

# National Managers Conference

## ACCM Points

Members will earn:

**10 ACCM POINTS**

for attending the CMAA Members Meeting


**20 ACCM POINTS**

for attending the Conference

**10 ACCM POINTS**

if travelling more than 100kms from their club to Southport

 **Wednesday 24th - Friday 26th July, 2024**

 **SOUTHPORT SHARKS, SURFERS PARADISE**

**The Conference Program is packed with quality speakers, conference sessions & networking!**

A great line up of business speakers covering Motivation, Leadership, Master Business Planning, Corporate Governance, Legislative Updates, State Gaming Trends & Benchmarking, Future of Gaming!

REGISTER

- + To register visit [www.cmaa.asn.au](http://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](mailto: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.

## ADD-ONS

**Optional add-ons to the Conference program YOU may like to consider!**

- + **Executive 'AI as CEO' Course** - Prior to the Conference sessions on Thursday, 25th July, an optional Executive 'AI as CEO' course targeting CEOs will focus on the strategic opportunities harnessing AI and ChatGPT offers club performance. Please note that this course attracts a separate fee to the Conference program and is open to non-conference delegates.
- + **CMAA Charity Race Day** - Post Conference on Saturday, 27th July, the annual CMAA Charity Race Day at the Gold Coast Turf Club will see hundreds of club managers and trade suppliers attend one of the most memorable days of networking and racing in the industry calendar. Like "AI as CEO", this course attracts a separate fee to the Conference program & is open to non-conference delegates.

# Timetable

## Wednesday, 24 July

5pm - 7pm  
Welcome Drinks  
& Networking  
AVIARY ROOFTOP BAR,  
SHARKS MANTRA HOTEL

## Thursday, 25 July

8:30am - 9:30am  
CMAA Members Meeting  
(Members only)  
SHARKS EVENT CENTRE

9:30am - 4pm  
Conference Sessions  
SHARKS EVENT CENTRE

6pm-10:30pm  
Conference Dinner  
& Networking  
SHARKS EVENT CENTRE

## Friday 26 July

9am - 12:30pm  
Conference Sessions  
SHARKS EVENT CENTRE

## Investment

### INCLUDES

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

Members & Affiliates

**\$795 inc GST**

Non-Members

**\$1,095 inc GST**

Register at [www.cmaa.asn.au/events](http://www.cmaa.asn.au/events)



## Optional Pre-Conference Course

### Wednesday, 24 July

9am-4:15pm  
Executive "AI as CEO"  
Presented by Laurel Papworth  
SHARKS EVENT CENTRE

#### As a CEO looking to the future ask yourself:

- + How can I harness AI to make my club's strategic plan MORE strategic?
- + "How can I move our club into the AI age?"
- + What are the benefits of using AI for me as CEO in my role?

This executive-focused course offers a strategic overview of AI in the clubs industry, tailored for CEOs.

#### It covers key topics such as:

- + The comparison and application of ChatGPT and Microsoft 365 CoPilot in business settings, focusing on executive decision-making and enhancing business operations.
- + Practical aspects like creating AI-powered presentations and integrating AI into organisational workflows.
- + Privacy, confidentiality, and compliance with Australian regulations.
- + The course also features interactive exercises to formulate and plan AI strategies, emphasizing the economic impact of AI (ROI vs CoI) and the synergy between AI and staff to improve business efficiency.



#### Investment Fees

CMAA Members ONLY

**\$799 inc GST**

Participants will be required to bring their own laptop or tablet to the course due to the interactive nature of the workshop exercises.

This course is also open to CMAA Members who are not attending the Conference. Non-Members will need to contact [ralph@cmassn.au](mailto:ralph@cmassn.au) to discuss eligibility to attend this Member-Only event.

## Optional Post-Conference Event



## Charity Race Day

Saturday, 27th July 2024  
from 11am

GOLD COAST EVENT CENTRE,  
AQUIS PARK

INCLUDES

- + Buffet lunch including Beer, Wine & Soft Drink + Spirits from 4pm
- + Full Bookmaker & Tote facilities available

Individual Tickets

**\$170 inc GST**

Table of 10

**\$1,700 inc GST**

Register via [cmaseq@gmail.com](mailto:cmaseq@gmail.com)



KONAMI



# Conference Program

Thursday, 25 July

SHARKS EVENT CENTRE



DR LOUISE MAHLER



SIMON WALSHAW  
GRACE CULTURE



GEOFF WOHLSEN  
CLUB GOVERNANCE



TONY JOHNSON  
PIGGOT STINSON



JOHN TULLY  
TULLY HEARD

8:30am Conference Registration

8:30am - 9:30am CMAA Members-only Meeting

9:30am - 10:30am The Currency of Trust  
DR LOUISE MAHLER

Authenticity and trust are now inescapable. People demand them from financial institutions. From leaders. From everyday brands. They are fundamental to success. Technology is helping, but also hindering. There is no replacement for interpersonal excellence. In this presentation, Dr Mahler presents practical skills for building credence and restoring the building blocks of trust. Dr Mahler is a world-wide renowned speaker and has been voted in the top experts in both Body Language and Communication globally. Louise's skills in translating and articulating how leaders communicate creates a world class, incredibly engaging and interactive experience that delegates often say is 'life changing'.

