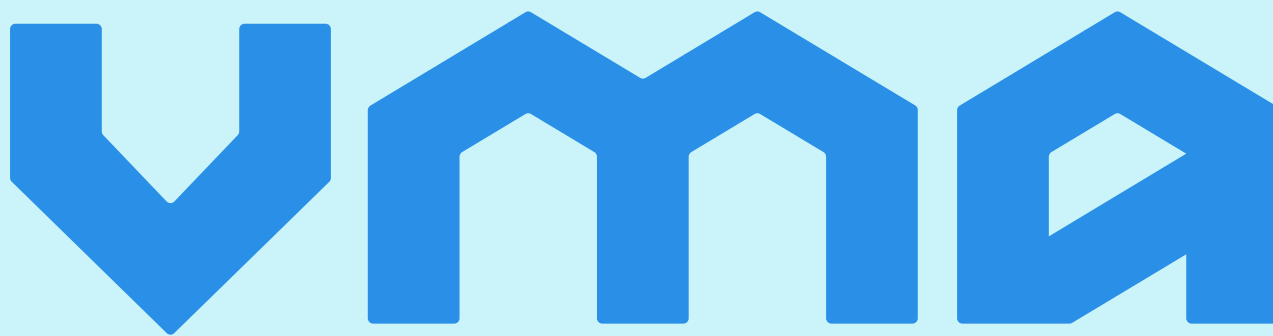




Career Start Program

Prospectus



The home of the venue industry

Spark Your Career in the Venue Industry

— CAREER START PROGRAM



Where venue careers begin.
No experience required.
Just ambition.



Online + Live Sessions.
12-Month Structured Program.
The program offers rolling intake.
Designed for those new to the industry.



— START
YOUR JOURNEY

Turn Potential into Capability.



The **Career Start Program** is built for those entering the venue industry — whether part-time, casual, new graduates, career changers or emerging frontline staff. The industry's entry pathway into venues and events — designed to equip emerging professionals with the skills, behaviours, connections and opportunities to thrive.

Developed in collaboration with People & Culture leaders and Venue Managers across the Asia-Pacific, the structured development journey blends:

- Live online career development webinars
- Practical, job-ready certification
- Direct industry access and networking
- Exposure to real employment opportunities

Over 12 months, participants:

- Build foundational industry knowledge
- Develop professional behaviours valued by venue leaders
- Gain industry-recognised certification
- Connect with employers and peers
- Access real job opportunities

On completion, participants receive:

- VMA Career Start Certificate of Completion
- VMA Venue Ready Certificate

The program is delivered online through a flexible, self-paced model, with recorded sessions and digital learning modules designed to be completed either from home or within the workplace allowing participants to complete the program flexibly alongside operational responsibilities and varied work schedules.

— [VMA.ORG.AU/LEARN-WITH-US](https://vma.org.au/learn-with-us)

Is the Career Start Program for You?

If you're new to the venue industry — this program was built for you.

Whether you're:

- Finishing school or study
- Starting your first job in events
- Working casually at a venue
- Exploring a career change
- Unsure what roles exist in venues

Career Start gives you direction, structure and confidence.

You don't need experience. You need curiosity, commitment and a willingness to learn.

This is where careers in venues begin.

How the Program Works

The program runs over 12 months and is designed to fit around work, study and life.

You'll move through five connected components:

1. Monthly Career Path Webinars

- Live online sessions led by VMA and industry professionals.

2. Venue Ready Certificate

- Self-paced online learning focused on practical, job-ready skills.

3. Industry Town Halls

- Interactive sessions linked to real-world venue scenarios.

4. Networking & Events Access

- Invitation to VMA Digital Series and After 5! Networking events.

5. Access to Venue Jobs

- Direct connection to roles across VMA's member venue network.

Everything is delivered online through a flexible model — meaning you can complete learning from home or alongside your shifts.

Learn. Apply. Grow.

— [VMA.ORG.AU/LEARN-WITH-US](https://vma.org.au/learn-with-us)

Industry Experts. Real Careers. Real Stories. Real-World Experience.

Every Career Start session is led by professionals who are actively shaping the venue industry.



Peter Bauchop CVE
Chief Operating Officer,
VenuesWest



Azlan Wan
Manager Venues Delivery
Brisbane Organising
Committee for the 2032
Olympic & Paralympic Games



Kate Alexander
Head of Major Events,
Melbourne Park



Diane Misic
Director Business Support
Services, VenuesWest, HBF
Stadium



Scott Taylor
Managing Director,
Praesidium Risk & Resilience



Wayne Middleton CVE
Founder & Principal
Consultant, Reliance Risk



Michelle McBain
General Manager People &
Culture, Optus Stadium
(VenuesLive)



Anthony Chin AVM
Event Operations Manager
WIN Sports & Entertainment
Centres



Nadia Owen
Head of Meetings & Special
Events (MASE)



Nicolette Elia AVM
Director of Event Services
Te Pae Christchurch
Convention Centre



Damien De Groot AVM
Director, Precincts & Venues
Department of Sport, Racing,
Olympic & Paralympic Games



Mel Goodman
Head of Events & Venue
Operations
Sydney Showground

Led by those who have already walked the path

— [VMA.ORG.AU/LEARN-WITH-US](https://vma.org.au/learn-with-us)

Your 12-Month Journey

The **Career Start Program** is structured to guide you step-by-step through your first year in the venue industry. Each month builds your knowledge, confidence and professional capability. You won't just learn about the industry — **you'll understand how to grow in it.**

Month 1 Welcome to the Industry

Meet your facilitator and fellow participants.

Understand how the program works and what to expect over the next 12 months.

Month 2 Exploring Venue Industry Careers

Discover the different types of venues and roles across operations, events, safety, commercial and more. See how real careers take shape.

Month 3 Situational & Behavioural Awareness

Learn how to observe, assess and respond in live venue environments — a critical skill for frontline teams.

Month 4 Crafting Your Personal Brand

Understand how to present yourself professionally, communicate confidently and build credibility.

Month 5 Customer Service in Live Environments

Explore what exceptional service looks like in venues where safety, speed and experience matter.

Month 6 Building Your Career Toolkit

Develop practical skills employers value — from teamwork to professionalism and workplace readiness.

Month 7 Health & Safety Fundamentals

Learn your responsibilities and how safety underpins every role in venues.

Month 8 Connecting in the Venue Industry Industry

Discover how networking works in venues and why relationships matter.

Month 9 Student-Selected Topic

A session shaped by your questions and feedback.

Month 10 Crowd Management

Understand how venues manage people flow, behaviour and large-scale events safely.

Month 11 Interactive Q&A with Industry Leaders

Ask your questions directly to professionals across the industry.

Month 12 Next Steps

Reflect on your progress and explore future pathways within the VMA education framework.

Throughout the year, you'll also complete the Venue Ready Certificate online at your own pace — building practical, job-ready capability alongside the live sessions.

Step by step. Month by month. Career by career.

— [VMA.ORG.AU/LEARN-WITH-US](https://vma.org.au/learn-with-us)

Start your journey today

Register & take your first step into the venue industry.

Whether you're finishing school, starting your first venue role, or exploring a new path — **this is your starting point.**

The Career Start Program gives you:

- Direction
- Industry knowledge
- Practical capability
- Professional confidence
- Recognised credentials
- Real connections

12-Month Structured Program

Online + Live Sessions

Rolling Intake Available

Contact

Suzie Crawford

Education Manager

+61 (0) 437 827 228

education@vma.org.au



Thanks to our presenting partner



— START
YOUR JOURNEY