

ClubsACT
...

*ClubsACT
Conference*

**26-27
MARCH**

**20
21**



CLUBSACT CONFERENCE PROGRAM

FRIDAY 26 MARCH 2021 - GUNGAHLIN LAKES GOLF & COMMUNITY CLUB

12.00PM	<p>Conference Registration Sandwiches, Tea, coffee and Juice</p>
12.30PM	<p>Conference Welcome <i>Kim Marshall, President, ClubsACT</i></p>
12.40PM	<p>Key Partner Address - Tabcorp Brief Address</p>
1.00PM	<p>Mass personalisation using your own digital data <i>Todd Wright, Founder/Director Threesides Marketing</i></p> <p>With thousands of people walking through your doors every month – how can you afford and even manage to personalise your offering to each of them? The use of first party data combined with digital systems integration across your business can provide powerful insights, information and opportunities for targeted product development and marketing. Developing a unified customer view, combined with a tight understanding of your customers will contribute to improving your ROI and reduce marketing waste.</p>
1.30PM	<p>Marketing to Mums <i>Kate Meikle, Director, Macquarie Publishing</i></p> <p>Mums are the driving force of the Canberra economy - How well do you know their behaviours, influences and buying power?</p> <p>As a Canberra mum, Kate will share her observations and experience of this demographic; and how to integrate marketing to mums into your businesses and advertising strategies, to help capture this lucrative market segment.</p>
2.00PM	<p>Case Study: Diversification, Venue Re-invention and Growth <i>Andrew Gunn - Group Operations Manager, The Growers (Shoalhaven Ex-Services Group)</i></p> <p>Taking a risk in business is daunting, especially during COVID! Andrew will talk you through the apprehension, the progression and development process, triumphs and hurdles of opening a new venue. He will discuss - where the business has 'Grown' too today</p>
2.45PM	<p>Afternoon Tea/ Break</p>
3.00PM	<p>Key Note: the good, the bad and the ugly of current bullying and dismissal claims in clubs and what you need to know <i>Helen Carayannis and Richard Tait - Solicitors at H&R Workplace Strategies</i></p> <p>Helen and Richard are well-known in the industry for their entertaining debates, they will discuss the good, the bad and the ugly of current bullying and dismissal claims in clubs and what you need to know.</p>
4.00PM	<p>Saving Hospitality, One Venue at a Time (Via video link) <i>Wes Lambert CEO Restaurant & Catering</i></p> <p>COVID-19 has meant that hospitality will never be the same, Wes will share with you examples for inspiration and guidance to lead your hospitality business in the right direction and the most valuable lessons he's learned. As he discusses highlights from his book 'Saving Hospitality, One Venue at a Time: The 7 Pillars to Pivoting Your Business Through a Crisis'</p>
4.30PM	<p>The Martini Whisperer - Martini Class <i>Phillip Jones, aka the Martini Whisperer</i></p> <p>Phillip is an educator, judge and expert in craft spirits. Following an extensive hospitality career, there is no better person to share the tips and tricks of mastering this classic cocktail.</p>
5.00PM	<p>Conference Close Networking, drinks and canapes Sponsored by CUB</p> <p>Club Hero Awards</p> <p>During the after-conference networking there will be a short certificate presentation to employees recognised for their outstanding contribution during 2020. Nominated by Club CEO's and Managers.</p>

