



Senior Management  
Summit 2023



MINI MBA IN A DAY

# SENIOR MANAGEMENT SUMMIT



15 SEPTEMBER 2023 / 9AM – 4PM  
THE EDGE FEDERATION SQUARE, MELBOURNE

The AUSactive Senior Management Summit is an exclusive one-day event designed for CEOs, CMOs, General Managers, National Managers, Business Owners, Industry Suppliers, and Operations Managers in the Active Health & Exercise Industry. This prestigious summit will take place at The Edge Federation Square, offering a dynamic platform for industry leaders to gather, share knowledge, and gain valuable insights into the latest business trends and practices.

**Event Overview:** AUSactive Senior Management Summit - Mini MBA in a Day

**Event Date:** Friday, 15 September 2023

**Location:** The Edge Federation Square

Mini MBA in a Day The summit's central theme, "Mini MBA in a Day," focuses on providing attendees with a condensed yet comprehensive understanding of critical MBA topics. Throughout the day, expert speakers will present engaging micro talks, each lasting 18 minutes, on various subjects essential to business success in the modern era.

## MBA TOPICS



### STRATEGY

Discover innovative approaches to business planning and gain insights into formulating effective strategies to navigate a rapidly evolving market.



### INNOVATION

Learn about fostering a culture of innovation within your organisation and leveraging disruptive technologies to stay ahead of the competition.



### AI & TECHNOLOGY

Discover game-changing innovations and their impact on the Active Health & Exercise Industry



### DATA SECURITY

Explore the power of big data analytics in driving informed decisions and understand best practices in securing sensitive information.



### CONSUMER INSIGHTS

Delve into understanding consumer behaviour and preferences to develop targeted marketing strategies that resonate with your target audience.



### PEOPLE AND CULTURE

Recognise the importance of nurturing a positive workplace culture and building strong teams to foster employee satisfaction and productivity.



### DIGITAL TRANSFORMATION

Discover how integrating cutting-edge technologies can optimise operations, enhance customer experiences, and drive unparalleled growth

## WHY YOU SHOULD ATTEND



01

### EXCLUSIVE NETWORKING OPPORTUNITIES

Connect with industry peers, CEOs, CMOs, General Managers, and other key decision-makers, expanding your professional network and fostering potential collaborations.

### EXPERT INSIGHTS

Acquire knowledge and expertise from renowned speakers who are at the forefront of their respective fields, offering invaluable perspectives on business strategies and management.



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### PRACTICAL TAKEAWAYS

The micro talks format ensures that each session is packed with actionable insights, providing tangible takeaways to implement immediately within your organisation.

### INDUSTRY RELEVANCE

Tailored specifically for the exercise sector, the content presented at the summit is directly applicable to the challenges and opportunities faced by professionals in this dynamic industry.



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### STAY AHEAD OF THE CURVE

By attending this event, you'll gain an edge over your competitors, as you'll be exposed to the latest trends, innovations, and best practices that can drive your organisation's success.

### MINI MBA EXPERIENCE

Without the commitment of a full-length MBA program, attendees will receive a concise, comprehensive overview of MBA topics relevant to their roles and our industry.



06



# Senior Management Summit 2023



MINI MBA IN A DAY

WELCOME

🕒 9.00am – 9.15am

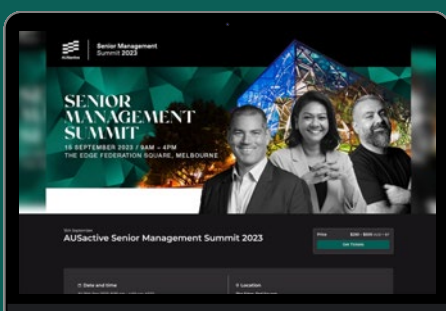
Welcome from  
**Barrie Elvish**

## BARRIE ELVISH

CEO  
**AUSActive**



With 20+ years of CEO experience in Education, Health, and Community Services, Barrie excels in organizational change, strategic development, and business growth. Holding a BA, Grad Dip Education, and MBA, he's also a graduate of the Australian Institute of Company Directors. Barrie shares his passions, including surfing, Triathlons, mental health through exercise, and adventure activities. Currently, he serves as the CEO of AUSActive, the leading national health and fitness industry association.



