

# CMAA **KEY** strikes **PARTNERSHIPS** for **YOUR** benefit

By RALPH KOBER

**What does 2016 hold in store for you as a member of the CMAA? A whole lot more than you think!**

I am excited to advise members that a number of significant strategic partnerships have been struck with prominent professional development providers commencing in early 2016. These partnerships will ensure that you the member will receive an improved professional development offering via the CMAA to maximise your access to high quality career development and knowledge regardless of where you live.

As the CMAA is repositioning itself as the premier provider of customised club industry specific training and development courses, seminars, summits and conferences, and relying less on its RTO offering, these providers will enhance and make more relevant the CMAA's place in the industry as the only genuine provider of professional development for management in the club industry.

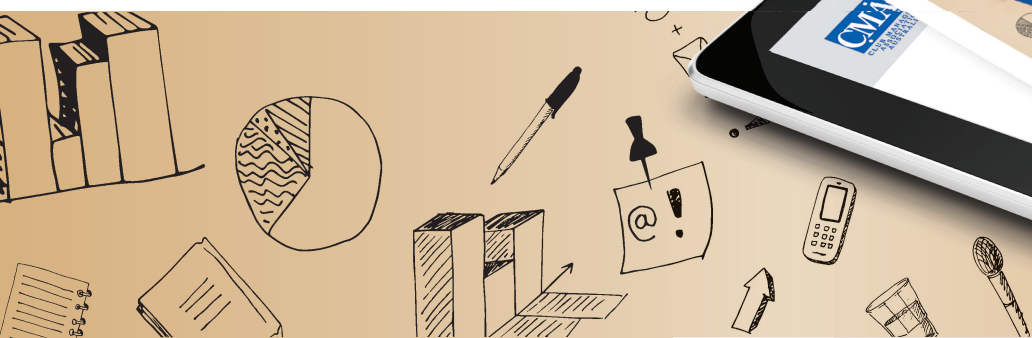


Australian Institute of Management

## Australian Institute of Management (AIM)

The partnership with AIM will provide members and their staff with the opportunity to engage with one of Australia's most prestigious management institutes for management training in a wide range of nationally accredited short courses and full qualification courses both face to face AND on-line.

The partnership with AIM also enables members and their staff, who enrol into any AIM courses via the CMAA/AIM portal on the CMAA website, to receive a discount on registration fees equivalent to an AIM member's rate (equates to a 10% discount). Gaining qualifications via the CMAA/AIM partnership will give students completing courses with the recognition of having undertaken education with one of Australia's most highly visible and respected management training institutions.





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For further information or to enrol, contact Zoe Clegg on 0406 114 937 or email [zoe@cmaa.asn.au](mailto:zoe@cmaa.asn.au)



### Association for Data-driven Marketing and Advertising (ADMA)

The partnership with ADMA is unique for the club industry. The business environment has seen tremendous change and innovation over a very short period of time and will continue to evolve explosively especially in the manner and methods by which customers are digitally marketed to and the supportive data-base software systems mine customer preferences and personal information.

ADMA courses are offered in the main on-line with some face to face. Developed by industry professionals who draw not only on best-practice from around the world, but their own real world experiences, these education courses present essential skills and topics in an easily digestible form.

Courses offered on digital marketing and advertising, social media engagement and B2B/ B2M strategies.



### Bulls Eye Services: Gaming Customer Retention Tactics

If you want to drive gaming revenue in a significant way in your club you won't want to go past this exciting partnership CMAA and Bulls Eye Services, a leading strategic gaming 'think tank', have forged to offer a wide range of high impact high return seminars and courses for the gaming professional.

When it comes to clubs and the gaming products clubs offer, 'experience' is indeed the essence of club offering. Yet, as competition intensifies and pressures to cut costs escalate, many clubs tend to get away from their raison d'être, and try to compete on the basis of generic 'me too offerings' that fall short of customer expectations. Bulls Eye Services believes that the key to customer retention and long term prosperity of clubs lies in offering customers a compelling experience, one that will engage customers and maximize customer lifetime value to providers.



### Process Communication Model (PCM)

During the last year's National Manager's Congress, part the AHGE Expo held in the Gold Coast, attendees were introduced to a revolutionary management tool, the Process Communication Model (PCM).

This high impact communication model builds on the skills to observe, analyse and adjust behaviour through effective interaction. What makes it so powerful is that it's based on skills not rules.

Developed in the 1970s, the PCM is an evidenced based tool so powerful it has been used by NASA in the selection and training of its astronauts, and is applied today through many industries and social environments.

CMAA has teamed up with Webster & Co who has the exclusive licence to deliver the PCM to business management in Australia. For those managers who are wanting to have a better understanding of how communication can build positive cultures and relationships with their board and their staff, this course is essential in achieving those outcomes.



### The Institute of WOW: Customer Attraction Marketing Strategies

Joining with Australia's leading marketing expert John Dwyer 'the Seinfeld Guy' from the Institute of WOW, CMAA will be offering members and their staff access to the very best in the business helping clubs to formulate customer attraction marketing strategies that will ensure sustainability and longevity for their businesses.

A feature of this partnership will be a national seminar roadshow commencing in February where John and the CMAA will be presenting 'If Disney ran your business what would it look like?' Having spent many years working for Disney and being exposed to its most intimate workings and customer service experience strategies, John is in a unique position to help clubs better understand what they need to raise the bar of their customer service experience in their club.