



# 2021 WOMEN IN HOTELS CONFERENCE

**TUESDAY 28 SEPTEMBER 2021**

WILLIAM MAGAREY ROOM - ADELAIDE OVAL

@WOMENINHOTELS

It's with great pleasure that the Australian Hotels Association (SA Branch) announces the official program for the 2021 Women in Hotels Conference – celebrating 27 years of the Women in Hotels network in South Australia.



The conference is a biennial event bringing together women from across the South Australian Hotel Industry to be inspired, share their knowledge, and strengthen their networks with one another.

The inaugural Women in Hotels Conference was held 1994 - a result of the growing demand for a gender specific educational and inspiring network. The Conference was a wonderful opportunity to recognise the immense contribution of women to industry and building their networks. This event kick started regular events and has assisted in the development of many friendships and careers. Women in Hotels has evolved into a strong community of like-minded people, hoping to achieve success and happiness in a hard-working industry.

The 2021 Conference provides an inspiring and comprehensive range of topics and presenters. The program has been deeply considered to bring a raft of practical thinking and tools to take back to the workplace. We hope delegates leave the event feeling uplifted and positive to face the challenges ahead.

A highlight of the program will be our keynote speaker and high achieving South Australian, Taryn Brumfitt. Taryn Brumfitt is a global thought leader and motivational speaker. She has reached over 200 million people worldwide with her inspiring message to EMBRACE your body!

The Conference Dinner concluding the day will be a wonderful celebration with special guests. At the dinner, we announce the inductees into the Women in Hotels 'Hall of Fame' in recognition of hoteliers that have made a significant contribution to the SA Hotel Industry.

We would encourage ALL female hotel staff to attend the conference. There is something in it for everyone. We look forward to your attendance.

REGISTRATIONS  
CLOSE

Tuesday 21 September

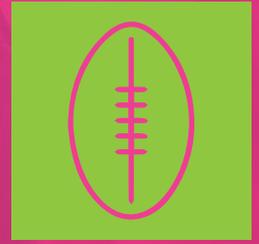
EMBRACE  
EVOLVE  
CHALLENGE  
LEAD

EVENT  
PARTNERS

Tabcorp



# WE THOUGHT... IT'S AT ADELAIDE OVAL, SO LET'S TREAT IT LIKE FOOTY. GAME ON!



PLAYER CHECK-IN

8:45am - 9:30am

WELCOME TO  
PLAYERS

9:30am - 9:35am

## OFFICIAL OPENING OF THE WOMEN IN HOTELS CONFERENCE 2021

Hon Michelle Lensink MLC, Minister for Status of Women  
9.35am - 9.45am

A POSITIVE  
KICK-START TO  
THE PROGRAM.  
GET YOUR TEAM  
MENTALLY  
PREPARED FOR THE  
PROGRAM AHEAD.



## SPEED WORKSHOPPING – PAST GAME LEARNINGS

9.45am – 10am

This is a group activity designed to share amongst delegates your challenges and triumphs from the last 18 months.

**Pick a new training partner!**



## PRE-GAME CAPTAINS PEP TALK

Chelsea Randall, Captain AFLW Adelaide Crows

10am - 10.30am

**Chelsea will share her insights into the importance of the team and playing well together. How to nurture team members to achieve best outcomes regardless of win or loss, take risks, and keep positive in adversity.**

*A star of the competition, Randall guided the Crows to the inaugural AFLW Premiership and earned All Australian selection in 2017. In 2018, she picked up a string of awards, including the Crows Club Champion and captaincy of the All-Australian side. Randall became a three-time All Australian in 2019 as she co-captained the Crows to their second Premiership. She missed the 2020 campaign after tearing her ACL in the first pre-season training and instead took on an assistant coaching role. Randall returned from the injury in 2021 and became sole captain of the side after Erin Phillips stood down.*

