

Club Management

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CMA AUSTRALIA

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The newly elected Chairman of Clubs Australia, **PETER NEWELL**, says he will address all federal political leaders, in the lead-up to the Federal Election, about the ongoing gambling debate. The *ClubsNSW* Chairman says he wants to make political leaders aware of the facts and dispel the myths surrounding problem gambling. Peter acknowledges that problem gambling is a major issue for Clubs Australia, but facts and figures being presented on the issue are incorrect ...

PAGES 12-13

Victoria's political line-up has played out like a game of Twister in recent months. Steve Bracks served three terms as Victoria's Premier, called it a day just eight months into his latest term and handed the reins over to Treasurer John Brumby. The latest sudden Cabinet overhaul saw new Gaming Minister Daniel Andrews promoted to the Health portfolio and **TONY ROBINSON** stepped up to Gaming. That made him the third Gaming Minister in Victoria in less than a year, starting with John Pandazopoulos ...



PAGES 20-23



It's not just big clubs that have been making water savings. Shellharbour Workers Club is working steadily to reduce its footprint on the earth by reducing water, electricity and waste. *CMA Magazine* continues to present the work being done by clubs in addressing environmental responsibilities in the "Green & Smart" series. **WENDY HIRD**, a Project Officer in Sydney Water's "Every Drop Counts" Business Program, profiles the measures and outcomes from the Shellharbour Workers Club project and the "avoid, reduce, reuse, recycle" philosophy ...

Australia prepares to make next big decision

By **PETER SHARP**
CMA Magazine Editor

And so, we go to the polls. Later this month, Australia will decide whether the "use by" date has expired for Prime Minister John Howard and his Coalition team.

But it's also a case of whether the electorate is prepared to endorse a Labor Party portrayed as "union heavy", lacking political experience and economic credibility.

A Newspoll published in *The Australian* newspaper on October 23 – one day more than a calendar month before federal election and taken before the controversial Leaders' Debate on October 21 – showed the Government losing support, despite its \$34 billion package of tax cuts.

Labor stepped up to a 16-point lead over the Coalition, more than enough for a landslide win – if the election were a month earlier.

Labor's two-party vote rose two points to 58%, while the Coalition fell two points to 42%.

Opposition Leader Kevin Rudd increased his lead over Mr Howard

as preferred prime minister by two points – 50% to 37% – with the PM's support down two points.

The Coalition had been steadily narrowing the substantial deficit between the parties, so that poll will have taken a lot of wind out of the



Government's sails at a critical time in the run-up to the election.

But, that was 32 days out from polling day and even 24 hours is a long time in politics.

Mr Howard had a good start to the campaign on the back of his tax-cut package before Mr Rudd regained his equilibrium and the momentum with a polished performance in the leaders' debate.

It was no surprise that, on the day the Newspoll results were published, Mr Howard refused calls for another debate.

However, Mr Howard's anointed successor – whether in power, or opposition – Federal Treasurer Peter Costello and his Labor counterpart Wayne Swan agreed to debate the economy in Canberra on October 30.

It's Labor's primary vote that is high in 2007, not just its two-party preferred vote.

But, most significantly, there has been no volatility in the polls.

In eight months, one Galaxy poll saw the swing at 5%, several have shown the swing at 6%, but most have shown a swing of 7% or more.



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Right words bring sense and reason to an emotive issue

Sometimes it takes the right man with the right words to convey a response that properly explains the facts and reality of an emotive and controversial issue.

I want to start by congratulating *ClubsNSW* Chairman Peter Newell on his latest honour, being elected to the position of Chairman of Clubs Australia.

Peter has done a wonderful job in his term as Chairman of *ClubsNSW* and his work continues to bring credibility and respect to the Club Industry.

Peter's election to the Clubs Australia role will significantly impact on club managers across the nation over the next two months. In fact, far more than any might understand.

Anyone who has heard Peter speak recently – particularly at the recent *ClubsNSW* Annual Conference at the Gold Coast – will know that he is attacking and addressing – with passion – the misconceptions, if not lies, being propagated against the registered clubs movement in Australia.

I encourage everyone associated with the Club Industry to read the summary of Peter's address to the *ClubsNSW* Annual Conference on P10 of this edition. This situation – particularly concerning poker machines and the issue of problem gambling – started rolling and built up a momentum of its own in September and October in the build-up to Prime Minister John Howard announcing November 24 as the Federal Election date.

Both sides of politics put poker machines on the federal election agenda as they scrambled for headlines and moral high ground.

The announcement by Nick Xenophon, the anti-poker machine campaigner from South Australia, to run for the Federal Senate has ramifications for everyone involved in the Club Industry.

If elected, you can be assured that through Mr Xenophon's agenda, poker machines will – for at the least the next six years – be a politicised and sensationalised issue.

The Club Industry has, in the past, proven that it is not afraid to enter into debate on any issue affecting the industry – including poker machines – so long as that debate is based on facts and not hysteria. All club managers are urged to approach their local Federal candidates in the lead-up to the election – and beyond – and present the facts on our industry.

- *ClubsNSW* did not in its IPART submission request the Government to lift restrictions on poker machine technology.
- Australia does not have 20% of the world's poker machines.
- The number of poker machines in Australia is not increasing.
- The percentage of problem gamblers today in Australia is not 2.1%.
- 50 cents in the dollar does not come from problem gamblers.
- State Governments are not addicted to gambling revenue.
- Government revenue derived from gambling has fallen in recent years from between on average 14 to 15% to a current 10 to 11%.
- In NSW, gambling provides just 3.7% of the total Government budget.

Still on emotive, headline-grabbing issues ... as we have witnessed recently, it's not hard to get a headline, particularly when poker machines are involved. Some would be aware of the Surry Hills pub that proudly boasts "we are the pub with no pokies".


Peter Holmes a Court, part-owner of the National Rugby League South Sydney Rabbitohs club, appears to have made a decision on behalf of all members and the Board that poker machines will not suit the new South Sydney Leagues Club.

