

Alex Burrows- ActiveXchange

Alex has become one of the leading international specialists in the innovative use of data and technology to help shape more active and healthy communities, having worked across the sector for 12 years, establishing and building forward thinking business and market intelligence organisations and initiatives.

He's a founder of the DataHub project in the UK, which became the largest ever repository of aggregated participant and activity data, opening up shared investment planning intelligence for over 4,500 venues and councils, generated from over 7 million individuals and 500 millions attendances.

In early 2018 Alex launched ActiveXchange, and alongside strategic partners, is opening up a business intelligence option for any organisation across Australia and New Zealand. Partnering with forward thinking operators such as Belgravia Leisure means ActiveXchange can fully leverage it's specialist analysis services, and growing pool of market intelligence, to help grow (and then evidence) participation outcomes, commercial returns, and social value impacts.



Paula Smith - Aligned Leisure

I started my Aquatics Journey as a Swim Teacher journey as a Casual Swimming Teacher with YMCA Casey Arc back in late 2007. This was after being a parent in the program, and really enjoying seeing my own children progress and develop the skills to swim from basic Learn to Swim to Squad level.

During these past few years, my passion to deliver a quality lessons and engage students in my own lessons has lead me down the career pathway to being, Aquatics Co-ordinator at YMCA Casey Race, and now onto Head of Swim School with Aligned Leisure at Cardinia Life.

I still actively teach and deliver Learn to Swim Lessons along with my team of 40 teachers. I still get filled with a huge amount of excitement and joy when I see a student's progress and they achieve a goal, even if it's as simple as placing their eyes in the water and overcoming that fear for the first time.

Within our Swim School we deliver a valued program to schools within our local community, and the program helps to ensure that there are more young people gaining access to swimming & water Safety within our local area.

Swimming is a Skill for Life, and it is my passion to continue being involved in the delivery of Swimming lessons through Learn to Swim and Schools in any way that I can.

Outcomes:

1. Child Care Swimming lessons and progression into school Age learn to swim
2. LSV Swim & Survive - Introduction of a new swim level Minifish. Student Progression & Family retention through this level.
3. Parent Feedback sessions - Sessions are run twice per year, and the actual teacher gives the parent feedback on students.



Michael King - Otium Planning Group Pty Ltd

B.Ed. (Physical Education Health and Recreation),
Honorary Life Member Parks & Leisure Australia

Originally trained as a secondary school Physical Education, Recreation and Health Teacher Michael worked in Local Government Recreation Services at the Shire of Kyneton (1980 to 1982) and the City of South Barwon (1982 to 1991).

In 1991, he set up Michael King and Associates Leisure Planners before becoming a Founding Director of the SGL Consulting Group Australia and New Zealand from 1993 to 2015.

In 2015, he became one of four founding Directors of a contemporary new sport and leisure planning company Otium Planning Group Pty Ltd Australasia.

Over his 38 years in the leisure industry he has developed into an experienced leisure and tourism planner who has undertaken an extensive range of projects in all States of Australia, New Zealand, North America, China, the South Pacific and United Arab Emirates.

Michael has been involved in all areas of leisure, sport and recreation planning with a specialist focus on aquatic and leisure facility development, design, management and viability analysis.

Michael has a reputation for providing "Practical and leading edge solutions for difficult and complex leisure problems".

Throughout his planning career Michael has also been involved with planning and development of a large array of successful high use and sustainable major aquatic, leisure, sport and community facilities across Australasia.



Channon Goodwin - Swinburne University

Channon Goodwin is the Co-founder and CEO of Leisure Force, a niche Recruitment and HR Consultancy for the Leisure Industry and is also the Manager of People & Culture Services at Swinburne University.

Channon is a professional People Strategist with more than 15 years of progressive experience in human resource management, organisational development and consulting roles with a focus on Greenfield and change projects.

Throughout her career, Channon has been responsible for building high performing teams, programs and processes that drive organisational performance.

Channon attributes her success to building relationships that provide real value for internal and external stakeholders while delivering innovative, proactive and practical solutions for business!

Outcomes:

A talent pipeline consists of potential candidates that can be continuously nurtured and approached when vacancies arise. Companies must implement a long-term sourcing strategy in order to reduce time to hire, minimise business disruption, reduce the cost per hire and get the best talent to sustain long term commercial success.

Learning outcomes:

Transformational vs Transactional Recruitment
Building a talent management system
Creating a culture of learning and leadership



Simon Weatherill

A former Physical Education specialist from Keele University, Simon was a Social Science Research Council Scholar, and studied at North London University where he obtained a Post Graduate Diploma in Recreation Management. In addition to this, he is also a Fellow of the Australian Institute of Company Directors, and Fellow of the Advanced Management Program, Harvard University AMP179.

