



# itSMF AUSTRALIA ANNUAL REPORT

for the year ending 31 December 2012

[www.itsmf.org.au](http://www.itsmf.org.au)

IT SERVICE MANAGEMENT FORUM AUSTRALIA SINCE 1998

## Kathryn Heaton, Chairman

When we look at the achievements of itSMF Australia over the last 12 months, we have to conclude that 2012 was a good year for our organisation despite tough economic conditions. Our National Conference on the Gold Coast, LEADit 2012, was once again a great event with a record number of sponsors and speakers as we took the event to Queensland for only the second time in the event's 15 year history.



Our membership grew by 13 per cent over the year and now includes 547 individual and corporate members representing over 2,300 individuals. The number of members participating in itSMF events also grew by a staggering 55 per cent in 2012. This was achieved through increased access to special interest groups, webinars and whitepapers. In addition we added new events such as the introduction of Post Conference seminars in Sydney and Melbourne to share some of the best content from LEADit 2012 with local members who were unable to attend the national event.

Meanwhile, the core of our forum – quarterly State Branch Seminars – continue to provide ongoing education, professional development and networking opportunities that are valued by our members. Attendance at these events grew by 5 per cent which was a very satisfying result as our state branch committees have been very focused on improving the value to be gained from these events

### Support of the Industry

These numbers tell me that the events we hold are at the core of the services we bring to our members. It indicates that the collaborative environment we create delivers genuine value to the three key elements of the ITSM community that make up our membership; individual ITSM professionals, enterprise IT departments and vendors of ITSM-related products and services.

The success of these events is dependent on the volunteers, speakers and many people who attend, but they would not be possible without the support and endorsement of our vendor partners.

*These numbers tell me the collaborative environment we create delivers genuine value*

Our vendors are a critical part of the itSMF community and they put a lot of time and effort into being an active participant in the state and national events. Not only by providing ITSM experts as presenters but also in joining the conversation with the rest of the community on the cutting edge of practical and theoretical ITSM application.

Delivering value to all in our community is the number one priority for everyone on the Board of Management as well as those involved with State Branch Executive Committees and the dedicated staff within the National Office administration team.

Our organisation realises that it is a challenging time for ITSM professionals as IT investment shifts to new technologies within many organisations. The itSMF Australia Board is well aware of the need to help members and IT organisations in general to maintain awareness of the importance of governance, control, strategy and process in embracing this change and to promote the role good Service Management plays in achieving organisational goals.

### Giving our community a voice

We aim to provide the whole ITSM 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 state-based and national events, special interest groups, online activities, publishing projects and by assisting with the development of standards and frameworks.

*The success of these events is dependent on the volunteers, speakers and would not be possible without the support and endorsement of our vendor partners.*

We provide an open forum for members to interact in a relaxed environment. Members are entitled to free registration at four state-based professional development seminars per year in each of the seven state branches. They gather at a quality, centrally-located venue to hear high quality presentations while sharing knowledge, drinks and a bite to eat with fellow ITSM professionals.

And in this way, through fostering a collaborative environment, individuals get to share their experiences. Similarly, corporate IT department representatives acquire knowledge from listening to the successful and not so successful ITSM journeys of other organisations similar to their own, while vendors have tremendous

opportunity to learn how to meet the needs of their market and enlighten potential customers to their ITSM solutions.

Raising awareness of ITSM's value to broader IT strategy is one of the core functions of itSMF. One of the great achievements of 2012 in this area was the work of Peter Marshall and Claire Breerton from the Queensland Branch who engaged with the Queensland Government's ICT Working Group to ensure that ITSM was at the forefront of shaping Queensland ICT policy.

### **Executive changes**

We saw a few executive changes during 2012 at the State Branch level. Nick Kervin (South Australia), Rose Dyson (Victoria), Nick Laggar (Tasmania) have all stepped aside following successful terms as State Chairs. They have been replaced by Gavin Hedrick, Candice Walker, John Ettershank respectively with Angela Erasmus stepping into the role of State Chair in Western Australia.

On behalf of the organisation, I sincerely thank all of these outgoing office bearers who made significant contributions to the Forum over many years and welcome the new State Branch chairs. As an organisation, we are truly honoured to have people of this calibre making such valuable contributions in both time and experience to the effective operations of the Forum at the local level.

### **Expanding community horizons**

Another area we continue to invest in is our website. The team are constantly on the lookout for additional content to add to the valuable sources of information available and provides our members with a portal to the online ITSM world. It provides news, publications, white papers, events notifications and administrative functions in a centralised, easy-to-use environment for members wherever they are in the world at the time they need. It is an aspect of our operations that is improving all the time and will continue to do so as we move forward.

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

*supporting research  
into ITSM in Australia,  
curricular development  
for training*

Meanwhile, itSMF Australia is also supporting research into ITSM in Australia, curricular development for training organisations and tertiary education institutions. Of particular note is the ongoing relationship we have with the University of Southern Queensland (USQ) which has been in place since 2006.

During this time, USQ has conducted annual research relating to ITIL adoption and maturity as well as an Australian Research Council (ARC) Linkage Project to develop a performance measurement framework for IT service management. In partnership with Queensland Health and itSMF Australia, the USQ research has helped to improve crucial IT infrastructure in private and public sector organisations.

