



LAKE HOUSE
— ASSEMBLY —
Propel with Purpose



Our Lake House team is constantly on its own developmental journey. In recent years we've been investing in opportunities to dive deep with our team, share extraordinary experiences, build greater connections, a stronger business and together we have thrived. We're more than 35 years into our own success story (with a few bumps along the road!), our team and our business continue to grow and evolve beyond our wildest dreams.

Our vision for the coming year is to help others get the most out of their "Out of Office" time. If our corporate guests are here for team building, need to reinvent their brand, rethink their sales strategy or diversify their offering, the Lake House team will help curate an experience to maximise their

results.

With the help of a select group of savvy business minds, creatives, storytellers, strategists and extraordinary humans; we hope to help create opportunities to optimise vitality, health, creativity and results for our great business guests this year.

ABOUT

A person in a white robe stands on a wooden deck, looking out over a calm lake. The background is a dense forest of green trees under a bright sky. The scene is peaceful and serene.

“

WHAT MATTERS HERE IS SPACE,
FRESH AIR AND SUNLIGHT,
ELEMENTS IN ABUNDANCE
THAT ENCOURAGE VITALITY
AND HEALTH IN WAYS THAT
MANY COULD ONLY DREAM.

”

CHRIS M DWYER FOR BILLIONAIRE MAGAZINE

CATEGORIES



BESPOKE FACILITATION

Time to rebuild and remodel your business.

There are times when only a tailor-made solution works. Bespoke facilitations are designed to bring structure and process allowing you to function effectively and make high quality decisions.

Bespoke facilitators work with you to understand the group's desired outcome, the background and context of the conference to develop mutually agreed-upon goals and action plans. Whether it be accompanying you from planning and conception through to implementation and securing results. Bespoke facilitation's main objective is to support you as you pursue your objectives.

FACILITATORS Andy Lark | Anna Meirelles | Farah Mak | Lisa Messenger | James Freemantle

STORYTELLING

Storytellers have a unique ability that allows them to connect with and motivate change in people. They will share with you the highs and lows, the moments that defined them and life-pivoting lessons.

Inspiring insight into their life in an honest, funny and thought-provoking manner.

FACILITATORS Lisa Messenger | Farah Mak | James Freemantle | Andy Lark | Kat John

INDUSTRY EXPERT

Upskill your knowledge.

Hear from industry experts as they impart invaluable knowledge and experience. Covering a breadth of topics that deliver practical insight, breakthrough trends, helpful tips and strategies to better position your business for success. Listen to their own stories of success and most importantly how they overcame failure. An engaging and aspirational session that will be sure to exponentially leverage your teams' knowledge and development.

FACILITATORS Lisa Messenger | Farah Mak | Andy Lark | Tim Meyer

CATEGORIES

MOTIVATION & INSPIRATION

Let's shake things up a little. Expand your minds and tap into hidden potential...

Have an expert encourage you to look at things from a different perspective and to become more attentive to your own talents and abilities. Benefit from thinking big, cultivating self-belief, and inspiring improved work.

FACILITATORS Farah Mak | Lisa Messenger | James Freemantle | Andy Lark | Kat John

COACHING

This may be the game-changer your company needs ...

Take that next step into improving team performance, creating inspiring leaders and motivated team members that are successfully aligned with your company vision. Shine a light on current limitations and how to overcome them, improve communication, build inclusive cultures and expand on emotional intelligence.

FACILITATORS Anna Meirelles | Farah Mak | Lisa Messenger | James Freemantle | Kat John



BESPOKE FACILITATION | STORYTELLING | INDUSTRY EXPERT
MOTIVATION & INSPIRATION | COACHING

LISA MESSENGER

THE MESSENGER GROUP - OWNER/CREATIVE DIRECTOR

Lisa Messenger is the vibrant, game-changing founder and CEO of Collective Hub, an international speaker, best-selling author, and an authority on disruption. She launched Collective Hub as a print magazine in 2013, with no experience in an industry that people said was either dead or dying. Within 18 months that print magazine was in 37 countries. Collective Hub has since grown into an international multimedia business and lifestyle platform with multiple verticals across print, digital, events and education – all of which serve to ignite human potential.