Simon has managed facilities in both the United Kingdom and Australia. He also lectured for three (3) years at Deakin University (Burwood Campus - Melbourne) in the Sports Management Graduate and Undergraduate courses.

He was formerly the Chief Executive Officer of the State Sport Centres Trust comprising the Melbourne Sports and Aquatic Centre (MSAC) and Melbourne Institute of Training (MIT in Albert Park, Lakeside Stadium as well as the State Netball Hockey Centre (SNHC) at Royal Park.

He is currently the Managing Director for Worldwide Sports Management which is a boutique management company specialising in people, infrastructure, and technology.

He has consulted to the following clients:

Samsonite, YMCA Victoria, City of Casey, City of Cleveland, Quay Clean, City of Glen Eira, Christchurch City Council, South Australian Aquatic Centre.

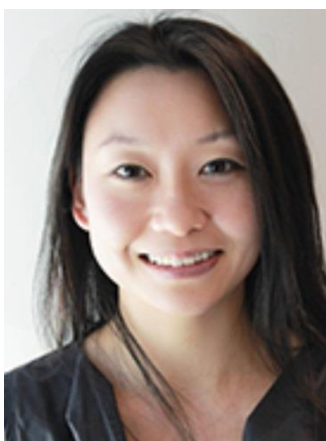
He currently mentors a number of mentees on leadership and self-development.

In addition to his extensive management experience, Simon has had the opportunity to develop three (3) major 'Greenfield site' sporting facilities in Melbourne. These include the Ashburton Pool and Recreation Centre project valued at \$10M, the MSAC project valued at \$65M, the SNHC project valued at \$27M, Lakeside stadium value \$75m and the MSAC Redevelopment valued at \$75M, and the establishment of the Melbourne School of Sport and Recreation Management.

Simon is a sought after guest speaker on Leadership and Cultural Change, Sports, Facility Management and Establishment, commercial coaching and strategic planning.

Outcomes:

1. What is effective leadership
2. why is it important.
3. how can you become more effective



Rachael Poon – Department of Health and Human Services Water Unit

Rachael is a scientist with a microbiology background and has more recently completed her Masters of Environment. She started her career as a research scientist studying bacteria at Monash University before moving to the Victorian Department of Health and Human Services. Rachael has worked in the Health Protection branch of the Department of Health and Human Services for the last nine years where she is currently the senior scientist in the Water Unit. Her portfolio includes policy development and managing risks relating to private drinking water supplies, aquatic facilities and recreational water. She's responsible for investigating outbreaks and communicating ways to prevent human health risks from different water source

Outcomes:

DHHS Aquatic facility update:

- Public Health and Wellbeing Regulation Review
- Water quality guidelines for public aquatic facilities



Simon Bryson – Aligned Leisure

Simon Bryson is a highly committed and energetic professional, passionate about shaping the future of the Leisure industry in Victoria and beyond! Simon is known for building high performance teams and creating staff culture that improves the financial and operational performance of facilities while delivering superior results for internal and external stakeholders. Simon offers more than 15 years of Leisure Management experience with a comprehensive understanding of Business Planning, Facility Establishment and Management, Budgeting and Reporting, Human Resources, OH&S and Risk Management, Sales and Marketing, Program Development and Customer Engagement.

Across the past 5 years, Simon has been an integral part of three Greenfields projects (PARC, WLS, Aligned Leisure) and as such, is recognised as an industry leader in the planning and implementation of leisure centre operations, particularly during the establishment, pre-opening and operational phases of newly developed facilities

Outcomes

This presentation will focus on leadership development strategies for Duty Managers and how to create connection with on the floor staff with implementation take a ways for delegates.

This will ensure Duty Managers are service focused and centre wide rather than life guard focused covering breaks and doing pool tests.

Challenge the pathway that Duty Managers come from Customer Service pathways as opposed to Lifeguard/Ops pathway

Bernadette Matthews – LSV

Dr Bernadette Matthews is the Principal Research Associate for Life Saving Victoria. She has expansive research experience with a key focus



on epidemiology of fatal and non-fatal drowning, injuries at public swimming pools and beaches, and swimming competency in children and adults. Bernadette works in collaboration with academia, government and industry, and is a member of various national and international committees, including the National Aquatic Industry Safety Committee. In 2017 Bernadette was awarded the International Life Saving Federation Medal for her contribution to international lifesaving.



James Collins – Yarra Ranges Council

James has been with Yarra Ranges Council since 2014 as the Manager Business & Community Wellbeing. His portfolio is diverse covering economic development, tourism, community engagement, youth development, community development, local laws, emergency management, environmental health and libraries.

