AUSTRALIA

*it*SMF

INFORMED INTELLIGENCE

*it*SMF AUSTRALIA ANNUAL REPORT

for the year ended 31 December 2011

www.itsmf.org.au

IT SERVICE MANAGEMENT FORUM AUSTRALIA SINCE 1998

Chairman's Report
Kathryn Heaton – Chair

The True Value of itSMF Australia Membership

One of the highest priorities of any independent industry association – such as itSMF Australia – has to be delivering value to its membership. I can confidently report that everyone on the Board of Management as well as those involved with State Branch Executive Committees and within the National Office Administration Team are committed to achieving the highest possible levels of membership services.

Our membership includes an eclectic combination of individuals who work as ITSM professionals, corporate IT organisations who have dedicated ITSM teams and vendors who supply an eager market with ITSM tools and services. Each represents an integral part of the community which itSMF Australia serves.

We aim to provide this community with a voice, a forum for thought leadership and a strategic direction towards better outcomes for all. We offer the opportunity for this thriving community to share information through multiple channels including through state-based and national events, online activities, in print and at the coal-face of the development of standards and frameworks.

Through the fostering of a collaborative environment, individuals get to share their experiences while networking and socialising with like-minded professionals. Corporates come to acquire knowledge from the successes and failures of other organisations undertaking ITSM journeys similar to their own. Vendors have tremendous opportunity to learn how to meet the needs of their market and enlighten potential customers to their IT service management solutions.

> *individuals get to share their experiences while networking and socialising with like-minded professionals*

Through our physical and virtual events, we provide an open forum for members to interact in a relaxed environment. Members are entitled to free registration at four state-based seminars per year in each of the seven state branches. They gather at a centrally-located venue to hear quality presentations while sharing knowledge and refreshments with fellow ITSM professionals.

In addition, members can take advantage of Special Interest Groups meetings and free webinars that are conducted during the course of the year. Increasingly popular, itSMF Australia's webinars are a multimedia, interactive experience based around a presenter who has been hand selected for their acknowledged thought leadership and ability to entertain and educate those who log-in.

Members also receive an attractive discount on books and registration for the annual National Conference where the best of the best presenters from Australia and overseas are gathered to share their knowledge and experience with us all.

Our National Conference and Expo is Australia's largest IT service management event. Substantial effort is put in by the Conference Committee to build a total conference experience with great entertainment and networking opportunities in conjunction with high quality workshops, keynote addresses and breakout sessions. Feedback from delegates consistently indicates that it is of high value to their professional development and understanding of the theoretical and practical applications of sound IT service management.

> *...high value to their professional development*

However, the value doesn't stop there. We have facilitated significant online communities and special interest groups on popular social networking outlets such as Facebook, LinkedIn and Twitter. These new media forums mean that even those who can't attend seminars and conferences can access and engage with fellow members in their preferred manner at a time that suits them.

Our Website is also growing in stature as a valuable information resource and portal to the ITSM world online. It provides news, publications, white papers, event notifications and administrative function in a centralised, easy-to-use environment for members wherever they are in the world when they need that

connection. It is an aspect of our operations that is improving all the time and will continue to do so as we move forward.

Meanwhile, itSMF Australia is also supporting research of ITSM in Australia, curricular development for training organisations and tertiary education institutions. We contribute to the development of international standards and best practice frameworks ensuring that Australia's voice is heard and that local skills and knowledge in these areas are developed for the enhancement of the whole community. There has also been ongoing work in conjunction with itSMF International to improve the effectiveness of the Forum all around the globe.

During the last 12 months there have been a large number of people who have contributed a great deal to the successful operation of the Forum. I'd personally like to thank all of the Directors, State Chairs, Committees and Volunteers.

We have seen several changes to the Board and State Chairs over the last year. Special mention goes to the immediate past Chairman, Mike Webb for his service to the board for over eight years. Other Directors who retired during 2011 include John Spetrini, Sue Reid and Peter Doherty. Their contributions were all exemplary and I thank them for their efforts to help put itSMF Australia in the strong position that it is today.

I'd personally like to thank all of the Directors, State Chairs, Committees and Volunteers

No less important are the State Chairs, Jane Roberts (WA) and Ron Pinchen (ACT) who stood aside during 2011 after significant contributions during their tenures. I am also thrilled to welcome Michael Billimoria and Rinske Geerlings who joined the Board in 2011. We truly are fortunate to be able to call on the skills and experience of people of this calibre in the past and present.

