

SPLASH!

Pool & Spa Trade Show

WED 22 - THU 23
JUNE 2022
GOLD COAST CONVENTION AND EXHIBITION CENTRE

Seminar Program Day 1 – Wednesday 22 June 2022

Breakfast Workshop

7.30am-
8.30am

WOMEN IN INDUSTRY (WAVES Breakfast)

Striving For Excellence Whilst Striving For Balance

Brooke Hanson OLY OAM

Olympic gold and silver medalist Brooke Hanson has built a successful business as an inspirational speaker, media consultant, energy management coach, mentor, facilitator as well as TV and radio presenter. Brooke's journey as a career woman whilst raising a family and running her own business has given her a true understanding on the pressure women face. Brooke looks forward to encouraging the audience to make "WAVES" by striving for vision, excellence and celebrating your success along the way.

Brooke will share the keys to energy management and the importance of self-love and care whilst striving for a better balance. Provide tips for juggling the daily pressures of the full workload and expectations on women to be wonder women and share how she copes with the fast-paced life as an active mum.

"I'm not giving you an Olympic Gold Medal because your busier than me", Brooke will break down "busyness" and why women in particular wear it like a badge of honour.

Breaking down the external and internal pressures women are feeling and the added strain it puts on every aspect of your life and how you can find "YOU" again.

The life lessons, compassion and personal growth Brooke has learnt through her journey gives her an opportunity to share the tools she has gained that have resulted in successful outcomes in every aspect of her life.

Embracing what's important through passion, purpose, love, leadership and finding internal strength to persevere in the face of your biggest challenges. Brooke looks forward to empowering a room full of women during an interactive session, enjoying a hot breakfast without racing out the door!

8.15am-
8.45am

WAVES Industry Panel

Panelists TBC

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9.00am-
9.45am

When Silver Is Gold – Believing, Succeeding And Achieving

Brooke Hanson OLY OAM

The importance of 'the journey' sharing my personal journey to Olympic glory and empowering internal self-belief to reach your goals, hopes and dreams. Our opening address is from the bubbly and energetic swimming star Brooke Hanson OLY OAM. Brooke is an Olympic gold and silver medallist and she remains one of Australia's most recognised Olympians. Empowering people through the importance of 'the journey' Brooke will give an insight of her remarkable journey to Olympic glory and how she has implemented her learnings into life beyond the pool.

Brooke finds happiness and faces every difficulty with a smile and looks forward to sharing her inspirational story and her keys to individual and team success by encouraging self-belief and accountability.

Inspiring people through her story of resilience, determination and her positive outlook after much heartache is motivating. Brooke will focus on the importance of resilience, adversity, success, motivation, happiness and well-being.

As well as the Olympic journey Brooke will discuss the importance of mindfulness, exercise, mental health and energy management and the incredible impact they all have on your mentally, emotionally, spiritually and physically.

Come ready for an energised opening session as Brooke inspires you to think about the changes you can implement to achieve personal excellence both professionally and personally.

Brooke's outcome for the opening address is to empower individuals and businesses to achieve personal and team greatness by inspiring you to live a purpose driven life

Session 1

10.00am –
10:45am

Exhibition Room 1

Mineral Pools, which one?

With so much choice available in the mineral pool space, what product is the right one for my client? What are the differences and does it make any difference? How do the costs compare against more traditional pools such as saltwater pools (sodium chloride) or manually dosed chlorine? Cutting through the mystery of ongoing maintenance, water testing etc.

*Jonathan Bristow – Senior Category Manager,
Fluidra Group Australia*

Central Room 2

Health & Wellness Panel – Better for Body and Business

*Daena Bougoure-Latchford – Business
Development Manager, SPASA*

Session 2

11.00am-
11.45am

Exhibition Room 1

Spa Specific Suction And Skimmer Safety
Adrian Lacy – Managing Director, Spatex

Central Room 2

The digital solution to supercharge your pool and spa sales

Timothy Cocaro – Founder and CEO, canibuild

Join Timothy Cocaro, Founder/CEO of canibuild, and builder by trade, to understand how you can supercharge your sales using technology as the solution to the many pain points of the construction industry.

It's no secret the industry is booming, and it can be overwhelming to keep your head above water (excuse the pun). This is where technology comes in to help you navigate your way through the high volume of sales calls and secure your sales faster than ever before.