James' background is in the aquatic and recreation industry, having previously been responsible for the planning and management of Monash City Council's recreation, leisure and aquatic facilities, including the management of Monash Aquatic & Recreation Centre, Oakleigh Recreation Centre and Clayton Aquatic & Health Club. Previously James worked at Banyule City Council overseeing its leisure services, cultural events,

recreation and art program development. James also worked in the United Kingdom for Holmes Place Health Clubs (now Virgin Active) as an Area Manager for two years.

He holds a Masters of Business and sits on a number of industry and NFP boards. James has a demonstrated capacity to create a positive and progressive workplace, and drive a culture of improvement and innovation.



Paige Buse – GESAC

With more than fifteen years' experience in the leisure industry Paige has experienced all facets of the industry. Paige is the Manager of Glen Eira Leisure; encompassing management over Glen Eira Sports and Aquatic Centre, Caulfield Recreation Centre and Carnegie Swim Centre.

Paige was a founding member of the GESAC Management Team and has experienced building GESAC to become one of the highest performing centres in Australia and setting the benchmark as an industry leader.

GESAC currently enjoys over 1.6 million visits per year and provides an operational surplus to council of two million dollars. Having taken over the management of two older sites, Paige also understands the challenges of working within aged facilities.

Most recently GESAC has succeeded in being named ARV's Facility of the Year for the second time in five years, as well as being named the first club in Australia to receive Fitness Australia's Quality Accreditation.

Prior to Paige's time at GESAC she worked with Belgravia Leisure for 9 years and managed centres such as Melton Waves and has been integral to the launch of Thomastown Recreation and Aquatic Centre. Paige holds a Bachelor Degree in Marketing and Human Resources from La Trobe University.

Outcomes:

GESAC has become an industry leading center within Australia. This session will cover off many of the initiatives that have led to the success of GESAC as well as the lessons learned from failures.

The wellness movement is well and truly here and to survive leisure businesses must adapt and include 'new age' programming and offerings into their business units. This session will look at the viability of wellness offerings, mental health offerings and why 'mindfulness' is more than a just a buzzword.



Mark Maybury – Belgravia Leisure

Mark Maybury is an experienced commercial human resource professional passionate about challenging the traditional role of HR in business and the modern workforce.

After spending nearly a decade leading large operational and HR teams in retail, mark joined the Belgravia family in June 2016 to drive their ambitious people and change agenda.

Mark knows greater connectivity and emerging technology is forcing organisations to reflect on their workforce strategies, innovate and adapt in response to shifting expectations and motivations of modern employees.

Mark Partners with Belgravia's executive team and operational leaders to drive aspirational programs focused on delivering business results through the engagement and development of Belgravia's most important resource - Their people

Outcomes

A light hearted look at millennials in the modern workforce and tips to help them thrive in your business. What can their hyper connectivity, creativity and enthusiasm teach us?



Melanie Finberg - VIChealth

Melanie is a senior marketing communications professional with more than 16 years' experience in the government and not-for-profit sectors in Australia (Sydney, Perth and Melbourne) and in London.

Melanie has spent her career leading teams to deliver a range of high-profile behaviour change campaigns. From encouraging people to be safer on the roads and at work, to supporting people to make healthier choices and raising funds for life-saving research, Melanie's goal has always been to have a positive impact on people's lives.

As Social Marketing Manager at VicHealth, Melanie is responsible for leading her team to design, develop and evaluate social marketing and awareness campaigns.

Melanie has a Bachelor of Arts in Communications from the University of Technology Sydney.

Outcomes

Hear about the This Girl Can - Victoria campaign.

- Understand what's holding women back from being active
- Learn how you can get involved and support the campaign
- Find out what simple actions you can take to help women in your area get active



Edward Delahenty – Goodlife Health Club

Ed Delahenty has worked within the commercial sector of the Fitness Industry for the last 11 years.

In his time within the industry he has held roles such as Personal Trainer, Membership Consultant, Sales Manager and currently Club General Manager.

Ed was recently awarded Nationally the Club General Manager of The Year for Goodlife Health Clubs, this is due to his clubs high performing results and his ability to grow people into leaders.

Outcomes:

Topic will include empowering staff, how to maximise and utilise staff, cycle of development, the impact on business and your own self development.

-My Journey in the Fitness Industry-

Where I started, what I have done, and where I am at now. Career Highlights, why I live the Goodlife.

-The importance of developing people-

Why we should do it vs why we don't do it?

Mind set, are you afraid of losing them if they develop and grow? why you shouldn't feel this way and how you should think?

