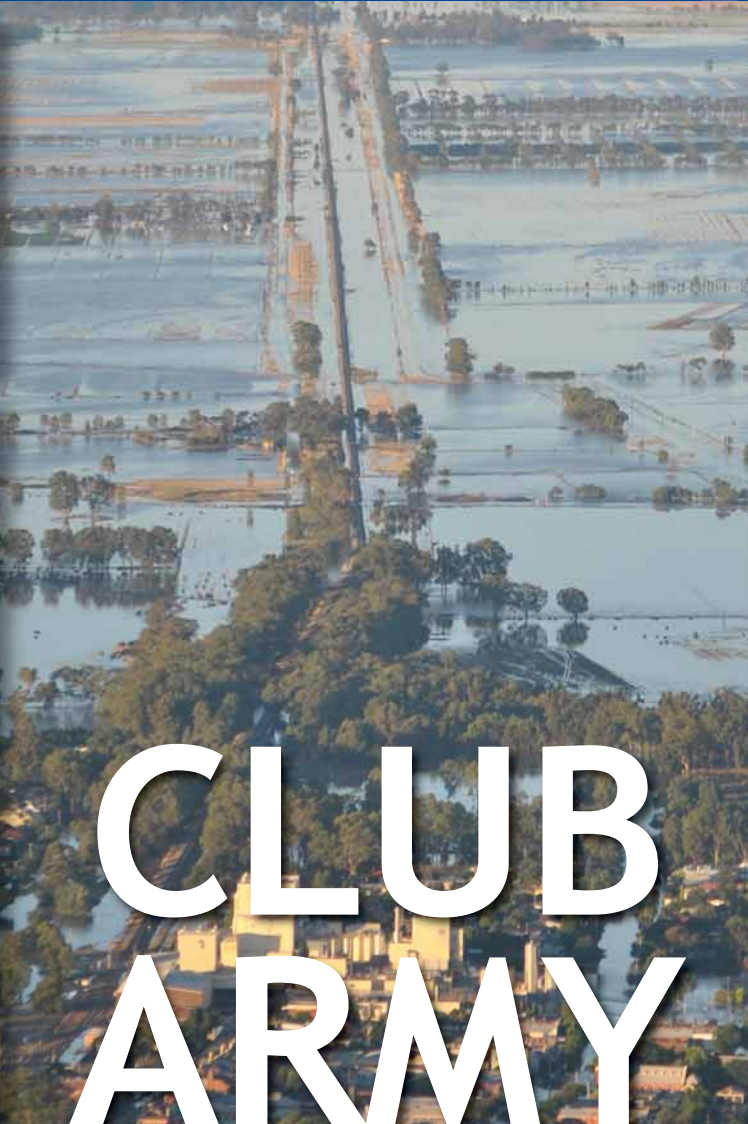


Club Management

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IN AUSTRALIA

February 2011
Vol 97, No 222



CLUB ARMY

The 'Mud Army' has made its mark on the massive clean-up following the devastating floods in Queensland, Northern NSW and Victoria. Now it's time for the 'Club Army' to step up and help fellow club managers get their businesses going again. The CMAA and ClubsNSW is giving full support to the 'Adopt A Club' initiative and the Club Industry's famous generosity again is on show for Australia to witness.

➤ Reports: Pages 14-22

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Industry loses a good mate

Barry Thomas Alliston
6-10-1940 - 11-12-2010

It is with deep regret we report the passing of Norths Leagues Club President Barry Alliston.

Barry's service, held at Macquarie Park Cemetery & Crematorium, North Ryde, on Tuesday, December 21, was attended by a large representation of family and Club Industry friends.

During the Eulogy, delivered by his close friend and fellow Norths director Tony Salier, mourners were reminded of Barry's four passions in life - his family, the Labor Party, the North Sydney Bears and Norths Leagues Club.

Barry was a Director of the football club before becoming a Director of the Leagues Club for 20 years - the last decade as President.

Barry was a strong supporter of the Club Industry and strongly supported his managers being involved with the CMAA.

Industry executives who attended the CMAA's Corporate Governance course at Southern Cross University in late-2009 will have fond memories of Barry's views on the Club Industry and support for the CMAA.

It's fair to say that once you met Barry you had a friend for life and someone who always made you feel welcome whenever in his company. Barry will be sadly missed as a friend and confidant.

- TERRY CONDON

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ARISTOCRAT



➤ Pages 12, 32-39

The CMAA's 2011 Conference, AGM & Hospitality Expo - Monday, February 2 and Tuesday, March 1 - will provide a remarkable opportunity for the Club Industry to hear from two of the most influential men in the business. NSW Gaming Minister Kevin Greene and his Coalition counterpart George Souris will discuss the big issues facing the industry and club managers. Delegates can book and pay for the Conference online at www.cmma.asn.au ...



➤ Pages 14-22

The CMAA and ClubsNSW is front-running a Club Industry flood relief appeal to raise funds to help the victims of the floods that have devastated parts of Queensland, northern areas of NSW and north-west Victoria. Clubs have raised more than \$6 million in appeals for victims of natural disasters in South-East Asia in 2004, Far North Queensland in 2008 and the Victorian Bushfire Recovery in 2009. This time, it's an opportunity for clubs to help their own through the Clubs Queensland initiative - "Adopt A Club" ...



➤ Pages 40-41

2011 is the year for big breakthroughs with club revenue and reputation - particularly with weddings, functions and events. These are an often-neglected "cash cow" and a great way to use every square-metre of your space, seven days a week. On May 17 and 18, the CMDA's first **Clubs+: Wedding & Events Management Summit** will be held at Bankstown Sports Club. This will be a great opportunity to hear from some of the best and brightest in the business...

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Clubs doing everything possible to ease the pain

It's no surprise that this issue features the consequences of the floods crisis in Queensland, Victoria and parts of northern NSW.

As usual, the Club Industry was one of the first to call for the support of those in most need and I'm confident

almost every club will play its role in helping our devastated fellow Australians.

Clubs Queensland has made public the plight of some 29 club that require assistance with 12 of those organizations needing urgent support - **pages 14-15**.

This "Adopt a Club" program is innovative and offers and opportunity for smaller clubs that cannot afford to support by way of cash may have redundant furniture or equipment that can assist another club in its time of need.

I had the opportunity of witnessing first-hand how clubs immediately react to a crisis.

The Country Music Festival in Tamworth is always a great event, well supported by the local community and the tens of thousands of visitors - every club gets behind the festival of music and mateship.

In the early days of the 2011 festival - and while the flood crisis was still developing - the impact the floods would have on attendances and forcing many cancellations, was uncertain.

In a sign typical of the Club Industry, Tamworth Golf Club not only contributed revenue from shows at the club to the flood appeal, but was matching cash donations.

The early reports are that more than \$500,000 has been raised at Tamworth through the support of everyone involved - but particularly through the venues and artists.

Your Association is proud that we have become more involved in the Australian Club Entertainment Awards to rightly acknowledge the contribution that the entertainment artists of this country have made to the Club Industry.

As the wheels of the nation start to move again after the holiday period, the campaigns for and against the Julia

Gillard/Andrew Wilkie deal also are on the move.

I have, for some time, held strong reservations about the Club Industry's acceptance that a voluntary pre-commitment system will be of benefit the problem gamblers.

Since August 2010, I've heard managers come out in support of a voluntary pre-commitment system.

The simple question is: Why?

Is it simply that the industry will accept a voluntary system because it's better than a compulsory version?

For years, the Club Industry has been successful - rightly - in insisting that only evidence-based solutions should be introduced to reduce a detrimental impact that poker machines play in people's lives.

However, unless there is evidence that has not been shared widely with the industry, a voluntary pre-commitment system is being accepted - if not promoted - by sectors of the industry.

Professor Blaszczyński, a member of the Select Committee - formed by the Gillard Government to address the issues raised by the Productivity Commission's recommendations from the Inquiry into Gambling in Australia - has, in his submission to the Committee, questioned the effectiveness of any form of pre-commitment system.

South Australian Senator and anti-pokies campaigner Nick Xenophon maintains there is "overwhelming evidence" that pre-commitment is necessary.

I would be pleased to see such evidence.

Simply, any form of pre-commitment is similar to allowing an alcoholic an agreed number of drinks.

Professor Blaszczyński has, in a paper, promoted a shift in the use of self-exclusion programs to an individual-centered focus.

I understand it's important for the Club Industry to be proactive on this issue - and there is none more important than responsible gambling - however, much has been achieved in working the problem and not being accepting of an unproven measure.

➤ **BILL CLEGG, ACCM, is the CMAA Federal President and General Manager at Randwick Labor Club**

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Floods tragedy underlines Club Industry's commitment to communities and the nation

Australia has certainly had a torrid start to 2011 with floods throughout the length and breadth of our eastern seaboard.

Once again the national pride of Australia has shone through with many acts of heroism shown by ordinary Australians in this time of need.

Naturally the Club Industry once again has been at the forefront assisting those who have lost loved ones, homes and possessions and will continue to do so in the re-building stage which will take months - in some cases, years.

ClubsNSW and the CMAA have launched a relief fund across the Club Industry to support the Queensland Premiers Relief Fund.

The Club Industry's effort can be accessed through our websites www.cmaa.asn.au or www.clubsnsw.com.au.

NSW Minister for Gaming and Racing Kevin Greene has approved the use of the CDSE Levy for this appeal and I urge all managers and clubs throughout Australia to assist where possible.

ClubsQld has launched an "Adopt a Club" appeal (Page 14-15) where clubs can assist - not only with money, but with equipment that may not be of any use to them but would be a "godsend" to those in need.

February 28 and March 1 are the dates for the CMAA Conference, AGM and Hospitality Expo at the Sydney Convention and Exhibition Centre at Darling Harbour in Sydney.

The program starts with the CMAA AGM at 9am on Monday, February 28, where the NSW Gaming and Racing Minister Kevin Greene will have his final opportunity to address the Club Industry before the NSW state election on March 26.

Mr Greene's counterpart, NSW Shadow Minister George Souris, will have the same opportunity on Tuesday, March 1. CMAA Assistant Executive Officer Ralph Kober and the Board of Management Studies have put together an interesting Conference program.

The CMAA also has had strong support for the Hospitality Expo from industry products and service providers.

All we need now is for you - our members - to join in this unique exchange of information and networking opportunity.

I'm sure I don't need to express how important it is for club managers around Australia to support your major Conference and Hospitality Expo.

Past statistics have shown that metropolitan Sydney does not have the same commitment to the Conference and Expo as fellow managers from NSW country and interstate. I hope this trend can be turned around in 2011.

I urge all members to read the letter (Page 30) I have received from Peter McEvoy, a long-standing member of the Association, who is well known in the industry.

Peter's correspondence is related to his battle with illness and his recovery that sees him back leading a normal life, with the assistance of an organ transplant - and Club Plus Superannuation's Income Protection insurance.

CCM Travel Director Catherine Mancuso - a long-time friend of the CMAA and the Club Industry - has written an interesting article (Page 48) on the benefits of travel insurance. This article relates specifically to an incident involving her recent trip to the Global Gaming Expo in Las Vegas. I'm sure that if you read the article you will never leave home again without travel insurance.

As reported last year, CMA Magazine Editor and Communication Services manager Peter Sharp has finished in his role the CMAA and his replacement has been appointed. I welcome Rick Mendham to the CMAA team (Profile - page 30).

On a sad note, I report the passing of Barry Alliston, President of North Sydney and Seagulls Leagues club (Page 4). Barry was a strong supporter of the CMAA and will be sadly missed by all who were fortunate to know him.

➤ **TERRY CONDON, CCM, is the CMAA's Executive Officer, a CMAA Life Member and former Club Manager**

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Hospitality Expo moves into online mode

The 2011 CMAA Annual General Meeting, Conference and Hospitality Expo will be staged at the Sydney Conference & Convention Centre at Darling Harbour on February 28 and March 1. The Expo is part of the CMAA's Annual Conference and Annual General Meeting when thousands of club executives, directors, industry trade representatives and hospitality trade professionals gather to canvas the latest in Club Industry products, trends and innovation.

The theme of the 2011 professional development conference is "Australia - Future Nation Through Innovation".

Delegates also can book their place for the Conference professional development program - **Conference Brochure: Pages 33-36** - at www.cmaa.asn.au

Hospitality Trade Expo - 10:30am to 4pm both days. Free entry for all Conference delegates, visitor club managers, directors, club staff and eligible visitors accredited under the conditions of entry stated on the conference brochure.

Exhibitors & Delegates Cocktail Party - 4pm to 6pm on Monday, February 28. Free for all Conference delegates, visitor club managers, directors, club staff, exhibitors and eligible visitors accredited under the conditions of entry stated on the conference brochure.

