



Venue Management School

Prospectus

Sunday 8 - Friday 13 November 2026

Professional development built by the industry, for the industry.



VMA

The home of the venue industry

Raising the standard of venue leadership.

— VMS

Developing the next generation of high-performing venue professionals.



VMS is where venue management leaders are made.

Sunday 8 – Friday 13 November 2026
Salt Resort, Kingscliff, NSW



— REGISTER TODAY

Proven Learning. Real Results.



Turn potential into leadership.

The Venue Management School (VMS) is the industry's most respected career development experience for aspiring and emerging venue professionals.

Delivered as a two-year residential program, VMS combines expert-led workshops, peer learning, and real-world application to strengthen capability across all venue types and career stages.

From operational know-how to strategic thinking, students walk away with the tools, network, and confidence to thrive in the venue industry.

Learn it today. Lead with it tomorrow.

— [VMA.ORG.AU/VENUE-MANAGEMENT-SCHOOL](https://vma.org.au/venue-management-school)

Real Impact. Real Outcomes.

Straight From the Source

Venue Management School has opened up a large network of industry professionals to participants from all around the world to connect with and share both ideas and challenges. For those attending from smaller places or with limited opportunity for inter-venue interaction, it has provided a priceless opportunity to develop, grow and build a journey into the future to become industry leaders from the support and knowledge both from the senior VMA Instructors and like-minded venue professionals.

Alexandra Drake,
Venues Canberra

The VMS is an incredible opportunity with many benefits for professional and personal growth within the industry. The instructors are all incredibly knowledgeable and approachable, it's a fantastic opportunity to connect with and learn from peers and industry colleagues from the Asia Pacific region. The opportunity offers insights into other venues and how they operate, and is the perfect excuse to build a family network of people you can call on for help or work with to help grow the industry together. Anyone working in venues and events should strive to attend the VMS

Dan McPherson,
Melbourne & Olympic Parks

I am incredibly grateful for the opportunity to learn from such esteemed industry experts from all over the world, who generously shared their time and knowledge. It's an experience I will always cherish and I look forward to paying it forward at some point in my career. Connecting with classmates and industry peers from a range of venues, departments and specialties has been invaluable. The relationships and insights gained from these like-minded individuals will last a lifetime and continue to be a driving force in my professional journey. I look forward to discussing all of my wins and challenges with my VMS network to hear their feedback and industry experience. Bring on Year 2!

Mark Buzacott,
Gema Group

I thoroughly enjoyed all of the classes, the presenters were top notch and were approachable, the trivia night was a lovely way for us to all work together in teams, and the networking opportunities with other likeminded professionals was exceptional. My VMS year 1 has been one of the highlights of my career and I can't wait to come back for year 2 and much much more! Thank you. :)

Richard Freeman,
Visitor Experience Manager,
Baycourt Community & Arts Centre (Tauranga City Council).

**Backed by the people who live & breathe venue management.
They took the lead. Now it's your turn.**

Is VMS Right for You or Your Team?

Whether you're just stepping into a management role or looking to upskill your team, VMS is designed for emerging venue leaders ready to make an impact.

Perfect for:

- Coordinators & Supervisors
- Operations & Event Managers
- People & Culture Team Leads
- Ticketing, Retail or Commercial Managers
- Department Heads & Team Leaders
- Professionals identified for leadership pathways
- Suppliers to the venue industry

Whether your team works behind the scenes or on the front line, VMS gives them the skills to think ahead and act with confidence.

Enrol future leaders into a program built to accelerate their success.

How the Program is Structured

VMS is a two-year residential program delivered through immersive, in-person learning. Students attend one full week per year at Salt Resort, Kingscliff, and progress through a structured curriculum aligned to the evolving demands of the venue industry.

Each year includes:

- Industry-led workshops (delivered by experienced venue professionals)
- Small group discussions and scenario-based learning
- Case studies and strategic planning sessions
- Evening networking events and peer exchange

Learn from those who lead the venues you admire.

Industry Experts. Global Perspectives. Real-World Experience.

Every session is led by someone who's done it in the real world.



