

43RD ANNUAL CONFERENCE

**Program
25 & 26 October
2024**



**MASTER
LOCKSMITHS**
ASSOCIATION OF AUSTRALASIA

CONFERENCE PROGRAM

THURSDAY, 24 OCTOBER

- 16:00 - 17:30 Registration Desk open
- 17:30 - 19:30 Welcome drinks - Trade Hall

FRIDAY, 25 OCTOBER

- 08:00 - 19:30 Registration Desk open
- Open all day Trade Hall
- 10:15 - 10:30 Morning tea - Trade Hall
- 12:00 - 13:30 Lunch - Trade Hall
- 15:15 - 15:30 Afternoon tea - Trade Hall
- 17:30 - 19:30 Attendee drinks - Trade Hall
Sponsored by ABUS



SATURDAY, 26 OCTOBER

- 08:00 - 13:00 Registration Desk open
- Open all day Trade Hall
- 10:15 - 10:30 Morning tea - Trade Hall
- 12:00 - 13:00 Lunch & close - Trade Hall
- 18:00 - 23:00 Gala & Awards Night
Adelaide Convention Centre
Sponsored by SG Locks & Security



SESSION SCHEDULE

FRIDAY, 25 OCTOBER

	COLLEY ROOM	HINDMARSH ROOM	MOSELEY ROOM
09:30 - 10:15	Annual General Meeting 2024	Exhibitor update SG Lock & Security LOCKTON 'E-Series' Smart Locks Range, Designed for Locksmiths	Exhibitor update Remote King The Only Key Cutting Machine You'll Ever Need
10:30 - 11:15	Keynote Why we're slamming the scammers - and what comes next Lyll Mercer Director CRC Public Relations	Exhibitor update David Howe Hands on Training with LA GARD 700 Basic Safe Lock	Exhibitor update Lock & Key Introducing the Latest Carbine Product Ranges!
11:30 - 12:15		Exhibitor update David Howe Mastering the LA GARD 702 and Above Series Safe Locks	Exhibitor updates McGrath Locks (LSC) Introduction to McGrath Locks
13:30 - 14:15	Information session Cyber Insurance Sam Weaver Coalition Insurance Solutions Pty Ltd	Exhibitor updates ASSA ABLOY New wireless access control technology from ASSA ABLOY for new and existing sites	Exhibitor updates SG Lock & Security NEW "PURE-SAFE" Range by BURG-WÄCHTER
14:30 - 15:15	Information session Marketing Essentials for the modern locksmith Dinesh De Silva CEO Netstripes	Exhibitor update Lock & Key Introducing the Latest Carbine Product Ranges!	Information session Cyber tips and tricks Adam Goudge Director Australia Wide IT
15:30 - 16:15	Information session Work, health & safety: Changes we need to know about Gary Willcox Business Manager Monit	Exhibitor update ASSA ABLOY Satisfying the growing demand for keyless entry into the home	Exhibitor update The Key Guys Mastering Xhorse MQB Key Programming
16:30 - 17:15	Panel session Apprenticeship training, recruitment and future options	Exhibitor update Remote King The Only Key Cutting Machine You'll Ever Need	Information session Asset protection and succession planning

SESSION SCHEDULE

SATURDAY, 26 OCTOBER

	COLLEY ROOM	HINDMARSH ROOM	MOSELEY ROOM
08:30 - 09:15	<p>Information session Cyber Insurance</p> <p>Sam Weaver Coalition Insurance Solutions Pty Ltd</p>	<p>Exhibitor updates SG Lock & Security</p> <p>LOCKTON '162 Series' Plate furniture Range</p>	<p>Exhibitor update The Key Guys</p> <p>Mastering Xhorse MQB Key Programming</p>
09:30 - 10:15	<p>Information session Marketing Essentials for the modern locksmith</p> <p>Dinesh De Silva CEO Netstripes</p>	<p>Exhibitor update ASSA ABLOY</p> <p>Satisfying the growing demand for keyless entry into the home</p>	<p>Information session Cyber tips and tricks</p> <p>Adam Goudge Director Australia Wide IT</p>
10:30 - 11:15	<p>Information session Work, health & safety: Changes we need to know about</p> <p>Gary Willcox Business Manager Monit</p>	<p>Exhibitor update ASSA ABLOY</p> <p>New wireless access control technology from ASSA ABLOY for new and existing sites</p>	<p>Information session Pricing</p> <p>Benjamin Wash CEO Master Locksmiths Association of Australasia</p>
11:30 - 12:15	<p>Panel session Apprenticeship training, recruitment and future options</p>	<p>Exhibitor update LSC</p> <p>Securam Safe Lock Solutions</p>	<p>Information session Asset protection and succession planning</p>

