

VMA

VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

VENUE
MANAGEMENT
SCHOOL

VMA

VENUE MANAGEMENT ASSOCIATION
(ASIA AND PACIFIC) LIMITED

LEADERSHIP
INSTITUTE



VMS/LI PROSPECTUS

Designed by today's
leaders for tomorrow's
leaders.

Sun, 9 - Fri, 14 November 2025
Salt Resort, Kingscliff, NSW



ABOUT VMS

The world-renowned VMS combines the ultimate venue industry networking experience with a two-year program featuring workshops, discussions and presentations to explore essential topics to the venue industry.

Executive-level venue managers with years of experience and endless industry connections, instruct each session with ready-to-implement strategies for venues of all sizes and sectors! Completed by close to 900 students, VMS has been cultivating the next generation of venue professionals for over 25 years and is ideal for middle to senior managers. Join us to increase your knowledge and accelerate your career!



KEY HIGHLIGHTS

- Sessions covered provide students with a comprehensive knowledge of the industry allowing them to understand problems and develop solutions across departments and projects.
- Join our growing alumni from across the Asia-Pacific region representing all sectors of the venue industry — stadia, arenas, MICE, performing arts, racetracks and showgrounds.
- Instructors guide students through case studies, industry best-practice studies, individual exercises, classroom discussions, and small group discussions.
- Executive-level international and Australian Instructors from industry-leading organisations including Melbourne & Olympic Parks, ACA, Ticketek, ASM Global, VenuesLive, MCEC, Ungerboeck and more!

"Venue Management School can only be described as invaluable. From the course content, industry leading facilitators, effective learning environment and the key friendships you make within our unique industry it has been an opportunity of a lifetime. Highly recommended."



VMS SUBJECTS

YEAR ONE

- BACK OF HOUSE OPERATIONS
- BOOKING & SCHEDULING
- BUILDING EXCEPTIONAL TEAMS
- BUSINESS COMMUNICATIONS
- CATERING
- COMMERCIAL PARTNERSHIPS
- CONTRACT & BUSINESS LAW
- CREATING A QUALITY SERVICE MODEL
- DEVELOPING HUMAN RESOURCES
- EVENT OPERATIONS PLANNING
- FINANCIAL MANAGEMENT
- MARKETING
- PROJECT MANAGEMENT & TENDERING
- PUBLIC SAFETY & MANAGING CROWDS
- RETAILING & MERCHANDISING
- RISK MANAGEMENT
- TECHNOLOGY
- TICKETING

YEAR TWO

- ASSET MANAGEMENT
- BUSINESS DEVELOPMENT
- BUSINESS RISK & RESILIENCE
- CORPORATE SOCIAL RESPONSIBILITY
- DEALING WITH BOARDS & GOVERNMENTS
- DIGITAL & DATA INSIGHTS
- EFFECTIVE VENUE DESIGN & DEVELOPMENT
- EMERGENCY MANAGEMENT PREPAREDNESS
- ENHANCING THE EXPERIENCE
- STRATEGIC BUSINESS PLANNING
- INDUSTRIAL RELATIONS
- LEADERSHIP FOR VENUE MANAGERS
- MANAGING CHANGE
- MEDIA RELATIONS
- NEGOTIATION SKILLS
- PRESENTATION SKILLS
- YEAR 2 Q&A TOWN HALL



ABOUT LI

The VMA Leadership Institute is the benchmark educational program for senior managers to executives looking to enhance their leadership ability and prepare to take on a larger role within their organisation. Accepting a limited number of students per year, the LI consists of in-depth sessions focusing on leadership skills specific to the venue industry. Exploring leadership styles, strategic planning, management theory, the art of negotiation, leading change and more, LI is your ticket to being a recognised authority in the venue management business!

KEY HIGHLIGHTS

- Students acquire new-found confidence, leadership skills and a network of like-minded managers
- Join our growing alumni from across the Asia-Pacific region representing all sectors of the venue industry —stadia, arenas, MICE, performing arts, racetracks and showgrounds
- Instructors guide students through case studies, industry best-practice studies, individual exercises, classroom discussions, and small group discussions
- Exercises promote individual reflection and peer exchange give students an opportunity to evolve their approach to leadership in a supportive environment
- Executive-level international and Australian Instructors from industry-leading organisations

SUBJECTS

- DISCOVERING YOUR LEADERSHIP STYLE
- PROBLEM SOLVING/ DECISION MAKING
- ENGAGEMENT, EMPOWERMENT AND GREAT SERVICE
- STRATEGIC PLANNING
- THE ART OF NEGOTIATION
- LEADING CHANGE
- LEADING THE WAY

"It's transformative. I wasn't sure what to expect but being in an intimate setting, it gives you the opportunity to really get into details around leadership, around problem-solving, around all the subjects we've been studying. You get to engage with each other in a different way. I've built friendships that I know I'm going to have for the rest of my life."

Ben Goodwin, Melbourne & Olympic Parks



PRICES AND INCLUSIONS

VMS FEES

VMA MEMBER RATE

AUD\$4,290* (incl. GST)

NON-MEMBER RATE

AUD\$4,790* (incl. GST)

*prices subject to change



Inclusions

- 5 nights single accommodation at Salt Resort
- Scheduled transfers to and from school
- All meals during school
- All sessions
- Course notes

LI FEES

VMA MEMBER RATE

AUD\$4,740* (incl. GST)

NON-MEMBER RATE

AUD\$5,240* (incl. GST)

*prices subject to change



Inclusions

- 6 nights single accommodation at Salt Resort
- Scheduled transfers to and from school
- All meals during school
- All sessions
- Course notes



**Dean Hassall AVM CVE,
VMS Chair**

Principal, *Dean Hassall Consulting*

**Andrew Travis AVM,
LI Dean**

Chief Executive Officer, *AXS Australia & New Zealand*

Richard Andersen CVE,

CIO (Chief Illuminations Officer), *Venue Solutions Group*

**Rebecca Barry AVM GAICD
CPAHRI,**

Group Director, People and Culture, *ASM Global*

Kim Bedier CVE,

Senior Vice President and General Manager, *Honda Centre and ocV!BE*

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Michael Cox AVM,

Director of Operations, *Qudos Bank Arena*

Anthony Duffy AVM,

Managing Director, *Thinking Outside*

Helen Fairclough,

Chief Operating Officer, *Melbourne Convention and Exhibition Centre (MCEC)*

Dwane Goodman,

Chief Operating Officer, *Gema Group*

Todd Greenberg,

Chief Executive, *Australian Cricketers' Association*

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CONTACT

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