

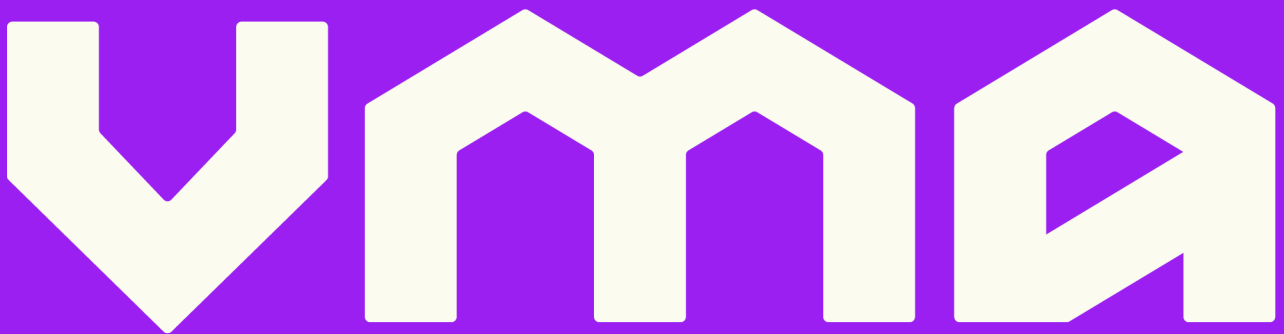


Leadership Institute

Prospectus

Saturday 8 – Friday 14 November 2025

Developed by the industry, for those leading it.



The home of the venue industry

Lead with clarity, confidence and purpose.

The venue industry's most exclusive leadership
development experience.



LI is where venue
leaders are made.

Saturday 8 – Friday 14 November 2025
Salt Resort, Kingscliff, NSW



— APPLY TODAY

Venue-Specific. Strategically Designed.



Turn experience into influence.

The Leadership Institute (LI) is the premier professional development program for senior venue leaders and executives.

Designed to accelerate leadership capability, each session explores industry-specific strategy, organisational influence, and decision-making through a venue management lens.

Led by respected leaders from across the sector, the program equips participants with the skills, perspectives, and peer support needed to step confidently into the next level of leadership.

For leaders ready to drive change, not just manage it.

— [VMA.ORG.AU/LEADERSHIP-INSTITUTE](https://vma.org.au/leadership-institute)

What Our Alumni Say

Insights from those who've completed the journey.

Participating in the LI program was a transformative experience that has had a profound impact on my personal and professional growth. The program offered a perfect blend of theory and practical application, providing me with valuable tools to enhance my leadership skills. From strategic thinking to effective communication. The instructors were not only experts in their fields but also passionate about what they do. They created an engaging learning environment where feedback was constructive and challenges were viewed as opportunities for growth. What stood out most to me was the personalised approach. The LI Program helped me identify my strengths and areas for improvement, offering actionable strategies that I could implement immediately. I highly recommend the LI Program to anyone looking to elevate their leadership journey.

Said Sattout,
Qudos Bank Arena

The Leadership Institute delivered far beyond what I thought was possible in just 5 days. The wealth of knowledge and experience that the instructors and guest speakers brought to each one of the diverse subject matters covered, really made the week. It's not until you attend LI that you can understand why it's so special.

Hannah Charman,
Australian Grand Prix Corporation

Attending the VMA Leadership Institute was a fantastic experience. Gaining knowledge from world class professionals who have amazing levels of experience in the industry and gaining insights into my personal leadership style and understanding more about how to work better with others were some of the highlights. The friendships formed and the amazing connections that I made with other leaders from across Australia and NZ will be something I will cherish into the future and am extremely grateful for the opportunity. I would recommend the VMA LI program to any aspiring leader.

Chris Edwards
CEO
Australian Catering Services

VMA has proven to be the most resilient, passionate and relevant organisation, suitable for venue managers of all types to be involved in. From my first year engagement in VMS (PVMS) to my extraordinary experience at LI it has been an incredible journey of learning and giving. The organisation, its administrative staff, instructors and guest speakers are first class, generous and informative. The experience has been invigorating and the LI environment and participants second to none.

Brian Coghlan,
Monash University.

Leadership is a journey. This is your next step.

— [VMA.ORG.AU/LEADERSHIP-INSTITUTE](https://vma.org.au/leadership-institute)

Is the Leadership Institute Right for You?

The Leadership Institute is tailored for senior managers, general managers, and C-suite professionals who are actively shaping their organisation's future.

If you're driving strategic decisions, leading cross-functional teams, or preparing to take the next big step in your career—this is your next move.

Perfect for:

- Senior Venue & Event Managers
- General Managers & Directors
- Chief Officers (CXOs)
- People & Culture Executives
- Government/Stakeholder Engagement Leads
- High-potential leaders identified by their organisation

Empower your organisation's future by investing in its leaders.

How the Program is Structured

LI is a one-year residential program delivered through immersive, in-person learning. Students attend one full week at Salt Resort, Kingscliff, where they engage in an intensive leadership experience tailored to the challenges and context of the venue industry.

Each year includes:

- High-level strategic workshops and scenario-based learning
- Personal reflection and leadership diagnostics
- Case studies and role-specific challenges
- Peer discussions and mentorship

Sharpen your leadership with those who understand your world.

Led by Those Who Lead the Industry. Real-World Experience.

Every session is delivered by accomplished executives and respected industry leaders. Each has firsthand experience in navigating high-level leadership challenges within the venue sector.



