



DE LORENZO

# TROPICAL WONDERS

ASPYA CONFERENCE 2025 CAIRNS 14-16 SEPTEMBER



ASPYA





# SAVE *the* DATE

We are delighted to invite you to the ASPYA Conference, a three-day event to be held from Sunday 14 September to Tuesday 16 September at the Crystalbrook Riley.

The conference will offer you many opportunities to meet and network with other like-minded salon owners and hear from an extraordinary group of speakers.

These interactions will allow you to create a positive, meaningful and memorable connection to this unique and vibrant part of Australia and to each other!

## THE LOCATION

# Cairns

Nestled in Far North Queensland, Cairns is your gateway to the spectacular Great Barrier Reef and the ancient Daintree Rainforest, offering an unforgettable tropical escape.

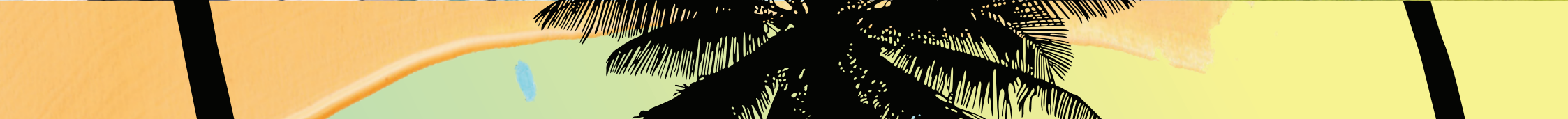
Its Tjapukai Aboriginal Cultural Park tells the stories of indigenous Aboriginal and Torres Strait Islander people with music and dance.

Cairns Esplanade, lined with bars and restaurants, includes a swimming lagoon. Northwest of the city, Daintree National Park spans mountainous rainforest, gorges and beaches.

We will be staying at the Crystalbrook Riley – a five-star luxury resort based in the heart of the City of Cairns. Beautiful and chic, yet sustainably modern, Crystalbrook Riley's got it all – swimming pools, restaurants, rooftop bars and clubs, the Eleme Day Spa and most importantly a partnership with EarthCheck. Crystalbrook and EarthCheck are working together to create a more sustainable tourism industry by cutting down on greenhouse gas emissions, improving energy efficiencies, reducing waste, and enhancing ecosystem conservation.

We look forward to welcoming you to Cairns - where lush rainforests meet stunning coral reefs in a perfect blend of adventure and relaxation.





# THE PROGRAM

## SUNDAY 14 SEPTEMBER

1.00pm - 5.30pm Check in & registration

6.30pm - 9.30pm Welcome Event

## MONDAY 15 SEPTEMBER

9.00am - 2.00pm Half-day conference (includes lunch)

6.00pm - 10.00pm Gala Event

## TUESDAY 16 SEPTEMBER

10.00am - 2.00pm Half-day conference (includes lunch)

## DRESS CODES

### WELCOME DINNER

ASPYA Fiesta

### GALA AWARDS

Black tie with a twist (to be revealed)

### CONFERENCE SESSIONS

Business Casual



THE SPEAKERS

*Stay tuned  
for the line up*



# THE AWARDS

We are thrilled to announce the return of the ASPYA Awards Program at this year's Conference!

This prestigious program is designed to honour and celebrate the exceptional achievements of our ASPYA salons, providing a platform to recognise their dedication and success.

## ABOUT THE ASPYA AWARDS PROGRAM

The ASPYA Awards are a valuable opportunity for De Lorenzo to acknowledge and reward our loyal salons. These awards offer a chance for our salons to stand out and gain a competitive edge by showcasing their remarkable initiatives, contributions, and accomplishments on a significant scale.



## 1. LOYALTY AWARDS FOR 2024 AND 2025

This category recognises our loyal ASPYA Salons that have reached significant milestones of 5, 10, 15, or 20 years as a member of the ASPYA Program. Each recipient will be honoured with a Certificate and Trophy, celebrating their long-standing commitment and partnership.

## 4. HIGHEST PROFESSIONAL PRODUCT GROWTH

This category highlights the salon with the highest percentage growth in the purchase of De Lorenzo PROFESSIONAL between 2024 and 2025. The salon demonstrating exceptional growth in professional product sales will be celebrated for its achievement.

## 2. HALL OF FAME INDUCTEES

The ASPYA Hall of Fame pays tribute to some of the most influential and well-known members of the ASPYA community. To qualify for induction, salons must have completed 15 or more continuous years of ASPYA membership. Inductees will receive a Certificate and Trophy in recognition of their outstanding and enduring contributions.

## 5. BEST MYSTERY SHOPPER RESULTS

Each ASPYA Salon attending the Conference will be evaluated by a Mystery Shopper between June and August 2025. The salon with the highest score will be awarded the title of "2025 Mystery Shopper Extraordinaire," recognising excellence in customer service and salon experience.

## 3. HIGHEST RETAIL PRODUCT GROWTH

This award recognises the salon with the highest percentage growth in the purchase of De Lorenzo RETAIL products between 2024 and 2025. The winning salon will be acknowledged for its impressive retail performance.

## 6. BEST SOCIAL MEDIA CAMPAIGN

To compete for this award, salons must tag De Lorenzo (#delorenzo) in all their Social Media Campaigns throughout 2025. The Best Social Media Campaign will be awarded to the salon that achieves the most exposure, likes and interactions, showcasing their creativity and social media prowess.