We know the traditional way of selling is to ask the questions same questions – When are you looking to build? How much access to you have? And the big one... What sort of budget do you have in mind? These questions are commonly answered for you to qualify your lead. Just imagine a digital solution that can give you all the answers you need to accurately quote in that first phone call, without driving to site or conducting a single search.

From the first phone call with a potential client, technology can provide you all the information you need about the proposed site, including zoning, boundaries, rules and regulations, setbacks, and even contours.

Adoption of technology in sales process will make your business more efficient, we all know construction is a numbers game, the more you quote, the more you sell.

LUNCH

Session 3

1.00pm –
1.45pm

Exhibition Room 1

A Dive Into The Deep End: A Look Into The Emerging Challenges & Opportunities Facing Our Industry

John O'Brien – CEO & Founder, Poolwerx

John O'Brien, CEO & Founder of Poolwerx shares his insights into what the Australian pool and spa industry can expect over the next two years. With Poolwerx' strong US presence and John's 30+ years franchising & pool retail/service experience, you'll gain valuable information into how our local industry is influenced by the global market, the challenges and opportunities we can expect to see, and how to best prepare your business for the future challenges through retail, marketing, HR and supply chain relationships.

Central Room 2

The New Energy Efficiency Regulations For Pool Pumps: What Do I Need To Know?

Jennifer Hammond – GEMS Product Review, Residential Energy Efficiency Branch, Energy Efficiency Division

We'd be going through what the regulations cover including the new energy performance standards and the new energy rating label, how and when to register pumps so that they can be sold in Australia, and the expected timing for when this will all happen.

Session 4

2.00pm-
3.30pm

Central Room 2

On The Surface- Working Through Water Chemistry And The Impact On Equipment

- How has the introduction of new equipment, the demand for heating and types of sanitation affected the industry?
- Are today's professionals equipped to deal with these changes?
- How are customers being impacted?
- What would the united, best practice view be to prevent the deterioration of pool equipment and surfaces look like?

Lindsay McGrath – CEO, SPASA

Session 5

4.00pm-
4.45pm

Exhibition Room 1

Climate Care: The Next Crisis – Active Measures You Can Take To Generate Momentum From An Energy & Water Shortage

Spiros Dassakis – Chief Operating Officer, SPASA

Water & Energy – The Twin Crisis

The swimming pool and spa industry is heavily dependent on water and energy resources.

With greater power demands due to population growth and frequent drought related water restrictions, governments and their agencies seek to influence and regulate for more sustainable water and energy efficient usage.

Looming expensive and regulated energy supply along with water restrictions will make owning a swimming pool and spa less desirable. Without change, the swimming pool and spa industry will have to overcome significant commercial, consumer and regulatory barriers.

Everyone has some skin in the water and energy game. The risks have driven SPASA Australia to think creatively and collectively to meet future industry needs.

Sustainable swimming pools and spas, installations and related products will enjoy a distinct advantage in the future. How we all respond to the challenge of becoming a sustainable industry will determine the outcome.

Overcoming future barriers requires a new approach, with industry having an important role to play in future-proofing our industry.

Central Room 2

Pool Barrier Australian Standards. – A Complicated Affair

Jacqui Pascoe – Principal Trainer, SPASA

NETWORK EVENT

Seminar Program Day 2 – Thursday 23 June 2022

Site Visit

9.00am **Sea World Back Of House Tour**

Sea World is Australia's premier marine park featuring an amazing array of marine animals, rides, shows and attractions. Guests at Sea World are able to witness, interact with and learn about marine animals from Australia's only Polar bears to playful dolphins, seals and penguins, sharks, turtles and rays. Sea World is also renowned for its rides including the awesome \$21M Storm Coaster and Jet Rescue Coaster. Sea World is committed to educating the public about the precious marine environment, and plays an active role in marine research and rescue through the not for profit Sea World Research & Rescue Foundation. In 2014 Sea World was awarded the 'Travellers Choice for Best Amusement Park and Water Park Attraction in the South Pacific' in TripAdvisor Travellers' Choice Awards.

Information about seaworld – shark environment vs mammal environment pool differences in plant, temperature and maintenance.

Session 1

10.00am-
10.45am

Exhibition Room 1

People – Risk Minimisation To Profit

*Brenda Garrard-Forster – General Manager,
People Risk Solutions, AB Philips*

You just want to focus on delivering to your customers, not on interpreting laws and awards. Casual Changes – These changes are already in place – do you know your obligations?

Wages, Underpayments and Award Rates – There are several Awards that could be applicable to the Pool and Spa Industry – do you know which one/s apply to you? Avoid possible company and director fines and backpay.