-The power of delegation and empowering staff?-

Why should you delegate and empower staff?

The goal should be the club can run successfully in your absence because your staff are empowered to lead. (This will show how developed your team is)

-The cycle of development-

Where does it start? Goal Setting, as their leader do you know where they want to be?

The Plan, The Coaching, The Support, The Check points.

Empowerment comes with extra responsibilities for both parties.

In the eyes of your staff, does your job look attractive to them? if not why?

How can you make your job attractive to them? and why is this important?

How this plays a crucial part with developing your team



Julia Wood - PARC

Julia has been involved in the industry in various roles for over 30 years now, starting out as a swim teacher, both here and overseas. She is absolutely passionate not only about a child's learn to swim journey but equally as important, the training and development of the swim teachers who can make such a difference to the swimming experiences of students old and young. Julia likes to enable others in the industry to deliver to the best of their ability and encourages everyone to think outside the square in their roles. Currently, Julia is the Swim Manager at Peninsula

Aquatic Recreation Centre in Frankston, gateway to the beautiful Mornington Peninsula.

Outcomes

Find out what has worked and what hasn't when trying to keep swim parents happy. From winter promos and free giveaways to more staff on pool deck; waterproof paper and iPads, not to mention little blue ducks - all have been tried and tested in the PARC Swim journey over the last four years. The results speak for themselves in our most recent customer engagement survey. - come along and listen to find out more.

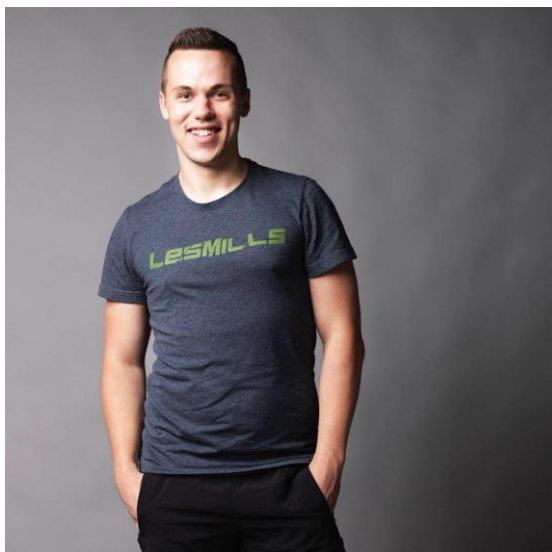


Tim Hutchison – Belgravia Leisure

Tim Hutchison has worked in the Leisure Industry for over 10 years. Tim has a track record of developing high performing sales teams in both Victoria and Queensland and currently works for Belgravia Leisure managing Customer Engagement across Victoria and Tasmania.

Outcomes:

- *Identify more opportunities for member acquisition
- *Improve lead to sales conversion
- *Improve the overall customer journey



Frank Lennard -GESAC

Celebrating 10 years in the Fitness industry this year, he has been lucky enough to be involved in management for 8 years. He started his journey as a Group Fitness Manager in the private industry with Re-Creation Health clubs before moving to GESAC where he was instrumental in opening the centre and creating one of the largest timetables in Australia. He then was attracted back to the private industry as a Club Manager and finally back to GESAC and Group Fitness to follow his passion of making a difference. He has managed timetables ranging from 30 classes up to 240 classes, worked with instructors of the highest calibre and in facilities with up to 15000 members. His goal is to

build the strongest Group Fitness program around and share his passion with everyone.

Outcomes:

Presentation 1- The session will provide a brief overview of Group Fitness Management, attracting and managing the right people, getting the right programming and maximising member retention through member experiences.

Presentation 2- The session will talk about the introduction of Virtual Fitness, how to maximise programming while minimising wages, fill your dead space and increase member retention.



Jeff Walkley – Belgravia Leisure

Dr Jeff Walkley is the National Disability & Diversity Manager with Belgravia Leisure, and CEO of the Belgravia Foundation. Over four decades, Jeff has made exemplary contributions in sport, inclusion, physical activity, physical education, and disability. He has created sustained improvements in sport, physical education and inclusion in Australia, with current work focussed on realisation of a 5-year plan to achieve world’s best practice in inclusion and access to leisure for those in need. His achievements have led to his advice being sought by government departments and

national and state sport organisations. He has provided expert advice in legal proceedings related to inclusion, culminating in improved access to sport for girls and women. His work has impacted on government policy leading to improved sport and recreation opportunities for children and people with a disability throughout Australia, and has been acknowledged through several industry and professional awards, and through invitation to join national and international collaborations.

