

# Country Club Managers' Conference

Wednesday 11th to Thursday 12th, May 2022

In its 7th year, the Conference moves to the CMAA North West State Zone at the Armidale Ex Services Club. This conference is a MUST attend event! The CMAA 'Managing the Lifecycle of a Club Employee' course will be held on Tuesday 10th May at the Club before the Conference for those regional delegates wanting to take advantage of their time out of the office to attend a premium senior management course.

The conference features an array of topical & interactive sessions that will assist club managers with insights & strategies to be able to better cope with the challenges that face them. Armidale Ex Services is a COVID-19 Safe Venue practising a high standard of care and sanitisation according to the Health Orders.

**OPTIONAL DEVELOPMENT COURSE**

# Managing the Lifecycle of a Club Employee

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**GENEROUS DISCOUNTS APPLY FOR CONFERENCE ATTENDEES**

## TUESDAY 10 MAY

*at the Armidale Ex Services Club prior to the Conference.*

Take advantage of your time out of the office to attend this high impact, comprehensive course ideal for managers of small to medium clubs who either don't have dedicated HR staff or just simply want to upskill.

### COURSE OUTLINE

A club employee goes through various stages of a 'Life Cycle' once hired by a club.

- Stage 1 - the Incoming Employee & Establishing the Employment Relationship
- Stage 2 - the In-Service Employee & Maintaining the Employment Relationship
- Stage 3 - the Outgoing Employee & Terminating the Employment Relationship

This course covers these three Stages of the Employee's Life Cycle with the club and covers topics in each of the Stages as follows:

Stage 1 Incoming	Stage 2 In-Service	Stage 3 Outgoing
Workforce Planning	Rosters/Work Schedules	Signs an Employee is going
Recruitment	Training & Development	Resignation
Interview & Selection	Mentoring	Retirement
Induction	Opportunities & Promotion	Dismissal
Probation	Motivation & Rewards	Redundancy
Employee Agreements	Performance Reviews	Replacement Plan
Job Descriptions	Managing Conflict/Change	Exit Interviews
Staff Handbooks/Info	Discipline & the Warning Process	References
Club Culture & First Impressions	Documentation & Employee files	Rehire

**CMAA Members & Affiliates**  
attending the conference  
**\$280** INC GST  
(usually \$480)

**Non-Members**  
attending the conference  
**\$430** INC GST  
(usually \$630)

To register for the course (separate registration is required for the Conference) go to [www.cmaa.asn.au](http://www.cmaa.asn.au) click on the Professional Development icon then Managing the Lifecycle of a Club Employee tile and then the course date.

# Timetable

## Tuesday 10 May

**8:30am – 4:30pm**

Optional Development Course

**5:30pm – 7:30pm**

Welcome drinks & Networking

## Wednesday 11 May

**8:30am – 9:00am**

Registration & Arrival Coffee

**9:00am – 4:30pm**

Conference Sessions

**6:00pm – 6:30pm**

Pre-Dinner Drinks

**6:30pm – 10:00pm**

Conference Dinner & Entertainment

## Thursday 12 May

**9:00am – 12:30pm**

Conference Sessions

*Speakers may change prior to the event date.*

**CMAA Members & Affiliates**



**\$480** INC GST

**Non-Members**



**\$680** INC GST

### ACCM POINTS

CMAA Members & CMDA Affiliates earn

**20 POINTS**

extra 10 points if travelling more than 100 kms from Armidale.



**REGISTER ONLINE: [www.cmaa.asn.au](http://www.cmaa.asn.au)**

**ENQUIRIES EMAIL [training@maa.asn.au](mailto:training@maa.asn.au)**

# Day 1

**WEDNESDAY 11 MAY**

## CEO Forum

An interactive forum where club managers share their mental health experiences and their coping strategies. Failing to acknowledge that everyone including club managers are susceptible to feeling down and demoralised because of the past 2 years is simply a folly. Club managers as leaders in their club and their community probably feel the effects of the COVID disruption more acutely than others so what are we doing to support them? What are some of the ways affected managers can reach out for an understanding shoulder? How do we learn optimism?

## Business Planning – the new management challenge in a Covid disruptive world

The world was becoming increasingly Volatile, Uncertain, Complex & Ambiguous ('VUCA') and that was before Covid. Effective planning is critical against this back-drop but it often feels impossible or too hard. During this presentation we will provide you with a variety of tools and techniques to simplify the process, cut out the noise and carry out effective strategic and operational planning at your club. Presenter Lewis Greenup from LG Advisory.

