

# VMA Learning Partner Guide

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## Introduction to the Venue Management Association

The Venue Management Association is the peak body for venue industry professionals in Australia, New Zealand and Southeast Asia with 900+ Members, representing 300+ venues from diverse venue sectors including sports stadiums, arena, performing arts, convention and exhibition centres, racetracks, showground and festivals as well as suppliers to the industry. The VMA is dedicated to the growth and success of the venue management industry in the Asia-Pacific region through professional development, education and collective sharing through networking. As a not-for-profit public company, the VMA is run by its Members for the benefit of its Members and to promote the venue management industry as a whole.

The VMA has a suite of educational products to assist with meeting the needs of its Members. This program builds on these existing offerings to further enhance Members' professional and personal development.

## How the partnership works

The VMA will work in conjunction with the Learning Partner to develop outcomes that meet the needs of the VMA, the Learning Partner, VMA Members and the wider venue management industry.

The VMA may wish to white label some products offered by the Learning Partner.

Any courses or programs offered by the Learning Partner must not impinge on or duplicate the content of programs already being offered by the VMA.

## How to become a VMA Learning Partner

To maintain the high standard VMA has set for its educational and professional development programs, all VMA Learning Partners must meet the following requirements.

- VMA Learning Partners must:
  - Be able to offer programs/courses either face-to-face or online.
  - Comply with VMA's Code of Ethics/Constitution.
  - Provide proof of training and delivery currency (reviewed annually).
  - Adhere to the Standards for RTOs 2015 if they are a registered training organisation.

Any contract, MOU or agreement will be individually negotiated with the VMA and the potential VMA Learning Partner.

## Trainer requirements

All training instructors must meet the following criteria:

- Minimum of 5 years working within venue management industry or topic area
- Firsthand experience either in venue management or with the topic
- Qualifications in training/teaching or equivalent proven experience

Trainers' currency within or relevant to the venue management industry is to be reviewed annually at a mutually agreed time and timeframe.

## The benefits of partnering with the VMA

Learning Partners can use the VMA logo to promote their courses and products (that have not been white labelled).

A VMA Learning Partnership allows a training organisation to:

- Reach new participants to grow their own career and organisation
- Create a reputation of quality and trust associated with the VMA brand
- Showcase your products and services to a previously untapped market
- Boost their visibility and increase brand recognition
- Drive sales and customer engagement

## Get in touch

Contact Zan Lewarn, Education Manager for more information into becoming a VMA Learning Partner

**Zan Lewarn**  
**Education Manager**

p: 1300 001 862 | p: +61 (0)7 5575 9185 | m: 0412 935 731 |  
e: [education@vma.org.au](mailto:education@vma.org.au) | w: [www.vma.org.au](http://www.vma.org.au)