Outcomes

YouMeUs

1. Become aware of the keys to successful inclusion and access to leisure centre facilities, programs and services for people in need
2. Gain awareness and access to a free online training program about inclusion of people with a disability in leisure centres
3. Learn about the evidence that confirms completion of YouMeUs increases staff understanding, knowledge and confidence toward inclusion

Evidence-based practice creates excellence, sustainability and financial viability in inclusion and access (40-minute presentation)

1. Learn about evidence-based practice, and how application to leisure centre operation aligns with emerging expectations of operators by government owners
2. Develop awareness of how evidence-based practice has been implemented in leisure centres
3. Understand the link between evidence-based practice and achievement of excellence, sustainability and financial viability



Liam O'Brien – Aligned Leisure

As a passionate industry professional my experiences have given me many opportunities to meet and work with some great people and organisations. With a personal goal and focus for enhancing the experience of all customers and communities connected to the health and recreation industry, it is great to be part of such an exciting industry. Key experiences include:

- * Customer satisfaction and operations improvement programs using Net Promoter Scores
- * Vast experience in sales and marketing
- * Strong financial and commercial acumen
- * Vast leadership and operational experience in all sectors

- * Significant health and fitness experience at operational and strategic levels
- * Commercial fitness, not for profit and local government experience
- * Strong background in training and development of teams and individual

Outcomes

In this interactive workshop we will re-explore the basic principles of customer service excellence and provide you the space to uncover:

- * rate your own customer experience now
- * where do you want to get it too
- * what do you need to do to get it there

You will leave the session with a key personal action plan, have broadened your networks and reminded yourself what customer service excellence can be and should be in the aquatic and recreation industry.



Scott McDonald – Belgravia Leisure

Starting out as a Pool Lifeguard after graduating from University in 1996, Scott has worked in the leisure and fitness industry for over 20 years.

After managing a number of large fitness clubs and leisure centres, Scott has held national positions in fitness operations and sales.

With the diversification of Belgravia Leisure's estate into tourism, Scott spent a number of years in alpine resort management, particularly focussed on governance, risk and compliance.

Scott is currently the Business Development Manager for Belgravia Leisure charged with the responsibility of achieving the groups growth aspirations in Australia and New Zealand.

He is driven by a desire to help the leisure sector play a greater role in improving the health and well-being of all people, irrespective of personal circumstance.

Outcomes:

Belgravia Leisure, together with their business intelligence specialist partner ActiveXchange, is championing the application of big data and up to date market intelligence in order to identify and engage individuals across local communities that have health concerns, caused primarily through inactive lifestyles. Through intelligence-led interventions there is a significant opportunity to create significant economic savings nationwide.

ActiveXchange's core focus is on understanding why one person is more likely to be active than another, at any point in time. And why one program or facility is better at supporting this activity. Our team, alongside strategic sector partners, put millions of participant records behind answering these fundamental questions and translating the intelligence to local contexts. A first for the sector. Having worked with thousands of facilities in the UK to change how organisations now invest and deliver, creating a clear line of sight on outcomes and impacts, the ActiveXchange team is now focussed on shaping data driven impacts across Australasia.

Belgravia Leisure bring to the market a series of successful case studies, showing how this data-led approach to planning is shaping future leisure provision to reach new, previously disengaged people. By reaching and consistently activating such people, considerable "Social Value"™ is created, which can now be evidenced in a consistent, accurate and credible monetary format across a range of social indicators. This session will clearly outline how intelligence and social value led planning is becoming the new bedrock of leisure investment decisions.

Outcomes of this session include:

- Understanding how future planning decisions impacts a venue's ability to attract new, previously disengaged customers
- The role big data will play in shaping future leisure service provision
- What is social value and how it can be applied to attract future development funding



Jeremy Meltzer – iChange

- One of Australia's leading social entrepreneurs and speaker on 'business for purpose', Jeremy is the Founder of i=Change, Australia's fastest-growing social enterprise tech start-up.
- With unique commitment from a man, Jeremy's determination to create a new funding stream for women & girls' empowerment is turning e-commerce into a 'force for good' and building a new model for business.
- From a 3am idea 5 years ago, i=Change is now partnered with Australia's largest retail brands and international NGO's, impacting over 130,000 women and girls in 14 countries - from Australia to Papua New Guinea, Rwanda to Nepal, funding projects to end child marriage, keep girls in school, end violence against women and prevent human trafficking.
- A powerful example of innovation and entrepreneurialism, Jeremy's story highlights how digital disruption can create significant social good, along with many business benefits.
- Jeremy shares the business case - how giving back can drive revenue and build highly engaged tribes of customers and staff. Learn why purpose-driven business is growing so quickly and why every brand must now have a 'purpose beyond profit' or risk becoming irrelevant.
- Jeremy highlights the global movement calling for business to realise its noble purpose, reflect our common humanity and solve

the most pressing issues of our time. • Jeremy's moving story also inspires audiences to connect with their 'why' - to bring their passion and purpose to their life and work each day