INFORMATION SESSIONS

KEYNOTE SPEAKER



Why we're slamming the scammers and what comes next

Lyll Mercer
CRC Public Relations
90 minutes

Lyll Mercer is the lead strategist at CRC Public Relations, which was recently engaged by MLAA. He is a leading public relations practitioner in the areas of corporate communications and reputation and issues management, and has worked with many industry associations. He is a trusted adviser to companies, organisations, and governments and has dealt with clients and media on every continent. He is also the head of content at My PR Partner, which was recently started to help businesses of all sizes better understand public relations.

The Master Locksmiths name is our key to greater trust, reputation and business success. We will no longer be silent about the scammers who are eroding trust in our industry and have already commenced a public campaign to not only stop these criminals, but elevate the Master Locksmith brand. This is a long-term strategy and we must do this together. This interactive session will reveal what is ahead, why your role is so important, and how your association is creating more opportunities for your business.



Lyll Mercer

Cyber Insurance



Sam Weaver
General Manager, Coalition
Insurance Solutions Pty Ltd
45 minutes

Sam Weaver is General Manager of Coalition Insurance Solutions Pty Ltd, the company's Australian operating entity.

Based in Sydney, he is responsible for growth, efficiency, and sustainability of the business. In his prior role, Sam was Chicago-based Head of Insurance Operations, where he developed infrastructure to sustain Coalition's hypergrowth through a challenging cyber insurance market.

Sam joined Coalition in 2021 after 15 years at Aon, where he began his career, then served in commercial leadership and strategy roles in the United States, United Kingdom and Netherlands.

Coalition's Active Insurance offering is a game-changer for small and medium enterprises.

Active Insurance brings together assessment, protection, response, and coverage to reduce the risk that companies face from increased threat actor activity focused on thriving economies like Australia's.

The session will walk through how member companies can leverage active insurance to protect their digital footprints, communicate IT requirements for Coalition to consider insurance, and walk through real-life claims examples so businesses can learn from challenges faced by others.



Sam Weaver

Cyber tips and tricks



Adam Goudge
Director, Australia Wide IT
45 minutes

Adam Goudge is the CEO of Australia Wide IT, a leading national provider of IT and cyber security services for businesses across Australia.

With a lifelong passion for computing, Adam has been fascinated by technology since childhood. Under his leadership, Australia Wide IT has grown to become a trusted partner for companies seeking robust and innovative IT solutions. Adam's dedication to excellence and his forward-thinking approach continue to drive the company's success and reputation in the industry.

In this session, Adam will share essential strategies to safeguard your business from cyber threats.

Drawing on years of industry experience, Adam will provide actionable insights on implementing robust security measures, identifying potential vulnerabilities, and fostering a culture of cyber awareness within your organisation.

Attendees will leave with practical knowledge and tools to enhance their company's cyber security posture, protect valuable digital assets, and ensure a secure operational environment. This session is a must-attend for anyone serious about securing their business.



Adam Goudge

Marketing Essentials for the modern locksmith

netStripes

Dinesh De Silva
CEO & Founder of NetStripes
45 minutes

Dinesh is a leading authority on Small and Medium Business Digital Marketing and Innovation.

His current passion is to empower 1 Million SMEs to accelerate their business growth through Digital Innovation, which he believes can change the course of small businesses in this country, whilst creating millions of jobs across the world.

Having worked with over 7,000 business owners in recent years, he is regularly called upon to share his insights as a thought leader. Media appearances include ABC News, ABC Radio, Sky Business, Sky News, AFR, and CIO.

Join Dinesh for an insightful seminar tailored for locksmith businesses.

In this session, you'll discover how even small locksmith operations can outshine industry giants with smart, effective marketing strategies. Despite the digital age, 90% of businesses still struggle with online marketing in 2024. Learn how to avoid common pitfalls and unlock the secrets that many overlook.

Equip yourself with the essential skills that every locksmith business owner must be equipped with today to beat not just the competition but not succumb to the many emerging technologies at hand. Mark this session as one not to be missed.



