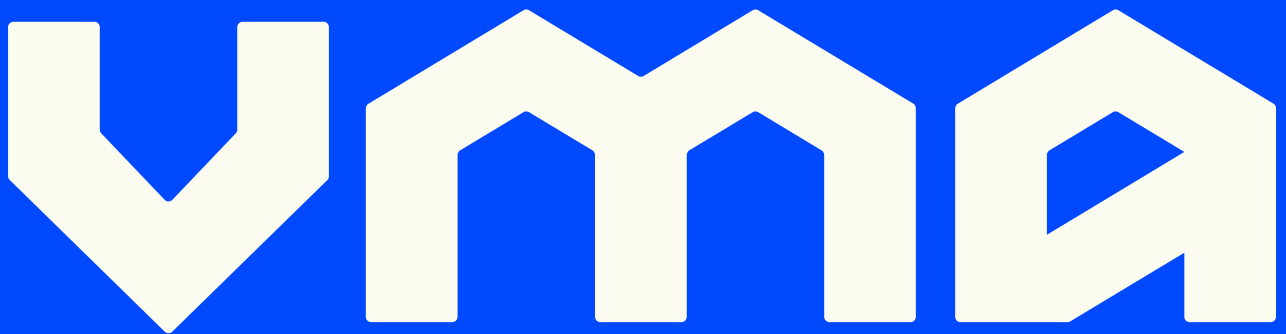


Membership

Prospectus 2027



The home of the venue industry



“

We've built this because
members asked for it and
because the future
demands it.

”

Over the past 36 years, the Venue Management Association has grown into something truly special, a connected, capable, and resilient community that brings our industry forward.

What began as a small group of committed professionals has evolved into a sector-wide network of leaders, innovators, and emerging talent across Australia, New Zealand, and the Asia-Pacific.

The past few years have shown us one thing clearly: our industry is changing faster than ever. New technologies, growing safety needs, shifting workforce expectations, and evolving customer behaviours are reshaping how venues operate and what our people need to thrive.

That's where the VMA comes in.

Membership isn't just access to events or training. It's joining a community that helps your organisation stay connected, confident, and future-ready. It's plugging into shared knowledge, trusted peers, and development pathways created by and for venue professionals.

In 2026, we took a major step forward with the introduction of Unlimited membership: a new corporate membership tier that gives all your staff access to VMA programs, learning pathways, events, and resources. For the first time in our history, everyone in this industry has a chance to become part of our great association and benefit from its growth and development.

We've built this because members asked for it and because the future demands it.

Thank you for taking the time to explore VMA membership. Whether you're looking to strengthen your leadership pipeline, grow your operational capability, deepen industry connections, access industry best-practice or uplift your entire workforce, the VMA is here to help you do it with confidence.

I look forward to welcoming you and your team into our community.

Megan O'Reilly

President, Venue Management Association (Asia & Pacific) Ltd

Our Purpose

To future-proof the venue industry.

The venue industry is transforming — and every venue is feeling it.

We are confronted with rapid change on multiple fronts:



Society is transforming

- New technologies are reshaping our world
- Safety, security, and risk compliance demands continue to rise
- Audiences are changing how they attend and engage
- Generational change is driving new workforce behaviours



Leadership pressures are growing

- Industry leaders are being asked to do more with less
- Complexity of leadership is increasing, as is the sense of isolation many leaders experience
- Succession planning has become more difficult as workforce turnover increases across the economy
- Labour shortages mean competition for talent is intensifying



Workforce development is lagging

- Staff need confidence and practical skills for an uncertain future - but few receive the support they need to develop
- Venue management studies are not offered at University or TAFE; adhoc training is often not venue-specific
- All employees need access to mentors and development pathways
- People crave purpose and connection to something bigger - but our world presents few options

This is our challenge — and our opportunity.

Together, we can thrive in a world of accelerating change.

Future-Proofing Our Industry

The VMA's mission is to empower our industry and its people through:

Collaboration

- The VMA was established as a community where venue managers could informally share knowledge, troubleshoot challenges, and develop mentoring relationships. Members know they always have someone to turn to when they need support. Over the past 36 years, the association has also evolved into a business network through which valuable commercial partnerships are formed.