During this long association, itSMF has supported USQ in fostering six academics working towards PhD outcomes relating to ITSM as well as assisting it to seek further ARC funding for projects relating to multi-vendor governance, BYO Technology and benchmarking IT management.

As you will see further on in this Annual Report, we also 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.

### **Better Bulletin, Better Communication**

We constantly review our services and based on the results of our most recent reader survey, we are currently reviewing our quarterly publication, the itSMF Bulletin, with the view to transitioning it to a full electronic publishing service. We are still looking at the options and it will be a series of steps to get it to where we want it but work has begun.

Eventually, we want the Bulletin to be a fully interactive service capable of being received and read on a variety of electronic platforms as well as being integrated with our social media channels and contemporaneous news and articles. Once complete, it will represent a great step forward for what is already regarded as a terrific communication service.

We have also been active in raising the profile of ITSM as a critical technology issue. We have engaged the Australian IT media through the distribution of press releases and by contributing articles for publication in the high profile *C/O* magazine published by IDG Communications.

This approach proved to be very successful in 2012 and we will be continuing to improve and expand our activities in that area to continue raising awareness of the value ITSM best practice brings to enterprise operations.

We have also moved for more open and transparent management of the Forum in 2012 with all Board meeting minutes being made available to State Branch Committees and the Council of Members.

### **International Relations**

During September last year, I attended itSMF International's AGM which included a gathering of Chapter heads from all over the world. A core focus of this meeting was to come to an agreement on a formal strategy for itSMF International and consideration of how itSMFI should serve the diverse range of constituent chapters and their members.

The international nature and strength of the Forum was further emphasised recently when itSMF Colombia was founded, becoming the 60<sup>th</sup> national chapter. It is a significant milestone as is the fact that the organisation has grown to now include over 70,000 members worldwide.

In addition to the formal strategy development sessions, I had many discussions on how we can improve our relevance as an organisation and how we need to engage with IT organisations at the right level so that we can really show the benefits of best practice frameworks and international standards relating to effective IT service management and delivery.

I have also been involved in an international working group looking at the structure of the Forum with the results of our discussions presented to the chapters over recent months. We have emerged from this think-tank with a range of concrete ideas on how we should take the Forum forward and what we need to do to ensure our sustainability for the future.

Over the years, itSMF Australia has forged many productive relationships with other itSMF chapters both regionally and globally and we will continue to collaborate with other chapters in our region to identify and manage issues which may affect our continued growth and success. This has included an invitation for me to attend the itSMF Singapore Conference in April, which has resulted in a commitment to collaborate and share our combined knowledge more freely. In addition, Claire Brereton will be attending the NZ Conference as Australian representative in May where she will have the opportunity to meet with the NZ Chair and Board and discuss how we can continue to support each other in our ITSM activities



As a well established and mature ITSM community, I am keen for our national chapter to continue to provide any assistance necessary to other chapters both in our region and across the world to help them succeed. Australia is in the enviable position of having a mature ITSM industry and a highly productive team, from the Board, through the State Branch Chairs to the National Office.

We have developed significant expertise and intellectual property in how to manage a national chapter which delivers significant value to its members.

Meanwhile, work continues on developing a suitable strategy for promotion of the Skills Framework for the Information Age (SFIA) within itSMF operations. This skills assessment framework has become quite popular in the UK with many organisations using it as a means for standardising the skills assessment for roles while matching existing staff and new candidates and identifying training and career opportunities.

Finally, I'd like to take this opportunity to thank all of the hard working people that make the itSMF such good value to be involved with. That extends to all on the Board of Management, the State Branch committees, our national administration team and all of the volunteers who contribute their valuable time.

Meanwhile, it has to be reiterated that the most important component of all is the membership who continue to participate in growing numbers at our events as speakers and attendees. Thanks to one and all. Without you none of this would be possible.

## Greg Porter, Business Operations Manager

itSMF Australia membership continues to provide substantial value to its members. Through offering valuable networking, professional development and collaboration opportunities as well as representing the Service Management profession, ITSMF continues to cement its place as the pre-eminent professional body for the IT Service Management industry.



During 2012 the National Office continued its focus on delivering high quality events and services to itSMF members while building the profile of both the forum and IT Service Management and supporting the membership of the forum across the broad spectrum of its activities.

Membership recruitment and retention have remained a primary focus, along with enhancing the value of membership and promoting and marketing the Forum. The foundational effort in these areas over the last few years is bearing fruit with membership retention increasing and our membership growing on all three key membership metrics, Actual, Notional and Representative.

The level of participation in itSMF events is also growing strongly through new events and increasing attendance at existing events. A key performance metric, participation at itSMF events, grew by over 50% during 2012, building on the quality of itSMF events and the continuing demand for interesting and relevant service management presentations.

**Actual** - the number of individual, corporate and vendor memberships  
**Notional** - the notional members represented by the memberships, for example a Corporate 5 membership equals 5 notional members  
**Representative** - the total number of individuals listed on memberships

The National Office staff continues to work diligently with members to support the broad range of activities identified throughout this report. Our focus on assisting members to Connect, Communicate and Collaborate while driving efficient and effective business practices will ensure the continued development, sustainability and growth of the forum both within Australia and internationally.