Dinesh De Silva

Work, health & safety: Changes we need to know about

monit

Gary Willcox
Business Manager, Monit
45 minutes

Gary began his career as an apprentice panel beater back in 1973 and worked in the industry until 2000. Although panel beating gave him a successful career, he decided to shift gears in the late '90s to follow his passion for compliance. Gary became a qualified auditor and spent time consulting on various types of compliance in the automotive industry.

In 2000, he founded Monit, a company specialising in workplace health and safety. Monit provides services and products to small businesses across Australia and New Zealand. While the company is the leading provider of WHS solutions to the Australian automotive industry, it also serves a range of other sectors, including paediatrics, swimming pools, restaurants, and even churches.

Over his 24 years in the health and safety industry, Gary has witnessed significant changes, from the introduction of laws that hold business owners accountable for workplace fatalities, to the more recent implementation of psychosocial regulations aimed at protecting employees from mental health injuries. As the workforce evolves, new compliance requirements have emerged, particularly around Environmental, Social, and Governance (ESG) standards.

In this session, Gary will discuss how adherence to ESG principles will become a standard practice for all businesses in the coming years. He'll also explore how businesses can use technology to navigate these evolving regulations and stay competitive in the market.



Gary Willcox

Pricing

Benjamin Wash
CEO, Master Locksmiths
Association of Australasia
45 minutes



Benjamin is a qualified CPA with nearly 30 years of experience across finance, accounting, public policy and advocacy. After nearly 15 years in various local, state and federal government roles, found his passion for advocacy and member services as senior executive in trade associations. He has distinguished himself in roles with Master Electricians Australia and Taxi Council Queensland before attaining his CPA Public Practice Certificate and consulting extensively in the not-for-profit sector.

We see pricing every day as consumers and we apply it every day as business owners but how often do we stop to really consider the key drivers of pricing? This session aims to highlight the main things to consider when setting the price for goods and services to ensure that as a business you not only survive, but thrive!



Benjamin Wash

Panel session Apprenticeship training, recruitment and future options

Jim Fisher - Former President, Master Locksmiths

Pete Hueppauff - Tafe WA

James McEvoy - Melbourne Polytechnic

Brian Micatka - Tafe NSW

Mark Smith - Tafe Queensland

Benjamin Wash - CEO, Master Locksmiths

Facilitated by: Martin Coote - President Master Locksmiths

45 minutes

With a growing population and rapidly advancing technology, the locksmithing industry is evolving faster than ever, creating a greater demand for skilled professionals.

Join us for a discussion with experts on the front lines, training the next generation of locksmiths.

They'll share insights on how to attract more people to the industry and discuss the future of locksmith training. This interactive session is one you won't want to miss!

Asset protection and succession planning

45 minutes

EXHIBITOR UPDATES

New wireless access control technology from ASSA ABLOY for new and existing sites

Phil Thomas & Tristan Wright (ASSA ABLOY)
45 Minutes

An introduction to new wireless access control technology from ASSA ABLOY that allows you to cost effectively design and install electronic solutions to differentiate yourself and win new business.

Learn how to make any door a smart door, and how to seamlessly connect to new and existing sites.

Realise significant savings in installation costs with wireless technology. From simple entry level solutions requiring no IP networking knowledge to applications that integrate to the most advanced access control systems.

Satisfying the growing demand for keyless entry into the home

Steve Weeks & Rob Galic (ASSA ABLOY)
45 Minutes

Demand for keyless entry into the home is growing strongly in the residential market in Australia on the back of:

- Increasing costs and risks associated with losing, forgetting or having keys stolen
- Managing and controlling keys as more people require access to your home
- Growing end user awareness of the benefits of keyless entry into a vehicle, and consequently wanting the same benefits for their home
- Increased advertising of keyless entry solutions for the home on various platforms – TV, video on demand services, influencers, websites, billboards
- Adoption and acceptance of the use of Apps on Smart phones throughout the community
- People wanting the benefits of Smart Home technology in their home

Learn how you can position yourself to win this higher value business in the residential market.

Hands on Training with LA GARD 700 Basic Safe Lock



David Howe (Lock & Key) | 45 Minutes

Dive into hands-on training with the LA GARD 700 Basic!

Master best practice installation and keypad removal techniques and see why this cutting-edge model surpasses the legacy range.

Don't miss the chance to elevate your skills and experience first-hand the future of safe locking technology!

Introducing the Latest Carbine Product Ranges!



