

ASPYA COLLECTIVE 2026

INSPIRE
COLLABORATE
ELEVATE

Across three dynamic sessions, we'll bring Owners, Managers, Marketers and Creative Teams together for a day filled with education, inspiration, industry insights and hands-on collaboration.



DE LORENZO

EVENT DATES 9am to 5pm

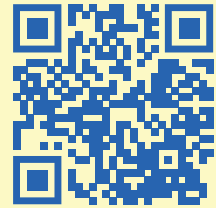
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|------------|------------------|-----------------------------|
| Adelaide | 23 February 2026 | The Playford |
| Melbourne | 2 March 2026 | The Royce |
| Sydney | 9 March 2026 | Crowne Plaza Macquarie Park |
| Townsville | 16 March 2026 | The Ville Resort |
| Brisbane | 23 March 2026 | The Colmslie |
| Perth | 30 March 2026 | The Ingot |
| Canberra | 20 April 2026 | Rydges Canberra |

REGISTRATION

We have already pre-registered three people for each session.

Simply scan the QR code to complete the form with the names of each attendee.

You can also add on any additional people you wish to attend.



AGENDA

Morning Session

9am to 10.30am

(Salon Owners & Directors)

De Lorenzo & ASPYA Program Kick-Off

An official welcome, program update and introduction to the year ahead.

Owners Forum Workshop

A facilitated session where owners collaborate, share challenges and unpack new strategies.

Industry Update with The AHC

Hear directly from The Australian Hairdressing Council on the latest regulations, trends and industry movement.

Midday Session

11am to 2.30pm

Marketing & Social Media
(Owners + Anyone Managing Marketing, Socials or Brand)

Therese Tarlinton
"Marketing Without Money"

Live workshop and presentation with the internationally acclaimed partnership marketing expert. Expect practical tools, real-time brainstorming, interactive activities and instantly actionable ideas tailored to salon life.

Learn how to amplify your brand without spending big.

Afternoon Session

3pm to 5pm

(Owners, Stylists, Apprentices & Front of House)

A Major New Launch

Be the first to see something fresh, exciting and game-changing for our ASPYA community.

Autumn/Winter 2026 Collection Reveal

A full creative showcase of new season colours, techniques and looks. Plus the education and support you'll need to bring them to life in your salon.

Mother's Day Campaign

Preview gift options, displays and pre-order opportunities to get ahead for one of the biggest salon gift seasons.

Why you and your teams can't miss ASPYA Collective 2026

- A full day crafted exclusively for ASPYA salons (only one Roadshow per Annum moving forward)
- High-impact education and owner-only insights
- Hands-on learning for your marketing and creative staff
- Major launch and early access opportunities
- A chance to reconnect with your ASPYA network
- Designed to inspire, educate and empower you and your entire team for 2026

WE LOOK FORWARD TO SEEING YOU THERE!