During 2012, itSMF delivered:

- 30 Professional Development and Networking Seminars including over 70 individual ITSM presentations and two mini-expos
- 18 Special Interest Groups
- 13 Webinars
- 18 Whitepapers
- 6 unique Twitter Chat events
- 20 service management articles published in the ITSMF Bulletin
- 92 Conference presentations and workshops
- Shipping over 4,000 ITSM books
- Stage 1 of the e-Bulletin online service
- At Your Service e-magazines
- Access to ITIL Online for members
- National Conference & Exhibition with 56 Exhibitors
- Recognising excellence through the IT Service Management Awards
- Promotion of IT Service Management at Industry Events
- Discount Qantas Club membership
- Introductory membership for ITIL Foundation course students

*The level of participation in itSMF events is growing strongly*

*ITSMF continues to cement its place as the pre-eminent professional body for the IT Service Management industry*

The ultimate value of itSMF membership is provided through its many volunteers, supporters and sponsors who nurture the networking, communication and collaboration and share with their peers their service management journey. Without their dedicated commitment, the forum would not be able to provide the services it does and we wholeheartedly thank all those too numerous to mention by name, who gave of their time, expertise and financial support throughout the year.

**Garry Long – Treasurer**

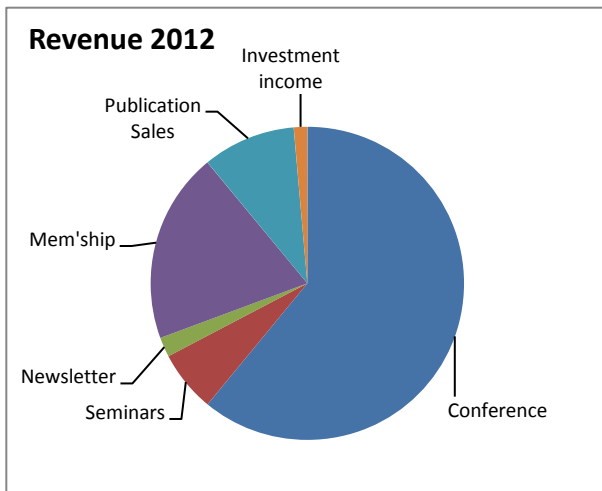


While 2012 was a strong year for the Forum on a number of fronts, as we foreshadowed in last year's report, it was a challenging year financially for a number of our members and the impact of this was felt by the Forum through a significant fall in net conference and advertising revenues. This resulted in a net deficit being recorded for the year as we continued to invest income from previous years into services to members.

*Despite the challenges of 2012, the Forum remains in a relatively strong financial position which will allow us to continue to focus on improving services to members in 2013 and beyond.*

One pleasing aspect of the result is that membership income has continued to grow in 2012. This reverses the decline experienced late in the last decade and reflects the activity and focus of the entire itSMF team on delivering value to our members. This positive trend bodes well for future years.

While an extremely successful and high quality event, LEADit2012 was unfortunately impacted by tough budget cuts at a number of member organisations during the peak registration period. This was particularly the case in the host state and unfortunately resulted in a fall in delegate numbers, reducing the planned contribution from the conference. While this adversely impacts on the annual result reported, it is not an unexpected risk faced by organisations running an annual conference. The committee is aware of this risk and mitigates it by managing its reserve funds over the cycle and through its planning for future years.

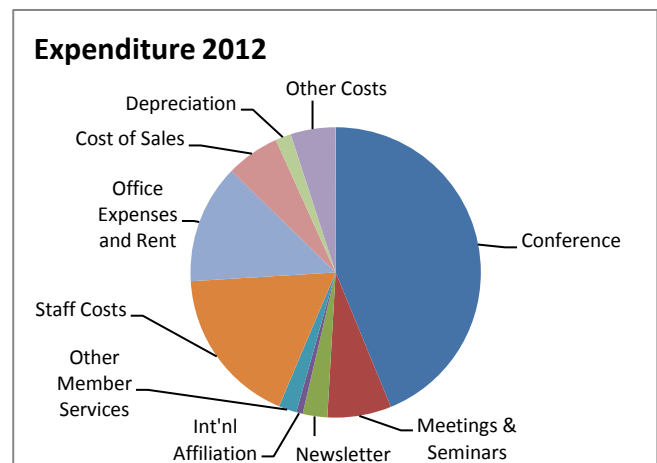


Overall gross revenue from operations fell just marginally despite falls in Bookstore and Advertising sales. Bookstore sales continue to be challenged by competition from direct imports and through the maturing of the core ITIL suite which has formed a significant part of sales. Although providing a substantial benefit to our members, the enhancement of our services to enable the provision of ITIL Online to members will also impact on this category of sale.

Member surveys have recently reflected a significant shift in preference for online delivery of the itSMF Bulletin and this is reflected in our advertising revenues for 2012. During 2013, online delivery of the Bulletin and related news will continue to be enhanced and the value to our advertisers and vendor members remodelled.

