

CMAA's National Managers' Conference

Tuesday 5th to Thursday 7th, July 2022

The CMAA's National Conference moves to the Liverpool Catholic Club (LCC) for 2022. A compelling event providing the opportunity for club managers to come together to network, add to or refresh existing management & leadership knowledge & capability. A **MUST attend event!** COVID locked us down so let's get out & about!

Delegates can stay on site at the **LCC Mercure Hotel*** *Booking details page 4 including the special conference room rate.*

The theme of this year's event is **'Resilience: the Business – the Community - Personal'** & features an array of quality Conference speakers & sessions, the annual CMAA Members Meeting, the Conference Delegate Welcome function & the Conference Dinner.

Investment

CMAA Members & Affiliates Delegate



\$700^{+GST PP}

Full package includes:
Welcome Function, Conference
Sessions & Conference Dinner

Non-Members Delegate



\$880^{+GST PP}

Full package includes:
Welcome Function, Conference
Sessions & Conference Dinner

Conference Dinner Only



\$150^{+GST PP}

Tickets are available for purchase
to attend the Conference Dinner
for non-conference delegates
on application to Chris Keeble
CMAA on chris@cmaa.asn.au



REGISTER ONLINE:

www.cmaa.asn.au

ENQUIRIES EMAIL

training@cmaa.asn.au

Timetable

Tuesday 5 July

4:00pm – 5:00pm
CMAA Nepean Zone Meeting

5:00pm – 7:00pm
Conference Registration

5:30pm – 7:30pm
Welcome Drinks & Nibbles
(Dinner at Leisure)

Wednesday 6 July

8am – 8:30am
Registration

8:30am – 9:30am
CMAA Members Meeting

9:30am – 4:30pm
Conference Sessions

6:30pm – 10:00pm
Conference & Dinner
with entertainment by
Scott Whatman

Thursday 7 July

9:00am – 12:30pm
Conference Sessions

WEDNESDAY

6 JULY

8:30am **CMAA Members Meeting
(Members Only)**
*The Federal Executive & Association
Report*

9:30am **Keynote Speaker - Jackie Furey**

Jackie Furey is known as one of Australia's leading clinical psychotherapist & a specialist in relationships & Mental Health well-being. For the past 30 years Jackie has helped thousands of people in their personal & professional lives to deal more effectively & successfully with the challenges presenting in today's wonderful yet fast paced & ever-changing world. Jackie's work on 'well-being' – creating mental strength & emotional resilience has been presented in over 40 major cities around the world. This has resulted in her conducting over 25,000 hours of face-to-face consultations & having thousands of people benefit from her life-changing keynotes & workshops.



WEDNESDAY 6 JULY CON'T

Concurrent Sessions: Pick One to Attend at Each Timeslot

BREAKOUT 1

Business Planning

Lewis Greenup, Managing Director Lewis Advisory

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.

Navigating the AML/CTF Compliance Journey

Michael Anderson, Principal Elite Lawyers

AML/CTF Programs, ongoing customer due diligence and compliance and a Culture of Compliance are all currently topical areas within the industry and in the community. Michael will provide delegates with clear direction and processes in which to ensure their club's approach to these critical areas are fully met.

Further Michael will provide updates on key legislative areas facing the industry.

Overcoming the Staff Employment Shortage Challenge

Andrew Silverman

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.

BREAKOUT 2

Staying ahead in an increasingly competitive market

John Tully, Principal Tully Heard Consulting

Clubs need to differentiate their traditional offerings to capture more of the pub sector gaming market. Find out what pubs are doing around their design and service expectations, and what process clubs should follow to minimise the competitive threat that pubs and others present. If you want to stay ahead of the game then you need to attend this session.

Connecting with Your Customers

Matt Rafton, Managing Director The Maer Group

COVID has changed the way we operate our businesses -mostly for the better! But how do we grow & attract customers in this new 'normal'? Clubs hold an incredible wealth of data that is often underutilised. The secret to unlocking this potential is to engage with your members during the critical stages of their customer journey. Learn how to leverage these opportunities and use data from your existing customers to identify and reach high new value members.

