

2010 Mid Year Executive
Leadership Conference
& Members General Meeting



‘Are **YOU** the glue that
holds everything together?’

July 7 - 9, 2010 @ Jupiters Gold Coast, Queensland



President's Message

On behalf of the Federal Executive and the Federal Councillors of the Club Managers' Association Australia, I am delighted to invite all eligible delegates to participate in the industry's premier executive leadership event.

I take this opportunity to thank our trade supplier sponsors, the Board of Management Studies and CMDA staff for their ongoing commitment to the professional development of CMAA members.

Bill Clegg, ACCM
CMAA Federal President

Conference Details

REGISTRATION FEES (workshops only)

1 Delegate \$900 includes GST

2 + Delegates \$800 each* includes GST

*Discount applies when multiple managers/directors from the same club register

ACTIVITY POINTS

Delegates receive 20 Industry Activity Points for attending the Conference towards achievement or maintenance of the Active Certified Club Manager (ACCM) Award. 10 points will be awarded to delegates who attend and sign the register at the CMAA General Meeting. A further 10 points will be awarded to delegates who travel more than 100km from the radius of their club to attend the conference.

CMAA MEMBERS GENERAL MEETING

Wednesday 7 July (1pm - 2pm)

Pavilion Convention Centre, Ground Floor, Jupiters Gold Coast.

VENUES

All Conference workshops and the State of Origin game telecast will be held in the Pavilion Convention Centre, Ground Floor, Jupiters Gold Coast. Smart casual attire is recommended for the Conference.

ENTERTAINMENT

Wednesday 7 July (7:30pm - 10:30pm)

'Footy Fever' - Live telecast of State of Origin Game

Pavilion Convention Centre, Ground Floor, Jupiters Gold Coast. Select beverages will be available for purchase and complimentary 'Footy' finger food provided. Please indicate your interest in attending on the Conference Registration Form. Entry to the function is restricted to registered conference delegates only. Conference ID Badge required for entry on the night: **No Badge - No Entry!**

NETWORKING & CHARITY

Saturday 10 July (11:30am - 6pm)

CMAA Gold Coast / Brisbane Zones Race Day at Gold Coast Turf

Club \$120 pp or table of 10 - \$1,100 includes GST

Book online & send cheques to CMA Gold Coast Zone PO Box 553 Southport

Queensland 4215. The money raised will go to local charities. All inquiries contact:

Steve Condren on: steve.condren@sslsc.net.au M: 0418 766 689

Register online at www.ccmtravel.com.au or www.cmaa.asn.au

The Conference Program

WEDNESDAY, JULY 7, 2010

12 - 1: Conference Registration

1 - 2: **CMAA Members General Meeting - CMAA Members Only**

Pavilion Convention Centre, Ground Floor, Jupiters Gold Coast.

2:15 - 2:45: **30 minutes + with Peter Sharp**

3 - 4:30: **GAME ON!! The Registered & Licensed Clubs Award 2010**

The Award Modernisation process has been protracted and at times confusing. Transitional arrangements are to be phased in before July 1 2014. Changes will start phasing in from July 1 2010. Fair Work Australia's first minimum wage review will occur on July 1 2010, a week before the CMAA Mid Year Conference. A panel of industrial relations specialists will discuss the implications, impact and give clarity to the review for clubs and their managers.

Thursday, July 8, 2010

9 - 10:30

Opening Presentation - Motivation - Special Forces Style! - Simon Treselyan

Having the privilege and ability to lead some of the most Remarkable people in the most Extreme of circumstances to produce Extraordinary results is an art forged in the fires of Courage and Fortitude. Learn what it takes to be the Best no matter how high the challenge or how difficult the competition might be. Success is about applying the correct Team in the correct way with the appropriate Strategies and Skills at the right Time, but nothing works without the Motivation to be Number One. Be the Best and leave the Rest! Simon Treselyan spent 19 years as a British Special Forces Commander and Operational Covert Intelligence Operator. Few motivators have such a depth of experience or have such powerful resources to draw upon.

10:30 - 11 Morning Tea

11 - 12:30 *Choose one workshop only this time spot*

Workshop A i STRATEGIES: Social Media - Debbie Mayo Smith

With so much happening in the arena of social media, it's hard to make complete sense of it all. Facebook, Bebo, LinkedIn, Stumble Upon, MySpace, Flickr, Friend Feed, You Tube, Digg, Slideshare. Then there's blogs, podcasts, videos. This funny, plain talking and practical session will explain how you can benefit from social media and how to make this the decade of developing your online database - friends, fans, connections, and followers through social media. Learn how to grow your membership base, populate your events and get more members back through the door.

Workshop B People Glue: How to Motivate & Engage People To Do More With Less - Ian Hutchinson

Now, virtually every business in the country is struggling with the challenge of how to continually engage people simply and easily so that they are motivated and as productive as possible. Strategies to employee engagement and getting your people to perform and do more with less are easier than you think. This program will help you: understand the highly researched vital 7 employee engagement drivers that really count, and what to do about them; identify the best low cost ways of engaging your talent in changing times; create your very own customised action plan.

Workshop C Best practice corporate governance in the club industry - Dr Michael Singleton

The club industry is in a climate of change with a major focus on corporate governance issues. Increasing regulation and a requirement that clubs conform to best practice shines a spotlight on the roles, functions and structure of club Boards and their relationship with executive staff. Do Board directors fully understand their responsibilities and the legal requirements in relation to corporate governance? Do they understand what comprises best practice corporate governance? This workshop will explore with participants what good corporate governance is all about and how to get it right.

