

# Aspiring CEO Summit

21 October 2019, Dooley's Club Lidcombe

## Speakers include:

David O'Neil  
*CEO Castle Hill RSL Group*

Bill Clegg  
*Former CEO Randwick  
Labor Club*

Carl Pozzato  
*CEO Ryde Eastwood  
Leagues Club*

Sharon Tassell  
*CEO Henry Lawson Club*

Tracey Lentell  
*Former CEO Moorebank  
Sporties Club*

David Hiscox  
*CEO Dapto Leagues Club*

Douglas Kirkham  
*CEO Canada Bay Club*

Paul Di Michiel  
*CEO The Career Medic*

Glenn Cushion  
*CEO Ingleburn RSL Club*

Stuart Jamieson  
*CEO Club Rivers*

Marlene Shipley  
*CEO St Marys Band Club*

Lori Luhrmann  
*L&D Manager CMAA*

Peter Cooper  
*Snr Industrial Officer CMAA*

Harry Harris  
*Russell Corporate Advisory*

Bernie Brown  
*CEO Shoalhaven  
Ex-Servicemen's Club*

Speakers may change prior  
to the event



This summit targets managers aspiring to become CEOs and aims to support their aspirations by providing a series of topics which will help to make clearer what is expected of a CEO and how to ensure the pathway to a successful transition.



### INVESTMENT

CMAA Members \$180 + GST • NON CMAA Members \$360 + GST

### TO REGISTER

[www.cmaa.asn.au](http://www.cmaa.asn.au) or contact Brad: [brad@cmaa.asn.au](mailto:brad@cmaa.asn.au) or 02 97464199

**CMAA Members attending the Summit receive 20 ACCM activity points**

CONTACT THE **CMAA** FOR MORE DETAILS



# Maximise Your Potential

## So, you want to be a CEO? How to position yourself to get the TOP job

CEO roles in the club industry are much sought after. Breaking into this level of management can be challenging for those senior managers aspiring for the top job. Boards have to recruit suitably qualified and experienced managers to lead their clubs through what is now a highly complex and compliance driven environment.

In this session you will identify:

- What education/professional development pathways are available to help formalise your knowledge,
- What type of employment experience will be appropriate for the CEO's role,
- Using Networking to promote your personal brand amongst your peers and influencers

## What research on a prospective club should I be doing before I apply for the CEO role?

Applying for just any old CEO's role and getting it can in itself be fraught with disappointment, frustration and disillusionment. When the scope of the CEO's role and the state of the club's financial state aren't clearly identified and understood BEFORE appointment, often new CEOs either quickly leave the club of their own volition or worse still are terminated by the board because of unrealistic expectations and pressure. Find out what successful CEOs research and analyse when vetting a prospective club employer's operations and financial health.

## Developing your Resume & Interview Technique to make a LASTING impression

No doubt all aspiring CEOs would have undertaken multiple employment interviews to get to senior management. However, interviewing for a CEO's role can be more exacting and as it is the pivotal club management position, Boards often take more convincing and need to be confident that an aspiring CEO new to the role is capable of making the transition from follower to leader. Tips on putting your best foot forward!

## Negotiating your Salary Package and Employment Agreement

One of the most important tests a Board sets for a new CEO is how effectively he/she negotiates their own salary package and conditions. Why? It demonstrates the CEO's key competency to negotiate effectively particularly when representing the club in negotiations with club suppliers and other stakeholders. In this session you will be advised of Flexible Service Agreements, salary packaging and sacrificing, reward and recognition provisions and more.

## CEO insights: Three CEOs will share:

- What to do in the first 150 days of being appointed as a new CEO,
- What it takes to be an effective CEO,
- The challenges of running small, medium and large sized clubs

## Financial Competency

CEOs MUST have a sound understanding of financial reporting systems and financial management in order to competently perform their duties. Boards expect and rely on the CEO to provide accurate, timely and meaningful financial information. Furthermore, overarching legislation governing registered clubs require the CEO, in the role of the club's Company Secretary, to also adhere to the club's treatment of managing and reporting its finances. This session will provide an overview of the CEO's financial management responsibilities.

## Dealing with the Board

A lot of new CEOs have not had the experience of participating in a board meeting. This can be a daunting and confronting time where a new CEO can be tested by the Board as to their confidence in discussing difficult matters, handling conflict and trying to establish a harmonious and healthy working relationship with management and the Board. This session will overview:

- Setting the Board meeting agenda,
- Putting together the monthly Board report,
- Board meeting protocols & taking minutes,
- Identifying acceptable and unacceptable behaviour in the Board meeting

