

AALARA 18TH Annual Conference EDUCATION AND INNOVATION 2012

Crowne Plaza, Surfers Paradise Gold Coast Queensland

14 – 17 May 2012



The AALARA Conference 2012 provides a unique opportunity for attractions, amusement, leisure and recreation industry business owners and management to network, exchange ideas and establish quality personal and business contacts.

Who attends?

Business owners and senior managers from theme parks; tourist attractions; go karting parks; waterparks and aquatic venues; family entertainment centres; indoor play centres; wildlife parks; museums; science centres; aquariums; transportable amusements; bowling centres; laser tag and laser skirmish; events and festivals; hospitality industry; caravan holiday parks; property developers and investors; town planners and architects; industry consultants; and, suppliers and manufacturers

www.aalara.com.au



AALARATM
Australian Amusement, Leisure
and Recreation Association Inc.

YOUR INVITATION



You are invited to join us on the Gold Coast for four days of learning and inspiration regarding the future of the amusement, recreation and leisure industries. The conference program includes key note presentations by international business leaders that will provide insight into the successful business practices and philosophies behind the larger and smaller attractions in our industry. Join us for industry forums chaired by industry leaders that will educate and inspire you. Get up to date on the latest government legislation (new Australian Standards, Workplace Health and Safety Act and modern Industrial Relations Awards) and gain access to business leaders on

the latest trends in products, rides, trends, information and innovation in 2012.

AALARA financial members also receive a special discounted registration fee in addition to the early bird discount if you book before FRIDAY 2 MARCH 2012.

The AALARA AGM will be held at the conference on 16th May. I look forward to welcoming you to Queensland's beautiful Gold Coast in May.

AALARA President
Tony Lines
Australian Amusement Leisure and
Recreation Association Inc.

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About The Conference Venue

Crowne Plaza Surfers Paradise is 30 minutes by taxi from the Gold Coast Airport and an hour from Brisbane Airport. The hotel has ocean views and is a short walk to sandy beaches, both central Surfers Paradise and Broadbeach. Visit the hotel's Four Winds Revolving Restaurant with views of the city, ocean and beaches, or Relish Restaurant or the hotel bar. Relax while using wireless Internet by the pool or enjoying a visit to the Essence day spa.

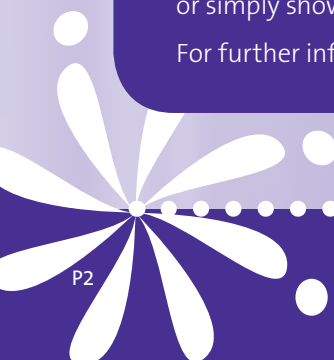
Crowne Plaza Surfers Paradise
2807 Gold Coast Highway, Surfers Paradise
Gold Coast, Qld Australia



Become A Sponsor

The AALARA Conference is the premier industry event for the amusement, leisure and recreation industry. As a sponsor, you will gain direct access to key decision makers from Australia, New Zealand and the Pacific. AALARA sponsorship is a cost effective way to showcase your latest products and services or simply show your support of our industry.

For further information contact the AALARA office.



Pre-Conference Education Workshop and National Regulators Forum

Monday 14 May 2012

8.00am Conference Pre-Registration Open (tea and coffee networking opportunity)

9.00am Introduction to Diploma of Attractions Management Course

An information session on the new tertiary diploma for employees within the Australian attractions industry.

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10.30am National Plant Regulations – Amusement Devices Training

Presented by: **Gary Wachter**, Chair, ME-51 Australian Standards Committee; **Stan Durkin**, AALARA Standards Committee; **Michael Chan**, Chief Safety Engineer, Workplace Health & Safety Queensland; and **Chris Turner**, State Co-Ordinator Engineering Advice, WorkCover NSW Specialist Services Group

1.30pm National Regulators and Industry Stakeholders Forum

(Closed meeting for invited industry representatives only)

5.00 – 7.00pm

Barefoot bowls and welcome networking refreshments

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FUJIFILM



Key Note Presentations and Industry Breakout Forums

Tuesday 15 May 2012

8.45am Welcome Address by Australian Amusement, Leisure & Recreation Association Inc, President Tony Lines

9.00am It's all about FUN !

