



CLUB MANAGERS' ASSOCIATION AUSTRALIA

# Country Club Managers' Conference

Tuesday 7th to Thursday 9th May, 2024  
Bathurst RSL Club

In its 10th year, the Conference moves to the CMAA Mid State Zone at the Bathurst RSL Club.

This conference is a MUST attend event! The CMAA's new 'Working with the Registered & Licensed Clubs Award (2020)' course will be held on Tuesday 7th May at the Club prior to the Conference proper, for those regional delegates wanting to take advantage of their time out of the office to also attend a premium CMAA course. Separate cost & registration details apply.

The Conference program 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.



Bathurst RSL Club

CLUB MANAGERS' ASSOCIATION AUSTRALIA  
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CMDA PLATINUM SPONSOR



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# Timetable

## TUE 7 May

8:30am – 4:30pm  
5:30pm – 7:30pm



### OPTIONAL PRE-CONFERENCE ACTIVITY

Optional Training Course  
Welcome Drinks & Networking  
@ the Bathurst National  
Motor Racing Museum  
*(Buses are arranged to take delegates to & from  
the Museum from the Bathurst RSL Club: drop off  
timetables will be made available from the club)*

## WED 8 May

8:30am – 9:00am  
9:00am – 4:30pm  
6:15pm – 6:45pm  
6:45pm – 10:30pm

### CONFERENCE INCLUSIONS

Registration & Arrival Tea/Coffee  
Conference Sessions  
Pre-Dinner Drinks  
Dinner

## THU 9 May

9:00am – 12:30pm

Conference Sessions  
*Speakers may change prior to the event date.*

### CMAA Members

Management Positions, Duty Manager & Higher

**\$520**<sup>+GST</sup>

### Affiliate Members

Supervisors, Team Leaders, FOH & BOH

**\$380**<sup>+GST</sup>

### Non-Members

**\$720**<sup>+GST</sup>

Contact [julie@cmaa.asn.au](mailto:julie@cmaa.asn.au) if you want to sign up a supervisor or team leader as an Affiliate member prior to registering for the conference to take advantage of the discount prices.

### Activity Points Allocation

Attending the Tuesday Optional  
Training Course will earn:

**12 ACCM POINTS**

Attending the Conference  
will earn:

**20 ACCM POINTS**

Travelling more than 100kms from  
your Club will earn an additional:

**10 ACCM POINTS**



**TO REGISTER:** [www.cmaa.asn.au](http://www.cmaa.asn.au) > Professional Development > Country Mangers Conference  
**ENQUIRIES:** [training@cmaa.asn.au](mailto:training@cmaa.asn.au) or phone (02) 97464199



Special Price  
for Country  
Managers  
Conference  
Delegates  
attending this  
course.

### OPTIONAL PRE-CONFERENCE TRAINING COURSE

## 'Working with the Registered & Licensed Clubs Award (2020)'

Special Price for Country Managers Conference Delegates attending this course:

**CMAA Members  
& Affiliates**  
attending the conference

**\$280**<sup>INC GST</sup>  
(usually \$480)

**Non-Members**  
attending the conference

**\$480**<sup>INC GST</sup>  
(usually \$680)

Designed to assist Club management personnel to understand, navigate & work with the RLC Award, this full day course will help all levels of Club personnel who are responsible for the application of Award terms & conditions in the workplace.

Being a Modern Award, it is subject to many variations as reviews occur frequently. Payroll systems are updated with such variations & although accurate, do not help managers to really understand and apply Award conditions accurately.

Course content includes:

- An introduction to, & brief history of the R&LC Award (2020)
- An understanding of the National Employment Standards, the Fair Work Act (2009) & the industrial relations foundation of the Modern Award
- Why do managers need to understand the Award & what may happen when Award conditions are misinterpreted?
- To navigate, interpret & apply conditions as listed in Parts 1 to 9 and Schedules A to G of the Award
- Understand the unique peculiarities & how working with the Award will impact rosters, staff management & labour costs in your Club
- Why accurate interpretation of the Award influences staff morale
- How to keep up to date with changes to the Award & where to find further information.

Presented by CMAA this high impact course is designed to give all managers the confidence, & necessary tools to be able to apply the provisions & flexibility of the Award in their clubs.

To register for this course prior to the Conference go to [www.cmaa.asn.au](http://www.cmaa.asn.au) click on the Professional Development icon & select the Country Club Managers Conference tile, register for the Conference & then the 'Working with the Registered & Licensed Clubs Award (2020)' course. Separate cost & registration for the course apply.

