



corporate executive offices

# CEO NEWSLETTER

JULY 2007

## From the Managing Director.....

The month of July has been extremely busy. We have been working on several new projects, conducting extensive research and overseeing numerous training programs to keep our staff up to date.

The demand for quality serviced office space has been extremely high with enquiries flooding in from all over the world which has also kept our staff busy.

As a result of the growth of CEO and of the training programs that have been part of the business for a number of years we have just recently transferred two of our staff to Manila to take the responsibility of the establishment and marketing of our new centre in Makati which is to be opened on the 17<sup>th</sup> September this year.

Also transferred from our HWT centre is Michelle May who has taken on a position as HR Manager for CEO. She is now located at Normanby Chambers where she is working on the CEO manuals and overseeing training programs for our staff.

Jason Mckimm our Sales and Property Manager has been temporarily relocated from Brisbane to Melbourne to work on a new centre being developed in Brighton before he heads off to the Philippines to oversee the design and construction of our new site there.

You can only succeed if you are surrounded by a fantastic team. We are thankful for the enthusiasm and dedication of our wonderful team, every one of them is valued enormously here at CEO. It is because of this team that we can look to the future with confidence. Many thanks also goes to all our valued clients who have supported us throughout these 20 years.

*Jenny Folley*

*" We take care of the details.....  
While you take care of business"*

Phone: 1800 111 266

E-mail: [enquiry@corpexec.com.au](mailto:enquiry@corpexec.com.au)

## CEO Client Profile



The aquatics industry is made up of many sectors, including: (1) facilities – both public and privately operated, (2) programs – run by community based clubs or commercial enterprises, (3) people – holding recognised qualifications to work within the industry, and (4) products. The Australian Swimming Coaches and Teachers Association (**ascta**) is a 'not-for-profit' membership organisation with links to each sector. **ascta** is a stakeholder of Swimming Australia Ltd., which is the National Sporting Organisation recognised by the Australian Sports Commission to administer competitive swimming programs in Australia. One of our key roles is to support the National Coaching Accreditation Scheme (a program of the Sports Commission) by structuring and delivering coach accreditation courses nationally; **ascta** is a registered training organisation (RTO) under the government system of vocational training. We strive to provide quality training programs and continuing professional development programs for our members. We also administer the 'swimming coach's licence program' in conjunction with Swimming Australia. As a benefit to our members we provide professional indemnity and public liability insurance cover through our commercial partnership with Marsh Insurance.

As well as being the administrator of accreditation and licence programs, **ascta** services as an advocate for our members and a contributor in shaping broader national policy for sport and wider community issues (i.e. we are a permanent member of the National Water Safety Council). Our Association is in the process of changing our governance structure from an Incorporated Association to a Company Limited by Guarantee. This change will enable **ascta** to establish four divisions: (1) membership services – including the coach licence program, insurance, communication, and sale of educational resources, (2) professional development programs – including the organisation of our national and state based conferences and other professional development programs, (3) our RTO division – SwimEd, to deliver courses nationally, and (4) our association of Swim School owner/operators, known as 'Swim Australia'. Because **ascta** does not receive funding from federal or state governments, our business structure must insure our financial independence and viability as an organisation. We exist to serve the interests of Australia's coaches and teachers of swimming, and we also serve the community by establishing 'best practice' programs and industry standards for our members.

Our Association has grown to over 3000 coach and teacher members and we have over 500 swim school members under our 'Swim Australia' banner. We maintain web sites for ascta and Swim Australia, publish a quarterly magazine 'Swimming in Australia' and hold copyright to numerous books, DVD's and other educational resources.

