Club Management Publication No PP227838/003



- Smoking It's Law: No Butts about it pages 16-17
- CMDA Innovative Affiliate Initiative pages 18-19
- > IPART Review Looking inside and out pages 20-22
 - > INSIDE In the Zone Special Feature pages 40-47





THE FISH WILL BE BITING IN YOUR GAMING ROOM FLOOR WITH KONAMI'S LATEST INNOVATION, CATCH ME

An exhilarating new Four Level mystery jackpot link, Catch Me offers a combination of attention grabbing music, lights, animation and graphics.

When a jackpot is triggered, play is stopped on the winning machine and the player goes fishing! When the player catches three of the same coloured fish, they win the corresponding jackpot. Catch Me supports an array of exciting and successful games from Konami's library of gaming entertainment, allowing the flexibility to offer players' their favourite game and features as well as a bonus jackpot at the same time.

Available in a bank of 6 to 16 machines, it's time to take your players fishing!



CLUB MANAGERS' ASSOCIATION AUSTRALIA

OFFICE BEARERS

CMAA FEDERAL EXECUTIVE

WILLIAM CLEGG, ACCM President

Randwick Labor Club

ALLAN PETER, ACCM

Federal Secretary

Forster Tuncurry Golf Club

DANIEL MUNK, ACCM

Vice President

Penrith Rugby League Club

DAVID O'NEIL, ACCM

Executive Member Castle Hill RSI, Club

TIM McALEER, ACCM

Executive Member

Tradies

CMA NSW STATE EXECUTIVE MEMBER

DEBORAH FEENING, ACCM Club Marconi

ADMINISTRATION

TERRY CONDON, CCM

Executive Officer

FEDERAL COUNCILLORS

Division A - City/Eastern Suburbs Zone and Manly/Northern Suburbs Zone

Mario Machado, ACCM Assistant Chief Executive Officer Hornsby RSL Club

Division B - St George/Cronulla Sutherland Zone and Inner West Zone

Ian Todd, ACCM General Manager Kingsgrove RSL Club

Division C - Nepean Zone Michael Wiezel Secretary Manager

St Marys RSL Club Division D - Hunter Zone, Central

Coast Zone and Great Lakes Zone Stephen Byfield, ACCM Chief Executive Officer Diggers @ The Entrance

Division E - Far North Coast Zone, North West State Zone, Mid State Zone and Mid North Coast Zone

Gordon Rhodes, ACCM Chief Executive Officer South Tweed Sports Club

Division F - Illawarra Shoalhaven Zone and Far South Coast Zone David Hiscox, ACCM

Operations Manager Dapto Leagues Club

Division G - Gold Coast Zone, Brisbane Zone, Ipswich Darling Downs Zone, Sunshine Coast Zone, and the Central and Northern Queensland Zone

Stephen Condren General Manager Southport Workers Club

Division H - Victoria Zone, Riverina Murray Zone and the ACT Zone

Grant Duffy, ACCM Secretary Manager Numurkah Golf & Bowls Club



Executive Officer Terry Condon, CCM

Administration Officer Gerry Sarlemyn

Senior Industrial Relations Advocate

Peter Coope

Education Manager Ralph Kober, B.Ed.

Career Development Administrator

Narell Harrison

Training Course Administrators

Brad Jones, CCM Estelle McDonald

Communication Services Manager

Peter Sharp

Accounts Officer Priscilla San Luis

Receptionist

Carol Quirke

Training & Venue Coordinator Maria Hudson

Life Members

Harry Walker (decd.) Norm Robinson (decd.) Arthur Justice (decd.) Len Ewart (decd.) Lou O'Neill (decd.) Peter Cameron (decd.) Bob Harbutt (decd.) Keith Nolan (decd.) Fred Chubb, CCM (decd.) Alan McDougall, MBE (decd.) John Milne (decd.) Les Evennett George Elliot, CCM Peter Strachan, ACCM Hans Sarlemyn, ACCM Jim Henry, OAM, CCM Terry Condon, CCM Lew Cooper

Barry Stevenson

John Allan, ACCM

Allan Peter, ACCM

Greg Pickering, ACCM

Wayne Forrest, ACCM



Bill Clegg ACCM Federal President



Allan Peter ACCM Federal Secretary



Danny Munk ACCM Vice President



David O'Neil ACCM Federal Executive Member



Tim McAleer ACCM Federal Executive Member



Deborah Feening ACCM NSW State Executive Member



Publisher CMAA

Editor: Peter Sharp Phone: (02) 9643 2300 Mobile: 0410 140 036

Email: sharpee1@cmaa.asn.au

Contributors:

Henri Lach, Katie Cincotta.

Advertising Manager:

Judy Rayner

Advertising Bookings: (02) 9332 2363 & 9360 6177 Fax (02) 9361 5142

Printing and Design:

Daily Press Pty Ltd Phone: (02) 9558 8419

Correspondence:

The Editor, c/-Club Managers' Association Australia 67-73 St. Hilliers Road Auburn NSW 2144 P.O Box 845 Auburn NSW 1835 Phone (02) 9643 2300 Fax (02) 9643 2400

Please address all business correspondence to the Federal Secretary

The Club Managers' Association Australia is registered as an industrial organisation of employees in the terms of the Federal Workplace Relations Act, 1996, and The Club Managers Association is a registered Trade Union in the terms of the New South Wales Industrial Relations Act 1996. The CMAA is affiliated with the Australian Council of Trade Unions (ACTU) and the CMA is affiliated to the NSW State Branch of the ACTU, The Labor Council of NSW.

Registered Office

67-73 St. Hilliers Road Auburn NSW 2144 Phone (02) 9643 2300 Fax (02) 9643 2400 P.O.Box 845 Auburn NSW, 1835 Email - cmaa@cmaa.asn.au

Office Hours

Monday to Friday 9am to 5pm Seven-day telephone answering service in operation.

"Club Management in Australia" is published monthly by the Club Managers' Association Australia. All material is copyright and cannot be reproduced without the explicit permission of the Publisher or Editor. Editorial contributions relating to the club industry are welcome. Submitted copy should be typed and double spaced. We don't accept any responsibility for keeping and returning unsolicited material. Photographs submitted must be captioned. Those sent without prior arrangement cannot be returned unless accompanied by a stamped, self addressed envelope. Views expressed in this magazine are not necessarily those of the Club Managers' Association Australia. Although we do exercise the utmost caution, we don't accept responsibility for claims expressed in advertisements appearing in our issues.

Subscription rate is \$55 a year. ISSN 0045-7205

SPONSORS OF THE CLUB MANAGERS CAREER DEVELOPMENT CENTRE

Centre Sponsor



maxgaming.com.au

















































Introducing IGT's first 50 line game!



globalstrengthlocalfocus

Call your IGT Sales Executive or IGT today on (02) 8345 3000 or visit www.IGT.com.au















Inside your June edition



Newcastle and the Hunter Valley region of NSW was inundated and devastated by torrential rain and violent winds last month. These dramatic days shone the spotlight on the courage and skills of our emergency services. Clubs across the region, including the Central Coast, also joined the rescue, evacuation, accommodation and recovery effort. Clubs became a meeting point for people unable to return to their homes, a drop-off point for emergency services and emergency shelter and temporary home for others. Auditoriums became dormitories and club kitchens went into 24-hour response.

PAGES 12-15 | PAGES 18-19 | PAGES 20-22 | PAGES 24-25

As the CMAA continues to review and analyse its role and responsibilities to its membership and the Club Industry, the Association has decided to look beyond its present constituency to embrace this new era in club management, career development and education opportunities. The CMDA Affiliate Program - CA offers non-executive managers and employees seeking to make a career in the Club Industry with an important career development path to the top levels of the industry.





challenging aspect of the NSW Government's IPART (Independent Pricing and Regulatory Tribunal) **Review** is that, for the first time, the complete contribution of clubs will be quantified - not simply in terms of business activity, but also in the more intangible areas of community benefit. GREG **RUSSELL** says it is not simply about gathering facts and figures, but involves creative thinking about how we measure - in dollars and cents - the real value clubs bring to the community and how that contribution can be sustained into the future.

The CMDA's Board of Management Studies recently reviewed - and approved changes to - the eligibility criteria for awarding the Active Certified Club Managers (ACCM) award. The review was conducted to ensure members who participate in CMAA and CMDA events and activities such as Zone meetings, conferences and attend training courses and seminars, are rewarded and allocated appropriately weighted activity points for supporting the Association, rather than other industry bodies. A new feature of the revised guidelines is the recognition of members who are geographically challenged in accessing CMAA/CMDA activities.







Taking our products to the world

INDEPENDENT GAMING Over 170 Link Systems Installed

The next generation in gaming systems - Coming Soon

TITO

Multi Terminal Gaming Machines with 2nd Generation (26) Software





"In Action "I Poker Machines
Coming to the NSW marketplace
in 2007"

Telephone: + 61 2 8858 1000 email: sales@independentgaming.com.au



"Leaders in Currency Equipment"

1300 736 166

SPECIALISTS IN:

Single & Double Pocket Note Counters

Note & Coin Scales

Coin Counters & Sorters

Lifters & Wrappers

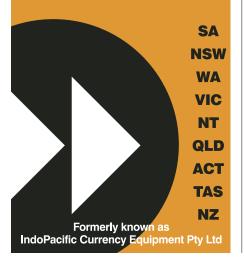
Dispensers & Clearance Systems

Coin Redemption Centres

Coin Recycling Systems

"WE SUPPLY & SERVICE AUSTRALIA WIDE"

info@nationalcashandcoin.com.au www.nationalcashandcoin.com.au





Workplace challenges continue for managers

Clearly, the most significant issue that the next Federal Election will be won or lost - on is WorkChoices.

Most club managers are still coming to grips with the implementation not only of their own employment conditions, but how best to implement the changes in their own club.

While it would be hard for any practising manager not to acknowledge that changes to industrial law were required, the consultative process that is always needed in the legislative process has, in the case of WorkChoices, happened retrospectively.

ClubsNSW, in a recent Circular (07:041), clearly believes that the decision on employment is best left to individual clubs.

While the CMAA welcomes this clear indication from ClubsNSW that their advocates will no longer actively promote and encourage Australian Workplace Agreements (AWAs) for club managers, not having a preferred method of employment for the Club Industry, on the most significant employment-related issue to impact on clubs, certainly appears to be shortsighted.

State industrial associations, representing the various Employer Associations, will be called upon to take the initiative and give guidance and leadership on this complex issue facing all clubs across Australia.

The greatest threat that WorkChoices could deliver the Club Industry is a workplace - similar to the United States and in other countries - where staff depend on tips to take home a "fair day's pay".

For an industry based on the spirit of community, not to pursue the protection of fair and equitable conditions for all is a paradox.

It appears that in NSW, the Club Industry and State Government are coming together for the future good of everyone involved.

However, in Victoria, the Government has announced a major blow to clubs regarding the Community Development and Support Expenditure (CDSE) scheme.

Where previously, a club could claim some significant concessions on the 8.33% of Gross Gaming Revenue remembering that they only hold



33.33% of the Gross Gaming Revenue - these concessions, including wages and other significant expenditure items, have been removed from the calculation process.

Victoria Zone President Barry West has advised that in the case of his club the Yarraville Club in Melbourne's inner west - it will mean an additional \$268,000 of expenditure on less than \$5 million of Gross Gaming Revenue. Sound familiar?

Barry is raising a call to arms of all Victorian club executives similar to the "Axe the Tax" campaign.

Our support, thoughts and best wishes are with our members and the Club Industry in Victoria in their campaign.

* Editors Note: Victoria's Gaming Minister Daniel Andrews announced on June 23, that there would be a 12month delay in proposed changes to the controversial Community Benefit Statement scheme, to allow more time for consultation.

It's nice to see that sometimes Governments do listen!

Queensland members have played a significant role is supplying information on their initiatives to combat the introduction of the No Smoking legislation in that state.

With 12 months under their belts, they have had to contend with the harshest laws yet introduced with regard to nonsmoking legislation.

The feedback from Queensland members has been invaluable as the other jurisdictions prepare for the next stages of the no smoking laws in their

Your Association will be observing and supporting all members and their clubs in the coming months.

Our Winning Combination Yields a

Bigger Payoff!



- 98% Bill Acceptance
- Lower Maintenance
- Fewer Jams
- Increased Revenues

When it comes to Gaming, CashCode's FrontLoad Bill Validator series is the clear winner.

CashCode products are the most flexible and technologically advanced currency validators ever designed for high-security, frontloading gaming applications. Just ask our gaming customers. They'll confirm that with more revenue, the house wins every time.



For more information contact

+1 905 303 8874

Australia office +61 (0)2 4228 0963 Australia@cashcode.com



Ending any confusion over WorkChoices policy

I draw the attention of NSW members to the ClubsNSW Circular 07:041. dated June 4, 2007, where it is suggested that the CMAA was giving the impression that ClubsNSW did not support Australian Workplace Agreements (AWAs).

The CMAA's Head Office Report, which I delivered at the North West State Zone Annual General Meeting at Narrabri RSL Club on May 9, and freely provided to ClubsNSW CEO David Costello stated:

Workchoices Legislation: The CMAA has developed a Management Service Agreement (Common Law Contract) based on the present award with a 146A Referral Agreement to the NSW State Commission which is the Association's preferred option for club managers. CMAA members are advised not to sign an AWA without contacting the Association. What you should do now:

➤ If you have an agreement that refers to the NSW State Award, you are covered until March 2009. Before that time, you should enter into a



Management Service Agreement, with a 146A Referral Agreement, with your club

- ➤ If you are a new manager or a manager changing clubs, you should enter into a Management Service Agreement, with a Referral Agreement, with your club
- ➤ If you are already on an AWA, check to see that it does not contain any "prohibited content" - it could mean the AWA is null and void
- ➤ If you are offered or directed to enter into an AWA, you should contact the CMAA
- > ClubsNSW are not promoting AWAs for club managers and are not opposed to club managers entering into the CMAA Management Service Agreements without the Referral Agreement to the NSW State Commission as this provision is not available under Federal WorkChoices Legislation. Club Boards may take the decision to enter into the 146A Referral Agreement if they wish to afford managers the protection they had before the introduction of the Federal WorkChoices Legislation.

After ClubsNSW CEO David Costello forwarded Circular 07:041 on June 4, the CMAA's Head Office report was altered to read:

> ClubsNSW IR Department will be advising club boards of their options on contracts for club managers, but will not be "pushing" AWAs for club managers and are not opposed to club managers entering into the CMAA Management Service Agreements without the Referral Agreement to the NSW State Commission, as this provision is not

available under Federal WorkChoices Legislation. Club Boards may take the decision to enter into the 146A Referral Agreement if they wish to afford managers the protection they had before the introduction of the Federal WorkChoices Legislation.

> ClubsNSW have advised that this does not mean that they do not support AWAs, but they do not promote one type of agreement over another. Circular 07:041.

Should any CMAA member feel that I was giving the wrong impression, please be advised that this was certainly not intended, as the CMAA has always presented the Association's view on AWAs and Service Agreements (Club Manag<mark>ement in Australia Magazine</mark> August 2006 edition). CMAA Federal President Bill Clegg, ACCM, and I were given an undertaking that ClubsNSW would not be "promoting/pushing" AWAs over Common Law Contract/Service Agreements, or any other type of agreement, but they did not support the 146A Referral Agreement to the NSW State Commission.

The CMAA's policy is quite clear - we recommend that club managers should enter into a Common Law Contract/Service Agreement with a 146A Referral Agreement to the NSW State Commission, which is based on the CMA State Award, which was a two-year consent Award between Clubs/NSW and the CMA in November 2005, before the WorkChoices Legislation was introduced in March 2006.

Should the club not wish to afford the Manager the protection of the 146A Agreement, we recommend that they enter into a Common Law Contract/Service Agreement with a disputes procedure clearly defined.



SPECIALISTS CLUB Albury SS&A Club **Engadine Bowling Club**

- Master Planning
- Design & Construction
- Construction Management
 - Tendered Construction
 - Interior Design
 - Council Negotiation

Call Mick Brady or Greg Crowley 02 9599 0399

321 Princes Highway . Banksia

From the Executive Officer's Desk

The *ClubsNSW* policy is explained in Circular 07:041 and I suggest all club managers read the circular to be appropriately informed.

I applaud the many club boards that have had the common decency to enter into a Common Law Contract/Service Agreement with their managers.

The CMAA provides this service **FREE** to its membership, unlike other organisations that charge a "fee for service" for agreements.

The CMAA always acts professionally in representing its members and we would not be doing the job we are employed to carry out – or, in the case of the Executive, what they are elected to do - if we did not provide a balanced view on how this legislation affects our membership, which we have done consistently since March 2006 when it was introduced.

The first three Objects of our Rules state the following:

- (a) "To foster, promote and protect the professional and industrial interests of its members.
- (b) To better the working conditions and to assist all members to obtain fair remuneration for services rendered by them.
- (c) To use all the powers and authorities expressed in the Federal Workplace Relations Act 1996 as amended from time to time, or in any relevant State Industrial legislation as amended from time to time.

The Club Managers' Association role is to represent you, our members, and it will continue to do so to the best of its ability.

After a three-year "phase-in" period, NSW clubs now join clubs throughout Australia as non-smoking venues.

Much debate has raged over this period regarding the likely effects on trade in NSW clubs, with comparisons being made between the NSW Club Industry and the effects experienced in other jurisdictions.

Those progressive clubs that used the "phase-in" period to provide suitable outdoor recreational areas for all members and continued with their upgrade policy on gaming machines, furniture and fittings will be less affected than those who, for whatever reason, have sat on their hands and done little, or nothing.

The ClubsNSW awareness programs on TV, radio and print media has been very effective, together with

training programs that clubs have instituted for their staff.

The Club Industry, over its long history, has survived many challenges to the way it operates and this challenge will join that long list.

Congratulations to those clubs that were recognised in the *ClubsNSW*Awards of Excellence for 2007 and to the many clubs in the NSW Central Coast and Hunter regions who assisted their communities in the recent floods that hit that area.

CMA Magazine Editor Peter Sharp has covered both these events in this month's issue of your magazine along with other important new developments and operations within your Association.

I look forward to seeing you at the CMAA's Mid Year Executive Leadership Conference at Conrad Jupiters, Gold Coast, from July 4 to 7.

CMAA Education Manager Ralph Kober and his CMDA team have put together an exciting and challenging education and information agenda for all delegates.

This is a time of commitment and dedication for the Club Industry across Australia and this conference will provide resource and inspiration to meet these challenges.

In closing this month, I'm saddened to report the passing of Jack Martin, a CMAA foundation member and former Secretary Manager of Manly Leagues Club for almost 30 years.

Jack's heart and life was in his family and rugby league as a player, referee, official and administrator

I fondly recall presenting Jack with his 21 Year Service pin.

Jack also played a significant role in establishing and developing the Leagues Clubs Association of NSW, serving as President for 14 years, serving on the Management Committee for more than 30 years and was appropriately honoured with Life Membership.

Jack also received Life Membership of the Junior Rugby League, Referees Association, Rugby League Club, District Football Club in the Manly Warringah area.

The CMAA is richer for Jack's involvement, forthright opinions and passion for the Club Industry.

Our thoughts are with his wife Joyce, children Lyn and Brian, Frank and Kerri and their families.



What's that smell?

Is the smell of your club driving people away or is it improving your profits?

International research has shown that having pleasant aromas floating from air conditioning systems improves patronage and people stay longer.

Sensaroma is new to Australia but is widely used in hotels and casinos in the U.S.

Already some of Australia's leading clubs and hotels are using our cutting edge technology to improve their environments.

Forget unpleasant odours. Your members can soon be enjoying a fresh and pleasant smelling environment, and staying longer!



air treatment systems

FOR A FREE TRIAL 02 4961 6185

AGE Stand No: 137

NSW Problem Gambling Report

Govt survey shows significant drop in adult problem gambling

The NSW Government's Office of Liquor Gaming and Racing has released a survey to assess the prevalence of gambling and problem gambling in NSW.

A significant aspect of the survey's finding is that 0.8% of the adult population falls into the problem gambling group - less than half that amount defined in previous surveys.

"Prevalence of Gambling and Problem Gambling in NSW", was conducted by ACNielsen and is the largest such study ever commissioned in NSW.

The prevalence study confirms a clear downward trend in the number of problem gamblers across all states in Australia.