The falls in these revenue streams has been offset by continued growth in new income areas such as sponsorship of webinars which continues to appeal to sponsors and offers strong scope for future growth. A new revenue stream and valuable member event was also created by the introduction of Mini Expos at State Branch Seminars in Victoria and NSW. This will potentially provide scope for growth in both size and frequency by adding new sponsors and extending the concept to a National roadshow in the future.

In 2012, the Treasury portfolio was responsible for the introduction of a new Travel Policy with the aim of providing appropriate support to volunteers and staff when travelling on Forum business while continuing to control the cost of travel. An Audit and Risk Sub-Committee has also been created to assist in the continual review of all aspects of revenues, expenditure and risk. This will help to ensure that the organisation remains sustainable and able to deliver on its core objectives well into the future.



Despite the challenges of 2012, the Forum remains in a relatively strong financial position which will allow us to continue to focus on improving services to members in 2013 and beyond.

## 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 out of the plan can be seen 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 strategic (overarching) objectives of itSMF Australia as:

- To support the development and promotion of IT Service Management standards & best practice frameworks
- To provide valued services to our members.
- To grow our membership base
- To support ITSM certification & Accreditation and facilitate the professional development of our Community
- To support the development and alignment of itSMF internationally
- To increase the awareness of itSMF Australia within the industry
- To ensure the continued financial viability of itSMF Australia

Our Business Plan for 2013 has also been updated to focus delivery of the key activities, objectives and revenue streams with a view to achieving growth and financial sustainability.

2012 also saw the full implementation and consolidation of a PeopleCare process which involves formalising our staff management processes with a view to nurture and develop the National Office team.

PeopleCare is a structured performance management and feedback process incorporating a range of activities that establishes a structure in which employees operate. Key elements of PeopleCare include pay for performance, individual development plans and formal performance reviews. Organisation, team and individual objectives are set and monitored with regular reviews and feedback.

*To be recognised as the premier representative body for IT Service Management*

In order to continue growing advertising revenues and opportunities, in 2012 we undertook a survey of selected vendors to gauge their interest in supporting potential new member communications services. As a result of these discussions, we are planning to continue investing in the itSMFA website with a view to making it a more dynamic and interactive information resource for members.

As well as generating potential new revenue streams for the Forum through content sponsorship, members will benefit from improved aggregation of news, discussions and articles from the global ITSM community plus the creation of relevant and valuable local multimedia content.



## Brad Busch – Secretary

A review of directorial portfolios was also undertaken in 2012 to better align roles and responsibilities with the organisation's Strategic Plan. As a result the Marketing portfolio has been expanded to include Member Services while the Infrastructure portfolio has become part of Business operations.

A new Membership portfolio has also been created with Justin Gasparre as Director. It is specifically charged with servicing and growing membership as well as increasing participation in the running of the Forum.



Effectively the portfolios are split into four core working groups to broadly align with our defined Critical Success Factors and the organisational vision. The four groups as aligned to their relevant Critical Success Factors are:

- Corporate – Maintain financial viability and governance  
– Chair, Treasury, Strategic Planning, Secretary portfolios
- Membership – Grow our membership base and increase participation  
– Membership, Branch Services,
- Services – Increase awareness and recognition of itSMF  
– Marketing, National Events, Industry Awards, Publications
- Representation – Develop the ITSM profession  
– Standards, Certifications and Qualifications, International Relations, Research

*Portfolios were reviewed to align with the organisation's Strategic Plan*

During 2012, the Secretary's office was responsible for the development of a formal Social Media Policy to reflect the growing online communities that itSMFA has built up on popular social media sites including LinkedIn, Facebook and Twitter. The policy was necessarily brief and simple so that it would be broadly read, understood and enacted.

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.

- Aprill Allen (NSW)
- Shan Altmann (QLD)
- Malcolm Blumberg (SA)
- Andy Chappell (WA)
- Jon Ettershank (TAS)
- Janet Holling (VIC)
- Jonathan Jones (ACT)
- Feisar Joya (SA)
- Vanessa Lancaster (ACT)
- Michelle Major-Goldsmith (WA)
- Kim McDougall (WA)
- Kathryn McGuinness (TAS)
- Balu Moothedath (NSW)
- Craig Orde (SA)
- Rohitha Perera (QLD)
- Maria Raymond (SA)
- Steve Robinson (WA)
- Brad Schimmel (VIC)
- Glenn Schwarz (SA)
- Warren Spier (VIC)
- Matt Taylor (QLD)
- Benjamin Thornton (ACT)
- Cuong Tran (WA)
- Candice Walker (VIC)

The 2013 Board elections are also in progress at the time of writing this report. Each year half the itSMF board offers itself for re-election. This year, Claire Brereton, Justin Clarke, Karen Ferris, Garry Long and Harry Powell are standing for re-election while Tony McNamara has also been nominated to join the Board. Successful candidates will be announced at the Annual General Meeting and will join continuing Directors, Kathryn Heaton, Brad Busch, Justin Gasparre, Rinske Geerlings and Michael Billimoria to form the 2013 Board of Management.

## Justin Clarke – Branch 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.

During 2012, itSMFA State Branches recorded a 5 per cent increase in seminar attendances over 2011 while attendance at all events was up 55 per cent year on year. Once again, this is strong evidence that our events are considered valuable by attendees for the professional development, networking and knowledge sharing opportunities they offer.