*“Clinging to the past is the problem. Embracing change is the answer.”*

*- Gloria Steinem*



## TEAM CULTURE - RECRUITMENT, REVIEW, REWARD, RETENTION

Julie Hancock, HR Manager - Zagame Corporation VIC

10.30am - 11am

**The last few years having been particularly challenging with staff recruitment and retention within the hospitality industry due to the impact of Coronavirus. As a Victorian based hotelier group, Zagame's have proudly worked on bringing the team together as one group, strengthening the culture with transparency through strong and accurate communication, high employee engagement and re-training.**

Julie is looking forward to explaining how Zagame's extend their trademark of 'above and beyond' to all their employees, from the initial induction process, implementing their training and development and setting them up for success. Julie will share how to get

the players thinking about the game, getting the best out of your players, making your club who they want to play for. This session will feature one of Australia's leading and most successful hotel groups who will share their 'team' secrets to success.

*Julie Hancock is a HR Manager at Zagame Corporation (est 1971) supporting and overseeing employees and managers with training, policies & procedures, return to work and employee programs such as Rewards & Recognition and Health & Wellbeing. She is particularly passionate about mental health and ensuring that Zagame Corporation is everyone's employer of choice!*

REMEMBER  
THERE IS  
NO 'I' IN  
'TEAM'



MORNING TEA

11am - 11:30am

# QUARTER TIME INSPIRATION



## KEYNOTE ADDRESS: EMBRACE

Taryn Brumfitt

11.30am-12.30pm

**Taryn Brumfitt is here to change the world! She is the fiercely passionate thought leader behind the Body Image Movement, the Director of the inspiring documentary Embrace seen in 190 countries and a three-times bestselling author. She is also an internationally recognised speaker, an Australian of the Year finalist and was named alongside Emma Watson and Beyonce in Germany's Woman of the Year.**

*Taryn's fire in the belly has seen her bump Baby Shark off the iTunes number 1 song, direct a film that has been viewed by millions across the globe and her work has been recognised by United Nations Women,*

*Amy Poehler's Smart Girls, the Geena David Institute and Ashton Kutcher who famously praised her activism as "good for the world".*

*Voted as General Electric's highest rated speaker, Taryn has reached over 200 million people and is a sought-after impact producer for creative organisations and individuals. She is known for her ridiculous amounts of energy and making the impossible - possible. When not making waves, she can be found in the suburbs of Adelaide, eating dumplings, jumping off jetties and snuggling her three children.*

"Alone we can do so little, together we can do so much."

- Helen Keller

LUNCH & NETWORKING

12.30pm-1pm



THE GAME MIGHT NOT BE GOING QUITE TO PLAN.

IT COULD BE TIME TO CHANGE TACTICS AND FIND THE TOOLS TO ADAPT TO THE SHIFT IN PLAY TO GET A BETTER RESULT.

## RETHINKING TACTICS



### CHANGE STARTS WITHIN

Leanne Robinson, Director - ASPEN Solutions  
1pm - 1.45pm

**It's fair to say that the world has thrown us all some stormy weather in recent times.**

At times it's been tough to navigate, and phrases like 'change fatigue' are becoming all too common. But it doesn't have to overwhelm and drown us. The good news is that change starts within us, and when we have the tools and strategies to navigate our own emotions and keep our heads above water, we can help and lead others to weather the storm too.

In this session we'll delve into understanding the role that our values, purpose, and optimism play, as the lighthouse that guides our way and helps us to

effectively and confidently navigate through whatever changes come our way.

*Leanne is the Co-Founder and Director of Aspen Solutions, a boutique consulting company helping organisations and individuals to thrive through times of change. She has been instrumental in assisting organisations to achieve significant improvements in customer satisfaction, sales, productivity, and employee engagement, taking teams and organisations on a journey of award-winning business and cultural transformation. A certified coach and Six Seconds Emotional Intelligence practitioner and facilitator.*

IS YOUR TEAM  
DOING ALL THAT  
IT COULD AND  
SHOULD BE?

