THE AHG CONGRESS

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16TH MARCH 2027 • BRISBANE

THE M3 AND M4 ROOM

BRISBANE CONVENTION & EXHIBITION CENTRE

9:00am – 10:00am	**CMAA Annual General Meeting** – *CMAA Members Only*
9:30am – 10:00am	**CONGRESS REGISTRATIONS**

THE AHG CONGRESS

Presented by ClubsNSW and CMAA

Entry to paid registrants to the Congress only $230 per person

Tea/Coffee on arrival

10:00am
10 mins

INTRODUCTION TO THE EVENT
Welcome to Guest and Country

MC from Great Expectations: Ben Davis

One of Brisbane's most experienced media all-rounders.
The Head of Sport for 7News Brisbane, Ben has three decades in Television and Radio covering Sport, News, and Current Affairs.

10:10am – 11:10am
60 mins

The Nine Skills of Future-Ready Leaders

The leadership playbook is changing. As technology, workforce expectations and business models evolve, leaders need new capabilities to stay effective. This session explores the nine critical skills that distinguish future-ready leaders, from adaptability and strategic thinking to digital fluency and emotional intelligence. Discover how today's leaders can build resilience, inspire performance and lead confidently through uncertainty.

Presenter: Caroline Kennedy

11:15am – 12:15pm
60 mins

Unlocking Your Club Assets

Could your club be leaving money on the table? Many clubs are rich in assets but poor in extracting their full value. This session challenges traditional thinking and explores innovative ways to maximise assets, drive commercial returns, and fund the next generation of member experiences and community impact. In the high-stakes world of property development getting it wrong is not an option. Anna will unpack how to 'sweat your assets' and share real life club examples of success.

Presenter: Anna Porter - Suburbanite

12:15pm – 1:00pm
45mins

Navigating Complexity: Compliance is a Team Sport

As legislation expands and regulatory expectations increase, clubs face a growing web of obligations that touch every part of the business. This session explores why compliance is no longer just a governance issue, but an organisational responsibility. Learn how boards and management can foster accountability, strengthen oversight and create a culture where everyone understands their role in keeping the club safe, compliant and future-ready.

Presenter: Andy Abey – The Fifth Place

1:00pm – 1:45pm
45mins

Lunch

1:45pm – 2:45pm
60 mins

Member Loyalty: Are You Building It or Buying Visits?

Discover how well-designed loyalty programs balance memorable rewards, personalised service and targeted re-engagement to keep members coming back. Explore practical strategies to control costs, avoid entitlement and create lasting value, ensuring your loyalty investment supports your core business and drives sustainable growth, not just the next visit.

Matt Rafton – Hospitality Mavens

2:45pm – 3:45pm
60 mins

From the Battlefield to the Boardroom: Military Wisdom for Strategic Corporate Leadership

In high-pressure situations, leaders do not rise to the occasion, they fall back on their training. Explore the leadership principles forged in military operations and learn how they can be applied to governance, decision-making, crisis management and team performance. Gain practical lessons for leading with clarity, courage and purpose when the stakes are high.

Presenter: Aidan Grimes

3:45pm

THANK YOU & CLOSE OF CONGRESS

Matt Dagg and Reyna Mendes