

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

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!**