

10 - 13 August 2025

glow
together

priceattack



A NOTE FROM OUR CEO



It's a privilege to be welcoming such an inspiring group of franchisees, stylists, leaders, and partners who together make up the heart of our brand. This year's theme, "Glow Together", captures the spirit of where we are and where we're going.

In an industry as fast-moving and creative as hairdressing, and retail, innovation is not a choice—it's a mindset. Over the past year, we've embraced bold changes in technology, customer experience, education, and sustainability. And we've done it as a unified network—leveraging the strength of our franchise model while staying true to our values of quality, consistency, and care.

This conference is our opportunity to reflect, reset, and reimagine. From trend insights and operational excellence to brand strategy and growth, the next two days will equip us with the tools to sharpen our edge and strengthen our connection—with each other and with our clients.

Thank you for your commitment, your creativity, and your belief in the future we're building together. Let's make this conference a milestone in our journey toward becoming the most admired name in hairdressing.



VENUE

Enjoy a warm welcome, stunning lagoon and tropical garden views at Novotel Sunshine Coast Resort, proudly located on Queensland's stunning Sunshine Coast.

Just five minutes from the Sunshine Coast airport and 112km north of Brisbane International Airport, Novotel Sunshine Coast Resort is nestled between the Maroochy River and the Pacific Ocean.



The Novotel Sunshine Coast *offers*

- Resort pool
- Water activities
- Gym with lagoon views and state of the art equipment
- Restaurants and bar
- Less than 5 minutes' walk to world-class Sunshine Coast Convention Centre
- Executive Rooms offer serene views of lush lawns, bushland, or the tranquil lagoon. Newly refurbished with ample light, coastal vibes, and contemporary decor, in-room amenities include tea/coffee facilities, a bar fridge, and bathrooms with walk-in showers.



10 AUGUST 2025
SUNDAY



From 1PM
Check In & Registration



6PM to 10PM
Welcome Event

11 AUGUST 2025

MONDAY



MORNING



7:00AM

Breakfast served



7:00 - 7:45AM

Morning Activity



8:30 - 9:00AM

CEO Welcome Day 1



9:00 - 10:00AM

Guest Speaker



10:00 - 10:30AM

Morning Tea



10:30 - 11:15AM

Promo Calendar

AFTERNOON / EVENING



10:15 - 12:00PM

Workshop



12:00 - 12:15PM

Group Photo



12:15 - 1:00PM

Lunch



1:00 - 6:00PM

Supplier Exhibition Hall



3:00 - 3:30PM

Afternoon Tea



7:00 - 10:00PM

Charity Dinner, Trivia & Auction

MORNING



7:00AM

Breakfast served



8:30 - 8:45AM

CEO Welcome Day 2



8:45 - 10:00AM

Training & Education
Masterclass



10:00 - 10:30AM

Morning Tea



10:30 - 11:15AM

Workshop



11:15 - 12:00PM

Workshop

AFTERNOON



12:00 - 12:45PM

Workshop



12:45 - 1:45PM

Lunch



1:45 - 2:45PM

Brand Session



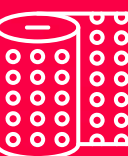
2:45 - 3:00PM

Afternoon Tea



3:00 - 4:00PM

Franchisee Forum



4:00 - 4:10PM

Wrap Up

EVENING



4:10 - 6:00PM

Free Time



6:00 - 6:30PM

Star Poolside Drinks



6:30 - 7:30PM

Pre Dinner Drinks



7:30 - 11:30PM

Gala Awards Dinner

12 AUGUST 2025

TUESDAY





13 AUGUST 2025

WEDNESDAY



From 7AM

Breakfast



From 10AM

Check out and departure

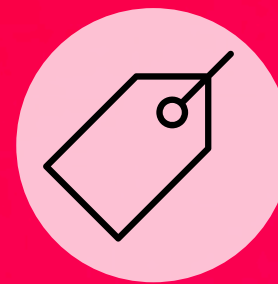
WORKSHOPS



Promotional
Calendar



Training &
Education



Brand
Session



Supplier
Exhibition



Keynote
Speaker



Franchisee
Forum



NAK Hair



IT &
Shopify



Haircare
Australia

EVENING EVENTS



Welcome Night

Lorikeet Beach
Sunday 10th August
6:00 – 10:00PM
Drinks and Canapes
Dress code: Coastal Cocktail



Charity Trivia & Auction

Lily's on the Lagoon
Monday 11th August
7:00 – 10:00PM
Dinner and Drinks
Dress code: Cocktail



Gala Awards Dinner

Minyama 1
Tuesday 12th August
6:30 – 11:30PM
Dinner and Drinks
Dress code: Formal

OUR CHARITY PARTNER

We are delighted to continue to support our charity partner, Friends with Dignity.

The Charity Auction Night at the conference is a meaningful and powerful way to contribute towards creating a safer and more supportive environment for victim-survivors of domestic violence.

Friends with Dignity works with registered referral agencies to respond to requests for assistance for those displaced by domestic violence. They do this in a few ways which includes providing:

- Safe and secure housing
- Urgent requests for bare essentials
- Money and resources for families
- Safety devices
- Community education to encourage individuals, groups and organization to become part of the solution

Last year, the generosity of the Price Attack family resulted in over \$25,000 worth of donations for Friends with Dignity. So bring your best bids and let's see if we can beat this number in 2025.

Together we are gifting people a new beginning with Dignity, Hope and Purpose.



AWARDS

- Passport Winner
- Celebrating 10 years
- Celebrating 15 years
- Celebrating 20 years
- Celebrating 30 years
- 5 Star Stores
- Marketing Hero
- Highest Dollar Sales
- Sales Percentage Growth
- Highest Average Transaction Value
- Store of the Year
- Retailer of the Year
- Salon of the Year
- Store Manager of the Year
- Supplier of the Year
- The Spirit Award
- Franchisee of the Year



1 ticker per store.

Included for Franchisees

Conference Registration; accommodation for 3 nights, including: Sunday 10th, Monday 11th and Tuesday 12th; meals, drinks and the Welcome Night Event.

Flights and Transfers to be arranged by Franchisees. Any additional nights accommodation to be arranged directly with Novotel Sunshine Coast.



ADDITIONAL TICKETS

Conference registration: complete access to all sessions and workshops across the conference:

Accommodation x 3 nights
Sunday 10th, Monday 11th, Tuesday 12th August 2025
Meals and Drinks
Welcome Night event
Flights and Transfers to be arranged by Franchisees.

\$1,750 + FLIGHTS + TRANSFERS

SPONSORS

DIAMOND

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