To register, go to www.cmaa.asn.au

Conference Sessions


- > Conference Keynote speaker - Professor Neville Norman ... *"Predicting The Future Of The Registered Club Industry 2011 & Beyond"*
- > Conference Keynote speaker - Morris Miselowski ... *"Futurevation: The Tomorrow And Beyond Of Business"*
- > NSW & Queensland Club Industry Issues panel sessions
- > Big Dave Staughton ... *"Performance Management: How To Deliver The Honest Truth"* and *"A Manager's Guide On How To Avoid Avoiding Conflict"*



NOTICE OF ANNUAL GENERAL MEETING

CMA STATE & CMAA FEDERAL ANNUAL GENERAL MEETING

The Annual General Meeting of the Members of the Club Managers' Association Australia will take place at 9am on **Monday, February 28, 2011**, in the Parkside Ballroom, Level 1 of the Sydney Convention and Exhibition Centre, Darling Harbour, Sydney. Members will receive 10 Activity Points for attending the Meeting and signing the Members' Register.



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As Queensland starts recovery, 'Adopt A Club'

The Club Industry is opening its hearts and its generous resources to salvaging the livelihoods of Queenslanders and their all-important community clubs through a unique initiative.

Never-before-seen levels of flooding wiped out entire townships across Queensland - particularly in the Lockyer Valley - in early January, claiming more than 20 lives.

Like many other business wiped out by the devastating waters, clubs - their managers and employees - in the region have begun the massive recovery and clean-up operation to start again.

Clubs have raised more than \$6 million in appeals for victims of natural disasters in South-East Asia in 2004, Far North Queensland in 2008 and the Victorian Bushfire Recovery in 2009.



Goodna Bowls Club under water.

This time, it's an opportunity for clubs to help their own through the Clubs Queensland initiative - "Adopt A Club".

Clubs Queensland has created a "Help List" of clubs that were wiped out or significantly damaged in the disaster.

Clubs Queensland CEO Doug Flockhart said some of the clubs on **page 15**

have lost everything, while some require an immediate cash injection/loan to put them on the road to recovery.

"Some clubs are considering their future and may not reopen," Mr Flockhart added. "At risk here is the loss of vital community clubs and what they provide to their communities.

Therefore, any assistance you can provide would be gratefully accepted and appreciated."

CMAA Federal president Bill Clegg, ACCM, said the

"Adopt A Club" project was a tangible way for club managers to contribute direct physical assistance to their colleagues and the communities their clubs support.

"To see on television what these people have been through is almost unbelievable," Mr Clegg said.

"Rebuilding these towns, communities and clubs will be a

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massive long-term project but, as it has done in the past, the Club Industry will stay the course of the recovery and support these people. I encourage all club managers to work with their boards and membership to ensure that everything that can be done, will be done for these deserving fellow-Australians."

The clubs listed predominantly have lost everything and they need assistance - kitchen equipment, refrigeration, POS systems, phones, carpets, table and chairs, gaming machines, stock, stationery - anything and everything.

It's important to remember that the hardship is more than just the physical building and contents. Staff employed at these venues may need a temporary job until things return to normal.

"If you can help, give them a call directly and do what you can," Mr Flockhart said.

"If you think it looks bad on television, it is 50-times worse when you get on-site at these locations ... see the damage and see what is left. It's heartbreaking."

Clubs Queensland will continue to provide updates via alerts and full details of this "Adopt A Club" initiative are available at www.clubsqld.com.au.

"It needs to be acknowledged that we're working with an extremely supportive Government and Office of Liquor Gaming and Regulation (OLGR), regarding grants and other potential assistance in this time of need. Our thanks goes to them for their support," Mr Flockhart concluded

It's appropriate when assessing a commitment to these clubs to evaluate the Clubs Queensland Mission Statement: "Clubs Queensland represents not-for-profit community-based sporting and recreational clubs state wide. Each club is committed to maximising local support and offering affordable social opportunities in a fun, safe and friendly environment in order to raise funds in furtherance of their community objectives."

NSW Gaming and Racing Minister Kevin Greene has advised that donations to the Flood Relief Appeal supervised by the CMAA and

Adopt a Club Help List

- > Bardon Bowls Club - Mark Aldridge. 07 - 3366 2981
- > Bellbowrie Sports & Recreation Club - Kevin Edwards. 07 - 3202 7055
- > Booroodabin Community & Recreation Club - Bronwyn Tobin. 07 -3251 3434
- > Brisbane Polo Club - John Wells. 07 - 3229 3766
- > Brothers St Brendans Leagues Club - Leanne Asanuma. 07 - 3277 5845
- > Bundaberg Bowls Club - 07 - 4151 3183
- > Condamine Sports Club Of Warwick - Ian Skillen. 07 - 4661 1911
- > East Bundaberg Sports Club - Adam David. 07 - 4151 3133
- > Epic All Sports Club - Vivian Bills. 07 - 4982 2332
- > Goodna Bowls Club - Catherine Wilmington. 07 - 3818 0110
- > Goodna RSL Services Club - Debbie Colbert. 07 - 3288 3916
- > Graceville Bowls Club. 07 - 3379 1302
- > Indooroopilly Golf Club - Dale Durant. 07 - 3721 2121
- > Jindalee Bowls Club - Graham Jones, OAM. 07 - 3376 1240
- > Jindalee Golf Club - Michael Leontjew. 07 - 3376 1468
- > McLeod Country Golf Club - Michael Richards. 07 - 3376 3666
- > Mount Crosby Mens Bowls Club. 07 - 3201 0140
- > New Farm Bowls Club - Tony Harris. 07 - 3358 2374
- > Norman Park Sports & Community Club - Ray Hughes. 07 - 3399 7902
- > North Rockhampton Bowls Club - Sue Wilson. 07 - 4922 5285
- > Oxley Bowls Club - Niel Caldwell. 07 -3379 4307
- > Oxley Golf Club - Don Gregory. 07 - 3379 6322
- > Pine Rivers Golf Club - Tracy Phillips. 07 - 3285 3130
- > Queensland Irish Association - John Geraghty. 07 -3221 5699
- > Sherwood Dist Australian Football Social Club - Debra Lewis. 07 - 3379 5528
- > The Brisbane Golf Club - Simon Parker. 07 - 3848 1008
- > West End Rugby Leagues Club - Jim McKenzie. 07 - 3281 0162
- > Western Districts Community & Sporting Club - Sheryl Dowley. 07 - 3379 6497
- > Wolston Park Golf Club - Mel Cowell. 07 - 3271 6641

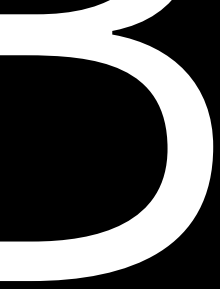
ClubsNSW, are eligible through the Community Development and Support Expenditure (CDSE) Scheme.

For more information of the "Adopt A Club" project, contact Clubs Queensland CEO Doug Flockhart: 07 - 3252 0770; doug@clubsqld.com.au or www.clubsqld.com.au



CMAA, ClubsNSW support appeal

The ClubsNSW and CMAA is front-running a Club Industry flood relief appeal to raise funds to help the victims of the floods that have devastated parts of Queensland, northern areas of NSW and north-west Victoria. ClubsNSW pledged \$50,000 to launch the appeal. Clubs have previously displayed their incredible generosity by raising \$3.4 million for the victims of the South-East Asia Tsunami in late 2004, \$760,000 for the victims of Cyclone Larry in Far North Queensland in 2006 and \$1.8 million for the Victorian Bushfire Recovery in 2009. Details on how to donate are available at www.cmaa.asn.au or www.clubsnsw.com.au/floodreliefappeal. Clubs should notify ClubsNSW of their donation and or fundraising efforts by calling 1300 730 001 or via floodreliefappeal@clubsnsw.com.au.



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The Floods - Northern Exposure

Clubs again among heroes

By HENRI LACH

Queensland licensed club executives, staff and members can hold their heads high in the knowledge that they are among the heroes of the state's disastrous floods.

As the crisis unfolded in the first weeks of January, many club premises became distribution points for emergency supplies, and rallying points for volunteers. Major clubs in the badly affected centres escaped the worst of it because of their location away from low-lying areas. They quickly responded to calls for help from communities who were badly hit. But there were also club casualties - about 30 - mostly small sporting club state-wide, and mostly in the Brisbane-Ipswich area.

At Toowoomba, on the Darling Downs, City Golf Club General Manager Peter Constance (pictured below) had just ended his annual leave and found himself in an "unbelievable" situation. "I don't know how to describe it," Peter said. "It was like watching something happening in some overseas country ... not here. It took several days for the shock to set in."

The speed and ferocity of the torrent that struck Toowoomba eclipsed the crippling floods of Rockhampton and other central Queensland areas over the previous days.

There was no warning. On the afternoon of January 10, a wall of water - likened by the State's Police Commissioner Bob Atkinson to an inland tsunami - hit the city's CBD with a force that saw vehicles the size of commercial vans tossed about like matchbox toys.

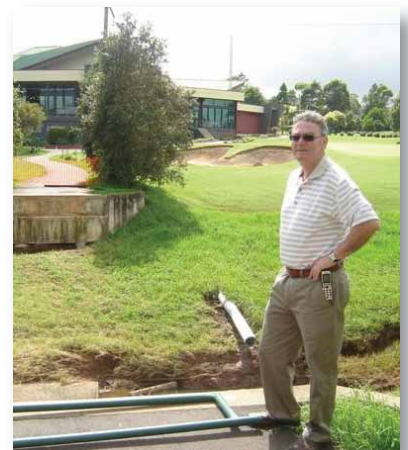
The City Golf Club building itself escaped inundation, but there was severe damage to the course, greens and footbridges, as well as the watering system.

As staff and volunteers worked to get things back in order for an upcoming PGA Championship event, the club became an aid centre and, through fleets of trucks and station wagons, distributing everything from tinned food and furniture to flood-stricken communities in the Lockyer Valley to the east and to Dalby in the west.

Peter Constance was emotional in his praise for his staff and volunteers, and for the role of his club in helping those in need. "It's just wonderful how people come together and want to help when the chips are down," he said.

Gatton, on the fringe of the Lockyer Valley which was devastated with the loss of a number of lives yet to be fully determined, escaped the killer flood waters and here the local club became a distribution centre.

Gatton RSL Services Club General Manager Les Nash personally ferried badly needed supplies by trailer to evacuees housed at the small settlement of Helidon. He paid tribute to clubs from the unaffected areas of the Gold Coast and the Sunshine Coast which got together to donate goods. "There were even toys for the kids," Les said.



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of Queensland's flood disaster



In Ipswich, the privately-owned Goodna RSL Club building on the city's eastern border was among the casualties, with flood waters to the roof line.

The Ipswich Brothers Leagues Club proved to be beyond the raging waters of the Bremer River, although CEO Mark Hennelly took the precaution of moving stock out of the cellars to higher ground.

His kitchen staff were kept busy preparing food and drinks for evacuees at the city's two main evacuation centres.

Ten members of his staff couldn't make it to work for a couple of days because of flooded roads.

"Those staff members who were flood victims can depend on help from the club," Mark promised.

Mark said he was amazed at the concern and support from people outside the city.

"We've had phone calls from as far away as NSW from people wanting to know how they could help through the club," he said.

In the capital, the Brisbane River failed to reach the dreaded 1974 level, but the damage was nevertheless enormous, with thousands driven from their homes.

Brisbane CMAA Zone President John Limbrick, who heads the impenetrable Greenbank RSL Services Club, said that from the club perspective, the clubs that were devastated were the ones that could least afford it.

John believes that like many business

ravaged by these floods, they face hard times.

"The only way that they will be able to recover is by huge injections of cash," John added. "Second-hand furniture and a bit of carpet isn't going to help. Some are already beyond help."

Like his fellow executives, John was impressed by the response to the crisis from his staff and members who volunteered to help with clean-up operations and who made donations.

From the Sunshine Coast and Gold Coast, surf lifesaving clubs sent rescue equipment and manpower to help authorities with the movement of evacuees.

"It's an event that's touched everyone," said Gold Coast CMAA Zone President and Southport Surf Lifesaving Club General Manager Steve Condren. "Every club on the coasts has been involved in one way or another through fund raising and providing volunteers."

"My staff have even donated their tip money to the flood appeal."

Gold Coast Zone Treasurer Fiona Cossill, who heads the Beenleigh RSL Club, spent a weekend in the club's courtesy bus delivering supplies to Gatton for distribution through the flood raved area.

She made light of her personal involvement and said full credit should go to her members and the local community. "The club was just the mechanism by which they could help," she said.

