



# Conference Program





The banner features a stylized city skyline in purple and blue at the bottom. The text 'ACE' is in large, bold, yellow letters, with '2025' in smaller yellow letters below it. To the right, the phrase 'Unmasking the future' is written in a blue, handwritten-style font, followed by a purple masquerade mask icon. In the top right corner, the text 'AuSAE Conference & Exhibition' is in blue, with '10-12 September' and 'Marvel Stadium Melbourne' below it. The AuSAE logo, consisting of a white play button icon and the text 'AuSAE The Australian Society of Association Executives', is in the bottom right corner.

# ACE 2025

Unmasking the future

AuSAE Conference & Exhibition  
10-12 September  
Marvel Stadium Melbourne

AuSAE  
The Australian Society of Association Executives

## Welcome to ACE 2025: Unmasking the Future

The AuSAE Conference & Exhibition (ACE) is where Australasia's association professionals come together to examine what's changing, what's working, and what's next—across disciplines, across experience levels, and across the sector.

Hosted inside Melbourne's iconic Marvel Stadium, this two-and-a-half-day program (10-12 September 2025) offers a deliberately different format. Every session, space and interaction is designed to support real learning, meaningful exchange, and practical insight you can take back to your organisation.

### What to Expect:

- Keynotes, panels, and fireside conversations that unpack major shifts and spotlight the people shaping direction from inside and outside the sector.
- Association case studies presented via silent conferencing - real stories, straight from those doing the work.
- Peer-led, solution-focused ideas from sector partners. Not sales. Not theatre. Just useful thinking delivered with clarity.
- Open-format sessions built around dialogue. A space to share challenges, test ideas, and connect with others working on similar problems.

ACE 2025 isn't the biggest event—it's the most **intentionally built**. It's where the association community comes together to unmask the future. And yes, it all takes place in a stadium built for heroes - ready to suit up?

## ★ What Makes ACE Different?

ACE isn't just another industry event. It's the only conference in Australasia created by association professionals, for association professionals, designed by the team at AuSAE, the not-for-profit peak body supporting our sector.

That means every element of the experience, from the topics we explore to the people we put on stage, is grounded in the real challenges and opportunities facing associations today.

### At ACE 2025, you'll find:

- ◆ Conversations that go beyond the stage, from coffee catch-ups to unexpected collaborations
- ◆ Insight from across the sector - practical, peer-led, and never a sales pitch
- ◆ Voices that reflect our community, from future CEOs to legacy leaders
- ◆ A stadium venue reimagined as a space for connection, creativity, and purpose

This isn't just a program. It's a platform for the future of our profession—and it belongs to all of us.

## Program at a Glance

### Pre-Conference - Wednesday, 10 September 2025

12:00 pm	Visit Geelong Famil
2:30 pm	AuSAE Council of Professions Launch - <i>The Value of Professions</i>
4:00 pm	Registration Opens
5:00 pm - 6:30 pm	ACE 2025 Welcome Function

Day 1 - Thursday, 11 September 2025

9:00 am	Registration Opens / Welcome Networking & Coffee			
10:00 am	Opening Keynote - Rosie Thomas OAM <i>“Building Communities, Creating Change”</i>			
11:00 am	Morning Tea - Networking & Refreshments			
11:30 am	<b>Skyline Main Stage</b>	<b>Rogers Room</b>	<b>The Exchange (Level 2)</b>	<b>Horizon Stage</b>
	11:30 am - 12:15 pm <b>Panel: Impact or Irrelevance: Why Associations Must Own Their Value Story</b>	11:30 am - 12:15 pm <b>One Association, Many Communities</b>  <i>With <b>Mary Louise Huppatz</b>, Association for Teritary Education Management (ATEM)</i>	11:30 am - 1:00 pm <b>Membership Exchange</b>  Join fellow membership and engagement professionals for a practical, peer-led discussion on what’s working right now.  <i>With <b>Paul Ramsbottom</b>, Advanced Solutions International (ASI)</i>	11:30 am - 12:00 pm <b>Meet Florence: How a Digital Innovation Is Reframing Nursing Careers</b>  <i>With <b>Mitch Wall &amp; Prue Baum</b> Australian Primary Health Care Nurses Association (APNA)</i>
	12:15pm - 1:00pm <b>Panel: Reinvention in Practice: Strategy, Shift, and Seizing Opportunity</b>  <i>With <b>Deanna Varga</b>, Mayvin Global; <b>Debra Cerasa</b>, Amplify Alliance Australia; <b>Bernard Depasquale</b>, Australian Music Examinations Board; <b>Brenda Davy</b>, Consumer Healthcare Products Australia</i>	12:15 pm - 1:00 pm <b>Equipping Associations to Lead on Diversity, Equity, and Inclusion</b>  <i>With <b>Holly Barnard</b>, Diversity Agenda</i>		12:15 pm - 12:45 pm <b>Marketing on a Shoestring – Smart Content for small teams</b>  <i>With <b>Olena Lima</b>, MemberBoat</i>
1:00 pm	Lunch - Networking & Lunch			