While Mr Holmes a Court, who shares part-ownership with high-profile actor Russell Crowe, is quick to point out that he is not making any statement on poker machines or other clubs that operate machines, the poker machines don't suit what they are trying to achieve for their community.

Again, figures were used and quoted that would be impossible to substantiate on the income from social security recipients. Apparently, a "quick fix" to make up the revenue is easy ... increase the membership base and get rid of the sign-in desk.


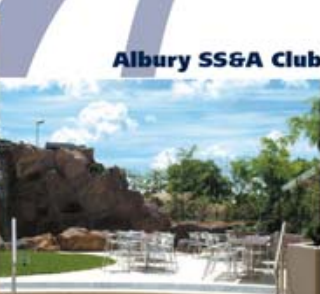
I'm sure no-one doubts that the push to run a gaming-free club is offered with the best of intentions, however it perpetuates and (through the populist media) sensationalises the myths surrounding poker machines.

If any area requires a financially successful, community-focused social club that can be used by locals as a meeting place, areas of South Sydney certainly does. The real social problems need to be addressed. However, problem gambling is not on top of that priority list – in fact, far from it. I suggest it would be best to start with loneliness and boredom of the aged and infirm. If this social reform is to be done, then let's start at the right end of the problem.



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Holmes a Court splash makes waves half a world away



Having been overseas on long service leave during September, I read with interest the daily gaming news headlines - supplied by Allan Thomas from Aristocrat Leisure Industries.

I struggled to comprehend the amount and level of headlines generated by the announcement by "media junkie" Peter Holmes a Court and his poker machine stance.

A part-owner of the South Sydney Rabbitohs NRL club with Australian-based actor Russell Crowe, Mr Holmes a Court announced to the world that he had taken a decision that when South Sydney Leagues Club is reopened, he would not be reinstalling the 60 gaming machines entitlements the club owned because it did not fit the image he was trying to create for the area.

The amount of media hype this created with the usual "anti-everything" brigade trotting out their usual misinformation about our industry (which has been addressed in other sections of this magazine) was amazing.

It even prompted a radio news poll at Cairns in Far North Queensland.

It appears the club Board was not quite as enthusiastic about the concept as Mr Holmes a Court.

Chairman Bill Alexiou-Hucker immediately announced there had been no Board decision by the Board to remove poker machines from the club.

"This does not mean that we will not take on board, and are sympathetic to, the philosophies expressed by Peter Holmes a Court and Russell Crowe," Bill said. "We want to ensure that all stakeholders, both in business and the community, are cared for.

"The views Peter has expressed are his and Russell Crowe's and not the views of the Board. I have asked Peter to provide a business proposal and plan that I can take to the Board for evaluation."

I'm sure every reader of this magazine and other industry publications is aware that the downside of gaming machines is that a very small percentage of problem gamblers use them to feed their habit and the Club Industry - in partnership with governments - has worked hard over the years to reduce this number.

Through these programs, there has been some discernable level of success in addressing the issue - and the Club Industry will continue to promote and support programs to combat problem gambling.

In continuing this effort, the industry is aware that it is a human problem and cannot be eradicated completely.

But the misinformation created by this announcement does very little to help the cause.

Perhaps South Sydney Leagues Club will use the proceeds of the sale of the 60 entitlements to address a bigger problem in society and that community - drug and alcohol abuse?

Daily we read how our Police Force has

made drug busts with a "street value" of millions of dollars.

Who in our society are using these illegal drugs and are they not a bigger threat to our society than legal gaming machines?

Or is this scourge of our society, in particular our youth, too hard for the "anti-everything" brigade to tackle?

Let's put things in perspective.

Drugs are doing more damage to our society than gaming machines and the sooner we face up to that problem and do something about it, the better our society will be.

Congratulations to the RSL & Service Clubs Association on their successful conference conducted at Canberra in late October.

It was refreshing to hear the address by the Honourable Graham West, the NSW Minister for Gaming and Racing, Minister for Sport and Recreation and the Member for Campbelltown in south-west Sydney.

Mr West surprised delegates after his address by calling for questions - indeed, a first in my time in the Club Industry.

Well done, Minister.

This industry has a lot to offer the communities of NSW and to have a Minister who is "out there" and not hiding behind his office door or his "minders" will only improve our relationship.

Thanks to quick action by the CMAA and several NSW club managers, an outdoor smoking ban on council-leased lands has been averted - see p11.

The CMAA alerted club managers that Manly Council was proposing a motion at the Local Government and Shires Association conference starting on October 23 that would effectively ban smoking on any land leased from local councils.

This ban would affect, among other things, council-leased bowling greens, golf courses, sporting fields and air space.

Many land-locked clubs have leased airspace from local councils and spent a lot of their funds to provide smoking areas for their patrons.

That leased airspace would have been lost if the motion had been carried.

Councils would serve their communities better if they embarked on a campaign to educate smokers on the disposal of cigarette butts, installing bins or fining those that litter our streets, parks or beaches.



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Facts and figures offer reasonable perspective on 'pokie paranoia'

"We expect our politicians to speak the truth. We expect our media to report the truth. Yet, when it is the anti-gambling lobby, all we seem to hear are lies to whip the community into a frenzy of 'pokie paranoia'. If the community wishes to debate poker machines, let's do it on fact."

ClubsNSW Chairman PETER NEWELL, OAM used these words in opening an article published in Sydney's *Daily Telegraph* newspaper in September. Peter, recently elected as Clubs Australia Chairman, also took up the issue when presenting his Chairman's Report to the *ClubsNSW Annual Conference on the Gold Coast* in mid-October. This is the text of his report dealing with gaming issues ...

The last couple of weeks have brought about an absolute media frenzy on the issues of problem gambling and gaming machines generally, as well as those who tried to jump onto the Keno into pubs bandwagon.

I mentioned in my Conference opening remarks on Thursday morning that we now confront opportunistic and often totally ignorant attacks on our provision of gaming facilities for our members and guests and that it was an issue we would not be backing away from.

Truth has been the first casualty in much of this.