**ascta** maintains its membership office at the CEO Office building in Moorabbin where we have a permanent staff of three – Dr Ralph Richards (executive officer), Kaylee George (projects coordinator) and Jo Ashby (office manager). In addition, **ascta** maintains two offices in Queensland; one to manage our Swim Australia and conference operations and the other to manage SwimEd. We also have state branches that are run by volunteers. They help our national office coordinate the delivery of coach education and professional development programs in conjunction with State Swimming Associations. **ascta** has a Board of Directors elected by our membership, and the executive officer has the responsibility of running the Association's business and reports to the Board.





## CEO STAFF- PROFILE



**Sylph Chan**  
Hong Kong  
Exchange

For the last 2 years CEO has been a proud sponsor in an exchange program called "Metropolitan" which is run by the Universities of Hong Kong.

The exchange program allows students to experience the corporate working environment in Australia and gain valuable English speaking practice.

Our most recent student to be welcomed to the CEO family is Sylph Chan. Sylph has studied English from the age of 5 and can also speak Cantonese, Mandarin, Japanese and now studies Spanish. Sylph currently studies Chemistry at the Baptist University but her ambition is to use her multiple language skills to gain future employment in Australia.

Born and raised in Taipo, Sylph is particularly adept at creative arts. Her normal day consists of going to classes, completing her homework and on the weekends, helping her dad in his restaurant.

Sylph calls CEOs Normanby Chambers home and handles general reception and administration tasks for our clients there.

While in Melbourne, Sylph has taken to following the Western Bulldogs, and enjoys watching the game live. Her weekends are filled with day trips across the state to various attractions with her fellow exchange students. Her favorite attraction so far has been Sovereign Hill in Ballarat.

Sylph says of her time here: "It's my honour to be here and to work with CEO. Australians are so nice and Melbourne is beautiful! I Love it here."

# CEO NEWS & MOVES

## Better Deals for CEO Clients with Corporate Express.

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Corporate Express is proud to be the recommended business essentials supplier for CEO clients. By signing with Corporate Express as a CEO client you will enjoy saving of up to 20 % on major stationery lines *plus* free delivery to your centre. If you find an item cheaper elsewhere please let your Centre Manager know and we will do our best to match it.

We are running a special promotion this month for our customers— Buy a Dymo Label Writer 400 Turbo and receive a Dymo Label Manager 150 FREE (rrp \$89.00) Please see the attached flyer for details.

New clients who sign up between 13th July and the 17th August you will automatically go into the draw to win one of these fantastic machines.

Please ask your Centre Manager for a credit application form today. Lowering your costs with CEO and Corporate Express couldn't be any easier!

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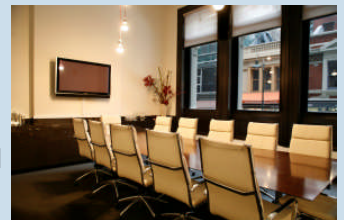
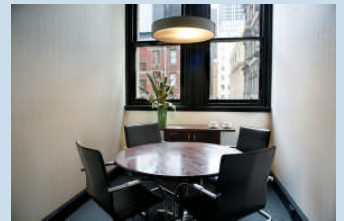


## Boardroom, Meeting and Mediation facilities in the CBD

Normanby Chambers located at 430 Little Collins Street directly opposite Bank Place is stunning. There really is no other word to describe it.

The fully restored heritage listed building makes an impact through the combination of high vaulted ceilings, giant windows and mirrored marble foyers. State of the art telecommunication & IT facilities including a large plasma screen in the main boardroom makes work a pleasure.

Available on an hourly, half or full day basis, Normanby is a lot more affordable than you might think. Ample parking is available right next door and our friendly staff are on hand to make your next meeting a true success.



# 50% OFF!

**Seminar Room** - HWT Tower, 40 City Road Southgate Melbourne.

Located on Level 22, with stunning views from its wide expanse of windows, this room provides for the perfect seminar / conference, board meeting or cocktail party to impress. During the months of August and September you will receive 50% off the room hire rate. Book your Staff Christmas Party now to avoid disappointment.

For more information, please contact Rochelle on 03 9674 0444.

