

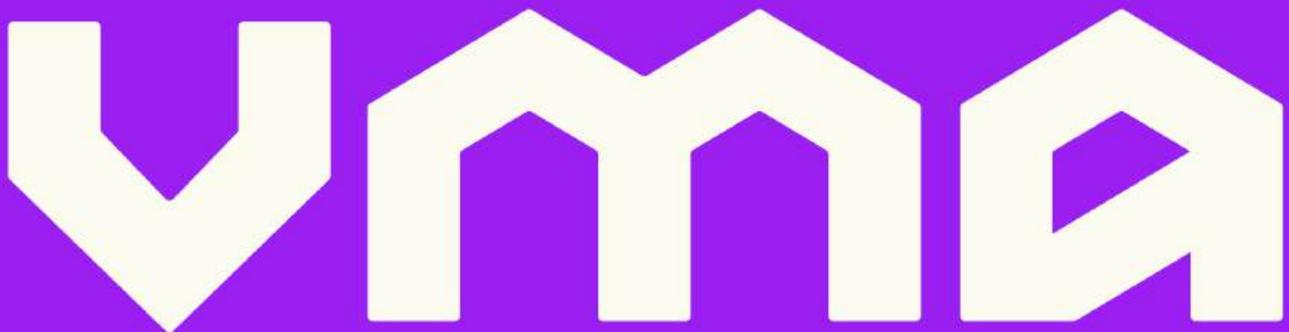


# Leadership Institute

Prospectus

Saturday 7 – Friday 13 November 2026

Developed by the industry, for those leading it.



**VMA**

**The home of the venue industry**

# Lead with clarity, confidence and purpose.

The venue industry's most exclusive leadership  
development experience.

— LI



LI is where venue  
leaders are made.

**Saturday 7 – Friday 13 November 2026**  
**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 I 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.**

# 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,  
Momentus 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 shows two program options side-by-side. The 'Non-Member with Accom.' option is in a light purple box with a price of \$5695. The 'Member with Accom.' option is in a darker purple box with a price of \$5195 and a 'POPULAR' ribbon. Both options include a list of 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.

Program Option	Price (incl GST)	Inclusions
NON-MEMBER WITH ACCOM.	\$5695	<ul style="list-style-type: none"><li>6 nights single accommodation at Salt Resort</li><li>Scheduled transfers to and from the school</li><li>All meals during school</li><li>All sessions and peer activities</li><li>Course notes and leadership diagnostics</li></ul>
MEMBER WITH ACCOM. (POPULAR)	\$5195	<ul style="list-style-type: none"><li>6 nights single accommodation at Salt Resort</li><li>Scheduled transfers to and from the school</li><li>All meals during school</li><li>All sessions and peer activities</li><li>Course notes and leadership diagnostics</li></ul>

**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 7-13, 2026

# WMA

Apply now and lead  
with purpose.



— APPLY TODAY

# Apply for a 2026 scholarship and support the next generation of venue leadership.



Limited places available.

— APPLY TODAY

## Contact

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[vma.org.au/leadership-institute](http://vma.org.au/leadership-institute)

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