Lies and ignorance abound.

Some knockers have told the media that "gambling is spiraling out of control" even though every state and territory in Australia, with the sole exception of Tasmania, has reported substantial reductions in the incidence of problem gambling.

Eight-year-old statistics have been trotted out, and the latest far more positive statistics are ignored.

State Governments are accused of being "addicted to gambling".

Now, I'm no apologist for the NSW

Government – you all know we had a long and bitter dispute with them before achieving some degree of taxation fairness – but fair's fair.

The last NSW Budget contains revenues of some \$44.5 billion – and gambling taxes account for around \$1.6 billion of that.

Do the maths yourself – it's around 3.6%.

Ten years ago, it stood at 4.9%.

If that's an "addiction", then I don't understand the meaning of the word.

People like the good Rev Tim Costello are prepared to take every possible media opportunity to knock us.

Among other things, he criticised the *ClubsNSW* submission to the IPART inquiry as it related to gaming – and then had to admit he hadn't even read it.

At the same time, he plastered across the media problem gambling stats going back to 1999 – then admitted he was not aware of the latest problem gambling stats produced by the biggest survey of its kind ever undertaken in NSW and featured in the media.

This, of course, is the same gentleman who, as the well-paid CEO of World Vision, initially refused to accept what amounted to some \$3.4 million so generously given by our Club Industry to assist the victims and relief work after that devastating southern Asian tsunami that left 240,000 dead – because the money may have come from the evils of gambling and the sale of alcohol.

His opportunistic brother who would be Australia's PM was no better on this issue and nor I've got to say was the Federal Opposition leader. Gee, there must be an election in the wind.

Our 52,000 employees, 53,000 volunteers who contribute more than five million volunteer hours a year to helping clubs assist their communities and our 2.7 million club members across NSW should not have to feel like criminals because they are associated with legal and community-based activities.

We will continue to stand up for them – and for our Club Industry generally.



*ClubsNSW Chairman
PETER NEWELL, OAM*

Council cools heels on smoking ban

Manly Council has toned down a controversial plan to ban smoking on all council-owned land across NSW.

The Council had flagged that it would move a motion at the 2007 NSW Local Government and Shires Association Annual Conference to have smoking banned in outdoor areas, including council-controlled footpaths, malls and recreation areas.

This Conference was staged at Coffs Harbour from October 20 to 24.

The CMAA reacted to news of the proposal by inviting all club managers who considered that they would or could be affected by the proposal to contact their local councils to voice their objection.

CMAA Executive Officer Terry Condon, CCM wrote to Association members recommending they register opposition to the controversial motion.

"Tell your council that they should support smoking bans in children's playgrounds, but not in other areas," Terry wrote.

The original motion, which was amended when presented at the



Conference, was for all councils to ban smoking on their land.

It would have ended smoking in all outdoor areas of clubs and restaurants that lease their properties from council.

However, when it came time to table the motion, Manly Council took a step back and eased some of the conditions, including a ban on smoking within 10 metres of playgrounds at sporting venues, at council events, malls, beaches, waterways and car parks.

Terry Condon said that if passed in its original form, the motion would affect council-leased bowling greens, golf courses, sporting fields and air space.

"Many land-locked clubs have leased airspace from local councils and spent a lot of their funds to provide smoking areas for their patrons," Terry said. "That leased airspace would have been lost if the motion had been carried."

Ultimately, the Conference passed motion reaffirming Local Government's "commitment to creating smoke-free environments".

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Winds of change sweep Victoria

Tony Robinson becomes third Gaming Minister in a year

By KATIE CINCOTTA

Victoria's political line-up has played out like a game of Twister in recent months.

The former teacher from Ballarat who went on to serve three terms as Victoria's Premier called it a day just eight months into his latest term – handing the reins over to Treasurer John Brumby.

Steve Bracks resigned the leadership after eight years as Victoria's Premier, just weeks after his son Nick crashed his car while drunk, saying it was time to put his wife and three children before politics.

Stepping down with him was Deputy Premier John Thwaites, who said it was important to bring new blood to the line-up, with ministers who could commit beyond 2010.

The sudden Cabinet overhaul saw new Gaming Minister Daniel Andrews promoted to the Health portfolio and Tony Robinson stepped up to Gaming.

That made him the third Gaming Minister in Victoria in less than a year, starting with John Pandazopoulos.

Mr Robinson was elected to State Parliament with a record 16.5% swing in a December 1997 by-election.

He's since served as Parliamentary Secretary to State and Regional Development, in Treasury and Finance and as Chairman of the Parliament's Economic Development Committee.

The Member for Mitcham, who lives in Nunawading with his wife and two children, has no front bench experience but in his parliamentary career to date he's worked on the \$54 million Middleborough Road level crossing elimination, upgrades of local primary schools and funding for the Australian Racing Museum at Federation Square.

It's a huge task ahead for the 45-year-old newcomer from the back benches who will oversee sensitive negotiations on lucrative new gaming and lottery licences beyond 2012.

The Gaming Minister says he's pleased to step into the role at such a dynamic time, with a decision on gaming licences expected before the year is out.

The three-year tender process has been plagued by accusations of secret deals, but the Upper House Inquiry – labelled a "political witch-hunt" by the ALP – recently declared there was no improper interference, despite explosive evidence by former Tattersalls trustees that



Tony Robinson

lobbyist David White had talked to Premier Bracks about a proposal to float Tattersalls for the lottery tendering process.

But under oath, the former Labor Minister turned Tattersalls lobbyist denied discussing the gaming licences with the Premier in 2004.

"There was no discussion over dinner at Lorne, of any client-related matter, and there was no mention of Tattersalls," Mr White told the inquiry.

A heated gaming debate continued in Parliament, with the new Gaming Minister rejecting accusations he'd already struck a gaming deal, carving up the licences between Greek consortium Intralot and Tattersalls.

Mr Robinson declared the gaming platform still in limbo.

But on October 11, Premier Brumby announced the Victorian Government had indeed awarded 10-year lottery licences to both Tattersalls and Intralot, breaking a 54-year monopoly of the market.