My Country

by Dorothea Mackellar (1885-1968)

*The love of field and coppice,
Of green and shaded lanes.
Of ordered woods and gardens
Is running in your veins,
Strong love of grey-blue distance
Brown streams and soft dim skies
I know but cannot share it,
My love is otherwise.*

*I love a sunburnt country,
A land of sweeping plains,
Of ragged mountain ranges,
Of droughts and flooding rains.
I love her far horizons,
I love her jewel-sea,
Her beauty and her terror -
The wide brown land for me!*

*A stark white ring-barked forest
All tragic to the moon,
The sapphire-misted mountains,
The hot gold hush of noon.
Green tangle of the brushes,
Where lithe lianas coil,
And orchids deck the tree-tops
And ferns the warm dark soil.*

*Core of my heart, my country!
Her pitiless blue sky,
When sick at heart, around us,
We see the cattle die-
But then the grey clouds gather,
And we can bless again
The drumming of an army,
The steady, soaking rain.*

*Core of my heart, my country!
Land of the Rainbow Gold,
For flood and fire and famine,
She pays us back threefold-
Over the thirsty paddocks,
Watch, after many days,
The filmy veil of greenness
That thickens as we gaze.*

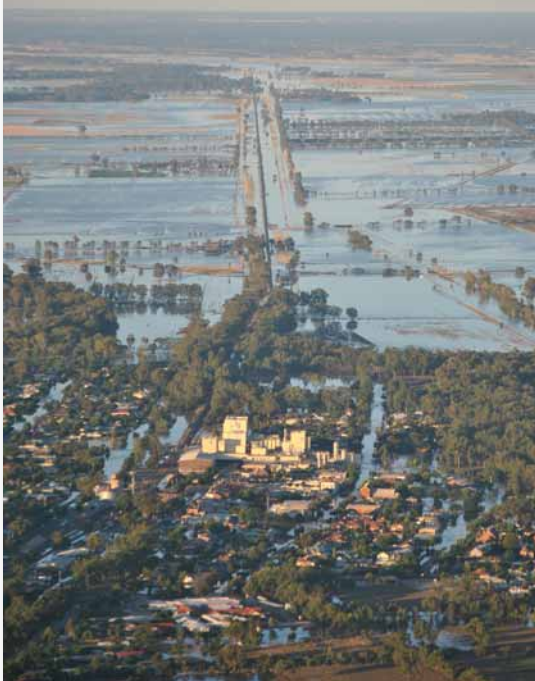
*An opal-hearted country,
A wilful, lavish land-
All you who have not loved her,
You will not understand-
Though earth holds many splendours,
Wherever I may die,
I know to what brown country
My homing thoughts will fly.*



Floods replace firestorms for devastated

The flooded territory around Rochester and Echuca.

Picture: ERIN LANGMAN



By KATIE CINCOTTA

Just as we were downing celebratory drinks to welcome the start of 2011, our "land of drought and flooding rains" brought Australia to its knees as river levees burst and powerful torrents of filthy flood water inundated dozens of unsuspecting towns. Floods of Biblical proportions swept the eastern coast - from Queensland through to Victoria - claiming thousands of homes, livestock, pets and the lives of 20 Australians consumed in the devastating deluge.

In Victoria, waters began to peak at 4.8 metres in the north-western town of Horsham, the highest level reached in 100 years.

Craig Morrow, General Manager at the Horsham Golf Club, was frantically pumping water from his sodden greens and diverting it to the wetlands at the rear of his property.

"We had six or seven inches of rain in the space of about two days, which is about half of the average January rainfall," he said. "So we had to close the course for a week. Now we've got seven pumps on to divert the water as we've got a VGA event on Sunday."

Mr Morrow admits many of his 650 members were frustrated to miss play during the January holiday period, but when they witnessed the sunken first hole for themselves, they appreciated the need to shut down.

In 2009, Horsham Golf Club lost 15,000 trees and its clubhouse to bushfires, and is using a temporary facility (a hospitality training unit donated from Ballarat University) while plans are being approved to rebuild.

"We were lucky enough to get \$1 million in Government funding to rebuild, so we're finalising the design and we hope to go out to

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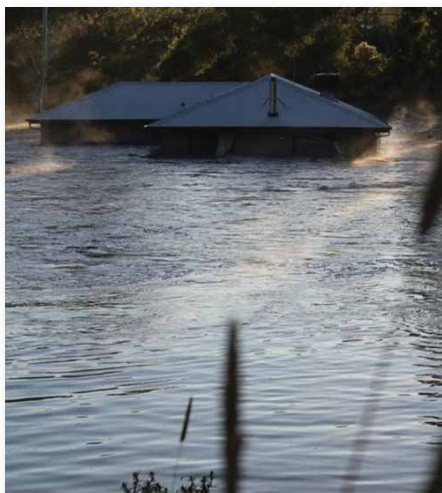
tender in April and have it built by early next year," he added.

So, how do you make a venue flood and fire-proof? "Don't build it out of timber, and put a moat around it," Mr Morrow reckons.

With bushfires, locust plagues and now the floods, he says his club has copped a lot in the last year.

"We're just waiting for the famine to strike," he quipped. "And considering we've had lakes in the area that haven't had water in 12 years - and now they're overflowing - it's just so ironic. One thing in our favour is that at least our water supplies are full."

Mr Morrow says in the wake of the flood disaster many locals have sought refuge at the golf club as a way of debriefing and regrouping.



"There are members out here that have been directly affected by the floods and they sit around here and have a talk about it, and have a few laughs, discuss things and wind down a little bit," he said.

After more than 1,500 Kerang locals evacuated the town, Matt Chamberlain, General Manager at the Kerang Sports and Entertainment Venue, stayed behind to sandbag.

"We shut the doors Tuesday afternoon and first thing Wednesday morning the evacuation came through and most went to the Barham Services Club," he said. "It's like a ghost town at the moment."

Once his club was secured, Mr Chamberlain joined the 150-strong team of SES, Army personnel and volunteers trying to protect the Kerang power station which he said looked like Alcatraz - just an island surrounded by water as far as the eye can see. "So much local infrastructure is dependent on that power station, including Swan Hill," he added. "So excavators have been putting up levees around the clock and we've been sandbagging for the last three days to create a big wall around it. We get out there on the back of a fire truck. And it was such a cross-section of people helping - doctors alongside dole-bludgers - putting their differences aside for the one cause."

Mr Chamberlain has been sleeping at his club during the flood crisis - lucky to get four hours a night - with a sign on the door that reads: "Club closed due to floods. If you need a beer, give me a call."

For those left behind to defend the town, the club has become "headquarters" - a place to retreat to for a beer after the long hours of heavy lifting.

On the up side, Mr Chamberlain reckons he's well and truly ready for the football season after filling and lifting hundreds of sandbags.

"Ah, it's a bit of extra pre-season work, so I won't have to do too many weights," he laughed.

The TAB also put \$1,000 on the betting tab and the bar to reward locals who remained behind to keep Kerang dry.

In her decade at the Echuca Workers and Services Club, General Manager Erin Langman reckons she's never seen a quieter day of trade than



when the river peaked and locals were sent an SMS flood alert to prepare for the encroaching water.

In her training to gain her pilot's licence this year, Ms Langman took to the air to take aerial photographs of the floods, one of which was published on news.com.au.

While her club was spared from water damage, many staff members were stranded at home, unable to get to work through the road and bridge closures.

And in another symbol of the binding spirit of community clubs, Ms Langman offered their courtesy bus and driver to do pick up and drop-offs for evacuees in relief centres, including children suffering "cabin fever". "It's only a few extra dollars I have to pay and if it makes a difference to someone's life then why not?" she concluded.



Health and safety laws don't wash away

Even in the flood clean-up, workplace health and safety laws still apply and will be enforced during ongoing effort.

These laws are in place to protect Queenslanders and assist employers and workers manage health and safety risks, take reasonable precautions and exercise due care, particularly during Queensland's recovery.

By being vigilant and maintaining safety during this difficult time, employers can help reduce the risk of death, injury and infection. There are a number of steps that employers and workers can take to minimise risk to themselves, their staff and other people helping out ...

- > 1. Businesses subject to flooding should not attempt to use electricity until they have received clearance from an electrical contractor;
- > 2. Appropriate personal protective equipment (e.g. rubber-soled shoes, gloves, hats, clothing

covering skin while in the sun, high-visibility vests if required) are made available and worn correctly;

- > 3. People take regular breaks, have access to clean drinking water to prevent dehydration, and food to minimise the risk of heat stress and fatigue first aid equipment is available before any work is undertaken;
- > 4. Toilet facilities (amenities) are accessible;
- > 5. Ladders being used are on sturdy ground and where possible secured;
- > 6. Good hygiene practices are used, such as washing of hands;
- > 7. Strategies are in place to dispose of sharps and other clinical waste.

Flood-affected buildings could contain damaged asbestos-containing materials that could pose a hazard when cleaning up. Avoid breaking or abrading asbestos-containing materials and avoid drilling or cutting asbestos-containing materials using power tools. Advice on disposal of asbestos materials should be obtained from your local authority. Removal and disposal of any asbestos-containing material over 10-square-metres must be done by a licensed contractor.

The recovery task following these devastating floods is distressing for everyone involved and will impact individuals differently. If required, employers should highlight counselling services available to staff and encourage them to use them.

Flood Recovery Checklist

- > 1. Assess what work needs to be done.
- > 2. Work out the order of the work to be done so that new risks are not introduced, e.g. think about how you will get access to the areas where the work is to be done, or the possibility of creating instability from removing things in the wrong order.
- > 3. Consider what could go wrong during the repair work.
- > 4. Work out what tools and equipment will be needed to do the work safely.
- > 5. Check the correct equipment is available and is in good working order.



- > 6. Check that the people required to operate the equipment have the right skills and competencies and ensure supervision of less-skilled workers is available.
- > 7. Check that people allocated to perform work are not fatigued.
- > 8. Make sure that workers have the correct personal protective equipment and it is worn correctly.
- > 9. Check that appropriate first aid is available and there is access to medical treatment in the event of an injury occurring.



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Employer obligations pose major dilemma

Businesses across south-east Queensland have faced one of two tricky issues - whether to keep paying staff who are unable to come to work and what to do with staff who can come to work but whose jobs are temporarily under water.

Thousands of businesses were forced to close their Brisbane CBD offices due to power outages. Coles, Woolworths, Myer, David Jones and JB Hi-Fi are among the major retailers that have closed stores due to flooding or supply problems, while miners and farmers also were forced to halt operations. More than 30 Queensland clubs are in the same boat.

Kristin Duff, a senior associate at Harmers Workplace Lawyers, said her firm was fielding calls from employers trying to find out their legal obligations when staff could not come to work, or work cannot be given.

The short answer is employers in both scenarios can simply stop paying wages - although many large businesses are opting to help shoulder the pain by putting staff on paid leave.

"The obligations, in a strict legal sense

are relatively limited," Ms Duff said.

Employees who cannot attend work can be asked to take annual leave, or potentially carer's or long service leave.

"But strictly speaking, if an employee is unable to come to work and they don't have any leave entitlements, then the employer does not need to pay them," she said. "That's the harsh reality. On the other hand, if the employee can get to work but the business does not have work for the employee to do, in those circumstances they may be entitled to stand the employee down without pay."

Ms Duff said that employers could stand down their staff only temporarily when there was no other work the employee could be given, either at another site or at home.

The right to stand staff down could also be used only where the lack of work was outside the employer's control - although this would probably be activated for flood-affected businesses. Credit Union CUA has its head office in Brisbane's CBD and its disaster recovery centre in inner-city Newstead.

Both sites were forced to close by power outages and flooding.

Four branches also were closed.

CUA's Catherine Harris said the company was offering paid leave to staff who needed to stay home and clean up. "In terms of there not being jobs [for staff who can come to work but whose branches are closed], I don't think that's going to be an issue," she said. "There's a lot of cleaning up to do."

An ANZ Bank spokesman said staff whose homes were affected by the floods were being offered paid leave.

Ms Duff said the response from employers had been mixed and depended on their size and how generous they could afford to be.

"I'm hearing of businesses that are being very generous and paying a week of paid leave," she added. "Others are saying if you can't come to work, you can't get paid. Their ability to keep paying staff depends on the size of their business, what their own financial position is and how badly affected they've been by the floods. Larger businesses have greater capacity to provide more generous support to their employees than small businesses that have been impacted by the flooding."



