



# National Conference

**Canberra**

**13-16 February 2024**

[count.au/conference](https://count.au/conference)

## Conference Partner Guide



## WELCOME

The 2024 Count National Conference takes place at the National Convention Centre in Canberra from 13-16 February 2024.

Our theme for this year's conference, **Dynamic Perspectives**, is closely linked with our new brand and client-centric value proposition. As Australia's leading provider of integrated accounting and wealth services, we provide our clients with unique insights and a dynamic perspective that identifies their past, maximises their present and plans for a future where they can do what matters most to them. This philosophy will underscore the content delivered throughout our program and keynote sessions.

The conference will offer five streams with tailored content for financial advisers, risk insurance specialists, accountants and operational staff to ensure all attendees get the most out of the event. With the support of our Partners in Education and Sponsors, we will deliver an agenda full of thought-provoking content relevant to the current landscape, giving our advisers the knowledge and tools to better support their clients.

One of the hallmarks of the Count network is our unrivalled sense of community. To help make the conference a more engaging experience, we have also arranged a tremendous range of social events where we can connect in a fun and friendly environment. This includes our Welcome Evening, the Women in Finance Breakfast, and our spectacular Gala Dinner to close the event.

We thank you for your support and look forward to seeing you in Canberra.

Regards,

A handwritten signature in black ink, appearing to read 'Hugh Humphrey'.

**Hugh Humphrey**  
Chief Executive Officer  
Count Limited

A handwritten signature in black ink, appearing to read 'Andrew Kennedy'.

**Andrew Kennedy**  
Chief Advice Officer  
Count Limited

## PROGRAM AT A GLANCE

### TUESDAY 13 FEBRUARY

10:00am to 4:00pm	Count Charitable Foundation Golf Day	Gold Creek Golf Club Canberra
3:00pm to 5:00pm	<b>Exhibitor bump-in</b>	Exhibition Hall
5:00pm to 7:00pm	Registration desk open	Main Foyer
5:00pm to 7:00pm	Registration Drinks & Exhibition area open	Exhibition Hall

### WEDNESDAY 14 FEBRUARY

7:30am	Registration desk open	Main Foyer
8:30am to 8:40am	<b>Conference Opening</b>	Royal Theatre
8:40am to 8:45am	<b>Welcome to Country</b>	Royal Theatre
8:45am to 9:00am	<b>Welcome and Introduction</b> Andrew Kennedy   Chief Advice Officer, Count Mick Gay   Head of Operations, Core Firms, Count	Royal Theatre
9:00am to 9:30am	<b>Welcome Address</b> Hugh Humphrey   Chief Executive Officer, Count	Royal Theatre
9:30am to 10:10am	<b>Plenary Session</b> Andrew Inwood   Founder and Principal, CoreData	Royal Theatre
10:10am to 10:45am	Morning Networking Break	Exhibition Hall
10:45am to 12:25pm	<b>Business Sessions</b> Five streams covering financial planning, risk, management operations and accounting	Royal Theatre   Bradman Theatre   Menzies Theatre   Nicholls Theatre   Sutherland Theatre
12:25pm to 1:10pm	Lunch	Exhibition Hall
1:10pm to 2:50pm	<b>Business Sessions</b> Five streams covering financial planning, risk, management operations and accounting	Royal Theatre   Bradman Theatre   Menzies Theatre   Nicholls Theatre   Sutherland Theatre
2:50pm to 3:25pm	Afternoon Networking Break	Exhibition Hall
3:25pm to 4:25pm	<b>Keynote Session</b>	Royal Theatre
4:25pm to 4:30pm	Close	Royal Theatre
6:30pm to 9:30pm	<b>Welcome Evening</b>	The National Arboretum Canberra