## Senior Management Summit 2023 Registration

Ticket price starts from \$250

[REGISTER HERE](#)

 **Time TBA**

**MICROTALK**

## Changes in Consumer Behaviour and Insights on Nextgen

This presentation will delve into the dynamic landscape of consumer behavior and its implications for businesses in the next generation. We will explore the latest trends, preferences, and demands of the modern consumer, highlighting key shifts in their behavior. Additionally, we will provide valuable insights on how businesses can adapt and leverage these changes to stay ahead in the evolving market, ensuring long-term success and relevance.



## Adapt to Thrive: Mastering Consumer Behavior for Future Success

# KELLIE CHRISTENSEN

Head of Franchise  
**Afterpay**

As the Head of Franchise at Afterpay, Kellie brings a wealth of experience to her role. Kellie completed her MBA from MGSM in 2018 and has over 20 years of diverse industry experience across healthcare, retail, beauty, hospitality, and payments. Shortly after graduating with her MBA at MGSM in Sydney, Australia, Kellie joined Afterpay in its infancy as their Channel Partnerships Manager, looking after key e-commerce and POS providers like Shopify, BigCommerce, and more to enable Afterpay's growth across online and retail shopfronts as well as entry into the Hair & Beauty industry.

With Kellie's background in the healthcare industry before moving to Australia from the US, Kellie was thrilled to make the internal move to lead Afterpay's Health team in March 2020, focusing on establishing and growing strategic partnerships across Dental, Optical, Pharmacy, Cosmetic, and Wellness categories. In 2021, Kellie's scope expanded to lead Afterpay's acquisition across all Franchise businesses in Australia and New Zealand for both traditional and new verticals, like the fitness industry. Kellie is passionate about leveraging consumer insights to fuel business growth and delivering Afterpay's mission statement - to empower an economy where everyone wins.





 Time TBA

#### MICROTALK

## Cultivating a Thriving Workplace Culture in Fitness Clubs: Empowering Those Who Empower Others

Sport and fitness professionals play a critical role in enabling health and wellness in others so that they can go about leading fulfilling lives. So, who is looking after the wellbeing of these health and fitness professionals? As employees and managers of such professionals, we have the responsibility to provide workplaces where there is a great deal of trust, where they enjoy what they do, and have good connections with their colleagues.

In this presentation, we will explore the importance of workplace culture in fitness and sports clubs that enables the employees to thrive, and how it directly impacts club's success by attracting, retaining, and growing our talent. Underpinned by research-backed tangible components workplace culture, we will dive into practical strategies to create an empowering environment for employees. The presentation will draw on insights from recently released\* 2023 Australia's Best Workplaces™ to unlock the power of great workplaces across Australia.



### Empowering those who empower others: Unleashing success in fitness workplaces.

## VALENTINA BAILEY

Senior Consultant  
**Great Place to Work® ASEAN & ANZ**

Valentina has over 25 years of experience across higher education, government and private sectors in Australia and Asia with a strong focus on organisational development, talent management and employee engagement.

Having covered a wide variety of roles in Quality Assurance, Training, Organisational Development and Change Management in Australia, Valentina took on the challenge to head up Talent Management function in a Multi-National Company in Myanmar (Burma) in 2017. There she was introduced to Great Place to Work and led the organisation to be Certified for consecutive years. She later took on Head of HR role for a large Myanmar entity, which was part of a conglomerate listed on the Singapore Stock Exchange.

In her current role at Great Place To Work®, she draws on her experience in leading organisations through transformation, particularly during challenging times such as rapid economic growth in a developing country, the pandemic and political unrest, to guide and coach leaders on strengthening their workplace culture.



Great  
Place  
To  
Work®



 Time TBA

MICROTALK

## 5 Lessons from Business Great and Small

Having worked for many start-up companies who have become global players, Elaine shares her 5 lessons on what small business can learn from big business to help them survive, thrive and grow. Using the power of her own real stories she demonstrates how businesses of all sizes can adopt these take-away ideas on how to become a longstanding company. It's not the size of the business that matters but that it lasts. This presentation is perfect for small business owners, chambers of commerce or franchise network companies.



