

CONFERENCE PREVIEW

16-17 June, 2022

ICC Sydney

FITNESS+
WELLNESS
AUSTRALIA

The annual must-attend conference for the active-health and leisure industries



THOUGHT LEADERSHIP & INDUSTRY INSIGHT

DAY 1 THURSDAY 16 JUNE

🕒 9:15am - 10:00am 📍 Main Stage

Fireside Chat: Unpacking the US\$400 million Sweat business exit success story

Speaker

Tobi Pearce, Co-Founder and Former CEO, Sweat

🕒 11:00am - 11:45am 📍 Main Stage

The CEO's Check-In: A view from the top

Speakers

Greg Oliver, CEO, Fitness & Lifestyle Group; Selina Bridge, CEO, KX Pilates; Cameron Falloon, Founder and CEO, Body Fit Training; Diana Williams, Founder and Managing Director, Fernwood Women's Health Club & Fernwood Fusion; Ryan Hogan, CEO, Les Mills Asia Pacific; Justin Ashley, CEO & Co-Founder, Fitness Playground

Moderator

Barrie Elvish, CEO, AUSActive

🕒 2:00pm - 2:30pm 📍 Theatre 2

The Future Of Fitness: AI, Automation, Wearables, Meta AR and VR

Speaker

Olivia Milne, APAC Sales and Marketing Director, Keepme

🕒 3:30pm - 4:15pm 📍 Main Stage

We Crushed COVID: Fitness success stories born from the pandemic

Speakers

Jeremy Hassell, Co-Founder & CEO, City Cave; Justin Ashley, CEO & Co-Founder, Fitness Playground; Michael Ramsey, Founder, Strong Pilates; Mike Nysten, Director, World Gym Australia

Moderator

Mel Tempest, Fitness Business Advisor, meltempest.net

DAY 2 FRIDAY 17 JUNE

🕒 9:15am - 10:00am 📍 Main Stage

Don't Bounce Back, Bounce Forward

Speaker

Janine Shepherd, International Speaker, Resilience researcher and PhD candidate, Janine Shepherd

🕒 11:00am - 11:45am 📍 Main Stage

Franchise Future: Leadership insights panel

Speakers

Michael Jordan, CEO, UBX Boxing + Strength; Elaine Jobson, CEO, Jetts Australia; Peter Hull, Founder and CEO, Fitstop; Caitlin Jury, General Manager Operations & Marketing, Fernwood Fitness; Jacinta McDonnell, Director, Boutique Fitness Studios

Moderator

Billie Cox, General Manager Business Development, AUSActive

🕒 3:30pm - 4:15pm 📍 Main Stage

A Home-Grown Success Story: From bootstrapped to 9 figure turnover and some of the challenges along the way

Speakers

Izhar Basha, CEO and Founder, EHPlabs

Moderator

Shaun Krenz, Co Founder & Director, Fitness + Wellness Australia

MEMBER ACQUISITION & RETENTION

DAY 1 THURSDAY 16 JUNE

🕒 11:00am - 11:30am 📍 Theatre 2

Retention Boost: Unleashing the power of data to increase your retention rate

Speaker

James Ellender, CEO, ActiveXchange

🕒 11:45am - 12:30pm 📍 Theatre 3

Creating a killer culture and community that keeps members

Speakers

Ben Fletcher, CEO, Listen to Your Body

Craig Arnold, Founder, Core 9 Fitness

Brooke Atkins, Executive Leader Business Delivery, The Y NSW

Moderator

Mel Tempest, Fitness Business Advisor, meltempest.net

🕒 1:15pm - 1:45pm 📍 Theatre 1

The Coherent, Connected Ecosystem: 9 ways to create connection, loyalty and referrals from your members