## THURSDAY 15 FEBRUARY

7:15am to 8:15am	Women in Finance Breakfast   By Invite Only*	Hyatt Hotel Canberra
9:00am to 9:05am	<b>Introduction</b>	Royal Theatre
9:05am to 9:15am	<b>Update</b> Andrew Kennedy   Chief Advice Officer, Count Mick Gay   Head of Operations, Core Firms, Count	Royal Theatre
9:15am to 10:10am	<b>Business Sessions</b> Five streams covering financial planning, risk, management operations and accounting	Royal Theatre   Bradman Theatre   Menzies Theatre   Nicholls Theatre   Sutherland Theatre
10:10am to 10:45am	Morning Networking Break	Exhibition Hall
10:45am to 12:25pm	<b>Business Sessions</b> Five streams covering financial planning, risk, management operations and accounting	Royal Theatre   Bradman Theatre   Menzies Theatre   Nicholls Theatre   Sutherland Theatre
12:25pm to 1:10pm	Lunch	Exhibition Hall
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2:50pm to 3:25pm	Afternoon Networking Break	Exhibition Hall
3:25pm to 4:25pm	<b>Keynote Session</b>	Royal Theatre
4:25pm to 4:30pm	Close	Royal Theatre
6:30pm to 10:30pm	Equity Partner Evening   By Invite Only*	The Marion
	Count and Affinia Delegates   Evening at Leisure Partner in Education and Sponsor hosted dinners	

## FRIDAY 16 FEBRUARY

7:15am to 8:15am	Emerging Advisers Breakfast   By Invite Only*	Swan Room   National Convention Centre Canberra
8:45pm to 9:25pm	<b>Plenary Session</b>	Royal Theatre
9:25am to 10:20am	<b>Business Sessions</b> Five streams covering financial planning, risk, management operations and accounting	Royal Theatre   Bradman Theatre   Menzies Theatre   Nicholls Theatre   Sutherland Theatre
10:20am to 10:55am	Morning Networking Break	Exhibition Hall
10:55am to 12:35pm	<b>Business Sessions</b> Five streams covering financial planning, risk, management operations and accounting	Royal Theatre   Bradman Theatre   Menzies Theatre   Nicholls Theatre   Sutherland Theatre
12:35pm to 1:20pm	Lunch	Exhibition Hall
1:20pm to 1:45pm	<b>Exhibitor bump-out</b>	Exhibition Hall
1:20pm to 2:15pm	<b>Business Sessions</b> Five streams covering financial planning, risk, management operations and accounting	Royal Theatre   Bradman Theatre   Menzies Theatre   Nicholls Theatre   Sutherland Theatre
2:15pm to 3:15pm	<b>Keynote Session</b>	Royal Theatre
3:15pm to 3:30pm	Close	Royal Theatre
3:30pm to 4:00pm	Afternoon Networking	Main Foyer
6:00pm to 11:30pm	Gala Dinner	Exhibition Hall

\*Attendance at all social events is included in your registration with the exception of invite only events. Fees apply for any additional social events that are you invited to and attending.

## IMPORTANT DUE DATES

The following due dates have been set to correlate with supplier and venue deadlines. Failure to provide the required information by the dates advised below may result in your company being excluded from conference materials.

DUE DATE	ACTION
1 December 2023	Registration deadline
1 December 2023	Expressions of interest to secure an Exhibition Booth or Stand due
1 December 2023	Exhibition booth or stand artwork due
15 January 2024	AVI Exhibition Packages form due for any additional equipment
15 January 2024	Count Charitable Foundation – Expression of Interest for sponsorship close
31 January 2024	Provide details of time, venue, and list of attendees for your hosted dinner
12 February 2024	Goods will only be accepted at the National Convention Centre Canberra between the hours of 8am and 4pm, Monday – Friday, from two (2) working days prior to the event

## EXHIBITION BOOTHS AND STANDS

The exhibition area for the 2024 Count National Conference will be in the Exhibition Hall of the National Convention Centre Canberra.

An exhibition booth or stand is included for Platinum and Gold Partners in Education at no cost (1 per company).

For conference sponsors, an exhibition stand will be allocated based on your agreed Sponsorship Package.

### PACKAGE INCLUSIONS | PLATINUM PARTNER IN EDUCATION

- 4m x 2m premium booth
- Full colour branding on all open sides of fascia
- Full colour branding on the back four panels
- Full colour branded counter (1200mm L x 1050mm H x 700mm W) with two stools
- 1 x 10amp power point (double outlet)
- 2 x 150w arm light



## PACKAGE INCLUSIONS | GOLD PARTNER IN EDUCATION, PLATINUM SPONSOR & GOLD SPONSOR

- 2m x 2.5m (high) white backdrop  
(You have the option of branding at a cost of \$425 per panel otherwise panels will be white)
- Full colour branding on fascia
- Full colour branded counter (1200mm L x 1050mm H x 700mm W) with two stools
- 1 x 10amp power point (double outlet)
- 2 x 150w arm light



Standard Package



Upgraded Package

## BANNERS

You are able to place pull-up banners in front of your backdrop.

