## 2018 CLUBSNSW CONFERENCE PROGRAM

### DAY 1 – PRE-CONFERENCE – THURSDAY, 11 OCTOBER

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Presenter</th>
<th>Partner</th>
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<tbody>
<tr>
<td>8:30am – 9:00am</td>
<td><strong>Registration</strong> – Masterclasses, Strategic Planning &amp; Risk Management Workshop, Mandatory Director Training</td>
<td>Level 5, ICC Exhibition Centre</td>
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<tr>
<td>9:00am – 12:00pm</td>
<td><strong>Masterclass 1 – Value Beyond the Boardroom</strong>&lt;br&gt;[each Masterclass runs for three hours]&lt;br&gt;This session will explore options to capture the value of long-serving directors who choose to step down from their board, so that their skill and expertise is not lost to the club and industry. Options will be suggested seeking your input on how to continue to contribute to the club, community and industry from outside the boardroom.</td>
<td>Level 5, E5.2 &amp; E5.3 ICC Exhibition Centre</td>
<td>Dr Judith McCormick FAICD [Managing Director, BoardFocus]</td>
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<td>9:00am – 12:00pm</td>
<td><strong>Masterclass 2 – Managing Conflicts of Interest in the Club Boardroom</strong>&lt;br&gt;[each Masterclass runs for three hours]&lt;br&gt;This session will challenge your thinking around issues you may never have considered to be a conflict of interest. Supported by the industry legal expertise of Pigott Stinson, the session will workshop a number of case studies to fine tune your skills in identifying and handling conflicts of interest.</td>
<td>Level 5, E5.4 &amp; E5.5 ICC Exhibition Centre</td>
<td>Julie Garland McLellan FAICD [Governance Facilitator]</td>
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<td>9:00am – 12:00pm</td>
<td><strong>Strategic Planning &amp; Risk Management Workshop – Small Metro Clubs</strong>&lt;br&gt;Every club needs a strategic plan - this one-day workshop will help your club understand the component parts and framework, which will allow you to build a strategic plan for your club, and will include a presentation by AUSTRAC on AML/CTF risk management. This workshop is built for small clubs across Sydney metro. Limited to only 40 seats per day.</td>
<td>Level 5, E5.9 ICC Exhibition Centre</td>
<td>Ron Browne [ClubsNSW]</td>
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<td>9:00am – 12:00pm</td>
<td><strong>Mandatory Director Training – Director Foundation &amp; Management Collaboration</strong>&lt;br&gt;This module provides clarity on your role and responsibilities as a director, your compliance requirements with the various pieces of legislation governing our industry and how you work hand-in-glove with your CEO/Secretary Manager, to oversee the effective management of the club.</td>
<td>Level 5, E5.7 ICC Exhibition Centre</td>
<td>Delna Dugdale [ClubsNSW]</td>
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<td>1:00pm – 4:00pm</td>
<td><strong>Strategic Planning &amp; Risk Management Workshop – Small Metro Clubs</strong> [Cont]</td>
<td>Level 5, E5.10</td>
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<td>1:00pm – 4:00pm</td>
<td><strong>Mandatory Director Training – Director Foundation &amp; Management Collaboration</strong> [Cont]</td>
<td>Level 5, E5.7</td>
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**Breaks – Morning Tea 10:30am-11am, Lunch 12pm-1pm, Afternoon Tea 2:30pm-3pm**
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| 9:00am – 12:00pm | **Masterclass 3 – Successful Revenue Diversification Forum**  
(each Masterclass runs for three hours)  
Anne Fitzgerald will facilitate a panel of directors and managers who have successfully implemented strategies to create alternative revenue streams for their clubs - lessening the reliance on the traditional food, beverage and gaming club model. This forum should produce a range of opportunities and concepts to share with your peers.  
Panellists include Marg Sprague (President, Coomealla Club), Michael Coffey OAM (President, Liverpool Catholic Club), Roger Hong (CEO, Evans Head Bowling Club), Scott Bailey (CEO, Muswellbrook District Workers Club) | Level 5, E5.2 & E5.3 ICC Exhibition Centre | Anne Fitzgerald  
[ClubsNSW] |                  |
| 9:00am – 12:00pm | **Masterclass 4 – Swipe Right for Millennials**  
(each Masterclass runs for three hours)  
How do we best engage with the millennials, that represent the long term future audience for our clubs? Des Ong, Director, the Future Leader Group will give us some insights into how best to connect with and capture the hearts and minds of millennials and convert them to members that understand our purpose. | Level 5, E5.4 & E5.5 ICC Exhibition Centre | Des Ong  
[Future Leader Group] |                  |
| 9:00am – 12:00pm | **Strategic Planning & Risk Management Workshop – Small Regional Clubs**  
Every club needs a strategic plan – this one-day workshop will help your club understand the component parts and framework, which will allow you to build a strategic plan for your club, and will include a presentation by AUSTRAC on AML/CTF risk management. This workshop is built for small clubs across regional NSW. Limited to only 40 seats per day. | Level 5, E5.9 ICC Exhibition Centre |                               |                  |
| 9:00am – 12:00pm | **Mandatory Director Training – Finance for Club Boards**  
This module is an industry-specific accounting course that will ensure you have the basic skills to understand the financial information of your club and facilitate your oversight of profit results from operations. In particular, you will learn how to read and understand the three main financial statements – balance sheet, profit and loss, and cash flow statement – and how to interpret some key financial indicator ratios, in particular gross profit and EBITDARD. | Level 5, E5.7 ICC Exhibition Centre | Debbie Organ  
[ClubsNSW] |                  |
| 1:00pm – 4:00pm | **Masterclass 3 – Successful Revenue Diversification Forum**  
(RPT Session) | E5.2 & E5.3 |                  |                  |
| 1:00pm – 4:00pm | **Masterclass 4 – Swipe Right for Millennials**  
(RPT Session) | E5.4 & E5.5 |                  |                  |