11am - 12noon How Does Leadership Drive Organisational Culture?  
SIMON WALSHAW  
- GRACE CULTURE

In this session Simon will explore What Is Culture? And what are the Direct vs Indirect influence leaders have on culture? There are distinct differences between the influences such as: Direct Influence = Role modelling behaviours based on desired/espoused values, Vision Setting, Understanding Influence, Being Present, Amplified impact due to minimal presence, Impact on Others whilst Indirect Influence = Systems within business (remuneration, use of rewards, job description, autonomy & variety in role, communication), and the structure of the Leadership Team. Qs: What message are we sending the team daily? Simon as an accredited Human Synergistics practitioner will explain the four constructive styles – Achievement, Self-Actualising, Humanistic-Encouraging, Affiliative (and meaning), and how we create inclusion & buy-in?

12noon - 1pm What does Good Corporate Governance Look Like?  
GEOFF WOHLSEN  
- CLUB GOVERNANCE,  
AND CEO PANEL

The term **Corporate Governance** is bandied about in the club industry often as an ideal that all clubs should adhere to and be able to demonstrate, however how do we know when it is Good or Bad practice? How do we know whether the guiding principles of Corporate Governance are in fact in place in a club where both management and the board understand and promote accountability and transparency for all stakeholders? Geoff Wohlsen, principal of Club Governance, will explore where the industry sits now with Corporate Governance and where it needs to transition to, to be world class. This session is a must for all managers regardless of position as governance is far reaching and everyone in an organisation must play their part.

2pm - 3pm Legislative Club Compliance Update  
TONY JOHNSON  
- PIGGOT STINSON,  
AND CEO PANEL

No doubt senior club managers from all States & Territories have been inundated in recent times with an avalanche of IR and Compliance changes to the way they have to manage their clubs. These changes range from workplace staff management to gaming and liquor compliance. Tony Johnson is eminently qualified as a solicitor who acts for clubs across jurisdictions and who is conversant with what club managers need to know, be aware of and what to avoid navigating this minefield of compliance. Tony will be joined by CEOs from various states to provide their views on the challenges they face.

3pm - 4pm Master Business Planning Strategy  
JOHN TULLY  
- TULLY HEARD

Master business planning is crucial in the face of challenging operating and market conditions. Our focus is on envisioning the future of successful Clubs and the detailed planning needed to get there. We've examined the tough hospitality industry landscape, noting shrinking profit margins, increasing costs, changing consumer habits, and a business model that hampers passing on costs. With stagnant gaming revenue and ongoing political reform, plus increased competition and volatile labour markets, preparation is key. Our master business plan aims to ensure we not only survive but thrive, by adopting a comprehensive planning approach. This involves analysing current performance, identifying improvement areas, understanding customer segments, and making informed decisions based on robust data. This session will guide you through planning for the future with effective tools and critical questions, ensuring your club's long-term prosperity.

# Conference Dinner

Thursday, 25 July

6pm – 10:30pm  
Conference  
Pre-Dinner Drinks  
& Dinner  
SHARKS EVENT CENTRE

Join with your peers in a collegial networking event where the drinks, food and entertainment will top off a great conference day! Entertainment with Kerry 'Nigel' Domann who will bring his unique combination of business savvy, comedy, memory and interactive magic. Additional Dinner Tickets are available on request for non-conference delegates. Contact [chris@cmaa.asn.au](mailto:chris@cmaa.asn.au) for details and registration.



KERRY 'NIGEL' DOMANN

# Conference Program

Friday, 25 July

9:00 – 9:30am  
Overview of  
the state of the  
economy on the  
Hospitality Industry  
HOSTPLUS ECONOMIST

CMAA Platinum Sponsor Hostplus Economist will present an overview of the economy and how the Hospitality Industry is faring giving the dynamic financial market and interest rates. An insightful delve into what the future may hold for the industry.



HOSTPLUS

The future of Gaming is a top line topic across all states and territories, and is one that requires managers to be focused on as it is a major driver of club revenue. Recent gaming reforms both implemented and those proposed in the future, may see a very different type of Gaming offering in clubs compared to what is being offered today.

9:30 – 12:30pm  
State  
Gaming  
Performance &  
Reform Update  
FACILITATED BY  
TERRY O'HALLORAN

This session will offer:

- + Insights into current gaming benchmarks and performance from across all jurisdictions
- + Panel sessions with club managers on the impacts reforms are having or could have on their gaming capability
- + Panel sessions with gaming manufacturers on their view of the future of gaming in its current form
- + Insights into domestic and global gaming trends and innovation
- + Opportunity for delegates to ask questions and discuss concerns and share experiences
- + And more



TERRY O'HALLORAN  
ARISTOCRAT

## Conference Accommodation

Mantra Southport Hotel is located on the Club's premises. Take advantage of our 'book now & save' offer to secure your accommodation in advance.

Enjoy 15% off the daily rate when booking directly via call or email by quoting Promo code: ce2024

[www.mantrasharks.com.au](http://www.mantrasharks.com.au)  
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