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FINANCE... Financial Fundamentals <i>SITXFIND003A Interpret financial information SITXFIND004A Manage finances in a budget</i> E- LEARNING UNIT – NOW ONLINE - 1 day in the training room the rest of the course online! How to interpret the types of financial information used by operational supervisors & managers in their day-to-day work activities, & the knowledge required to take responsibility for budget management where others may have developed the budget.		Online	F2F M31 Registration closes M24	
Financial Management <i>SITXFIND005A Prepare and monitor budgets SITXFIND008A Manage financial operations</i> Builds on the skills covered in Financial Fundamentals (Stage 1). The program focuses on the key managerial skills to do with budgets & managing the day-to-day financial operations of a small organisation, a department within a larger organisation or a complex project.		5D ACCM UNIT		
HUMAN RESOURCES... Recruit and Select Staff <i>SITXHRM002A Recruit, select and induct staff</i> Covers; Selection criteria, other forms of assessment, recruitment & selection, checklist & documents, behavioural interviewing, developing questions, EEO, effective communication, interview module, evaluating applicants Interview, reference checking, feedback to applicants.		2D ACCM UNIT	M31 (cont Feb)	
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T15			M16		Member \$240	Non Member \$290	+ Admin Fee \$25pp	\$2,800
T1	T15	T19	T31		Member \$265	Non Member \$275	+ Admin Fee \$25pp	POA
	W2 & Th3		W18 & Th19 Cardiff		Member \$480	Non Member \$580	+ Admin Fee \$25pp	\$3,800
	S1: M7 – T8 S2: M21 – T22	S3: M4 – T5			Member \$1,560	Non Member \$1,690	+ Admin Fee \$25pp	\$20k
	T8				Member \$240	Non Member \$290	+ Admin Fee \$25pp	\$3,000
		M4 & T5			Member \$480	Non Member \$580	+ Admin Fee \$25pp	\$5,000
		S1: M11 – T12	S2: M2 – T3 S3: M23 – T24		Member \$1,320	Non Member \$1,490	+ Admin Fee \$25pp	\$7,800
F2F W23 Registration closes W16				F2F M6 Registration closes M30 May	Member \$690	Non Member \$790	+ Admin Fee \$25pp	\$6,800
W2 – Th3 W16 – Th17	S3: W9 – Th10		S1: T24 – Th26	S2: T21 – Th23	Member \$1,560 (+GST)	Non Member \$1,690 (+GST)	+ Admin Fee \$25pp	\$20k + GST
		S1: T12 – W13 S2: T19 – W20			Member \$690 (+GST)	Non Member \$890 (+GST)	+ Admin Fee \$25pp	\$8,000 + GST
			S1: W4 & Th5	S2: Th2	Member \$900	Non Member \$1,000	+ Admin Fee \$25pp	\$6,800
S1: W9 & Th10	S2: Th24				Member \$690	Non Member \$790	+ Admin Fee \$25pp	\$5,800
W9 & Th 10 T14 & T15 Cardiff				T7 & W8	Member \$480	Non Member \$580	+ Admin Fee \$25pp	\$4,400
				F2F W15 Registration closes M17	Member \$480	Non Member \$580	+ Admin Fee \$25pp	\$4,400
S1: M21 – T22	S2: T29 – Th31				Member \$1,200	Non Member \$1,350	+ Admin Fee \$25pp	\$7,800
T1					Member \$480	Non Member \$580	+ Admin Fee \$25pp	\$4,400
	F2F T15 Registration closes T22 Feb			F2F M27 Registration closes M6 June	Member \$480	Non Member \$580	+ Admin Fee \$25pp	\$4,400
F2F M14 Registration closes F4					Member \$690	Non Member \$790	+ Admin Fee \$25pp	\$6,800

Don't let the year slip by - again

Every year I talk to many club managers who remark that they had the best of intentions in making a start with their professional development and quest for gaining qualification. However, despite their ambitions, the year just slips away from them because they are "too busy" and other things are "more important". Don't be fooled by those excuses. Yes, you sure are busy. And yes, other things might appear to be more important. However, there is no time like now to be focused and single-minded on your career. If you want to grow and make the most of what is on offer through the CMAA's wide range of training and professional development courses, then you need to take a breath and look at how education can help you move up that career ladder. The CMAA has a range of nationally accredited and industry-specific courses, seminars and summits that provide managers with the knowledge and skills essential for business professionals. If you want to discuss your personal aspirations and needs, then call the CMDA and speak to Ralph Kober for a free career consultation and/or training plan.

Clubs+: Eat, Drink & Entertain Events & Function Management Summit

May 17 & 18 at Bankstown Sports Club

This summit is a "must-attend" event for industry professionals who want to run more successful and profitable functions and events. Position your venue as a first choice for weddings, corporate bookings and entertainment. Hear first hand from a great line-up of event management experts and leading industry players ... inspiring presentations, in-depth master-classes and networking with colleagues and friends. All set in the world-class facilities at Bankstown Sports Club. Presented by

Profitable Hospitality and the Club Managers Association of Australia, registration includes two days of seminar content, catering and networking. If you're from out of Sydney, nearby hotels are located at Sydney Olympic Park Homebush and Bankstown. Book online by going to www.cmaa.asn.au and follow **The Event & Function Management Summit** link. Phone 02 - 9746 4199 for more information. * CMAA Members gain 24 ACCM Activity Points for attending summit.

Calling ALL Club Managers ... YOUR Association needs YOUR support

Register **NOW** to attend the CMAA's Annual Conference, AGM & Hospitality Expo - **Monday, February 2 and Tuesday, March 1, 2011** the Sydney Convention and Exhibition Centre at Darling Harbour. This two-day event features ...

- > CMAA Members' General Meeting - 9am, February 29
- > NSW Gaming Minister Kevin Greene - 9:45am, February 28
- > Shadow Gaming Minister George Souris - 9am, March 1

Conference Sessions

- > Conference Keynote speaker - Professor Neville Norman ... *"Predicting The Future Of The Registered Club Industry 2011 & Beyond"*
- > Conference Keynote speaker - Morris Miselowski ... *"Futurevation: The Tomorrow And Beyond Of Business"*
- > NSW & Queensland Club Industry Issues panel sessions
- > Big Dave Staughton ... *"Performance Management: How To Deliver The Honest Truth"* and *"A Manager's Guide On How To Avoid Avoiding Conflict"*

Hospitality Trade Expo - 10:30am to 4pm both days. Free entry for all Conference delegates, visitor club managers, directors, club staff and eligible visitors accredited under the conditions of entry stated on the conference brochure.

YOUR CAREER - YOUR FUTURE ... invest with the CMAA knowledgebank

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Inner West finishes 2010 on top of the world

Inner West Zone finished a challenging 2010 with a billion-dollar outlook on the world. Zone President David Conway and his committee changed the format from a Sydney Harbour cruise to an overall view of the most beautiful waterway in the world. The Rooftop Hotel the Rocks, right on Sydney Harbour, was the venue for the December Zone Meeting - the last on the CMAA 2010 calendar. David welcomed 20 members and CMAA Assistant Executive Officer Ralph Kober, who delivered the Head Office report. Then, with a panorama over Circular Quay all the way down the harbour, 50 guests - including representatives of companies from the CMDA Career Development and CMAA National Bursary Program sponsorship family - enjoyed lunch on a perfect Sydney summer day.



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Introducing the V22/22 Cabinet
by Bally Technologies

From its ultra-modern design and cutting-edge technology, to its amazing game lineup, Bally's new Pro Series™ V22/22 Upright cabinet is the ultimate platform to build your game mix around. Setting a new benchmark in player comfort, interaction, and control, the V22/22 features four-speaker surround-sound, game play-synchronized LED cabinet lighting, dual high-definition LCD displays, and uncompromised ergonomics. When combined with a full lineup of top-performing games, a host of operator-friendly characteristics, and Jackpot Lanterns™, an optional double stand-alone progressive feature available for all stand-alone games, you'll have everything you need to take your EGM operation to a whole new level of profitability.

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NSW initial game range is subject to approval. ©2011 Bally Technologies. All rights reserved. Images are for illustration purposes only and are subject to change.

ALPHA
Pro V22/22



Important lessons in Peter's journey

In mid-January, CMAA Executive Officer TERRY CONDON bumped into long-time CMAA member and long-serving club manager PETER McEVOY. Liver cancer and his wait for a donor had forced the North Ryde family man onto the sidelines where he had to confront the personal, family and financial realities of his battle and his wait. The happy ending is that Peter is healthy again and was keen to pass on two very important lessons from his experience ...

Dear Terry,

Since we last communicated in early 2009, my health continued to deteriorate and I was finally diagnosed with liver cancer.

My doctors advised that I only had 12-to-18 months to live.

My only option was to be placed on a liver transplant list.

I was then subjected to every test, X-ray and scan imaginable and - hopefully - a suitable organ (matching my blood and tissue type) would become available before I became gravely ill.

The surgeons needed to be confident that I could survive the nine-hour operation.

The great news is that in late August 2010, I received the phone call I had been waiting for.

I was checked into the RPA within two hours of the call.

The transplant was highly successful and, three weeks later - in mid-September, 2010 - I was discharged from hospital with the advice that in five or six months, I should be "as good as new".

The way I am feeling now, I totally believe that.

The surgeons, doctors and nurses who attended to me were absolutely excellent.

Having the support of my family and maintaining a positive mental attitude are the elements that kept me going.

Without those important components, I don't believe I would have made it through.

Terry, there are a couple of issues that became apparent to me during this chapter in my life.

I believe that our CMAA members should be made aware of them ...

> The organ donor system ...

There is a huge shortage of donor organs as the system does not work in the way it was designed.

Even though a donor has indicated on his/her driver's license (or registered as a donor by other means), that is not the final consent.

The donor's family has the final right to approve - or disapprove - the removal of the organs.

It is easy to imagine that a family, or "next of kin" of a person who is brain dead and on life support would find it extremely difficult to consider the removal of their loved one's organs during their moment of grief.

It is important that people inform their families of their intention to donate their organs.

This makes the family's decision much easier.

I was told that the organs of one healthy person can save up to five lives.

> Club Plus Superannuation ...

In mid-2009, I received a telephone call from Craig White,

of Club Plus Superannuation, inquiring as to the reason that no contributions had been made to my superannuation fund for some months.

After explaining that my illness was preventing me from working, he advised me that I had an "income protection" policy in place and he would send out the appropriate claim forms for me to complete.

I had totally forgotten that I had such a policy in place.

The fact that I was to receive financial assistance during this difficult time was a fantastic relief for my wife, Beverly, and myself.

This wonderful "bonus" removed the necessity to hastily restructure our financial situation.

Club Plus assessed my claim quickly and commenced making payments to us regularly.

This removed our financial concerns and allowed us to concentrate on the medical issues confronting us.

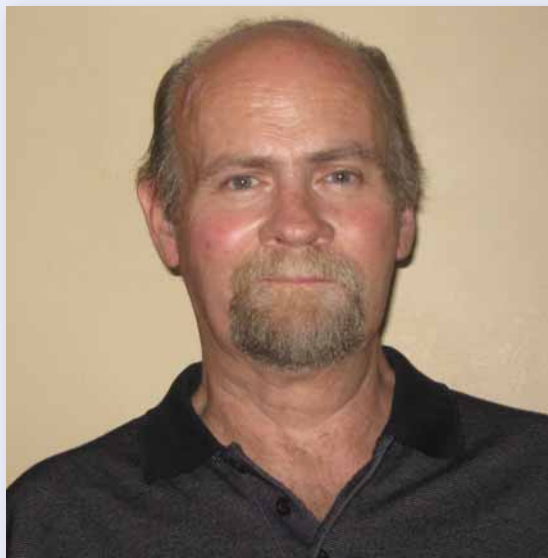
Full marks to the people at Club Plus.

I am now well enough to commence catching up with our Club Industry friends and colleagues.

It is my intention to return to working in this great industry.

Whether full-time, or part-time, I will find where I can fit in and make a contribution to an industry that has been so kind to us.

- PETER MCEVOY, January 10, 2011.



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We are a small firm specialising in auditing small to medium-sized clubs.

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CMAA Hospitality Expo 2011

**Sydney Convention & Exhibition Centre,
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MONDAY, FEBRUARY 28 & TUESDAY, MARCH 1, 2011

This is the Club Industry's premier
Hospitality Expo for 2011

A GREAT WAY TO START THE YEAR!

STANDS ARE SELLING FAST

Call Judy Rayner and the team to book your stand now
(02) 9360 6177 or (02) 9332 2363

➤ Please note: Unless you are an accredited CMAA Hospitality Expo Exhibitor, a Registered Club employee or Director, entry into the event will not be permitted

Australia Future Nation through Innovation

CMAA Annual Conference, AGM & Hospitality Trade Expo
Monday, February 28 & Tuesday, March 1, 2011
Sydney Convention & Exhibition Centre Darling Harbour



President's Message



On behalf of the Federal Executive, Federal Council and the Board of Management Studies, it gives me great pleasure to welcome CMAA Members and all eligible delegates to the CMAA's Annual 2011 Conference and Hospitality Trade Expo. This event continues to be a spectacular success with more conference delegates and trade show visitors attending than ever before. Your participation at this year's conference and exposition is greatly appreciated. Thanks to our wonderful trade suppliers who again will provide an excellent array of innovative and exciting products and services for management to review.