*Our State Branch structure remains critical in delivering value to our members*

Supplementing the regional seminars, we also ran an unprecedented 19 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.

Another innovation introduced to State Branch operations in 2012 was the creation of mini Expos which were held in conjunction with State Branch Seminars in Victoria (Q1) and NSW (Q4). These events were built around some of the best content from the 2012 National Conference. As well as providing useful discussion and education, these Mini Expos provided great value to local members who were unable to make it to LEADit 2012.

## Justin Gasparre – IT Strategy and Infrastructure, Membership

The IT infrastructure underpinning the administrative operations of the Forum has continued to be consolidated and reviewed after significant changes in recent years. Having completed a Business Process Analysis in 2011, during 2012 we have been able to start tracking improvements from an established benchmark and scheduling continual improvement objectives.

We have continued to pay attention to our CRM applications to centralise our data and communications relating to sponsors and members. Significant progress has been made on the scoping and selection of a new membership system to support our operations. Once in place, the new system will enable us to further enhance the Forum's operational efficiency and provide additional value to members.



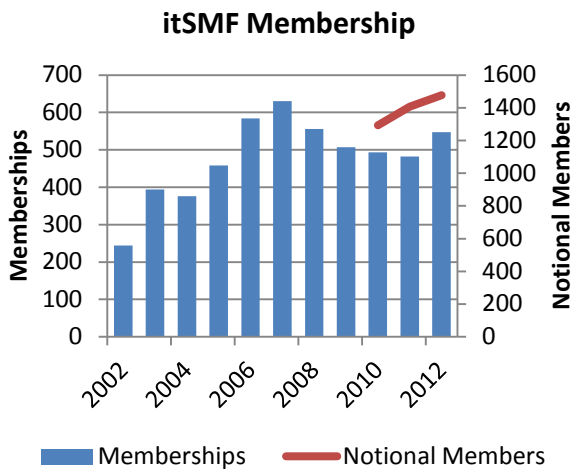
Members will also have noticed several improvements in our website operations throughout the year and these will continue in 2013 so administrative functions such as membership renewal and event booking processes are streamlined for an improved member experience. We are also making better use of the content management system to post more news and features to the site about itSMF and the broader ITSM world.

*The significant work done over the last few years on increasing the value of membership and promoting the organisation is starting to pay dividends with overall membership returning to growth*

Management of our IT infrastructure has matured to the point where it can now be overseen within Business Operations rather than as a dedicated Board portfolio. This will allow the Board to enhance its focus on Membership and its strategic vision.

Our Membership Survey conducted early in 2012 continued to demonstrate high overall satisfaction in regards to the value of membership serving 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.

Following feedback relating to the popularity of State Branch seminars we are continuing to strengthen 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.



\*Notional members represent the notional number of individual members represented by corporate memberships. eg. a Corporate 5 member is counted as 5 Notional Members.

Another major member benefit introduced in 2012 was the launching of ITIL Online, a new service to provide members access to all five core ITIL publications online. This service provides members the latest iteration of the world's most popular best practice service management framework from anywhere and on any device where they can log into the itSMF website.

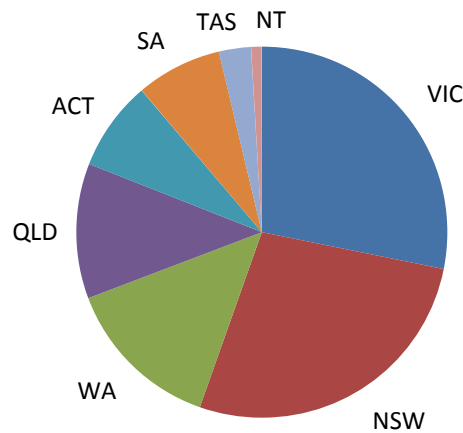
ITIL Online is fully searchable which makes it a quicker and easier process to find that elusive section you are looking for while it has the added benefit of knowing that what you are referencing will always be up-to-date with the latest revisions and corrections.

During 2012, itSMFA also negotiated a special rate for members to receive a discount on new and renewed Qantas Club membership packages offering a range of benefits for those who have to fly regularly.

Pleasingly, in contrast to the popular perception of the IT industry, we are delighted to enjoy a strong female representation amongst our membership. This diversity is also reflected in our management structure where half of our State Branch Chair and National Board of Management positions are filled by dedicated, professional women, emphasising the culture of inclusivity we which we endeavour to promote within the organisation.

The significant work done over the last few years on increasing the value of membership and promoting the organisation is starting to pay dividends with overall membership returning to growth in both the number of membership entities and more importantly, the total number of individuals represented on both a notional and actual basis.

### Membership by State



*Another major member benefit introduced in 2012 was the launching of ITIL Online*

## Karen Ferris – Publications

itSMF Australia continued to have prominent representation at an international level in regards to publications. I attended an international publications meeting in Warsaw, Poland in April 2012 to both represent itSMF Australia and as a member of the Editorial Advisory Taskforce (EAT), which assisted the Chief Editor with the creation, and promotion of an itSMF International library.