Come and learn about the history of Morey's Pier, a truly family owned business and major success story. Learn about the systems and programs which make Morey's Pier stand at the fore front of modern amusement technologies whilst still respecting the Pier's history and identity.

Presented by: IAAPA Vice Chairman, **Will Morey**, President & CEO, Morey's Pier & Beachfront Waterparks USA

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9.45am Magic Behind the Curtain – Disney Parks & Resorts

Looking at the parks and resorts of The Walt Disney Company today, it's easy to forget the learning process that has gone into the development of a business that is now synonymous with Disney. With the opening of every new park, Disney (first the man and then the company) has stumbled, learned, corrected and then improved over and over again. With each new expansion, there has been very public statements questioning the wisdom, ability, intelligence and/or strategy of the leaders and management of the company... with the final verdict being given only after decades of successful operation.

Presented by: **Noble Coker**, Vice President for Park Operations Hong Kong Disneyland Resort

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11.00am Brand Partnering in the Attractions and the Events Industry

As R.M. Williams – The Bush Outfitter enters its 80th year we see this iconic Australian company going from strength to strength using partnerships in the Attractions and Events Industry as an integral part of its marketing strategy. Hamish Turner, the company's Chief Executive Officer and Managing Director, will give us an insight into how a brand such as R.M. Williams identifies, engages and delivers its partnerships across the Industry. Hamish, with over 20 years major Events Industry experience, will also share with us his views on the future of agricultural shows and local events in Australia with a particular focus on the forthcoming development of regional events.

Presented by: **Hamish Turner**, Chief Executive Officer, R.M. Williams Pty Ltd.





Tuesday 15 May continued

11.45am How much? Setting Prices for your Attraction and the Impact of Technology on Ticketing Strategies

Tony will look at the economic modelling and practical application of pricing policy including price elasticity analysis- a practical 'how to' guide for attractions to maximise ticket yield. The experienced based presentation will include a look at the latest trends in ticketing and point of sale information gathering. Presented by **Tony Hood**, B.Ec C.A. M.B.A, Director, William Buck (VIC) Pty Ltd

1.30pm Building an Online 'Presence' – Social Media v2.0

Andy explores the recent Google algorithm changes and the impact on how a businesses' information is currently being indexed. He looks at how to become a dominant force on the internet by employing a simple 'surf – search – social' integration formulae. He looks at the cost effectiveness of hiring expertise in house versus outsourcing (and what produces the best results). Presented by **Andy McCutcheon**, Senior Internet Marketing Consultant, Reach Local Australia



2.20pm Marketing and Group Sales – Developing, Implementing, Tracking and Growing Group Sales for your Business

Tim and Annette will discuss strategies you can use to tap into the extra revenue and marketing available via group bookings. They will address the benefits on your own group sales and run through a strategy you can implement to get you started on your own group sales program. This is a beneficial strategy for all operations, no matter what the size of your attraction.

Presented by: **Tim Newman-Morris**, Director of Lollipops Playlands & Cafe Franchising Australia and **Annette Pearce**, Director of Sales, Village Roadshow Theme Parks

3.30pm – 5.30pm PARALLEL SESSIONS

3.30pm Go Karting Industry Forum

This industry breakout forum will bring together owners and operators of Go Karting throughout Australia to discuss the newly published Australian Standard for Concessional Go Karts (AS 4723-2011) and the review of business practices guiding the adoption of this new standard. It is a great opportunity to network with other business owners and discuss business practices, opportunities or challenges facing the concessional Go Karting industry across Australia.

Presented by: Convenor **Terry Skene**, Chair, AALARA Go Karting Committee and Panel members of the Australian Go Karting industry

3.30pm Waterparks and Aquatic Centres Industry Forum

We will focus on implications for the aquatics industry – are you prepared for the worst? We will also hear from Royal Life Saving about the recently amended international pool signage standards and discuss compliance issues. We will discuss drowning prevention and the risk management programs you need to protect your aquatic centre. The current NSW Dept of Health Guidelines for pool chemicals will be highlighted with potential fines you could be facing up to \$25,000!!! Be prepared. Also in focus will be the benefits of the Royal Life Saving Five Star Accreditation and Keep Watch programs. Presented by: **Dax Eddy**, AALARA Aquatic Committee Chair, General Manager, Jamberoo Action Park; **Lee Carter**, Park Manager, Wet N Wild WaterWorld; and **Matthew Griffiths**, Aquatic Industry Services Manager, Royal Life Saving Society Australia