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<td>1:00pm – 4:00pm</td>
<td><strong>Mandatory Director Training – Finance for Club Boards</strong> (Cont)</td>
<td>E5.7</td>
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<td>4:00pm – 7:30pm</td>
<td><strong>Conference Registration</strong></td>
<td><strong>Darling Harbour Theatre Desk, Ground Floor, ICC</strong></td>
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<td>4:00pm – 8:00pm</td>
<td><strong>Keno Welcome Party</strong></td>
<td><strong>Level 2, ICC Parkside Ballroom</strong></td>
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Delegates can register for the Conference at the Darling Harbour Theatre Desk on the Ground Floor of the ICC and then take the lifts or escalators up to the 2nd Floor to the Parkside Ballroom. Here you'll have the opportunity to catch-up and network with industry peers in an informal and relaxed setting. Immerse yourself in the Keno experience. Indulge your senses with a range of great food and your choice of beverages from our partners, then dance your night away to some amazing live music.

The Keno Welcome Party is included as part of the complete conference package for delegates and their registered partners. Additional tickets can be purchased.
DAY 1 – CONFERENCE – SATURDAY, 13 OCTOBER

7:30am – 9:00am  **Political Landscape Breakfast**
A hard-hitting breakfast featuring two political heavyweights – Stephen Conroy (Former Federal Labor Senator) and Yaron Finkelstein (CEO, Crosby Textor), who will talk to the current political climate ahead of State and Federal elections.