## BRANDING

Full colour branding on the back four panels of the booth is included for Platinum Partners in Education.

For Gold Partners in Education, Platinum and Gold Sponsors – if you would like to customise your backdrop with branding, you are able to do so at a cost of \$425 per panel (the backdrop comprises of two panels). Otherwise the backdrop will be white.

## SPECIFICATIONS FOR ARTWORK

Fascia Size:	<b>Platinum Partners in Education</b> 3920mm wide x 180mm high. Visibility is 3880mm wide x 160mm high.  <b>Gold Partner In Education, Platinum Sponsor &amp; Gold Sponsor</b> 1960mm wide x 180mm high. Visibility is 1940mm wide x 160mm high.
Panel Size:	<b>Platinum Partners in Education</b> 2360mm high x 970mm wide per panel (A separate artwork file is required per panel for all four panels)  <b>Gold Partner In Education, Platinum Sponsor &amp; Gold Sponsor</b> 2360mm high x 970mm wide per panel (A separate artwork file is required per panel for two panels if branding)
Counter print size:	1120mm wide x 911mm high
File formats:	.pdf's, .tif's and .eps
Bleed:	Save files with 10mm bleed all around <b>within the above dimensions</b> and with NO crop marks
Resolution:	Highest resolution possible with files set up at 100% with a minimum of 150 dpi.
Fonts & images:	It is preferred for all fonts to be outlined. If the fonts are not outlined, the fonts need to be provided. All images to be embedded in the file. Convert all strokes to outlines to avoid issues when scaling.
Colours:	Please specify if PMS are required and are included in the files Black breakdown should be C30 M30 Y30 K100. Ensure no colour is set to overprint
File name:	2024_CountNC_Expo_Companyname
File Transfer:	If the file size exceeds 10Mb please upload to your preferred file transfer site such as Dropbox, WeTransfer, Hightail and include the link

## CHOOSE YOUR EXHIBITION SPOT

### Investment \$1,000

The exhibition area is an integral part of the conference experience and will be the main area for breaks and catering.

To maximise your exposure, we are providing the opportunity to choose a preferred exhibition spot. Premium booths are only available to Platinum Partners in Education for selection.

If you choose not to take up this opportunity, a spot will be allocated to you.

## COMPETITIONS, GAMES AND ACTIVITIES

You are welcome to provide give-aways or run a competition for a prize draw at your booth or stand throughout the conference. Please keep in mind your allocated booth or stand space.

Count is not responsible for the delivery of prizes to winners. We encourage you not to bring prizes to Canberra but to contact the winners post conference.

In accordance with the Industry Code of Practice on Alternative Forms of Remuneration, if the value of the prize is \$100 or above, the benefit must be registered in the alternative remuneration register. If the cumulative benefits from the same product provider total \$300 or more then the adviser will have to return the item or donate an equivalent amount to charity.

**Please note:** Gift cards are expressly prohibited in both the Count Conflict of Interest (Including Alternative Remuneration) licensee standard and the Group Gift & Entertainment Policy. Ball games are prohibited due to safety restrictions. All signs and display items must be contained within your booth or stand and not affixed to any wall or surface of the National Convention Centre Canberra.

## INTERNET

Complimentary access to wireless connectivity is available venue wide. If you wish to organise a dedicated internet connection for your booth or stand, please contact Nigel Minter at AV1 via [nigel@av1.com.au](mailto:nigel@av1.com.au) for more information

## BUMP-IN ON TUESDAY 13 FEBRUARY

Bump-in will commence at 3:00pm on Tuesday, all booths and stands must be set by 5:00pm.

## BUMP-OUT ON FRIDAY 16 FEBRUARY

Bump-out will run from 1:20pm to 1:45pm, once lunch has finished.

## DELIVERIES

If you intend on sending any exhibition items to the National Convention Centre Canberra, the delivery docket is on the next page and can also be found at [www.counernationalconference.com.au](https://www.counernationalconference.com.au) under the General Information tab.

Please ensure that the delivery docket is completed in its entirety and all items are labelled in particular with:

- Your company name
- How many items in total (i.e., 1 of 5, 2 of 5 etc)

Also note that goods will only be accepted at the National Convention Centre Canberra between the hours of 8am and 4pm, Monday – Friday, from two (2) working days prior to the event.