12:30 - 1 Lunch

1 - 2:30 *Choose one workshop only this time spot*

Workshop D i PROTECT: Social Media Risk Management - Debbie Mayo Smith

Brand monitoring should be an essential everyday task for Clubs. Years ago, when people talked about your Club you would almost never find out about it. Today, most of these conversations are right in front of your eyes and that of your members and potential members. Further, the number of locations where your Club, your brand may be mentioned is vast. Conversations are being held on the web with or without your consent. They travel very fast and can wreak havoc along the way. This session will help you to: devise a club's reputation management system; learn what free tools are available; know how to use them.

Workshop E Self-leadership: Unlocking Your Potential in Work & Life - Ian Hutchinson

As busy professionals, we are all being asked to do 'more with less' in these times of constant change. In this environment we all need to take more responsibility for what we can control, rather than waste time and energy on what we can't control so that we can perform better, not only at work but also in life. This program will be personally inspiring and get you to think more productively about your work, life and the balance between the two so that you are better equipped to move forward not only more effectively, but with insightful purpose. Self-Leadership is now vital for any future personal and organisational success and you will walk away from this session with your very own action plan.

Workshop F A RISK perspective on corporate governance - Dr Michael Singleton & Justin McGurgan

Improvements to corporate governance are linked to better financial performance. Weak corporate governance often leads to financial losses. Clubs are finding more and more that there is a risk - related motivation for monitoring and improving corporate governance. Focus on improving internal control systems and risk management practices makes good sense when it comes to ensuring your club remains viable and complies with onerous Corporations Law where applicable and state legislation. This session will help you understand from a practitioner how you go about implanting a risk management culture in your club, how to devise strategies around risk, and how to control and monitor risk.

2:30 - 3 Afternoon Tea

PM Sessions continued over page

Thursday, July 8, 2010 continued

3 - 4 Choose one workshop only this time spot

Workshop G i MARKET: How To Profit From Your Member Database - Debbie Mayo Smith

2010 is definitely the year to work smarter and not harder. A well rounded, maintained and 'worked' database has the potential to skyrocket Club income and member satisfaction when combined with the everyday tools you have at your fingertips. This session will motivate, delight and show Managers exactly how to: build & enhance their member and prospect database; discover cheap, easy and clever marketing ideas; run the campaigns using different communication modes.

Workshop H Creating Your Future Vision: Advanced Techniques - Ian Hutchinson

Most people know what they don't want, fewer know what they really do want - especially when it comes to creating an inspiring personal future vision. This session will build on Ian's previous sessions and take you through a more advanced amazing process to help you personally get real inspiring clarity about your future.

Workshop I 'Organisational Sustainability' what is it and why it should matter to clubs - Dr Michael Singleton

Organisational sustainability is about meeting the needs of today's organisation in such a manner as not to compromise the ability of future generations to meet their own needs. Sustainability has three dimensions: economic, environmental and social. Club managers and boards have a responsibility to ensure that they are planning and enacting practices that will leave their club in a better shape than when they left it. This session will help you: understand how you can aid the development of your club's sustainability, be introduced to sustainability reporting and increase your reputation in your community as a good corporate citizen who actually 'walks the talk'.

Friday, July 9, 2010

9 - 10:30

Workshop J Creating Synergy - the power of intent, behaviour and experience on business - Ron Mclean

Have you ever wondered why some organisations or teams struggle for years and then suddenly rise above the competition. Creating Synergy between their intent, their behaviours and the resulting experiences creates an alignment that delivers remarkable results. The power of Synergy occurs when the individual elements come together to create an outcome that is greater than the sum of the elements. In this workshop Ron shares with you the key elements and strategies to creating alignment of these three business drivers so that they deliver significant value to the bottom line.

CEO/CMAA Sponsor Forum Session 1

Open to Secretary Managers, CEOs, General Managers and CMAA Sponsors only. This forum provides the most senior managers of registered clubs the opportunity to discuss industry issues with senior representatives of the CMAA's Sponsors. If you are eligible and want to attend this session indicate your intent on the Conference Registration Form.

10:30 - 11 Morning Tea

11 - 12:30

Workshop K Thought Leadership - how to leverage the unique intelligence of your team to unleash valuable ideas - Ron Mclean

A thought leader is recognised by peers, customers and industry experts as someone who deeply understands the business they are in, the needs of their customers and the broader marketplace in which they operate. They have distinctively original ideas, unique points of view and new insights. A thought leader is able to shift people's perspectives and get them to adopt new ways of thinking about an issue. Why is this useful? Thought leaders are the innovators of business, the market leaders and the "go to" people of an industry. They "know first, be first and profit first". Ron has been a mentor to Thought leaders across the globe for the past 6 years. This workshop explores the 9 essential skills of thought leadership.

CEO/CMAA Sponsor Forum Session 2

Open to Secretary Managers, CEOs, General Managers and CMAA Sponsors only. This forum provides the most senior managers of registered clubs the opportunity to discuss industry issues with senior representatives of the CMAA's Sponsors. If you are eligible and want to attend this session indicate your intent on the Conference Registration Form.

12:30 - 1 Lunch

1 - 2:30

Closing Presentation - The Power to Influence - Simon Treselyan

Communication is a particularly Human concept especially in the areas of influencing behaviour and persuasion. The best leaders lead not from edicts and orders but by a magical mixture of Charisma, Trust, Persuasion and Perfect Example. It is this mixture which we term Persuasion Dynamics or 'The Art of Allowing Others to get Your Way!'

Simon's experience as an Interrogator, Hostage Negotiator and Agent Handler has given him a massive range of communication tools to influence, persuade, encourage and garner trust in individuals. These tools, once the 'Dark Arts' of communication can now be used to positively give you the Edge.

Conference Close

Register - [HERE](#)