



## BEYOND THE BOUNDARY

Masterclass

The similarities between a successful sporting club and a high performing workplace are striking. Leadership, innovation and teamwork are at the forefront of any high performing culture, be it sport or business.

Held at the home of Australian sport, the MCG, the **"Beyond the Boundary"** masterclass offers the opportunity to learn from hand picked AFL's best practice industry leaders. These outstanding leaders will demonstrate the principles and practices required to create a high performing and sustainable culture.

**MSE Events Group** is proud to present this unique "Beyond the Boundary" masterclass experience which includes key note addressees and discussions with the following high calibre Industry Leaders;

**Damien Hardwick (Senior Premiership Coach Richmond FC):** Considered one of the greatest achievements in modern day sport, Damien Hardwick coached the Richmond FC to their first Premiership in 37 years.

**Cameron Schwab (CEO, Leadership coach and Strategist):** Cameron was appointed CEO of the famous Richmond FC at age 24 and then spent the next 25 years as the CEO of three AFL clubs. The CEO roles Cameron took on all had something in common. The clubs were at their lowest ebb, uncompetitive on the field, & facing massive financial, structural and strategic challenges off it, which, in combination, threatened their survival.

**Nick Maxwell (Leadership and Culture Manager—Collingwood FC):** Nick is the epitome of hard work, persistence & 'team'. After years of knock backs, he became one of the AFL's greatest success stories, going from the rookie list to an AFL Premiership Captain, leading Collingwood FC to a drought breaking flag in 2010.

**Mark McKeon (High Performance Expert):** Mark McKeon is one of Australia's leading work/life balance and team cohesion advocates. Mark was High Performance Coach for the famous Collingwood FC for 15 years and was Consulting Editor to Ultra-Fit Magazine, both in Australia and the UK.

The masterclass also includes a tour of the Richmond Football Club's newly upgraded State of the Art High Performance Training Facility dedicated to enhancing the teams performance.

The program has been designed to be not only memorable and motivational but with a strong educational element. We really want you and your people to walk away with a clearer understanding as to how they, their teams and organisation can get closer to fulfilling their performance potential.

### The Full Day Performance Plus + Package includes;

- ◆ Key Note Address from Richmond FC Premiership Coach **Damien Hardwick**
- ◆ Key Note Address from former Collingwood FC High Performance Coach **Mark McKeon**
- ◆ Key Note Address from CEO, Leadership Coach and Strategist **Cameron Schwab**
- ◆ Key Note Address from the Collingwood FC Leadership & Culture Manager **Nick Maxwell**
- ◆ Morning Tea, Lunch and Afternoon Tea at the famous MCG (Private Suite)
- ◆ A "Beyond the Boundary" Football for each guest signed by the Key Note Speakers
- ◆ A "Beyond the Boundary" Custom Polo Shirt for each guest
- ◆ Group/individual photo opportunities
- ◆ A tour of the Richmond FC High Performance and Training Centre

**ALL INCLUSIVE COST PER PERSON: \$1390+ GST**  
**(A minimum of 12 Guests and a maximum of 20 Guests) is required.**

\*Please note that all proposed speakers are subject to availability at the time of booking.