Are you taking advantage of your LAZY Assets?

Anna Porter, Principal Surbanite

Anna Porter is one of Australia's most popular Property Commentators, the Principal of Suburbanite and a qualified Property Valuer. Anna will provide insight into the following topics:

- Unlocking lazy property assets with street eats, night markets and shipping container precincts
- Pitfalls and opportunities of joint ventures for major projects
- Retirement living and clubs: How to create reoccurring revenue with seniors living
- Co-work and shared economy: How clubs can get in front of the latest trends
- Unpacking clubs partnering with McDonalds and Childcare operators for land leases: How to get a win win deal
- Is your club's property strategy working for you?

10:45am

11:55am

2:00pm

WEDNESDAY 6 JULY CON'T

3:15pm

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

Hostplus Superannuation Deputy Chief Investment Officer Greg Clerk is eminently qualified to provide a detailed analysis of how the Australian economy is currently performing and how it is likely to perform in the future as the Hospitality industry slowly moves out of shutdowns and restrictions.

THURSDAY

7 JULY

9:00am

Gaming Financial Benchmarking

Geoff & Phillip Wohlsen, Wohlsen Consulting

CMAA Research Partner Wohlsen 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

10:30am

Gaming Manufacturers Forum & Industry Update

Terry O'Halloran, Aristocrat & a panel of managers and manufacturers

Gaming is the engine room of clubs. When COVID shutdowns and restrictions were lifted, clubs on the precipice of doom due to the shutdowns, quickly turned their fortunes around and banked some real coin. Whilst times maybe great at the moment, what analysis and planning has to be done by managers to ensure sustainability and agility in a competitive and volatile marketplace?

ACCOMMODATION

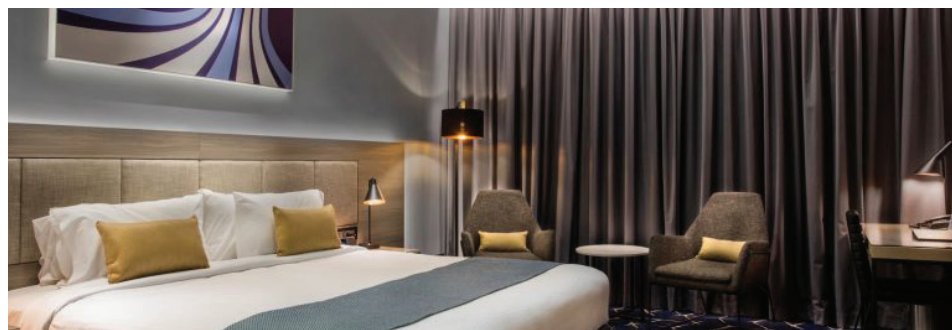
STAY AT THE MERCURE HOTEL LIVERPOOL CATHOLIC CLUB

The Mercure Hotel Liverpool is right next door to Liverpool Catholic Club, and offers accommodation that provides the perfect place to stay and play while visiting the Club. The Mercure Hotel Liverpool boasts 192 rooms featuring flat screen TV's, cable TV, air conditioning and high-speed Wi-Fi internet access. Additional facilities include a gymnasium, guest lounge, outdoor swimming pool, BBQ area and ample parking.

Delegates can quote the **promotion code CMAA and block code 41173** when booking accommodation at the rate of \$140 for a Standard King room per night and \$150 for a Standard Queen room per night and is subject to availability.

Address: 424 - 458 Hoxton Park Road 2170 PRESTONS

Phone: 02 8777 0600 **Email:** reservations@mercureliverpool.com.au



ACCM POINTS

CMAA Members &
CMDA Affiliates earn

20 POINTS

Earn an extra **10 points** for attending the CMAA Members Meeting & an extra **10 points** if travelling more than 100kms from your Club to Liverpool Catholic Club.