CLUBSACT CONFERENCE PROGRAM

SATURDAY 27 MARCH 2021 - AINSLIE FOOTBALL CLUB

9.00AM	Conference Registration & Coffee
9.30AM	Conference Welcome <i>Kim Marshall, President, ClubsACT</i>
9.45AM	A sustainable future for clubs <i>Shane Rattenbury, Leader of the ACT Greens, Attorney-General and Minister for Gaming</i>
10.15AM	Positive stakeholder engagement and a Boards' influence <i>Kate Lundy</i> An experienced Company Director and former Federal Minister and ACT Senator, with a demonstrated commitment to technology and future-oriented industries including an abiding interest in the social, economic and cultural impact.
11.00AM	Balancing Boards: Strategies for attracting the right Directors <i>Suzanne Schultz, State Manager, Australian Institute of Company Directors</i> Is your board the right size? Does it have the right balance of executive and non-executive directors? Does it have a good mixture of abilities, knowledge and experience? Suzanne will share insights and strategies for attracting the right directors and give you a greater understanding of the critical issues facing organisations and their boards.
11.45AM	Morning Tea & Break
12.00PM	Key Note: Rethinking Strategy: How to anticipate the future, slow down change and improve decision making <i>Steve Tighe - CEO- Scenario Planner, Business Strategist, Public Speaker, Author</i> As the new decade dawns, the operating environment for clubs is increasingly defined by volatility and uncertainty. In this not-to-be-missed presentation, futurist Steve Tighe will help to de-mystify the challenges of the future by demonstrating the foresight techniques he uses to successfully help organisations plan for the future. Steve will apply these techniques to outline the most significant trends he sees influencing business outcomes over the coming decade. An essential presentation for all industry leaders, Steve will show how to anticipate future change so that you can take control of your club's future.
12.45PM	Strategies for Growth & Consolidation <i>John Tully - Tully Heard Consulting</i> John has had the opportunity to work in hospitality environments where the business owner has acknowledged the need for change and he has been given the charter of making it happen. It is an exhilarating process, resulting in business improvement and one that John takes great pride in offering his clients. Today John will share insights into why strategies for growth are important for all businesses - especially yours.
1.30PM	Conference Ends Networking drinks & lunch Sponsored by Lion Gwyn's Farewell - Networking: Sponsored by Lion  

MESSAGE FROM THE PRESIDENT

Welcome to the ClubsACT Conference Program for 2021. Building on the success of previous year's format and speakers, I am pleased to announce this year's conference will again provide the opportunity for you to increase your knowledge, find solutions to problems and perhaps discover something you did not know.

I am especially appreciative that Mr Shane Rattenbury, Leader of the ACT Greens, Attorney General and Minister for Gaming will be sharing his time and discussing the industry that we are all so passionate about.

The success of the two half day format has been continued, delivering the right balance of professional discussion alongside the opportunities to expand connections and enjoy some networking.

Both days will be hosted and facilitated by Tim Shaw, whose measured and intelligent approach to our industry will ensure the conference program runs smoothly. He will be well known to a number of our speakers and we are glad to have him involved once again.

Finally, I would like to especially thank our major corporate partners - Tabcorp, Lion and Carlton & United Breweries - who are the sponsors for this year's conference. Indeed, without your support and the support of all of our valued corporate partners, events such as this would not be possible.

As always, ClubsACT will continue to work with you to ensure our club industry not only survives but also thrives.

Clubs of the ACT- Built to Give



Kim Marshall
President, ClubsACT

2021 KEYNOTE SPEAKERS



HELEN CARAYANNIS

Solicitor Director, LLB (Hons) BA(Comms)

Helen is a trusted strategic partner to industry, private and public enterprise in the specialised area of employment and industrial law. Helen's accomplished advocacy in both State and Federal Courts and Tribunals is best exemplified by her achievements in acting for the national registered clubs' industry in the Four Yearly Review Modern Award Proceedings before the Full Bench. As Special Counsel of Workplace Relations in her previous role, Helen was responsible for handling all major litigation and other complex industrial matters, as well as successfully negotiating some of the largest employer enterprise agreements with various unions. Her submission work to government on employment law policy and litigation matters has also resulted in amendments being made to the Fair Work Act 2009.



RICHARD TAIT

Director

Richard has 30 years' experience in workplace relations working in a variety of industries including education, councils, health, hospitality, real estate and construction. Prior to co-founding H & R Workplace Strategies, Richard worked for ClubsNSW as Executive Manager Workplace Relations where he provided professional, strategic and legal advice on a myriad of workplace relations and human resource issues. Richard was also a Director of a superannuation fund for 11 years. In 2011 he set up Clubs Australia Industrial (CAI) and was appointed its inaugural Executive Director where he led the strategic direction for clubs on a national basis. Richard's passion is in management and strategic thinking. He believes a focus on these two aspects, especially when combining a strategic view to your workforce planning, will set your business as a leader both internally and externally.



STEVE TIGHE

Director of Chasing Sunrises

Steve Tighe is the Director of Chasing Sunrises, a foresight company specialising in designing strategies for the future.