The new arrangement will come into effect from July 1 next year with Tattersall's operating lottery products and Athens-based Intralot taking over "scratchies".

In the same week, the new Gaming Minister unveiled Community Benefits Statement (CBS) reform, announcing that clubs directing electronic gaming machine revenue back into the community would do so in a more transparent method under the Brumby Government – forcing clubs with poker machines to show how they positively contribute to their local communities.

"Instead of paying an

additional 8.33% of their net gaming revenue in tax like hotels are required to do, clubs must show they put at least that same amount of money back into the community," Mr Robinson said.

Victoria's Department of Justice also is collaborating with universities to open Australia's largest problem gambling research centre.

The State Government has committed \$4 million for the research and treatment centre.

But it's CBS reform that has the Club Industry talking.

The Minister announced that from next financial year Victorian clubs will have to limit claims for items that are not a genuine benefit to the community such as renovations, subsidised alcohol or personal computers.

He said the proposed changes would provide an incentive for clubs to make sure the required 8.33% of revenue goes directly to charitable causes.

"In the past, claimable items were all weighted the same way," Mr Robinson said.

"The new Community Benefit Statements will have three classes of items - A, B and C - which club operators can claim on their statements," he said of the amendments to the Gambling Regulation Act 2003.

Under the changes, an operator can claim the full amount for items in Classes A and C such as gifts, donations and sponsorships or responsible gambling measures.

"Class A items could include services to assist the aged and young people, housing for the disadvantaged, health services and efforts to relieve poverty," the Minister added.

He said Class B items could be claimed - but not in full - requiring clubs to limit the amount of operational expenses they declare in order to receive a tax exemption.

"Class B are operating-type expenses which clubs can also claim, but only to an amount equal to the proportion of the club's total non-gaming revenue sources," Mr Robinson added.

The new Gaming Minister issues a stark warning about taking the changes



Daniel Andrews

seriously, with clubs who fail to meet the new community benefit criteria at risk of losing machines.

"Clubs unable to satisfy the new requirements will first have to pay the higher taxation rate," he said.

"All licensed clubs need to understand that failure to deliver their community benefit obligations will bring these consequences."

CMA Magazine asked the Minister for his response to the outrage expressed by the Victorian Club Industry when CBS changes were first announced in May, including comments by ClubsVic executive director Margaret Kearney that only 15 out of 110 clubs surveyed would meet the new guidelines.

Former Gaming Minister Daniel Andrews initially proposed the reforms under the Bracks Government, without any Club Industry consultation.

Mr Robinson said he's sought to rectify that lack of communication, realising the importance of involving club managers and industry associations in such dramatic change.

"I have met with *ClubsVictoria* and a number of clubs throughout regional Victoria to discuss the proposed changes to the Community Benefit Statements," he said.

"When I became Minister for Gaming, I extended the consultation period to ensure I had the opportunity to meet with stakeholders to discuss the proposed reforms, ensuring the best outcome was achieved both for Government and the industry."

"Since that statement has been made, I have taken the opportunity to liaise further with stakeholders to ensure concerns that were raised were discussed fully and negotiated prior to the Ministerial order being determined."

CMAA Victoria President Barry West is hopeful that dialogue will continue.

Although he said he considered Mr Robinson to be approachable, Barry West said he isn't convinced the latest CBS proposal is the best solution for clubs or the community.

Barry said he believes the Victorian Government is simply being greedy about its share of gaming revenue – and it is they who should be tested for their community contribution, not clubs.

"This is the greediest State Government in existence," Barry said.

"From dollar one, they take 33.3%, then our machine providers take their third.

"Clubs are struggling now because of an unfair swipe of 67% of the pie each week – and the Government wants more? Our State Government is ripping us off."

Barry believes gaming systems in other states are a clearly more equitable option.

"The whole thing could be overcome if the first million dollars that a club earns was tax-free, like it is in NSW," Barry added. "Then clubs could really support their local community – sport, schools and the disadvantaged."

"If it's going to be a true community benefit, let's leave it to the clubs to put it back into the community in whatever way they see fit."

"Once the Government gets its hands on that money, it's gone."

The Victorian Government is pursuing CBS reform after calls for the club and hotel industry to become more transparent and accountable for its gaming tax exemptions, with accusations that venues were rorting the system with outlandish declarations like cut flowers and "happy hour expenses".

In October 2006, in his report on the



John Pandazopoulos

public consultation and submissions for the Gaming Machine Licence Arrangements Post-2012, Peter Kirby said there was near-universal support for a revision of the Community Benefit Statement.

But Barry West argues that even operating expenses, such as staff and capital expenditure – which fall under Class B of the CBS reform – should continue to be fully deductible.

"Operating costs are legitimate declarations, because the club itself is a community benefit," Barry said.

"We have one member who comes in every day, has a free cup of coffee, talks to friends, reads a book from our library, has a light lunch that costs him less than Meals on Wheels and heads home at 4pm."

"On a day that he didn't come in, our staff rang to see if he was okay ... that's a community benefit," says Victoria's CMAA chief.

The bottom line for Victorian clubs is that next year they will have to sort out

how they can satisfy these new requirements – or be sluggish with the higher taxation rate.

So, after several years of new smoking legislation which has forced clubs to build outdoor smoking areas and other new laws prohibiting gaming advertising and signage, Victorian clubs face the possibility of another dent in profits.

Barry West says many clubs feel frustrated that they can't get a break – especially regional clubs who are battling to survive.

"It's frustrating, but at least there are grounds for dialogue with the new Minister, and I really don't believe the Government is in the business of sending clubs to the wall," Barry concluded.

Tony Robinson insists this is the right direction for the Gaming Industry and sees tighter CBS rules as a great opportunity for clubs to offset gaming revenue with good karma investment ... a bit like PR for pokies.

"The Government has always acknowledged the important role clubs play in our community," Mr Robinson added.

"The changes to CBS give clubs the opportunity to demonstrate the benefits they provide to their local community."