At this meeting, we met to discuss the business plan, new initiatives and the establishment of additional IP for itSMFI. We discussed publishing platforms and marketing strategies to increase awareness and sales of internationally published titles. There are currently nine itSMF International titles that were published by the end of 2012.

The annual International White Paper competition was held again in 2012 with two papers submitted by itSMF Australia – one from Chris Jones (“What is the Future of Service Design”) and itSMFA’s Whitepaper of the Year winner, David O’Reardon (“Can’t Get No IT Customer Satisfaction”) – both of which made the International finalists short list.

The top three entries in the International competition were announced as:

- 1st Place Junji Obuchi** – itSMF Japan “5 Steps to Achieve Successful Service Management”
- 2nd Place David Bingham** – itSMF UK “The Nine Stepping Stones to Meaningful Service Strategy”
- 3rd Place Kevin Ritter** – itSMF USA “Gamification: How will Service Management ‘play along?’”

All of the finalists in the International White Paper competition are available for download via the itSMFA Website. The 2013 White Paper competition will be open shortly.

At a local level, we have continued to produce our 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 giving members the opportunity to see their written work published for a broader audience. Each edition contains news, opinions, book reviews and quality articles based on practical and theoretical application of best practice ITSM.

*Nine new itSMF International titles were published by the end of 2012*

Our last reader survey was conducted in September 2012. There were exactly 100 respondents to the survey. There was lots of good information gathered about the type of content that is most valuable and preferred methods of receiving the Bulletin.

One of the most interesting pieces of feedback we received from the 2012 survey is clear shift respondents showed in their preferred method of receiving the Bulletin. Now over 72 per cent of respondents indicated they preferred PDF delivery of the Bulletin – either by email or download –with a further 10 per cent indicating that they would prefer an electronic-only version for a tablet or e-reader platform. Only 9 per cent in the 2012 survey identified a print copy, received by mail as their preferred option.

This result has motivated us to investigate new publishing platforms and an expanded online presence for news and features that supports multiple devices as well as making better use of the website as an online news source.

*Articles on ITSM Standards and Best Practice frameworks were published in CIO Magazine*

As an organisation, we also authored several ITSM-focused articles for CIO Magazine (Australia). These articles included an update on ITSM standards and best practice frameworks were used on CIO’s website which is a trusted information source for Australia’s most influential IT leaders. The success of these contributions has led to the editorial team at CIO requesting more articles and has also led to a more active media partnership arrangement between itSMFA and CIO’s publisher, IDG Communications.

During the year we also introduced a booklet for members entitled “The Start of Something Big”. This is a valuable collection of 13 whitepapers from leading experts which is designed to bring together some of the best advice available in relation to IT Service Management into a single easy-to-read handbook.

## Rinske Geerlings – Marketing and Communication

During 2012, our Marketing efforts continue to be focussed on leveraging the value of State Branch seminars and National events to retain and increase membership in all categories – individuals, corporates, vendors and schools.

Our email communications to members have increased in frequency and we are now sending enhanced Seminar reminders to individual State Branch-based distribution lists as well as news and National Conference updates to the entire membership.



In general, 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. Marketing also strongly supports the notions that itSMF Australia has a strong focus on diversity in membership and its leadership team including a high level of female involvement in an industry that is sometimes identified as being male dominant.

Some effort was also allocated in 2012 to create a document to quantify and enunciate the value of itSMFA membership. To this effect, we came up with the following which is distributed as broadly as possible through all existing communication channels:

### Why Join itSMF?

<b>We're Visionary</b>	itSMF is ideal for IT managers, professionals and practitioners at all levels responsible for short and long term business deliverables of IT.
<b>We're Connected</b>	itSMF is a true social network of online and face-to-face meetings to share views and experiences open to all organisations and individuals with an interest in IT Service Management.
<b>We're Global</b>	itSMF covers 60+ countries with over 70,000 members, so interstate and international travellers are able to stay connected with a global network of like-minded people.
<b>We're an Authority</b>	As an itSMF member, you are in a position to influence and contribute to international standards, programs and publications.
<b>We're Educational</b>	itSMF is your way to develop unique skills, including opportunities to speak, write and apply for awards, and participate in committee leadership roles.
<b>We're Diverse</b>	itSMF encourages diversity in relation to gender, role/level, geography, culture and industry.
<b>We're Great Value</b>	itSMF provides value to your employer by keeping you apprised of ITSM business intelligence, and encouraging your development with ongoing mentoring and support in your ITSM role.

### Membership Value

Member Benefit	Individual Value	Corporate Value
<b>Events</b>		
Access to State Professional Development Seminars	\$ 260	\$1300
Convenience of 10 Annual Webinars	\$ 120	\$ 600
Member rates for the LEADit National Conference	\$ 300	\$1500
Special Interest Group Discussions	\$ 200	\$1000
<b>Publications</b>		
Access to the ITIL Suite Online	\$ 440	Access coming in 2013
Discount on ITIL Publications	\$ 100	\$ 500
Access to Industry White Papers, Resources and Online Education	\$ 100	\$ 500
Subscription to the itSMF Bulletin	\$ 60	\$ 300
Access to Monthly Newsletters	\$ 40	\$ 100
Networking, Mentoring and Knowledge sharing	<i>Invaluable</i>	<i>Invaluable</i>
<b>Total</b>	<b>\$ 1,620</b>	<b>\$ 5,800</b>
<i>Savings are based on 'Corporate 5' membership larger Corporate Memberships save even more</i>		

We are also seeking to highlight the Forum's ability to create professional development opportunities that enhance members' presentation skills and an atmosphere of referrals so that members promote membership.