With fans including Sir Richard Branson and New York Times best-selling author Bradley Trevor Greive, and a loyal fan base of close to a million followers across her combined social channels, Lisa's vision is to build a community of like-minded people who want to change the world for the better. She leads by example, using herself as a conduit and everyday living her life out loud showing that anything truly is possible.



AREA OF EXPERTISE OR INSIGHT

CULTIVATING KILLER
SELF-BELIEF

FINDING PASSION AND PURPOSE

THINKING BIG AND GOING GLOBAL

STRATEGIC PARTNERSHIPS

BUILDING A BRAND

DEVELOPING A SIXTH SENSE

INVESTING IN YOURSELF

DISRUPTING IN BUSINESS



Lisa is a sassy and engaging speaker, who is gifted in storytelling. Her ability to create a narrative for csuite executives, clearly demonstrating how her unique story provides learning for all types and sizes of businesses, is to be commended. We can't wait to leverage Lisa again in future events.

IBM



Lisa recently opened our inaugural innovation hack and was nothing short of inspiring. Lisa spoke with genuine passion and from the heart, and gave a candid insight in the highs and lows of the life of an entrepreneur. Her energy was contagious and she had the room captivated. Lisa was without doubt a highlight of the event and perfectly set the tone for the day.'

L'ORÉAL AUSTRALIA/NEW ZEALAND



FEES

FULL DAY \$17,000 + GST

Fees are all inclusive. Prices subject to change and availability.

BESPOKE FACILITATION | STORYTELLING | INDUSTRY EXPERT
MOTIVATION & INSPIRATION | COACHING

AREA OF EXPERTISE OR INSIGHT

SUPERCHARGE YOUR SELF-WORTH

PRESENTATION, STORYTELLING,
AND SPEAKING SKILLS TO FIND
YOUR VOICE AND "CAPTI-VATE"
YOUR AUDIENCE

CULTIVATING COURAGE AND
CONFIDENCE

SPARKLE POWER - ACTIVATE!

THE LINK BETWEEN YOUR PURPOSE
AND YOUR SPARKLE FACTOR

FROM SURVIVING TO THRIVING

FEES

HALF DAY FROM \$3,500 + GST

FULL DAY FROM \$5,000 + GST

Fees are all inclusive. Prices subject to change and availability.



FARAH MAK

THE SELF WORTH MOVEMENT - DIRECTOR

Farah Mak is an entrepreneur, actor, producer, presenter, writer, and passionate advocate for women empowerment. Her presentations support people from all walks of life to enhance their confidence, improve communication skills, and achieve their goals through cultivating self-worth. A popular and engaging speaker, Farah is renowned for blending professionalism with creativity, savviness, and sparkle factor! She's a survivor and a thriver on a mission to uplift, inspire and empower people to live with courage, compassion and conviction. Farah was a guest speaker at the Ferrari IWD Luncheon where she shared her story and spoke candidly of her feminist beliefs and the notion of 'empowered women, empower women'. Farah founded The Self-Worth Movement; a social enterprise committed to raising awareness to the life-changing power of self-worth.

“

Farah Mak is a true example of women supporting women. ... Farah speaks with passion, knowledge, evidence and inspiration and was able to enthrall an entire audience of women from a range of generations at a recent Ferrari Melbourne Ladies Luncheon about finding "you" and helping women to feel empowered and gain stronger self-worth in their lives.

Farah is well educated and speaks with grace, patience and understanding and was able to tailor her content to her audience exceptionally. Farah was easy to work with, nothing was an issue and was able to problem solve or find creative outcomes for all elements of the event.

After spending 10 minutes with Farah you truly believe you can take on the world, with one Fendi foot in front of the other at a time. I greatly look forward to working with Farah for years to come.

ISABELLA KERR - MARKETING MANAGER - FERRARI MELBOURNE

”

“

Farah was great from the moment you put us in contact. Very prompt in her replies, friendly and professional. She was easy to talk to, accommodated all my needs and requests – Just great. She text and emailed me all the way through the lead up to the event, she attended our rehearsal and she was well on time on the night. She dressed appropriately for my theme and she was so professional and fun throughout her MC duties. Great speaker – very confident and natural. When we sat for dinner she was friendly with everyone.

