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DIRECTION
CONFERENCE

18 – 20 JULY 2023
QT GOLD COAST

TUESDAY, 18 JULY

5:30pm – 8:30pm Keno Welcome Cocktail Party, Surfers Paradise Surf Club

Catch up with industry colleagues and meet new friends as we come together to welcome you to this year's 2023 Keno Right Direction Conference at the Surfers Paradise Surf Club, with selected drinks and canapes to be provided.

Return bus transfers will operate between QT Gold Coast and the Surfers Paradise Surf Club for all delegates.

WEDNESDAY, 19 JULY

8:30am Registration & coffee cart

9:30am – 9:45am Welcome address

9:45am – 10:45am Session 1: The future of work, today PROFESSOR BEN HAMER

Professor Ben Hamer is one of Australia's few accredited futurists and is a global expert on the Future of Work. He heads up the Future of Work market for one of the world's leading advisories and has worked at the World Economic Forum, where he led critical projects on the future of work, skills, and education. In Ben's keynote, you will hear about the key trends shaping the Future of Work and what it means for organisations and individuals today.

10:45am – 11:10am Morning tea & coffee cart

11:10am – 12:10pm Session 2: Cashless gaming panel PROUDLY SPONSORED BY ARISTOCRAT

An expert panel will take a deep dive into the progression of cashless gaming systems in Australia. The panel will focus on the current cashless gaming space in NSW, regulatory and compliance issues we are seeing across all states, things that Queensland clubs can already be doing, current challenges for the manufacturers of cashless gaming systems and what the cashless gaming space may look like over the next five years.

12:10pm – 12:40pm Session 3: Digital trends in hospitality PROUDLY SPONSORED BY CARLTON & UNITED BREWERIES (CUB)

CUB are finding innovative ways to drive more consumers into Community Clubs as the hospitality landscape changes. Partnering with Mr Yum, CUB will cover the growing digital trends in hospitality, QR code table ordering and the benefits it can bring to your club.

12:40pm – 1:40pm CUB lunch

1:40pm – 2:20pm Session 4: The paradox of public debate SHANE RODGERS, EXECUTIVE STRATEGY ADVISOR & HEAD OF MEDIA AND PLATFORMS, ROWLAND

Shane Rodgers is an experienced strategy and brand development facilitator with a special interest in workplace and corporate transformation and communication innovation.

Shane will discuss the growing challenges for companies and organisations operating in an environment of rampant social media and negative publicity. He will explore the reality of public opinion around controversial issues and how organisations can shore up their social license to operate by "owning" the positive and negative aspects of their operations. This will be related back to the club environment in Queensland with some practical ideas on how clubs can position their brand in the public and political discourse.

2:20pm – 3:20pm Session 5: Mindset reset CHELSEA POTTENGER

Chelsea Pottenger is an international speaker and a leading authority on productivity, mindfulness and well-being. For 12 years, Chelsea was known for her extraordinary work ethic and as a high performer she delivered results for a variety of big-name organisations. Then a life challenge happened. In 2015, Chelsea experienced debilitating Post-Natal Depression, which sent her spiralling to the lower depths of mental health. With determination, help and resilience Chelsea bounced back with a new purpose, passion and education.

To function at our best, we need to prioritise our mental health and wellbeing. That's where Mindset Reset comes in. Chelsea's session will give you lifelong tools to adopt into your daily routine to reduce stress and burnout, tap into positive energy and build resilience.

3:20pm – 3:30pm Closing remarks

6:30pm – 10:30pm Hostplus Right Direction Dinner, The Island Glasshouse

Close out the day with an opportunity to debrief on the insights of speakers and network with your peers by joining us at The Island Glasshouse for the Hostplus Right Direction dinner. Enjoy a delicious three course meal with selected beverages courtesy of Carlton & United Breweries and Treasury Premium Brands.

Return bus transfers will operate between QT Gold Coast and The Island Glasshouse for all delegates.

THURSDAY, 20 JULY

9:00am Registration & coffee cart

9:30am – 9:35am Welcome

9:35am – 10:35am **Session 6: The importance of branding and customer loyalty**
LISA RONSON

Lisa Ronson is a respected, award-winning marketing executive with over 25 years of experience across multiple Australian and international brands. She has a track record of building strong consumer brands, leading high-performing teams and growing retail sales and market share. Lisa most recently worked at Coles Group as Chief Marketing Officer for four years. Prior to joining Coles, Lisa worked across several iconic brands and roles including CMO of Tourism Australia, GM roles at Westpac, Telstra, Visa International, David Jones and Carlton and United Breweries.

During her session, Lisa will share her insights on all things branding, customer loyalty and marketing.

10:35am – 11:00am Morning tea & coffee cart

11:00am – 11:45am **Session 7: Managing your club's reputation in a time of crisis**
MICHAEL CRUTCHER, DIRECTOR, 55 COMMS

Michael Crutcher is the Director of strategic communications firm 55 Comms. Michael started 55 comms after a decorated career as a journalist. He was the editor of The Courier-Mail from 2010-2013, responsible for all the media outlet's publications in print and online.

Michael will explain the changing nature of media and how the new focus on news can impact clubs particularly in a time of crisis.

11:45am – 12:45pm **Session 8: 12 Rules of Leadership Success**
BRAD SEYMOUR

Brad Seymour is passionate about building successful business. He was a co-founder of Wizard Home Loans with Mark Bouris, which went on to become one of the most recognised financial services brands and 5th largest lender in the country. After a turn as Senior Executive at GE, he went on to be a founding member of Yellow Brick Road Wealth Management. He was also involved in the Channel 9 hit TV Series of The Apprentice Australia as an on-air advisor.

Brad will share the 12 rules of leadership success that he has forged through three decades in the school of real-world business here in Australia and internationally across multiple industry sectors. This session focuses on connecting with your team as a leader, aligning with your stakeholders and developing your personal strengths - all crucial to underpin your leadership and drive your sustainable business success.

12:45pm – 12:50pm Closing remarks

12:50pm – 1:50pm Keno closing luncheon



INVESTMENT

Full Conference Package: \$675 per person

INCLUSIONS:

- One and a half days of educational sessions with nationally recognised guest speakers
- Tuesday, 18 July: Keno Welcome Cocktail Party at Surfers Paradise Surf Club, including selected beverages, canapes and transfers from QT Gold Coast
- Wednesday, 19 July: Hostplus Right Direction Dinner at The Island Glasshouse, including a three-course dinner, selected beverages, entertainment and transfers from QT Gold Coast

Flights, breakfast, accommodation and transfers are not included in the ticket price.

OTHER TICKETS

Single Day Ticket, Wednesday: \$295 per person

Single day tickets do not include a ticket to the welcome cocktail party or conference dinner.

Single Day Ticket, Thursday: \$240 per person

Single day tickets do not include a ticket to the welcome cocktail party or conference dinner.

Keno Welcome Cocktail Party: \$100 per person

Hostplus Right Direction Conference Dinner: \$180 per person

ACCOMMODATION

QT Gold Coast is a boutique 5-star hotel in Surfers Paradise. QT Gold Coast's luxurious accommodation provides free WiFi, a pool, restaurant and a bar scene, as well as a day spa to relax and unwind. To access the special conference rates, please visit www.qthotels.com/gold-coast

- Enter your dates between 15/07/23 – 23/07/2023 and click 'BOOK'
- Click 'I have a code' In the 'Block Code' field enter your booking code: QCLUBS23
- Click 'UPDATE'. Select your room and book.
- Book early to avoid disappointment!

EVENT SPONSORS



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