## Delivery Docket

Deliver To:  
NATIONAL CONVENTION CENTRE CANBERRA  
LOADING DOCK  
31 CONSTITUTION AVENUE  
CANBERRA ACT 2601

COMPANY NAME: \_\_\_\_\_

EVENT NAME: 2024 Count National Conference

DATE OF EVENT: 13 to 16 February 2024

FUNCTION ROOM: Exhibition Hall STAND NUMBER: \_\_\_\_\_

SENDER'S CONTACT NAME: \_\_\_\_\_  
Person sending the goods to the venue

SENDER'S CONTACT PHONE NUMBER: \_\_\_\_\_

RECEIVER'S CONTACT NAME: \_\_\_\_\_  
Receiver Contact for all other deliveries should be the person the items need to be given to by venue staff

RECEIVER'S CONTACT PHONE NUMBER: \_\_\_\_\_

PALLET: \_\_\_\_\_ OF: \_\_\_\_\_

ITEM: \_\_\_\_\_ OF: \_\_\_\_\_

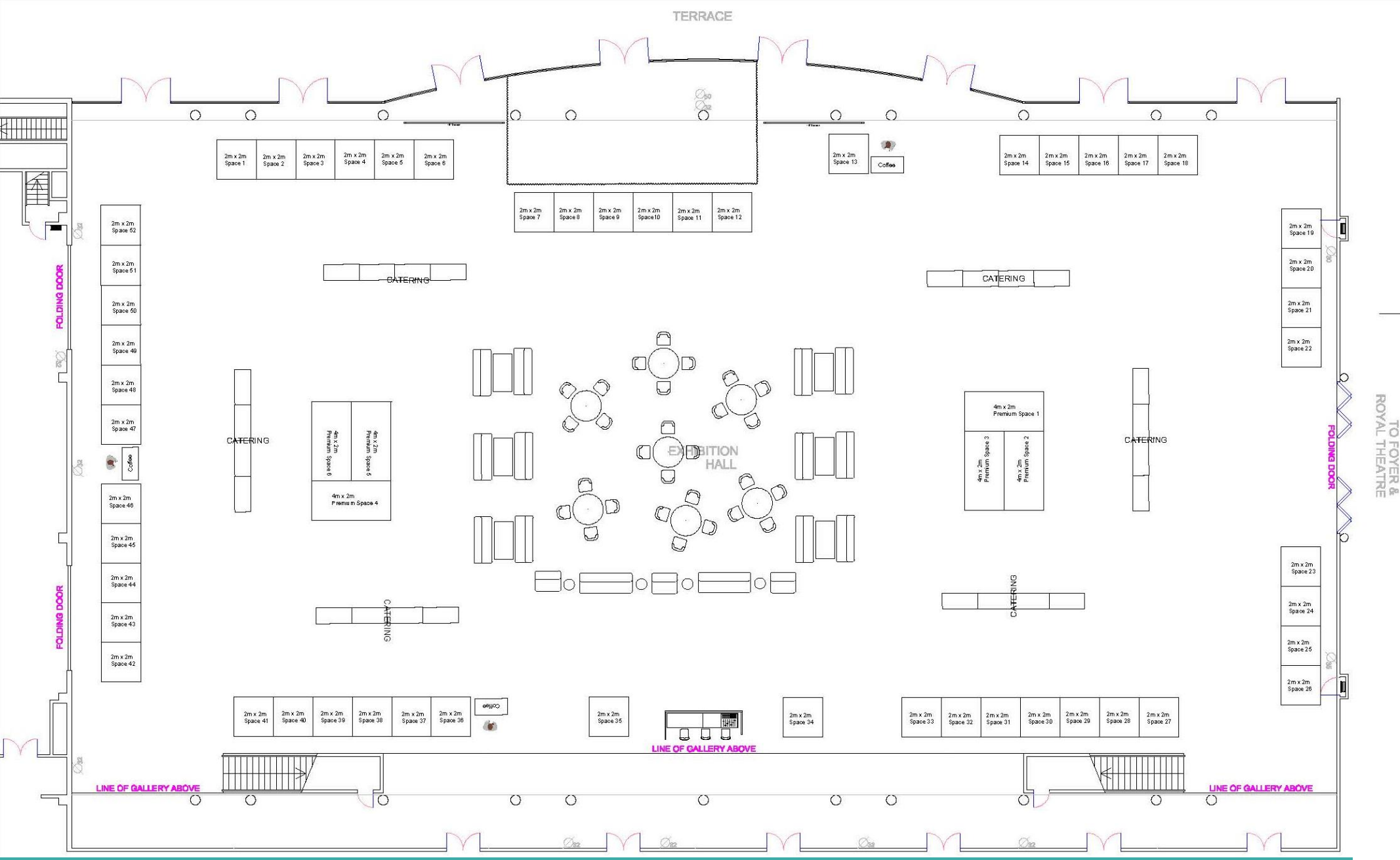
DESCRIPTION OF GOODS (Please Circle):