The Survey, using the Canadian Problem Gambling Index (CPGI), found that a further 1.6% are considered moderate risk gamblers and 2.1% low risk, equating to less than 5% of the population with some level of risk.

The 1999 Productivity Commission Report found that 2.55% of the adult population were problem gamblers.

The study found that the majority of the population - 64.5% - are non-problem

gamblers and 31% did not participate in any form of gambling.

It also found that 93% of gamblers said gambling did not make a difference to their lives.

The research study was undertaken by the ACNielsen organsiation.

The 2007 report remains consistent with the Club Industry's experience with its problem gambling service, "Club Safe", which had noted a downward trend in the number of problem gamblers.

Some of the responsible gambling initiatives supported by the Club Industry include:

- ➤ More than 40,000 club staff completing Responsible Conduct of Gaming training
- > Locating ATMs away from gaming machines
- > A self-exclusion scheme and problem gambling counselling information for patrons
- ➤ Establishment of ClubSafe problem gambling service for patrons

The Report says the sociodemographic analysis highlights clear differences among the gambling groups.

Most notably, gamblers across the risk gambling groups are significantly more likely to be young adult males (18 to 24 years) compared with the total NSW adult population (34.3% compared with 4.5%).

The study pointed to the Riverina and Murray regions as having a higher prevalence among problem gamblers (2.2%) and the state's south-east region for moderate risk gamblers (4.2%).

The study showed that overall participation across gambling activities is highest for lottery products (56%), followed by gaming machines (31%) and horse/dog races (20%).

More than 11% of the population participates in Keno with sports betting accounting for 8% and 5% or fewer taking part in table casino games, private card games and internet casino games.

The 2007 report also found that 93% of gamblers said gambling did not make a difference to their lives.

The Report is available on the OLGR website at www.olgr.nsw.gov.au





Clubs step up to meet yet another major challenge

It was the best of times, it was the worst of times.

Adversity reveals many facets of a person's, a community's and an industry's personality.

Newcastle and the Hunter Valley region of NSW was inundated and devastated by torrential rain and violent winds in the middle of last month.

Images of people fleeing their homes with precious personal possessions under their arms, Emergency Services personnel carrying out hundreds of rescue events across the region, cars being washed away down swollen stormwater canals and the stricken bulk carrier Pasha Bulker washed aground by mountainous seas onto Nobbys Beach to become an unwilling and unwanted landmark were beamed around Australia and around the world.

It was as if we were watching the kind of flooding monsoon and cyclone rains that ravage Asian and South American

nations almost annually.

But the drama was being played out a few hours north of Sydney and our best-prepared agencies were powerless to match the forces of mother nature.

These dramatic days shone the spotlight on the courage and organisational preparedness of our emergency services - SES, police, fire, ambulance, hospital and community support agencies.

Clubs across the region, including the Central Coast, also joined the rescue,

evacuation, accommodation and recovery effort during those dramatic days.

Many clubs became a meeting point for people unable to return to their homes because of the driving rain and rising floodwaters.

Other clubs became a drop-off point for emergency services rescuing or evacuating people from their homes.

Those same clubs became emergency shelter and a temporary home for people who lost homes and vehicles trying to return home.

Auditoriums were transformed into mass dormitories, club kitchens went on 24-hour operation feeding evacuees as they arrived or emergency services personnel as they were sent for well-earned rest and meal breaks.

Those club kitchens fed and watered both the victims and the heroes for

several days.

And this all happened through the generosity and culture of the Club Industry ... all without dropping a single bill on any table.

There were countless heroes on the "battle front", but there were many heroes - club managers and staff who went to extraordinary lengths to ensure that every person delivered to their care found a bed, a meal and shelter from their personal disaster.

It took this massive natural disaster to bring the Club Industry's community spirit, generosity and support to national prominence.

However, these same clubs – and thousands of similar clubs around Australia – demonstrate and deliver this same level of generosity every day through support of the aged, schools, community and sporting groups with cash and in-kind donations and the remarkable CDSE scheme.

It's good and appropriate that the Club Industry has shared the spotlight with these Emergency Services champions and the industry is proud of its place in our national landscape.

> Newcastle, the Hunter Valley and Central Coast will recover and rebuild ... lives were lost and things will change forever because of this devastating event.

Although there is much to be assessed to address the damage, and we can never be certain when the next natural disaster will affect an Australian community, one things is guaranteed ... the Club Industry will be there to support our communities to help them recover and prosper - in the best of times and the worst of times.





Clubs & Hotels Ultimate Rostering to Payroll System Take the headache out of labour cost management



- Simplifies rostering
- Validates employee attendance to rosters
- Delivers electronic time sheets effortlessly
- Interprets employee entitlements accurately
- Produces full payroll automatically
- Eliminates data entry duplication and errors

Email: sales@inzenius.com Phone: +61 3 9545 1533 Web: www.inzenius.com

Clubs play key role in Newcastle Industry steps up to meet human challenge

The weather forecasters told us it was on the way. There was so little water in the dams across the eastern seaboard that everyone was looking to the heavens for a welcome relief from months and, in some cases, years of drought. The land was hard and dry ... the rain came hard and heavy. The result was a few days of beautiful, soaking rain, until waterways and stormwater systems could not cope with the deluge that inundated Newcastle and the Hunter Valley. Television images, newspaper and radio reports conveyed the grim reality that the region was in serious trouble. Newcastle responded superbly - as it had when an earthquake shook the city to its foundations in 1989. There were countless heroes and CMA Magazine Editor PETER SHARP spoke to some of the unheralded champions



of the episode - club managers and staff at Wests Leagues Club at New Lambton and Panthers Newcastle and Panthers Cardiff - for a snapshot on the role clubs played in this dramatic and devastating moment ...

The tales of bravery, selflessness and generosity would fill a good book. The region's clubs stepped up to the mark when the Newcastle, the Hunter Valley and parts of the Central Coast were lashed and devastated by flooding rain and cyclonic winds last month.

The storm and flooding claimed nine lives.

NSW Premier Morris lemma described the Hunter storm damage as worse than the 1989 Newcastle earthquake.

Mr lemma paid tribute to emergency services and rescue workers after surveying the storm damage.

"What I saw were parts of Newcastle that resembled the kind of damage that followed the earthquake," he said. "Construction sites and scaffolding, debris on roads, abandoned cars, homes that were damaged, trees having fallen on homes, extensive damage.

"These ordinary Aussies don their gear and they become heroes," he said. "There's no doubt when all the stories come out from the storms of the last two days, many, many lives have been saved."

The State Emergency Service (SES) received more than 10,500 in the three days since the storms began.

The Federal Government announced special assistance for Hunter residents affected by the severe storms and flooding over the past three days.

Prime Minister John Howard said people injured, or whose homes were severely damaged, should access a Centrelink payment of \$1,000 per adult and \$400 per child.

Mr Howard said the extra funding was additional to the natural disaster funding already offered by the NSW Government.

In many townships across the outlying

Hunter, Emergency Services crews doorknocked residents, requesting they leave their homes - if possible.

Insurance companies recorded more than 15,000 claims for storm and flood damage essentially relating to water damage to cars, homes, contents and businesses.

These dramatic days threw the focus onto the courage and organisational preparedness of emergency services -SES, police, fire, ambulance, hospital and community support agencies.

And almost every club across the region, including the Central Coast, joined the rescue, evacuation, accommodation and recovery effort during those dramatic days.

Many clubs became a community gathering point for information, support and for people unable to return to their homes

Other clubs became a drop-off point for Emergency Services teams having rescued or evacuated people from their

Those same clubs became emergency shelter and a temporary sanctuary for people who lost homes and vehicles trying to make it home.

Auditoriums were transformed into dormitories, club kitchens went on 24hour operation, feeding evacuees as they arrived or Emergency Services personnel as they took well-earned rest and meal breaks. Those club kitchens fed and watered both the victims and the heroes for several

Wests Leagues Club at New Lambton is the Hunter's biggest registered club. The club's website describes it as "a great venue for a quiet night with friends or some lively entertainment".

"People have been comparing the flooding to the earthquake, but this is a much more devastating event ...



community rescue effort

In mid-June, Wests went into overdrive to accommodate more than 2,000 people - members, guests and victims stranded by the flooding and winds.

By midnight, it had become a central evacuation point, then an emergency food and shelter for the growing number of evacuees.

Wests Group CEO Phillip Gardner, his management team and staff slipped into emergency mode.

By Sunday evening, more than 10,000 people had passed through the doors of the club - no-one was turned away.

Wests Group Business Development Manager Kim Simpson was one of the many people who worked around the clock to keep the club functioning smoothly while meeting the community's needs.

"On Friday afternoon, things went from a wet few days to overflowing stormwater drains, cars abandoned and washed down flooded streets and people being evacuated from their houses ... it was quite amazing," Kim



Wests CEO Phil Gardner (left) with some of his "heroes" from the Newcastle floods (from left) Group Operations Manager Andrew Wilcox, Brasserie 88 Chef Manager Hudson Daley, Executive Chef Greg Peate with Services and Facilities Manager Joel Danet.

"By Friday night, with more than 2,000 people in the club and the hotel packed, another 200 to 300 people were being delivered to the club in buses, fire trucks and other rescue vehicles

"We moved fairly smoothly from a normal working day into an emergency evacuation and kitchen to feed

everyone either stranded or evacuated ... it was quite an event."

The Wests situation was similar to many other clubs, with staff rostered to work in the afternoon and evening unable to get to work and day-shift staff unable to go home.

Continued page 14



"Minimal disruption to member services required a company with a proven understanding of a hospitality venue and this is Intero exactly. From the on-site foreman to all levels of management, nothing was ever a problem."

Manager, Redlands Sporting Club

Talk to Intero and get the hospitality project specialists working for you.



Hunter Valley Floods

From page 13

Across town at the Panthers Group clubs at Cardiff and Newcastle. the story was similar, but on a smaller scale.

Panthers Newcastle and Cardiff General Manager Luke Walker was stranded in Sydney - and slept on the couch at the home of Panthers Operations Manager and CMAA Federal Vice President Danny Munk while the drama unfolded at the two

Luke had been working at Panthers in Penrith when bushfires swept through that region in 2001, so he had some idea of the chaos and challenges that his staff faced at both clubs.

"I felt helpless being stuck in Sydney, but I know the quality of person that works in our Cardiff and Newcastle clubs, so I was confident they would handle the situation," Luke said.

There were no major problems at the Cardiff club, with patrons able to access the club, however, in the aftermath, there was some water damage.



The story was different just a few hundred metres away where thew Cardiff RSL Club was flooded and marooned

At the Panthers CBD property, there was a drama very close to their hearts when Operations Manager Arthur Kyreakou had his encounter with the raging and rapidly rising floodwaters.

Arthur was driving from Panthers Cardiff back to Newcastle in the afternoon when the roads, just 500 metres from the club

became engulfed by fast-flowing water.

He was able to grab his laptop before abandoning the car and struggling towards the club.

It was one of hundreds of vehicles swept away, upturned or stranded at odd angles on roadsides and roundabouts across the city.

Another staff member lost virtually everything when his house was

More than 50 people - including staff were forced to spend the night at the club, but were able to return home when the water subsided quite quickly the next day.

Panthers Newcastle closed at 11pm, instead of the regular 2am, and everyone - staff, customers and evacuees - bunkered down for the

"For many people in this city, it must have felt like the earthquake all over again ... but I think the storms and flooding has done more damage across a much wider area," Luke said.



Newcastle and Cardiff Panthers Operations Manager Arthur Kyreakou escaped from his car in a flooded street with only his laptop computer.

"I certainly haven't seen like it, although the western Sydney bushfires that we saw at Penrith were very scary.

"Even the bingo ladies returned for their weekly gathering with their stories of ruined houses, and cars washed away ... just about everyone knows someone who was substantially affected."

In an email message to the 110 staff at both sites, Luke thanked the many employees who worked on Friday and Saturday from opening to close at both sites - some 12, 14 or 16 hours because many other staff could not get to work. Conversely, many other staff could not get home.

"This presented a logistical nightmare initially, but was not insurmountable," he

Neither of the Panthers sites sustained major damage, but there was substantial loss of trade on Friday and Saturday due to extremely restricted access and isolation.

"The roof of the Cardiff premises resembles a shower head, so a few buckets took care of the leaks there, as per normal," Luke said. "We had some water ingress through the new smoking deck on the main corner.

"Three local competitors - Cardiff RSL Club. Wallsend Diggers Club and the Iron Horse Hotel - were closed for most of the week, due to flood damage and loss of power.

The Newcastle premises was ringed by evidence of the destruction but, aside from a breif power outage, stood

"One of the huge trees on our footpath came down where our smoking deck is to be built in the next three weeks ... and we almost had a car float into the front wall," Luke added.

The commercial office building -Devonshire House - across the road sustained damage that will result in a large insurance claim.



Newcastle and Cardiff Panthers General Manager Luke Walker (from left) with Operations Manager Arthur Kyreakou, Newcastle Panthers Functions Co-ordinator Katie Watt and Newcastle and Cardiff Panthers Functions Manager Angela Smith.

The Panthers Group has allowed staff affected by the flooding to take all necessary time in the recovery process and will pay normal wages to up to 30 staff, including casuals unable to carry out their shifts during the weekend.

Luke and his management team are planning a "thank you" event for staff who worked tirelessly across the weekend to keep the clubs open and for those who lost cars, property – even homes – in the flooding.

Back at New Lambton, Wests became a hub for Emergency Services teams to drop off residents, or stop for a meal and few hours sleep.

The 4¹/₂ star Executive Inn adjoining the club is one of the region's finest hotels, with 134 rooms, and was packed for the weekend – including 12 rooms occupied by staff who could not go home.

Although the Executive Inn was fully booked for the night, many rooms were left vacant because people could not travel.

As was the case across the region, all resources were tested and stretched in the operation, but the quality and professionalism of staff at all levels held together.

Head Chef Greg Peate almost instantaneously turned awardwinning restaurants into emergency facilites.

Ironically, Wests collected the "Best Club Restaurant" category at the ClubsNSW Awards of Excellence just days before the disaster, so their capacity was tested on top of the quality of their dining when they accommodated thousands of meals during the weekend and beyond.

In a sad twist, Newcastle and Cardiff Panthers Functions Manager Angela Smith's parents lost their house in the flood.

Kim Simpson said the club shipped in foam rubber mattresses from the nearby Clark Rubber warehouse and converted the plush auditorium into a massive sleep-out for hundreds of



people with blankets and a cup of tea high on their needs.

"An example of what was happening was a young man, soaked to the skin, trudgeed into the club ... all he could say was that he had lost his car – and his mother had told him not to go out ... he was heart-broken," Kim said.

"One of our own staff left the club to collect his daughter from her dance class and lost his brand new Honda Accord.

"Friday night was scary ... I called my own sons, who are 17 and 21, about what was happening."

There were many frightening stories of people battling to get to safety after being trapped in cars, including one woman stuck in her car on Hobart Road, just outside the club, who abandoned the vehicle and pulled herself along a handrail in neck-deep water to safety and sanctuary in the club.

An after-school facility had to evacuated with 12 children arriving at



the club at 8pm after being trapped in the school for more than four hours.

"Kids certainly see these things differently ... they thought it was quite an exciting adventure," Kim said.

"People have been comparing the flooding to the earthquake, but this is a much more devastating event.

"The earthquake caused pockets of significant and minor damage across the city ... this is widespread and I doubt anyone would not have a relative or friend affected in this event ... it has been devastating, especially in lowlying areas."

Kim, like all residents, paid tribute to the SES workers, police, fire and ambulance professionals who limited the loss and damage.

"These people are amazing ... SES volunteers work almost around the

Hunter Valley Floods



Brighter days ... Wests Leagues Club.

clock without pay to ensure people can be safe in these terrible circumstances, yet they carry out their roles with a smile," Kim added.

"Our staff, too, were selfless and generous with their time and support for the people we accommodated ... it was a remarkable moment for the region and clubs across the Hunter.

"One of our Supervisors, Joel Danet, worked from 6.30am until after midnight on Friday, was back on deck at 6am on Saturday for another 13 hours and was back again on Sunday,

but all but lost his voice ... he is typical of the unsung heroes in this."

The Wests Mayfield Club lost power and had to be evacuated. Wests CEO Phil Gardner made an early decision to close the club, which resumed trading on the Sunday morning.

In the midst of the chaos, Wests hosted the Australian premier of the "Clubland" attended by 350 guests, including one of the movie's stars, Frankie J. Holden, who brought along his dad.

Wests are "Gold Sponsors" of Newcastle Tourism and "Strategic Alliance Partners" of the Hunter Regional Tourism Organisation and have won the Hunter Regional and State Tourism Award for Business Excellence for seven consecutive years – from 2000 to 2006.

That level of service quality and professionalism – in clubs across the Hunter and Central Coast - shone through under flooding skies in mid-June.



It's Law - No butts about it

The NSW Government's new Smoking Legislation came into effect on July 2 and clubs - large and small - will feel some consequence of this change to club culture. Clubs who have adopted a 'wait and see' philosophy and not invest in preparing for this new direction - through infrastructure and staffing - are bound to feel a more damaging 'hit'. There's no way around it and clubs that have embraced the challenge have added a new dimension to their tangible and intangible asset base. CMA Magazine Editor PETER SHARP sat down with GREG PICKERING, the CEO of Australia's most successful club, Mounties, to examine his club's strategy for this new era ...

Back in 2004, then-NSW Premier Bob Carr announced that smoking in indoor areas of licensed premises would be phased out by July 2007.

This legislation, known as the NSW Smoke-free Environment Amendment Act 2004, was enacted to protect workers and patrons from the adverse health effects of smoking caused by prolonged exposure to passive smoking in indoor public areas.

Smoking is now banned in indoor areas of licensed venues in NSW from July 2, and in Victoria a day earlier.

Several transitional phases to extend non-smoking areas in licensed venues have preceded this total ban. The first of the bans occurred on July 4, 2005, when smoking was restricted to one part of licensed venues.

Smoking bans only apply to indoor public areas, but smoking is not banned in alfresco dining areas under the NSW Smoke-free Environment Act.

All enclosed areas of clubs, hotels and nightclubs that are open to the general public must be completely nonsmoking - there are no other exceptions.

In addition to displaying the compulsory signs in the relevant areas of the venue, the removal of ashtrays, matches and lighters will help signify this is a nonsmoking area.

Some councils are imposing restrictions on what can actually occur in outdoor

NSW Public Health Units are authored as inspectors to enforce the smoking legislation and Environmental Health Officers monitor compliance, investigate complaints and conduct inspections.

A few weeks after "scooping the pool" at the ClubsNSW Awards of Excellence, Mounties Group CEO Greg Pickering, ACCM, was anxiously awaiting the first responses from the new era.

Greg, a former CMAA Federal Executive member and Life Member



From July 2, 2007:

All enclosed areas of hotels, clubs and nightclubs that are open to the general public must be completely non-smoking, and all areas of Star City Casino with the exception of private gaming rooms must also be non-smoking.

There will be no other exceptions.

and his management team decided on an ambitious and aggressive strategy to manage the challenge of a change in environment and culture by embarking on a \$7 million development project

The project involves two separate areas at the Mt Pritchard club in Sydney's west with \$4.5 million spent on the 280 square metre main terrace and \$2.5 million spent establishing the 180 square metre second terrace.

"It's a big challenge and we decided to tackle it with a big commitment, which should benefit our members and add a new dimension to facilities and services here at Mounties," Greg said.

"There are no guarantees and, like everyone else, we will closely monitor our strategy, seek feedback from people accessing the terraces and make any necessary changes."

Facilities and amenities on the decks include plasma screens, heaters, tables, umbrellas and a substantial investment in gaming by moving 110 machines onto the terraces, including new multi-terminal units and a "Vegas Star Amphitheatre".

Mounties committed five people to a senior management team to investigate the legislation to properly formulate a strong management plan to deliver facilities that would meet both legislative requirements and member expectations of facility and service in Australia's most awarded

Gaming, Marketing, Employment Relations, Operations and Facilities managers formed the project management team that established a project plan that delivered the terraces three weeks ahead of schedule and an information agenda for staff and member that is ongoing.

"Properly briefing and arming our staff with information and procedural protocols has been a focus of our move towards July 2," Greg said.

