



IN PERSON

EVENT



CMDA
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CONFERENCE
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Country Club Managers' *Conference*

 Tuesday 6th - Thursday 8th May, 2025

 ALBURY SS&A CLUB, ALBURY NSW

ACCM Points

Members will earn:

12 ACCM POINTS
for attending the Optional Training Course

20 ACCM POINTS
for attending the Conference

10 ACCM POINTS
if travelling more than 100kms from their club to Albury

Strengthening Managers' Ability to Lead

To register visit www.cmaa.asn.au > Events.

- + Members, have your Membership number ready to enter when registering, as well as any Affiliates you are registering.
- + Contact cmaa@cmaa.asn.au if you would like to sign up a supervisor or team leader as an Affiliate prior to registering them for the conference.

Timetable

Tuesday, 6 May

8.30am - 4.30pm
OPTIONAL COURSE
'Leadership Management in Clubs'
ALBURY SS&A CLUB

5:30pm - 7:30pm
Welcome Cocktail Reception
SUNLIGHT ROOM, ALBURY SS&A CLUB

Wednesday, 7 May

8:30am - 9am
Registration & Arrival Tea/Coffee

9am - 4pm
Conference Sessions

6pm - 10pm
Conference Dinner & Entertainment
BABY BOOMERS LIVE COMEDY TRIBUTE
OF MUSIC LEGENDS AND MORE!

Thursday, 8 May

8:30am - 9am
Registration & Arrival Tea/Coffee

9am - 12pm
Conference Sessions

Speakers may change prior to the event date

Investment

INCLUDES

- + The Welcome Networking Drinks
- + All Conference Sessions & Catering
- + The Conference Dinner & Networking

Dinner Only

\$130 + GST

Please contact the office to book dinner only

Register at www.cmaa.asn.au/events

Members

\$540 + GST

Affiliates

\$400 + GST

Non-Members

\$740 + GST

Optional Pre-Conference Course

Tuesday, 6 May

8.30am - 4.30pm
'Leadership Management in Clubs'
PRESENTED BY THE CMAA

Lead and manage your team of club employees to be highly effective in their performance and output. In today's fast-paced, highly competitive and ever-evolving environment, effective leadership is crucial for the success of clubs. The Leadership Management in Clubs course is designed to develop essential leadership skills and strategies needed to manage your club and develop your team with confidence and efficiency.

Undertaking this course, participants will explore key concepts of leadership, communication, team management, and decision-making, tailored specifically for the unique challenges faced by club managers of all levels.

Course content includes:

- + Understanding the manager's mindset, leadership styles and being a role model.
- + Communicating with influence and how active listening, receiving feedback, and adapting communications can make a manager a better leader.
- + The Role of Emotional Intelligence and how motivation systems, adaptability and knowing feelings/reading emotions can improve your E.I.
- + What is critical verse creative thinking and how elements of both can help a manager to understand operational gaps and individual barriers in the workplace.
- + Improving workplace relationships – Learn what are the key drivers for better leadership, effective relationships and support of the team?
- + Understanding team effectiveness and the principles of the 'team task' and 'team approach', the roles in the team and the necessary stages of team development.

Whether you're an experienced manager, new to a management role or look after a departmental team within your club, this course will provide you with valuable insights and practical tools to enhance your leadership capabilities and drive your club to new heights.

To register for this course prior to the Conference go to www.cmaa.asn.au click on the Professional Development icon & select the Country Club Managers Conference tile, register for the Conference & then the 'Leadership Management in Clubs' course. Separate cost & registration for the course apply.

There is a special discounted price for Country Managers' Conference Delegates attending this course:

Members & Affiliates

\$320 inc GST

attending the conference

Usually **\$550**

Non-Members

\$520 inc GST

attending the conference

Usually **\$825**

8:30am - 9am Conference Registration + Welcome Address by CLINTON LONG Account Executive NSW, Light & Wonder

Session 1: 'Country Managers CEO Forum'

PAUL GORDON (FACILITATOR) & CEO PANEL

9am -
10:30am
(90 mins)

A feature of every Country Club Managers Conference is the opening CEO forum. This year the expert panel will address priorities around building a strong club operation as a primary objective and the need for directors to support the manager in building a high-performing hospitality venue first before supporting the core purpose of the club. Psychosocial hazards for the manager and the director's responsibility on this area along with the latest on Safe Work NSW audits will also be discussed. The session will conclude with unpacking the position of 'WTF happened today?' to help busy managers learn how to manage competing priorities that can hijack their day.

Q&A - 15 mins included

10:30am
-11am

MORNING TEA

Session 2: 'Reputation Management'

SHANI TAYLOR

Shani Taylor



Winner of Global Coach of The Year and named Australia's Most Exciting Public Speaker by LA Weekly, Shani is a sought-out international speaker. Author of "From Ignored to Adored: Ignite Connection and Communication Online to Attract Your Soul Mate Clients... Without Being Salesy" you will enjoy hearing Shani speak on her in-depth knowledge of how to effectively communicate, influence, and lead to create more enriching and connected relationships in any area of business and life so you can master the lost art of human connection to drive win-win outcomes for all.

