

Conference article

Smarter Schools and Sweet Connections at the 2025 SBMAQ Conference

4-7 August 2025 | Gold Coast



The ion smart business solutions team was proud to attend the 2025 School Business Managers' Association Queensland (SBMAQ) State Conference, held at the Gold Coast Convention and Exhibition Centre from 4-7 August. As a proud sponsor of SBMAQ for the past three years, we value the opportunity to support the association and connect with business managers from Queensland state schools.

Built around the theme "Inspire. Lead. Succeed.", the conference brought together school business managers from across Queensland for several days of professional development, practical learning and valuable industry connections.

As a Platinum Sponsor in partnership with Ricoh Australia, we were thrilled to once again be part of an event that recognises the important role business managers play in keeping Queensland state schools operating effectively.

Smarter schools start with smarter solutions

Throughout the conference, the ion and Ricoh Australia teams welcomed delegates to our joint exhibition stand to discuss the technology and support available to schools.

Hercules Venter, ion's Head of Sales, joined the Ricoh Australia team at the stand, speaking with school business managers about the challenges they face and where smarter technology could help make their day-to-day operations easier.

Many of our conversations focused on the latest PlaaS updates from the Department of Education and what these changes mean for Queensland state schools. It was an important opportunity for Ricoh Australia and ion to reassure school business managers that we are committed to acting in their best interests while helping them understand and navigate the Department's requirements around print agreements. Having these open and honest conversations face-to-face was both refreshing and invaluable.



Hercules and the Ricoh Australia team speaking with SBMAQ delegates.

The right solutions can support every area of a school - from streamlining front-office processes and protecting sensitive information to improving classroom collaboration and reducing the workload placed on administration teams.

Hercules and members of the Ricoh Australia team also had the opportunity to take to the main stage and speak directly with conference delegates about how smarter technology can support more efficient, connected and productive school environments.

Coffee, conversations and complimentary gelato

Of course, conferences aren't only about presentations and technology - they're also about making genuine connections.

Our complimentary gelato station quickly became a popular stop inside the exhibition hall. It gave delegates an opportunity to recharge, enjoy something sweet and have a relaxed conversation with the team.



Coffee and conversations with conference delegates.

We also sponsored complimentary barista-made coffees from the Kombi Café outside the exhibition hall, helping delegates start their conference mornings with a much-needed caffeine fix.

Between the coffee and gelato, there were plenty of opportunities to reconnect with familiar faces, meet new people and hear firsthand about the priorities and pressures facing Queensland schools.

These informal conversations are often one of the most valuable parts of attending SBMAQ. They allow us to better understand what schools need and ensure the solutions and support we provide continue to address real operational challenges.

Learning, leadership and a little disco

The program extended well beyond the exhibition hall, with keynote presentations, leadership sessions, practical masterclasses and networking opportunities across the four-day event.

The conference theme, “Inspire. Lead. Succeed.”, reflected the leadership and adaptability school business managers demonstrate every day. Their work behind the scenes helps create well-run, supportive environments where teachers can teach and students can learn.

The ion and Ricoh Australia teams also joined delegates for the disco-themed conference evening. With plenty of colour, music and creative costumes, it was a great opportunity to relax, celebrate and enjoy the lighter side of the conference together.



A little disco at the 2025 conference.

Proud to support Queensland state schools

ion has a long history of supporting Queensland state schools, helping them simplify their print environments, improve reliability and introduce smarter ways of working.

Events like the SBMAQ Conference give us an important opportunity to listen, learn and strengthen our relationships with the people managing school operations every day.

Thank you to SBMAQ for delivering another memorable conference, to Ricoh Australia for partnering with us, and to every delegate who stopped by our stand, enjoyed a coffee or gelato, attended the presentation or simply took the time to have a chat.

We loved being part of the 2025 conference and look forward to continuing to support Queensland schools with practical technology solutions that make business easier.

Looking for smarter solutions for your school?

Whether you're reviewing your school's current print environment, looking to reduce costs or exploring smarter workflows and collaboration technology, our team is here to help.

[Talk to the ion team about smarter solutions for your school.](#)