"The better we manage and assist our members with the transition the less impact it will have on all aspects of what we offer and deliver here and across the Group."

Mounties has worked to address all aspects of the information process from "Green" and "Red" colour-coded and co-ordinated signage to developing a short video that screens across the club's battery of plasmas and reminders on coasters, window decals, the club's magazine, podcasts and the club's website - it's about service and information.

Moving club members, gaming and socialising also presents the issue of noise pollution and Mounties will closely monitor all aspects of the terraces back to a monitoring control room so that

Smoking Laws – 2007

Section of Act	Offence description	Who can be fined	Maximum penalty
7	A person who smokes in a smoke-free area	Smoker	\$550
8	Allowing a person to smoke in a smoke-free area	Occupier* - Individual Proprietor- Body corporate	\$1,100 \$5,500
9	Failure to display no-smoking and other prescribed signs (if any) as required	Occupier* - Individual Proprietor - Body corporate	\$550 \$2750
18	(Without reasonable excuse) Failure to comply with a requirement of an inspector made under the Act.	Person	\$550
	(Failure to provide information or produce documents when requested.	Person	\$550
19	(Without reasonable excuse) Obstructing, resisting or attempting to obstruct, an inspector in the exercise of the inspector's functions under the Act.	Person	\$550
	Impersonating an inspector.	Person	\$550

^{*} defined under the Act - "occupier" of premises or part of premises means a person having the management or control, or otherwise being in charge, of those premises or part thereof

any issues can be addressed immediately.

"We have consulted our closest neighbours and will be seeking feedback at regular intervals to ensure we are complying with all aspects of the legislation," Greg added.

"We are doing our absolute best with this ... we have read all of the available reports, statistics and analysis to be as well armed and prepared as resources will allow.

"The priority is to move smokers out of the club and into a relaxed, wellappointed and well-managed area of the club where they feel welcome and happy to continue their relationship with our club. I can't guarantee that we have got it right, but we have made a huge effort and we will make any necessary changes to get it right."

The main terrace area - with 110 gaming machines already in place had been operating for eight days when Greg Pickering was talking about Mounties preparations for July 2.

"Although it appears to be well received, it's definitely too early to make any judgements ... it will take a while, but it's bound to be interesting," Greg added.

> Send the right message ...

Venue management can assist staff and patrons in understanding the smoke-free requirements by ensuring:

- > Staff are clear on where smoking is allowed and not allowed in venues
- > Staff are instructed to briefly explain to anyone who smokes in a non-smoking area that smoking is not permitted in that area and that if the person wishes to continue to smoke; they should move to a smoking area or to an outdoor area
- > "NO SMOKING" signs are prominently displayed in appropriate places
- ➤ Information about the Act is communicated in newsletters to members, on public noticeboards within the venue or displayed in staff amenity rooms

In addition to displaying the compulsory signs in the relevant areas of the venue, the removal of ashtrays, matches and lighters will help signify this is a nonsmoking area.

"How far do you go? We have staff working in outdoor areas for the first time and, to comply with OH&S laws, we have to provide them with hats, sunscreen and other equipment

- associated with outdoor workers in any other workplace.
- "We have tried to emulate our indoor gaming floors that our members are comfortable with to the outdoor terraces, but we'll have to closely monitor how that translates."

Mounties have adopted the "You're Free" theme in its strategy to move smokers to the outdoor terraces.

"We don't want staff to be perceived as 'smoking police', so we will be informing members that that are free to smoke on the terraces.

"It's a case of assistance, rather than direction and it's going to be important ... we know that much."

Mounties bumped into a few issues with Fairfield Council in the early stages of the development, but Greg believes everything has been resolved following several education and consultation sessions.

The Mounties Group employs more than 650 staff and Greg believes these people will be the greatest asset in a smooth transition.

"The Club Industry has faced many challenges over the years ... this is the latest and it won't be the last," Greg concluded.

> Don't Forget ...

It's important to note, some councils are imposing restrictions on what can actually occur in outdoor areas. NSW Public Health Units are authored as inspectors to enforce the smoking legislation. Environmental Health Officers monitor compliance, investigate complaints and conduct inspections.

An inspector may, at any reasonable time, do any of the following:

> Enter and inspect any premises alone or with other persons considered necessary

- > Examine and inspect any apparatus or equipment in any premises
- > Take photograph, films and audio, video and other recordings
- > For the purpose of analysis, take samples of anything to determine compliance
- > Take samples of anything, other than for the purpose of analysis, that the inspector reasonably believes may be used as evidence that an offence has been, or is being committed under the Act or the regulations
- > Require records or documents to be produced for inspection

> Examine, inspect and copy any such records or documents and, that purpose, take away and retain for such time as may (for that purpose) be reasonably necessary.

Individuals have a responsibility not to smoke in smoke-free areas and your club's floor staff have a duty to ensure that smoking does not occur in such areas. And remember, your club request an inspector to produce his/her certificate of authority before entering the premises unless the inspector has an authority of a search warrant.

CMDA Affiliate (CA) Initiative

Association embraces new era in career development

For more than 50 years, Club Managers Association has provided workplace, professional and career development support for senior managers in the Club Industry across Australia. The CMAA offers a spectrum of support mechanism through education, industrial relations and career developments for thousands of CEOs, General Managers, Secretary Managers and Line Managers with a focus in NSW, Queensland, Victoria and the ACT. That half century of experience in the Club Industry has allowed the CMAA to develop strong policy and philosophy about the responsibilities and roles facing club managers in a dramatically changing and ever-changing work environment. That focus has never been greater and more important that since the turn of the millennium when increasingly stringent smoking laws and governments taking a much bigger slice of the gaming pie with tough, new gaming machine taxation have made life and business much tougher for clubs – and club managers – across the Association's jurisdictions. As the CMAA continues to review and analyse its role and responsibilities to its membership and the Club Industry, the Association has decided to look beyond its present constituency to embrace this new era in club management, career development and education opportunities. The CMDA Affiliate Program offers nonexecutive managers and employees seeking to make a career in the Club Industry with an important career development path to the top levels of the industry. If you work in the hospitality industry and are looking for a way to kick start your career in clubs, the CMDA Affiliate (CA) program could be the solution to the question about where you career is headed ...

The CMDA Affiliate (CA) program aims to provide eligible non-managerial industry personnel with the opportunity to become formally aligned to Club Management Development Australia (CMDA), the professional development arm of the Club Managers' Association Australia (CMAA).

The CMDA is a strong advocate of learning and professional development and recognises that the opportunities are limited for many line staff, supervisors, directors of clubs and industry trade suppliers to associate themselves with a professional body that will enhance their career aspirations and education.

The CA program offers access to fee discounts on a range of professional development training courses, seminars, conferences and select services, as well as a yearly subscription to the CMAA's Club Management in Australia Magazine.

CMDA Affiliates (CAs) also are able to accumulate CMAA activity points which can be held in credit and redeemed once an Affiliate becomes eligible to join the CMAA as a full member.

Basically, anyone other than club managers or supervisors whose duties

Looking way to kick eer in clubs? 1021 9643 2300 F: 1021 9643 2400 E: brad@cmae.asn.as

and responsibilities are indicative of normal management functions are eligible to become a CMDA Affiliate (CA).

It's appropriate to outline the difference between a CMAA Member and a CMDA Affiliate ...

An eligible CMAA Member is one who

is titled a "manager", employed as a club manager, whose duties and responsibilities are indicative of management functions, who is required to be competent in a diverse range of administrative and managerial capacities including the provision of advice to directors and implementation of all aspects of the Registered Clubs Act, Corporations Laws and other relevant legislation.

A CMAA Member has access to coverage under an industrial award and represented by the CMAA with respect to workplace relations provisions and. as such, is required to pay a yearly subscription fee for membership of a trade union.

A CMDA Affiliate is one who doesn't have any management duties or responsibilities and, as such, is not represented by the CMAA with respect to workplace relations provisions and whose yearly subscription fee covers access to discounted professional development products and services

The CMAA has addressed the question of a supervisor being able determine whether CMDA Affiliate or full CMAA Member is applicable ...

The CMDA Affiliate Application Process requires an applicant to:

- > fill out and submit to the CMDA, the CMDA Affiliate Application Form with all relevant details
- attach a current Position Description detailing position responsibilities and duties
- > attach a covering letter written by their manager on club letterhead, verifying the applicant's position and length of tenure

After receiving an application form, the CMAA will advise in writing regarding approval as a CMDA Affiliate (CA), or where an applicant is deemed to be performing management functions and his/her eligibility to become a CMAA Full Member.

Where CMAA Full Member eligibility is approved, the applicant cannot subscribe to the CMDA as an Affiliate (CA).

There are many benefits to an individual in become a CMDA Affiliate (CA) ...

> opportunity to subscribe a professional Association for career path assistance;

vaccess to professional development without having management filter nor assume relevance to the individual

➤ incentive for operational staff to drive their own career and development path

CMDA Affiliate (CA) Initiative

- become a recipient of all CMDA marketing material
- become a monthly subscriber of the CMAA's Club Management in Australia Magazine for a year
- opportunity to attend a potential Supervisors Conference
- ability to accumulate activity points for future use when Affiliates (CA) become managers and CMAA members.

There are also substantial benefits to the club if it sponsors a CMDA Affiliate:

- access CMDA training at the CMAA member rate – a direct financial savings recoupable within the first or second registration
- ➤ for smaller clubs, a demonstrable commitment by management to "look after" the needs of supervisors/staff who can't progress to management due to restrictive opportunity or structure
- opportunity for staff to subscribe to a professional Association for career path assistance
- incentive for operational staff to drive career and development paths and take responsibility.

It's not only what you know, but who you know.

Through the CMDA you'll share your views with like-minded club personnel.

You'll meet business professionals outside your specialty who can offer different perspectives and insight into other roles and clubs.

You get access to concise, relevant information on major areas of interest, including gaming, food and beverage, finance management, leadership, people management, strategy and career development.

You will have access to career management support and the ability to undertake an assessment process - Recognition of Prior Learning (RPL).

The cost of subscribing as a CMDA Affiliate (CA) is \$100 per person per year.

There are three options for a CA candidate to subscribe ...

- ➤ the individual pays the \$100
- the individual pays half of the fee and his/her club pays the other half
- > the club pays the \$100.

The CMAA's Club Management in Australia Magazine is published 11

times annually and is essential reading for all Club Industry personnel wanting to gain knowledge and keep abreast of the latest issues challenging the industry.

It looks at the hot topics of the day and speaks to the people mking the big decisions in the industry, it contains feature articles on successful club managers and their operations and comments on the workplace relations and political arenas and supplier updates.

It is an effective way to gain a better of understanding of club management and the Club Industry across Australia.

It's an important step in any club industry worker's career, but it's a step that the CMAA believes is important and has decided to support through this new CMDA Affiliate (CA) initiative.

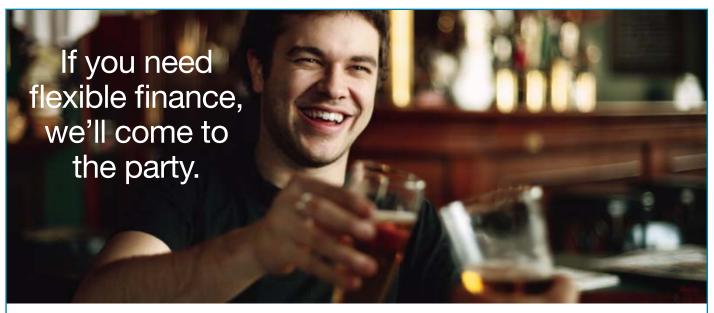
Contact CMDA Education Officer Brad Jones at the CMAA

P: (02) 9643 2300

F: (02) 9643 2400

E: brad@cmaa.asn.au

for more details on becoming Club Management Development Australia Affiliate (CA), or go to the CMDA website at **cmaa.asn.au**



Leasing your equipment can save you time, hassle, worries about cash flow and provide taxation benefits. But is your finance provider equipped to provide truly competitive rates? Are they flexible because they're industry specialists who know your business backwards? At IGF, we do more than solve your gaming, security, IT, fit-outs and other business needs. Not only will we help finance your requirements, we'll be there to raise a glass and toast your success too.



1300 734 859

enquiries@igf.com.au

www.igf.com.au

Independent Gaming Finance

Technology Leasing Limited trading as Independent Gaming Finance ABN 37 673 920 942

Simplicity Flexibility Affordability Integrity

1

Looking Inside and Out: Providing

The most exciting and challenging part of the IPART Review is that, for the first time, the complete contribution of clubs will be quantified - not simply in terms of business activity, but also in the more intangible areas of community benefit. In this article, GREG RUSSELL, of Russell Corporate Advisory, the financial arm of ClubsConsulting, encourages clubs to take this opportunity very seriously. Such a review is not simply about gathering facts and figures, it involves creative thinking about how we measure in dollar terms, the real value clubs bring to the community and how that contribution can be sustained into the future. It also means taking a hard look at issues holding some clubs back. These issues are not all external, such as increased competition, taxes and so forth. Internal factors related to the structure clubs work within and a dwindling talent pool eroding some boards are issues as well. The time is ripe for an unflinching examination of these issues within the industry and exploration of workable solutions. Clubs must be a strong informed voice in the process. They can't leave the outcome to someone else ...

Measurement ...

There needs to be some inspired thinking about creating a formula that will accurately measure the cost to a club of providing a community benefit. Many of these benefits are taken for granted, although would be sorely missed if they were lost. For instance, clubs maintain indoor and outdoor areas for the community - places to keep fit, places to play sport, places to have meetings and events. These spaces do not generate revenue but are

there for the community to enjoy. Now consider hotels or any other business. Few have sporting fields attached or unused rooms and office space. If another business had areas that did not generate a return, they would be sold or converted to some other use. When considering the cost of such a benefit, it is important not simply to calculate the costs of maintaining such a venue, but also calculating the lost opportunity cost of not turning this land to commercial use. The club could put some other sort of business on the land and get a rental

stream. An equitable formula needs to be created when clubs do not take this

A dwindling talent pool ...

As people's lives become busier, there has been a decline in attendance among community organisations. Aside from specific interests that may galvanise people to rally around a cause, it is harder to find volunteers. For clubs, this means fewer people are becoming involved in governance with a reduction of talent on boards the result.



Customer satisfaction is the name of the game in the hotel business. It's the St.George philosophy too. Like running a good bar, we know that by providing customers with what they want keeps them coming back. Experience top shelf service, advice and financial solutions from one of our experienced Hotel Relationship Managers. The good advice we'll give you is on the house.

Talk to us. Visit stgeorge.com.au/hotels or call your local St.George Hotel Relationship Manager.

- NSW Michael Grace 02 9216 2257
- QLD Mike Williams 07 3232 8911
- ACT Rachel Wilder 02 6243 5359
- WA Graham Thompson 08 9265 7532
- VIC Tony Hall 03 9835 1407

Institutional & Business Bank Good with people. Good with money.

St.George Bank Limited ABN 92 055 513 070 AFS Licence No. 240997. 9624/7795 C06/07

creative input to the IPART Review

Boards who lack people experienced in a variety of business issues are those governing clubs that don't succeed. These are challenging times requiring business acumen. Clubs must be professional to succeed. Thought must be given to how the industry will address the issue of dwindling talent. Perhaps there is room for a trustee function, or an industry group that acts as a board for a number of clubs. We must think of creative ways to ensure all clubs, while clearly setting their own agenda on what they want to achieve, have the professional support to make the best economic decisions that support these aims.

Changing Community Needs ...

The community is changing. There is room to realign the club image with what people now see as important. I hazard a guess that some of the constraints on gaming machine

Continued page 22



IPART deadline approaches ...

The deadline for input into the allimport IPART Review is July 27. Club managers are encouraged to be part of this important debate.

What is the IPART Review?

Earlier this year, NSW Premier Morris lemma announced the Independent Pricing and Regulatory Tribunal (IPART) Review into the NSW Registered Clubs Industry. In making this announcement, the Premier acknowledged the valuable social and economic contribution the Club Industry makes to the community. The Premier also acknowledged that times have been tough. The thrust of the Review is to ensure the club model is sustainable into the future and that social, economic and charitable goals continue to be realised.

What will be the result?

The IPART Review is a positive development for the Club Industry. The principal output will be a framework for a management plan that supports and guides a sustainable Club Industry for the next 10 to 15 years. This framework may include the development of a charter to define the roles of registered clubs, Club Industry stakeholders and Government's expectations of them.

Why do club managers need to be involved?

Every club is individual and club managers understand the unique environment that they operate within. Broad-brush submissions to the Review from a few large bodies will not provide the detail required to draw conclusions applicable to all. More powerful from the Tribunal's perspective is to receive multiple responses that will allow over-arching themes to be developed. The deadline for submissions is July 27, 2007. Terms of reference and guidelines on how to make a submission can be found at the IPART website:

www.ipart.nsw.gov.au

Broadly speaking, the IPART Review will focus on ...

The financial viability of the industry ...

- > Identifying areas where clubs are prospering and declining
- > Assessing the operational and business efficiency of clubs and how these areas may be improved
- > Reviewing business efficiencies
- > Looking at practical performance measurements that take into account diversity in the industry

> Developing options and recommendations that will support financial performance

The Club Industry's role in supporting the community ...

- > Documenting the employment and economic opportunities generated by clubs, particularly in rural and regional areas of the state
- ➤ Identifying the industry's contribution to social infrastructure and services, and assessing the effectiveness of expenditure in these areas
- > Developing a charter to support clubs, their members and the wider community, as well as considering how clubs can play a role in the Government's State Plan.

Legislative policy ...

Reviewing existing and proposed legislative and policy with an aim to developing a supportive regulatory framework and reducing red tape.

Overall planning and management ...

- > Reviewing issues associated with amalgamations and the movement of assets between clubs
- > Identifying barriers to establishing and relocating clubs
- ➤ Improving strategic planning and capital expenditure proposals
- > Ensuring strong codes of corporate governance

IPART Review

From page 21

approvals are associated with a view that clubs are nothing more than places to gamble and drink. The outstanding contributions of clubs have faded to the back of the community's mind, particularly as clubs are not always good at publicising what they do. While a night out with a good meal, wine and a flutter with gaming machines are part of the offer, clubs need to consider what the wider community expects from them and whether they are listening. Is a club dominated by a few members stuck in the past making decisions based on their own needs? It might be apt to draw a parallel with McDonalds, who more recently developed a range of healthy-choice meals in response to important lifestyle issues. If clubs are to be associated with community benefit, then it might be useful to consider what the broader community recognises as benefit. This may go further than the support of hospitals, sporting clubs and community projects. It may also include the provision of venues that reflect the aspirations of a more knowledgeable community interested in safeguarding its health.



Club Furniture Specialists

- Tables and Chairs
- Indoor / Outdoor Furniture
- Bar and Gaming Stools
- Banquette Seating
- Lounges & Ottomans
- **Function Chairs**
- Custom Made Furniture



www.pgrfurniture.com.au

Melbourne (Head Office)

69 - 73 Abbotsford Street West Melbourne, VIC 3003 Ph: (03) 9326 6555

Sydney

Suite 3, 181 Lawson Street Darlington, NSW 2008 Ph: (02) 9698 7555

Please visit us on Stand 251 at the Australasian Gaming Expo, 19-21 August 2007 at The Sydney Convention & Exhibition Centre to view all of our latest hospitality furniture products

Identifying all the red tape ...

The NSW club model is unique. The support provided to the community is invaluable, but it is almost impossible for a new club to be formed today. No-one would challenge government wanting to regulate any venue that serves alcohol and possesses gaming machines, however the resources needed to conduct Social Impact Assessment Studies, a requirement for any new club seeking gaming machine entitlements, means this process can only be afforded by the largest clubs. There are also questions about how this process is arbitrated. Russell Corporate Advisory has injected more science into the

process by involving ourselves in an Australian Research Council Grant. This research has better identified the link between machine accessibility and the development of problem gambling and, thankfully, led to a new formula helping to support responsible applications. But the process is still onerous. Clubs need to bring the methodology and process for approving these applications to the attention of the IPART Reviewers to ensure all-round fairness. These are blunt realities, but it's a time to be blunt - in statements to the IPART Review and with regard to clubs' internal operations. I look forward to the issues papers forthcoming in the near future. In the meantime, I encourage clubs to be involved, to be part of setting the



agenda of what is discussed and ensuring the issues are wellunderstood. The beneficiaries will be the Club Industry, the government and the people of NSW.