Bill Clegg ACCM CMAA Federal President

Conference & Expo Overview

CONFERENCE INVESTMENT includes GST

CMAA reserves the right to restrict admittance to the conference

\$200 pp for staff, management and directors of: Clubs, Hotels, Casinos, Restaurants and Caterers.

HOSPITALITY EXPO VISITORS' POLICY

Admission to the Expo is free for accredited persons as listed below

Visitors to the CMAA Hospitality Trade Expo and associated functions will be restricted to the following accredited persons:

- CMAA Members
- Directors and staff of Registered Clubs
- Trade Exhibitors & staff
- Accredited Trade representatives

Trade representatives not exhibiting will be required to pay an entrance fee of **\$1000 plus GST**.

Non accredited trade representatives will be denied access to the Trade Expo & removed if found to be in the Trade Show.

CONFERENCE SESSIONS

Conference sessions on both days will be held in Level 1, Parkside Ballroom.

ANNUAL GENERAL MEMBERS MEETING

9:00am-10:30am Monday 28 February in Level 1, Parkside Ballroom. Includes CMAA 21 & 30 Year Member Award Presentations

ACCM ACTIVITY POINTS

CMAA members receive 10 activity points for attending and signing the register at the AGM. A further 20 activity points will be awarded for attendance at the Conference & Expo with an additional 10 activity points given for those travelling more than 100kms from their club to attend the event.

CMAA NATIONAL BURSARY 2010 AWARD PRESENTATION

3:30pm - 4:00pm Monday 28 February in the foyer outside Level 1, Parkside Ballroom.

CMAA COCKTAIL PARTY

4:00pm - 6:00pm Monday 28 February in Level 1, Parkside Ballroom.

The Cocktail Party will feature:

- CMAA Hall of Fame Award Presentations
- Peter Cameron Award Presentation

your career.....your future.....invest with the CMAA knowledgebank

What's Happening at the CMDA.....

The CMDA continues to work hard at making sure you the member have access to professional development opportunities and activities. Here's a few items for your information....

Corporate Governance Program

The CMAA /SCU Corporate Governance Program continues to gain recognition as the industry's most impactful and relevant education course offered to clubs. To join the many clubs who have received great benefit from attending the program contact Ralph Kober at the CMDA Ralph@cmaa.asn.au

Dates for the program 2011

Session 1: 8 & 9 March

Session 2: 5 & 6 April

Register: www.cmaa.asn.au

Club Secretary Managers Course

Especially developed to address compliance, reporting, auditing, board preparation and board meetings and more this course is presented by club managers for club managers in better preparing them for the challenges of senior management. Contact the CMDA to discuss the course in detail or simply go to www.cmaa.asn.au and click on the Club Secretary Managers Course button on the Training Calendar.

ACCM Courses on line - E Learning

ACCM aspirants can now complete some of the key education units within the Active Certified Club Managers Award on line only have to attend 1 day of the course face to face in a training room. Units include: Develop Marketing Strategies, Monitor Staff Performance, and Manage Workplace Relations. Financial Fundamentals is also offered in the on line format. Contact CMDA or log on to www.cmaa.asn.au

Register: www.cmaa.asn.au

The Conference Program



Monday, February 28, 2011

8 Conference Registrations ° Ground Floor Registration Desk, Ground Floor SHC Centre

8:30 Doors Open for CMAA Annual General Meeting ° Level 1, Parkside Ballroom
CMAA Members only

9 **CMAA Annual General Meeting**
ACCM, 21 & 30 yr Awards
Hon. Kevin Greene, NSW Gaming Minister Address
Conference Sponsor Aristocrat Welcome

10:30 Morning Tea Foyer
CMAA Hospitality Trade Exposition Opens, Ground Floor Hall 5 SHC Centre

10:45-11:45 **Keynote Speaker** **Morris Miselowski** Level 1, Parkside Ballroom

Futurevation: The tomorrow and beyond of business

*"We've experienced more change in the past 2 years than in the previous 20 years and in the next 10 years we'll experience the equivalent of 100 years of change!
Belt up, because we're in for quite a ride!"*

Morris Miselowski is a business man, dynamic speaker, entrepreneur, innovator, academic, author, media personality and futurist guru...

Morris takes his audiences and clients to their future, shows them around, explains what's hot and what's not, who's there and who's not, what's working and what's not, who's making money and who's not and then gives them the insiders scoop on how to make money from it - TODAY.

As the principal and founder of Your Eye On The Future since 1981 Morris has an uncanny knack of picking future trends way ahead of anyone else and profitably interpreting them for his clients.

He is a business futurist, strategist and innovator to business, governments, CEOs and key decision makers around the globe as well as in demand professional speaker and media commentator including regular weekly segments on ABC Radio Australia and 6PR as well as on air commentator and guest segment presenter for various television shows and publications.

Morris foresees an unlimited future for those clubs which take the time to prepare and strategize for the future NOW!

3 **CMDA National Bursary Winners Award Presentation** Foyer, Level 1, Parkside Ballroom

4 Hospitality Expo Closes

4 -6 **Exhibitor & Delegate Cocktail Party** Level 1, Parkside Ballroom

All accredited trade exhibitors, conference and expo delegates are welcome to mingle, network and relax in a convivial atmosphere post day one of the conference. There will be short presentations to acknowledge the achievement and recognition of the Peter Cameron Award and Hall of Fame presentations.

Tuesday, March 1, 2011

9 - 9:30 Hon. George Souris, NSW Shadow Gaming Minister Address Level 1, Parkside Ballroom

9:35 - 10:30 **Keynote Speaker** **Professor Neville Norman** Level 1, Parkside Ballroom

Predicting the future of the registered club industry 2011 and beyond

Prof. Norman is a regular economics and business commentator on radio, television and newspapers. He is a member of many steering and advisory committees to business and government, both domestically and abroad. As an economic futurist for over twenty-five years Professor Norman has been working with companies and Governments to develop clear, consistent and relevant views of the future.

In this presentation, he will seek the main ingredients of the future/forecasting that are relevant to the club industry. The most common requirement is demand analysis - "what is going to happen to the FORCES that will impinge on our volume and value of sales".

What are the:

- Prospective changes in competitive or regulative conditions
- Fundamental changes in technology affecting the TYPE of products or service that can be provided
- Other relevant FUTURE influences - bearing on laws, availability (or willingness) of labour.

Alternative scenarios for the future are laid out, with a clear exposition of the circumstances that would give rise to each - eg. Different governments, growth paths, world scenes, social conditions.

Professor Norman will focus on three main sets of future influences on the club industry:

- Demographic
- Economic
- Social

Don't miss this highly informative and insightful keynote session.

10:30 Morning Tea Foyer
CMAA Hospitality Trade Exposition Opens, Ground Floor, Hall 5 SHC Centre

Concurrent Session 1 <i>Choose between</i>	
Workshop A	Workshop B
<p>Contemporary Club Industry Issues</p> <p>A panel session of the club industry's key players will discuss various hot topics and issues facing the industry.</p>	<p>Performance Management: How to deliver the HONEST truth.</p> <p>Big Dave Staughton is known for 'telling it how it is' and that includes how to get the message across to poor performers in a way that moves them and motivates them to change. Share Dave's top ten tips in helping managers refocus your staff that need a 'lift'.</p>
Concurrent Session 2 <i>Choose between</i>	
Workshop C	Workshop D
<p>Contemporary Club Industry Issues</p> <p>A panel session of the club industry's key players will discuss various hot topics and issues facing the industry.</p>	<p>A manager's guide on how to avoid 'avoiding conflict'</p> <p>Avoiding conflict is fact of life in most workplaces and is especially challenging where managers do their best to avoid conflict themselves. Having a tool kit of strategies to help overcome avoidance behaviour can make managers more confident and objective in their dealings with difficult situations; let Big Dave help!</p>

10:30 - 4pm CMAA Hospitality Trade Exposition, Ground Floor, Hall 5 SHC Centre

Register: www.cmaa.asn.au

Register **NOW** to attend the CMAA Annual Conference, AGM & Expo
Monday 28 February & Tuesday 1 March 2011
 @ Sydney Convention Centre Darling Harbour

- The CMAA Members' General Meeting 9am Mon 28 February No Fee Members Only
- Presentations by the Hon. Kevin Green, NSW Gaming Minister 9:45am Mon 28 February
 Hon. George Souris, NSW Shadow Gaming Minister 9am Tues 1 March No Fee All Welcome to Both

Conference Sessions

Entry only for Fee Paying Registered Conference Delegates

- Conference Keynote speaker : Morris Miselowski - Mon 28 Feb 10:45am
'Futurevation: The tomorrow and beyond of business'
- Conference Keynote speaker: Professor Neville Norman - Tues 1 March 9:35am
'Predicting the future of the registered club industry 2011 & beyond'
- **QUEENSLAND Specific Session** - Tues 1 March 10:45am
Govt measures to curb alcohol-related violence& anti-social behaviour in and around Queensland's licensed venues
 In addressing this serious issue, the Queensland State Government has funded a \$4.2 million place-based management plan which will address issues within three pilot sites in Queensland. The two-year Drink Safe Precinct (DSP) pilots - will bring together and co-ordinate the combined resources of state and local government agencies as well as industry and community organisations to deliver practical solutions in creating safer entertainment environments from December 2010 in three areas: Surfers Paradise, Fortitude Valley and Townsville.
Will they work? Will they be rolled out state-wide? What are venues doing about these issues right now?
PANEL includes:
 John Limbrick (CEO Greenbank RSL Club), Joe Kelly (GM Cowboys Leagues Club), Richard Deery (Owner Story Bridge Hotel & QLD AHA Hotelier of the Year 2010), Mike Sarquis (Executive Director of the Office of Liquor and Gaming Regulation)
- **Club Industry Issues Session** - Tues 1 March 11:40am
Exactly what is Pre Commitment, functionality & its impacts?, lets discuss Return to Player and Redemption issues
 Featuring Trevor Croker MD Aristocrat who will present Aristocrat's submission to the Joint Select Committee on Gambling Reform and club managers who want to discuss some pressing issues facing gaming management with regard to Return to Player, and Redemption issues.
PANEL includes:
 David Hiscox (CEO Dapto Leagues Club), Paul Gordon (CEO Narrabri RSL Club), Matt O'Hara (CEO Oak Flats Bowling), Trevor Croker (Managing Director of Aristocrat Technologies Australia)
Or choose to attend either of Big Dave's sessions...
- Big Dave Staughton Presenting.... Tues 1 March
'Performance Management: How to deliver the HONEST truth' 10:45am &
'A manager's guide on how to avoid 'avoiding conflict' 11:40am



Hospitality Trade Expo

10:30am - 4pm both days

Free entry for all Conference delegates, visitor club managers, directors, club staff & eligible visitors accredited under the conditions of entry stated on the conference brochure

Exhibitor & Delegate Cocktail Party

4pm - 6pm Monday 28 February

Free for all Conference delegates, visitor club managers, directors, club staff, Exhibitors & eligible visitors accredited under the conditions of entry stated on the conference brochure

For the full conference & event brochure & to register go to

www.cmaa.asn.au

Bring your team with you!

38 CMAA 2011 Hospitality Expo - Exhibitors List

Stand Company

100	A B Note Australia
94	Abacus Cash Systems
66	ADT Security Australia
27	Advanced Design
32	Ainsworth Game Technology
103	Allpride Signs & Marketing
7	Aristocrat
64	Aruze Gaming Australia
109	Austar for Business
82	Australian Interior Landscapes
80	Bally Australia
45	Barringtons
73	Bepoz Retail Solutions
110	Blufi/J Tech Australia
96	Boden Projects Pty Ltd
49	Casella Wines
95	Cashconnect
92	Ccm Travel
59	Chubb Security Services
113	Clock On Australia
30	Club and Hotel Joinery
46	Club Data Online
47	Club Plus Superannuation
112	Clubslink
70	Coca Cola
86	Community First Credit Union
104	Cootamundra Bases

Stand Company

51	Crane Payment Solutions
5	Customers ATM
93	Daily Press Pty Ltd
10	Danthonia Designs
67	De Bortoli Wines Pty Ltd
50	Eastern Commercial Lawyers
63	eBET Gaming Systems
24	TJS Services/FM Solutions
105	Furniture New Vogue Pty Ltd
97	Futurelogic Australia
41	Global Coffee Solutions
61	Global Gaming Industries
43	Gold Crest Security
11	Gopher Graphics
P1	GSL- Gobsmacked Loyalty Solutions
22	ICU Security Cameras
90	IGT
85	Independent Gaming
20	InfoGenesis Pty Ltd
89	James Clifford Constructions
34	Jensen Data Systems
39	Karo Australia Pty Ltd
65	Konami
23	Long Range Systems Australia Pty Ltd
38	Maxgaming

Stand Company

2	Maximum/Cash ATM
21	MEI
14	Methodical Services Pty Ltd
42	Network Refurbishments & Construction
52	Nufurn Commercial Furniture
16	Paynter Dixon Constructions
19	Pernod-Ricard Australia
106	PKF
31	Plantscaping Solutions
68	Premier Hospitality/Bevcon
9	Presidential Card
40	Professional Advantage
84	Ricmar Commercial Furniture
102	Robert Oatley Wines
35	Rohrig
4	RSAPOS
44	Russell Corporate Advisory
111	Safeguard Commercial Flooring
13	Sanyo Data Systems
1	Shufflemaster
53	Sprintquip
81	Sunblest Cleaning Services
57	Task Retail Technology.
56	Technoprom
29	Whitcon Services Pty Ltd
12	ZigZag Apparel Pty Ltd

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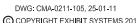
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Check out our website: www.raynersalesmarketing.com.au

28 February - 1 March 2011



Build your wedding and events reputation

2011 is the year for big breakthroughs with club revenue and reputation - particularly with weddings, functions and events.