3.30pm Laser Tag Industry Forum

This industry breakout forum will bring together owners and operators of Laser Tag throughout Australia to discuss opportunities and challenges facing laser tag businesses in 2012. The forum will review recent lobbying activity on proposed legislative changes on firearms that could severely impact the industry. The forum will review the findings of the Industry Survey conducted in December 2011 and analyse the Industry Position Paper being developed to promote the community and business contribution made by this important sector of the amusement industry. It is vital that all industry players are aware of the central message in order to promote a consistent and positive approach. This is a great opportunity to network with other business owners.

Presented by: Convenor **Robert Bradley**, Chair, AALARA Laser Tag Committee and Panel members of the Australian Laser Tag industry

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Wednesday 16 May

8.30am Jamberoo Action Park – a Case Study:- Strategic Planning Strategies and Management

Jim will provide a case study on the challenges faced during the phenomenal growth of this family owned attraction. Jim will discuss the steps in strategic planning and the challenges of development assessment and approvals, building a theme park, managing debt financing and taxation while building equity, managing the many operational challenges of an ongoing attraction business.

Presented by: **Jim Eddy**, Managing Director, Jamberoo Action Park

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9.20am Human Resources And Industrial Relations

Mark will cover a summary of recent changes to Human Resources and Industrial Relations landscape including the Fair Work Act, Modern Awards (particularly, the Amusement, Events & Recreation Award and Travelling Shows Award), recent cases and decisions which may impact our industry. This is a must see session for every manager of an attractions and amusement industry business in Australia.

Presented by: **Mark Bunch**, Partner, Aitken Legal

11.15am A Case Study in Marketing and Business Development of a Small Attraction – SKY POINT

Andrew will discuss the strategies behind the redevelopment of Sky Point and their newest attraction Sky Point Climb.

Presented by: **Andrew Sharry**, General Manager, Sky Point

11.45am Increasing Your 'Per Cap' Spend Through Mobile Vending in Attractions

John will lead a discussion on how to increase guest / patron spending through the use of mobile vending without diminishing your marginal returns from fixed attractions. These principles can be used in smaller attractions as well as theme and amusement parks.

Presented by: **John Gaudin**, General Manager, Food & Beverage, Dreamworld, WhiteWater World and Skypoint

12.20pm Retail Merchandising for Attractions

Although often treated as an afterthought, attraction retailing can be a highly profitable business. This session will explore the principles of getting the most from attraction retail, including: store size and location; design and layout; product mix; pricing and margins; in-store marketing and promotions; visual merchandising, inventory management and staff engagement.

Presented by **Alan Schauder**, Insights Director, Merchant Wise

2.15pm Lessons from Losses – the Liability of Leisure

This session provides steps on how to best deal with injured patrons to help avoid lawyers and litigation. Proclaim is the leading public liability claims management company in Australia. In the session we will summarise recent claims, focusing on:

- Injured and aggressive customers – what to do so they don't go to see lawyers
- Injured children
- How responding and gathering information can make or break a claim
- Co-operation and contractual issues with other parties
- Legal updates including inherent and obvious risk.

Presented by: **Kate Farrell**, Account Manager, Proclaim Management Solutions

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4.15pm Succession Planning for Family Attractions and Amusement Businesses

A Case Study – 80% of businesses in Australia are family owned and operated. Often those businesses are passed onto a younger generation without planning or forethought, or passed on when it's too late, leading, to the decline of the business, and sometimes intergenerational relationship breakdowns. Anthea and Philip Hammon will talk about the succession planning that has been carried out at Scenic World over the last 10 years and guide you on steps and tools to ensure a family business can transition between generations.