In recent times, itSMF has contributed to processes that have seen the ISO/IEC 20000 Service Management standard updated to complement ITIL v3. Both the base standard and implementation guide have now been released and more guidance publications are in progress. The ITIL framework has also been reviewed culminating in the release of the ITIL 2011 edition with improved consistency, clarity, and completeness.

During the year Members contributed over 150 presentations and articles contributing greatly to the body of knowledge and shared experience that can be drawn on by the community. Discussion and debate has continued at the many Special Interest Groups held around the country including ongoing dynamic conversation in online forums facilitated and moderated by itSMF.

Much knowledge about IT service management continuity acquired through enduring an above average

During the year members contributed over 150 presentations and articles

spate of natural disasters around Australia and across the Tasman has been shared and national workshops have been held on the role of social media in ITSM.

Attendance at itSMF events continues to grow with more and more members participating at the state branch and national levels, while 2011 also saw the introduction of our monthly webinar series to further extend knowledge acquisition opportunities for members.

Meanwhile, 2011 saw introduction of a special membership category to assist primary and secondary schools around the country that have been challenged by the exponentially increased IT service management requirements brought about by the Commonwealth Government's Digital Educational Revolution.

As the individual Director's reports show, it has been a very busy year for itSMF Australia. I thank everyone involved and assure you that we are working tirelessly to ensure that the next 12 months are equally as fruitful.

Kathryn Heaton
Chair – itSMF Australia

Treasurer's Report

Garry Long – Treasurer
2011 has been a positive year financially with the focus having been on restoring our operating reserves to provide the solid base required to deliver our strategic plan.

I am pleased to report that the audited accounts show strong growth in the net operating surplus with a surplus of $119,064 in FY 2011 up from $17,927 for 2010 and our operating reserves now exceed our target of six months operating expenses.

The audited accounts show strong growth in our net operating surplus

Year-on-year revenues grew marginally with event sponsorship at the National and State Branch level remaining strong and continued solid contribution from the national conference. Revenue from book sales has declined as sales of the ITIL suite matured but this has been offset by growth in new income areas such as sponsorship of webinars which has opened a new revenue stream that offers strong scope for future growth.

While global economic conditions are expected to impact in FY 2012, this strong financial position will allow the Forum to continue to focus on improving services to members in 2012 and beyond.

Revenue 2011
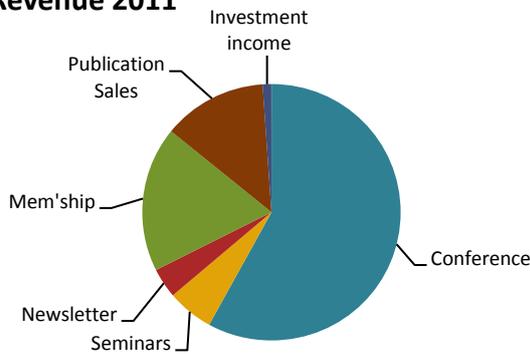
Expenditure 2011
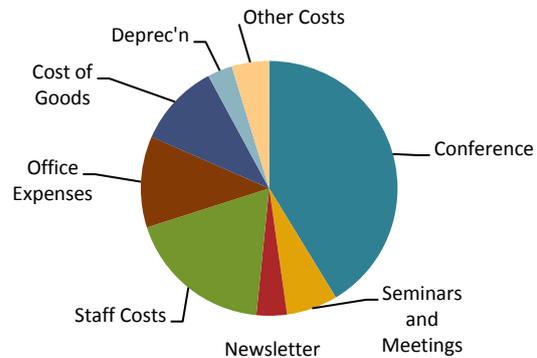
Balance Sheet Summary	2011	2010
Cash	630,842	446,032
Other Current assets	109,000	117,159
Non-Current Assets	37,726	83,522
TOTAL ASSETS	777,568	646,713
Current Liabilities	184,933	155,006
Non-Current Liabilities	0	18,136
TOTAL LIABILITIES	184,933	173,142
NET ASSETS	**592,635**	**473,571**

Directors Reports

Harry Powell – Strategic and Business Planning

As part of our ongoing planning process, the official itSMF Strategic Plan has been reviewed and updated to define our objectives for the period covering 2012-2014. This is an important document which sets the direction and activities of itSMF Australia as we move forward.