These are an often-neglected "cash cow" and a great way to use every square-metre of your space, seven days a week.

On May 17 and 18 this year, the CMDA's first **Clubs+:**

Wedding & Events

Management Summit will be held at Bankstown Sports Club.

This event follows on from our popular 2010 **Event Management Summit** that attracted more than 120 delegates - many of whom requested this special event.

After two days of innovative, motivational and proven content, delivered by some of the most successful players in the world of weddings and events, delegates will be primed to seize opportunities and motivated to launch plans that have been waiting in the wings.

This will be a great opportunity to hear from



RALPH KOBER

some of the best in the business.

Discover how to achieve outstanding business results, as clubs build reputation, attracting more - and larger - wedding and function bookings.

Hear about the latest concepts and themes in "*Australian and International Wedding*

Market Trends", and brush up on the best equipment, tableware and furniture for modern function spaces.

There will also be an important session on renovating venues to meet the demands of 2011 clients.

Sound and light are key issues for event success - many clubs have been

burnt with over-priced fit-outs. Discover how to find the right equipment on a budget.

And if you are planning to install event management software, here's the opportunity to have your questions answered by an expert who has experience from both sides. Working her way through the



KEN BURGIN

Discover how to achieve outstanding business results, as clubs build reputation, attracting more - and larger - wedding and function bookings ...



industry at Caringbah RSL Club, Revesby Worker's Club, St George Masonic Club and St George Motor Boat Club, Debbie Russell is now fully immersed in assisting clubs with custom designed EventPro Software solutions to manage events seamlessly. Debbie also knows too well the difficulties of convincing senior management to invest in management software, instead of perhaps that next best, you beaut plasma screen. You know the problem?!

Other key sessions will look at "*Using Facebook and Social Media to Leverage Function Business*", and "*How to Promote your Club as the Wedding & Events Experts*".

Everyone benefits from improving their sales skills, and you'll hear from inspiring presenters on selling, networking and the marketing that really works. Are you tapping into the Ethnic Market: Indian, Vietnamese or Greek functions and weddings? Hear from the experts how to cater to this large and attractive market.

Are your Function Menus meeting expectations and making a profit? You won't want to miss the "*Wedding & Banquet Menus Masterclass*".

Finally, one of the most important sessions of all ... "*Essential Legal Protection: When Good Times Go Bad*". It's all about how to protect your club's reputation and assets with



AND revenue

“The often-overlooked force of function organisers and chefs who create so much pleasure and profit for clubs came out in force ...

proper contracts, agreements and systems.

Organisers Ken Burgin, of Profitable Hospitality, and CMAA Assistant Executive Officer Ralph Kober have been the driving forces behind the successful Hospitality Summit programs, which have been developed and presented over the past three years.

Profitable Hospitality Director Ken Burgin is a long-standing and respected industry expert who has worked with CMAA over many years to raise the level of professionalism and profitability within club hospitality venues.

“Our first Events Summit in 2010 was inspirational,” Ken said. “The often-overlooked force of function organisers and chefs who create so much pleasure and profit for clubs came out in force. Their suggestions for the next Summit topics are driving our program for 2011.”

Ralph believes club managers have greatly benefited from the many food and beverage-focused events



and activities offered through the summits. “Not only have the managers become more aware of the importance of food and beverage as a business driver in the overall operation, but the club offering has become more sophisticated and in line with mainstream customer expectations,” Ralph added.

Keep the dates free. Send your team and come along to breathe new life into, and inspire extraordinary outcomes for your function facilities at this outstanding event.

To learn more, visit www.cmaa.asn.au and follow the links to the **Wedding & Events Management Summit** brochure. Register as soon as possible ... places are limited.

Industry jobs to spike by 250,000 places

Jobs in the tourism and hospitality industry are expected to boom this year with experts predicting up to 250,000 new positions to become available in the hospitality sector.

According to Tourism Training Australia chief executive Bill Galvin school leavers and young adults will fill the roles.

“Even though Australia competes with 140 other countries for tourism dollars, we are faring very well, particularly in tourism out of Asia,” he said.

Of the 250,000 positions available, Mr Galvin expects 113,000 to be in NSW and between 34,000 to 50,000 to be filled by school leavers.

“I know that many parents and school leavers are entirely focused on university, but there are great careers for people in manufacturing and engineering,” Australian Manufacturing Workers’ Union NSW secretary Tim Ayres said.

“An apprenticeship in a traditional trade is a very good start...you work in an industry with good wages, good conditions, and a qualifications framework that means there’s opportunity for career advancement.”

Win An iPad!!

Is your club making an impact with creative marketing initiatives? Are you utilising the latest social media - sharing photos on Facebook, conversations on Twitter, inspiring stories on a blog or high impact email campaigns? Enter the CMAA/Profitable Hospitality Wedding & Events Summit Competition and tell us about your success. You could WIN an Apple iPad 3G - the must-have marketing accessory for 2011.

Entries close on April 22nd - the winner will win an Apple iPad 3G, plus free attendance at the Weddings & Events Summit on 17-18 May 2011. Runner up wins free attendance at the Wedding and Events Summit.

Enter at www.profitablehospitality.com



42 CMAA Diary - 2011 Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone
JANUARY				
Tues-Thurs	25-27/01/2011		Earl's Court, London	International Conference Expo (ICE) 2011
FEBRUARY				
Wednesday	02/02/2011	17:00	Dubbo RSL Club	Mid State Zone AGM
Thursday	03/02/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Tues - Wed	08 - 09/02/2011	09:00	Queanbeyan Tigers Club	Far South Coast Zone
Thursday	10/02/2011	08:00	Nudgee Golf Club	Brisbane Zone Charity Golf Day
Tuesday	15/02/2011	11:00	Asquith Leagues Club	Manly Northern Suburbs Zone AGM
Tuesday	15/02/2011	08:00	Palm Beach Surf Club	Gold Coast Zone AGM - Breakfast Meeting
Wednesday	16/02/2011	08:00	Gosford RSL Club	Central Coast Zone Breakfast Meeting
Friday	18/02/2011	11:00	Club Windang	Illawarra Shoalhaven Zone Meeting
Tuesday	22/02/2011	11:00	Bribie Sports Club	Sunshine Coast AGM/Charity Bowls Meeting
			No Meetings - February 21 to March 13	
Fri- Mon	25-28/2/2011		Orlando, Florida	84th World Conference on Club Management
Sunday	27/02/2011	18:00	Darling Harbour	CMAA Federal Executive & Federal Council Meetings
Monday	28/02/2011	09:00	Darling Harbour	CMAA Annual Conference & Trade Expo
Monday	28/02/2011	08:00	Darling Harbour	CMAA Annual General Meeting
Monday	28/02/2011	16:00	Darling Harbour	CMAA Annual Awards & Cocktail Party
MARCH				
Tuesday	01/03/2011	09:00	Darling Harbour	CMAA Annual Conference & Trade Expo
Tuesday	07-08/03/2011	09:00	Armidale Club	North West State Zone Dinner & Meeting
Tues-Wed	08-09/04/2011	09:00	CMAA - Sydney Olympic Park	Corporate Governance Cohort 1 - Day 1 & Day 2
Wednesday	09/03/2011	19:00	Canterbury Hurlstone Park RSL Club	2010 Australian Club Entertainment (ACE) Awards
Wednesday	16/03/2011	11:00	Kingscliff TAFE	Far North Coast Zone AGM & Bursary Luncheon
Thursday	17/03/2011	11:00	Liverpool Catholic Club	Nepean Zone AGM
Tuesday	22/03/2011	09:30	TBA	St George Cronulla Zone Meeting
Wednesday	23/03/2011	10:00	Redcliffe Leagues Club	Brisbane Zone AGM, Workshop & Luncheon
Monday	TBA/03/2011	07:00	TBA	Inner West Zone Golf Day
Tuesday	29/03/2011	11:00	TBA	City & Eastern Suburbs Zone Meeting & Luncheon
Thursday	31/03/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
APRIL				
Tues-Wed	05-06/04/2011	09:00	CMAA - Sydney Olympic Park	Corporate Governance Cohort 1 - Day 3 & Day 4
Friday	08/04/2011	07:00	Mona Vale Golf Club	Manly Northern Suburbs Zone Golf Day
Tues - Thurs	12-14/04/2011		Marriott, Surfers Paradise	Leagues Club Assn Gaming Conference
Wednesday	13/04/2011	10:00	Port Macquarie Panthers Club	Great Lakes Zone Meeting & Luncheon
Thursday	14/04/2011	11:00	Belconnen Soccer Club Hawker	ACT Zone Meeting & Luncheon
EASTER	22-25/04/2011		EASTER	EASTER
Monday	25/04/2011		ANZAC DAY	ANZAC DAY
MAY				
Tuesday	03/05/2011	10:30	Woolgoolga RSL Golf Club	Mid North Coast Zone Golf Day
Thursday	05/05/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Sat - Sat	07-14/05/2011		Hong Kong & Macau	Club Managers' Conference Tour - Singapore
Sun - Tues	08-10/05/2011		Hong Kong	Asian Club Management Conference & Expo
Mon-Tues	09-10/05/2011		Twin Towns Services Club	RSL & Services Clubs Association Annual Conference
Tues - Wed	10-11/05/2011	09:00	Cooma Ex-Servicemen's Club	Far South Coast Zone Dinner & Meeting
Wednesday	11/05/2011	08:00	Shelly Beach Golf Club	Central Coast Zone Breakfast Meeting
Tuesday	17/05/2011	11:00	Caloundra RSL Club	Sunshine Coast Zone Meeting & Luncheon
Friday	20/05/2011	11:00	Mulgrave Country Club	Victoria Zone AGM & Luncheon
Sat-Tues	21-24/05/2011		McCormick Place, Chicago	National Restaurant Association Show
Wednesday	25/05/2011	11:00	The Adamstown Club	Hunter Zone AGM & Luncheon
Wednesday	25/05/2011	11:30	Broncos Leagues Club	Brisbane Zone Meeting & Luncheon
Thursday	26/05/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Friday	27/05/2011	19:00	Sydney Convention & Exhibition Centre	ClubsNSW Awards of Excellence
JUNE				
Tuesday	07/06/2011	11:00	TBA	St George Cronulla Zone Meeting & Luncheon
Tues-Thurs	07-09/06/2011		The Venetian Resort, Macau	G2E Asia - www.asiangamingexpo.com
Wednesday	08/06/2011	11:00	Casino RSM Club	Far North Coast Zone Meeting & Luncheon
Monday	13/06/2011		QUEEN'S BIRTHDAY HOLIDAY	QUEEN'S BIRTHDAY HOLIDAY
Tuesday	14/06/2011	10:00	Macksville Ex-Services Club	Mid North Coast Zone Meeting & Luncheon
Wednesday	15/06/2011	17:00	Dubbo RSL Club	Mid State Zone Meeting & Dinner
Tuesday	TBA/06/2011	10:00	TBA	Inner West Zone Meeting & Luncheon
Thursday	16/06/2011	11:00	St Johns Park Bowling Club	Nepean Zone Quarterly Meeting & Luncheon
Tuesday	21/06/2011	11:00	Nerang RSL Club	Gold Coast Zone Meeting, Workshop & Luncheon
Tuesday	21/06/2011	11:00	TBA	City & East Zone Meeting & Luncheon
			No Meetings - June 27 to July 17	