- Organiser Goods (Deliver to Registration Desk)
- Satchel Materials (Deliver to Registration Desk)
- Exhibition Goods (Deliver to Exhibitor Stand)

**PLEASE AFFIX THIS LABEL TO ANY MATERIALS BEING SENT TO THE  
NATIONAL CONVENTION CENTRE CANBERRA**

**Goods will only be accepted between the hours of 8am and 4pm,  
Monday – Friday, from two (2) working days prior to the event  
All deliveries to be delivered to the Loading Dock**

EXHIBITION HALL | FLOOR PLAN



## EXPRESSIONS OF INTEREST

If you would like to secure an exhibition booth or stand, please send us an email by following the instructions below:

To: [nigel@avl.com.au](mailto:nigel@avl.com.au)

Cc: [education.partners@count.com.au](mailto:education.partners@count.com.au)

Subject: 2024 Count National Conference – Exhibition Area

Company Name																																																					
Insert company name																																																					
Exhibition Area																																																					
Artwork as per the specifications listed on page 8	Attachment or link																																																				
Would you like additional equipment in your exhibition space?	<p>Yes or No</p> <p>If yes, please complete and attach the 'Exhibition AV Packages form' which can be found at <a href="https://count.au/conference">count.au/conference</a> in the Conference Partners section.</p> <p>This will be at your own cost.</p> <div> <p><b>EXHIBITION AV PACKAGES</b></p> <p>Event: Count NC 2024    Venue: National Convention Centre Canberra    Date: 14 – 16 February</p> <table border="1"> <tr> <td>Company:</td> <td> <input type="checkbox"/> Option 1: EFT  Bank: CBA    Name: AV1 Pty Ltd  BSB: 062-000    Account #: 15230745  <input type="checkbox"/> Option 2: Credit Card  • Visa/Mastercard (1.375%)  • Amex/Diners Club (2.75%)  Card Number: _____  Name on card: _____  Expiry date: _____  Signature: _____ </td> </tr> <tr> <td>Booth No.:</td> <td></td> </tr> <tr> <td>Your name:</td> <td></td> </tr> <tr> <td>Your email:</td> <td></td> </tr> <tr> <td>Onsite contact:</td> <td></td> </tr> <tr> <td>Phone number:</td> <td></td> </tr> </table> <table border="1"> <thead> <tr> <th>Items</th> <th>Qty</th> <th>Price</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td colspan="4"><b>For event including installation, removal and onsite support</b></td> </tr> <tr> <td><b>PACKAGE 1 - 40" LED LCD Monitor on Tall Stand</b> <small>Includes 30" tall freestanding monitor stand, HDMI cable, power cable and power board</small></td> <td></td> <td>\$729</td> <td></td> </tr> <tr> <td><b>PACKAGE 2 - 27" LED LCD Monitor on desk stand</b> <small>Includes 20" high desk, power cable and power board. *Must have a table to place monitor</small></td> <td></td> <td>\$199</td> <td></td> </tr> <tr> <td><b>PACKAGE 3 - iPad on tall stand</b> <small>Includes Apple iPad on 30" tall freestanding stand, iPad power cable and power board (Tall stand only - BYO iPad *please advise which model iPad)</small></td> <td></td> <td>\$285 (\$140)</td> <td></td> </tr> <tr> <td><b>PACKAGE 4 - iPad on desktop stand</b> <small>Includes Apple iPad on 20" desktop iPad stand, iPad power cable and power board (Desk stand only - BYO iPad *please advise which model iPad)</small></td> <td></td> <td>\$250 (\$110)</td> <td></td> </tr> <tr> <td><b>CUSTOM</b> <small>Need something outside the packages? We can help, write a brief description below or call or email us for details</small></td> <td></td> <td>SPOA</td> <td></td> </tr> <tr> <td></td> <td></td> <td>SUB TOTAL</td> <td></td> </tr> <tr> <td></td> <td></td> <td>(credit card fee)</td> <td></td> </tr> <tr> <td></td> <td></td> <td>TOTAL</td> <td></td> </tr> </tbody> </table> <p><small>To submit your order, please email your completed form to <a href="mailto:nigel@avl.com.au">nigel@avl.com.au</a> If you have not received confirmation of your order in 2 working days, please call +61 2 8712 0300 to confirm receipt</small></p> </div>	Company:	<input type="checkbox"/> Option 1: EFT Bank: CBA    Name: AV1 Pty Ltd BSB: 062-000    Account #: 15230745 <input type="checkbox"/> Option 2: Credit Card • Visa/Mastercard (1.375%) • Amex/Diners Club (2.75%) Card Number: _____ Name on card: _____ Expiry date: _____ Signature: _____	Booth No.:		Your name:		Your email:		Onsite contact:		Phone number:		Items	Qty	Price	Total	<b>For event including installation, removal and onsite support</b>				<b>PACKAGE 1 - 40" LED LCD Monitor on Tall Stand</b> <small>Includes 30" tall freestanding monitor stand, HDMI cable, power cable and power board</small>		\$729		<b>PACKAGE 2 - 27" LED LCD Monitor on desk stand</b> <small>Includes 20" high desk, power cable and power board. *Must have a table to place monitor</small>		\$199		<b>PACKAGE 3 - iPad on tall stand</b> <small>Includes Apple iPad on 30" tall freestanding stand, iPad power cable and power board (Tall stand only - BYO iPad *please advise which model iPad)</small>		\$285 (\$140)		<b>PACKAGE 4 - iPad on desktop stand</b> <small>Includes Apple iPad on 20" desktop iPad stand, iPad power cable and power board (Desk stand only - BYO iPad *please advise which model iPad)</small>		\$250 (\$110)		<b>CUSTOM</b> <small>Need something outside the packages? We can help, write a brief description below or call or email us for details</small>		SPOA				SUB TOTAL				(credit card fee)				TOTAL	
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		TOTAL																																																			
Choose Your Exhibition Spot																																																					
Would you like to choose your exhibition spot for a fee of \$1,000?	Yes or No																																																				
If yes, which exhibition spot would you like?	Please choose a booth or stand number from page 11 of the Exhibition Floor Plan, this will be allocated on a first in best dressed basis																																																				