Cockle Bay Room, Level 3, ICC  
Stephen Conroy  
[Former Federal Labor Senator],  
Yaron Finkelstein  
[Crosby Textor]

9:00am – 12:15pm  **Conference Registration**
Darling Harbour Theatre Desk,  
Ground Floor, ICC

11:00am – 3:00pm  **ClubsNSW AGM Voting**
Level 3, C3.2

9:30am – 10:45am  **Official Opening**
Level 2, Darling Harbour Theatre,  
ICC

10:45am – 11:45am  **Keynote – Robert Wickham**  
*Preparing for the Fourth Industrial Revolution*

We are accelerating to a world where Artificial Intelligence (AI) will be the new electricity. In our personal lives, AI is now everywhere. From Siri’s use of Natural Language Progressing to Facebook’s ability to automatically recognise who is in our photos, AI is all around us. Powering today’s best consumer apps, this has transformed our expectations of how it can and should be used in the enterprise. But for many enterprises, AI remains confusing and out of reach.

In this session, Robert will describe how Salesforce is bringing AI to the enterprise through Einstein, and will share examples of how enterprises are using data to transform the way they interact with their customers, deliver amazing experiences and drive growth.

Level 2, Darling Harbour Theatre,  
ICC  
Robert Wickham  
[Salesforce]

12:15pm – 1:15pm  **Keynote – Katrina Barry**  
*What Gets Your Brand There Doesn't Keep You There*

Millennial brand evolution with insight. In lessons from Virgin and Contiki on how to stay ahead of the game, Katrina Barry details how iconic brands remain relevant decade after decade. Like Virgin and Contiki, clubs are a consumer branded service where the competitive edge is found in culture and a focus on the member experience. People go to clubs because they want to seek a connection with others, and they want to feel like they are part of the club’s culture and community.

Katrina discusses her theory ‘What gets your brand there doesn’t keep you there’ and explains her strategies for keeping a brand fresh, relevant and evolving.

Level 2, Darling Harbour Theatre,  
ICC  
Katrina Barry  
[MD Contiki Australia]

Breaks –  Morning Tea 11:45am–12:15pm, Lunch 1:15pm–2:15pm  
Level 2, Gallery
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| 1:30pm – 2:30pm | **Club Directors Institute (CDI) Lunch**  
**Reputation Management - Building or Rebuilding, Managing Your Brand in the Australian Market**  
Enjoy a keynote address by Marina Go, one of Australia’s most prominent business power-brokers whose current Board experience includes Wests Tigers, 7-Eleven and Energy Australia to name a few. Includes a two-course lunch. | Cockle Bay Room, Level 3, ICC | Marina Go  
[Chairperson & Non-Executive Director Wests Tigers, 7-Eleven, Energy Australia] |                                |
| 3:00pm – 4:00pm | **ClubsNSW AGM**  
Financial member clubs of The Registered Clubs Association of NSW (ClubsNSW) are eligible to register a maximum of two voting delegates. Registrations take place between 11:00am and 3pm on the day, with voting for directorship positions to take place during this period, if required. | Level 2, Darling Harbour Theatre, ICC |                                |                                |
| 6:00pm – 6:30pm | **Clubs & Community Awards - Pre-dinner Drinks** | Level 5, ICC Grand Ballroom |                                |                                |
| 6:30pm – 12:00am | **Clubs & Community Awards** | Level 5, ICC Grand Ballroom | Ben Fordham  
[Host] |                                |
### DAY 2 – CONFERENCE – SUNDAY, 14 OCTOBER

#### 8:30am – 9:45am
**Keynote – Alan Jones AO**  
**The Way I See It**

In his career, Alan has seen nine Prime Ministers lead the country. He’s been caught up in the middle of political stouches that have seen policies come and go, and witnessed the technological revolution that is still shaping generations. Alan will talk about the way he has seen it, what the future holds for the ‘lucky country’ and where clubs fit into the equation.

**Presenter:** Alan Jones AO  
**Location:** Level 2, Darling Harbour Theatre, ICC

#### 10:30am – 11:30am
**Industry Seminars – Morning Sessions**

**Seminar 1 – Data Security & Privacy – Protecting Your Club & Members***

Join us for an in-depth look at the findings of the research and the launch of the club industry’s **Data Governance Standard** which will form the way forward for clubs when it comes to acquiring, storing and utilising information gathered across each organisation. A session that is a must for any director or club manager looking to better protect the club’s information assets, particularly in light of new Australian and European regulations.