# Day 1

## WEDNESDAY 8 MAY

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**LIGHT &  
WONDER™**

- 7am to 9am** Delegates can purchase breakfast before the Conference at the Bathurst RSL's Café  
**8:30am** Conference Registration  
**9am** Conference Welcome: Light & Wonder Conference Sponsor

<b>9:05am to 9:50am</b>	<p><b>'From bedroom to boardroom® – it's all about performance!'</b>  <b>Keynote Speaker: Jackie Furey</b>            From the moment we open our eyes in the morning our lives are all about performances. But whom are we performing for, &amp; why? This presentation shows how to focus on what matters. Keep your energy for what really matters – learn to stay away from human energy thieves &amp; their friends! Give a performance to be remembered for &amp; get the results you want from life.</p>
<b>9:50am</b>	<b>Morning Tea</b>
<b>10:10am to 11:10am</b>	<p><b>Industry Issues Forum</b>            A mainstay of the Country Managers Conference, this session features a panel of senior club managers discussing the current legislative environment facing the industry. Topics range from gaming, alcohol, noise and law updates. The panel will also address other matters that affect country managers particularly, including staffing, food chain supply, &amp; environmental issues &amp; more.</p>
<b>11:20am to 12:20pm</b>	<p><b>The CEO as the Company Secretary &amp; the Do's &amp; Don'ts of conducting board meetings - Warren Tapp, Warren Tapp Club Governance</b>            Ongoing governance issues in clubs leads us again to the relationship between the CEO &amp; the Board. This session moderated by Warren Tapp of Club Governance &amp; a panel of CEOs will address the role &amp; powers of the CEO as the club's Company Secretary and insights into the Dos and Don'ts of conducting board meetings.</p>
<b>12:20pm</b>	<b>Lunch</b>
<b>1pm to 1:50pm</b>	<p><b>Café Design</b>            The rise of the café as an integral component of a club's catering portfolio is due to a range of influences which, when combined, can make a significant contribution to a club's profitability. This session will highlight café design trends, café friendly kitchen equipment, café food menu styling &amp; café service styles, as well as club case studies.</p>
<b>2pm to 2:50pm</b>	<p><b>Digital Marketing &amp; Club Promotion Trends</b>            Since COVID many clubs have rationalised their AEMP offering. The challenge now becomes on how to better engage &amp; retain &amp; entertain customers so that visitation &amp; spend is not affected as a result of the AEMP rationalisation. So, what's out there that clubs &amp; pubs are doing to get their fair share &amp; some? This session will highlight trends in digital marketing, useability &amp; costs as well as case studies where measurable gains have been made by embracing a digital marketing strategy.</p>
<b>2:50pm</b>	<b>Afternoon Tea</b>
<b>3:10pm to 4pm</b>	<p><b>Leading from the field UP!</b>            Shane Richardson has led Rugby League teams on and off the field in the UK and Australia for decades. Taking all aspects of sports administration to new heights, cultures and ways of thinking, Shane is still actively involved in sports management and consulting particularly with his greatest love; Rugby League. Shane will share his journey of the highs and lows, what he has learnt and how through leadership and beliefs, you can be and have a winning team, both on and off the field!</p>



**JACKIE FUREY**



**WARREN TAPP**



**SHANE RICHARDSON**

# Day 1

## WEDNESDAY 8 MAY

### Conference Dinner & Networking

Join with club manager & trade colleagues after a packed conference day for the networking dinner which always is a highlight of the Country Managers Conference program. This year we feature two of Australia's finest comedians Darren Sanders & Steve Allison, who have both entertained audiences around the world & have a unique take on the world & human behaviour.



**STEVE ALLISON**



**DARREN SANDERS**

# Day 2

## Thursday 9 May

<p><b>9am to 9:30am</b></p>	<p><b>Overview on the state of the economy Hostplus Super Economist</b>                  Today's economic environment continues to bounce around more than ever making the management of clubs a real challenge for managers who are trying to forecast cost of projects, wages and selling prices. Hear from one of Hostplus Super's top economists who will outline where the Australian economy is positioned &amp; what is likely to be the future in terms of interest rates, consumer spending and the like.</p>
<p><b>9:30 to 10:30am</b></p>	<p><b>The Country Gaming Workshop (Part 1) Gaming Performance Benchmarking Update</b>                  CMAA National Research Partner Wohlsen Consulting will update members on how Gaming has performed over the last 12 months period in metropolitan and regional centres across the states. Phil Wohlsen will provide an insight into regional clubs' Gaming financial benchmarking outcomes as well as other business units performance over the past year.</p>
<p><b>11am to 12:30pm</b></p>	<p><b>The Country Gaming Workshop (Part 2) The State of the Gaming Industry</b>                  Always a highlight of the conference program is the panel session moderated by Aristocrat's Terry O'Halloran and inclusive of club managers and manufacturers on the current state of gaming, top line industry issues and the future.</p>



**PHIL WHOLSEN**

## ACCOMMODATION IN BATHURST

**The Rydges Mount Panorama**  
 1 Conrod Straight, Mount Panorama  
 (02) 6338 1888

**Littimore Bathurst Motel**  
 19 Charlotte Street, Bathurst  
 (02) 6331 2211

**Ben Chifley Motor Inn**  
 272 Stewart Street, Bathurst  
 (02) 6331 5055

**Heritage Inn Bathurst**  
 102 Stewart Street, Bathurst  
 (02) 6334 3433

**Mantra Bathurst**  
 344 Stewart Street, Bathurst  
 (02) 6332 1800

**Bathurst Explorers Motel**  
 357 Stewart Street, Bathurst  
 (02) 6331 2966



**TERRY O'HALLORAN**