But, to use a football analogy ... it seems the goalposts keep shifting.

Many clubs are wondering when they can finally settle down into a routine where everybody knows the rules of the game.

Fortunately, with such versatile, committed and business-savvy managers leading the way, the challenge is surmountable.

If Geelong can win an AFL Premiership after 44 long years, there's hope for clubs on the fringe that just keep plugging away, trusting in their teams to be resilient, dedicated and progressive.

As Geelong coach Mark Thompson reflected to *The Age*, there's no room for blame when you're chasing success, even when you're accused of buckling under pressure – a fate that saw The Cats labelled as the perpetual bridesmaids, runners up in '89, '92, '94 and '95.

"We changed our style of play, we changed our coaching structure, we developed a new leadership program ... we worked hard to be a great team. I think we showed that in the end."

The Club Industry continues to show these characteristics.

➤ Full details of the new Community Benefit Statement changes and the Ministerial Order are available at www.justice.vic.gov.au or *CMA Magazine* Editor Peter Sharp at sharpet1@cmavic.asn.au to obtain a copy.

10-Point Plan to raise function revenue

With many recent major changes within the Club Industry, including extensive renovations, smart managers are looking at their shiny new function spaces and seeing big opportunities. Now you have the chance to attract a new type of customer, raise the image of your catering and make a major contribution to profits. But beware of just pouring old wine into new bottles. Beautiful furniture and colour schemes raises everyone's expectations – don't have them disappointed by ordinary service, boxed wine and a menu straight from the deep fryer. Profitable Hospitality Managing Director KEN BURGIN presents 10 tips for quality service ...

1 Upgrade the skills of senior function staff. Sales specialists will make a world of difference to how many inquiries turn into bookings, and the per-head spend. Good sales staff may come from your club, large hotels or the event industry – be open to fresh talent. Function supervisors need high-level service skills and a thorough understanding of etiquette so they can train new staff quickly. The CMAA's *"Function Supervisor's Bootcamp"* and *"Profitable Functions Workshop"* have become a very popular way to upgrade the skills of all senior staff.

2 Boost the skills of service staff. Two staff serving 100 people doesn't cut it if you're offering good food and wine – there are special skills and etiquette for serving and clearing any function. Visits to trade shows such as RSVP, Fine Food and Bridal Shows gives staff a view of the wide world outside. As function business grows, specialist staff will have enough work so they can become a dedicated team. Staffing ratios should be comparable to mainstream venues – that means more staff on hand.

3 Upgrade the function booking system – the days of the big, fat diary are over. You need an electronic system that can take bookings for years in advance, handle multiple rooms and generate letters, booking forms and work sheets. Not cheap, but neither was the building. Do staff computer skills also need upgrading?

4 Get smart with payments: clearer and firmer rules about deposits, final payments and confirmed numbers – you're in the business of functions, not debt collection. Take all credit cards, even if there's an Amex surcharge – why give customers a hard time if they want to throw money your way? Separate function costs and sales so the results are transparent.

5 Upgrade table settings to make every event more special. Cloth napkins aren't much clearer than quality paper,

and dramatically change perceptions of an event – you may even find customer behaviour improves. Internal club functions will always have lower prices, but don't let that become the benchmark.

6 Build a photo library that shows off all aspects of your food and beverage operations. Professional food shots, happy customers, smiling staff, beautiful room settings and vibrant parties. Good pictures can be used many times – on the website, internal club promotions, in magazines, brochures and advertising.



7 Go with new menus and new prices. Keep your reputation for value and add quality choices at a higher price. Why not take some of the business that hotels have kept to themselves for so long? Showcase your food and wine with special dinners and events. You'll be surprised at how many wine and food lovers there are, waiting for the chef to impress. These events always lead to more bookings – are your packages ready with quality choices?

8 Good coffee is now everyone's obsession – and clubs should be no exception. It's time for quality brewed coffee and espresso to be the standard offering. Goodbye to the urn and the instant. Even nana wants a cafe latte these days. Match this with the option



Ken Burgin

of fresh muffins and cookies, fruit skewers and chocolate brownies – you may be surprised at how many people want to pay a little more for quality.

9 Upgrade the function room equipment – larger whiteboards and AV screens, digital projectors and free wireless broadband. Don't throw endless money at plasma screens and leave the function rooms with only a basic set-up. When you get the facilities right, business customers will keep returning over and over – why would they change?

10 Upgrade your websites so the function pages are chock full of information, downloads, great photos – a rich resource for the "fact finders" who check them before calling you. See how they do it at www.nathaniasprings.com.au – an award-winning function site in Melbourne. List your club on key venue websites such as www.bestvenues.com.au so you're part of the mainstream for corporate facilities.

The tightening of gaming machine revenue and upgrades of function facilities in recent years is a unique opportunity to improve your club's image, reputation and earnings.

But construction is the easy part.

The real work is in improving the skills and knowledge of the people who make it all happen.

Profitable Hospitality has many articles and resources on www.profitablehospitality.com to help club managers with many of their marketing needs. Check out this site to find answers to many of the questions you want to, but never get to ask.

"Why not take some of the business that hotels have kept to themselves for so long? Showcase your food and wine with special dinners and events ..."








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'C3' hits the mark with delegates and industry issues



ClubsNSW CEO David Costello speaks at the Annual Conference.

Photo: Olivier Bjorksater-Bleylock

By TIM ESCOTT

More than 1,200 delegates, industry supporters and corporate partners recently converged on the Gold Coast for the 2007 *ClubsNSW* Annual Conference and Trade Expo.

The event – from September 26 to 29 – offered keynote speakers touching on relevant topics, trends and what is happening in their industry.

This year, the theme was “C3” – *Clubs, Climate, Choice* and the issue of clubs sustainability.

After registration, NSW Opposition Leader Barry O’Farrell presented the Conference Opening Address.

Special guests and speakers at this year’s conference read like a “who’s who” of the Club Industry, Australian business and entertainment.