Award Raises – are you aware of the changes?
Contracts and Policies – do you have employment contracts and basic policies in place?

Redundancies – Are you considered a small business? Do you know what your obligations are?

Central Room 2

An Introduction To Integrated Energy Systems For Aquatic Centres

*Derek Harbison – SmartConsult &
Stefan Jensen – Scantec*

Negawatt Projects and Scantec have partnered to produce an Integrated Energy System for aquatic centres. These systems utilise high efficiency 'water to water' heat pumps that produce useful heating and cooling from the one unit. This is industrial equipment that reduces the amount of plant in these aquatic centres, operate very efficiently and have lifespans that are multiples of the heat pumps currently used in this market.

In Europe these heat pumps have been widely used for over 40 years however their use has been overlooked before now due to the low cost of gas in Australia. Now that gas prices have achieved parity with electricity it is time to revisit this technology and see what energy gains can be made using the low grade heat that is available to most aquatic centres.

The bottom line is that these systems are efficient, low maintenance and long life and this also allows for solar PV systems to make a meaningful difference in centre running costs.

These systems can be retrofitted to existing centres or can be installed to new builds: the largest energy gains are achieved when new centres are designed to take advantage of the benefits of these systems.

This session discusses heat pumps, CoPs, reliability of industrial heat pumps, GWP and how these systems are configured for aquatic centres.

The session is presented by Derek Harbison from SmartConsult and Stefan Jensen from Scantec.

Session 2

11.00am-
11.45am

Exhibition Room 1

The 10 Most Important Things You Must Know When You Lead.

Lindsay McGrath – CEO, SPASA

Central Room 2

Hydraulics Session

Michael Brennan – Business Development Executive, SPASA

LUNCH

Session 3

1.00pm –
1.45pm

Exhibition Room 1

Increase your Reach – Using Audience Extensions To Increase Your Brands Exposure

Cameron Bailey – Sales Director, Reach Lease Introduction

- Why Reach is importance?
- What about Frequency?
- What is an Audience Extension?
- How does Reach Lease work?
- How can my brand use Audience Extensions?
- Questions

Central Room 2

The 15 Minute Marketing Week – How You Can Effectively Market Your Business In The Time It Takes To Have Your Morning Coffee.

Rob Emmett – Marketing Manager, Hayward Pool Products Australia

As a business within the Pool Industry, facing fierce competition that can access your customers like never before, marketing is vital for customer retention and continued growth. But if you're a Pool Builder with a bulging order book, run a busy Pool Shop or a popular Mobile Service Company, marketing never seems to make it to the top of the priority list. There just isn't time!

But what if there was an easy way?

Whether you want to engage in marketing to grow your business, expand or extend the services you offer, or just to cover off the competition. In this session we will teach you the 15-minute marketing week. We will show you the free tools and the techniques that we use to run our own marketing within the Pool Industry and show you how you can do it all in the time it takes you to have your morning coffee.

Session 4

2.00pm-
2.45pm

Exhibition Room 1

Understanding Leak Detection For Swimming Pool Service, Builders, Remodelers And inspectors.

Darren Merlob – CEO, Leaktronics / Torque Lock Structural Systems

Modern equipment and education makes it simple for contractors to keep leak detections in house. By outsourcing leak detection, you lose control of the job, relying on someone else to give your customer the results. Take the taboo out of leak detection.

Central Room 2

A Hot Topic – Pool & Spa Heating Options To Ensure Customer Expectations Are Met

Panelists TBC

Session 5

3.00pm-
3.45pm

Central Room 2

Equipotential Bonding – What Pool And Spa Builders, Service Technicians And Fencing Contractors Need To Know

Anthony King – Senior Technical Advisor, Master Electricians Australia

Provide a comprehensive overview on electrical pool safety including the hot topic of equipotential bonding. This is critical information designed to you ensure your pool installation is safe from the risk of low voltage equipment, ground currents and compliant to electrical state legislation.

If you build swimming pools and spa's or install pool fencing, this presentation is considered mandatory.

Anthony King is a Technical Advisor at Master Electricians Australia and has been engaged in this role for the past 9 years. MEA's expertise is recognised within the industry and across government. Anthony is often called upon by Federal and State Government departments to provide technical advice in regard to development of Standards and government legislation.

Anthony represents Master Electricians on the following Australian Standard committees:

- EL 01 (Wiring Rules)
- EL 041 (Luminaires)
- EL 042 (Solar/Batteries for Installations)

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