Andy Dennis – LSV

Andy is the General Manager for Public Training and Pool Safety at Life Saving Victoria. The role includes: management of the aquatic safety, emergency response and first aid training courses, oversight of the preventative and responsive safety assessment services and management of the Watch around Water program. Andy is recognised as an expert witness in water safety and sits on a range of State based and National committees and reference groups

Outcomes:

- Understanding of the need, background and development of the Code
 - Knowledge of the implications, intentions and benefits of the Code
- An overview of how to be consistent with the Code



Dr John Tower

John Tower is an Honorary Research Fellow at Victoria University's Institute of Sport, Exercise and Active Living, and the Manager Research for Bon Leisure. He has worked in the leisure, recreation and sport industry for over 35 years with a particular interest in community recreation and sport participation and the delivery of community leisure services. His research has a focus on the management, marketing and community benefits of local leisure and aquatic centres. In recent years, John has been leading research to explain the benefits to local communities through residents' participation at aquatic and recreation centres.

His recent publications include editing the World Leisure Journal's special edition on leisure management. He has over 30 presentations at international, national and state based conferences, symposia and congresses in every continent except South America and Antarctica.

His first book publication, Marketing National Parks for Sustainable Tourism (Wearing, Schweinsberg & Tower), was published last year. This provided John with the opportunity to expand on the important role of marketing to address the needs of diverse and sometimes incompatible target markets.

John is very active in the management of professional leisure associations through his work as the President of Australian and New Zealand Association of Leisure Studies (ANZALS) and the Executive Committee of World Leisure Organisation.



Tom Dixon – VIC Sport

Participation Strategy Manager

Tom joined the Vicsport team in October 2016, as the Participation Strategy Manager. Tom's most recent position was with Tennis Victoria as the Places to Play Coordinator. This position involved government liaison to develop tennis facilities and increase participation. Prior to this, Tom worked for Cycling Victoria as the Development Coordinator – Participation.

With a diverse educational background, Tom has completed his Masters in Sport Management as well having a Bachelor in History, Anthropology and

Politics.

In this role, Tom is the first port of call for members regarding participation and development. This will include the delivery of VicHealth and Sport & Recreation Victoria funded physical activity initiatives and inclusion strategies.



Carson Brooks – Western Leisure Services

Carson is the founding Chief Operating Officer of Western Leisure Services, a wholly owned subsidiary of Wyndham City Council. A member of the Australian Institute of Company Directors, IHRSAs Institute 2018 Alumni Graduate and IHRSAs Global Leadership Council Member, he has worked in the private sector for more than two decades holding senior positions with Virgin Active UK, Virgin Active Australia, Face2Face International, Westpac and Bunnings. Having presented both domestically and internationally, Carson is renowned for his strategic commercial acumen and straight forward approach.

Damien Gooden – HR Central



As CEO of HR Central, Damien oversees a team of HR Specialists, Client Mangers and IT Developers who work to provide a combination of cloud-based software and HR support and advice, to small and medium businesses, Australia-wide.

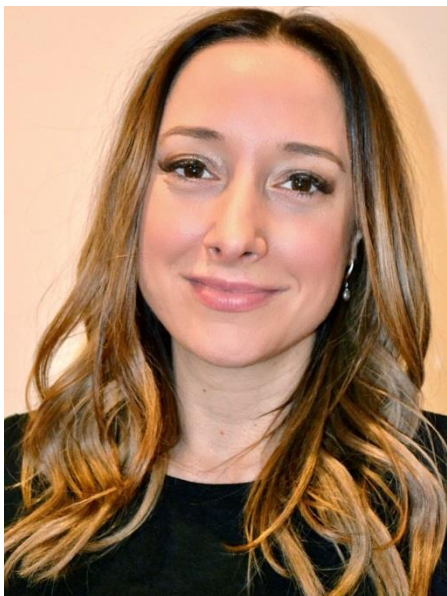
HR Central works with independent small business as well as associations and is heavily involved in the franchise sector. Damien works closely with Franchise Groups and Association Leaders to learn and understand the business and with collaboration from his team, provide a unified HR solution that can be rolled across an entire network.

HR Central is always developing ways to expand on their software offering. Damien and the HR Central IT team work on identifying integrations for the HR Central platform to connect with such as payroll, time sheeting and rostering software, to deliver a total

business solution.