## Day 1 - Thursday, 11 September 2025

2:00 pm	Skyline Main Stage	Rogers Room	The Exchange (Level 2)	Horizon Stage
	<p>2:00 pm - 2:45 pm</p> <p><b>Beyond Duty: Designing Governance Environments that Attract and Engage the Right Directors</b></p> <p><i>With <b>Steven Bowman</b>, Conscious Governance</i></p>	<p>2:00 pm - 2:45 pm</p> <p><b>The Partnership Playbook: How to Attract, Engage and Grow Your Association's Corporate Partnerships</b></p> <p><i>With <b>Mike Barouche</b>, Revenue Through Relationships</i></p>	<p>2:00 pm - 2:45 pm</p>	<p>2:00 pm - 2:45 pm</p>
	<p>2:45 pm - 3:30 pm</p> <p><b>The Situation Room</b></p> <p>Real world Governance dilemmas solved in real time</p>	<p>2:45 pm - 3:30 pm</p> <p><b>Cutting Through the Noise: Creating Communications that Members Actually Notice</b></p> <p><i>With <b>Felicity Zadro &amp; Debbie Bradley</b> from Zadro</i></p>	<p>2:45 pm - 3:30 pm</p>	<p>2:45pm - 3:15 pm</p>
3:30 pm	Afternoon Tea - Networking & Refreshments			
4:00 pm	<b>Plenary Session - Nigel Collin- Growth Mindset of Change. <i>Shift your thinking. Lock in Growth</i></b>			
4:45 pm	CAE Recognition Ceremony			
5:00 pm	Cocktails on the Boundary			
6:30 pm	End of Day 1			

Day 2 - Friday, 12 September 2025

8:30 am	Registration Opens / Welcome Networking & Coffee			
9:00 am	Plenary Session - Exciting announcement to come!			
10:30 am	Morning Tea - Networking & Refreshments			
11:00 am	<b>Skyline Main Stage</b>	<b>Rogers Room</b>	<b>The Exchange (Level 2)</b>	<b>Horizon Stage</b>
	11:00 am - 11:45 am <b>Data Governance in the Age of AI</b>	11:00 am - 11:45 am <b>From Plan to Progress: Making Strategy Work in a Small Association</b>	11:00 am - 12:00 pm <b>The Future Role of Events in our Member Strategy</b>  <i>With <b>Sarah Markey-Hamm</b>, ICMS</i>	11:30 am - 12:00 pm <b>AuSAE Knowledge Assistant - Name Reveal</b>
	12:00 pm - 12:45pm <b>Lead First, Tech Follows</b>  <i>With <b>Michelle Lelempsis</b>, Causeis &amp; <b>Madeline Culbert</b></i>	12:00 pm - 12:45 pm <b>Panel: Unmasking Influence: How Evidence Lifts Voice, Credibility and Relevance</b>  <i>With <b>Brenda Mainland</b>, Survey Matters; <b>Jodie McKenzie</b>, Australian Counselling Association, <b>Ann Davey</b>, Massage &amp; Myotherapy Australia</i>	12:00 pm - 1:00 pm <b>Taking the Perfect Event Photos</b>	12:30 pm - 1:00 pm <b>So, you want to be a CAE?</b>



## Day 2, Friday 12 September 2025

1:00 pm	Lunch - Networking & Lunch
2:00 pm	<b>Plenary Session - Is Volunteering an Association's Superpower?</b>
3:00 pm	<b>Closing Plenary Session – The Great Debate .... The Future of Associations is ... ?</b>
4:00 pm	Conference Conclusion



## CAE Approved Provider

AuSAE is an ASAE CAE Approved Provider, and you will earn CAE credits by attending the ACE 2025 Conference & Exhibition. Find out more about CAE Accreditation at ASAE and AuSAE here [www.ausae.org.au/cae](http://www.ausae.org.au/cae)



## Registration - Full Conference Tickets to ACE 2025

Early registration rates are available. All ACE 2025 Full Conference Registration for AuSAE members and association professionals include full 2 x day conference registration (Day 1 & 2), entry to all conference education sessions (Day 1 & 2), access to the ACE Exhibition and activities, catering on both days, a ticket to the Welcome Function on Wednesday, 10 September, and Cocktails on the Boundary on Thursday, 11 September.

- **AuSAE Member Registration: \$690**
- **Association Professional Registration: \$890**
- **AuSAE Member Group Registration (3 Attendees): \$1,500**

All prices are in Australian dollars, including GST.

## Need Support? Contact Us

We're here to help! If you have any questions or need support with your registration for the AuSAE Conference & Exhibition (ACE) 2025, please get in touch with our team at [info@ausae.org.au](mailto:info@ausae.org.au) or call 1300 764 576 or +61 7 3268 7955 (outside Australia).





## ACE 2025 Supported by