## Regional Tourism Initiatives for Regional Clubs

Alex Henley is the Manager of the Economic Development and Tourism team at Kempsey Shire Council, and has had significant success with marketing and promoting business development with Tourism Northern Territory as well as executing business events domestically and internationally. Alex's presentation will set you up with a toolkit to work through the current climate enabling you to market your local community to attract and increase tourism and how you can get these visitors into your businesses when they are in town.

## Staff Employment Challenges

Club managers were quite used to battling shortages of skilled labour before the COVID pandemic however nothing has prepared them for the decimation of hospitality staff numbers like we are seeing today. Some clubs are shutting their doors for a few days a week, others reducing their daily trading hours and others closing down outlets within their operations as a result. Presenter Darren Read, Read & Associates Migration Agents.

## CMAA Catering, Board Governance & HR update

CMAA has created new programs designed to assist managers coping in this new environment. The areas of people management, catering and working with boards has always been a focus for many managers however the pressure to perform and retain staff has never been more important than now. CMAA's Matt Dagg will touch on these programs and answer questions as to the course outcomes.

## It's about the Economy! What does the future look like from an Economist's view?

St George Bank Senior Economist Jarek Kowcza is eminently qualified, as having previously worked for the Commonwealth Treasury in Canberra and more, to provide delegates with a detailed analysis of how the economy is currently performing and how it is likely to perform as the country moves slowly out of forced shutdowns and border closures.

## Keynote Conference Speaker - Alex McKinnon

Alex McKinnon grew up in Aberdeen, New South Wales. He left his home town at the age of 14 to attend St Gregory's College Campbelltown with a dream of playing professional Rugby League. Alex was selected in every New South Wales and Australian representative team throughout his junior years, which culminated in his selection as captain of the Australian Junior Kangaroos in 2012. In 2014 at the age of 22, and with 49 NRL games experience, Alex suffered a horrific spinal cord injury from a lifting tackle while playing professional rugby league for the Newcastle Knights in Melbourne. After enduring an extended period in intensive care and hospital, Alex was classified as a quadriplegic. Confronted by the inability to walk, use his hands, or perform normal daily activities, Alex was suddenly facing unimaginable challenges. With the world watching, Alex made a commitment to break the 'why me?' mentality and make the most of his situation. Now focusing on rehab, media and reinventing himself, Alex continually challenges himself to get out of his comfort zone, resist being governed by the uncontrollable and is motivated to be the best he can possibly be. By maintaining a positive outlook and nurturing his motivation for personal and professional development, Alex has a passion for seeking perspective, leadership and helping others achieve their best.





# Conference Dinner

**Wednesday 11 May 6pm – 10pm**

Join with your fellow conference delegates in a relaxing networking and social setting after a packed conference day. Enjoy the hospitality of the Armidale Ex Services management, board and staff.

## Day 2

**Thursday 12 May**



### CMAA Gaming Research

CMAA Research Partner Wohlsein Consulting will present on:

- Full findings from their extensive NSW benchmarking study on what drives EBITDA and gaming ADR.
- Detailed analysis on gaming trends throughout regional NSW, focussing on key growth areas and areas that haven't experienced the same growth levels.
- Early findings from the National Club Visitation Survey, especially as they relate to gaming operations.

### State of Gaming Play

Terry O'Halloran from Aristocrat Industry Insights will again facilitate a panel session comprised of club managers and gaming manufacturers representatives on the current state of gaming play and what the future holds as we again start the slow journey out of shutdowns to some level of normalcy

- Update on the cashless wallet trials
- Product trends and innovations
- Systems innovation
- What have we learned from the Pandemic
- How are hotels doing gaming?
- Gaming in the digital space
- Risks and opportunities in Regional NSW



## ACCOMMODATION IN ARMIDALE

### Servies Motel

141 Dumaresq St, Armidale NSW 2350  
 02 6772 0918  
[motel@armidaleservies.com.au](mailto:motel@armidaleservies.com.au)

The Servies Motel, positioned adjacent to the Armidale Ex-Services Memorial Club and the Belgrave Twin Cinema, is centrally located within a short walk to shops and the Armidale city centre. The ultra-modern, 4.5-star equivalent rated motel features 31 luxuriously appointed guest rooms each with a beautiful view over Armidale Creeklands. All rooms contain multiple photographic images of New England landmarks. Each room is easily accessed by a lift located in Reception. Guest rooms contain private bathrooms, Wifi internet access and smart TV's.

In-house guests are invited to access the facilities of the club via a direct covered pathway from the Motel. Guests are welcome to utilise the club facilities and enjoy meals and beverages from the Mill Bistro, Salute Coffee Lounge, Main Bar & Sports Lounge. All expenses for meals and beverages consumed in the club can be charged directly back to each guest room via a personalised room swipe card issued at check-in. Guests have access to a guest Laundry and Gymnasium located within the motel complex.