An overview is set out in our "Strategy on a Page" diagram below. Our core vision remains "To be recognised by industry, professional bodies and user organisations/members as the premier representative body for IT Service Management (ITSM) in Australia".
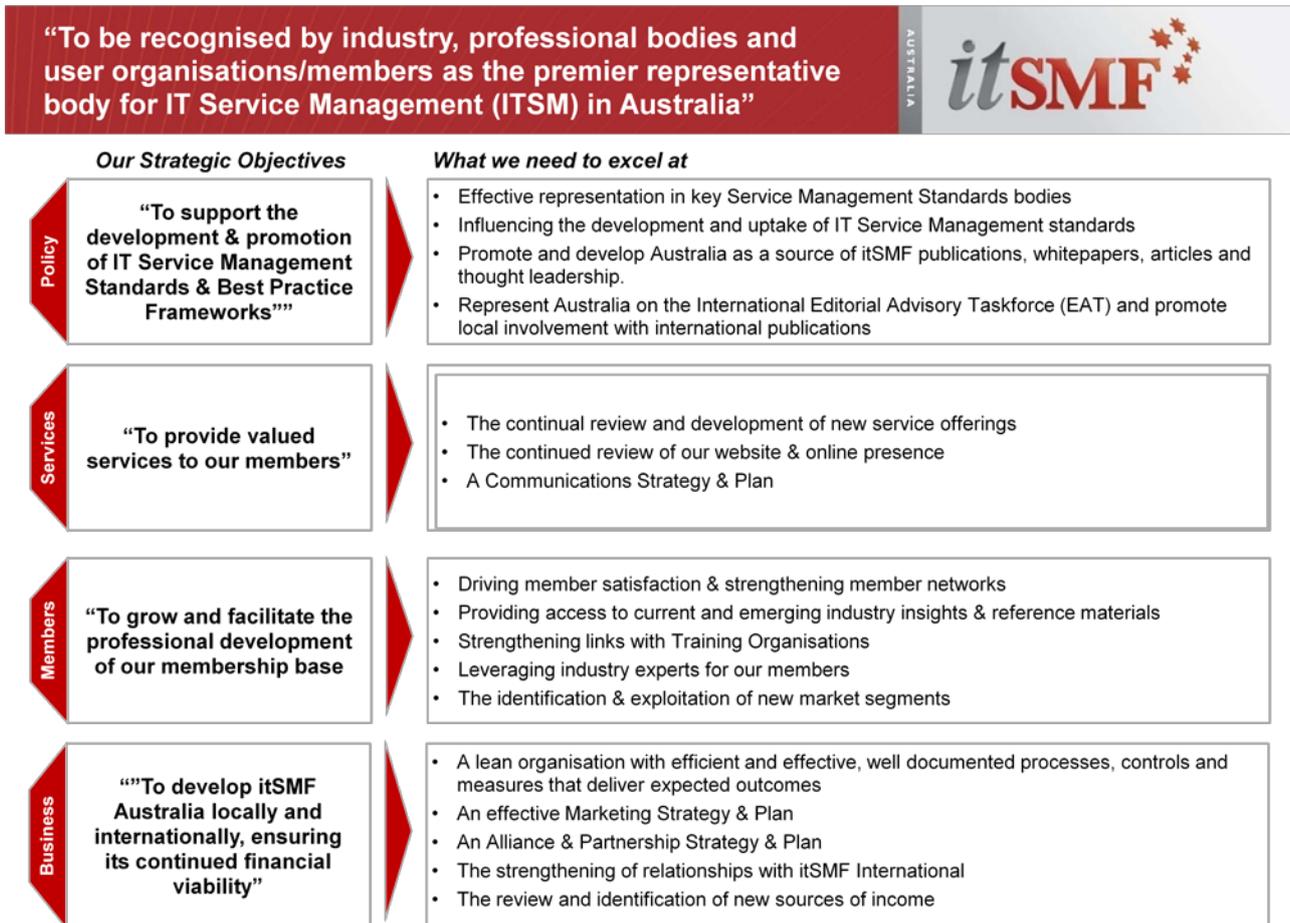
Our plan defines the core functions of itSMF Australia to be:
- Grow our membership base;
- Increase membership participation;
- Develop the IT Service Management profession;
- Increase itSMF awareness and recognition; and
- Maintain financial viability.

the itSMF Strategic Plan has been reviewed and updated

Our Business Plan for 2012 has also been updated to focus delivery of the key activities, objectives and revenue streams with a view to achieving growth and financial sustainability.