* Greg Russell is a chartered accountant with expertise in hospitality and gaming. His company's services include: strategic planning, financial analysis and modelling, financial negotiations, reporting, fraud investigation, amalgamations, financial hardship applications, social impact assessments, investigating accountants' reports, restructuring and insolvency. For more information, go to www.russellcorporate.com.au

Wine-By-Glass accessory set for market inroads

A compact stainless steel bar unit designed for preserving opened premium wines is set to make market inroads in serving wine by-the-glass in hotels, hotel dining outlets and restaurants. Styled Wine Saver Pro, the gas-operated device has capacity for up to five 750ml bottles, its serving system crafted for ease of use and simple operation in on-premise or offpremise outlets where preservation means profits can be safeguarded.

"The Argon gas was first captured for medical use and is now used in disposable small cylinders enabling

proprietors to preserve premium vintages for longer because no air can enter," says wine industry executive, Paul Robertson.

Robertson launched the gas-operated Pub Tap for boutique brews in bars and take-home entertainment in 2004.

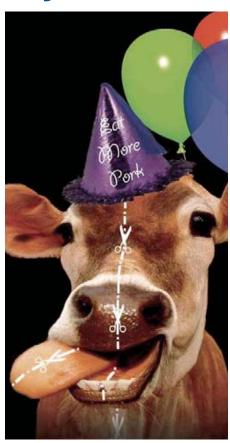
The Wine Saver Pro is set for targeting Australian Eastern Seaboard capitals initially. The sleek rack contains a series of tap-head coupler sealants designed for optimal tautness and bottle closure when correctly used.

A one-year warranty is issued with each Wine Saver Pro.

Recommended retail price is \$1,150 including initial gas cylinder.

ozjobfindit.com

ozjob's 'half a cow' gone!



You read it right ... it's all banners, balloons and bunting at the Brown-Turner household as they prepare for the biggest barbecue for 2007.

April Brown-Turner, of Wollongong, was the sole winner, chosen from thousands, of the ozjobfindit.com "Win Half-A-Cow" competition. April, 19, was almost popping out of her socks over the win and has had the ozjobfindit.com team burning out the phone lines organising her party favours.

April's determined in organising her feast, even quoting what kind of paper cups she'd like.

When asked what she thought about winning the competition April said: "I've never won anything before ... I'm very excited".

So, if you know April but haven't talked to her in the past few months, give her a call and you could find yourself on the guest list. But don't fret if you're not invited ... ozjobfindit.com will be in the 'Gong to report on April's

extravaganza.



If didn't bother entering the Half a Cow competition, but now wish you had, checking the site regularly for the next great adventure.





As from July 1, 2007

Your patrons deserve clean, fresh air.... Rid your premises of those nicotine odours once and for all!

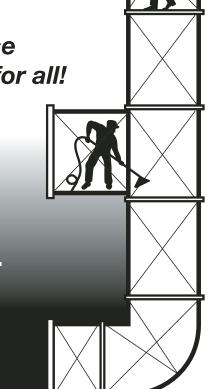
A/C Duct Cleaning A/C Mould Control A/C Coil Cleaning A/C Filter Replacement **Kitchen Exhaust Cleaning Exhaust Filter Replacement Program Maintenance Coolroom Cleaning**



Sydney/Central Coast Ph: 0412 789 381 Northern NSW/Country Ph: 0411 126 807

www.allductcleaning.com.au

NADCA member AERIS GUARD accredited applicator



ACCM qualifications makeover

Active Certified Club Manager (ACCM) Award format reviewed

The CMDA's Board of Management Studies has recently reviewed - and approved changes to - the eligibility criteria for awarding the Active Certified Club Managers award (ACCM).

The review was conducted to ensure members who participate in CMAA and CMDA events and activities such as Zone meetings, conferences and attend training courses and seminars, are rewarded and allocated appropriately weighted activity points for supporting the Association, rather than other industry bodies.

A new feature of the revised guidelines is the recognition of members who are geographically challenged in accessing CMAA/CMDA activities. A further weighting of activity points will be granted and it is hoped that it will provide an incentive for club managers to participate and benefit from having made that effort.

There will be recognition for participation in non-CMAA events.

However, this will be capped and evidence of a member's participation in these events will be required to be submitted to the CMDA for review before points can be allocated to a member's activity record.

The CMAA aims to reward a member's loyalty and ensure the CMAA and the CMDA continue to lead the Club Industry as the peak management training and representative body of club managers. The new guidelines come into effect on July 1, 2008. The new guidelines for both initial achievement and maintenance of the ACCM are ...

For initial achievement of the ACCM Award ...

Club Industry Experience ...

100 points minimum required to satisfy the criteria:

- > 35 points per year for a Manager at Level E, F or G
- > 20 points per year for a Manager at Level
- > 15 points per year for a Manager at Level
- > 10 points per year for experience at LTU Supervisory level with a maximum credit of
- > 15 points per year for Trainee Managers and in the first professional year, 40 points
- > 10 points per year for managerial experience gained in an aligned hospitality sector with a maximum credit of 40 points.

Applicants are asked to provide a Letter of Testimonial from their Secretary/Manager and/or Club

President, including the following ...

- > Club
- > Position
- ➤ Years of Employment
- > Management award level
- > Referee (if applicable).

Applicants are also required to provide a Resume detailing current job description and relevant previous experiences.

* NB: Applicants must be CMAA financial members for a minimum of 12 months prior to application.

Club Industry Activity ...

100 points minimum in total AND ...

- > attendance at a minimum of one CMAA Annual Conference or CMDA training course or seminar
- > attendance at a minimum of two CMAA Zone meetings within the two-year period prior to attaining the ACCM Award required to satisfy the criteria.

Club Managers' Association Activity ...

A minimum of 80 points of CMAA activity within the two-year period prior to attaining the ACCM Award ...

- > 20 points for attending a CMAA Annual Conference *
- > 15 points per year for CMAA Office Bearers e.g. Executive Boards and Zone Committee members
- > 10 points for attending a CMAA Zone
- > 2 points for attending an approved CMAA Zone Meeting Education Workshop
- > 2 points per-hour attendance at a CMAA/CMDA Training Course/Seminar/ Conference Workshop (maximum of 25 points allocated per event) **
- > 2 points per-hour attendance at a CMAA/CMDA Partner Training Course/Seminar/Conference Workshop (maximum of 25 points allocated per event). This includes Southern Cross University and CMDA-approved partners.
- * For members who attend a CMAA Annual Conference delivered more than 100km radius from their club's premises, an additional 10 points will be allocated.
- ** For members who attend a CMAA Training Course or seminar delivered more than 100km radius from their club's premises, an additional 5 points will be allocated.

Non Club Managers' Association Activity ...

A maximum of 20 points of approved non-CMAA industry activity can be allocated within the two-year period prior to attaining the ACCM Award ...

> 5 points maximum per event allocated for attendance on non-CMAA Training Courses/Seminars/ Conferences endorsed and approved by the CMDA Board of Management Studies. These include Club Industry association conferences.

Attach details of all industry activity including the following information ...

- Meeting organiser
- ➤ Meeting title
- ➤ Meeting date
- > Meeting duration (in hours)
- > Meeting venue.

Attach details of CMAA and/or CMDA office(s) held including the following information ...

- ➤ Zone
- ➤ Office title
- > Duration of office.

Education ...

Attach copies of certificates and/or assessment award documents for units listed in the education criteria for the award.

The completion of the following core units ...

- > THHADG03B Provide Responsible Conduct of Gambling
- > THHBFB09B Provide Responsible Service of Alcohol
- > THHGLE05B Roster Staff
- > THHGLE07B Recruit & Select Staff
- > THHGLE10B Mange Workplace Relations
- > THHGLE12B Develop & Manage Marketing Strategies
- > THHGLE14B Prepare & Monitor Budgets
- > THHGLE15B Manage Financial Operations
- > THHGLE20B Develop & Update the Legal Knowledge Required for Business Compliance

Plus six (6) units from the following list of

- > THHADG01B Analyse and Report on Gaming Machine Data
- > THHADG02A Develop and Manage Gaming Activities
- > THHGHS03B Provide First Aid
- > THHGLE03B Develop & Implement Operational Plans
- > THHGLE04B Establish and Maintain a Safe and Secure Workplace
- > THHGLE06B Monitor Staff Performance
- > THHGLE11B Manage Quality Customer
- > THHGLE16B Manage Physical Assets
- > THHGLE17B Manage and Purchase
- > THHGLE19B Develop & Implement a Business Plan

CMDA Update

For ACCM Audit ...

How to attain and/or maintain active status ...

To attain and/or maintain the active status of your CCM Award, a minimum of 50 Industry Activity Points are required to be collected in each two year period.

These points are calculated on the following ...

Club Industry Activity

A minimum of 50 points in total required to satisfy the criteria in each two-year period.

Club Managers' Association Activity ...

A minimum of 40 points of CMAA activity required within the two-year period prior in maintaining the active status of the ACCM award ...

- > 20 points for attending a CMAA Annual Conference *
- > 15 points per year for CMAA Office

Bearers e.g. Executive Boards and Zone Committee members

- > 10 points for attending a **CMAA** Zone Meeting
- > 2 points for attending an approved CMAA Zone Meeting Education Workshop

> 2 points per-hour attendance at a CMAA/CMDA Training

Course/Seminar/Conference Workshop (maximum of 25 points allocated per event)

- > 2 points per-hour attendance at a CMAA/CMDA Partner Training Course/Seminar/Conference Workshop (maximum of 25 points allocated per event). This includes Southern Cross University and CMDA approved partners.
- * For members who attend a CMAA Annual Conference delivered more than 100km radius from their club's premises. an additional 10 points will be allocated.
- ** For members who attend a CMAA Training Course or seminar delivered more than 100km radius from their club's premises, an additional 5 points will be allocated.

Non Club Managers' Association Activity ...

A maximum of 10 points of approved non-CMAA industry activity can be allocated within the two-year period prior to attaining the ACCM award ...

> 5 points maximum per event allocated for attendance at Non-Club Managers' Association Training

Courses/Seminars/Conferences endorsed and approved by the CMDA Board of Management Studies. These include Club Industry association conferences.

Attach details of all industry activity including the following information ...

- > Meeting organiser
- ➤ Meeting title
- ➤ Meeting date
- ➤ Meeting duration (in hours)
- > Meeting venue.

Attach details of CMAA and/or CMDA office(s) held including the following information ...

- ➤ Zone
- ➤ Office title

LENGTH

> Duration of office.

2 days (12 hours)

Please list your activity below. Attach additional pages as required.

6 & 7/6/06 TRAINING - Gaming Analysis Program

TYPE OF ACTIVITY

2007 Zone President - Inner Western Suburbs

Contact the CMDA - (02) 9643 2300 - for further details.

















ORGANISER

CMAA

CMAA

Lawyers for the Club Managers' Association across Australia

Slater & Gordon is proud to be the preferred legal service provider for the Club Managers' Association Australia and its members. We have offices throughout Australia and offer preferential rates and service to members of the Association and their families.

Slater & Gordon is also able to provide legal advice and assistance to your registered club at very competitive rates.

Legal Services for Clubs

- Dispute resolution
- Property and planning
- Organisational issues
- Commercial advice
- Liquor licensing
- Dealing with regulators and Government

Contact Peter Wertheim at pwertheim@slatergordon.com.au or call (02) 8267 0604 for a complimentary assessment of your club's legal needs

Personal Legal Services

- Litigation and insurance claims
- Conveyancing
- Estate planning and management
- Estate disputes
- Family law
- Migration
- Employment
- Free first consultation
- 'No Win No Fee' arrangements available
- Out of hours appointments

© 1800 555 777

Reputation & Results

www.slatergordon.com.au

SYDNEY CITY . PARRAMATTA . NEWCASTLE . WOLLONGONG . CANBERRA . BRISBANE . MELBOURNE . ADELAIDE . PERTH

Interesting new concepts in Common Law Contracts

The CMAA continues to roll out Individual Common Law Contracts for our members that call up the relevant State and Federal Awards. This strategy appears to best suit members, not only for the current WorkChoices environment. It also appears to be well suited for the possible election of a Federal Labor Government with its Fair Work Australia Industrial Relations Policy, CMAA Senior Industrial Relations Advocate PETER COOPER details and probes this matter ...

During the process of reviewing and preparing workplace contracts, we are witnessing the re-emergence of some interesting concepts of Common Law Agreements.

One of these concepts has it origin in English case law of the 1890s with the concept of employment covenants relating to post employment.

In modern "lingo", it's more commonly referred to as "restraint of trade".

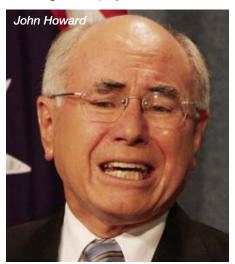
Employers seek to write into employment contracts restrictions on the employee's ability to utilise an employer's trade secrets, confidential information and know-how gained during the employment.

Obviously, these matters can be subject to serious litigation.

For the employee, these restrictions could hamper a person's ability to obtain subsequent employment.

The usual type of limitations sought to be imposed are:

- ➤ Geographical limitations on where the former employee can work:
- > A time limit on employment of a similar nature (which may be combined with a geographical area);
- > Non-disclosure to others of specified information and know-how acquired during the employment.



These conditions may be combined, or mixed and matched, to suit the circumstances - but they must be reasonable and fair.

In this circumstance, one of our members has freely agreed to a provision which restricts him from working as a club manager within 400 kilometres for 12 months after his employment has concluded. Given the region, and State, this may be considered as reasonable

In a recently reported case (CCH Work Alert - April, 2007), a "Restraint of Trade" clause in a former funeral parlour manager's employment contract was found to be "wider than is necessary to protect the interest of the business which she left after 10 years service". The Western Australia Supreme Court ruled the clause unenforceable.

The funeral parlour manager in this case had received an extra \$50,000 a vear - \$500,000 over the 10-vear employment period - as consideration for the restraint.

The funeral business made a counter claim for repayment of the \$500,000, despite a clause requiring an equivalent reduction in salary if the Restraint of Trade provisions were breached or found invalid.

The Court rejected this claim.

The manager carried out the employment duties for the term of the agreement and carried out her employment duties for 10 years relying on receiving that salary.

The Judge said it would be "inequitable to require her to repay the \$500,000".

The Restraint of Trade clause was found to be excessive because it effectively prevented the manager being involved in the funeral industry in any capacity and was "larger than necessary for the protection of the company's legitimate interest".

The clause required her not to engage in, or be involved in, funeral services or similar business within in a specified



geographical area for up to five years from the termination of her employment.

WorkChoices ... For the Record

In the CMA Magazine June edition, I criticised the Howard Government's expenditure on the launch of a "rebadging" of its WorkChoices legislation.

The Government's public information program for the new "Fairness Test" for Australian Workplace Agreements (AWAs) also was covered in our in our story titled, "Howard's Passion at Australia's expense".

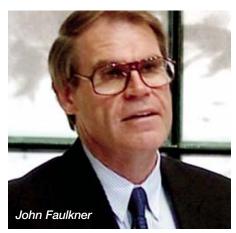
At the time of compiling this article, these suggested laws had not even been drafted, let alone introduced to Federal Parliament.

The following is an unedited report of the Federal Senate Estimates Committee's deliberations, reported by "Workplace Express".

Let the facts and evidence speaks for themselves.

The Federal Government has spent \$4.1 million on buying advertising space for its Industrial Relations ads over six days in the week beginning May 14 - plus \$472,195 for full-page newspaper ads on May 5 and 6 on the changes to WorkChoices, the Senate Estimates Committee was told.

Robert McMahon, Assistant Secretary



of the Government Communications Unit told the Finance and Public Administration Committee hearing May 22 that the Prime Minister's Office was involved in writing the newspaper ads, which were funded through DEWR's "non-campaign" advertising budget, usually used for job vacancies and tenders in the classified sections of newspapers.

"This is, of course, a new way to get around the accountability process," Labor Senator John Faulkner told the committee. "Non-campaign advertising has never been of this nature at all."

The \$4.1 million over six days on this I.R. campaign compared to the \$4.8 million spent over 16 months on national security ads, Senator Faulkner

The expenditure does not include the costs of producing the ads and associated market research, which is funded under DEWR contracts.

Robert McMahon said the newspaper ads on May 5 and 6 were placed urgently through the Government's lead non-campaign agency, hma Blaze, after the PM's office contacted the agency on May 4.

McMahon said he had discussions with the PM's office about the text of the



newspaper advertisements and they were approved by an unnamed senior officer in the Department of Prime Minister and Cabinet.

McMahon said he could not remember if he was instructed not to use the term "WorkChoices" in the advertisements.

The newspaper ads were not authorised by the Ministerial Committee on Government Communications (MCGC) because they were "noncampaign" advertising, he said.

"Non-campaign advertising is bland, factual advertising placed by

Industrial Landscape

departments outside the MCGC process," McMahon added.

The recent television ad campaign was produced by WhybinTBWA with market research by Open Mind Research, authorised by the Ministerial Committee on Government Communications on April 3.

McMahon said the Government's total ad buying spend across all portfolios from last July to March this year was \$116.1 million - made up of \$81.8 million in campaign expenditure and \$34.3 million in non-campaign advertising.

It included \$15.8 million on the "Simpler Super" campaign on superannuation changes this month and next month, and \$14.5 million on private health insurance advertising.

Finance Minister Nick Minchin told the Committee that no decision had been taken on any further I.R. advertising.

And we continue to wonder why we can't build bridges, or find hospital beds, in this country.

> CMA Magazine will present Peter Cooper's review of the Federal Labor Party's Industrial Relations policy and alternative to the Howard Government's WorkChoices Legislation in the August edition.



G2E Asia - CMDA Report

Bursary winners hit jackpot at G2E Asia in Macau





By CMAA Education Manager **RALPH KOBER**

Making the time and putting in the effort to apply for the CMAA National Bursary Award program last year has really paid big dividends for six CMAA members.

Returning from taking up their bursaries to attend the recent Asian Gaming Conference and Expo - G2E Asia - in Macau, China, the bursary winners

- ➤ Michael Clare. Operations Manager at Huskisson RSL Club
- > Brad Whittaker, Executive at Chef Tweed Heads Bowls Club
- > Stella Tripodi, Entertainment and Marketing Manager at Club Marconi
- >> Peter Leondis, Operations Manager at Randwick Labor Club
- > Laurie Williams, Operations Manager at Nambour RSL Club

> Paul Lander, Operations Manager Canberra Southern Cross Club

all believe that it has been one of the best experiences of their professional

CMDA Education Manager Ralph Kober hosted the bursary winners and was delighted with the group's enthusiasm and commitment to gaining as much information about hospitality operations and the gaming environment in Asia as they possibly could.

"We were constantly exploring new concepts and evaluating existing operations for efficiencies and innovation, there was so much to see," Ralph said.

Highlights of the study tour included visits to high-volume, short-order food outlets, including one which sold preprepared raw ingredients which customers cook in individual, preheated cast-iron skillet to fusion cuisine restaurants where East meets West and the food combinations were unique and the presentation exhilarating. Other highlights included touring the



The MGM Grand which is well advanced with construction.

fantastic development of the Macau casino district.

The construction work under way is mind blowing with the Venetian, the MGM Grand and other casinos well

Staffing the many high-volume casinos is proving to be a significant challenge for the operators with a labour shortage evident and lack of skills base obvious.

The Venetian, which will open in 2008, will require 10,000 staff alone just to open its doors.

That's about one quarter of the staff in registered clubs in NSW.

The Asian Gaming and Conference in Macau provided an immense array of workshops designed to challenge delegates on the enormity and potential of the gaming market in Asia.

Workshops included:

- ➤ The Growth of Australasian Gaming Markets
- ➤ Macau Asia's Gaming Giant
- > Project Financing in New and **Emerging Jurisdictions**
- > Profit and Performance of the Asian Gaming Market
- > Operating Models: What Works and What Doesn't?
- > Regulation and Compliance
- > How Technology will Revolutionise
- ➤ Responsible Gaming: The Intersection of Policy and Practice
- ➤ Poker Machines and New Technology

Here's what some of the bursary winners have to say about the study

"In June this year, through the CMA Bursary awards, I was fortunate enough to be able to attend the Asian Gaming Expo in Hong Kong and Macau. The trip gave me an insight into the operations of large gaming

The conference in Macau was first rate with the world leaders in the Gaming Industry imparting their knowledge freely to the audience and the trade show displaying the future of gaming and technology.