Presented by **Phillip Hammon**, Co-Managing Director and **Anthea Hammon**, Co-Managing Director, Scenic World Blue Mountains

Networking Events

Morning Tea And Lunch

Tuesday 15 May

10.30am Morning Tea

Sponsored by



12.30pm Lunch

Sponsored by



3.00pm Afternoon Tea

Sponsored by



Wednesday 16 May

10.30am Morning Tea

Sponsored by



1.15pm Lunch

3.00pm Afternoon Tea

Sponsored by

Logan Community Bank* branches



Evening Networking Program

(Registered delegates only)

Monday 14 May

5.00pm Barefoot Bowls and Welcome Networking Drinks

Sponsored by



Tuesday 15 May

5.30pm Networking Drinks and Refreshments

Wednesday 16 May

7.00pm Pre-Dinner Drinks

7.30pm Gala Dinner

9.30pm Cristal's Lounge Networking Drinks and Dancing

Post-Conference Site Tours To Theme Parks

Thursday 17 May

Site Tours (included in full registration only)

9.00am – 1.30pm DREAMWORLD

A behind the scenes look at their thrilling NEW BUZZ SAW attraction



9.00am – 1.30pm MOVIE WORLD

A behind the scenes look at the NEW GREEN LANTERN coaster attraction



9.00am – 1.30pm WET N WILD WATERWORLD

A behind the scenes look at the three NEW thrilling AQUA LOOP, ZIP LINE and SKY COASTER attractions



For more information about exciting leisure and shopping activities on the Gold Coast visit:
www.goldcoast.com.au
www.visitbrisbane.com.au
www.robinatowncentre.com.au
www.harbourtown.com.au
www.pacificfair.com.au

2012 Conference Schedule At-A-Glance

MONDAY 14 MAY

9.00am
Introduction to Diploma of Attractions Management Course

10.30am
National Plant Regulations – Amusement Devices Training

1.30pm
National Regulators And Industry Stakeholders Forum (Closed Meeting)

5.00pm
Barefoot Bowls and Welcome Networking Refreshments

9.00pm
Evening at Leisure – Crowne Plaza Surfers Paradise Bars/ Restaurants



TUESDAY 15 MAY

8.45am
Welcome Address By AALARA President, Tony Lines

9.00am
It's All About Fun – IAAPA Vice Chairman, Will Morey, President & CEO, Morey's Pier & Beachfront Waterparks

9.45am
Magic Behind the Curtain- Disney Parks & Resorts – Noble Coker, Vice President for Park Operations, Hong Kong Disneyland Resort

11.00am
Brand Partnering in the Attractions and the Events Industry – Hamish Turner, CEO, R.M. Williams

11.45am
Setting Prices for Your Attractions and the Impact of Technology on Ticketing Strategies – Tony Hood, Director, William Buck (VIC)

1.30pm
Building an Online Presence – Social Media v 2.0 – Andy McCutcheon, Senior Internet Marketing Consultant, Reach Local

2.20pm
Marketing and Group Sales – Tim Newman-Morris, Director, Lollipops Playlands & Cafe Franchising Australia and Annette Pearce, Director of Sales, Village Roadshow Theme Parks

3.30pm
Go Karting Industry Forum

3.30pm
Water Park and Aquatic Centres Industry Forum

3.30pm
Laser Tag Industry Forum

WEDNESDAY 16 MAY

8.30am
Jamberoo Action Park – a Case Study: Strategic Planning Strategies and Management – Jim Eddy, Managing Director, Jamberoo Action Park

9.20am
Human Resources and Industrial Relations – Mark Bunch, Partner, Aitken Legal

11.15am
A Case Study in Marketing and Business Development of a Small Attraction – SKY POINT – Andrew Sharry, General Manager, Sky Point

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12.20pm
Retail Merchandising for Attractions – Alan Schauder, Insights Director, Merchant Wise

2.15pm
Lessons from Losses – The Liability of Leisure – Kate Farrell, Account Manager, Proclaim Management Solutions

4.15pm
Succession Planning for Family Attractions and Amusement Businesses – Phillip Hammon and Anthea Hammon, Co-Managing Directors Scenic World Blue Mountain

4.45pm
AALARA Annual General Meeting

THURSDAY 17 MAY

Post Conference Site Tours (INCLUDED IN FULL REGISTRATION ONLY)

9.00am
Dreamworld

9.00am
Movie World

9.00am
Wet N Wild Water World