2011 also saw the introduction of a PeopleCare process into the National Office which involves formalising our staff management processes, including formal and informal performance reviews, KPI's and professional development.

"To be recognised by industry, professional bodies and user organisations/members as the premier representative body for IT Service Management (ITSM) in Australia"

Our Strategic Objectives	What we need to excel at
Policy — "To support the development & promotion of IT Service Management Standards & Best Practice Frameworks""	• Effective representation in key Service Management Standards bodies • Influencing the development and uptake of IT Service Management standards • Promote and develop Australia as a source of itSMF publications, whitepapers, articles and thought leadership. • Represent Australia on the International Editorial Advisory Taskforce (EAT) and promote local involvement with international publications
Services — "To provide valued services to our members"	• The continual review and development of new service offerings • The continued review of our website & online presence • A Communications Strategy & Plan
Members — "To grow and facilitate the professional development of our membership base"	• Driving member satisfaction & strengthening member networks • Providing access to current and emerging industry insights & reference materials • Strengthening links with Training Organisations • Leveraging industry experts for our members • The identification & exploitation of new market segments
Business — ""To develop itSMF Australia locally and internationally, ensuring its continued financial viability"	• A lean organisation with efficient and effective, well documented processes, controls and measures that deliver expected outcomes • An effective Marketing Strategy & Plan • An Alliance & Partnership Strategy & Plan • The strengthening of relationships with itSMF International • The review and identification of new sources of income

Brad Busch – Secretary

We are pleased to welcome several new appointments to the Council of Members in 2012. Fundamental to the Constitution of itSMF Australia, the Council is an important body consisting of members who are prepared to take an active role in the development and operation of the Forum.

Many Councillors are actively involved on State Committees, the Board of Management or in supporting the Forum through other avenues of service. The following members have been nominated to join the Council of Members and we welcome their support.

- Gina Anderson (NSW)
- Dean Bausch (QLD)
- Brandon Edney (VIC)
- Jarrad Grimmond (NSW)
- Duska Lalic (SA)
- Breed Lewis (VIC)
- David Lloyd (VIC)
- Kim McDougall (WA)
- Tony McNamara (VIC)
- Steve Toomey (WA)
- Gary Wang (NSW)

The 2012 Board elections have also been conducted in accordance with the Forum's rules. Each year half the itSMF board offers itself for re-election. This year, Kathryn Heaton, Brad Busch, Justin Gasparre, Rinske Geerlings and Michael Billimoria successfully stood for re-election. They rejoin continuing Directors, Harry Powell, Garry Long, Claire Brereton, Justin Clarke and Karen Ferris to form the 2012 Board of Management.

Justin Clarke – Branch and Member Services

itSMF Australia's State Branch structure remains critical to its strategy of delivering value to its members. All State Branches have continued to run a series of in-depth and thought-provoking seminars delivering a mix of industry-leading speakers and highly-valued customer case study presentations.

...in-depth and thought-provoking seminars

Our members continue to highlight the value of these events for both the professional insights and networking opportunities they provide. Supplementing the regional seminars, we have also run several Special Interest Groups providing members with unique opportunities to discuss and shape thinking on specific IT Service Management topics with a number of other members having common interests and deep experience.

Additionally, our State Branches have actively supported a number of Webinars and have continued to evolve our use of social media. Popular networks such as LinkedIn, Facebook and Twitter have enjoyed a growing following which manifests in lively and educational interactions between members.

During the past year, we also conducted a membership survey to gauge our performance and to help shape future activities. Respondents to this survey provided an overall satisfaction rating of 70 per cent which served as an endorsement of the direction we are taking. We will continue to analyse results and take up the many suggestions we have received for further enhancing member value.

In particular, feedback relating to the popularity of State Branch seminars and online activities are being acted upon while we are also strengthening ties at the local level with other membership organisations with a view to cross-promotion of events. This will enable us to exploit our synergies and provide greater value through exposure to broader IT service/governance disciplines and enhanced networking.

Justin Gasparre – IT Strategy & Infrastructure

The IT infrastructure underpinning the administrative operations of the Forum has continued to be consolidated and reviewed after significant changes in recent years. A major milestone in 2011 was the completion of a Business Process Analysis which is designed to underpin future development of the itSMF Australia website as a community hub and information resource.