**Mark Zundans CVE,
VMS Chair**
General Manager,
The Gabba, Stadiums Queensland



Helen Fairclough
Principal,
Insightful Advisory



**Andrew Travis AVM,
LI Dean**
Chief Executive Officer,
AXS Australia & New Zealand



Dwane Goodman
Chief Operating Officer,
Gema Group



Richard Andersen CVE
CIO (Chief Illuminations Officer),
Venue Solutions Group



Dean Hassall AVM CVE
Principal,
Dean Hassall Consulting



**Rebecca Barry AVM
GAICD CPAHRI**
Group Director, People & Culture,
ASM Global (APAC)



Phil King AVM
Managing Director,
Ticketek Australia



Kim Bedier CVE
Chief Operating Officer,
VSG Advantage Training



Adam Lister
Group General Counsel,
ASM Global (APAC)



Nelita Byrne AVM
Manager, Venues & Events,
Tauranga City Council



Steve Mackenzie CVE
Chief Innovation Officer,
Momentus Technologies



Heather Clarke AVM
Precinct Manager,
Walsh Bay Arts Precinct



Sue Max
Consultant,
Event & Venue Management



Michael Cox AVM
Director of Operations,
Qudos Bank Arena



Wayne Middleton CVE
Founder & Principal Consultant,
Reliance Risk



Glen Crighton AVM
Manager, Presenter Services,
Auckland Live



Megan O'Reilly
Chief Operations Officer,
Melbourne Park



Anthony Duffy AVM
Managing Director,
Thinking Outside



Meg Walker
Group Director, Arena Operations,
ASM Global (APAC)

Led by the Best in the Business

— [VMA.ORG.AU/VENUE-MANAGEMENT-SCHOOL](https://vma.org.au/venue-management-school)

Step up. Skill up. Set your career in motion

Year 1: Build Your Foundation

Year 1 delivers a comprehensive overview of key operational areas and management fundamentals. Ideal for venue professionals beginning their leadership journey.

Topics include:

- 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

Go beyond operations. Learn to lead at scale.

Year 2: Expand Your Impact

Designed for returning students, Year 2 focuses on advanced strategic thinking and leadership development. Build confidence in managing complexity, influence, and change.

Topics include:

- 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

What Your Team Will Learn

Across both years, students will explore the full spectrum of venue operations and leadership—from staffing and scheduling to commercial strategy, stakeholder engagement, and emergency planning.

This is more than a skills upgrade—it’s a career catalyst. VMS empowers participants to think like leaders, work across departments, and add lasting value to their venues. Delivered in a format that ensures the content sticks—and the lessons lead to action.

Build capability that drives performance, culture, and innovation.

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 shows two pricing cards. The left card is grey and labeled 'NON-MEMBER WITH ACCOM.' with a price of '\$5220 incl GST'. The right card is orange and labeled 'MEMBER WITH ACCOM.' with a price of '\$4720 incl GST'. A red ribbon with the word 'POPULAR' is attached to the top of the orange card. Both cards list five inclusions: 5 nights single accommodation at Salt Resort, scheduled transfers to and from the school, all meals during school, all sessions and group activities, and course notes and materials.

Option	Price (incl GST)	Inclusions
NON-MEMBER WITH ACCOM.	\$5220	<ul style="list-style-type: none">5 nights single accommodation at Salt ResortScheduled transfers to and from the schoolAll meals during schoolAll sessions and group activitiesCourse notes and materials
MEMBER WITH ACCOM. (POPULAR)	\$4720	<ul style="list-style-type: none">5 nights single accommodation at Salt ResortScheduled transfers to and from the schoolAll meals during schoolAll sessions and group activitiesCourse notes and materials

A smart investment in your team’s growth and capability.

Lead with Confidence

Future-proof your career with expert-led venue management training.

VMS gives your team the tools to lead with clarity, connect with industry mentors, and drive performance in every corner of your venue.

Gain proven strategies, a powerful peer network, and a week that redefines what's possible.

Course Snapshot:

- 5 Days of In-Person Learning
- 19+ Expert Instructors
- 35+ Specialist Subjects
- 1 Unforgettable Experience
- Nov 8–13, 2026
- Salt Resort, Kingscliff, NSW



Apply now and lead the way in venue safety.



— REGISTER TODAY

Support the Next Generation of Venue Management Leaders

Scholarships are available for 2026 to support diversity, regional access, and future leadership pathways.



Limited places available.

— REGISTER TODAY

Contact

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

Thanks to our partners

EVENT HEALTH
MANAGEMENT



MELBOURNE PARK