

Beyond Activ Asia-Pacific 2024

FINAL AGENDA

<https://beyondactiv.com/events/apac>

2-4 December 2024, Sofitel Wentworth, Sydney, Australia

MON 2 DEC – SOFITEL WENTWORTH

5 – 8: VIP Evening Networking Reception, Kindly Sponsored by [Ezypay](#)

TUES 3 DEC – SOFITEL WENTWORTH

8.15 – 9.15: Delegate Registration and Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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BEYOND BUSINESS STAGE

9.15 – 09.30: Welcome Remarks and Opening Observations

- Ross Campbell, Founder & CEO, Beyond Activ

9.30 – 10.30: Opening Keynote Panel and Q&A – Review, Reflections and the Repercussions of 2024

- Andy Chamoun, Executive General Manager, Australia, Fitness & Lifestyle Group
- Harry Konstantinou, CEO & Managing Director, Viva Leisure
- Kevin Huang, CFO, Collective Wellness Group
- Mike Escobedo, Chief Customer Officer, ABC Fitness (moderator)

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10.30 – 12: Beyond Networking – Extended Time to Explore, Engage and Energise Including 30 Minutes of Quick-Fire Speed Networking

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BEYOND BUSINESS STAGE

12 – 12.20: Keynote Address: Redesigning the Future of Group Fitness for 2025 and Beyond

- Ryan Hogan, CEO, Les Mills Asia Pacific
- Amber Taylor, Chief Digital Product Officer, Les Mills

12.20 – 12.40: Keynote Address: Insights into Club Performance and Member Behaviour

- Michelle Furniss, General Manager – Gym, Xplor Technologies

12.40 – 1: Keynote Address: Overcoming The Business Pitfalls of Scaling Businesses

- Chris Clarke, Partner, Bird & Bird
- Shariqa Mestroni, Senior Counsel, Bird & Bird

BEYOND HEALTH STAGE

12 – 1: Special Guest Panel Discussion and Q&A – The Concepts and Services Propelling the Health-Span, Wellness and Longevity Juggernaut

- Enrico Klauer, CEO, MECOTEC
- Jeremy Hassell, Co-Founder & CEO, City Cave
- Sammy Gharieni, Founder & CEO, Gharieni Group
- Jolin Ma, COO, Beyond Activ (moderator)
- Tony De Leede, Renowned Wellness and Fitness Entrepreneur

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1 – 2: Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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BEYOND BUSINESS STAGE

2.00 - 2.15: Keynote Address - There's Nothing Honourable About Dishonour Fees

- Olivia Lacey, Senior Account Executive, GoCardless
- Kyle Willersdorf, Head of Customer Success, GoCardless

2.15 – 3: Keynote Panel Discussion and Q&A – Optimising Investor, Franchisee And Stakeholder Management and Performance

- Ian Jensen-Muir, CEO, Belgravia Health & Fitness
- Kate Doyle-Kwon, Vice President, Communications & Franchise Marketing, Xponential Fitness
- Iain Clark, Head of Risk & Compliance and Company Secretary, Endota Spa
- Jason Stubbings, Head of Franchise Development & Compliance, Collective Wellness Group
- Kyle Willersdorf, Head, Customer Success, GoCardless (moderator)

BEYOND HEALTH STAGE

2 – 3: Special Guest Panel Discussion and Q&A – Charting the Continuous Evolution of Women's Health & Wellbeing: What Now, What's Next?

- Diana Williams, Founder & Chairman, Fernwood Fitness
- Jen Dugard, Founder, MumSafe
- Tracy Minnoch-Nuku, Founder, Sexy Aging
- Saraniya Dhurga, Head, Events, Beyond Activ (moderator)
- Emma Masters, Co-Founder, Therapy Fitness

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3 – 4: Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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BEYOND BUSINESS STAGE

4 – 5: Keynote Guest Panel Discussion and Q&A – Optimising, Designing and Delivering an Incredible Member Journey and Experience

- Benjamin Donhardt, Co-Founder and CEO, Supafitgrow
- James Foster, CEO, Ezypay

- Kinsey Livingston, Vice President, Sales, Mindbody + ClassPass
- Danielle Monroy, Managing Director, BravoFit (Planet Fitness Australia)
- Emma McGrady, Group General Manager, Wellness & Luxury, Saint Haven
- Matt Clarke, CRO, Sahha (moderator)

BEYOND HEALTH STAGE

4 – 5: Special Guest Panel Discussion and Q&A – Engaging and Empowering The Missing Populations Through Health, Sports, Wellness and Social Impact

- Nadine Kemp, General Manager, Recreation, YMCA Victoria
- Kath Thom, CEO, Peninsula Leisure
- Scott Hunt, CEO, Fitness Enhancement (moderator)
- Victoria Goodwin-Barlow, Group Health & Wellbeing Manager, Belgravia Leisure
- Korin Koutsomihalis, Founder, Soul Fit Co

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BEYOND BUSINESS STAGE

6 – 7: Pre-Dinner Networking Drinks Reception - SPONSORED BY CLASSPASS + MINDBODY