He is the former Foresight Manager at Foster's, has a Masters in Strategic Foresight from Swinburne University, and has completed the Oxford Scenarios Programme at Oxford University.

Steve specialises in creating future scenarios as the basis for developing innovative and distinct strategies that position organisations, industries and communities for future success.

Steve is the author of Rethinking Strategy (Wiley, May 2019). Rethinking Strategy outlines a process for strategy development to empower business leaders to anticipate and prepare for future issues and opportunities before they emerge.



JOHN TULLY

Tully Heard Consulting

John has a proven track record for business transformation within the Club and Hotel industry. His professional experience includes over 20 years in leadership and consulting positions to the hospitality, entertainment and leisure industries with focus on innovation, business transformation, asset & management performance and operational improvement. As CEO and Managing Director of the Mike Willesee owned Trans Media Group, he was the key driver in the acquisition, re-development and re-positioning of several high profile and award-winning hotels. John then took this experience and skill set and applied it to the Club industry. He was the CEO of the Northern Suburbs RFC in St Leonards for 5 years where he successfully reinvented a traditional registered club model by creating the Cabana Bar and Lounge - a venue that has now become synonymous with change in the industry. This same expertise has now been extended to Tully Heard Consulting where he works with clients at a very senior level on key strategic developments and venue-based re-positioning projects. Since starting Tully Heard, John has been actively involved with some of NSW's leading metropolitan and regional clubs, hotel groups and Local Governments in the formulation of overall business strategy and specific business improvements.

2021 CONFERENCE SPEAKERS



ANDREW GUNN

Andrew is the Group Operations Manager for Shoalhaven Ex Services Group

Andrew is the Group Operations Manager for Shoalhaven Ex Services Group and the proud Venue Manager of the brand-new, contemporary and casual, indoor-outdoor bar and eatery - The Growers in Worrigege.

Andrew has over 20 years' experience in the Hospitality Industry, including in clubs, pubs and restaurants, with an energetic passion and keen interest in the Food & Beverage sector. As well as experience across many other areas in the hospitality industry, such as Human Resources, Gaming, Finance, Legal, Marketing and Entertainment; His experience runs deep, managing all types of restaurants from casual café to fine dining; even owning and operating his own restaurant in Gerringong with Chef wife Sophie.



TODD WRIGHT

Founder Director, Threesides

Todd Wright is a marketing expert and the Founder and Director of Threesides. Todd's strengths lie in business development and digital marketing, including an undeniable talent for training and facilitation. He uses his exceptional communication skills to be an inspiring and educational presenter and at last count, he has presented over 500 workshops to over 8000 participants.

With a passion for creative thinking and innovative marketing and PR, we are all lucky Todd chose to use his marketing for good and not for evil. He is never short of a good idea, big or small - and creates a trail of marketing goodness wherever he goes. Todd's addiction to technology means he is always on the forefront of the newest tool to help your business.

When Todd isn't making marketing look easy or directing the Threesides ship, he is researching Visitor Information Centres he can travel to and even finds time to volunteer for Menslink.



PHILLIP JONES

AKA the Martini Whisperer

Phillip Jones, aka the Martini Whisperer, is an educator, judge and expert in craft spirits and he frequently presents informative and fun experiences about Australian and international spirits, and of course the Martini. He has given a TEDx talk on the Martini and offers bespoke events and creations.

For reviews, articles and more visit martiniwhisperer.com and tune into him on Instagram @themartiniwhisperer



KATE MEIKLE

Director / Owners Canberra CityNews

Kate Meikle is a director and one of the owners of Canberra CityNews magazine, a family-owned, independent weekly news magazine and website. With a professional background and postgraduate qualifications in media, communications, marketing and public relations, Kate grew up in Canberra then moved to Sydney for her work in the not-for-profit sector, most notably as the communications director of Sydney Children's Hospital Foundation for nine years. Kate was on the leadership team of the well-respected charity, managing the communications team and playing a lead role in developing the annual Gold Week Telethon with Channel Nine as well as the major capital appeal, raising \$12million to build a new wing for the children's hospital. In September 2018, Canberra called Kate to move her young family back 'home' to run the CityNews alongside her husband, James Anderson in partnership with her dad, Ian Meikle who is the editor of CityNews. With her two children providing lots of inspiration, Kate loves writing 'Mummy' - a regular column about her experiences as a mother, in addition to writing news stories and her hands-on role of leading all aspects of the small business.