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.

In addition, we are continuing to work on ways to support the increased adoption of the Skills Framework for the Information Age (SFIA). SFIA provides standardised definitions of information technology skills and levels. It is used to create a common language of IT skills development and deployment, so as to improve communications between IT staff, management, HR and stakeholders.

SFIA defines 96 professional IT skills, organised in six categories, each of which has several subcategories. It also defines seven levels of attainment, each of which is described in generic, non-technical terms.

This skills assessment framework has become quite popular in the UK with many organisations using it as a means for developing existing staff and assessing skills requirements thereby helping individuals to broaden their training and career opportunities. Supporting its growth in Australia represents yet another opportunity for us to extend the value of membership.

I was also privileged to be involved in a discussion panel at The Australasian Conference on Information Systems (ACIS) in 2012. ACIS is the premier conference in Australasia for Information Systems academics and I was able to champion the value of including industry relevant certifications and qualifications into tertiary academic curricula.

As the conference covers technical, organisational, business, and social issues in the application of Information Technology (IT), it was a great opportunity to raise awareness of the Forum and the work we do in promoting best practice service delivery and professional development.

### Claire Brereton – Standards

2012 was an important year for the development of standards relating to ITSM and itSMF Australia played an important role in the international movement to develop, write, review and publish standards.

One of my core roles as Director of the Standards portfolio has been to ensure that Standards Australia, through its IT Governance and Management Committee, continues to represent the interests of the Australian IT Service Management community in the development of international IT standards.



In recent times, I have been active in drafting the ISO business plan, authoring, critiquing and shaping new ITSM standards and Guidance manuals. The work that itSMF Australia does in supporting Standards Australia's involvement in the development of international standards provides great benefits for the local IT services industry as well as enhancing Australia's reputation in the global ITSM community. It means that standards are developed with relevance to Australian public and private sector enterprises while also offering another career development opportunity for itSMF members.

*representing the interests of  
the Australian IT Service  
Management community in  
the development of  
international IT standards*

There has been significant progress in publication and adoption of the ISO/IEC 20000 standard for IT Service Management over the last 12 months including the release in February of ISO/IEC 20000-2 2012 edition. This new edition of the original standard published in 2005 was two years in the making and now aligns the standard closely to ITIL as well as providing detailed guidance on using ISO/IEC 20000 Part 1 and aligning it with the ISO standards for IT security (ISO 27001) and quality assurance (ISO 9001).

This 2012 release will make using the ISO 20000 standard much easier for service providers and assist customers in obtaining the full value of the standard.

There are many compelling reasons for Australian ITSM professionals to have a strong interest in the release of this milestone publication, not the least being that the project editor is one of our own. The editor of ISO/IEC 20000-2:2012 is Sydney-based itSMF Australia Councillor, Erin Casteel, who is a globally acclaimed expert on service management and ICT governance standards and frameworks.

There have been a number of changes to the standard. ISO and IEC summarise these as follows:

1. Closer alignment to ISO 9001 and ISO/IEC 27001
2. Changes in terminology to reflect international usage
3. New guidance on governance of processes operated by other parties;
4. More guidance on defining the scope of the Service Management Systems (SMS)
5. More guidance on continual improvement of the SMS and services
6. More guidance on the design and transition of new or changed services

In addition to the above publication, there are a number of other international standards relevant to ITSM that are at various stages of review. These include:

- ISO/IEC 20000 Part 4 Process Reference Model – Working Draft 2
- ISO/IEC 20000 Part 5 Sample Implementation Plan – Draft Technical Report (Final stage before publication)
- ISO/IEC 20000 Part 6 Guidelines for auditors – First Draft
- ISO/IEC 20000 Part 7 Guidance on 20000 for the Cloud – Third Draft
- ISO/IEC 20000 Part 10 Concepts and Terminology – Draft Technical Report
- ISO/IEC 20000 Part 11 Mapping to ITIL V3 – Preliminary Draft Technical Report 2
- ISO/IEC 20000 Part 15 Service Trustworthiness – First draft
- ISO 90006 Guidelines for the application of ISO 9001 to IT service management – Draft Technical Report

There was a great turnout from ITSMF members in support of this review schedule, especially for the Cloud Guidance document and feedback from our members is being incorporated into future drafts. I have also been involved with progressing a global working group of service management standards for VSEs (Very Small Entities) which is particularly important to Australian interests as these sorts of organisations represent a major proportion of the local economy and a sector that is more reliant than ever on technology to remain relevant and competitive in a global market-place.

During the coming 12 months in Australia, itSMF Australia will continue to 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

Our National Conference and Expo, LEAD*it* is Australia's largest ITSM event. Substantial effort is put in by the Conference Committee to build a total conference experience. We combine high quality workshops, keynote addresses and breakout sessions delivered by local and international ITSM experts with great entertainment and networking opportunities.