**Andrew Travis AVM,
LI Dean**

Chief Executive Officer,
AXS Australia & New Zealand



Adam Lister

Group General Counsel,
ASM Global (APAC)



Richard Andersen CVE

CIO (Chief Illuminations Officer),
Venue Solutions Group



Steve Mackenzie CVE

Chief Innovation Officer,
Momentum Technologies



**Rebecca Barry AVM
GAICD CPAHRI**

Group Director, People & Culture,
ASM Global (APAC)



Sue Max

Consultant,
Event & Venue Management



Kim Bedier CVE

Chief Operating Officer,
VSG Advantage Training



Wayne Middleton CVE

Founder & Principal Consultant,
Reliance Risk



Anthony Duffy AVM

Managing Director,
Thinking Outside

Learn from those who've led from the front.

— [VMA.ORG.AU/LEADERSHIP-INSTITUTE](https://vma.org.au/leadership-institute)

Topics You'll Explore

Each session is designed to strengthen your strategic lens, interpersonal leadership and executive-level thinking.

Subjects include:

- Discovering Your Leadership Style - Utilising DiSC profiling
- Solution-Oriented Leadership
- Engagement, Empowerment & Great Service
- Executive Safety and Security Symposium
- Strategic Planning
- The Art of Negotiation
- Leading Change
- Leading the Way

Take your seat at the table & lead from it.

What It All Adds Up To

This isn't about adding more tools to your kit—it's about refining how, when, and why you lead.

Across every subject, the Leadership Institute challenges you to think deeply, act decisively, and lead with purpose. Whether you're guiding strategy, navigating stakeholder complexity, or driving innovation, you'll leave with a sharper leadership lens and renewed clarity on the path ahead.

It's high-level thinking, delivered in a grounded and practical way—by leaders who've lived it.

Learn what it takes to lead the venue industry forward.

What You Will Learn

Over the course of the week, participants will explore advanced leadership themes contextualised for the venue industry—from strategic planning and stakeholder influence to navigating uncertainty and leading organisational change.

This is not generic leadership theory. It's practical, applied and relevant to the realities of modern venue management.

Delivered in a format that ensures deep reflection, real growth, and actionable outcomes.

**Elevate your thinking. Expand your influence.
Empower your future.**

Program Fees & Inclusions

Choose the format that suits your team best. All options include, leadership dinners, expert panels, and graduation recognition. Program pricing per year (includes GST):

The image displays two program options side-by-side. The 'Non-Member' option is in a light purple box, and the 'Member' option is in a darker purple box. A 'POPULAR' banner is placed over the top right corner of the Member box. Both boxes list the same five inclusions: 6 nights single accommodation at Salt Resort, scheduled transfers to and from the school, all meals during school, all sessions and peer activities, and course notes and leadership diagnostics. The Member option is priced lower than the Non-Member option.

Program Option	Price (incl GST)	Inclusions
NON-MEMBER WITH ACCOM.	\$5390	<ul style="list-style-type: none">6 nights single accommodation at Salt ResortScheduled transfers to and from the schoolAll meals during schoolAll sessions and peer activitiesCourse notes and leadership diagnostics
MEMBER WITH ACCOM. (POPULAR)	\$4890	<ul style="list-style-type: none">6 nights single accommodation at Salt ResortScheduled transfers to and from the schoolAll meals during schoolAll sessions and peer activitiesCourse notes and leadership diagnostics

A high-impact investment in your leadership capability.

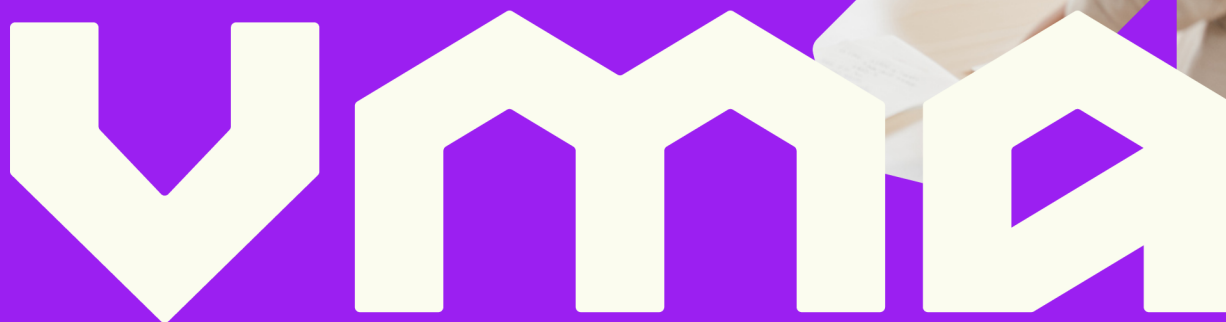
Leadership isn't given. It's earned.

Step into a community of peers who understand your challenges and are just as committed to solving them.

The Leadership Institute is your opportunity to grow with the best in the business. Join a cohort of driven, senior professionals ready to elevate not only their careers, but the venues, people, and communities they serve.

Key Info Recap:

- 1 Week In-Person Program
- Exclusive Venue-Focused Content
- Executive-Level Peer Network
- Salt Resort, Kingscliff, NSW
- November 8–14, 2025



Apply now and lead
with purpose.



— APPLY TODAY

Apply for a 2025 scholarship and support the next generation of venue leadership.



Limited places available.

— APPLY TODAY

Contact

Suzie Crawford
Education Manager
+61 (0) 437 827 228
education@vma.org.au
vma.org.au/leadership-institute

Thanks to our partners



MELBOURNE PARK