



CMAA's Country Club Managers' Conference Monday 11 - Wednesday 13 May 2020

The Country Club Managers' Conference moves to the **CMAA Mid State Zone at the Parkes Services Club** this year. Building on the success it has had over the past 6 years, this conference is a **MUST** attend event!

The conference features an array of topical & interactive sessions that will assist club managers with insights & strategies to be able to better cope with the challenges that face them.

CONFERENCE TIMINGS

Monday 11 May
5:30pm – 7:30pm
Welcome drinks & Networking

Tuesday 12 May
8:30am – 9:00am
Registration & Arrival Coffee
9:00am – 4:30pm
Conference Sessions
6:00pm – 6:30pm
Pre-Dinner Drinks
6:30pm – 10:00pm
Dinner & Entertainment

Wednesday 13 May
9:00am – 12:30pm
Conference Sessions

INVESTMENT

\$400 + GST | CMAA Members & Affiliates | \$600 + GST | Non - Members
Includes Welcome function, Conference Catering & Dinner

TO REGISTER

Online: www.cmaa.asn.au | Email: Brad Jones @ CMAA: brad@cmma.asn.au | Phone: **02 97464199**
Speakers may change prior to the event date.

ACCM 20 points for members attending / an extra 10pts if travelling more than 100kms from Parkes.

SMART IDEAS



- Boards & HR**
- Role of GM
 - Relationship GM & Chair
 - Handling Boardroom Dysfunction
 - HR Case Studies & Tips



- Gaming Operations**
- Current & Future Status
 - Performance Analysis
 - RTP, Loyalty & Trends
 - Economic Influences



- Catering & Culture**
- Inhouse vs Outsource
 - Building Employee Resilience
 - Managing Workplace Stress



- Business & Marketing**
- Innovation & Asset Opportunities
 - Harnessing Business Intelligence (BI)

Club Industry Issues Forum: Panel Session

This Forum is one of the Country Club Managers Conferences' most popular sessions. This time issues around dealing with the **role of the General Manager, the relationship between the General Manager & the Chairperson, & handling dysfunction in the board room**, will be discussed. Be ready to ask questions & find out what other club managers think about issues affecting them and their club.

Marketing to Your Members Utilising Business Intelligence (BI) Technology

Business intelligence tools are all about helping you understand trends and deriving insights from your data so that you can make tactical and strategic business decisions. But how do you know which business intelligence tool helps you achieve your goals? Are you effectively harnessing the data to market all aspects of club's operations to your members? This session aims to assist in helping managers better analyse the data and then formulate action plans that are meaningful and put more dollars on the bottom line especially when times are tough and sales are down.

HR Issues: What happened? How was it handled? & How it should have been handled better?

Heard the comment: *'working here would be great if we didn't have to deal with staff or customers'* before? Well, the reality is you **HAVE** to work with staff & without customers the club doesn't exist. Dealing with other people is probably the most challenging management function & one which if not handled properly, can result in a range of negative outcomes such as unfair dismissal, litigation, stress, loss of morale & more. This session will feature case studies of HR issues which will assist managers, especially those who don't have a HR Manager, in clarifying the best way to handle some HR issues.

Innovative Ideas to Rejuvenate Your Club's Business Model

A challenging business environment means that many club managers are faced with seeking out opportunities which require *'out of the box'* type thinking that does not necessarily come easy to everyone. A critical evaluation of a club's assets, strengths & capabilities followed up with strategic business planning can in fact mean the difference between just *'existing in limbo'* versus

laying the foundation for a prosperous financially secure future. This session will showcase various avenues of opportunities available to 'open minded' club managers & boards.

The Inhouse vs Outsourcing Catering Great Debate

The industry is split between those managers who advocate managing their club's catering offerings internally & those managers who support out sourcing their catering operations to contract caterers. Obviously, there are many reasons why clubs do either however do many managers really understand what it takes to run their own catering internally? Have many managers just accepted that *'this is the way we have always done it here'* & not given any time into evaluating what the club could be putting on their bottom line versus subsidising the caterer with cheap overheads & rent. This session will feature two teams of club managers who will put forward their views on either position & flesh out the pros & cons of both options.