Lock & Key | 45 Minutes

Don't miss this exclusive session where we unveil Carbine's groundbreaking releases!

Join us for interactive hands-on demos and be among the first to experience our cutting-edge innovations.

Discover what makes Carbine the next generation in locking technology!

Mastering the LA GARD 702 and Above Series Safe Locks



David Howe (Lock & Key) | 45 Minutes

Explore hands-on training with the LA GARD 702 and above series safe locks!

Dive into advanced programming techniques and effective troubleshooting methods. Discover how these state-of-the-art models outshine the legacy range and elevate your expertise in the latest safe locking technology.

Don't miss the chance to refine your skills and see the future of safe locking solutions firsthand!

Introduction to McGrath Locks

Graeme McGrath (LSC) | 45 Minutes



Join our comprehensive training session on the new McGrath Locks range, covering installation, features, and troubleshooting.

Learn how to integrate the TT Lock app for seamless remote control and management.

Discover why McGrath Locks are an excellent product offering for locksmiths, catering to consumers seeking advanced smart and digital security solutions.

Securam Safe Lock Solutions

Netty Ge and Martin McGovern (LSC) | 45 Minutes



Discover Securam, a market leader in safe locking solutions since 1991.

This session covers the full Securam product range, including innovative new offerings.

Learn about the Weblink safe lock system, ideal for multi-site commercial use, providing advanced remote management capabilities for seamless and secure control.

The Only Key Cutting Machine You'll Ever Need

Jason Schultz (Remote King) | 45 Minutes



How to maximise the benefits of the key-cutting machine, including a display of different cutting jaws.

NEW "PURE-SAFE" Range by BURG-WÄCHTER



Vince Carson & Cole Cullen (SG Lock & Security) | 45 Minutes

Be the first to see the NEW "PURE SAFE" Range from BURG-WÄCHTER!

This session will cover:

- The Features & Benefits of ALL the BURG-WÄCHTER range of safe
- A 'first look' at the newest range from BURG-WÄCHTER - the PURE-SAFE Range.
- Offering the correct Safe to suit your customer's needs.

LOCKTON 'E-Series' Smart Locks Range, Designed for Locksmiths



David Clohesy & Cole Cullen (SG Lock & Security) | 45 Minutes

LOCKTON 'E-Series' Session will cover:

- The LOCKTON 'E-Series Range' Including the versatile 'ELEV36' & its assortment of configurations.
- Understand how the flexibility of this range gives you solutions for a multitude of door layouts.
- 'E-Series' options for Internal Doors, Electric Strikes, Gates, Auto Doors and many others.
- Wide range of accessories that solve customer needs 'carried in stock' (Face Plates, Strike Plates, Fixing Tabs etc)
- Gateway and App Functions - Learn basic setup, adding multiple locks & easy customer handover.

LOCKTON '162 Series' Plate furniture Range



Cole Cullen (SG Lock & Security) | 45 Minutes

LOCKTON '162 Series' Session will cover:

- Understand the Furniture options available in the '162 Series' door furniture range.
- Handling simplified – How to order - saving time and money!
- See the 162 Series in Action! - See FIRSTHAND how the '162 Series' furniture can quickly & easily retro fit over other existing brands using the Art. PSQ-LWDTEMP Drill Template.

Then get HANDS-ON & Install one yourself (Drills & Tools will be provided)

Each attendee (spots limited to 15) we be eligible to purchase the PSQ-LWDTEMP at a heavily discounted MLAA-EXPO Only Special Price - Register Now!

Due to the HANDS-ON nature of this session spaces are limited to 15 x attendees.

Original Lishi Training & Picking Competition



SGLOCKS Team | On offer throughout the Trade Expo at the SGLOCKS booth

Visit the SGLOCKS Stand to see the ORIGINAL LISHI Training & Competition Table.

The guys from SGLOCKS will be on hand throughout the entire Expo with a wide range of Automotive & Domestic ORIGINAL LISHI picks and matched Locks. They can either explain the fundamentals or help you hone your skills depending on your experience level.

Mastering Xhorse MQB Key Programming



The Key Guys | 45 Minutes

Discover the future of key programming with Xhorse devices and solder-free MQB48 adapters.

Learn how to safely and efficiently program keys without soldering, cutting wires, or risking dashboard damage.

Perfect for locksmiths aiming to enhance their workflow and expand their supported vehicle models.