WHAT DOES  
YOUR CLUB  
STAND FOR?

WHAT IS ITS  
CULTURE AND  
VISION?



## SOCIAL RESPONSIBILITY – YOUR BRAND IN THE COMMUNITY

1.45pm – 2.15pm

**There is now the demand to give something more to give to your customers and community. What are the ways in which your business can dig down to a deeper level of empathy and contribution in a chaotic world?**

*In addition to attracting and earning the loyalty of guests, socially responsible initiatives can help entice and retain employees as well. People want to work for a company with a positive impact. They'll have higher job satisfaction, which means a lower employee turnover rate for you. Here's how you can become more socially responsible—and benefit your community and your brand at the same time.*



## COMMUNITY SERVICE & SUSTAINABILITY

Rose Kentish, Co-Founder - Sparkke

Social responsibility means more than caring about the environment. It's about caring for people and communities too. And that makes sense as a hotelier. Your community is what makes your locality great and entices patrons to visit—so you should be invested in its health and prosperity. Consider creating initiatives or programs that give back to the community you love.

*Rose is a co-founder of the Sparkke Change Beverage Company and Winemaker. At Sparkke they understand that diverse races, cultures, genders, minds, and tastes make us richer. Make us better. Make us stronger. They are working to raise the bar, just by walking in to one.*



## CHARITABLE CONTRIBUTIONS

Isobel Marshall & Eloise Hall, Co-Founders - TABOO

Whether it's to help the community or conserve the environment, setting up your own programs and initiatives can be a daunting task. If you're not ready to do it on your own, consider partnering with a charity.

*At 17 and 18, Eloise Hall and Isobel Marshall (Co-Founders) crowdfunded \$56,000 to kick-start TABOO Period Products; a social enterprise that sells high quality, certified organic cotton pads and tampons with all company profits dedicated to eradicating period poverty. TABOO has a strong focus on educating, campaigning and advocacy efforts, aiming to dismantle menstrual stigma and free the conversation of periods to create practical change. Eloise works as Managing Director of TABOO*

*alongside her studies, completing a double degree of Business and International Relations at Flinders University. Eloise has a background of hospitality and a passion for liberated purposeful conversation that creates positive change. She is one of Adelaide's 40 Under 40 award recipients.*

*Isobel is the Director of Health and Education at TABOO and is part way through her degree in Medicine at the University of Adelaide. Isobel is passionate about reproductive health and education programs and has been awarded the 2021 Young Australian of the year.*

# KEY LESSONS FROM THE GAME



<b>SHORT BREAK</b>	2.15pm – 2.30pm
--------------------	-----------------

## GAME RESULTS – WORKSHOP SESSION

2.30pm-2.45pm

**Sit down with your training partner and share what learnings you found from the challenges of the last 18 months.**

How is your business changed? What has it forced you to do? What are the positives that have come out of the challenges? What are you thankful for?

*“Coming together is a beginning, staying together is progress, and working together is success.” – Henry Ford*

## WHAT ARE THE WAYS TO IMPROVE OUR GAME? WE MUST KEEP A STRONG VISION DESPITE THE CHALLENGES THAT MAY COME OUR WAY.



## THINKING AHEAD - STRATEGY PLANNING INTO THE UNKNOWN

Simone Douglas – Duke of Brunswick Hotel/Social Media AOK  
2.45pm- 3.15pm

**This session will address the importance of strategy planning into the unknown. We can't hold back from making plans into the future. Your business and staff may be caught up with the white noise, learning the rules, being compliant, open, closing, but we mustn't lose sight of the time ahead. You must build clear strategy into your hotels business development model. An optimistic environment for staff and patrons and creating a clear focus for the future.**