Spending a lot of time travelling the country, Damien addresses different groups and organisations about HR strategy, compliance and process, focussing on how to implement current legislation into workplace best practice. He dedicates time to help small business understand and deliver processes to not only ensure compliance, but to get the best from their people.

Damien has over 20 years' experience working in small business and holds qualifications in Human Resources and Information Technology (Business Systems).



Fiona Kriaris – YMCA Victoria

Fiona Kriaris has been working in the Health & Fitness industry for almost a decade. Fiona's work within YMCA Victoria has provided exposure to various aspects of the business including as a celebrated fitness professional and leader in staff development, culture and facility management. Fiona's experience and passion for health & fitness programming has propelled her to her current role as Product Innovation Specialist. Fiona has recently curated a high quality boutique product called Mynd Wellness that focuses on Wellbeing programs such as Mindfulness and Meditation, introducing a holistic approach to health into the fitness industry. This product has been up-scaled and implemented in communities and facilities initially throughout Victoria and soon to go Australia-wide. Fiona's studies extend internationally from UCLA at the Mindful Awareness Research Centre in Los Angeles, as she brings

global lending trends to a local environment



Ryan Mifsud – Belgravia Leisure

Ryan has been improving the health and wellbeing of the Banyule community through his role as the Health Club and Clinical Manager of WaterMarc for the past 3 years. With a Masters of Exercise Physiology at his disposal, Ryan has been able to successfully establish Exercise Physiology services within the facility. He is currently working on growing this program into other leisure facilities through his role

in Belgravia Leisure’s National Fitness Leadership Team.

Ryan also has a strong track record of connecting community to leisure through his ability to galvanise his teams to deliver the best customer experience. He has also successfully launched a number of member engagement programs that has seen WaterMarc’s member retention improve by 12% over the past 12 months.

Session will go through strategies to help establish relationships with health services within local community.

Outcomes

- Concept of Health Promotional Hub instead of Leisure Centre
- Know what your desired outcomes are before approaching Health services
- Build brand awareness to ease relationship building process
- Discussions with Health Services should be addressing how your Centre can address their pain points as a health service.
- Make guarantees to health services and deliver on promises



Michelle Redfern

Michelle is the founder of Advancing Women and co-founder of social enterprise CDW (Culturally Diverse Workforce’s). Michelle is determined to contribute to achieving global gender equality in her life time, with particular emphasis on the sporting sector. She is an advisor to boards and leaders, a speaker and MC at conferences, leadership forums and diversity events. She also facilitates female leadership programs and mentoring groups.

Michelle has held executive leadership roles for Blue chip global companies such as NAB, Telstra, Serco and Aegis. Michelle is well known for her passionate leadership on creating high performance, inclusive workplaces, is a collaborative and engaging leader, as well as being an operating model performance turnaround specialist.

Michelle is an experienced non-Exec director who holds board roles with Williamstown VFL Football Club and Good Shepherd Microfinance. She has previously held board positions with the Gippsland League, the AFL's largest Victorian regional league, Swinburne University's business Without Borders social enterprise and the Highvale Netball Association Inc. She is a panel judge for the Telstra Business Women's Awards and for the Telstra Business Awards.

Michelle is a Graduate of the AICD, holds an Executive MBA (Distinction) from RMIT and is an IECL qualified organisational coach.

Kent Jacobsen – Belgravia Leisure

Kent Jacobsen joined Belgravia Group in 2014, in a newly created role as the National Procurement Manager, and is responsible for guiding the strategy of five diverse business units, particularly in the areas of utilities and operational spend, as well as related commercial risk management. Currently in his role at Belgravia, Kent's engagement extends beyond the traditional boundaries of transactional procurement to partnering with the business units in pursuit of the best operational outcomes for a complex mix of close to 200 facilities - managed, owned or leased. Having joined Belgravia from outside the leisure, aquatics and recreation industry, Kent's background includes international commercial and operational leadership experience across a number of industries.



Graeme Stephenson – Just Swimming

In 27 years in the leisure industry Graeme has been involved in aquatic facilities from a wide range of perspectives. As a Council employee Graeme managed a broad range of leisure facilities, capital developments and contracting processes for many different facilities. As a sports administrator Graeme recognized the need to foster relationships that maintain a supply chain of new participants. As a consultant Graeme gained an understanding of detailed capital and operating costs for aquatic facilities. In Graeme's current role with Nunawading Swimming Club the emphasis is on delivering those aspects essential to building a successful business.