JESSICA TATT - HSEQ

”

BESPOKE FACILITATION | STORYTELLING |
MOTIVATION & INSPIRATION | COACHING

JAMES FREEMANTLE

PEOPLE MEASURES - DIRECTOR

James is a facilitator and coach specialising in leadership and communications. In 2008 he founded REDgum Communications to 'create positive presence', working with clients in Australia, Asia, the UK and the US. REDgum merged with People Measures, where James is a director, facilitator and coach specialising in leadership and communications. Clients include the ATO, APSC, DHHS (Victoria), Kraft-Heinz, Dulux, AFL Players' Association, Dairy Australia, Australian Super and Parkville College.

An English, History and Education graduate, potency in communication has been at the core of James's career. He spent several years as a producer, director and presenter on Australian TV (Postcards, Coxy's Big Break, Talk to the Animals), and moved to Moscow as a newsreader for international news channel RT (Russia Today). He maintains his television presence as a presenter for Buchanan group's Medifacts and has a varied career history featuring windsurfing instructing, opal mining, prawn fishing and jackarooing. James has written and directed four films including Bush to Belly – about 7 indigenous kids, an Italian coffee machine and 500 bike riders on the Gibb River Road – which screened on NITV and ABC International.



AREA OF EXPERTISE OR INSIGHT

LEADERSHIP COMMUNICATIONS

STORYTELLING

PERSONAL BRAND

STRATEGIC PARTNERSHIPS

LEADERSHIP DEVELOPMENT



James identified my room for improvement areas in the first hour we worked together and from there has given me the tools, confidence and self-belief to perform in the next phase of my life.

**MATTHEW LLOYD | AFL COMMENTATOR, ESSENDON
CAPTAIN 2006-2009, TRIPLE COLEMAN MEDALLIST,
PREMIERSHIP PLAYER 2000**



James has a wide and varied background. This experience and exposure gives him the ability to think outside of what would normally be covered in these sessions. Extremely professional but with a friendly/warm style which really assisted in gaining confidence and becoming relaxed very quickly. I would highly recommend him and his company for any future work with nab.

**GARY HOLDSWORTH | GENERAL MANAGER,
TRANSACTION SERVICES NAB BUSINESS**



FEES

HALF DAY FROM \$4,000 + GST

FULL DAY FROM \$6,000 + GST

Fees are all inclusive. Prices subject to change and availability.

AREA OF EXPERTISE OR INSIGHT

CONNECTING AND COMMUNICATING
WITH ONE ANOTHER AWAY FROM DAY
TO DAY WORK PRESSURES

UNDERSTANDING OURSELVES AND
EACH OTHER

GAINING CLARITY AROUND PRIORITIES
AND DEVELOPING AGREED STRATEGY

RESOLVING CONFLICT AND BUILDING
RELATIONSHIPS

SOLUTIONS-FOCUSED PROBLEM
SOLVING AND PLAN BUILDING

CREATING A SAFE SPACE FOR REAL
CONVERSATIONS

OPENING UP MINDS AND HEARTS

SUPPORTING PEOPLE TO STOP
ADMIRING THE PROBLEM BUT TO SEE
THE SOLUTION

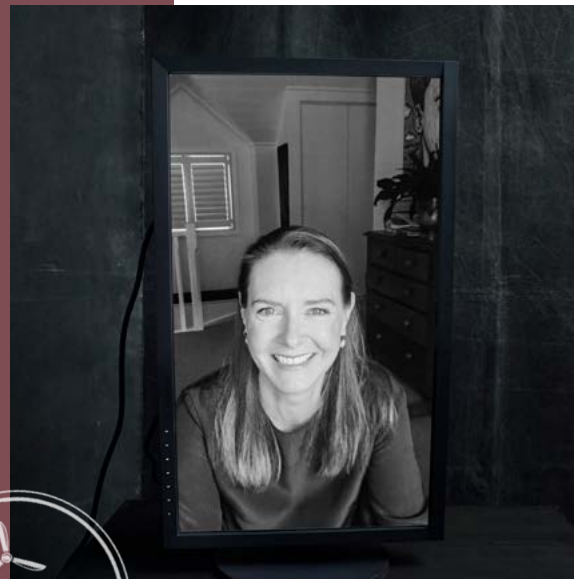
OPENING UP NEW WAYS OF THINKING

FEES

HALF DAY FROM \$3,000 + GST

FULL DAY FROM \$4,600 + GST

Fees are all inclusive. Prices subject to change and availability.