* Morning Session only

**Presenter:** Rod Crowder  
**Location:** Level 2, Darling Harbour Theatre, ICC

**Seminar 2 – Food & Beverage with a Side of Customer Service**

In a post digital era, where disruption and competition is rife, creating a member experience that sets a club apart has never been more critical. In fact, clubs that don’t place an immediate priority on creating advocates for their club will struggle to maintain market relevance for the next 3-5 years. This signature keynote presentation explores the psychology of advocacy and what’s possible when a brand puts their customers — or in this case members — at the heart of everything they do.

**Presenter:** Amanda Stevens  
**Location:** Level 4, C4.5, ICC

**Seminar 3 – Terrorism Preparedness & Prevention**

*A Guide to Terrorism Risk Management in the NSW Club Industry* - clubs are known to be safe, fun, family oriented venues. Their place is cemented in our culture as somewhere one can go and enjoy good food, drinks and great company. However, recent events show us that we cannot take our safety, or the safety of our venues for granted. Terrorism is unfortunately something on all of our minds today and understandably, those fears are escalated each time there is an attack.

**Presenter:** Counter Terrorism & Special Tactics Command  
**Location:** Level 4, C4.6 & C4.7, ICC

**Seminar 4 – Is Your Workplace Mentally Healthy?**

With up to one in five Australian adults suffering from a mental illness in any year, managing the mental health and wellbeing of our workforce resonates as a compelling measure of how an organisation values its people. Expand your understanding of anxiety, depression and suicide and how identifying risk and protective factors can assist your workplace.

**Presenter:** Candice Lewis  
**Location:** Level 4, C4.9, ICC
**Seminar 5 – Gaming: When It Comes to Players & Games, What Is the Future?**

New forms of gaming are generating hype as the industry looks toward the future, particularly for younger demographics. This seminar will explore players’ reactions to these new forms and their views on skill-based gaming. In conjunction with Utting Research and IGT, these insights will be valuable when considering your venue’s gaming floor make-up in the future.

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<tr>
<td>11:45am – 12:45pm</td>
<td><strong>Industry Seminars – Afternoon Sessions</strong></td>
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<td><strong>Seminar 1 – GenNext – Investing in the Future</strong></td>
<td>Level 2, Darling Harbour Theatre, ICC</td>
<td>Three GenNext finalists</td>
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<td>Join some of the club industry’s best talent as three finalists from the GenNext competition present their strategy on how clubs should be positioned to thrive in a time when our future customers – Millennials (75 per cent of the global workforce by 2025) – are seeking ways to be engaged, empowered and inspired by business and leaders in local communities.</td>
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<td><em>Afternoon Session only</em></td>
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<td>11:45pm – 12:45pm</td>
<td><strong>Seminar 2 – Food &amp; Beverage with a Side of Customer Service [RPT Session]</strong></td>
<td>Level 4, C4.5, ICC</td>
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<td><strong>Seminar 4 – Is Your Workplace Mentally Healthy? [RPT Session]</strong></td>
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<td>11:45pm – 12:45pm</td>
<td><strong>Seminar 5 – Gaming: When It Comes to Players &amp; Games, What Is the Future? [RPT Session]</strong></td>
<td>Level 4, C4.8, ICC</td>
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<td>1:30pm</td>
<td><strong>Partner Activity – Nas Campanella</strong></td>
<td>Level 4, C4.10, ICC</td>
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<td>Nas Campanella will share her story about how having a disability hasn’t gotten in the way of forging a career as one of Australia’s favourite radio newsreaders. You will be moved by her resilience, her sense of empowerment as she explores the challenges she has faced with access to education, workplace discrimination and work/life balance.</td>
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2018 CLUBSNSW CONFERENCE VENUES

If you’re looking for other things to see and do in the Sydney CBD, visit the conference section on clubsnsw.com.au