2021 CONFERENCE SPEAKERS



WES LAMBERT -

CEO Restaurant & Catering

Wes Lambert CPA, GIA (Cert) MAICD, commenced with Restaurant & Catering in May 2019.

Most recently he served as Chief Financial Officer and Executive Director for Velocity Group, a retail industry holding company based in the United States. Mr Lambert previously served as Executive Director, Secretary and Financial Controller for Pacific Restaurant Group Ltd (Kingsleys, ChopHouse, & Jamie's Italian), Australia's first public unlisted Full-Service Restaurant Group, from 2007 to 2012, where he was responsible for the restructure and IPO of the Group as well as securing the Master Franchise Agreement for Jamie's Italian in Australia/NZ.

Prior to that Mr Lambert was an Investment Banker in Restaurant Capital before owning and managing multiple hospitality venues in Asia and the United States. Over the past 19 years he has honed his skills in networking, stakeholder management & reporting, governance, financial planning & analysis, strategic planning, and operations management across multiple venues in multiple jurisdictions both locally and abroad.

Mr Lambert has prior experience with R&CA, having served on both the NSW and QLD Boards of R&CA as well as serving as the Treasurer of the QLD Board and has been featured in the R&C Magazine.



MR SHANE RATTENBURY MLA

Leader of the ACT Greens, Attorney-General and Minister for Gaming

Shane was first elected to the ACT Legislative Assembly in 2008, and has served as Speaker and crossbench MLA, as well as holding various Ministries. He is currently Attorney-General, Minister for Water, Energy and Emissions Reduction, Minister for Gaming and Minister for Consumer Affairs.

Shane became an environmental advocate at a young age, inspired by campaigns to prevent ozone depletion, protect Antarctica and stop logging of native forests. He joined the Greens while studying at the ANU, where he graduated with a Bachelor of Economics and Law.

When elected in 2008 Shane became the first Greens Speaker of the ACT Legislative Assembly, and the first Green party speaker in any Parliament in the world. Through successive Parliamentary Agreements negotiated with ACT Labor, Shane has achieved a wide range of positive Green policy outcomes for Canberrans.

Having lived in Canberra for over thirty years, Shane is currently a proud resident of the Inner North. A keen runner and triathlete, he has competed in events around the world including the Ironman World Championship held in Hawaii.



KATE LUNDY

Company Director, former Federal Minister and ACT Senator

An experienced Company Director and former Federal Minister and ACT Senator, with a demonstrated commitment to technology and future-oriented industries including an abiding interest in the social, economic and cultural impact.

Kate was a Federal Senator for the ACT for 20 years, holding a number of portfolios relating to technology, innovation, sport and multicultural affairs before retiring in 2015. Since 2015, Kate has been appointed to the boards of the National Roads and Motoring Association (NRMA), The Australian Grand Prix Corporation, the Australian Sports Technology Network, the Defence Industry Advisory, National Youth Science Forum, Electric Optic Systems Holdings, and the Australian Cyber Security Cooperative Research Institute.



SUZANNE SCHULTZ

State Manager, Australian Institute of Company Directors

Suzanne joined AICD as State Manager for ACT in 2018- and has been a Fellow of the Institute for 12 years. She is an organisational psychologist, registered pharmacist, business woman and community leader.

With a thirst for knowledge Suzanne is a Fulbright Scholar and holds a BA (Psych), a Dip App Psych, B.Pharm (Hons), an MBA, as well as an Adv Dip Gov (Management). She has facilitated learning in management and leadership programs and University programs in business.

Suzanne has enjoyed a varied career in government, not-for-profit, commercial and listed companies both International and Australian. Suzanne is a current and active Director and has held board positions in the private and not-for-profit sectors for over 20 years.

Free AICD Resources for ClubsACT members related to:

Covid-19 Governance Led Recovery <https://aicd.companydirectors.com.au/resources/covid-19>

Not For Profit Directors <https://aicd.companydirectors.com.au/resources/not-for-profit-resources>

NOTES

CLUBSACT ANNUAL CONFERENCE 2021

OUR CORPORATE PARTNERS

Diamond



Platinum



Gold



The Mark Agency



for you

Silver



Bronze