Building Resilience & Managing Stress in the Workplace

"Resilience" by definition is **'the capacity to recover quickly from difficulties; toughness'** Resilient people are aware of situations, their own emotional reactions and the behaviour of those around them. In order to manage feelings, it is essential to understand what is causing them and why. By remaining aware, resilient people can maintain control of a situation and think of new ways to tackle problems. Club managers need to build their own and their team's resilience in order to meet the challenges of running a dynamic and pressurised workplace. This session is presented by Black Dog Institute Clinician Kay Rogers who will explore the **five** pillars of resilience: self awareness, mindfulness, self care, positive relationships & purpose. By strengthening these pillars, we in turn, become more **resilient**.



WEDNESDAY 13 MAY - DAY 2

The Country Gaming Workshop

Drawing on the shared experiences of gaming specialists Justine Channing & Terry O'Halloran, a panel of country club managers & a panel of gaming manufacturers, this workshop aims to explore the issues & challenges club managers face running a gaming venue in the country & regions outside of the large metropolitan areas. The scope of the workshop will address key issues & any other matters pertaining to gaming that delegates may like to be highlighted.



The types of issues to be discussed include:

- Current gaming landscape
 - Cashless Gaming
 - Social Gaming
 - Short 'Hacks' or tips to check on gaming performance
 - Purchasing advice on purchasing new machines (tips, tricks of the trade)
 - Gaming Success stories - development, install etc
- Legislative & economic influences
- Player engagement & RTP
- Trends & technology
- Loyalty & gaming promotions
- Gaming room design
- Analysis of performance
- Gaming strategy & execution



ENTERTAINMENT AT TUESDAY'S CONFERENCE DINNER 12 MAY

Parke is the epicentre of the Elvis world in Australia so it is befitting that this year's conference dinner showcases Elvis in his Aussie backyard. Terry Leonard has been performing all over Australia for the last twenty years.

His authentic portrayal is second to none in the ETA world. Kick back with other delegates and enjoy a great night.



ACCOMMODATION IN PARKES



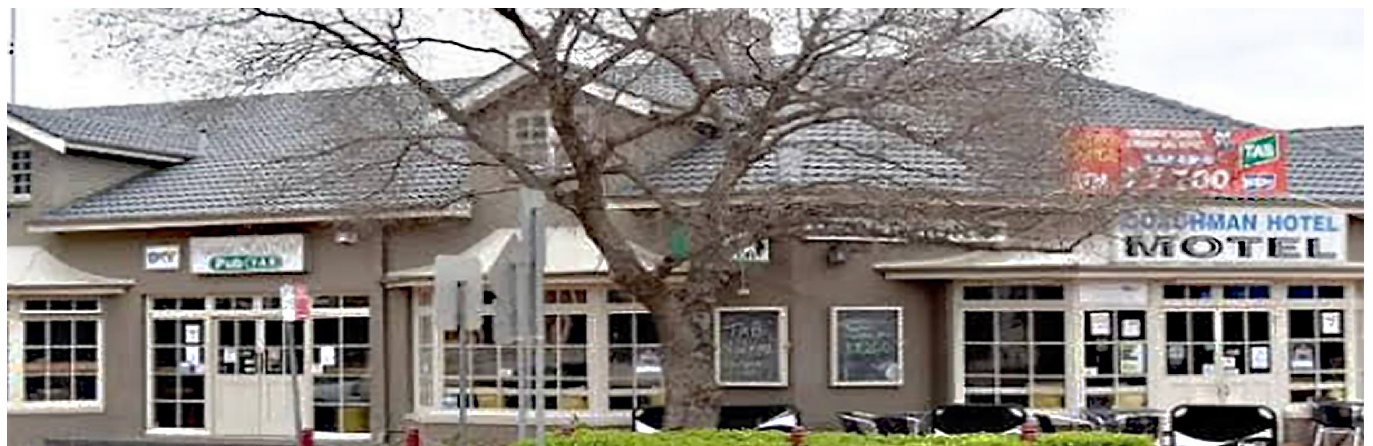
Astro Dish Motor Inn

4-star hotel. 10-16 Bogan St, Parkes NSW 2870 • (02) 6862 3000



Henry Parkes Motor Inn Parkes

3-star hotel. 25 Welcome St, Parkes NSW 2870 • (02) 6862 4644



Court Street Motel

Book on Booking.com. 10-14 Court St, Parkes NSW 2870

CONTACT THE CMAA FOR MORE DETAILS



MAJOR PLATINUM PARTNER



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