


IN PERSON

COURSE



AI for Club Business

Confident. Capable. Strategic.

 1 day, in-person course

 www.cmaa.asn.au

ACCM Points

CMAA Members & Affiliates

attending will earn:

12 ACCM POINTS

for the successful completion of this course



Managing a club today means juggling compliance, staffing, reporting, marketing, and member expectations – often all at once. AI is quickly becoming a practical tool that can help managers reduce admin, improve communication, and make faster decisions. The clubs that thrive in the next decade will not just manage operations well – they will use technology to work smarter. AI is quickly becoming one of the most practical tools available to modern club leaders.

This highly interactive, hands-on workshop is designed specifically for club environments and built for busy managers.

During the course participants will be introduced to a range of AI tools and applications to spark ideas, expand thinking, and light up imagination about what's possible in your club.

You will see:

- + Generative AI tools for writing and communication
- + AI tools that simplify reporting and financial information
- + Tools that support marketing, member engagement, and content creation
- + Practical productivity tools already available within Microsoft Suite

The goal is not to overwhelm rather to inspire innovation while staying grounded in practical club realities.

At the end of the course, you will be able to:

- + Understand what AI really is (without the jargon)
- + Use AI tools for real club tasks, such as policy writing, finance summaries, recruitment, marketing, and member communications
- + Learn how AI can reduce admin time and free managers up for higher-value leadership work
- + Explore new ways AI could support club sustainability and member experience

Practical. Responsible. Club-Focused.

This workshop balances innovation and imagination with practical governance and common sense. Learn how to work on scenarios from club operations & solve everyday challenges using AI tools in a supportive environment and responsible manner.

Designed for real club pressure, AI can help reduce repetitive workload, improve quality and consistency, and free up time for what matters most – your members, your people, and your strategy.

This new one-day course is designed for Club Managers, Operations & Department Managers and Supervisors and those responsible for communication, reporting, HR, compliance, or planning.

NOTE: Every participant MUST provide their own laptop for this course.

CMAA Members

\$650 inc GST

per person

Non-Members

\$925 inc GST

per person

Management Level

Club Managers & Supervisors

Delivery Method

In Person

Department

Operations



CLUB MANAGERS'
ASSOCIATION
AUSTRALIA



REGISTER TODAY

www.cmaa.asn.au

OR contact 02 9746 4199 or training@cmma.asn.au