A major milestone in 2011 was the completion of a Business Process Analysis...

Attention has also been applied to our CRM applications to centralise our data and communications relating to sponsors and members which enables us to enhance the Forum's operational efficiency and provide additional value to members.

Members will have noticed several improvements in our website operations throughout the year and these will continue so administrative functions such as membership renewal and event booking processes are streamlined for an improved member experience.

Karen Ferris – Publications

itSMF Australia has continued to have prominent representation at an international level in regards to publications. Karen Ferris is the publications representative for itSMF Australia and also a member of the international Editorial Advisory Taskforce (EAT) that works on the establishment and maintenance of the itSMF library.

In 2011, we saw the publication of six new itSMF titles and the continued production of the quarterly magazine 'At Your Service' with contributions from the Australian Chapter.

In March 2011 a very successful face-to-face publications meeting was held in Amsterdam. Attendees were equipped to encourage local participation in authorship, review and translations. Australia now has active involvement in all these areas.

The annual International White Paper competition was held again in 2011 and an Australian author – selected as part of our annual ITSM Industry Awards – was one of the seven finalists. The winning paper was from Peter Brooks, representing itSMF South Africa.

...prominent representation at an international level

On a local level, we have continued to produce a quarterly publication for the membership – the itSMF Australia Bulletin – which serves to inform and entertain readers while being a popular and important journal of record and peer review where members have the opportunity to see their written work published for a broader audience. Each edition contains news, opinions, book reviews of new and noteworthy publications available from the itSMF Australia book store and quality articles based on practical and theoretical application of best practice ITSM.

In 2011, the Bulletin's reach has been extended through the publication of an online edition which is distributed electronically and hosted on the itSMF Australia website.

Rinske Geerlings – Marketing and Communication

Marketing for the previous year has been focussed on leveraging State Branch and National events and seminars to retain and increase membership in all categories – individuals, corporates, vendors and schools.

Our marketing emphasises the unique aspects of itSMF Australia including its fostering of a united ITSM community that facilitates mentoring, knowledge sharing, networking and professional development.

We highlight the Forum's ability to create opportunities to develop presentation skills and an atmosphere of referrals so that members promote membership.

Going forward, we are looking to promote itSMF at conferences and exhibitions that are designed for industries that are not directly related to IT. Events catering to verticals such as accounting, legal and manufacturing amongst others offer the opportunity to raise awareness of ITSM in an environment where there are no competitors but many stakeholders and business decision-makers in attendance.

We will be making efforts to secure high profile itSMF experts and itSMF Australia members onto the presentation schedule of these sorts of events to build bridges between IT and business and to explain the bottom line business value of effective IT processes and service delivery.

Our marketing emphasises the unique aspects of itSMF... a united ITSM community, mentoring, knowledge sharing, networking and professional development

We will also continue to leverage the multimedia capabilities of our enhanced website to reach out to ITSM practitioners at all levels with more videos, webinars and white papers.

Michael Billimoria – Certifications and Qualifications

After much work, members will begin to notice the introduction of itSMF's global priSM® professional recognition scheme into Australia. priSM is an international program designed to assist the professional recognition and development of Service Management professionals.

prISM credential holders can now accumulate CPD points at state branch seminars

priSM credential holders can now accumulate CPD points through attending, presenting or assisting at State Branch seminars or on committees as well as through attendance and/or involvement in the National Conference. In addition, the establishment of an accredited training organisation community of practice to further extend opportunities to leverage priSM certification is also in progress. This will provide feedback from our members on what works and doesn't work with the current certification and training structures.

itSMF Australia continues to be actively involved in the International Qualifications Committee (IQC) established by itSMF International to provide advice and guidance to APMG on the relevance of service management qualifications.

Claire Brereton – Standards

Over the last 12 months, much of the hard work done by itSMF Australia members in relation to standards has come to fruition with the publication of the new ISO/IEC 20000 standard and the accompanying guidance. These are known as ISO/IEC 20000-1:2011 (Part 1) and ISO/IEC 20000-2:2012 (Part 2) respectively with the former published in late 2011 and the latter early in 2012.

We now have a global IT Service Management standard which reflects ITIL 2011 best practice and detailed Guidance manual which aligns ITSM with other ISO standards for IT security (ISO 27001) and quality assurance (ISO 9001).