## REGISTRATIONS & HOSTING DINNERS

### REGISTERING YOUR DELEGATES

All registrations for Partners in Education and Sponsors must be completed using the registration page on the 2024 Count National Conference website.

Two (2) delegates from each company are invited to the 2024 Count National Conference.

Presenters from your company do not need to register unless they are also attending the conference as a delegate. Presenter attendance on the day of their session is free (excluding any social events that day).

### HOSTING YOUR OWN DINNER

All Partners in Education and Sponsors are welcome to organise and fund their own dinners on the free evening of Thursday 15 February 2024. Count does not arrange delegate attendance at any dinners, so please be aware that delegates may receive multiple invitations to dinners on the same night. Dinner timings should not require delegates to leave conference sessions early. To assist us with queries from delegates onsite, and for our risk management planning, please email [education.partners@count.com.au](mailto:education.partners@count.com.au) the time, venue, and list of attendees for your hosted dinner.

## COUNT CHARITABLE FOUNDATION

You can support the Count Charitable Foundation (CCF) via a special sponsorship at the 2024 National Conference for just \$1,000 (this amount is tax deductible and GST free).

The sponsorship includes:

- A silent auction item bearing your business name. The auction will run via an app during the conference and will sell at the Gala Dinner.
- Special "star" recognition at your conference trade booth or stand (if applicable).
- Special "star" on delegate's conference lanyard.
- Surplus of sponsorship above the cost of auction items will be donated to charities featured at the conference.

If you'd like to be involved, please contact Sue Hardwick – Manager, Count Charitable Foundation via [sue.hardwick@countfoundation.org.au](mailto:sue.hardwick@countfoundation.org.au) expressing your interest.