

The CMAA's Aspiring CEO Summit

Tuesday, 16th April 2024

LIVERPOOL CATHOLIC CLUB



CMDA PLATINUM
SPONSOR



Is YOUR career goal to become a Club CEO? If yes, this is the summit YOU need to attend.

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.

**CMAA Members
attending the
Summit receive**

**20 ACCM
ACTIVITY POINTS**

**towards the ACCM
and National Bursary
Eligibility application
criteria.**

CMAA Members



\$280^{+GST}

PER PERSON

Non-Members



\$480^{+GST}

PER PERSON

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Speakers



Lori Luhrmann
Mounties Group



Glenn Cushion
Ingleburn RSL Club



Tracey Lentell
DCC Advisory



Douglas Kirkham



Paul Di Michiel
The Career Medic



Peter Cooper
CMAA



Shannen Goldthorpe
CMAA



Claudia Buckby
Wauchope Country
Club



Carl Pozzato
Ryde Eastwood
Leagues Club



Darryl Bozicevic
Milton Ulladulla
Ex-Services Club



Greg Hungerford
elevateB



Geoff Wohlsein
Club Governance

9am - 10:30am	Registration & Arrival Networking
9am - 9:45am	<p>So, you want to be a CEO? How to position yourself to get the TOP job Presenter: Lori Luhrmann, People Talent & Education Mentor - Mounties Group</p> <p>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.</p> <p>In this session you will identify:</p> <ul style="list-style-type: none"> • 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
9:45am - 10:30am	<p>What research on a prospective club should I being doing before I apply for the CEO role? Presenter: Glenn Cushion, CEO - Ingleburn RSL Club, Tracey Lentell, DCC Advisory & Douglas Kirkham</p> <p>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.</p>
11am - 11:45am	<p>Developing your Resume & Interview Technique to make a LASTING impression Presenter: Paul Di Michiel, CEO - The Career Medic</p> <p>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.</p>
11:45am - 12:30pm	<p>Negotiating your Salary Package and Employment Agreement Presenter: Peter Cooper, Snr Industrial Officer - CMAA & Shannen Goldthorpe, Workplace Advisor - CMAA</p> <p>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.</p>
1:30pm - 2:30pm	<p>CEO insights Presenters: Claudia Buckby, CEO - Wauchope Country Club, Carl Pozzato, CEO - Ryde Eastwood Leagues Club & Darryl Bozicevic, CEO - Milton Ulladulla Ex Services Club</p> <p>Hear from three CEOs who will share:</p> <ul style="list-style-type: none"> • 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
2:30pm - 3:15pm	<p>Financial Competency Presenters: Greg Hungerford, CEO - elevateB</p> <p>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.</p>
3:30pm - 4:30pm	<p>Dealing with the Board Presenter: Geoff Wohlsen, Director - Club Governance</p> <p>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:</p> <ul style="list-style-type: none"> • Roles & responsibilities of the CEO and the Board • 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