Day	Date	Meeting	Venue	Zone
JULY				
Wednesday	06/07/2011	14:00	Conrad Jupiters, Gold Coast	CMAA Fed Executive / Fed Council Meeting
Thursday	07/07/2011	16:00	Conrad Jupiters, Gold Coast	CMAA Members General Meeting
Wed-Friday	06-08/07/2011	09:00	Conrad Jupiters, Gold Coast	CMAA Mid-Year Conference
Saturday	09/07/2011	11:00	Gold Coast Turf Club	Gold Coast-Brisbane Zone Charity Race Day
Sun - Mon	17-18/07/2011	09:30	Club Barham	Riverina Murray Zone Dinner & Meeting
Thursday	28/07/2011	11:00	TBA	Manly Northern Suburbs Zone Meeting & Luncheon
Friday	29/07/2011	11:00	Bomaderry Bowling Club	Illawarra Shoalhaven Zone Meeting & Luncheon
Thursday	28/07/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
AUGUST				
Monday	01/08/2011	07:30	The Grange Golf Club	Illawarra Zone Charity Golf Day
Tues - Wed	02-03/08/2011	09:00	Merimbula RSL Club	Far South Coast Zone Dinner & AGM
Tues - Wed	09-10/08/2011	09:30	Lightning Ridge Bowling Club	North West State Zone Dinner & Meeting
Tuesday	09/08/2011	11:00	Maroochy RSL Club	Sunshine Coast Zone Meeting & Luncheon
Tuesday	09/08/2011	07:30	Fox Hills Golf Club	Nepean Zone Charity Golf Day
Wednesday	10/08/2011	10:00	Tuncurry Bowling Club	Great Lakes Zone AGM & Luncheon
Sunday - Tues	21-23/08/2011	09:30	Darling Harbour, Sydney	Australasian Gaming Expo - AGE 2010
Thursday	18/08/2011	11:00	Canberra Southern Cross Club Woden	ACT Zone Meeting & Luncheon
Friday	19/08/2011	10:00	Carlton Brewhouse, Abbotsford	Victoria Zone Meeting & Luncheon
Thursday	25/08/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Wednesday	31/08/2011	07:30	Cardiff Panthers Club	Hunter Zone Breakfast Meeting
SEPTEMBER				
Sunday - Wed	04-07/09/2011		Grand Hyatt Hotel, Melbourne	RSL & Services Clubs Assn Annual Conference
Tuesday	06/09/2011	11:00	TBA	St George Cronulla Zone Meeting & Luncheon
Tuesday	06/09/2011	11:00	Burleigh Bears Club	Gold Coast Zone Meeting, Workshop & Luncheon
Thursday	08/09/2011	11:00	Redcliffe RSL Club	Brisbane Zone Meeting, Workshop & Luncheon
Tues-Wed	13-14/09/2011	11:00	TBA	Far North Coast Zone Meeting & Luncheon
Thursday	15/09/2011	11:00	Ingleburn RSL Club	Nepean Zone Quarterly Meeting & Luncheon
Tuesday	TBA/09/2011	11:00	TBA	Inner West Zone Meeting & Luncheon
Tuesday	20/09/2011	16:30	Randwick Labor Club	City Eastern Suburbs Zone Cocktail Party
Wed - Thurs	21-22/09/2011	09:00	Kooindah Waters Resort, Wyong	Central Coast Zone AGM & Conference
Friday	TBA/09/2011	11:00	TBA	Sunshine Coast Zone Charity Bowls Day
Thursday	22/09/2011	07:30	Kogarah Golf Club	St George Cronulla Zone Golf Day
Thursday	29/09/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
OCTOBER				
Monday	03/10/2011		LABOR DAY PUBLIC HOLIDAY	LABOR DAY PUBLIC HOLIDAY
Tues - Thursday	04-06/10/2011		Sands Expo & Convention Centre	Global Gaming Expo - G2E
Sunday -Tuesday	08-11/10/2011		Gold Coast Convention Centre	ClubsNSW Annual Conference & Trade Expo
Wednesday	19/10/2011	17:00	Dubbo RSL Club	Mid State Zone Meeting & Dinner
Thursday	27/10/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Friday	28/10/2011	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM & Luncheon
NOVEMBER				
Thurs - Sunday	03-06/11/2011		Sheraton Mirage, Gold Coast	Leagues Club Association Annual Conference
Friday	04/11/2011	14:00	Carlton Brewhouse, Abbotsford	Victoria Zone Meeting & Xmas Luncheon
Thursday	17/11/2011	11:00	Coffs Harbour Turf Club	Mid North Coast Zone Meeting & Luncheon
Friday	18/11/2011	11:00	Weston Creek Labor Club	ACT Zone Meeting, Luncheon & Bowls Day
Friday	18/11/2011	11:00	Logan Diggers Club	Brisbane Zone Bursaries & Xmas Luncheon
Friday	25/11/2011	09:00	Brighton Le Sands	CMAA Federal Executive Meeting
Friday	25/11/2011	10:30	Brighton Le Sands	CMAA Federal Council Meeting
Friday	25/11/2011	12:00	Brighton Le Sands	CMAA Sponsors Luncheon
Monday	TBA/11/2011	11:00	TBA	Inner West Zone AGM & Xmas Luncheon
Tuesday	29/11/2011	11:00	TBA	City Eastern Suburbs Zone Meeting & Xmas Luncheon
Tuesday	29/11/2011	11:00	Caloundra Power Boat Club	Sunshine Coast Zone Xmas Luncheon
Wednesday	30/11/2011	11:00	Cardiff RSL Club	Hunter Zone Meeting & Xmas Luncheon
DECEMBER				
Thursday	01/12/2011	11:00	TBA	Manly Northern Suburbs Zone Meeting & Xmas Luncheon
Friday	02/12/2011	12:00	Club Helensvale	Brisbane-Gold Coast Zone Combined Xmas Luncheon
Friday	02/12/2011	11:00	Ettalong Memorial Bowling Club	Central Coast Zone Xmas Luncheon
Friday	02/12/2011	12:00	Collegians Balgownie Club	Illawarra Shoalhaven Zone Xmas Luncheon
Tuesday	06/12/2011	11:00	TBA	St George Cronulla Zone Meeting & Xmas Luncheon
Tues - Wed	06/12/2011	09:30	West's Leagues Club, Tamworth	North West State Zone Xmas Dinner & Meeting
Tues- Wed	06-07/12/2011	09:00	Goulburn Workers Club	Far South Coast Zone Xmas Dinner & Meeting
Tuesday	06/12/2011	18:00	Story Hotel, Brisbane	Brisbane Zone Cocktail Party
Wednesday	07/12/2011	10:00	Taree West Bowling Club	Great Lakes Zone Meeting & Charity Golf Day
Wednesday	07/12/2011	11:00	TBA	Far North Coast Zone Meeting & Xmas Luncheon
Thursday	08/12/2011	12:00	Richmond Club	Nepean Zone Xmas Luncheon
Thursday	29/12/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting

Justin enhances CMAA's Qld role

The CMAA has made yet another major appointment in delivering on its Strategic Plan to service the needs and ambitions of members around Australia. Justin McGurgan, CCM, one of the most experienced and respected educators in the field of hospitality, has taken up the role as CMAA Queensland Membership Liaison Officer.



This is a part-time role and Justin will be working with all Queensland club managers and assist Division G Federal Councillor Steve Condren to increase CMAA membership, represent members to the State Government and assist Zones with meetings, events and professional development.

"This is a very exciting opportunity and I look forward to hearing from members regarding their priorities that I can assist with immediately," Justin said.

An initial opportunity is a 2011 Professional Development Training Calendar, designed specifically for Queensland club managers.

CMAA Assistant Executive Officer Ralph Kober said the CMAA Academy - a

collaboration between the CMAA and Academy Hospitality Australia - already has scheduled a program of 10 specific courses to be offered in 2011.

There will be 20 course sessions offered in Queensland during this year and information on the courses, locations, dates and times will be available soon on the CMAA website at www.cmaa.asn.au.

Course content, duration and costs have been reduced to match the size and spread of Queensland clubs. "We look forward to delivering affordable, cutting-edge professional development for club managers and their teams," Ralph added.

To kick off this initiative, the CMAA has organised some Queensland-specific "group opportunities" at the 2011 Conference and Hospitality Expo at Darling Harbour - February 28 to March 1. The Queensland group itinerary includes ...

- Sunday, Feb 27: mid-morning Queensland Club Managers Tour of Sydney's leading clubs
- Sunday, Feb 27: afternoon visit and

site tour of CMAA Head Office at Sydney Olympic Park

- Sunday, Feb 27: Queensland Club Managers Dinner
- Monday, Feb 28: CMAA Annual Conference, AGM and Hospitality Expo, including Cocktail Party
- Tuesday, March 1: CMAA Annual Conference and Hospitality Expo, including Queensland-specific Workshop/Panel Session - *"Government Measures To Curb Alcohol-Related Violence And Anti-Social Behaviour In And Around Queensland's Licensed Venues."* In addressing this serious issue, the Queensland State Government has funded a \$4.2 million place-based management plan which will address issues within three pilot sites in Queensland. Panel speakers include Greenbank RSL Club CEO John Limbrick, Cowboys Leagues Club General Manager Joe Kelly, Story Bridge Hotel owner Richard Deery and Queensland OLGR Executive Director Mike Sarquis.

Conference Registration - www.cmaa.asn.au - is \$200 per person.

Queensland members are encouraged to contact Justin for support or information - 0417 632 311 or justin@cmma.asn.au

Rick signs on in communications role

The CMAA has appointed flight industry media executive Rick Mendham as its new Communication Services Manager. The appointment brings with it the role as Editor of Club Management In Australia (CMA) Magazine.

Rick joins Executive Officer Terry Condon, Assistant Executive Officer Ralph Kober and the CMA Administration team at the Association's new offices and training facility at Sydney Olympic Park, Homebush Bay, in western Sydney in early February.

Rick takes over from Peter Sharp who worked with the CMAA for more than five years in contract and full-time capacities, finishing with the publication of the December-January edition of CMA Magazine.

Rick brings to the Association vast and valuable experience in the travel and hospitality industries where he worked for Qantas, American Express Travel Service and P&O Cruises in the field of marketing communications. Rick also has owned and operated his own business consultancy where he has developed sales and marketing programs for LJ Hooker, Harvey World Travel, Pepsico and various credit unions.

An experienced presenter who talks to groups on local



marketing initiatives, Rick said he was delighted to be joining the CMAA team and is keenly focused on club management support.

"I am a firm believer in practical, hands-on activity and I look forward to visiting and offering my marketing experience to club managers as a part of his dedicated editorial-plus role," he said.

Executive Officer Terry Condon said he was delighted to welcome Rick to the CMAA team.

"Rick is an professional who has an impressive background in all levels of communications and marketing and I'm confident he will fit quickly into our team and the project plan for the Association."

Rick's philosophy is that the essence of any good relationship is founded on listening, then acting on the needs of a client - in this case, CMAA members.

"That's why I'm so excited to have inherited this role."

A lover of sports and an enthusiastic member of various clubs, Rick has coached and managed junior soccer teams and played competition soccer in his younger days.

Rick can be contacted on 0412 381 733 or rick@cmma.asn.au.

Clubs boss returns for Canberra Round 2

ClubsNSW Chairman and ClubsAustralia President Peter Newell will speak at the National Press Club in Canberra next month. The address - on Wednesday, March 23 - will be used to officially launch the ClubsAustralia national campaign against the proposals of Tasmanian independent Member for Denison Andrew Wilkie, supported by the Julia Gillard-led Federal Labor Government. Following the Press Club address, club representatives will attend meetings with MPs in Parliament House and put the case directly to decision-makers about the impact of the proposals. That night there will be a dinner held at the National Press Club.

CMAA Executive Officer Terry Condon said it was important that club executives and their board members took this opportunity to support Peter Newell and speak directly to federal members of Parliament about the inequity of Mr Wilkie's proposals for addressing the issues of problem gambling in Australia. "The Club Industry is full versed in world's best practice for helping all Australians - not just our club members - regarding this important issue," Mr Condon added. "Sadly - and wrongly - Mr Wilkie and his colleague Senator Xenophon believe the Club Industry has no ambition to help people with a gambling problem. Nothing could be further from the truth. Peter [Newell] did a remarkable job when he last spoke at the National Press Club and I hope the room is overflowing with club managers and directors for the luncheon, reception and dinner. This is an important opportunity to show our federal politicians and their state counterparts how much the Club Industry values the responsibility to get this gambling policy right."

Meantime, Mr Newell again has been the target of a media campaign by antipokies.org founder Paul Bendat. Mr Bendat, a Victorian whose father made his fortune in founding the Burswood Casino, has taken out a series of full-page advertisements in the *Illawarra Mercury* newspaper, which circulates in the Illawarra region of NSW. Mr Newell lives close to Wollongong, which is the main city in this region and was Editor and General Manager of the *Illawarra*



ClubsNSW Chairman Peter Newell, OAM, will address the National Press Club on March 23.

Mercury before his retirement in 1999 and soon after beginning his tenure with ClubsNSW and Clubs Australia. On January 19, The *Mercury* invited Mr Newell to respond to the ad campaign ...