Speaker

Katherine Maslen, Founder & Director, Shift

DAY 2 FRIDAY 17 JUNE

🕒 11:45am - 12:15pm 📍 Theatre 1

6 technology & automation tips to keep members happy and engaged

Speaker

Lauren Anderson, Strategic Sales Specialist, MindBody

🕒 2:45pm - 3:15pm 📍 Theatre 3

Close The Deal: Winning sales strategies you need to know

Speaker

Jimi Pomponio, Founder, The Inner Circle

Brad Bedford, Sales Manager, The Inner Circle

REVENUE GROWTH

DAY 1 THURSDAY 16 JUNE

🕒 12:30pm - 1:00pm 📍 Main Stage

Building a \$1M personal training business in your facility

Speakers

Michael Cunico, General Manager - Fitness & Innovation, Viva Leisure Limited

Jeff Osborne, Performance Manager, F45 Training

Tahnee Donkin, Regional Personal Training Manager, Fitness & Lifestyle Group

Moderator

Richard Toutounji, Founder & CEO, COM Marketing

🕒 1:15pm - 2:00pm 📍 Theatre 3

You're Missing Out: 4 alternate revenue streams to boost revenue and profitability

Speakers

Maz Hagemrad, CEO, UFC Gym

Ashley Owen, General Manager, Derrimut 24:7 Gym

Jason Laurence, CEO, Skygym

Steve Grant, Director, Gym Hub

Moderator

Owen Bowling, CEO, The Wellness Program

🕒 2:45pm - 3:15pm 📍 Theatre 2

Developing a 24hr digital solution that increases revenue and compliments your facility

Speaker

Glen Taylor, Sales Asia Pacific, FitnessOnDemand

DAY 2 FRIDAY 17 JUNE

🕒 10:00am - 10:45am 📍 Theatre 3

Top tips and tactics to increasing your average revenue per member

Speakers

Scott Freeman, Director, EMF

Mathew James, Founder, Recovery Lab

Jonathan Freeman, CEO, Club Active

Belinda Amis, National Sales Manager, Fernwood Fitness

Jason Laurence, CEO, Skygym

Moderator

Owen Bowling, CEO, The Wellness Program

BUSINESS & OPERATIONS

DAY 1 THURSDAY 16 JUNE

🕒 11:45am - 12:30pm 📍 Theatre 1

Post-COVID Industry Update: Performance, members, workout times and more

Speaker

Michelle Furniss, Chief Commercial Officer - Fitness & Wellbeing ANZ, Xplor Technologies

🕒 4:15pm - 4:45pm 📍 Theatre 1

Using geographic and demographic local area data to make strategic, profit focused decisions

Speaker

Peter Buckingham, Managing Director, Spectrum Analysis

DAY 2 FRIDAY 17 JUNE

🕒 11:00am - 11:30am 📍 Theatre 2

People Power: Secrets to incentivising and retaining your best people

Speakers

Bekk Millwood, Founder/Head of Talent, Fitness Lifestyle International

Brenden Clark, General Manager, HealthyPeople

Jonathan Freeman, CEO, Club Active

Moderator

Dennis Hosking, Founder, Managing Director, FITREC & HealthyPeople

🕒 1:15pm - 1:45pm 📍 Theatre 3

Top tactics to recruit and engage rockstar instructors

Speaker

Ryan Hogan, CEO, Les Mills Asia Pacific

🕒 2:00pm - 2:45pm 📍 Main Stage

Technology & Innovation: The new, the disruptive and the game-changing

Speakers

Emmett Williams, CEO, Myzone, Asia Pacific

Michael Cunico, General Manager - Fitness & Innovation, Viva Leisure Limited

James Ellender, CEO, ActiveXchange

Hema Prakash, Vice-President & Managing Director, Mindbody

Olivia Milne, APAC Sales and Marketing Director, Keepme

Moderator

Justin Tamsett, Facilitator, REX Roundtables

BUSINESS EXIT STRATEGY

DAY 1 THURSDAY 16 JUNE

🕒 3:45pm - 4:15pm 📍 Theatre 2

How To: Considerations for choosing the right franchise partner

Speaker

Damien Bain, *Managing Director, Fitness Business Sales*

DAY 2 FRIDAY 17 JUNE

🕒 12:30pm - 1:15pm 📍 Main Stage

Building An Empire: From 1 facility, to 5, to 20, to exit!