Kasey Stephenson – Just Swimming

Kasey is relatively new to the role of marketing coordinator at Just Swimming, having just completed her first eighteen months. However, with seven years' experience in swim teaching, coaching and club administration Kasey has a thorough understanding of the idiosyncrasies and patterns of swim school participants. Kasey has been able to combine her on the ground experience with the qualifications she possesses in journalism and psychology to now guide the Just Swimming marketing program.



Liz Tesone – YMCA

Liz Tesone is YMCA Victoria's Aquatic Specialist responsible for all State and National aquatics programs, and strategic relationship management with key peak bodies and sporting organisations. She also leads the YMCA's aquatic program development across Asia Pacific, which has a focus on water safety and drowning prevention. With more than 20 years' industry experience and a passion for drowning prevention, Liz sits on a number of committees across various water safety agencies and within the aquatics industry. Liz is also on Life Saving Victoria's Board and is the Chair of Smith Magenis Syndrome Australia.



Dr Bridie O'Donnell
Head, Office for Women in Sport and Recreation,
Department of Health and Human Services

In October 2017 Bridie became the Head of Victoria's first Office for Women in Sport and Recreation that will focus on identifying the policies and infrastructure needed to create more female friendly sporting environments in Victoria.

Bridie will provide an overview of the role of her agency and the importance of the partnership between the Office for Women in Sport and Recreation and the local

government sector to further enhance the involvement of girls and women in sport and recreation, from participants to administrators, planners and advocates.

Outcomes

An update on the work so far and future directions of the Office for Women in Sport and Recreation and the Change Our Game Initiative



Tim Gledhill - Peninsula Leisure

Tim joined Peninsula Leisure Pty Ltd as the Chief Executive Officer in 2014 after an extensive career within sport, recreation and community industries, serving in CEO and executive commercial, marketing and facility management capacities. Peninsula Leisure have been widely celebrated for their management of Peninsula Aquatic Recreation Centre and the Pines Forest Aquatic Centre on behalf of Frankston City Council. The Company innovates to inspire the community to engage in physical activity and strives to ensure everyone has the opportunity to be active.



James Ellender - Belgravia Leisure

James Ellender brings to Belgravia Leisure a wealth of knowledge and experience, having been in the industry of Sport and Leisure Management for over 15 years. James has worked at all levels of operations and has worked with Leisure Co., the YMCA in both Victoria and NSW, partnering with local, state and federal government. Prior to commencing with Belgravia Leisure, James also held positions in management within Marketing, Communications and Fundraising in disability services and health.

Today, James oversees all Belgravia Leisure managed facilities in NSW totalling in excess of \$44M turnover annually. With the help of a

number of Area Managers and specialist support staff, James continues to grow and develop Belgravia Leisure's presence working closely with our Council Partners. Over the past 2.5 years James has lead a number of major projects including the City of Sydney and Liverpool transitions, as well as a new facility opening including Michael Clarke Recreation Centre and Auburn Ruth Everuss Aquatic Centre.

In addition to his role with Belgravia Leisure, James is also an active member of our industry holding positions on the Committee of the Aquatic Recreation Institute (NSW) and the Academic Board of the Australian College of Physical Education.



Tom Boadle –Sunbather Pool Heating

Sunbather is a 45 year old company within the pool industry, pioneering products like solar pool heating, and thermal pool covers. Sunbather was born out of the energy crisis of the 70's with a strong drive to help pool owners and operators run sustainable swimming pools. Sunbather is a national company and one of the few genuine Australian manufacturers left in the pool industry, specialising in all types of sustainable pool heating and energy saving solutions. When it comes to the real truths behind the science of pool heating and sustainable solutions, Tom has a strong passion for delivering the right solutions to the pool industry Sunbather are at the forefront of this space assisting thousands of customers every year.

Outcomes:

- Learn about the 'real' energy requirements for heating water in a commercial swimming pool and what it takes to reduce energy bills in the current energy crisis.
- Understand the sustainable options for saving energy, water and money with your pool heating.



Janelle Falkingham - YMCA

Janelle has been working in the aquatics industry for 20 years. Her experience began as a swimming teacher in the private LTS sector before she moved into a career with the YMCA as a program manager for aquatic facilities across Casey and Dandenong. In recent years, Janelle's role as the Aquatic Project Manager for YMCA Victoria enables her to work with program specialists to develop initiatives around programs and services. Janelle works alongside aquatic industry groups and leading bodies to strengthen work in drowning prevention and the swimming and water safety competency of all Victorians.

Outcomes:

- How are water safety knowledge and skills in awareness of personal competency effected through participation in a Swimming & Water Safety program and an Open Water learning program?
- Hear about the evaluation conducted by YMCA Victoria and LifeSaving Victoria and consider what we can do as an industry to maximise the outcomes from our current program offerings.