Despite difficult financial circumstances in Queensland, a total of 529 delegates attended LEAD*it* 2012 on the Gold Coast. The final tally included 29 international registrations from nine countries as we took the conference back to the Sunshine State for the first time since 2005.

Feedback from delegates consistently indicates the annual LEAD*it* conference is of high value to their professional development and provides them an opportunity to improve their

knowledge around the theoretical and practical applications of sound IT service management.

At LEADit 2012, we saw an increase in the number of international guests in attendance and there was an unprecedented number of new sponsors who came on board for the first time. Our high quality and busy program included 11 keynotes and over 60 breakout sessions across the three days. It was a great success and work is well underway to ensure that LEADit 2013 will be even bigger and better than ever.

A range of new and improved concepts were introduced at LEADit 2012 including the introduction of a Conference app which provided a huge array of dynamic conference information on a mobile platform. For the first time we also offered delegates the opportunity to receive recordings of all sessions with all of the slides integrated. The conference app was just one of the features of an increased effort to leverage social media as a platform for extending the value of the conference beyond the three days of the event and out to many more members nationally who could not be present.

*LEADit is Australia's largest ITSM event contributing to Professional Development, Knowledge Sharing and Theoretical and Practical Application of IT Service Management*

As usual the social calendar was packed and added greatly to the total conference experience. Social events included a corporate golf challenge, a fancy dress Rock and Roll night at the Hard Rock Cafe, a motivational breakfast featuring Winter Olympics gold medallist Steven Bradbury and the Annual Gala Dinner which incorporates the ITSM Industry Awards. In addition there was a day cruise to Stradbroke Island on the day following the Conference.

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

Preparations are well underway for LEADit 2013, our 16<sup>th</sup> National itSMF Australia Conference and Exhibition which is being staged at the National Convention Centre in Canberra from 7-9 August this year so be sure to go to the itSMF Australia website where you will find full details of the keynote speakers, breakout sessions, workshops and Hot Topic discussion panels.

### Garry Long – Industry Awards

itSMF Australia presented its 6th Annual ITSM Industry Awards during a Gala Dinner on the Gold Coast in August. The prestigious event acknowledges excellence from individual ITSM professionals and service management project teams over six categories.



*acknowledging excellence from individual ITSM professionals and service management project teams*

This year, the automotive giant, Toyota Motor Corporation Australia (TMCA) landed the blue riband ITSM Project of the Year category over a strong field of finalists.

Toyota's submission was based around the comprehensive process review, organisational restructure and technology upgrade undertaken by its Information Systems Division that supports all its manufacturing, sales, marketing and administration operations in Australia.



## ITSM INDUSTRY AWARDS WINNERS 2012

### KINETIC IT PROJECT OF THE YEAR

Toyota Motor Corporation Australia

### TELSTRA INNOVATION OF THE YEAR

Suncorp

### HDA SERVICE DESK PROJECT OF THE YEAR

Fujitsu

### MICROSOFT SERVICE MANAGEMENT CHAMPION

Brian Clark, Executive Director,  
Information Technology Services,  
RMIT

### ITSMF AUSTRALIA BEST WHITEPAPER

Dave O'Reardon, Managing Director,  
Silversix – "Can't Get No IT  
Customer Satisfaction"

### ITSMF AUSTRALIA LIFETIME ACHIEVEMENT AWARD

Bob Arthars, Queensland Branch

### CHAIRMAN'S PRIZE FOR BEST SPEAKER

Ian Jones for his presentation on  
'Leading ITSM with Agile'

### BEST NEW SPEAKER AWARD

Todd Bridgeman for his presentation  
on 'A Procedural Model for the  
Mature Service Desk'

A comprehensive three-year transformation program of work included a total overhaul of service delivery processes to bring them into alignment with guidelines defined by ITIL V3 and the consolidation of multiple help desks into a single support centre. This rationalisation of service support resulted in millions of dollars of annual savings in the cost of outsourced services and significant improvement in the levels of service delivered to the business.

Queensland based banking, insurance and financial services company, Suncorp took out the Innovation of the Year category for the way it completed an implementation of the Agile Methodology as part of the organisation's IT Service Improvement Plan. Agile is a group of software development methodologies based on iterative and incremental development, where requirements and solutions evolve through collaboration between self-organising, cross-functional teams.

IT services provider, Fujitsu won the Service Desk Team Project of the Year award following a program of improvement that was initiated under the banner "The Foundations of Service" (FOS). This project included educating staff, providing insight about the practices customers' value as well as assessing and monitoring the use of those practices and rewarding employees when they are consistently displayed.

David O'Reardon was announced as the winner of the National White Paper competition while RMIT's Brian Clark was announced as the industry's Service Management Champion.

The contribution of long serving itSMF member, Bob Arthars, to the ITSM Industry and the ITSMF was also recognised at the Gala Dinner. A pillar of the Queensland ITSM community Bob Arthars was presented with the ITSMF Lifetime Achievement Award in recognition of his generous service and continued contribution.

With the continued growth of the awards 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 Bob Arthars, Peter Cross and Dennis Clark for their exceptional work.



Thank you to our Sponsors