ANNA MEIRELLES

THE HAPPINESS @WORK PROJECT
- OWNER / DIRECTOR

Anna is a facilitator, trainer and leadership coach with over 30 years' experience working in education, counselling, coaching, facilitation and business development. With an Honours degree in Psychology, a Bachelor of Arts, Bachelor of Education, Positive Psychology and accreditations in a range of organisational and individual measurement tools, Anna combines her extensive experience working with groups of people with her diverse and in-depth psychological knowledge.

Anna understands the unique challenges of her clients and designs and delivers tailored programs and workshops to develop their culture, leadership skills and performance.

Her style is empathetic and relaxed whilst being purposeful and persistent. She supports individuals and teams to challenge any limiting beliefs and habits which may be holding them back and to find new strategies, perspectives and opportunities to move forward. Anna will facilitate the shifts needed for teams to come together, appreciate individual strengths, and to discover internal and external resources to transform goals and intentions into action and raise team performance.

“Working in HR with over 25 years in the Banking industry, I have engaged a large number of professionals for our teams to leverage their strategic guidance, personal development, and trust/team building experiences. And Anna is one of the best. She has an uncanny ability to build trust, create an environment of flow and remove mental blockers - almost without you noticing the work. Because whilst Anna is gentle and fun and oh so funny, she is also focused and knowledgeable and gives you nowhere to hide. Not only will you engage Anna to help you build trust, improve communications and pinpoint strategic intent with you and your team, you will have met someone truly special, and who you have created an enduring professional relationship with. What a win.

NATALIE THOMAS - PROGRAM MANAGER | FINANCIAL INSTITUTION



STORYTELLING | MOTIVATION & INSPIRATION |
INDUSTRY EXPERT

ANDY LARK

GROUP LARK - CEO

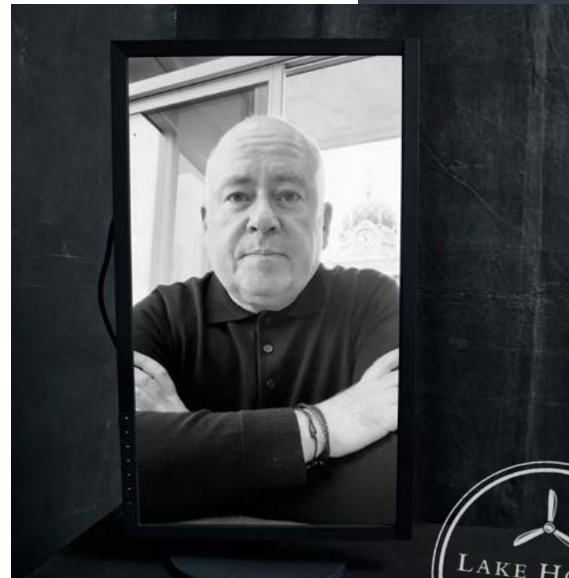
Andrew Lark is a multi-award winning marketer, online leader and chief marketing officer. He has built and run some of the worlds most successful brands and is a globally recognised specialist in eCommerce, social media and technology. As the CEO of Group Lark he leads a global team agitating for and accelerating change in leading businesses across Australia, New Zealand and the US. He is a director of New Zealand's leading venture capital firm and, global ecommerce accelerant, SLI Systems. He is on the advisory groups for both Marketshare and Marketo – leaders in marketing analytics and technology.

His blog – thedailyark — is in the Top 100 ranked marketing blogs globally. He is a frequent contributor to AdNews.