## From Start-up to Global Success: Elaine's 5 lessons for small businesses to stand the test of time and grow big!

## ELAINE JOBSON

CEO & Managing Director  
**Jetts Fitness**

Elaine is a high-profile global fitness executive having successfully operated and grown well-known fitness brands on several different continents. She is the recipient of prestigious awards, including Deloitte's Best Company to Work in South Africa and the Sunshine Coast Business Women's Network's Outstanding Business Woman of the Year, Elaine is renowned for her exceptional leadership and passion for building thriving cultures.

As the Fit Summit Executive of the Year in 2023, Elaine's unwavering commitment to having happy people achieve exceptional results drove Jetts to top the list of Australia's best workplaces. Her recent management buyout of Jetts Australia showcases her relentless drive for global expansion.



🕒 Time TBA

MICROTALK

## Service Innovation: The challenges and opportunities of frontline service innovation

Service managers adopt varied strategies in an attempt to enhance relationships with customers. Service encounters are situations where service innovation can be initiated and established. Service innovation through exploiting existing services and capabilities or exploring for new service opportunities and developing new capabilities are key competitive weapons. Yet, many businesses fail to utilize the potential of innovation at the service encounter. Central to the quest to capture benefits from service encounters is frontline employees [FLEs]. Their strategic position allows them to access information directly from customers, act proactively on the basis of such information, and creatively develop new ideas that can facilitate the customizing of services to solve customer problems. The accumulation of these new, creative, and customer driven ideas (services) enhances the capacity of the business to build a foundation for future service innovation and sustainability.



## Service Innovation: The challenges and opportunities of frontline service innovation

## ARON O'CASS

Dean and Professor Marketing  
**La Trobe Business School, La Trobe University**

Professor Aron O'Cass, is the Dean of the La Trobe Business School. Aron is a world-renowned expert in marketing strategy, innovation and new product development, brand management and data analysis, and a champion of industry engagement in higher education. Aron has expertise in bringing together insights from strategy, firm resources and capabilities, and examining their effect on branding, value creation, innovation, and firm performance in the context of goods and services which converges on both the firm side and customer side regarding theory and practice. He has conducted research in a wide range of industry (small-to-medium enterprises, large firms, manufacturing, services, tourism and politics) and country contexts, especially in Asia with research in China, Singapore, Taiwan, Vietnam, Indonesia, Malaysia, India, Iran and other countries.







🕒 Time TBA

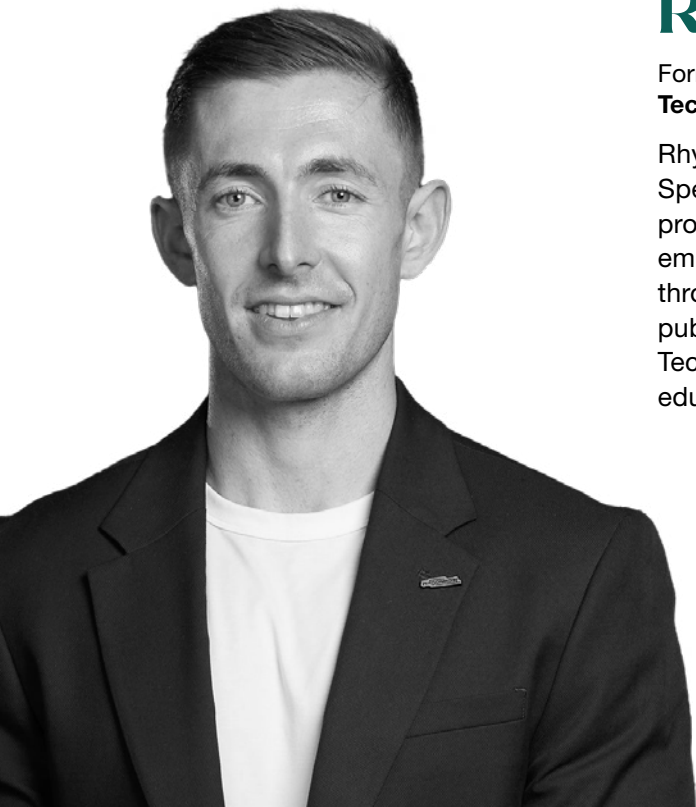
MICROTALK

## The Emergence of AI to enhance personalisation and automation in the fitness industry

Discover how AI is enhancing personalization and automation in the wellness and fitness industry. This talk will explore how “big-data” can enhance experience and how AI-driven solutions streamline fitness facility management, tasks optimisation, and user engagement. The days of generic workout routines are long gone, and we owe this transformation to the emergence of AI. Technogym’s ecosystem leads this transformation, offering tailored member journeys, programs, and lifestyle recommendations based on individual data. Technogym’s Ecosystem exemplifies their commitment to AI’s potential.