CMAA G2E Asia Bursary winners (from left) Paul Lander, Brad Whittaker, Laurie Williams, Stella Tripodi, Michael Clare, Peter Leondis with CMAA Education Manager Ralph Kober in Масаи.

G2E Asia – CMDA Report

organisations such as casinos. I also benefited from attending the conferences at the Gaming Expo by hearing speakers from different positions, working backgrounds, and organisations on how they view the industry and their thought processes. Even though the Expo was in Asia, by experiencing the technology available and the service provided, I feel we can still gauge our own establishments against what is transpiring overseas. I would highly recommend managers in the Club Industry to take the time and effort to apply for any future CMDA bursaries as it is of great benefit to you in order to further your experience and knowledge in this industry." - Michael Clare, Operations Manager at

"The trip to Macau and Hong Kong was definitely an eye-opening experience. Being able to see what Macau is doing was definitely fascinating. A trip very well organised. The conference was extremely beneficial and gave us the opportunity to listen to some world-wide leaders and innovators in the Gaming Industry ... an opportunity that doesn't come around too often. It was well worth applying for the Bursary and I encourage all CMAA members to apply for this Bursary next year as it is a worthwhile and informative experience." - Peter Leondis, Operations Manager

Huskisson RSL Club.

"The G2E Asia Gaming Expo Tour was

at Randwick Labor Club,

a career highlight for me. The conference in Macau was first rate with the world leaders in the Gaming Industry imparting their knowledge freely to the audience and the trade show displaying the future of gaming and technology. We also had time to experience the local culture and amenities. From True Blue Chemicals who sponsored the bursary, the CMAA for providing this opportunity for club managers, CCM Travel who looked after every detail, my club for their

support and to Ralph and my fellow bursary winners I would like to thank you all. I strongly encourage every manager to apply for a bursary - the educational benefits are enormous." -Brad Whitaker, Executive at Chef Tweed Heads Bowls Club.

CMAA members are encouraged to apply for the G2E Gaming Conference Bursary in this year's CMAA 2008 National Bursary and Scholarship Awards Program. Applications will be called late next month - August 2007.



The Venetian, which will open in 2008, will require 10,000 staff alone just to open its doors.

APEC Summit will affect metropolitan Sydney

NSW Industrial Relations Minister John Della Bosca, has announced details of a one-off public holiday to coincide with the Asia-Pacific **Economic Co-operation (APEC)** Summit to be held in Sydney later this year.

The NSW and Commonwealth Governments agreed and announced last year that a public holiday on September 7, 2007, would help minimise disruption for the public during the leaders'

The public holiday will be declared

John Della Bosca

for the Sydney Metropolitan Area only, including Penrith, Camden and Campbelltown. The security measures in place for U.S.

Vice President Dick Cheney's meeting with Prime Minister John Howard earlier this were a small indication of what the city faces again in September.

The APEC Summit will be the most significant gathering of international leaders ever hosted in Australia and joint planning with the Commonwealth has been underway since 2002.

It will be twice the size of CHOGM (Commonwealth Heads of Government Meeting), involving 21 Presidents and Prime Ministers from some of the world's largest economies, including Russia, China, the United States and Japan.

"Sydney can expect thousands of support staff, delegates and media," Mr Della Bosca said.

The traffic implications of closing the Eastern Distributor and parts of the M5 - in both directions - for

international leaders is massive.

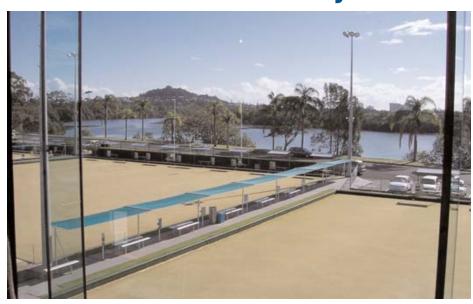
"A public holiday confined to the Sydney metropolitan area will help minimise disruption," Mr Della Bosca added.

"The NSW Government consulted with employer groups and unions and there was consistent recognition of the extraordinary nature and security implications of a one-off event like APEC."

The public holiday will apply to the following Local Council Areas: Ashfield, Auburn, Bankstown, Baulkham Hills, Blacktown, Botany Bay, Burwood, Camden, Campbelltown, Canada Bay, Canterbury, Fairfield, Holrod, Hornsby, Hunters Hill, Hurstville, Kogarah, Ku-ring-gai, Lane Cove, Leichhardt, Liverpool, Manly, Marrickville, Mosman, North Sydney, Parramatta, Penrith, Pittwater, Randwick, Rockdale, Ryde, Strathfield, Sydney, Sutherland, Warringah, Waverley, Willoughby, Woollahra.

CMAA Profile - Gordon Rhodes

Gordon makes three wishes for the Club Industry



A million-dollar view on multi-million-dollar land.

By HENRI LACH

Is there a genie in the house? The NSW House of Assembly, that is?

The CMAA's recently appointed Federal Councillor for the vast area of Division E, South Tweed Sports CEO Gordon Rhodes hopes so, because he has three wishes he wants granted.

His wish list comes in the wake of a Cabinet shake-up by Labor Premier Morris lemma following his party's victory in the State Election earlier this year.

portfolio.

Gordon Rhodes has faith in Graham West's ability to handle the job.

"He seems to be aware of clubs' role in the community," he said.

Gordon also pays tribute to Premier lemma as a man who has taken time to hear what the Club Industry has to say.

"The Premier made a commitment to sit down and listen ... he's played an active part himself in negotiations and

The youthful Graham West was elevated to the Gaming and Racing



Gordon Rhodes

- when decisions have been made with limited, or no, industry consultation ... taxation and anti-smoking legislation are just two examples.

"Fortunately, the industry here has reengaged with the NSW Government and our voice is once again being heard.

"We are being treated with respect.

"With improved self regulation and corporate governance we have shown a willingness to 'tidy our own backyard' as it were, to show the Government we will act upon concerns and criticisms.

"It would be a tragedy to go back to the days of decisions being made without consultation with the industry."

His second wish ... a continuation of the Community Development Support Expenditure (CDSE) scheme.

Gordon is aware of some misgivings about the scheme in the highly urbanised areas of the state, but he believes the CDSE are a vital adjunct of clubs' service to the community.

"Here, in the far north, we have a proactive committee of Tweed Clubs that interact well with council and civic and charitable organisations.

"Given the number and size of Tweed clubs, we have the ability to make significant positive impacts in our region and it would be tragedy to see this

"For example, in 2006 the local



South Tweed Sports Club ... wider appeal.

CMAA Profile – Gordon Rhodes

committee started a 'Rural Villages Fund' that earmarked \$40,000 for the outer lying regions that rarely if ever receive funding of any kind.

"With the help of our non-clubs representatives - councils and community groups - a host of projects were identified and funds distributed accordingly.

"At the conclusion of the CDSE year, we took a half-day bus trip to visit the recipients and it was a tremendous experience.

"To see the projects first hand and to feel the genuine gratitude of the locals, proved to us that CDSE is a very worthwhile program.

"These small communities have pride in their towns.

"Their appreciation of what was being done for them was overwhelming.

"The CDSE scheme is a wonderful way of connecting with the community, and I would hate to see any changes."

Gordon's third wish ... a commonsense approach to new technology in gaming.

"With Ticket In Ticket Out [TITO] technology recently approved in NSW, it seems server-based gaming will be the next issue for Government to consider in terms of security and compliance.

"For clubs, implementation and cost will be matters that will have to be dealt with.

"While welfare groups will have concern with the new technology and problem gambling, we need to take out the emotional argument.

"We need to look to evidence-based research results which, after all, take in the most important factor - feedback from those affected by gambling addiction.

"And I believe the Club Industry recognises its responsibility to help."

Tackling the tyranny of distance in new territory

Gordon Rhodes is relishing his job as Federal Councillor for Division E -Far North Coast Zone, Mid North Coast Zone and North West State and Mid State Zone - although he admits he was a little daunted when he discovered the extent of the geographic area he represents.

He's a former CMAA Far North Coast Zone Secretary and Education Officer who sees his new position as similar to that of a parliamentarian.

"As Councillors, we need to represent our members and, in turn, encourage the regional members to attend and participate at meetings, training and seminars," Gordon added. "It's a twoway street.

"After all, a strong CMAA should be reflected in participation and membership across the regions.

"Regionally delivered training - rather than Auburn-based only - is a classic example of how what was once a regional problem is now a working solution."

Gordon also believes that he's paying off a debt.



Gordon Rhodes is a man held in high esteem by his peers.

Talk with many of his contemporaries in far northern NSW and you'll get the impression that they consider him something of a miracle worker.

He's deservedly credited with saving the South Tweed Bowls Club from the demolition bulldozers at the beginning of the new millennium and turning it into a venue that shows all the signs of future prosperity and a firm place in the South Tweed community.

A name change to South Tweed Sports came at Gordon's insistence to give the club the wider appeal it required.

Bowls still plays a major part of the club's operations, however.

Its favourite son, world-class champion Kelvin Kerkow, is back at work as the club's coach and corporate bowling co-ordinator after his World Cup victory against Irishman Jeremy Henry earlier this year.

The club has a distinct advantage of being on several acres of freehold land overlooking the magnificent Tweed River.

The vacant property value alone in these days of galloping land prices is enormous - in the tens of millions, according to a local real estate agent.

With its 176 gaming machines and 8,000 members, it is looking at a very healthy bottom line this year.

"Since 2000, each consecutive year has improved upon the last," Gordon said.

"In fact, this could be the best result in the decade."

It's all a far cry from that harrowing period at the turn of the millennium when the bank was about to foreclose.



Contact: Steve Glasson steve@domina.com.au



www.domina.com.au

Phone 1300 657 058

ClubsNSW Awards of Excellence - 2007

2007 Tooheys Clubs of the Year

The ClubsNSW 2007 Awards for Excellence were a state-wide competition with at least one club from every region of NSW winning through to the award finals. The spread of finalists was almost as broad in the prestigious "Large Club of the Year" category, with clubs from the Central Coast, Newcastle, the North Shore, Riverina and in Sydney's west and south-west nominated. The awards were announced at the Sydney Convention and Exhibition Centre in Darling Harbour in early June.

Small Club - Asquith Bowling & **Recreation Club**

Branded under the banner of a kangaroo, Asquith Bowling and Recreation Club is a venue with its heart and soul firmly entrenched in the local community. As a thriving contemporary venue rich in history from its post-World War II beginnings when it provided shelter for displaced migrants on what was an old fruit orchard, the club today is a popular family-friendly destination that encourages and supports a wide range of amateur sports and community groups. It's also a generous provider to local charities

and causes. From its inception to provide a lawn bowls venue, it continues to fulfil the same services with impressive results. In fact, the club has proudly maintained a consistent and solid bowling membership over the last decade, while simultaneously increasing social membership. Asquith Bowling and Recreation Club promotes junior bowls and liaises closely with local schools to organise sports programs and an annual school bowls tournament. With three bowling greens, the club also has a pétanque - a form of boules where the goal is to throw metal balls as close as possible to a



2007 Large Club of the Year - Mounties.



2007 Medium Club of the Year - diggers @ the entrance.

small wooden ball called a cochonnet court, a range of dining outlets, traditional bar and gaming facilities and function space. The club also took out the top prize for "Encouragement of Amateur Sport" and "Outstanding Community Service" - Small Club category. Asquith Bowling and Recreation Club stands as a tribute to those who worked tirelessly giving time and money to help create this true hub of the local community. The "Tooheys Small Club of the Year" award endorses their commitment.

Medium Club - diggers @ the entrance

Just before last Christmas, "diggers" opened what has proven the most popular refurbishment project yet undertaken by the club. A few months ago the club conducted extensive member research to ensure all patrons' needs were met post-renovations. The feedback shows they got it right, supported by the "Medium Club of the Year" award. The NSW Central Coast club, formerly Tuggerah Lakes Memorial Club, along with a \$3 million makeover and state-of-the-art gymnasium, also reviewed its corporate image and branding, which produced the name change. Stringent financial management has allowed the club to embark on these major projects and to establish new benchmarks in club service. While attracting plenty of tourists and day-trippers who visit The Entrance, the club has undertaken major diversification with the ground floor outsourced to provide children's entertainment and play centre to attract the family market. Through successful financial management - diggers also won the "Outstanding Financial Management" award (Medium Club) they are committed to expanding their role within the local community through donations and sponsorships. That's on top of being the area's biggest employer, diggers also picked up category wins for "Outstanding Human Resource Management" and "Best Club Gaming".

Large Club - Mounties

While the Mounties team were delighted to be a Tooheys Club of the Year finalist, it paled when they celebrated winning the major award in successive years. That emotion underlined the spirit of everything they do in the club and their community. The Mt Pritchard club was founded almost 40 years ago by locals who saw the need to cater for the greater community. Despite being one of the largest clubs in the nation, this simple philosophy underpins the Mounties



Young Achiever in Clubs - Stuart Burrows from Club Marconi.

vision and operation. Amalgamation with Harbord Diggers and Manly Bowling Club established the Mounties Group, which manages four clubs, holiday resorts and two fitness centres and further enhance its dedication to community service. Mounties also captures other Large Club awards -"Outstanding Human Resource Management" (Mounties made it a hattrick of awards, which produced and "Award for Excellence" in recognition), "Best Club Development or Innovation" for the award-winning M1 Mounties fitness centre, and "Outstanding Community Service". Mounties President Kevin Ingram said everyone who works at the club is proud to have been nominated in such a broad range of categories. "In particular, we were thrilled our by nomination for Best Club Development or Innovation for M1 Mounties," Kevin told awards dinner guests. "Sport and healthy activity are important ways for us to give back to the local community and support a healthy lifestyle." Mounties is a worldclass community-focussed club and integral aspect of life in western Sydney.



Outstanding Contribution to the Club Movement - Kevin McCormick, OAM, from Bankstown Sports Club.

Excellence rewarded ...

> Best Feature Bar (sponsor - Konami Australia): E-Bar @ The Epping Club

> Outstanding Human Resource Management Small Club (sponsor - ClubsConsulting): - Club Old Bar Medium Club (sponsor - AVS): diggers @ the entrance Large Club (sponsor: ClubPlus): Mounties

> Best Club Development or Innovation

Small Club (sponsor: CashCard): Nowra Bowling & Recreation Club Medium Club (sponsor - ILG): City Diggers, Wollongong Large Club (sponsor - TAB Wagering): Mounties

- > Best Club TAB (sponsor TAB Wagering): North Sydney Leagues Club
- > Outstanding Club Governance (sponsor Pigott Stinson): Dee Why RSL
- > Best Club Entertainment

Small Club (sponsor - Cadbury Schweppes): Fingal Bay Bowls, Sports & Recreation

Medium Club (sponsor - Paltronics Australasia): Petersham RSL Club Large Club (sponsor - Keno): Revesby Workers' Club

- > Best Club Restaurant (sponsor New England Constructions): Western Suburbs (Newcastle) Leagues Club
- > Best Club Casual Dining Venue (sponsor: Coca-Cola Amatil): Castle Hill RSL Club
- > Best Club Function Facility (sponsor Ainsworth) The Epping Club
- > Best Club Gaming

Small Club (sponsor - Stargames) Wests Diggers Club Medium Club (sponsor – Maxgaming): diggers @ the entrance Large Club (sponsor – IGT) Campbelltown Catholic Club

> Outstanding Financial Management (sponsor - KPMG) Small Club: Murwillumbah Services' Memorial Club Medium Club: diggers @ the entrance Large Club: Dee Why RSL

> Encouragement of Amateur Sport (sponsor - Paynter Dixon) Small Club: Asquith Bowling& Recreation Club Medium Club: Young Services & Citizens' Club Large Club: Wyong Rugby League Club

> Outstanding Community Service

Small Club (sponsor – IMB) Asquith Bowling & Recreation Club Medium Club (sponsor - Sky Channel) Young Services & Citizens' Club Large Club (sponsor - TAB Wagering) Mounties

- > Young Achiever in Clubs (sponsor Aristocrat): Stuart Burrows, Club Marconi
- > Outstanding Contribution to the Club Movement (sponsor Foster's) Kevin McCormick, OAM, Bankstown Sports Club
- > 2007 Tooheys Club of the Year

Small Club: Asquith Bowling & Recreation Club

Medium Club: diggers @ the entrance

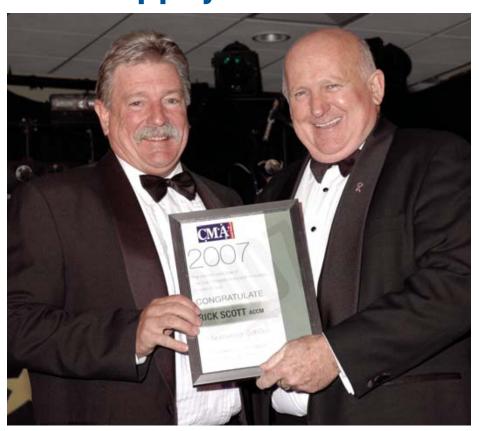
Large Club: Mounties

> Peoples' Choice: Nowra Bowling Club



2007 Small Club of the Year - Asquith Bowling and Recreation Club.

Rick happily tees off a club career at 50



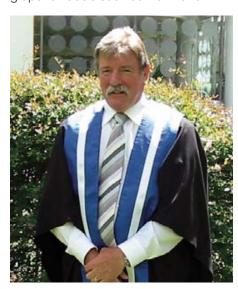
CMAA Executive Officer Terry Condon presents Rick Scott with his ACCM award at the Victoria Zone Awards Dinner at the Yarraville Club in April.

By KATIE CINCOTTA

Rick Scott built an impressive career in the wine industry. As a lad, he was making wine with oranges while most boys his age were kicking a footy.

That passion scored him a job as a trainee winemaker for Seppelts at the age of 18.

Over the next 15 years he worked the grape for labels such as Renmano.



Rick Scott ... making the most of a second chance and building a strong career in the Club Industry.

His keen eye for production later put him in charge of a million-dollar wine plant at Berri during the boom years for cask wine.

But, what really gets Rick's silver moustache talking is his move into sales and marketing, a role he admits he fell into in the absence of qualified ambassadors.

"At Berri, we had a marketing guy who thought the CO2 in the wine meant it was off," Rick said. "And I thought, what the hell are we doing sending idiots like this around the world?"

But after amassing enough experience to set up the international distribution channels for the \$25 million Alambie Wine Company, the wine master was dealt a harsh blow by the corporate toe cutters.

"At 49, they made me redundant," Rick said. "They just wanted us to set it up so they could float the company. "So, with 30 years' experience in the wine industry, I couldn't get a job." Unemployed for six months, Rick ended up doing night security at

shopping centres to make ends meet.

"You go to the interviews for a state manager's job and I was a threat to them, so they'd put on some 26-yearold rep, even though I could have saved them hundreds of thousands of dollars," he said.

With a loyal wife encouraging him to consider his dream of managing a golf course, the couple headed north to Victoria's goldfields for a new start in the country.

Now, eight years since he began as Manager at the Maryborough Golf Club, Rick remains in awe of the challenge and the diversity of the role.

"Never in my wildest dreams could I envisage what was involved in running a club," he said.

"You have to be a master of law, of marketing, of members, of H.R., of

But the late career change hasn't stopped the former winemaker from

Rick has doubled his club's revenue, growing the business from \$2 million to \$4 million a year.

He says a new-found commitment to education has been part of his success.

Rick is one of a handful of Victorian club managers who have dedicated four years to completing a diploma of hospitality at William Angliss College, which earned him an ACCM (Active Certified Club Manager) Award at the recent CMAA Victoria Awards.

He says the tertiary achievement was a proud moment, especially for a bloke who had 35 years on his fellow students.

"When I was made redundant, I made a commitment to do my diploma in hospitality and get something after my name," Rick added.

"So, here I am, a 57-year-old with grey hair, standing up with these girls and guys of 22 ... but I got one of the loudest claps."

His painful experience with retrenchment means Rick also devotes himself to "recycled" staff members, who may have been laid off or sacked.

"You get commitment and dedication out of them ... our current chef had a

Rick has doubled his club's revenue, growing the business from \$2 million to \$4 million a year.