*Simone Douglas is the Publican & Licensee of the Duke of Brunswick Hotel, Executive Director for BNI Adelaide North, the driving force behind South Australia's leading social media agency, Social Media AOK and a bestselling author with her books "Seriously Social - turning your online game into real-world gain" and "The Confident Networker". She is also a branch council member for the AH/ISA and serves on the franchise advisory council and marketing advisory group for BNI Australia. Her business collectively has garnered more awards than can be comfortably included in a bio and her passion for supporting business and industry is well known.*

*“Passion is energy. Feel the power that comes from focusing on what excites you.”*  
- Oprah Winfrey

# INSIGHTS & LEARNINGS FROM KEY PLAYERS



## INTERACTIVE PANEL DISCUSSION

3.15pm – 4.15pm

**The panel discussion for the conference will feature leaders of the South Australian hotel industry. In a sector that has borne the brunt of COVID-19 restrictions through interstate and international border closures, they will share with delegates their stories of success, failures, challenges, and their visions for the future of the industry in a world with COVID-19.**

Key topics that the discussion will focus includes changing markets, working together with state stakeholders, staff shortages and how to attract and retain staff, the importance of mentorship and career pathways.



**Jodi Brown, General Manager - Eos by SkyCity**

*Jodi Brown is the General Manager of Eos by SkyCity in Adelaide, South Australia. Jodi relocated from Sydney in 2019, as Opening GM for Eos by SkyCity, a part of SkyCity's \$330 million Expansion, which opened in December 2020. Jodi has worked in the Hotel industry for the past 12 years and was previously employed with Event Hospitality/QT Hotels as General Manager - QT Sydney. Jodi is incredibly passionate about luxury hotels, travel, tourism and the hospitality industry as a whole, particularly focused on being a part of innovative and market-leading brands, both in Australia and overseas.*



**Bodelle Francis, General Manager - Oval Hotel**

*With more than 20 years' experience in the event, hospitality and sporting industries, Bodelle was uniquely suited to her appointment as the pre-opening General Manager at Oval Hotel. Opening in September 2020, Oval Hotel was Australia's first stadium hotel, set at the iconic Adelaide Oval. Daughter of proud South Australian hoteliers Wayne & Jenny Francis, she also held board director positions with Liquor Marketing Group SA and the International College of Hotel Management. Her longest standing board position was at the South Australian Jockey Club where Bodelle was a director for nine years, two in the role of Executive Chairman.*



**Sarah Goldfinch, General Manager - Crowne Plaza Adelaide**

*Sarah attended the Blue Mountains Hotel Management school. Once graduated she headed for Europe in various roles and returned home to Sydney in 2000 as a FO Duty Manager at Sheraton on the Park which turned into an opportunity to move to Sheraton Auckland, NZ as Reservations Manager. Her first hotel opening was as Revenue Manager of Four Points by Sheraton Port Macquarie. Sarah continued to move as opportunities arose, joining Mirvac as Executive Assistant Manager at the Como Melbourne, then to Hotel Manager of Quay Grand, Circular Quay Sydney and then back to Como Melbourne as General Manager. Sarah was fortunate to join Accor as General Manager of Novotel Barossa Valley Resort, was part of the Oval Hotel development and now as General Manager of Crowne Plaza Adelaide.*



# FINAL SIREN



## COACHES WRAP

Karen Milesi, Publican - Murray Bridge Hotel & AH&SA Councillor  
4.15pm – 4.25pm

*"None of us, including me, ever do great things. But we can all do small things, with great love, and together we can do something wonderful."*  
– Mother Teresa

## POST GAME DINNER, PRESENTATIONS & CELEBRATION

Ian McLachlan Room, Adelaide Oval

<b>PRE-DINNER DRINKS &amp; CANAPES</b>	6.15pm – 7pm
<b>DINNER &amp; PRESENTATIONS</b>	7pm – 9pm

With special guests and conference partners including inductions into the 'Women in Hotels Hall of Fame'.



MORE INFORMATION ON OUR WEBSITE - [CLICK HERE](#)