11am -
12pm
(60 mins)

The Importance of Reputation Management:

- + Highlight how reputation impacts business success, customer trust, and brand loyalty.
- + Influencing & Monitoring: Tips on influencing organisation mentions online & in person networking for greater growth, and monitoring conversations.
- + Crisis Communication Strategies: Best practices for handling negativity and public backlash.
- + Proactive Personal & Business Brand Building: Techniques for fostering positive personal & organisational brand perception and building a loyal community of customers, staff & peers.
- + Case Studies & Real-World Examples: Successes and failures in reputation management & what we can learn & apply from these This presentation aims to equip attendees with the confidence and skills to manage their reputations effectively, turning challenges into opportunities for growth.

Session 3: 'Do you use the C Word?'

JONO WALLER

12pm -
1pm
(60 mins)

One shoe definitely does not fit all. Based in Brisbane, Jonathan Waller (Jono) has been working with the community club industry for twenty years, specialising and helping clients with their people, training, HR, recruitment and motivation at all levels of business. Do you use the 'C' word? If you do, do you mean it? Live by it? Believe it? Lead with it? Putting the word into action, challenging traditional views. A discussion about your people in 2025, today and tomorrow.

1pm - 1:45pm

LUNCH

Day 1

Wednesday, 7 May

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WONDER™**

Session 4: 'Menu Power'

MATT DAGG

1:45pm –
2:45pm

(60 mins)

The Club's menu is the most important piece of marketing collateral you can put in front of your customer. The menu tells a story about the Club, it creates interest, showcases culinary talent, promotes sales, builds reputation and it encourages repeat visitation...or not! Get it wrong and the mistakes will be costly.

In this session you will learn about ideal menu size and the language that sells, how menu design and layout are a part of menu psychology. Managers will see how menu engineering drives profit, how menu marketing can work with or against you and how menus form a basic contract of law between the club and the customer.

2:45pm -3pm
(15 mins)

AFTERNOON TEA

Session 5: 'Decoding the Next Generations'

JORDANA BORENSZTAJN

3pm -
4pm
(60 mins)

In a Country Club you're managing up with the Board, managing down with your staff, managing to the right with your community, and managing to the left with your members. And right now, we have four generations working together under one roof and things can get... complicated. We speak different languages and we bring completely different values, beliefs, and communication styles into our workplaces. So, how can we avoid misunderstandings and conflicts, and communicate harmoniously?

In this entertaining, educational and highly interactive keynote presentation, Jordana – a proud Millennial – breaks down the qualities that differentiate Baby Boomers, Gen X, Gen Y (Millennials), and Gen Z. She shares practical tips and valuable insights – as well as lots of laughs and light-bulb moments – to help you motivate, engage and understand the younger generations in your workplace so everyone can 'speak the same language' and happily and gracefully come together to achieve your top business goals.

Jordana *Borensztajn*



Conference Dinner & Entertainment

**BABY BOOMERS LIVE COMEDY TRIBUTE
OF MUSIC LEGENDS AND MORE!**

6pm -
10pm

Featuring tributes of legends including Rod Stewart, Rolling Stones, Dolly Parton, Elvis, Cher, Ozzy Osbourne, Bee Gees and more – with no miming! Royal command performers Brian Bull and Sandra McRae take you on a hilarious journey packed with pop star parodies, reinvented rock and magnificent music, mixed with tall stories and short one-liners.

You won't believe your ears... or your eyes!



Day 2

Thursday, 8 May

9.00am: Hostplus Industry Update - Paula Formella - Accounts Manager



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Session 1:

‘Creating real value from your membership & loyalty’

MATT RAFTON (MAER GROUP)

9:30am –
10:30am
(60 mins)

In the new world of changing legislation around membership, non-member visitation and signing in, Clubs are now challenged with retainment and growth of membership and the importance of the ‘ownership’ members must see in their Club. In this session you will learn examples of best practice to grow your membership through community support, profiling your membership and how to easily manage community marketing. Understanding how increased revenue from the right member segments and when analysing what your members are worth will help managers to identify and grow membership from high value segments. A question many managers ask is ‘Do loyalty programs really work?’ The pitfalls and hallmarks of successful loyalty implementation, the growing importance of food & beverage loyalty and how to balance rewards vs entitlements in your loyalty program will be answered.

10:30am –
11am
(30 mins)

MORNING TEA

Session 2:

‘Country Gaming Forum’

GEOFF WOHLSEN (FACILITATOR) & CLUB MANAGEMENT PANEL

11am –
12pm
(60 mins)

CMAA National Research Partner Wohlsen Consulting will update managers on how country gaming is performing and in particular what regional areas are working well and the reasons behind the good performance. Learn how 4 different country LGA’s performed and the plausible reasons behind their results. The club management panel will discuss how to find your gaming edge amongst your local competitors, what are the challenges and discuss what smaller clubs can do to improve their gaming offer. Wohlsen Consulting data and benchmarking will be used in club case studies of exceptional gaming improvements.

Accommodation In Albury

Atura Albury
648/648 Dean St, Albury NSW 2640
(02) 6021 5366

Mantra Albury
524 Smollett St, Albury NSW 2640
(02) 6048 8000

CIRCA 1928 Art Hotel
588 Dean St, Albury NSW 2640
(02) 6082 9476

Quest Albury on Townsend
450 Townsend St, Albury NSW 2640
(02) 6058 1100

Mercure Albury
579 Olive St, Albury NSW 2640
(02) 6021 6100

Best Western plus Hovell Tree Inn Albury
614 Hovell St, Albury NSW 2640
(02) 6042 3900

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