CMAA Profile – Rick Scott

yard full of kids and hadn't worked for seven years," he says.

With a town battling 13% unemployment, a golf course that loses \$220,000 a year and gaming laws in flux, Rick has had to be proactive about changing the path for Maryborough Golf Club.

He's taken reliance on gaming down from 85% to 49%, and cites the Bracks Government and its rounds of new legislation as the reason for the move.

"With [Premier Steve] Bracks belting us around the head with gaming, we don't have any choice," he added.

Rick also is rezoning the golf course to build up-market properties to fund a \$1.2 million refurbishment.

Other revenue streams are also being sought in a proposed 60-room motel and function centre.

You might also be wondering what wine expertise Rick has brought to his club?

Cask wine was the first thing to go ... and in with the drink of choice for Kath and Kim.

"I had a magnificent wine list when I first started - but the only person drinking it was me," he says with a laugh.



Eight years since he began as Maryborough Golf Club's Manager, Rick Scott remains in awe of the challenge and the diversity of the role.

"Now we have a small local selection, but we've moved from cask wine to bottled Chardonnay."

He says the only thing he misses about his wine days is the six-figure pay.

"Now I don't have to worry about international hotels, which I hate with a

passion," he says.

"We've got a nice home on five acres, a caravan and boat, and we fish and play golf.

"I don't miss the wine industry ... I wish I'd got into the Club Industry so much earlier."

Digital Image Board LCD

- Networkable
- Built-in HDD + Processing
- Software for remote management + full control
- Free standing or wall mount
- A flexible quick alternative to the hassels of sign boards and posters



Weather Resistant LCD TV

- Anti-glare (UV safe)
- Temp sensor heat management
- Anti-tamper locking



Australia's only HD



Reality LCD Video Walls

- High brightness Samsung 'A' grade panels
- Exclusive MultiVision player with unlimited overlays
- Any size and combination 2x2, 8x8, 7x1, 12x2
- Options for outdoor installations

REALITY LCD TV

P: (02) 9955 8666 F: (02) 9955 8633 CALL FOR RESELLER

info@reality.net.au www.reality.net.au

Club Profile - Nambour RSL Club

Nambour - much more than the Big Pineapple



Nambour RSL Club ... the spirit lives on.

By HENRI LACH

Nambour, on Queensland's Sunshine Coast hinterland, is noted for its Big. Pineapple - a tourist destination that attracts many thousands of visitors each year.

Tourism aside, if you're into politics, you'll know that this town is the birthplace of a bloke called Kevin Rudd, who's thrown his hat into the ring for Australia's top job.

More than that, tennis fans will be aware that Pat Rafter made his debut here when he won the State Junior Tennis Championship at the age of 16. Today, Nambour also justifiably boasts

one of the most attractive and peoplefriendly licensed clubs in that part of the

It's the Nambour RSL Club, which is reaping the rewards of a \$6.5 million

refurbishment that was completed last July after 12 months of hard work, to coincide with the final phase of Queensland's strict anti-smoking laws that came into effect on July 1, 2006.

"We planned it that way," General Manager Chris Keen explained.

"The idea was to have a grand opening with everything in place - including four outdoor smoking areas - at the same time as the new laws."

The new-look interior is stunning and in startling contrast to the club building's humble exterior.

The structure stands three metres off the ground to guard against occasional flooding of the nearby Petrie Creek. Inside, subdued lighting is a feature with modern furnishings and panelling soft on the eye.

Everything seems to be in just the right

place ... from the gaming area through to the spacious lounge, both the main dining room and the coffee shop area.

Even the toilets are an innovation for a club. There are no main doors to the utility. Entrance is around a screening wall - a modern measure aimed at more effective hygiene.

"We wanted something different ... more of a nightclub atmosphere," Chris

"We've had a lot of good feedback from people who appreciate that."

The economic effect of the new look has been quite dramatic.

"Membership [\$5.50 a year] is up by a couple of thousand, from 11,000 to 13,000, and it's still growing," Chris said.

That's a good figure, considering the total population of the town is about 12,500.

Income from food is up by 49% on the same period for the previous financial year.

The main dining room serves breakfast, lunch and dinner seven days a week. Light meals are available all day at the pleasant new coffee shop.

The doomsday merchants will be confounded by this fact ... gaming is up by 13% since the full anti-smoking laws came into effect.

Chris Keen is a quietly spoken man who is not given to histrionics ... "We're happy ... it's gone a lot better than we anticipated," he said.

Surprisingly, tourism does not play



Subdued lighting in the lounge is popular with members.



Nambour RSL Club's decor is spectacular.

Club Profile - Nambour RSL Club

much of a part in Nambour RSL Club's fortunes.

"We don't get any spin-off from the Big Pineapple," Chris says, "we look after the locals."

This, however, could change in the near future.

A perceptive club executive, Chris knows diversification is a key to the continuing success of licensed clubs, Chris and his board are working on a long-term strategy.

"We've employed a marketing firm to research and keep us constantly informed of the area's needs and expectations," he said.

Motel-type accommodation for travellers and tourists is an option under examination.

The club has the advantage of freehold title to a substantial parcel of land the club stands on, as well at the adjoining car park and other nearby property that could be transformed into motel units.

Meantime, Nambour RSL Club enjoys a very privileged and enviable situation - it has little competition.

"There are three pubs in the town, and a couple of small clubs like the golf club and bowling club, but they don't bother us," Chris said.

This club has been the social hub of Nambour for many years.

Undoubtedly, this standing been enhanced by the multi-million dollar facelift.



A pleasant atmosphere in the club's coffee shop ... food receipts are up 49%.



Nambour RSL Club General Manager Chris Keen chats with long-time member Warrant Gray in one of the club's four smoking areas.

Local means everything to Chris

Nambour RSL Club General Manager Chris Keen considers himself a local boy.

He was born at Redcliffe, just south of the Sunshine Coast.

He's also one of a rare breed these days ... a club executive who came up through the ranks the old-fashion way.

His father's job took him all around the state when Chris was a boy so, schooling for him and his two brothers was interrupted constantly.

"I first tried the retail trade when I left school, then I did some hotel bar work," he recalls.

"My bother and I had a go at running a transport business, but, like many things, that didn't work out," he said with a smile.

By 1984, he'd met and married Elissa and it was time to settle down.

So when a job offered at the Nambour RSL Club for someone with bar experience, Chris jumped at the chance.

"I went through all the usual things,

Chris Keen

working behind the bar and picking up the ashtrays," he recalls. His diligence

and hard work paid off.

The GM job was offered to him in 1990. So, Chris found

himself at the top of the ladder in an era of enormous

Club Industry change in Queensland, with legalised gaming machines on the horizon.

He was there to see the club to new prosperity.

"We were the first club on the Sunshine Coast to install gaming machines – 23 went on line in February 1992," Chris said.

Today, the club has 180 gaming machines in the well-appointed and colourful gaming room.

Chris feels this is the optimum number for member needs at this stage.

All this is a far cry from when the club first opened its doors in 1954.

It has the distinction of being the first RSL club outside of Brisbane to be granted a licence.

Like most country clubs of its time, it was run by a committee of volunteers.

It's a highly successful business enterprise today, but its grass roots haven't been forgotten and the RSL spirit lives on.

"This is where ANZAC day is celebrated every year with the dawn service," Chris said. "The branch has its offices and all the facilities it needs here."

Chris is an ACCM who ioined the CMAA in the early 1990s.

He's a former CMAA Federal Councillor for the Sunshine Coast, Central and Northern Queensland area, and current member of the Sunshine Coast Zone committee.

Enthusiastically optimistic about his club's the future, at 53, Chris hopes to remain at the helm for as long as he

"Our three boys were born and bred here, it takes me 10 minutes to get to work and it's a great place to live - we love it," Chris concluded.



THE PRESIDENTIAL CARD

GREAT NEW BENEFITS!

DOCKLANDS - Bellissimo Cucina & Trattoria

Experience warm hospitality along with traditional Italian cuisine at Bellissimo. The broad menu has a temping range of classic pasta dishes along with many meat and seafood options. You can also feast your eyes as every table has a view of Docklands bustling waterways.

Open for lunch & dinner 7 days.

25% off food bill only.

427 Docklands Drive - Waterfront City. Ph: 03 9326 6636. www.bellisimo.net.au

Valid Monday to Thursday. N/A with any other offer, event (ie. Mothers Day, Valentines Day, Christmas) or discount.



QUEENSLAND & NSW - Global Burgers

Experience Gourmet Burgers, salads, wines and beers from around the globe. Savour homestyle fries with your own selected spices, traditional shakes and gelato. We've taken the best representative flavours and textures from selected signature foods of different world cultures and created custom designed burgers you just can't get anywhere else. Licensed dine in and take-away.

Visit www.globalburgers.com.au

30% off total food bill up to maximum \$50. Dine-in only.

NSW: Darlinghurst: Shop 4/106-110 Darlinghurst Rd. Ph: 02 9356 4535 QLD: Surfers Paradise: Shop 3 / 3063-3073 Surfers Paradise Blvd. Ph: 07 5538 8160

Townsville: Shop 2/58 The Strand. Ph; 07 4772 2856

Moolooolaba: Shop 3, Mooloolaba International. The Esplanade,

(The Outrigger) Ph: (07) 5444 6412 Not including alcohol and N/A with any other offer.



MELBOURNE- Prime Pacific Apartments - Melbourne Escapes

Prime Pacific Apartments are the holiday apartment specialists with fantastic properties in tourist hotspots throughout Australia. The range of spacious, fully self contained apartments and villas offer a choice of $3\frac{1}{2}$ to 5 star, studios to 4 bedrooms and ultimate locations including Port Douglas, Cairns Northern Beaches, Cairns, The Whitsunday's, Sunshine Coast, Gold Coast, Northern NSW and Melbourne.

Book your Melbourne escape now and you can stay 7 nights in Australia's exciting cultural heart and pay for only 5, or stay 4 nights and pay for only 3! PLUS Presidential Card holders receive an amazing 12% off when booking online!

The British Serviced Apartments From \$40.50 pp/per night*
Plum Collins St Serviced Apartments From \$62.50 pp/per night*
Plum Southbank Serviced Apartments From \$75.00 pp/per night*
Plum Carlton Serviced Apartments From \$43.50 pp/per night*
Check our website for more fantastic Stay Pay deals. Hurry, these hot offers are only available for a limited time!

www.presidentialcard.primepacificapartments.com.au

Or call us on 1300 55 44 96 and quote your Presidential Card number! *Conditions Apply.



CMAA Zone Education Officers

ACT

Greta Evans Woden Tradesmen's Union Club P: (02) 6285 1995 F: (02) 6285 2592

CITY/EASTERN SUBURBS:

Graeme Tonks Paddington-Woollahra RSL Club P: (02) 9331 1203 F: (02) 9332 3973

MANLY NORTHERN SUBURBS

Luke Simmons North Sydney Leagues Club P: (02) 9202 8888 F: (02) 9955 7619

INNER WESTERN SUBURBS

Michelle Dennington Western Suburbs Leagues Club P: (02) 8752 2067 F: (02) 9799 3696

ST GEORGE CRONULLA

Shawn Morris Caringbah Business & Sports Club P: (02) 9524 7358 F: (02) 9524 7412

NEPEAN

Joseph Bayssari, ACCM Seven Hills RSL Club P: (02) 9622 2800 F: (02) 9621 8121

CENTRAL COAST

Dena Hynes Mingara Recreation Club P: (02) 4349 7799 F: (02) 4349 7800

HUNTER

Ben Hamilton, ACCM Cardiff RSL Memorial Club P: (02) 4945 0766 F: (02) 4956 6627

THE GREAT LAKES

Christine Shannon Forster Bowling Club P: (02) 6554 6155 F: (02) 6555 6526

MID NORTH COAST

Glenn Buckley, ACCM Woolgoolga R.S.S. & A. Club P: (02) 6654 1234 F: (02) 6654 0156

FAR NORTH COAST

Phillip Mallon, ACCM Cabarita Beach Sports Club P: (02) 6676 1135 F: (02) 6676 1245

ILLAWARRA SHOALHAVEN

Matthew O'Hara Oak Flats Bowling & Rec Club P: (02) 4256 1400 F: (02) 4257 1050

FAR SOUTH COAST

Michael O'Sullivan, ACCM Milton Ulladulla Bowling Club P: (02) 4455 1555 F: (02) 4454 0539

RIVERINA MURRAY

Paul Barnes, ACCM Moama Bowling Club P: (03) 5480 9777 F: (03) 5480 9888

SOUTHERN RIVERINA

Craig Muir Coomealla Memorial Club P: (03) 5027 4505 F: (03) 5027 4350

NORTH WESTERN

Sharon Goodhew ACCM Narrabri RSL Club P: (02) 6792 1844 F: (02) 6792 1696

VICTORIA

Jim Smith Echuca Workers & Services Club P: (03) 5482 3140 F: (03) 5482 5800

QUEENSLAND

BRISBANE

Jason Lynch ACCM Arana Leagues Club Ph (07) 3354 1333 F: (07) 3355 1264

IPSWICH DARLING DOWNS

Paul Phillips Goondiwindi RSL Club P: (07) 4671 1269 F: (07) 4671 3330

SUNSHINE COAST

Tony Costain, ACCM Caloundra RSL Club P: (07) 5491 1544 F: (07) 5491 7101

GOLD COAST

Bryan Jones Coolangatta Surf Life Supporters Club P: (07) 5536 4648

F: (07) 5536 1322

BUNDABERG

Michael Hughes RSL (Queensland Branch) Maryborough Sub-Branch P: (07) 4122 2321 F: (07) 4121 2571

ROCKHAMPTON/GLADSTONE

Will Schroeder ACCM Yaralla Sports Club P: (07) 4972 2244 F: (07) 4972 6355

Aristocrat to appeal summary judgment

In December 2006, Aristocrat Technologies Australia Pty Limited and Aristocrat Technologies, Inc. (Aristocrat) filed a complaint in the United States District Court for the Northern District of California against International Game Technology and IGT (the Defendants) for infringement of U.S. Patent No. 7,056,215 and its U.S. Patent No. 7,108,603 (the patents) each of which relate to Aristocrat's Hyperlink™ technology.

The IGT games that are the subject of Aristocrat's complaint include, among others, Fort Knox™.

On June 13, 2007, the U.S. District Court for the Northern District of California issued an order granting a summary judgment motion by the Defendants that both of the patents are invalid.

Aristocrat is disappointed with the Court's decision and looks forward to having this matter promptly heard and resolved in the U.S.

Patent Appeal Court, the Federal Circuit.

Aristocrat, in a recent statement, stated it believes that both patents are valid and will be promptly pursuing all appropriate appellate remedies to protect them.



Ted's tribute

Dear Maria,

On May 17, I used the CMDA training facilities at Auburn for a training course with 27 attendees.

I want to thank you for the excellence of the facilities and for the help and support you and your staff provided leading up to and on the day.

The facilities are state-of-the-art and better than I have used in the Sydney CBD.

The presenters who have used training facilities all over Australia, New Zealand and South-East Asia were impressed and comments from attendees were favourable.

Some of the things that I found very helpful as the course organiser were:

- > Being able to change to a larger room only about a week before the
- > The training aids included in the reasonable price
- > Being able to hire a laptop at 24 hours notice
- > Being able to borrow an electronic pointer on the day
- > A water bubbler in the room
- > Excellent lunch, morning and

afternoon teas in a very nice breakout area

- > Early opening
- > Staff on call for the minor problems that arose at start-up

Our training course was very successful thanks to you and your staff and the excellent CMDA training

When we next need the same facilities. we will be back.

Regards,

Ted Pender

Training course organiser Clean Air Society of Australia & New Zealand

Peter Cameron Memorial Golf Day - 2007

Camp Quality kids the big winners at 15th Zone golf day

By PETER SHARP

The Peter Cameron Memorial Charity Golf Day fundraising effort is closing in on \$300,000 after another successful Day at Little Bay in late May.

Organiser Paul Dalton said the field of

golfers and Coast Golf Clubhouse full of players, sponsors and supporters had raised more than \$22,000 at the 2007

The CMAA's City/Eastern Suburbs Zone has - through Paul and, until recently, Jimmy Laird - staged the



Peter Cameron Golf Day scratch winners, The Coast Golf Club.

charity golf day in the memory of former CMAA Federal President and Life Member Peter Cameron to raise funds for Camp Quality and the Zone's Bursary program.

The Little Bay course was packed with a full field of 136 players for the fourperson Ambrose event that attracted club managers and Club Industryassociated trade and suppliers.

During its 14-year history the event has raised more than \$250,000 before the players teed off in the 2007 event.

"It takes a lot of generous people to ensure that the Peter Cameron Day is a success and the tradition has continued this year," Paul Dalton, the Kensington War Memorial Club boss said as he took stock of the day.

"Sponsors such as Foster's Australia. Coca-Cola, Orlando Wines and Tooheys, along with the wonderful support of the golfers, make our charity days such a success - and I hope it continues for a long time because the people at Camp Quality need that help," Paul said.

"Over the past 15 years, money raised from the Peter Cameron Day has allowed more than 500 children suffering from cancer to enjoy a camping experience, to be a child again within a setting of emotional, physical and medical support and give the families of these children a muchneeded break to recover their strength



Peter Cameron Golf Day handicap winners, IFA Securities.

Peter Cameron Memorial Golf Day - 2007

for the tough times ahead."

Camp Quality Project Manager Adam Crane responded to Paul's welcome to sponsors and players and told the gathering how significant the City/Eastern Suburbs Zone contribution is to the children and their families.

Paul got great assistance from his Kensington War Memorial Club Director Richard Perritt and Ray Jewell.

"It's important to acknowledge the support of so many people, but particularly Foster's, Coca-Cola, Tooheys, Orlando Wines, ClubAV and the many people associated with the Club Industry who have supported us with generous donations," Paul added. For the record, the IFA Securities team won the handicap section of the event, while the host club – the Coast Golf Club – team, including Club President Ron Davison, who welcomed the players to the club, took out the

Paul also will conduct another golf day fundraiser – for Bear Cottage –again at the Coast Golf Club at Little Bay on Tuesday, September 25.

scratch event.





"During its 14-year history the event has raised more than \$250,000 before the players teed off in the 2007 event ...



Camp Quality Project Manager Adam Crane addresses the Peter Cameron Golf Day gathering with event organiser Paul Dalton.



City/Eastern Suburbs Zone Peter Cameron Golf Day organiser Paul Dalton.



In The Zone - Illawarra Shoalhaven



Stalwarts farewell Zone and head to retirement

Illawarra Shoalhaven's Quarterly Meeting was a milestone in the history of the CMAA and the Zone.

Two of the Association's longest-serving members and senior managers – Alan Fitzgibbon and Darcy Xxxxxxx – were attending their last Zone event.

Both men will be accorded fitting sendoffs when their tenure and service ends at their respective clubs.

Alan Fitzgibbon, the club's General Manager, has served Dapto Leagues Club and the Dapto area community for more than 30 years.

He came to the Illawarra region in the last 1970's with his wife to play rugby league with Dapto, work at the club

and set up his home and family.

Darcy Xxxxxx, likewise, has been a cornerstone of the Port Kembla area as General Manager of Port Kembla RSL Club and prominent community supporter.

Illawarra Shoalhaven Zone President and newly-elected Division J - Illawarra Shoalhaven and Far South Coast -Federal Councillor David Hiscox addressed the careers and dedication of both men in his report to the meeting of 38 CMAA members at Shoalhaven Ex-Services Sports Club at Worrigee,





outside Nowra, in late May.

David also welcomed Dapto Citizens Bowling Club Supervisor Tracey Lee Law and Group 7 Leagues Club Duty Manager Rob McGee to their first Zone Meeting.

David also thanked Shoalhaven Ex-Services Sports Club General Manager Chris Allen and the Club Board for hosting the meeting and reported that he had visited the Warrigal Care facility with City Diggers Wollongong General Manager Phil Ryan the previous day to present a cheque donation as one of the Zone's preferred charities.

Brett Hills, from Bomaderry RSL Club and Rita Muscat, from Huskisson RSL Club, also were presented with Zone Bursaries during David's report.