## PRIZES FOR GROWTH, MYSTERY SHOPPER, AND SOCIAL MEDIA CAMPAIGN CATEGORIES:

- A stunning trophy and certificate to proudly display in your salon
- An Online Kit to promote your salon's achievement
- A De Lorenzo product hamper, filled with our premium products

We look forward to celebrating your successes and honouring the incredible contributions of our ASPYA salons. Stay tuned for more details and get ready to shine at the Conference!



# REGISTRATION

Ensure you register  
early as there are only  
160 spots available!

## EARLY BIRD

**Twin Share One Bed or Two Beds** \$1400 per person

Two people in one room (both attending conference)

**Single Room** \$1600 per person

One or two people in one room. Only ONE person attending Conference

**Entertainment Package** \$1100 per person

Excludes attendance to the two half day conference sessions

**Dinner Only** \$420 per person

Attendance to the Welcome Dinner and Gala Dinner only

Attendees under the age of 18 are not permitted to attend this event

### **Twin Share, Single Share and Entertainment Packages include:**

- Preset Transfers to and from the airport to the Crystalbrook Riley if arriving on Sunday 14 September and departing on Tuesday 16 September
- Accommodation checking in Sunday 14 September, checking out Tuesday 16 September
- Breakfast on Monday 15 September and Tuesday 16 September
- Lunch on Monday 15 September and Tuesday 16 September (Ballroom Foyer)
- Dinner on Sunday 14 September (Welcome Dinner) and Monday 15 September (Gala Event)
- Entertainment Package excludes attendance to the two half day conference sessions
- Dinner Only Package excludes all the above mentioned inclusions

## BOOKINGS FROM 1 APRIL 2025

**Twin Share** \$1600 per person

**Single Room** \$1800 per person

**Entertainment Package** \$1300 per person

## NOTES

- Invoicing commences 1 February 2025
- Early Bird Pricing Ends 31 March 2025
- All payments are to be finalised by 31 August 2025
- 100% Cancellation Fee is incurred if cancelled after 31 May 2025



10 OF  
THE BEST  
*things to do*  
IN CAIRNS

### TAKE A TOUR BY CHOPPER

One of the best things to do in Cairns is to take to the skies on a helicopter tour; the journey will show you the city's most beautiful offerings, from the rainbow colours of the Great Barrier Reef to Barron Falls and the canopy of the Daintree Rainforest.

### SNORKEL THE GREAT BARRIER REEF

The Great Barrier Reef is Australia's most famous resident, and a non-negotiable part of visiting the state's north. This is the world's largest coral reef system, a collection of just under 3000 individual reefs and 900 islands across 350,000 square kilometres. The only problem with its size is that it can be hard to know where to begin!

### FEAST ON LOCAL DELICACIES

Considering its proximity to the coastline, it's no surprise that Cairns is awash with some of the best seafood in the state. There's a bevy of different venues to nibble on local fisherman's bounty. Seafood isn't the only thing on the menu these days; Cairns is foodie-friendly!



## SPEND A DAY EXPLORING KURANDA'S RAINFOREST

Journey north-west of Cairns and into the mountains to find Kuranda. Make your way up the ridge via the famed steam train on the Kuranda Scenic Railway; built in 1891, it navigates 15 tunnels, 93 curves and difficult bridges across dense rainforest, waterfalls and steep ravines in just under two hours.

On the way down, jump aboard the Skyrail Rainforest Cableway; a blueprint for eco-construction due to its focus on minimising the impact on the World Heritage-listed rainforest.

## SOAR ABOVE THE ATHERTON TABLELANDS

Cairns isn't just coastline and reefs. Fringing the city is the rolling green of the neighbouring Atherton Tablelands, which sits within a fertile plateau in the Great Dividing Range. Abundant in native flora and fauna, the region is best viewed by air. A Hot Air Balloon will give you the best seat in the house to watch the sunrise above the hills. The added benefit of a dawn-time excursion? It's the coolest time to explore a district notoriously steamy in temperature.



## FIND SERENITY AND SOAK IN A WATERFALL

Drive 20 minutes from the city centre and you'll come to find secluded swimming hole Crystal Cascades.

A favourite for locals, the freshwater oasis is fringed by large boulders and dense rainforest. After a dip, you can also trek to nearby Fairy Falls.

An hour's south from the city you'll find Josephine Falls. Meander your way through World Heritage-listed rainforest to find the swimming hole, where you can splash about in its pools and sunbathe on its sandy stretch to your heart's content.

## LEARN FROM THE LOCALS

Immerse yourself in traditional Aboriginal culture with a visit to Rain Forestation in Kuranda. Join the Pamagirri Aboriginal Experience to learn from 40,000 years-worth of rich Indigenous customs, from bush remedies to ancient rituals - and even test your skills in spear throwing and boomerangs.



## COOL OFF WITH A DIP

Cairns' year-round warm weather always invites a swim. Cool off at the Cairns Lagoon, the promenade-front pool which remains a favourite for young and old locals to the region. A little further afield are beautiful stretches of beach – one of the best is Palm Cove where you will be tempted by the crystal-clear waters and white sands.

With plenty of wildlife that call these waters home, be sure to swim only in designated waterholes and wear a protective suit when required.

## BAR-HOP YOUR WAY AROUND TOWN

Once you tire of outdoor adventuring, rest awhile with a cocktail in hand in one of the city's many bars - from rooftop bars to tiki houses. Hemingway's Brewery is one of the district's most famous places to enjoy a pint.

# *Enquiries*

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