ Ensure that Conference dates do not conflict with the conferences of other evaluation organisations (e.g. AES, AEA, CES, SPRE).

Conference programme

17. To ensure the optimum participation by conference delegates, **anzea** Conferences will encourage participatory conference contributions.
18. To ensure optimum accessibility to the conferences, **anzea** conferences will have discounted fees for students and unwaged.
19. To encourage student participation, **anzea** conferences may offer a prize (currently \$150) funded from conference sponsorship for the best student contributions.

Selection of contributions

20. All submissions will be reviewed by a committee of three people (all members of the conference committee), including one evaluation purchaser/commissioner and one evaluation provider (where possible). See the Conference Manual (**Appendix 1**) for details of the criteria and processes.

Conference Proceedings

21. Full write-ups of conference contributions (which include workshops and seminars as well as papers) will be reviewed and edited before they are included in the on-line Conference Proceedings. Key criteria are that the write-up (1) reflects the actual presentation and links to the conference theme and (2) is tidy grammatically. Note that these contributions are not refereed.

Conference sponsorship

22. Sponsorship will be sought for each year's conference from a range of central government and other organisations, including evaluation and research providers. It is the joint responsibility of the Conference Committee to set sponsorship targets and a strategy, and to actively approach potential sponsors. In determining potential sponsors,

¹ In two member surveys, **anzea** members have endorsed the July school holidays as the preferred time for **anzea** Conferences.

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the Committee will take into account ethical sources of sponsorship. Sponsorship targets must be approved by the **anzea** Board.

Sharing the funding of keynote speakers

23. Where possible and appropriate, efforts may be made to share the costs associated with bringing one or more conference speakers to New Zealand, by inviting associated agencies (e.g. other evaluation associations; government agencies; tertiary education agencies) to share the costs in return for having the speaker/s address audiences at those agencies. ***Key principles in such an arrangement are that:***
- ✧ The primary purpose of the speaker’s trip must remain the **anzea** event
 - ✧ Any share arrangement must not compromise the purpose for which the speaker is addressing **anzea** (e.g. in terms of timing and availability) or the potential benefit to **anzea** members
 - ✧ Any such share arrangement *must not* detract from the potential financial or other gain to **anzea** of having the speaker address the **anzea** conference or other **anzea** audience
 - ✧ No **anzea** Board member or other **anzea** member shall receive any financial benefit from such a share arrangement.
24. The process for ‘share’ arrangements is:
- ✧ The speaker will be contacted to determine their interest in a ‘share’ arrangement
 - ✧ The Conference Committee will discuss desirable geographical or other constraints on the offer to share, to ensure that there will be no negative impact on **anzea** of ‘sharing’
 - ✧ A member of the Conference Committee will make informal contact with likely organisations who may be interested in a ‘share’ arrangement
 - ✧ Where organisations are interested, a formal proposal to share will be negotiated with them and then brought back to (1) the Conference Committee and (2) the **anzea** Board for approval
 - ✧ A proposal to share should set out clearly:
 - ✧ How the share arrangement will work in terms of timing, travel, etc.
 - ✧ Who the ‘share’ agencies are
 - ✧ What topics the speaker will address at each agency, including **anzea**
 - ✧ Full details of the cost-share arrangement
 - ✧ Evidence of agreement by the other agencies to the proposed arrangements
 - ✧ A recommendation.

C. Table of interim policy amendments

Date approved	Section	Amended policy statement

Appendix 1: anzea Conferences manual (see separate file)