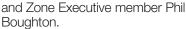
The first Zone Golf Day was played at St Georges Country Club at Sanctuary Point, near Nowra, on May 28 with the second fund-raising event on Monday, August 6, at The Grange Golf Club, Kembla Grange, near Wollongong.

CMAA Communication Services Manager and CMA Magazine Editor Peter Sharp presented the Head Office Report to the meeting, congratulating David Hiscox on his Federal Councillor election, speaking to major issues on the CMAA Zone Newsletter and concluding with a brief tribute to Allan Fitzgibbon's contribution to the Club Industry and the Illawarra and Dapto business and sporting communities.

Allan, who finished duties at Dapto Leagues Club at the end of June, finished on high note by being one of five members drawn to attend the CMDA's Financial Fundamentals Course at his home club. Other members to attend June XX course included Noelene Toole, Dennis Skinner

In The Zone - Illawarra Shoalhaven





Ten members also were announced to attend the CMDA's Duty Manager Development Program at Dapto Leagues Club - May 28 to 30. They were Lynne Jiminez, Sheree Robertson, Ben Duncan, Peter Bott, Bernie Brown, Nathan Hodgson, Robert McGee, Tracey Lee Law, Michaela Hunt and Tony Parkes.

Illawarra Shoalhaven Zone meetings for later this year include:

- > the next Quarterly Meeting at Bomaderry Bowling Club on July 27
- > Charity Golf Day at The Grange Golf Club at Kembla Grange on August 6
- ➤ Oak Flats Bowling Club on August
- ➤ Sussex Inlet Bowling Club on September 21
- > AGM at Dapto Leagues Club on October 26
- ➤ Christmas Luncheon at Collegians Balgownie on December 7









City/Eastern Suburbs Zone chips in for Camp Quality



City Eastern Suburbs Zone President Lary Dorman presents a cheque for \$10,000 to Camp Quality representative Adam Crane of at the Zone Luncheon at Botany RSL Club in March.

In The Zone - Nepean

Members brave wet and wild weather



The Nepean Zone Committee (from left) Treasurer John Turnbull, Vice President Larry Collins and President Gary Green listen to Terry Condon's presentation at the June Zone Meeting at Penrith RSL Club.

More than 65 members braved driving rain to pack the Lawson Room at Penrith RSL Club last month for the Nepean Zone Meeting and Luncheon. Zone President Garry Green, ACCM, in his report, welcomed CMAA Executive Officer Terry Condon, CCM, and CMAA Communication Services Manager Peter Sharp to the meeting.

Zone Treasurer John Turnbull presented his financial report before Terry Condon addressed members about the major issues facing the Club Industry, including Australian Workplaces

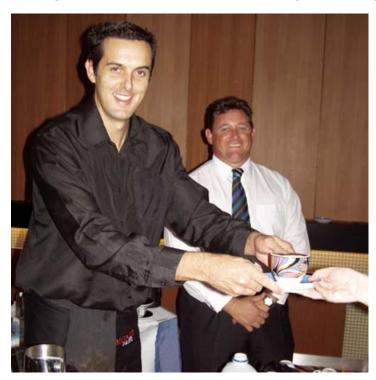
Agreements (AWAs) associated with the Federal Government's WorkChoices legislation and the fact the ClubsNSW has decided not to "push" AWAs as an employment contract policy.

The meting also welcomed a new member, ...

Terry also spoke about the CMAA's Mid Year Executive Leadership Conference at the Gold Coast, plans for the 2008 CMAA AGM and Expo, progress in the NSW Government's IPART program, NSW Government Legislation on Smoking Laws coming into effect this



CMAA Executive Officer Terry Condon addresses the Nepean Zone Meeting of more than 65 members at Penrith RSL Club last month.



Mondo Caffe Business Development Manager John Hennessy (right) and Sales Executive and Trainer Chris Barker provided the coffee to warm members at the wet and chilly Nepean Zone Metting.



In The Zone - Nepean

month, the Office of Liquor Gaming and Racing conducting its annual data audit and the ever-present issue of leasing scams costing clubs millions of dollars annually.

Terry also pointed to the CMDA's new joint initiative with Ron McLean and "Big Dave" Staughton to be presented on Wednesday, July 25, at the Sarlemyn Theatre at the CMAA's head offices in Auburn.

Ron McLean the Managing Director of northern NSW-based consultancy, Creating Synergy, did a 90-minute presentation - "Creating Excellence In Business", which was a follow-up to his well-received session at the 2007 CMDA Conference program at Darling Harbour in April.

Members enjoyed a welcome and warming coffee on a wet and wild winter day when Mondo Caffe Business Development Manager John Hennessy and Sales Executive/Trainer Chris Barker manned the coffee machine.

More than 120 people, including hospitality industry and trade representatives then convened for lunch and entertainment in the adjoining room.

Major Zone events for Nepean members later this year include:

- > the annual Golf Day at Fox Hills Golf Club in September, which was postponed from May
- > Zone Meeting at St Johns Park Bowling Club on September 20
- > Annual Christmas Luncheon at Liverpool Catholic Club on December 6





North West State Zone Bursary winners





CMAA Education manager Ralph Kober was on the spot to present Zone Bursaries at the CMAA's North West State Zone Meeting earlier this year. Inverell Returned Servicemens Club Secretary Manager Tim Palmer (left) and Tamworth Services Club Marketing Manager Kristian Brooks proudly accepted their bursaries.

In The Zone - St George Cronulla AGM

Two new faces as Executive team retuned

St George Cronulla Zone added two new committee members as the executive was endorsed and returned at the AGM last month.

Zone Vice President Gary Baudinette hosted the events of the day at the Engadine Bowling and Recreation Club. Stuart Jamieson from Club Rivers and Douglas Kirkham from tradies at Gymea joined that was unanimously returned by more than 50 CMAA

members who supported the AGM. The St George Cronulla Zone Executive for 2007-2008 is:

- >> President: Ian Todd, ACCM, from Kingsgrove RSL Club
- > Vice President: Gary Baudinette from Engadine Bowling and Recreation
- ➤ Secretary: Diane Thornton from Caringbah RSL Memorial Club

- ➤ Treasurer: Dane Cartwright from Engadine RSL and Citizens
- ➤ Education Officer: Shawn Morris from Caringbah Business and Sports
- > Education Officer: Alisha Upton from Kurnell Recreation Club
- > Committee: Stuart Jamieson from Club Rivers and Douglas Kirkham from Tradies at Gymea

lan Todd said he was encouraged by the membership returning the current executive and was pleased to welcome the new committee members.

"Stuart and Douglas are respected managers in the Club Industry and they will be a great asset to the Zone and the CMAa," lan said.

"I am very pleased to have Terry [Condon] deliver his report and with the attendance for the AGM and the luncheon ... it was a successful day allround for the Zone.

"I'm looking forward to the next 12 months both at Zone level and as the Federal Councillor for the new Division ... it's an exciting time for the Zone and the CMAA."

CMAA Executive Officer Terry Condon, CCM, attended the meeting to conduct the election of officers and presented the CMAA head office report to

Terry congratulated returning Zone



Former CMAA Federal President and Association Life Member Les Evennett (centre) joins St George Cronulla Zone Executive members at the AGM last month with presenter Ron McLean, from Creating Synergy.



St George Cronulla Zone President Ian Todd with Ron "Rowdy" McLean, who did a 90-minute presentation - "Creating Excellence In Business" before the AGM.



CMAA Executive Officer Terry Condon presents Wayne McFayden from Kingsgrove RSL Club with his ACCM award.

In The Zone – St George Cronulla AGM

President Ian Todd, ACCM, for his election as Federal Councillor for newly constituted Divison B – St George Cronulla and Sutherland Zone plus Inner West Zone.

Terry also took the meeting through the latest issues confronting the Club Industry with focus on:

- ➤ the CMAA's Mid Year Executive Leadership Conference at the Gold Coast this month
- WorkChoices legislation and the new position of ClubsNSW in not pushing for managers to sign AWAs
- ➤ the NSW Government's IPART Review and club managers' participation in the response process
- the Conference section of the CMAA's 2008 Expo at Darling Harbour would again be free to members
- ➤ the Registered Clubs Amendment Bill, which is before the NSW Government for finalisation
- ➤ CDSE expenditure
- ➤ New Smoking Legislation that came into effect on July 2

Terry also pointed to the CMDA's new joint initiative with Ron "Rowdy" McLean and "Big Dave" Staughton – "\$teps to \$uccess" ... 3 secrets to success in any business - to be presented on Wednesday, July 25, at the Sarlemyn Theatre at the CMAA's head offices in Auburn.

"Rowdy", the Managing Director of northern NSW-based consultancy Creating Synergy, did a 90-minute presentation – "Creating Excellence In Business", which was a follow-up to his well-received session at the 2007 CMDA Conference program at Darling Harbour in April.

Community First Credit Union representative Victor LeFebvre also made a presentation to members on the CFCU's services and products at the conclusion of the AGM.

More than 110 guests, including industry and trade representatives attended the luncheon, which was a special tribute to Pat Hughes for his support of the Zone during his extensive career with Foster's Australia.

lan Todd presented Pat - a top class soccer player in Scotland before coming to play in Australia - with two prints from the Australian Socceroos' World Cup qualifying team.

Pat, in his own inimitable style, responded with a few funny stories and jokes in thanking lan and the Zone members for their friendship and support of the years.







St George Cronulla Zone President and Division B federal Councillor lan Todd looks on as outgoing Foster's representative Pat Hughes opens gifts from the Zone at the luncheon following the AGM at Engadine Bowling Club last month.



'Steps to Success'

How to make a million dollars from a cup of coffee

By RON McLEAN & DAVE STAUGHTON

We were sitting in a café overlooking Coolangatta beach on a beautiful Saturday morning drinking cups of coffee as we discussed the issue of customer service.

After finishing the coffees, we wondered when the staff would ask if we wanted a refill ... 21/2 hours later, we were still waiting.

One of us went to the counter and was rudely told: "it's table service only".

We left having rented the best table in the place for almost three hours for a total \$6.

This is a classic example of "dollars going out the door".

How much effort does it take to get a staff member to offer a second cup of coffee, another drink or even something extra from the menu?

In an age of chronic staff shortage how can the hospitality industry possibly provide the level of service that customers demand?

For those few clubs providing a truly outstanding customer experience the rewards are huge and it's the secret to their success.

Customer Service is a hot issue in Australia.

Customer expectations are rising and businesses just don't seem to be able to step up their levels of service.

So, how much is this "service with a grunt" attitude costing your business? Imagine what bad service may be costing you.

Typically, one person that has a bad experience in your business will tell 11 other people ... those 11 will then tell five others.

That's 66 people that won't do business with you because of one bad experience.

Have you ever considered the cost of acquiring a new customer?

For most established clubs, the bulk of sales are made from repeat customers and word-of-mouth referrals.

The money clubs spend on marketing,

websites, promotions, advertising, signage and sponsorships buys new customers.

A new customer – visiting your club for the first time - typically costs \$30 to \$100 to attract.

So what's that customer worth to you? If that customer spends \$20 a week and visits you weekly - that's \$1000 a

Twenty new customers a week ... and there's a million dollars in additional

Much of this extra revenue is highly profitable as fixed costs have already been covered.

With increasing cost of operations – tax, wages, food, beverage, electricity, gas, water, rates - those extra sales would be more than handy.

You can dramatically increase your sales and profits, increase your customer numbers and boost your word of mouth reputation.

You can get more people to rave about the service at your club.

It's possible to get staff to both serve and sell – it's just not easy.

It all starts with great management and leading by example.

You'll need the right staff with the right service attitude, the ability to create a customer focused culture and to set high standards, create new habits and genuinely change behaviour - and then work on the sales skills.

Hospitality training has traditionally focused on improving basic food and beverage skills.

If you want radically different behaviour, you'll need radically different training.

A useful model for behaviour changing training is the "4MAT" model - it uses the why, what, how and what if approach:

- > Why? provides the inspiration and motivation
- > What? covers what is involved the big picture
- ➤ How? gets down to specific details and plans
- ➤ What If? covers the questions, overcomes resistance and follows

Training can be fast, fun and enjoyable and, by using Accelerated Learning principles, staff are fully engaged at training sessions.

Training staff and management takes time and effort - but the pay-off is huge. he franchise industry estimates that a good manager can increase sales turnover by up to 40% ... a poor



"Today's customers have higher expectations -Value, Quality, and Speed are a minimum ...

manager can decrease sales turnover by up to 40%.

In clubs with "just average" service standards, there are so many dollars going out the door that even a small amount of training can rapidly increase the average dollar sale.

A large restaurant recently tripled their average drink sales by training the staff to serve and sell.

Differentiation is the key to success in the Club Industry ... finding a way to set your venue apart from the rest.

Better service and selling provides a better customer experience and brings in more customers.

Today's customers have higher expectations – Value, Quality, and Speed are a minimum.

Add on comfortable surroundings, ease of purchase and providing a consistently outstanding experience.

There are a number of things you can do to get your staff to sell more but it has to be a team effort.

"What you focus on expands", so set sales targets, provide visual charts and



lots of positive feedback.

Staff competitions can provide recognition and simple regular rewards.

Aim to increase your average dollar sale, items per sale and total F&B sales.

Focus on rewarding staff for any "upselling", "cross-selling" or suggesting the Product of the Month.

Encourage staff to ask more and offer a second drink.

But, in the end, it all comes down to your staff selection, motivation and discipline.

So, focus on your Staff, Service and Sales to fill your gaming area, bar,

'Steps to Success'

restaurant, and function rooms. Consider what poor service could be costing you – in lost revenue and lost reputation.

With the introduction of Smoking Legislation, more people – firsttimers - than ever before will try out your club, in search of a better

Now is a great time to provide a great first impression and land some new customers.

Ron "Rowdy" and "Big Dave" Staughton will conduct a one-day workshop - "Steps to Success" - for CMAA members on July 25 at the CMAA's Sarlemyn Auditorium at Auburn.

We will also run the seminar at Brisbane/Gold Coast/Sunshine Coast and the ACT (plus surrounding areas).

Cost is \$395 per person or bring five of your team along for \$1500 - a saving of \$495.

For inquiries and bookings, send an email to emma@creatingsynergy.com phone (07) – 5536 6049 or you can book and pay online at www.creatingsynergy.com

Parramatta RSL Club capitalises on position

Parramatta RSL Club has opened the doors to its new stylish outdoor terrace areas - already a hit with members and guests.

Designed and constructed by Paynter Dixon, the new terraces are at each end of the ground floor and offer expansive views over either Parramatta Park or the CBD skyline.

Paynter Dixon Marketing Manager Lindsay Verdon said the new outdoor areas are the result of a two-year planning process in conjunction with club management to design venues that comply with NSW smoking legislation.

"Thanks to management's forward thinking, Parramatta RSL has not just complied with legislation, but significantly improved the club's appeal with these new indoor/outdoor areas," Lindsay said. "Members and guests can enjoy drinks or meals in the open air, day or night."

One outdoor area, featuring a fully automated vergola with electronically adjustable louvres for instant shade control, is accessed directly off the new café with a north-east aspect over Parramatta Park.



Acoustic issues were overcome by incorporating 1.8-metre high shatterproof glass panels which minimise noise levels to the public park without losing the view.

The second outdoor space, covered by a solid roof and features two large plasma screens and views over the Parramatta skyline, is accessed from the lounge and gaming area at the opposite end of the same level.

A new café with seating for 30 people and new lounge area overlook the bowling greens though a glass wall

The café features a contemporary

colour combination of olive green, orange and greys and wood paneled flooring.

The seating area features stylish club lounges with polished pine trim and matching pine tables.

"We are delighted with the new renovations, particularly the new terraces, which have given the whole building a much needed lift", Parramatta RSL Club CEO Peter McEvoy said.

"As well as breathing new life into the club, it has helped us attract new clientele – we couldn't have wished for a better result."



RED HOT SPECIALS!



Alex Liddy China Dinner Set

Dishwasher and microwave safe



SAVE \$25.95

Baccarat Pasta Machine

Made to a professional standard from 18/10 polished stainless steel. Features: sturdy bench spaghetti and lasaana sheets.



SAVE \$30.95

SAVE \$25.95

Baccaret Grande 30cm Frypan

Baccarat Grande frypans.
High quality non-stick Ipertek
double layer interior.
Black metallic exterior.
Aluminium body providing
effective and even heat
distribution, 10 Year guarantee.
Order No: BACO003



\$184

SAVE \$115

Baccarat Elite 6 pce S/Steel Cookware Set

Manufactured using the highest grade 18/10 stainless steel. The aluminium disc inside the base ensures efficient heat distribution. This combined with an impact bonded base, ensures your product is extremely durable. Order No: CSPA0217



Fireglow 2000watts Log Effect Fire

Free Standing Curved Opening Window Door



SAVE \$10.95

Kambrook Double/ **Queen Fitted Electric Blanket**



Kambrook 2000watt **Oscillating Ceramic** Heater

LCD display



SAVE \$10.95

Breville Slow Cooker

settings, including keep warm andtempered dome glass lid.

CMAA Diary Dates - Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone	Lunch		
JULY 2007							
Wednesday	4/7/2007	14:00	Jupiters Gold Coast	CMAA Federal Council Meeting	15:30		
Wednesday	4/7/2007	16:00	Jupiters Gold Coast	CMAA General Meeting	17:30		
Wed - Friday	4-6/7/2007	9:00	Jupiters Gold Coast	CMAA Mid-Year Conference			
Saturday	7/7/2007	11:00	Gold Coast Turf Club	Gold Coast Zone Charity Race Day	14:00		
Tuesday	10/7/2007	09:30	Paddington RSL Club	City Eastern Suburbs Zone Meeting	13:00		
Monday	16/7/2007	14:30	Moama Bowling	Riverina Murray Zone Meeting	13:00		
Monday	16/7/2007- 18/7/2007	09:00	Twin Towns Services Club Coolangatta	RSL & Services Clubs Association National Conference			
Wednesday	18/7/2007	10:00	Gosford RSL Club	Central Coast Meeting	13:00		
Wednesday	18/7/2007	11:00	Club Old Bar Club	Great Lakes Zone Meeting	13:00		
Wednesday	18/7/2007	15:00	Dubbo Railway B/C	Mid State Zone Mid-Year Meeting	19:00		
Tuesday	24/7/2007	09:30	Pittwater RSL Club	Manly Northern Suburbs Mid-Year	13:00		
Thursday	26/7/2007	09:30	Auburn	CMAA Executive Meeting			
- riday	27/7/2007	11:00	Bomaderry Bowling Club	Illawarra/Shoalhaven Zone Meeting	13:00		
Tuesday	31/7/2007	10:30	Park Beach Bowling Club	Mid North Coast AGM	13:00		

AUGUST 2007

Wednesday	1/8/2007	09:30	Sydney	Club Industry Advisory Council	
Monday	6/8/2007	07:30	The Grange Golf Club	Illawarra Zone Charity Golf Day	12:00
Tuesday	7/8/2007	09:30	Nambour RSL Club	Sunshine Coast Zone Meeting	13:00
Tuesday	7/8/2007	09:30	Southport Workers	Gold Coast Zone Meeting	13:00
Wednesday	7-8/8/2007	09:30	Inverell RSM Club	North West State Zone Meeting	13:00
Thursday	9/8/2007	09:30	Queanbeyan Kangaroos Club	Far South Coast Zone Meeting	13:00
Wednesday	15/8/2007	09:30	Mayfield Ex-Services Club	Hunter Zone Meeting	13:00
Sunday	19/8/2007 - 21/8/2007	09:30	Darling Harbour Sydney	Australasian Gaming Expo 2007 www.austgamingexpo.com	
Thursday	23/8/2007	12.00	Wests Leagues Ashfield	Inner West Zone	13:00



Let us help you to book and arrange your advertisement in Club Management in Australia magazine:

Call Judy or Sue at

Sales & Marketing Pty Ltd

Ph: 02 9360 6177

Email: rayner@bigpond.net.au

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

Clubs in Our Communities

Liverpool Catholic Club donation supports students

Liverpool Catholic Club's Community Development Scheme Expenditure (CDSE) funding is proving valuable to schools and university students in their local area.

The CDSE scheme ensures money generated from clubs is returned to local community projects.

LCC's \$24,300 CDSE donation has allowed All Saints Senior College to create three specialist educational programs for students.

The club's funding also has helped Good Shepherd Primary School in Hoxton Park to support students in terms 1 and 2 with Occupational Therapy programs.