My sympathies to the readers of the *Illawarra Mercury* who in recent weeks have opened the paper only to be greeted by a life-sized picture of my face staring back at them. Hopefully this wasn't experienced over breakfast. Don't blame me, however. The person responsible is an anti-gambling activist from Victoria named Paul Bendat. Readers may remember his "campaign" of full-page ads featuring yours truly which appeared early in 2010 and again in late December. Those ads attempted to link me and clubs generally to being responsible in some way for kids becoming problem gamblers, so I won't dignify those ads with any further comment.

The current crop (of none too cheap ads) gives the impression that I am not telling the truth about a deal between Prime Minister Julia Gillard and Andrew Wilkie, a Tasmanian MP - a deal which allowed her to form a minority government. The deal, if delivered, would see a new technology called mandatory pre-commitment installed over some 197,000 pokies across Australia.

The cost of this scheme and the inconvenience to people who enjoy playing the pokies would, in my view, spell the end of thousands of clubs across this nation.

I for one will tell this "truth" loud and clear on this issue and will not be bullied by the likes of Paul Bendat or his cohort Nick Xenophon into accepting the outcome of a political power play that would see the end of the Club Industry that I love.

As to Mr Bendat's advertisement, let me just throw in a couple of truths which may I suggest are, in fact, self-evident. Mr Bendat has no way of knowing how the scheme will be configured as this can only be known when legislation is drafted - something I hope that never happens. He clearly cannot give any assurances about privacy, data collection, information on people's playing activity, whether there will be exclusions to the scheme (i.e. casual gamblers) and that the cost will be \$1.50 per machine. However, one thing is certain in my opinion - if everyone in Australia has to be identified and tracked when they play a poker machine, for the sole reason of upholding a political deal to retain power, then the current Government will be swept out of office.

For Mr Bendat's benefit, as he does not know me, I have very deep concern for the 0.44% of adults in this state who are problem gamblers. The issue here is that mandatory pre-commitment is not the silver bullet that will help them. They will simply turn elsewhere whether it is to online gambling, the TAB, casino or whatever. Clubs play an important role in helping people who recognise their problem and ask for help - a "truth" I am very proud of.

Finally, I have long been on the public record as a supporter of voluntary pre-commitment. That is a system that enables people to set their own limits if they wish to, without requiring them to obtain a licence to gamble or as some have observed, without treating every pokie player as a problem gambler. It also won't cost clubs more than \$1 billion to install across the nation as mandatory pre-commitment would do. Money the industry could never find anyway.

Mercury readers should prepare themselves for future ruined breakfasts. Paul Bendat can run a thousand advertisements about me, it won't make one bit of difference to me telling it like it is.

Advance Design showcases at Expo

Ray Lehrer, formerly of McWilliam's Wines, and Johanna Jorgensen, formerly of Unique Looks Promotions, will showcase their uniform and corporate clothing company, Advance Design, at the CMAA's 2011 Hospitality Expo - February 28 and March 1.

Advance Design is a distributor of uniforms and corporate apparel with a history spanning 43 years.

The company supplies an extensive range of stock service products and their capabilities extend to designing, manufacturing and warehousing uniforms.

Advance Design also has developed a tailor-made online store to provide customers with a faster, easier way of managing uniform or merchandise programs.

Each store is built to reflect the customers' colour scheme and logo



JO JORGENSEN

and is populated with an agreed range of products.

The website offers a demonstration of how a tailor-made online store can save time and money for clubs. Advance Design's product line includes ...

- > Uniforms - suits and accessories, separates, shirts, knitwear, healthcare, medical scrubs, hospitality, hi-vis and industrial clothing and footwear.
- > Corporate Apparel -

polo shirts, T-shirts, woven shirts, jackets, pants, caps, bags and profile brands such as Greg Norman, Sporte Leisure and James Harvest.

> Promotional Merchandise: An extensive range of stock or custom made products.



RAY LEHRER



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*Course fees are correct at the time of printing 10/12/10

IGT gets to the point



IGT has a new module - Xtra Credit - for its Systems solution that delivers additional playing time for players and enables venues to reduce their liability held in unredeemed reward points. Approved in NSW, Xtra Credit is differentiating the gaming experience in six NSW clubs, including Western Suburbs League Club at Campbelltown, Merrylands RSL Club, Club Five Dock, Ryde Eastwood Leagues Club and Blacktown Workers Club. Working in conjunction with IGT's Advantage Club, Xtra Credit enables venues to create a personalised incentive program for players that rewards loyalty and allows players to convert their points on the machine. These are used as extra credits for more game play and longer entertainment. IGT's

Xtra Credit is fully portable between any manufacturer's machines and across all games and denominations. Players can stop and start redeeming points at any time. Any winnings earned from playing in Xtra Credit mode go to the game's credit meter and can be cashed out. IGT Systems Sales Manager Michael Cheers said that from a player's perspective, Xtra Credit offers greater customer satisfaction, as they have the power to control how, when and where their reward points are used. "Xtra Credit benefits

venues by reducing loyalty point liability, administration and marketing costs, and increasing carded play, as well as providing access to information improve service to meet members' needs," he said. "One additional feature is that this includes a voluntary pre-commitment solution which forward-

thinking venues can offer to members."

Meantime, following hot on the heels of the of IGT's Gold Fever and Jackpot Jewels theme banks, IGT has released its first theme bank on its 32" screen tower top cabinet, "Hot Shot". The new "Hot Shot" theme bank includes eye-catching graphics and surround signage, three progressive jackpots and an exciting single-reel

bonus feature for more entertainment. On show at the 2011 CMAA Hospitality Expo - February 28-March 1 - this new addition to the IGT bluechip Neo Tower top game portfolio is released with two games - "Regal Riches" and "Full Steam Ahead". Both games share a common bonus feature and attractive jackpot start-ups - Mega \$5,000, Maxi \$750 and Mini \$200. IGT's Product Marketing Manager Chris Gialouris said "Hot Shot" provides venues with an exciting alternative for their gaming floor.



Bally gets down to business in Australia

Bally Technologies is one of the most experienced and successful gaming companies in the world. This Las Vegas-based company has approached the Australian market with the games, history, resources, and people to exceed the expectations of this sophisticated gaming market. Bally Technologies is an industry leader in slots, video machines, casino-management and server-based systems for the global gaming industry. Utilising its systems and gaming division, Bally has launched in Australia the most advanced gaming technology in the world, including the new Pro Series cabinets driven by the power of Bally's new ALPHA 2 hardware operating system. ALPHA 2 features an INTEL Core 2 processor; four gigabytes of dual-channel memory; Realtek high-definition audio; and leading video technology. This powerful platform that drives the Pro Series cabinets is optimised for dual-



screen, multi-game; uses HD video technology for 3D graphics, animations, and up to a four-monitor play experience; supports existing and new game libraries; is network and server-based ready. The first range of games for Australia is featured in the Pro Series V22/22 upright cabinet. It also offers ticket-in ticket-out (TITO) functionality and a 15" LCD video ALPHA Pro Digital Topper driven by game play. Bally's games for Australia include "Savannah Treasures", "River Wild", "Emerald Falls", "Wild Huskies", "Bacchus Gold" and "Seagull Sam". In addition to Bally's commitment to offer the best products and technology available, it has assembled a world-class group of gaming professionals to lead Bally Australia. Led by Cath Burns, Bally's Vice President and Managing Director of Asia-Pacific, knowledgeable industry veterans Michael McNee, in the capacity of Managing Director,



and Ron Jeffrey as the company's Sales Manager for Australia. Bally has the perfect combination of product, infrastructure, and a capable group of professionals.

Cabramatta Bowling Club thrives during renovation

For clubs to ensure ongoing success, they must continue to evolve and cater to the changing needs of their members. From time to time, this means installing new facilities and a makeover. This can be a nerve-racking time for management, while trying to keep members happy and ensure minimum impact on the business. Cabramatta Bowling Club has successfully completed a major renovation - and business has never been better. While only half of the club was operating over a five-month period, trade increased by 85%. Cabramatta Bowling Club General Manager Barry Watkins said the club worked closely with Paynter Dixon to plan stages of renovation to ensure maximum use of facilities and minimum disruption to members. During the process, Cabramatta Bowling Club was transformed into a modern, spacious



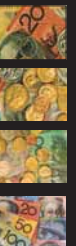
club offering a new outdoor gaming area, coffee shop with pizza oven and South-East Asian cuisine restaurant, bowlers' lounge and function room. Paynter Dixon's role was in project managing the design and construction phases of the project, with Bergstrom Architects integral to the design team. Paynter Dixon's Business Development Manager Maria Passafaro said the key to a successful renovation process was the club and the design and construct team working closely together a step at a time to plan the changes for the benefits of members and the club. "The Club had a clear vision about its demographic and what its members need," Maria said. "Together with our experience in construction management, we minimised impact to customers during the works."

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Travel insurance: the \$1 million question

Travel is a fact of life in the 21st century - and has been so for business executive for decades. We travel for business, pleasure and urgent family matters. Being away from home and away from your "safe zone" is not a good experience when your world - either through illness or misadventure - turns upside down. CCM Travel Director CATHERINE MANCUSO is a consultant and expert in travel and has been co-ordinating CMAA study tours for more than 15 years. While most travellers take the insurance option, Catherine's story is an important reminder of how costly a bad experience can be ...

This is about a true story about an incident that happened to a traveller on the 2010 trip to Global Gaming Expo (G2E) 2010 to the United States in November - and why everyone who travels should travel with insurance.

The 2010 tour took us to New York City and Las Vegas. When we were preparing to leave New York after a five-day stay, Neil Hatch from Nambucca Heads - a first-time traveller out of Australia - mentioned to me he wasn't feeling well. Neil thought he might be coming down with a cold, so he took it easy the last couple of days. We flew from New York to Las Vegas on the Sunday and, on Monday morning, I touched base with Neil who said he felt he had a sinus infection and was off to the doctor in the hotel where we were staying, The Palazzo. By Monday afternoon, Neil had been admitted to UMC Medical Hospital in Las Vegas - and into intensive care - with no definite diagnosis. UMC is one of the leading teaching hospitals in the US and Neil was very fortunate that this occurred in Las Vegas, and that he was admitted to this hospital where the diagnosis was made.



CATHERINE MANCUSO

It took a team of doctors and four days to diagnose Neil, ranging from a suspected stroke to meningitis and finally to Guillain-Barre Syndrome, which attacks the nervous system. Symmetric weakness of the limbs develops over a few days ... it begins in the legs, and sometimes progresses to complete paralysis. The face muscles may be paralysed as well,

making it impossible to swallow normally. In severe cases, like Neil's, paralysis of respiratory muscles requires artificial ventilation on a respirator.

Neil became paralysed and could not communicate, other than moving his index finger slightly across a board with letters and numbers on it. With tubes down his throat, he could not speak. The paralysis occurred within hours of being admitted. Neil remained in the high-dependent Intensive Care Unit for several weeks in Las Vegas. This happened to a man who was perfectly healthy when he left Australia five days earlier.

While looking after more than 200 other travellers in Las Vegas, I went to UMC Hospital each day to check on

Neil, supporting his wife Kaye - also travelling internationally for the first time - and liaising with the insurance company and doctors to ensure everything was being done for Neil. As is the case in the US, the first question asked when Neil was admitted was not "how was he feeling?" It was: "where are his insurance papers?" If he did not have insurance, they would not have admitted him.

At the end of our G2E tour, I had to leave the US with the touring party to return to Australia. We had one of our CCM Travel team staying in Vegas for a few extra days and she checked in on Neil each day. Then it was left to Kaye to be with Neil on her own until he was well enough to travel. At this point, we handed over to the insurance company to liaise with Kaye to ensure everything was being done for Neil.

Before his departure, Neil took out the Covermore "standard" travel insurance policy that cost him \$231 for a 26-day trip. This was because he and Kaye had planned on extending their travel at the end of the G2E tour.

Neil's final medical expenses totalled more than US\$850,000.00. In addition to the medical bills, Neil had to be "medi-vacced" back to Australia when he was well enough to travel. He flew on Qantas in business class with Kaye - and a nurse. Accommodation for Kaye in Las Vegas lasted for more than a month. She spent every day at the hospital. These travel costs - airfares and accommodation - totalled more than \$30,000.

Neil's expenses continue - and will do for some months.

To this day, we are not 100% sure how Neil contracted Guillain-Barre Syndrome. It is theorised that it can be caused by an air-borne viral infection after something as simple as a sore throat.

Neil is on the road to recovery, however this will be a slow, steady journey for him. We were all thrilled to know he made it home safely and will eventually be well again.

The lesson for the rest of us?

Do not leave home without travel insurance - no matter what it costs.

> CCM Travel is a CMAA National Bursary Program sponsor company.



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