Andrew is an internationally acclaimed speaker. From industry conferences to internal events and team workshops, Andrew is relied on for his inspiring insights on technology and consumer trends.

Speaking to The Connected Customer – How Enterprises and Institutions can use the Five Ps of Marketing to Achieve Greatness – he will help your organisation embrace both "the what" and "the how" of digital technology.

When he is not immersed in work, he is a competitive sailor, a very non-competitive cyclist, and writer.



AREA OF EXPERTISE OR INSIGHT

HOW ENTERPRISES AND
INSTITUTIONS CAN USE THE
FIVE P'S OF MARKETING TO
ACHIEVE GREATNESS

ECOMMERCE

SOCIAL MEDIA

TECHNOLOGY

BUILDING BRANDS

CREATING ONLINE
CAPABILITIES



We seek to enable and engage internal teams while proactively partnering with existing consultancies you might be working with. We use agile methods to ensure alignment and accountability.



We understand that at the end of the day, what makes it to PowerPoint makes some difference, but what makes it to a screen and shelf that touches a customer and manifests itself on the balance sheet that creates the real advantage.



FEES

PRICE UPON ENQUIRY

Fees are all inclusive. Prices subject to change and availability.

AREA OF EXPERTISE OR INSIGHT

BRANDMASTER THE THOUGHTS
IN YOU SO YOU CAN FULFIL
WHAT MATTERS MOST

GIVE LESS FKS TOWARDS
WHAT DOESN'T MATTER, AND
SAVOUR THEM FOR THE
THINGS THAT DO

MAKE POWERFUL DECISIONS
THAT ALIGN WITH YOUR VALUES

LISTEN TO YOUR HEART AND IT'S
TRUE DESIRE

TAKE ACTION TOWARDS THE
VISION IN YOUR HEART

DEEPLY SELF-ENQUIRE
AND LISTEN TO THE
ANSWERS BY ASKING THE
BIG, HAIRY QUESTIONS

FEES

HALF DAY FROM \$3000 +GST
FULL DAY FROM \$4,600 + GST

Fees are all inclusive. Prices subject to change and availability.



KAT JOHN

ZEROFKS - FOUNDER

Kat John, The ZEROFKS Chick, is an international coach and popular podcast host. She doesn't hold back on sharing relatable stories, speaking real and raw truths, and always holds people accountable for being the solution to their own problems. She's the creator of the global ZEROFKS movement, has a meditation app coming soon, a keynote speaker and runs workshops that help bring people's souls back to life and save their fks for the things that matter. After overcoming life-altering experiences from childhood sexual abuse, bulimia, addiction, mental health struggle, chronic pain and brain surgery, Kat is an example of hope, showing others that there is life beyond our pain. Kat's mission is lighting up the world through helping legends give zero fks to the things that don't matter and save their fks for the things that do!

Kat John is electric! She led a development session on 'choice' with a group of top talent leaders at lululemon. The session was totally engaging from beginning to end and really took the team on a journey.

From meditation, authentic personal shares and deep reflection to hilarious storytelling and dancing to 'Proud Mary', the group were captivated. I was personally grateful for the vulnerability Kat showed and how she created a space for people to feel ok, not to be ok all the time. We celebrated our humanness and through that built such a strong connection.

Absolute Legend..

LULULEMON

Kat connected to the group on a personal level, detailing how she has used positive visualisation and creating goals to overcome all obstacles that stood in front of her. Kat was able to cater to our athletes of all ages, creating a strong connection and inspiring them to be the best they can, both in and out of the water. I would highly recommend Kat for any High Performance sports looking to educate their athletes on the importance of

mental health
SWIMMING AUSTRALIA

INDUSTRY EXPERTISE

TIM MEYER

ATOLLON - CREATIVE DIRECTOR FOUNDER

The branding wildcard. A unique mind for approaching how brands look, behave, communicate, and grow. With nearly 20 years in the game; Tim is the creator of icebergs. If the tip is the logo; there's a huge depth of 'why' submerged under everything brands say and do. Like selling ice to the Eskimo's - that's how he helped generate Millions for Movember, sold countless properties for real estate agents around Australia, and 'Made Dads Great Again' with initiatives like The-Father-Hood. It all comes from defining and actioning brand values. Plain and simple.