7 – 10: Industry Celebration Dinner and Presentation of Our 2024 Lifetime Achievement Award - SPONSORED BY CLASSPASS + MINDBODY

- Ross Campbell, Founder & CEO, Beyond Activ
- Tony De Leede, Renowned Wellness and Fitness Entrepreneur
- Danny Ristic, Account Manager, Guild Insurance
- Kinsey Livingston, Vice President, Sales, Mindbody + ClassPass

WED 4 DECEMBER – SOFITEL WENTWORTH

8.00 – 9.30: Delegate Registration and Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

BEYOND WELLNESS STAGE

08.00 – 8.45: Interactive Networking and Breakfast Briefing - Help Shape The Future of PayTo For The Fitness & Wellness Industry

- Luke Fossett, General Manager, Australia and New Zealand, GoCardless
- Ged Cooper, Corporate Account Executive, GoCardless
- Olivia Lacey, Senior Account Executive, GoCardless
- Kyle Willersdorf, Head of Customer Success, GoCardless

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BEYOND FITNESS STAGE

9.00 – 09.30: Opening Keynote Fireside Chat With...

- Senator The Hon. Anne Ruston, Shadow Minister for Health and Aged Care, and Shadow Minister for Sport, Australian Government
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

9.30 – 10.30: Opening Keynote Panel Discussion and Q&A – What Challenges and Opportunities Await Our Industry in 2025 and Beyond?

- Chris Caldwell, CEO, APAC, Lift Brands
- Elaine Jobson, CEO, Jetts Australia
- Simon Thompson, General Manager, Anytime Fitness Australia, Collective Wellness Group
- Jarron Aizen, Founder and CEO, Hapana
- Matt Frost, National Digital Key Account Manager, Technogym (moderator)

10.30 – 11: Inspirational Fireside Chat – Transforming A Brand into A Global Business

- Emily Skye, Founder, Emily Skye FIT
- Jolin Ma, COO, Beyond Activ (moderator)

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11– 12: Beyond Networking – A Dedicated Hour to Explore, Engage and Energise Including 30 Minutes of Quick-Fire Speed Networking

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BEYOND FITNESS STAGE

12 – 12.15: Guest Address: The Future of Delivering Holistic Fitness & Wellness

- Matt Frost, National Digital Key Account Manager, Technogym

12.15 – 1: Keynote Panel Discussion and Q&A – Designing Future Facilities: What Is Influencing the Investment Decisions of Owners and Operators?

- Andrew Holder, Founder & Managing Director, Revo Fitness
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)
- Justin Ashley, Founder & CEO, One Playground
- Sean Carey, General Manager, Gurner Wellness Group (GWG)

BEYOND WELLNESS STAGE

12 – 12.30: Quick-Fire Fireside Conversation – Charting the Growth Strategies of Fast-Growing Asia-Pacific Brands

- Russell Harrison, CEO, Spartans Boxing Club
- John-Paul Rahme, Co-Founder & CEO, XODA
- Jordan McCreary, CEO, CONDITN
- Jolin Ma, COO, Beyond Activ (moderator)

12.30 – 1: Fireside Conversation With Our 2024 Lifetime Achievement Award Winner – Lessons Learned, Battles Fought, Victories Won and A Legacy Achieved over 40 Years

- Tony De Leede, Renowned Wellness and Fitness Entrepreneur
- Blair Campbell, CCO, Beyond Activ (moderator)

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1 – 2: Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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BEYOND FITNESS STAGE

2 – 3: Keynote Panel Discussion and Q&A – Overcoming the Operational Challenges Now Facing Club/Spa/Gym/Clinic Owners and Managers

- Brett Sutton, CEO, Les Mills New Zealand
- Narin Sae-Tieo, Head of Sales and Operations, TotalFusion
- Scott Freeman, Founder & CEO, EMF
- Jessica Kershaw, Senior Consultant, Spa & Wellness, Hyatt Hotels Corporation
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

BEYOND CONNECTIONS STAGE

2 – 3: A Series of Back-to-Back, 20-Minute, 1-on-1 Scheduled Meetings with Meeting Partners and Sponsors Including

- ABC Fitness
- Life Fitness
- Matrix
- MECOTEC
- Technogym

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3 – 4: Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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BEYOND FITNESS STAGE

4 – 4.30 Fireside Conversation – The Futures of Pilates: Boom or Bust?

- Michael Ramsay, Co-Founder, Strong Pilates
- Selina Bridges, CEO, KX Pilates
- Matthijs Wilhelmus, CEO, Basi Systems (moderator)

4.30 – 5.00 Closing Fireside Conversation – The Future of Strength & Conditioning: From Elite Performance to Mainstream Populus

- Mike Nysten, Director, World Gym Australia
- Alex Natera, Senior Executive, New South Wales Institute of Sport
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

BEYOND CONNECTIONS STAGE

4 – 5: A Series of Back-to-Back, 20-Minute, 1-on-1 Scheduled Meetings with Meeting Partners and Sponsors Including

- ABC Fitness
- Life Fitness
- Matrix
- MECOTEC
- Technogym

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5 – END OF BEYOND ACTIV 2025

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