Speakers

Peter Hull, *Founder and CEO, Fitstop*

Michael Jordan, *CEO, UBX Boxing + Strength*

Sam Waller, *Franchisor, Stepz Fitness Group*

Matt Gordin, *CEO, Boutique Fitness Studios*

Moderator

Richard Toutounji, *Founder & CEO, COM Marketing*

🕒 4:15pm - 4:45pm 📍 Theatre 1

8 steps to selling your fitness business

Speaker

Damien Bain, *Managing Director, Fitness Business Sales*

FITNESS PROGRAMMING

DAY 1 THURSDAY 16 JUNE

🕒 10:00am - 10:45am 📍 Theatre 3

7 game-changing tips to improve your programming

Speakers

Sebastian Oreb, *Owner and Founder, Strength System & Base Gym*

Stefan Ianev, *Head of Research & Development, Clean Health*

Moderator

Daine McDonald, *Founder & Executive Chairman, Clean Health*

🕒 2:00pm - 2:45pm 📍 Main Stage

Industry Futures: Building an offering for youth and senior wellness

Speakers

Barrie Elvish, *CEO, AUSActive*; Fiona Kriaris, *Health and Wellness Product Manager, YMCA Victoria*; Scott Murray, *General Manager Club Operations, PCYC NSW*; Ed Smith, *CEO, Sydney University Sport & Fitness*;

Simon Bryson, *Group Operations Manager, Aligned Leisure*;

Edwina Griffin, *Founder & Company Director, AtOne, Fitwomen & Fitmum*

Moderator

Paul Ritchie, *General Manager of Commercial, AUSActive*

🕒 2:45pm - 3:30pm 📍 Theatre 3

Fitness Recovery: How tech enhanced wellness is changing the member experience

Speaker

Tony De Leede, *CEO, Wellness Solutions*

DAY 2 FRIDAY 17 JUNE

🕒 10:15am - 10:45am 📍 Theatre 1

Boutique Brilliance: Creating a first-class member experience

Speakers

Sam Canavan, *Managing Director Asia-Pacific, ClassPass*; Brooke

Daubney, *National Performance and Experience Manager, KX Pilates*;

Michael Ramsey, *Founder, Strong Pilates*

Moderator

Vanessa Leone, *Co-Founder, Exercise to Experience*

🕒 11:45am - 12:15pm 📍 Theatre 3

How poor quality trainers are impacting your revenue growth and member retention

Speaker

Daine McDonald, *Founder & Executive Chairman, Clean Health*

🕒 12:30pm - 1:00pm 📍 Theatre 2

HIIT Is Hot: 5 tips to take advantage and differentiate your current offering

Speakers

Ben Woolford, *Founder - CEO, REVL Training*; Jeff Osborne, *Performance*

Manager, F45 Training; Adala Bolto, *Founder & Director, Zadi Training*;

Daniel Conn, *Co-Founder Director, Baller Nation*

Moderator

Mel Tempest, *Fitness Business Advisor, meltempest.net*

🕒 2:45pm - 3:15pm 📍 Theatre 1

Building a boutique offering inside your commercial club

Speaker

Mel Tempest, *Fitness Business Advisor, meltempest.net*

MARKETING & SOCIAL MEDIA

DAY 1 THURSDAY 16 JUNE

🕒 10:15am - 11:00am 📍 Theatre 1

How to win at social

Speaker

Amaury Treguer, Executive Director Social, Red Havas

🕒 12:30pm - 1:00pm 📍 Theatre 2

Gaming Google: Key factors to getting seen and clicked

Speaker

Mathilde Gomez, Performance Director, Havas Media Australia

🕒 2:45pm - 3:15pm 📍 Theatre 1

Email Marketing Masterclass: Create and send emails that get results

Speaker

Michaela Aguilar, Head of Partner Strategy & Enablement, Acoustic

DAY 2 FRIDAY 17 JUNE

🕒 1:15pm - 1:45pm 📍 Theatre 1

How to use behavioural marketing to supercharge your digital strategy

Speaker

Nicholas Mason, Head of Behavioural Marketing, webprofits

🕒 2:45pm - 3:15pm 📍 Theatre 2

Influencer Marketing: Working with micro influencers to grow your reach

Speaker

Alice Dickinson, Senior Account Manager, Red Havas

🕒 3:45pm - 4:15pm 📍 Theatre 2

TikTok: From 0 to 2.5M followers overnight

Speakers

Cody Hanish, Chiropractor, Combined Clinics Australia

200+ BRANDS
100+ SPEAKERS
40+ SESSIONS

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