## Enhancing Wellness with AI: Redefining Personalised Fitness Experiences



## RHYS JAMES

Format & Education Specialist  
**Technogym**

Rhys has cultivated his expertise as a Format & Education Specialist at Technogym, a world-leading wellness solution provider. With a strong emphasis on practical application, he empowers individuals to learn within their specific environments through diverse experiences in professional soccer, public health, and wellness facilities. He strives to expand Technogym’s network in Australia by delivering impactful education and innovative formats.



 Time TBA

MICROTALK

## Digital Transformation at The Gym Level

In this session, Emmett will explore both the member and operator journey, presenting practical examples of how technology can drive revenue, cut costs, and mitigate business risks. Don't miss the chance to gain valuable insights and take away actionable points that can position your business for digital success in 2024. Whether you're an industry veteran or a rising star, this session offers essential strategies to stay ahead in the ever-evolving fitness landscape.



**Power up your fitness business for digital success in 2024!** Join Emmett to unlock essential strategies and gain actionable insights.

## EMMETT WILLIAMS

CEO  
**Myzone, Asia Pacific**

Emmett Williams, Bcom GAICD has had the rare experience of working throughout the fitness industry in multiple regions of the world, including 10 years in the United States. Having built and owned gyms on one side of the ledger, to having owned and grown the international sales & marketing company CFM on the other side of the ledger, Emmett now allocates most of his time as a founding partner & the CEO of APAC for the wearable technology company, Myzone.

Emmett was in past years awarded entry onto Fitness Australia's (AUSActive) prestigious 'Roll of Honor for his excellence in leadership, whilst also accepting IHRSA's 'Supplier of the Year' award on behalf of Myzone. Emmett sits on the board of directors for industry peak body AUSActive, the advisory board for IHRSA's Industry Partner Council, and is a council member of the Global Health and Fitness Alliance (GHFA), a group that works to influence intergovernmental policy that grows the fitness industry.





 Time TBA

MICROTALK

**Take advantage of  
emerging technologies  
and set your  
organisation up for  
Digital transformation**

Unlock the potential of emerging technologies for a successful digital transformation. Join Mark as he explores the latest advancements and their impact on businesses. Discover how AI and machine learning are reshaping industries and creating new opportunities. Gain valuable insights on developing a robust digital strategy and fostering a culture of innovation. Prepare your organisation to thrive in the ever-evolving digital landscape. Embrace the future, stay ahead of the competition, and unlock new possibilities for growth and success.



**Unlock the future of success:** Join Mark on a digital adventure, where AI and machine learning turn businesses into pioneers and possibilities into prosperity!



## MARK CAMERON

CEO  
**Alyve**

Mark Cameron, CEO of Alyve, a leading Digital Transformation consultancy, brings a wealth of expertise to the table. As a member of the Forbes Technology Council, he has been a sought-after voice on digital strategy, contributing to esteemed publications like BRW.

Mark's extensive knowledge has also made him a trusted facilitator of the Digital Transformation Masterclass within Deakin University's Executive MBA program. With his deep understanding of the industry, Mark is well-equipped to guide organisations through successful digital transformations



 Time TBA

MICROTALK

Session title TBA



Join Paul Boustani, the bearded event guru turning moments into magic, orchestrating unforgettable adventures worldwide!

## PAUL BOUSTANI

Head of Events & Connections - Workplace Experience  
**Atlassian**

Paul Boustani is known as the man with the beard who doesn't do boring Mondays. At Atlassian Paul and his team drives connection opportunities for their employees globally via their Intentional Togetherness programs including Workplace Events. With a diverse background spanning group event venue operation, off-site catering, employee experiences, professional conference organizing, charity events, brand activations, international incentives, and even a three-year stint as a wedding planner, Paul has a wealth of experience in the experiential industry. He organized the first-ever outdoor pop-up dining experience at the Sydney Opera House, planned corporate family festivals for 6000 attendees, and orchestrated a huge Christmas Party that landed in the papers 12 months after the event.