Network 10 presenter Tim Webster was the Conference host, while guest speakers included Channel 9 presenter Mike Munro, senior human resources executive Andrew O’Keefe, environment expert Paul Gilding and Carol Weisman who specialises in board governance.

Conference organisers presented 10 seminar topics – a significant increase on 2006. Topics included ...

- the gaming industry
- franchising
- the environment
- entertainment

- industry diversification
- lease rental agreements
- media and communications.

Other workshops included a Chairperson and Directors Master Classes, Directors’ Master Classes, a Club Directors’ Institute breakfast and a Workplace Relations Breakfast.

Federal Employment and Workplace Relations Minister Joe Hockey was guest speaker at the breakfast where he referenced the current industrial relations environment, balanced by commentary by a workplace relations journalist.

CMAA Federal President, Bill Clegg, ACCM and CMAA Executive Officer Terry Condon, CCM represented the Association.

The Trade Expo, which ran for much of the conference, featured 117 exhibitors showcasing goods and services.

Directors’ partners had the option of scheduled tours, including Currumbin Wildlife Sanctuary and luncheon with well-known author, TV personality and parents’ rights advocate Jacqueline Pascarl.

Twenty-nine *ClubsNSW* staff were involved in delivering the event and volunteers from the Gold Coast Institute of TAFE joined in for hands-on experience.

After a week of activity, it was time for

delegates and exhibitors to let their hair down at the conference dinner extravaganza, sponsored by IGT.

The “club carnivale” theme had guests wearing carnival masks doing the salsa with good food and drink.

It was a massive spectacle with more than 1,000 people having a ball.

Event dignitaries included NSW Gaming and Racing Minister Graham West and NSW Office of Liquor, Gaming and Racing Commissioner Michael Foggo.

The conference closed on September 28 with the Annual General Meeting the next day, giving delegates a chance to voice their opinions and hear about the direction of the Club Industry and Minister West addressed the AGM.

ClubsNSW Chairman Peter Newell, OAM and Rod Desborough were voted unopposed to the *ClubsNSW* Board of Directors for the next three years.

The Club Industry’s integral role in NSW was confirmed by representatives from both sides of state politics attending the event.

The 2008 Conference returns to the same Gold Coast venue, but has been rescheduled for October 11 to 14.



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G2E Asia introduces iGaming Business Pavilion

After a successful June debut in Macau, G2E Asia 2008 will include a pavilion dedicated to the internet gaming industry.

The event is scheduled for June 3 to 5 in the Cotai Strip Convention and Exhibition Centre of the Venetian Macao.

G2E Asia will feature the new iGaming Business Pavilion that will allow guests to see and learn about the latest products, services and cutting-edge technologies which is expected to interest established and new market operators across Asia.

"Asia has fast become the biggest potential market for the iGaming industry and naturally we wanted to expand our products into this emerging market," *iGaming Business* magazine publisher Alex Pratt said.

"Partnering Reed Exhibitions was an easy decision for us.

"Reed has access to thousands of executives working in the Asian gaming industry and has proved they can get them under one roof to do business.

"Using the *iGaming Business* brand and network, we will make the iGaming Business Pavilion at G2E Asia the No.1 choice for iGaming executives who want to take advantage of this expanding niche."

The iGaming Business Pavilion will feature a spectrum of internet gaming products and services including live-dealer software, payment solutions, marketing companies, poker software, sportsbook software, jurisdictions, specialist fraud solutions, hosting companies, lawyers, affiliate programs, consumer publications, recruitment specialists, skill gaming companies, bingo software, casino software, mobile gaming and more.

The world-class G2E Asia 2008 Conference will include a track on iGaming business.

Industry experts will share their insights, provide useful information and proven strategies on the latest development of internet gaming, issues and regulations facing the industry.

The inaugural G2E Asia 2007 featured a sold-out exhibit hall with in-depth conference sessions featuring panels of industry experts and one-of-a-kind networking opportunities to provide a world-class business and educational forum for the Asian gaming industry.

Poised for significant growth, G2E Asia 2008 will be held at the Venetian Macao where expanded exhibition space will be available.

For more information on G2E Asia 2008, visit www.G2EAsia.com

High-profile speakers confirmed for NZ 2008

New Zealand Gaming Expo organisers have confirmed cricket legend Sir Richard Hadlee, Sydney Olympics organiser Rod McGeoch and Allan Pease as presenters for the 2008 event. The internationally recognised trio will feature during the trade show's conference program at the SKYCITY Auckland Convention Centre on March 4 and 5 next year.

"Each speaker is a leader in his field and we are delighted they have agreed to share their experiences and opinions with delegates," Australasian Gaming Machine Manufacturers Association (AGMMA) Executive Officer Ross Ferrar said.

"The Conference will provide invaluable and important perspectives from these influential and successful individuals."

AGMMA is the event organiser for the 2008 Gaming Expo.

Sir Richard Hadlee is a legendary New

Zealand cricketer who played club cricket for Canterbury Cricket Club, Nottinghamshire County Cricket Club and Tasmania. He is regarded as one of the best fast bowlers of all time and was knighted in 1990 for services to cricket.

Sir Richard is Chairman of the New Zealand board of selectors.

Rod McGeoch, AM has a remarkable career at the forefront of business, sports administration and the legal profession.

He is perhaps best known as the leader of Sydney's successful 2000 Olympic Games bid and is Chairman or Director of a wide range of major corporations, including SKYCITY Entertainment Group Limited, a diversified gaming and entertainment company with operations in New Zealand and Australia.

Allan and Barbara Pease are one of Australia's most successful publishing teams. Their inspirational products

boost personal and organisational growth around the globe.

Together, they have published 14 best-selling books sold in over 100 countries, videos, audio programs and TV shows.

Allan also is known as an expert on body language and personal image, as well as developing a range of sales and communication systems.

Ross said all three speakers are accomplished presenters, with outstanding career highlights. "They will deliver compelling insights into corporate strategies, leadership, team motivation and personal development techniques," he said.