As the creative director of Atollon; the generation of ideas and vision for companies is a daily labour of love. The challenge to make a BIG difference is not one taken lightly. We live in a world full of drab and ineffective design - (uninspiring). On the other hand; smart brands who really know who they are can dominate sectors, and take giant leaps - (exceptional).

When it comes to good brands; fortune favours the brave. So, if you want to shift the dial and leave your competitors in the dust; together we'll discover your values and personality. Because, by starting with building the foundations; branding can change everything..



Branding, designers and creativity can be difficult to explain and grasp. Tim Meyer's superpower is the ability to unpack a brand and destructure what's working and what's not and why. He's a hands-on strategic designer and thinker who develops brands that build a culture. We work with many creatives. Some are great intuitive designers but lack the ability to communicate. Tim's strength is his ability to tell your brand's story — he can identify and document how to build a competitive market brand and better than that, he can communicate how to build on those strengths and weaknesses.

DESIGN BUSINESS COUNCIL



AREA OF EXPERTISE OR INSIGHT

BRAND PERSONALITY AS A COMPETITIVE ADVANTAGE

UNLOCKING STRATEGIES THROUGH BRAND DNA

SOLVING PROBLEMS WITH DESIGN

ATTRACTING NEW BUSINESS THROUGH POINT OF DIFFERENCE

COMMUNICATING YOUR BRAND STORY AND VALUES

DOCUMENTING COMPANY CULTURE

LIVING UP TO A POWERFUL MISSION STATEMENT

FEES

HALF DAY FROM \$2,500 + GST

FULL DAY FROM \$3,500 + GST

Fees are all inclusive. Prices subject to change and availability.

AREA OF EXPERTISE OR INSIGHT

BRANDING WORKSHOPS

*WHAT IS A BRAND AND WHY DOES
IT MATTER*

*TAKING THE MYSTERY OUT
OF STRATEGY*

THE VALUE OF AN IDEA

*HOW TO GIVE A WINNING
PRESENTATION*

*WHY IS IT SO HARD TO WRITE
A BRIEF*

FEES

PRICE UPON ENQUIRY

Fees are all inclusive. Prices subject to change and availability.



STORYTELLING | MOTIVATION & INSPIRATION |
COACHING | BESPOKE FACILITATION

ROD CURTIS

KOMMUNAL GROUP - COMPANY DIRECTOR

Rod Curtis is a passionate believer in the business value that can be created with strategically focussed branding and communication. This belief has been built during a decade's long career in the Australian advertising industry. One which has seen numerous awards, (Agency of The Year, Commercial of The Year) grown several outstanding careers and driven significant business success for his clients.

Highly regarded and sought after for his presentation skills, he has built a seasoned reputation based on a practical and pragmatic approach using sound strategy to drive a commercial outcome.

"Your brand is the only asset you own which no-one can take away from you. It should be treated and valued no differently than any other item on your balance sheet"

He is a Managing Partner and Strategic Lead at Kommunal Pty Ltd. Kommunal are Brand Strategy Architects and are based in Melbourne CBD and Daylesford.

Kommunal's purpose is to help our clients find theirs.

In various roles and organisations, I have had the pleasure of working closely with Rod and his team on critically important brand and business reputation opportunities. His ability to remain current and at the forefront in industry best practice and trends sets him apart from the rest. Balanced with his vast depth in experience, humour and passionate enthusiasm to everything life throws at us, makes him a strategic partner one needs in the business.

PHILLIP CAMPBELL - CHAIR, FLEETWOOD CORPORATION LIMITED

... What Rod brought to the table was two things. Firstly an idea which has become the backbone of every FightMND year since. "Big Freeze at the G" is now part of the language of the AFL, the MCG and the thousands of supporters, donors and volunteers we have attracted over the years. Secondly, he has branded us with a strategy that over time has become one of our key assets. "FightMND" gave us a distinctive identity and a rallying point around which all our activities have been organised ...

JESSICA TATT - HSEQ