Education

- As the world changes rapidly, staying connected to best practice and next practice is critical. The VMA's education programs are recognised as global leaders in the sector. Our model is unique: our instructors are senior executives from across the venue industry, ensuring that the knowledge shared with students is current, practical, and more deeply grounded in real-world experience than any formal educational institution can provide.



Thought Leadership

- The VMA plays a change-leadership role by constructively challenging the industry status quo and provoking innovation. Our programs—especially the Asia-Pacific Venue Industry Congress—are intentionally future-focused and outward-looking, ensuring participants are exposed to ideas and solutions that extend well beyond the industry bubble.



Strategic partnerships

- The venue industry is deeply interconnected with other ecosystems across the global economy. The VMA's continued growth and development occur through partnerships with allied organisations in the private, public, and non-profit sectors. These collaborations maximise opportunities for the venue industry while supporting the commercial sustainability and advancement of the VMA itself.



VMA membership helps your organisation stay capable, connected, and future-ready — **together.**

Programs for VMA Members

Asia-Pacific Venue Industry Congress

The region's premier gathering for venue leaders
— bringing together learning, innovation, and industry connection.

Venue Management School

A transformational residential learning experience for emerging and mid-career professionals, instructed by industry leaders.

Leadership Institute

Advanced leadership training for senior professionals looking to elevate strategic thinking and industry impact.

Institute of Venue Safety & Security

Specialist training for risk, operations, and safety leaders — building capability to protect people, venues, and events.

Career Start Program

A flexible program helping emerging professionals build practical skills, industry knowledge and career confidence.

Digital Series

Online learning and expert-led webinars offering practical insights and contemporary industry knowledge year-round.

Mentoring

A structured 12-month mentoring program connecting emerging talent with experienced leaders from across the industry.

After 5! Networking

Informal, relaxed networking events across Australia and New Zealand, connecting venue professionals from every industry sector.

NextGen Connect

Networking events connecting under 30 venue professionals to build relationships, share experiences and grow their network.

Venue Jobs

The venue industry's jobs platform, connecting employers with professionals looking for their next opportunity.

*Membership fees support the administration of VMA programs; however, program enrolments & event registrations for VMS, LI, IVSS and Congress are not included in membership fees.

Membership Options



Unlimited Options

Unlimited 30 / 50 / 100 / Agency
or Multi-Venue

Unlimited Membership

For organisations wanting all employees to be part of the VMA.

Includes Group Membership benefits below plus:

- Unlimited staff included under one membership
- Priority access to VMS, LI, IVSS and Congress
- Additional 5% discount on VMS, LI, IVSS and Congress
- Unlimited access to new 12-Month Career Start Program
- Unlimited Access to additional online training opportunities (expanding annually from 2027)
- Unlimited free Venue Jobs posts
- Unlimited Accredited Venue Manager (AVM) applications
- Facilitated staff exchange program (from 2027)
- Optional benchmarking of venue operations (from 2028)

BEST VALUE



Group Membership Options:

5 / 10 / 15 / 20 Seats

Group Membership

For organisations wanting membership for a select group of key staff only.

Includes:

- A fixed number of individual memberships
- Member-rate access to VMS, LI, IVSS & Congress
- After 5! & NextGen Connect events & networking
- Webinars & Podcast
- Access to venue industry professional communities of practice, starting in 2027
- Eligibility for expanded VMA Awards
- Annual industry-wide research participation and results
- Free Venue Jobs posts (scaled by Group size)
- Member eligibility for new Emerging Leaders program



Individual Membership Options:

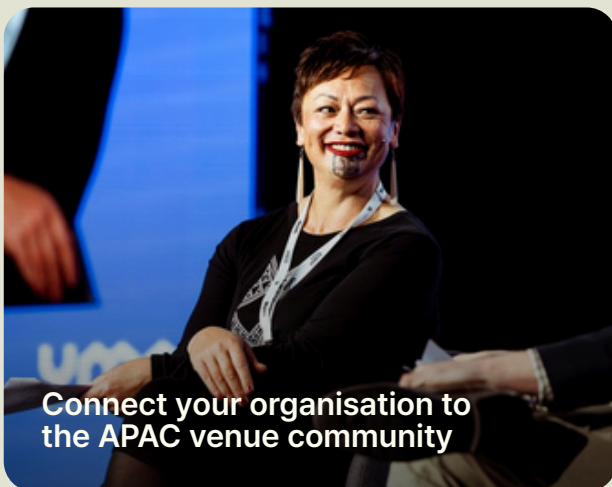
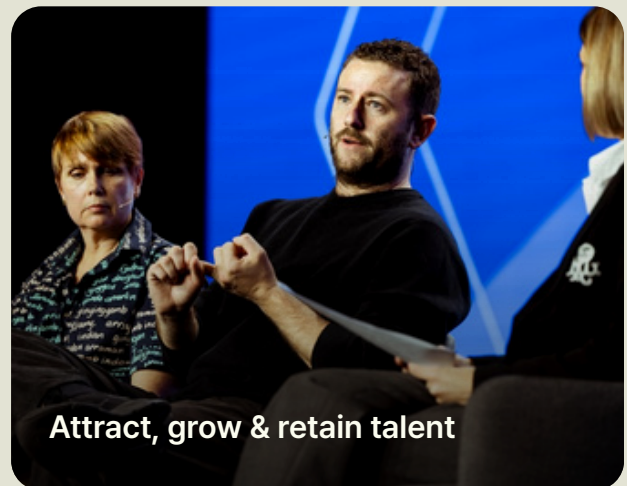
Active / Allied / Young
Professional / Student /
Fellow

Individual Membership

For venue industry professionals wanting to grow their skills, expand their network, & stay connected to the industry.

Includes all Group membership benefits above (excluding Free Venue Jobs posts)

Membership that strengthens your entire organisation.



The result? A stronger, more capable venue industry organisation — at every level.

Membership Categories & Pricing (2027)

Our membership options are designed to support organisations, teams, and individuals across every part of the venue industry.

Group Membership

- ✓ Fixed number of individual memberships
- ✓ Member-rate access to VMS, LI, IVSS & Congress
- ✓ Access to After 5! events & networking
- ✓ Webinars & podcast
- ✓ Eligibility for VMA Awards

Group 5
— \$2,210

Group 10
— \$4,095

Group 15
— \$5,460

Group 20
— \$6,630

Unlimited Membership

- ✓ Includes all Group membership benefits plus:
- ✓ All staff included under one membership
- ✓ Unlimited access to online learning pathways
- ✓ Priority access + additional 5% discount to all programs
- ✓ Research, benchmarking & insights

Unlimited 30
— \$7,500

Unlimited 50
— \$10,000

Unlimited 100
— \$15,000

Unlimited Agency / Multi-Venue
— \$35,000

Individual Membership

- ✓ Discounts on programs & events
- ✓ Access to webinars & podcast
- ✓ Access to After 5! events & networking
- ✓ Eligibility for VMA Awards
- ✓ Member communications & resources

Active
— \$500

Allied
— \$500

Fellow
— \$330

Young Professional
— \$130

Additional Notes:

- Prices listed are effective from 1 January 2027 and include GST.
- Pricing for 2028 and 2029 can be made available for budget forecasting.
- All prices include access to the VMA's full suite of membership benefits.
- Unlimited membership tiers are structured by organisation size. For example, if your organisation has more than 30 but no more than 50 employees, you would select the Unlimited 50 tier.

Real stories

From across the venue industry

"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**

"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, Afterpay Arena**

"The Institute of Venue Safety & Security has been incredibly beneficial to introduce best practices and help validate my current knowledge and practices. The sessions offered fantastic networking opportunities, connecting me with other venue professionals and experienced instructors. The format allowed for plenty of engagement, with ample opportunities to ask questions and discuss shared challenges. The venue visits were particularly valuable, providing insights into how other venues operate and manage safety and security. Overall, it's been an invaluable resource for elevating industry standards and fostering a collaborative approach to venue safety and security."

— **Miranda Cannon, Tātaki Auckland Unlimited**

"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**

VMA membership creates connection, confidence, and career momentum — no matter where you work or where you're headed.

Join the VMA today

Become part of a connected, capable,
and future-proofed venue community.



Ready to get started?

Contact Lorna Greenland
Membership & Commercial Manager
lorna@vma.org.au
vma.org.au/get-involved