Following the conference each morning, exhibitors include gaming machine manufacturers and industry suppliers, will showcase the latest gaming equipment and services.

For more information, go to www.NZGamingExpo.com



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Las Vegas grabs international conference spotlight

The international gaming conference spotlight switches back to the northern hemisphere this month with the massive annual event that is G2E 2007 in Las Vegas.

Following major events in Macau and Sydney, the home of world gaming again becomes the focus at the Las Vegas Convention Centre, featuring more than 140 sessions, including "Signature Series" sessions from November 13 to 15.

G2E is the leading trade event for the international gaming entertainment community, attended by more than 28,000 industry professionals from around the world.

The Conference will explore innovations and provide a comprehensive look at future-minded ideas that are changing the business of the global gaming industry.

Food and Beverage (F&B) is well catered for at G2E, which carries a Culinary Trade Show and Conference showcasing the latest F&B trends during conference sessions, daily special events, cocktail and culinary demonstrations.

Extra Signature Series sessions, new content on emerging trends and sectors, and a new on-site certification request process, helps G2E organisers make it easier for delegates.

Signature Series sessions include:

- **Corporate Social Responsibility** – *"Going Green: And Staying in the Black"*
- **Design & Décor** – *"Building Excitement: A Review of Upcoming Projects"*
- **Entertainment** – *"A Knockout: Using Sports to Market Your Venue"*



- **Gaming Technology** – *"G2E FUTURE WATCH: Electronic Gaming in the 21st Century"*
- **Global Gaming** – *"The Global Boardroom: a World of Gaming"*
- **Human Resources** – *"Unions and Gaming: Working Together for a Common Good"*
- **Marketing** – *"The Pricing Principle: A New Gaming Paradigm"*
- **Research, Law & Regulation (featuring iGaming)** – *"Capital Perspective: The View from Washington, D.C."*
- **Security & Surveillance** – *"The M.I.T. Blackjack Team: How Did They Do It?"*

In conjunction with the new Signature Series sessions, the G2E Conference offers five new conference tracks:

- Corporate Social Responsibility
- Entertainment
- Human Resources
- Players' Clubs and Incentives
- a Wild Card track offering sessions addressing unique issues not addressed in the other tracks

Several CMAA members will take advantage of national, state and zone bursaries to participate at G2E 2007 and CMAA Executive Officer Terry

Condon, CCM will be among the many international club management executives at the event.

Terry said the annual tour was an important opportunity for young club managers to experience the massive event that is G2E 2007 and encounter first-hand the major trends at all levels of the hospitality industry.

The IGT Australia-sponsored CMAA Peter Clarebrough Bursary winners - Culburra Bowling and Recreation Club Secretary Manager Phillip Boughton and Penrith Bowling and Recreation Club General Manager Julie Cullen - also will attend the University of Las Vegas Nevada Gaming Development Course during the 14-day tour as part of their bursaries.

Gaming venues around the world are renowned for providing an exceptional customer experience, but that experience would not be possible without innovative back-of-house systems and practices that ensure day-to-day operations run smoothly.

G2E 2007 will closely examine the products, services and best practices essential to these back-of-house areas, with special attention to security and surveillance and technology.

"In today's digital age, the ability to maximise use of new, top-line technologies – particularly in security and surveillance and back-of-house management – is crucial to running a successful gaming operation," American Gaming Association (AGA) President and CEO Frank J. Fahrenkopf Jr. said. "G2E 2007 will bring together the best tools and information available in these key industry areas to help gaming professionals stay abreast of the latest trends and ahead of the curve in today's competitive international gaming marketplace."



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Shellys projects reduce water consumption by 40%

It's not just large clubs that have been making large water savings. Shellharbour Workers Club, known to locals just south of Wollongong in the Illawarra region as "Shellys", has worked consistently to reduce their footprint on the earth by reducing water, electricity and waste. CMA Magazine continues to present the work being done by clubs in addressing environmental responsibilities and WENDY HIRD, a Project Officer in Sydney Water's 'Every Drop Counts' Business Program, profiles the measures and outcomes from the Shellharbour Workers Club project ...

Shellharbour Workers Club was one of the clubs involved in water audits undertaken for the first club survey for the Sydney Water Best Practice Guidelines.

Typical issues - consistent with every other club - were cooling tower issues, poor maintenance practices and high-volume amenities.

Before 2001, Shellys was averaging 55 kilolitres per day. The average for 2006 was 34kl/day - a reduction of 20kl/day, or 40% of daily usage.

The first targets were simple, cost-effective measures that any club can implement.

The amenities basins were fitted with 6-litre-per-minute aqualocks and restrictors on all staff showers.

Improved maintenance, including weekly amenities inspection by staff, along with a monthly licensed plumber inspection mean leaks are rare and staff now are aware of leaks and promptly report any they find to maintenance.

The potential for a large upgrade occurred with the major renovation in 2003.

The \$3 million installation of 1500 square metres of covered verandah with seating for 500 was the subject of a design competition with emphasis on a strong environmental element.

Overall construction was based on environmental sustainability - from materials used to waste disposal.

The verandah design also encompassed the installation of 160,000 litres of tanks for rainwater harvesting which supply the amenities on the eastern side of the building and installation of photovoltaic cells for solar harvesting.

Shellharbour Workers Club Operations Manager Debbie Cosmos said the Board had long been supporters on environmental issues.

With the help of Big Switch, which recommended and project managed the project, it not only provided extra space but the design minimised the temperature in the club by providing large eaves which reduced overall load on the club's air-conditioning system.

The overall sustainability theme has been continued with the club installing

a worm farm processing 600 kilograms of food a week, and supplying members with reusable carry bags.

The work goes on ... Shellharbour Workers Club recently replaced its 12-year-old woks with two-off, two-burner woks.

Catering Manager Malcolm Ramsey said he's been planning an upgrade to replace the old woks.

"This worked well," he said. "It cost an extra \$2,000, but I got a \$4,000 rebate and cut my kitchen consumption by 65%."