Meantime, Linh Nguyen, Romeo Torres and My Nguyen are all enjoying their first year at university for free, thanks to LCC scholarships.

The All Saints donation facilitated The ACE (Adolescents Cope with Emotions) program for staff professional development, allowing them to help students facing critical incidents in their lives.

All Saints also used the funding to cover transport costs for students to work with the aged, pre-schools and primary schools along with technology improvements to the school.

College Principal Ray Wooby said he was thrilled with the donation.

"This very generous contribution to our funding will greatly benefit our students and the local community," Ray said. "It's fantastic to have the support of Liverpool Catholic Club ... they are a perfect example of how clubs can be a huge benefit to the local area."

University of Sydney Occupational Therapy students guided Good Shepherd staff through the programs and offered the knowledge and skills to ensure ongoing support to students.

Occupational Therapy programs are designed to aid students by teaching them a skill through a creative activity and provide them with the necessary skills for day-to-day life and social interaction.

Good Shepherd Primary School Principal Helen Gardner said this was a great opportunity for students and

"Our students have benefited greatly from the occupational therapy sessions and staff have learnt how to continue that student support.

"We appreciate LCC's ongoing commitment to schools in the local area and assisting our teachers to enhance their skills to benefit the students."

Liverpool Catholic Club President Tony Atkins said improving social interaction and development skills for children will assist in their education and communication with the whole community.

"The club is always pleased to donate money to educational programs which benefit students and their families from the local community of Liverpool," Tony added.

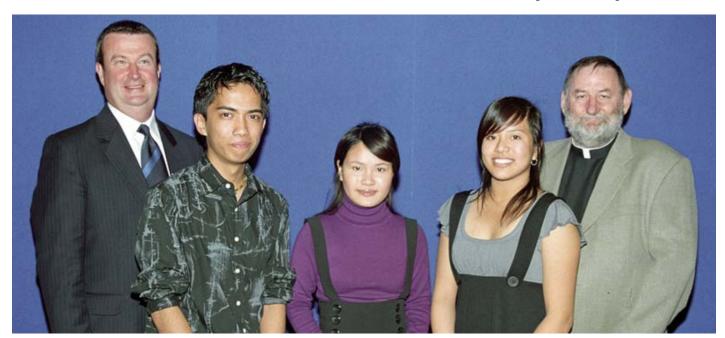
Each year, the duxes of Good Samaritan Catholic College, All Saints Catholic Senior College and Freeman Catholic College receive scholarships covering tuition and associated fees for their first year at university, regardless of the course.

Good Samaritan Catholic College dux Linh Nguyen is studying Medical Science at Sydney University, while All Saints Catholic Senior College dux Romeo Torres and Freeman Catholic College dux My Nguyen are studying Pharmacy at Sydney University.

The scholarships were presented at the LCC's 37th Annual Mass and Luncheon, attended by hundreds of local Catholic community members recently.

LCC President Tony Atkins said the club was proud of the scholarship winners. "On behalf of the club, I congratulate our scholarship winners for the hard work they have put into their studies," Tony said. "They are an example of the great things that can be done at local Catholic schools by diligent students."

"The club is always pleased to donate money to educational programs which benefit students and their families from the local community of Liverpool ...



Gregory Richardson from Liverpool Catholic Club (from left), Romeo Torres, My Nguyen, Linh Nguyen and Father Robert Fuller the Club Chaplain.

Salvos say: Thank God for the Tradies



Event Coordinator Steve Edge with Salvation Army representative Captain Craig Todd and Tradies President Graham Hill at the business breakfast fundraiser for the Salvation Army.

Tradies has a strong and proud tradition for community support.

So, when the Salvation Army asked Tradies - the Sutherland District Trade Union Club - for a room to host a business breakfast, they provided the room – and paid for breakfast!

For the 220 guests, the breakfast on May 18, was the ideal way to start the day

Hosted by Channel 9 Sports

commentator Andrew Voss with special guests Darryl Brohman, St George Illawarra rugby league international Mark Gasnier and comedian Paul Martel, the event raised more than \$40.000 for the Salvos.

Event Coordinator Steve Edge, the St George and Parramatta rugby league champion, said it was marvelous that organisations such as Tradies support the Salvos and community groups.

Channel 9 Sports commentator Andrew Voss (from right) with St George Illawarra rugby league international Mark Gasnier and radio commentator and Konami representative Darryl Brohman at the Tradies business breakfast for the Salvation Army.

"It shows that the club – and the Club Industry - is community minded and it actually makes a difference," Steve added.

Steve thanked Tradies President Graham Hill, the NRL legends who donated their time and Sutherland Shire business community who booked tables to support the event.

Tradies donated more than \$5,000 worth of food, beverages and equipment for the breakfast, so - along with their \$10,000 cheque presented by Graham Hill – it brought the Tradies contribution to more than \$15,000 for the day.

But the Tradies contribution didn't stop there.

Tradies community service volunteers joined the ranks of the Salvation Army volunteers to help raise Red Shield Appeal funds.

The "Tradies Army" visited more than 1,000 Sutherland Shire households to raise \$3.100.

In that one weekend, Tradies helped raise more than \$53,000 for the Salvation Army.

This amount – along with the \$50,000 donated during the past five years - establishes Tradies as one of the Salvation Army's most significant supporters.

Without Tradies' support, the Salvation Army's Sylvania-Miranda branch wouldn't be able to assist thousands of people annually.

District Chairperson Pam Brown paid tribute to Tradies and their commitment to community support.

"Within the Sutherland Shire, Tradies collected 20% of the Red Shield Appeal revenue and we would not have been able to collect this without their support," she added

Tradies General Manager Tim McAleer said the club's mission is to serve the community.

"The Salvos are always here for the community and Tradies is proud to help them, help others," Tim said.

"Within the Sutherland Shire, Tradies collected 20% of the Red Shield Appeal revenue and we would not have been able to collect this without their support ...

Revolutionary technology helps to extinguishe fire threat

ONYX FIRSTVISION is a revolutionary way-finding touch screen PC for fire fighters that simplifies emergency scene assessment by pinpointing the origin and migration of a fire from the building entry.

ONYX FIRSTVISION identifies active devices, such as smoke detectors, and their exact location within the building, along with information about potential hazards to emergency responders before they are encountered.

This breakthrough technology, available only from Notifier Inertia Fire Systems, gives emergency responders the ability to perform a fast, accurate emergency scene evaluation and develop a safer, more-effective response effort to reduce - or even prevent - loss of life and property.

When responding to an emergency, speed is critical, but so is safety.

The quicker the fire origin and its progression is identified, the sooner an attack on the fire can be planned and executed.

During "scene size-up", or the initial assessment of the incident, responders need to know the source of a fire and where it's spreading.

ONYX FIRSTVISION allows fire fighters to immediately gather this crucial information using the intuitive, wallmounted, 17" LCD touch-screen display.

ONYX FIRSTVISION pinpoints the location of active detectors and devices on the building floorplan using large, intuitive icons.

When touched, these icons display detailed information about the device in alarm and the area where it's located.

With this vital information, the Incident Commander can make well-informed decisions leading to safer, improved response operations.

Using ONYX FIRSTVISION, emergency responders can instantly view the time the initial alarm was activated and the sequence of all subsequent alarms showing the rate the fire is progressing. ONYX FIRSTVISION gives up-to-theminute information on fire migration and indicates the precise time each event occurs with an easy-to-read time

ONYX FIRSTVISION's true value resides in its ability to show the entire picture.

In addition to identifying active alarm devices, fire fighters using ONYX FIRSTVISION can quickly discover any potential hazards, additional access and egress routes, as well as standpipe, stairway and emergency

shut-off locations throughout the building.

Today, current annunciation technology is a primary source of alarm information for fire fighters arriving on the scene.

This is particularly true at night when building occupants are not there to report their observations.

However, traditional annunciators just display information from the fire alarm control panel, indicating only the devices that are in alarm.

With ONYX FIRSTVISION way-finding technology, fire fighters are no longer limited to fire alarm information only.

Now, they can see virtually everything within the building that can help or hinder their response.

Through thorough research and extensive interviews with senior level professional fire fighters, ONYX FIRSTVISION was developed to be intuitive to use so that no special training is required.

With ONYX FIRSTVISION connected to the fire alarm control panels, fire fighters quickly obtain crucial information about a building emergency that is easy to interpret with a spatial, graphical depiction of the location and sequence of detector activation.

In addition, ONYX FIRSTVISION's interactive touch screen allows fire fighters to easily obtain additional building information necessary for the execution of safe and efficient emergency response operations.

Stars help launch VB Midstrength Lager

stamp.

TV renovator Scott Cam and Australian cricket stars dropped in to the western Sydney launch of the new lager product in late May.

The VB Mid Roadshow team rolled into the Mean Fiddler Hotel at Rouse Hill on the last leg after painting NSW gold to celebrate the launch of VB Midstrength Lager.

For the previous two weeks, the VB Mid Roadshow had travelled to Central Western NSW - Mudgee, Dubbo, Bathurst, Orange and Northern NSW - Coffs Harbour, Port Macquarie, Armidale and Grafton.

Celebrity builder and VB Mid Ambassador Scott Cam along with NSW Blues and international Test cricketers Michael Clarke, Brad Haddin and Stuart MacGill joined hotel, club and trade representatives to taste test the new brew.

VB Mid, an easy-drinking beer with mild fruity, malty flavours finished with a low level bitterness carries 3.5% ABV or one standard drink per 375ml can/stubby.

Scott Cam, a self-confessed VB fan, said VB Mid has the taste VB drinkers love but with a lower alcohol content.

"I reckons it's perfect for a few beers with the boys and blokes will love the fact that they've now got a VB for every occasion," he added.

Celebrity builder and VB Mid Ambassador Scott Cam helped launch the new lager in Sydney.











CMDA Training Program

August - September 2007

For full content details of each of the programs contact the CMDA or refer to the 2007 calendar on our website. Phone: (02) 9643 2300 www.cmaa.asn.au Email: training@cmaa.asn.au

COURSES	AUGUST	SEPTEMBER
Provide Responsible Service of Alcohol (THHBFB09B) (LAB approved) ACCM Unit - 1 Day	M 13	W 19
Provide Responsible Gambling Services (THHADG03B) (LAB approved) ACCM Unit - 1 Day	T 14	M 10
Armed Robbery Survival Skills 1/2 Day Delivered in conjunction with Barringtons	M 6	
Senior First Aid (Workcover Approved) — 1 Day Delivered in conjunction with Barringtons	Th 9	
Manage Workplace Diversity THHGLE09B 1 Day		W 5
Analyse & Report on Gaming Machine Data THHADG01B ACCM Unit - 2 Days (Prerequisite for Gaming Management Development Program THHADG02A) Deals with the collection, analysis, reporting of EGM data per statutory requirements & variances through cash flow analysis.		M 10 & T 11
Gaming Management Development Program -ACCM Unit -2 x 3 Day Sessions (Develop & Manage Gaming Activities THHADGO2A) Ideal for Gaming Supervisors and Managers. Covers; EGM install and floor layouts, LAB, Gaming, HR issues, gaming promotions, advanced analysis, poker machine fraud and minor gaming activities.	(S1) M 13 – W 15	(S2) M 3 – W 5
Develop & Manage Marketing Strategies THHGLE12B ACCM Unit 2 x 2 Day Sessions * Marketing Fundamentals is the prerequisite for this program.		(S1) M 17 – T 18 (S2) M 24 & T 25
Recruit and Select Staff THHGLE07B -ACCM Unit - 2 Days This unit deals with the skills and knowledge required to recruit and select staff within the framework of overall human resource plans.	M 20 & T 21	
OHS Risk Management for Supervisors and Managers <i>2 Days</i> (Implement Workplace Health, Safety & Security Procedures THHGLE02B) Ideal for all supervisors and managers. Meets the training requirements for supervisors and managers as stated in the OHS Regulation 2001.		
OHS Consultation — (Workcover Approved) ACCM Unit 2 x 2 Day Sessions (Establish & Maintain a Safe & Secure Workplace THHGLE04B) Meets the training requirements for OH&S Committees/OH&S Representatives, as stated in the OH&S Regulation 2001.	(S1)W 15 & Th 16	(S2) M 3 & T 4
Legal Knowledge Required for Business Compliance THHGLE20B ACCM Unit - 5 Days Covers the range of legislative compliance issues including; Trade Practices, OH&S, Privacy, RSA, RCG and more.		(S1) M 10 & T 11 Cont. October

Regional Training

COURSES	AUGUST	SEPTEMBER
Armed Robbery Survival Skills 1/2 Day Delivered in conjunction with Barringtons		Far North Coast W 5
Coaching Skills for 'Buddy System' Line Trainers 1 Day (Coach Others in Job Skills THHGTR01B) Ideal for supervisors & managers who are responsible for on-the- job training of other staff members. Deals with planning & preparing for coaching sessions, conducting sessions in the workplace and following up to monitor participant progress.	Sunshine Coast W 8	North West State W 19
Deal with Conflict Situations THHGCS03B - 2 Days For anyone who has to lead teams, resolve conflict with staff, customers and their peers.	Sunshine Coast M 6 & T 7 Townsville W 8 & Th 9	Gold Coast M 10 & T 11
Plan & Establish Systems & Procedures THHGGA08B - 1 Day This unit enables participants to identify, plan, develop, establish and review workplace systems and procedures assisting in operational requirements for their club.	Illawarra M 13 Townsville T 7	Gold Coast W 12
Duty Management Development Program 2 x 3 Day Sessions Content includes: HR Fundamentals, Cost Control, Leadership, Compliance/Risk Management. Participants receive a self paced Computer Skills CD-ROM and a comprehensive Effective Business Writing workbook. This program targets Duty Managers and Senior Supervisors.	Hunter (S1) M 6 – W 8	Hunter (S2) M 3 – W 5 Riverina (S1) M 3 – W 5 (S2) M 24 – W 26
Analyse & Report on Gaming Machine Data THHADG01B ACCM Unit 2 Days	Riverina W 1 & T 2	
Financial Fundamentals (THHGFA06A & THHGLE13B) 2 Days (Prerequisite for Financial Management THHGLE14B & THHGLE15B)	North West State T14 & W 15	Sunshine Coast M 24 & T 25
Financial Management ACCM Units <i>5 Days</i> (Prepare and Monitor Budgets THHGLE14B & Manage Financial Operations THHGLE15B) * Financial Fundamentals is the prerequisite for this program.		North West State (S1) M 17 & T 18 Cont. October
Marketing Fundamentals 1 Day (Prerequisite for Develop & Manage Marketing Strategies THHGLE12B)	Gold Coast W 8 & Th 9	
Roster Staff THHGLE05B -ACCM Unit - 1 Day	Hunter ⊤ 7	Riverina T 4
Monitor Staff Performance THHGLE06B ACCM Unit 2 Days Deals with the skills and knowledge required to monitor staff performance, includes skills in performance appraisal and counselling.		Mid North Coast T 11 & W 12
OHS Risk Management for Supervisors and Managers 2 Days (Implement Workplace Health, Safety & Security Procedures THHGLE02B)	Hunter W 22 & Th 23	Far North Coast W 19 & Th 20
OHS Consultation — (Workcover Approved) ACCM Unit 2 x 2 Day Sessions (Establish & Maintain a Safe & Secure Workplace THHGLE04B)		Hunter (S1) M 17 & T 1

Courses featuring a code prefixed by either BSB or THH are nationally recognised & accredited training units. Upon successful completion of assessment requirements, participants will be issued with a Statement of Attainment and/or a Qualification.

For further information contact Estelle McDonald-Birch at the CMDA, either; Phone: (02) 9643 2300 or Fax: (02) 9643 2400.

Bate's Vintage with BRENDAN BATE

W.A. Shiraz lands French silver

One of my favourite WA producers is Howard Park Wines, home of the popular "Madfish" label, along with their premium individual ranges

Recently, Howard Park Wines was awarded a Silver Medal at the inaugural 2007 Syrah du Monde in France for their 2004 Howard Park Leston Shiraz from Margaret River.

On the last weekend in May, 325 entries from 17 countries were blind tasted and judged by a team of respected international wine industry luminaries.

From the line-up, nine medals were awarded to Australian wines with Howard Park the only West Australian Shiraz to receive an award.

Other wines to do well at the event came from, Yalumba in the Barossa, Chapel Hill from McLaren Vale and Casella's in Griffith.

This competition is a new player on the international wine stage.

Its aim is to bring together a respected team from around the world to judge this widely appreciated varietal Shiraz, which was first planted on the hillsides of the northern Rhone Valley in Southern France, and now is extensively planted across the globe.

The Shiraz varietal is one of the world's top six grape varietals with Australia having the second-largest plantings behind France.

Howard Park owner Amy Burch said the 2004 Leston Shiraz is reaching new heights and the vineyard is honoured to add this award to the Silver Medal received at the 2007 International Wine Challenge and Gold Medal received at the 2007 Concours Mondial in Brussels.

"The international praise received from leading wine aficionados for our Leston Shiraz reinforces our belief in our Margaret River vineyard and its

territory for producing great Shiraz." Amy added.

The Leston Shiraz is a single-vineyard wine from Howard Park's Leston vineyard in the Margaret River region of Western Australia. The vines were planted in 1996 and the first vintage released in 1999.

The Leston Shiraz forms part of the singlevineyard series from Howard Park, a Leston Shiraz and Cabernet Sauvignon from Margaret River and a Scotsdale Shiraz and Cabernet Sauvignon from the Great Southern, the four wines explore the concept of West Australian territory for these two varietals.

Demand for the 2004 Leston has seen it rapidly sell-out, but that allows opportunities for some of the other great wines form Howard Park to be sourced and tried

I love the Madfish label "Gold Turtle" Shiraz featured below.

It has the trademark Margaret River savoury and spice, and yet it remains packed with lashings of plum and blackcurrant fruit.

The label is a winner, and the wine would enhance your wine list through out these colder months.

Contact the distributor - (02) 8344 8244 for more information.

Good Drinking.



Hardy's aims up

Hardy's have pledged to "trade up" this year, selling more premium wines to lessen its reliance on the value end of the market.

The company's new president, John Grant, moved back to Australia from the U.S. in March to run the \$750 million Australian arm of American beverage giant Constellation Brands.

John said 2008 would be the start of a new era for Hardy's.

"The Hardy's brand needs to have its respect restored," John said.

"It wasn't that long ago that Hardy's was one of the premier wine brands in Australia."

John said the company hailed as the inventor of the wine cask - had a profitable stable of cask products but these were "in decline".

Hardy's boutique brands such as Oomoo, Starve Dog, Leasingham, Tintara and Bay of Fires would be leveraged under its premium wine sales

However, some of the brands might suffer under John's resolve "to do more with less".

"What's missing in the development of the brands is attention to the higher end," John added. "You've got Nottage Hill for \$10 and Eileen Hardy for \$60 and there is nothing in the middle."

'The Dog' welcomes companion

Fifth Leg has delivered the season's most exciting new opener, with another great wine to add to "the dog's" already impressive range.

Winemaker Stuart Pym said the 2006 Fifth Leg Chardonnay is the first single varietal to join the Fifth Leg line-up to fulfil an important role within the team.

"When we came across this parcel of wine in the Fifth Leg White

blending trials, we immediately recognised it as something with individuality and style," Stuart said.

"We realised it was a big step to make a straight varietal wine from it, but I think we can all rest easy.

"The wine is drinkable, without being sweet and it shows restraint and finesse without losing any of the quirky and engaging Fifth Leg personality."

Aromas of peaches, white nectarines and tropical fruit with a dash of spice excite the nose promising much complexity from

this strong fruit driven wine.

The palate doesn't disappoint with a lovely initial fruit explosion, followed by a sophisticated midpalate texture, and surprising length and persistence.

This is a classy and stylish wine that doesn't forget to be a wonderful drink.

The 2006 Fifth Leg Chardonnay joins the 2006 Fifth Leg White, the 2006 Fifth Leg Rosé and the Fifth Leg Red.

It just goes to show ... you can teach an old dog new tricks.

Moving onwards & upwards?

Thomson Playford's Hospitality & Gaming Team provides you with:

- practical solutions
- leading edge legal advice
- experts who understand your industry



Brett Boon

Partner

T: 02 8248 5832

E: bboon@thomsonplayford.com.au

www.thomsonplayford.com.au