With financial support from Standards Australia, significant input to international ITSM standards has been co-ordinated by itSMF Australia utilising the expertise of its members. Particular mention goes to Erin Casteel, a Sydney based member of our Council of Members who was the project editor for the ISO/IEC 20000-2:2012 guidance manual.

Erin has subsequently been asked to lead the global Service Management standards group which is continually evolving its guidance to keep up with industry developments. This means that once again Australia's input to the ongoing development of service management standards will be vital.

...the hard work that has been put in by itSMF Australia members in relation to standards has come to fruition

During the coming 12 months in Australia, itSMF Australia will lead a local campaign for broader uptake of the new international standards so that our members and the broader Australian ITSM community can take full advantage of all the hard work that has been put into finalising and publishing them.

Kathryn Heaton – National Events

The LEAD*it* 2011 14th Annual Conference and Expo Conference at the Burswood Entertainment Complex in Perth proved highly successful thanks to the enormous efforts of the WA branch committee and volunteers who worked tirelessly with the National Office and Conference Committee.

A total of 546 delegates attended LEAD*it* 2011 which was, as expected, slightly down on 2010. However, the final tally from Perth included 26 international registrations from nine countries and took the conference to a whole new cohort of members who would otherwise have been unable to access the conference in the eastern states.

Speaker numbers rose by nearly 50 per cent year-on-year with 73 presenters taking to the stage in Perth after they had been selected from over 120 people who submitted Expressions of Interest. This was the largest number of EOIs received by the Conference Committee.

A range of new and improved concepts were introduced in Perth including the addition of a separate day for the 11 workshops that were held prior to the event and the introduction of an additional sixth stream. Full online registration and an expanded marketing focus in the lead-up to the event were utilised with great success. For the first time ever, one of the keynote sessions was broadcast live as a webinar for members who could not attend and IT media representatives.

...26 international registrations from nine countries

An increased effort to leverage social media was a key feature of LEAD*it* 2011 with an innovative "Twiosk" and live Twitter feed set-up on-site for Twitter users and followers to meet, as well as a live edition of the popular ITSM Antipodean Podcast recorded at the event.

CIO attendance at the conference was the strongest yet with a specially convened "CIO Munch" facilitating CIO discussion on ITSM issues. A pre-event Golf Day and a post-event Winery Tour were also introduced to the entertainment schedule and were enjoyed by all who participated.

Delegates were surveyed about each session they attended and many lessons have been learned from the feedback received which will be incorporated into the ongoing improvement strategy that applies to the management of our conferences.

Preparations are well underway for LEAD*it* 2012, our 15th National itSMF Australia Conference and Exhibition which is being staged at the Gold Coast Conference and Exhibition Centre from 20-22 August this year. With the program now in place and registrations open, LEAD*it* 2012 is on target to be bigger and better than ever.

Garry Long – Industry Awards
This year has seen further expansion and increased interest in the ITSM Industry Awards that are convened and judged by itSMF Australia committees and panels.

In 2011, the 5th Annual Awards saw the addition of a new category for the ITSM White Paper of the Year as well as presentation of short videos of the nominees during the National Conference.

Once again, in 2011 the announcement of winners and the presentation of Awards in all categories was incorporated into the Gala Dinner which is hosted as part of the annual National Conference and Expo.

It proved to be a significant task for the highly experienced panel of ITSM experts that made up the judging panel to sort the high calibre of entries submitted and I would like to thank them all for their exceptional work.

ITSM Award Winners 2011

KINETIC IT PROJECT OF THE YEAR
Doric Group

TELSTRA INNOVATION OF THE YEAR
Thinking Dimensions International

DOWLING SERVICE DESK PROJECT OF THE YEAR
Sinclair Knight Merz

MICROSOFT SERVICE MANAGEMENT CHAMPION OF THE YEAR
Martin Hale, CEO and owner of IT Masters

ITSMF AUSTRALIA BEST WHITEPAPER
Aprill Allen, Dev Logic

CHAIRMAN'S PRIZE FOR BEST SPEAKER
Annamarie Boddy, owner LooseLid Solutions
"Stuff Your Customers, Feed Your Staff, Lessons from Undercover Boss"

BEST NEW SPEAKER AWARD
Dave O'Reardon, Managing Director Silversix
"Why Surveys Suck (and what we can do about it)"