There are three Asian chefs who work in the main kitchen area and Malcolm noted that the new-design wok has forced them to be more water-saving conscious.

"It was too easy, with the old design, to just let the water flow," Malcolm added.

The club plans to install more rainwater tanks to harvest water from the western side of the building for amenities on that side of the club.

For other clubs to get the same benefit as Shellys, Sydney Water is updating its popular "Best Practice Guidelines for Water Conservation in Clubs".

The document will include the same useful step-by-step approach to improving water management as the original guidelines, updated with new case studies, technical information and pricing.

Much of the information in the guidelines is based on the results of 30 detailed water efficiency audits conducted on EDC Business Program club members.

All the EDC Business Program best practice guidelines are available online at:

<http://www.sydneywater.com.au/SavingWater/InYourBusiness/FactSheets.cfm>

Shellys is a great example of how continued good monitoring and maintenance practice are essential to retain the benefits of upgrade work.

Clubs can use their leadership to demonstrate how everyone can conserve water and other resources, still deliver quality services, and enjoy reduced costs.

For clubs to become more water efficient and join the EDC Business Program, contact

EDCBusiness@sydneywater.com.au

An EDC Project Officer will contact the club to discuss ways the program can work to save water and money.



Water-less woks ...

By installing a more water-efficient unit, there is the potential to save 5,500 litres per day per wok stove - a total of 2,007,500 litres per year and achieve savings of up to \$4,500 per year. There are approximately 2,000 wok stoves in Sydney Water's operations area. If 5,000 litres of water can be saved from each unit each day by converting to a waterless wok stove, the restaurant industry profitability could increase by \$9 million per year and Sydney would save approximately 3,600,000,000 litres (3,600 megalitres) annually.

Sydney Water has teamed up with the Ethnic Communities' Council of NSW (ECC) to run information sessions and provide awareness and information services with multi-lingual translators. ECC has received funding from Department of Energy, Utilities and Sustainability (DEUS) Water Saving Fund, Wollongong and Hurstville City Councils to conduct the Saving Water in Asian Restaurants Project (SWARP) across Sydney and the Central Coast ...



go to www.sydneywater.com.au/SavingWater/InYourBusiness/ To find out more about the water-less woks, go to the Sydney Water website for fact sheets about saving water in your club.

Clubs also can contact Helen Scott at ECC (02 93190288 or 0425 833 892) to have a team visit to talk about the water conservation in general, and the cost advantages of water-less woks.

Three options for waterless urinals

By WENDY HIRD

Waterless urinals are becoming an increasingly popular way to save water in commercial buildings.

To help select the most appropriate waterless urinal for clubs, Sydney Water has published a fact sheet that provides product information and commercial case studies from Invest Property Group and Westfield. Selecting the right waterless urinal for clubs will depend on frequency of use, cleaning processes and type of building and plumbing system.

There are three main types ...

- **Oil barrier** (refillable or replaceable cartridge) provide a physical barrier between the user and the plumbing system
- **Mechanical designs** allow a wide range of chemicals to be used in the cleaning process as there are no blocks or oils to be damaged
- **Microbial blocks** allow existing urinals to be converted into more-efficient systems without expensive plumbing works or installing new urinals.

In general, mechanical and microbial block designs may have lower ongoing maintenance costs than oil barrier designs.

Low-flow urinals are appropriate in

buildings where the plumbing system is not suited to waterless urinals.

To achieve the best results from a waterless urinal seek expert advice on product selection and installation.

Some additional factors to consider include ...

- water-using facilities such as showers or wash basins should be placed upstream of waterless urinals where possible. The flow of wastewater should help to flush urine through the drain pipes, and avoid scale build-up
- revise maintenance and cleaning schedules and practices to ensure the use of chemicals is not damaging pipes or bio-cubes
- consider installing privacy screens between individual urinals to help even out urinal use in washrooms, making it easier to schedule maintenance
- the area is effectively ventilated to prevent odour
- ensure the urinal is WaterMark approved

For more information on waterless urinals and choosing the right design for your business, download the fact sheet from

<http://www.sydneywater.com.au/SavingWater/InYourBusiness/FactSheets.cfm>

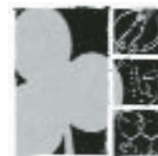


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WATER ... Avoid, Reduce, Reuse, Recycle

The success of Sydney Water's "Every Drop Counts" Business Program demonstrates why monitoring is the best place to start the water savings success story

Avoid, reduce, reuse, recycle ... most people are familiar with this water conservation advice.

What tends to be forgotten is the words are listed in order of priority, environmental effectiveness and costs.

Put simply ... first avoid using water - by using different practices or products - then reduce it - by operating more efficiently - reuse water from other processes if possible, then explore opportunities for recycling.

It's easy to get enthusiastic about installing a big rainwater tank, or starting up a stormwater reuse project.

It's not always so easy to get someone to read the water meter weekly, type the data into a spreadsheet and put together a graph so everyone can see what's happening to water consumption.

However, the regular meter reading will probably save more water, and it will almost certainly cost less than almost any option.

If done well, good maintenance practices are almost invisible - because it means good water management has become embedded in day-to-day facility management.

Everyone loves big water saving projects involving rainwater tanks, sewer mining or grey water diversion devices.

They sound interesting, create great staff enthusiasm, and are visual evidence that water conservation is being taken seriously.

They can also have long payback periods, throw up unexpected technical challenges, and take a lot longer than expected to implement.

By no means does this mean that rainwater tanks shouldn't be installed, or reuse opportunities explored.

Done well, they are a great way to reduce water consumption and improve the local environment.

They just shouldn't be the first things done.

When planning water conservation projects, always keep the mantra "avoid, reduce, reuse, recycle" in mind.

It will help put cost effective savings in place.

Avoid

Fixing leaking taps, toilets and urinals will lead to big water savings with minimal costs. Encourage cleaning and maintenance staff report leaks as soon as they are spotted - and ensure they know who to report leaks to. It's easy to ignore a leak if you don't know who to tell. Ensure cooling tower contractors reports any leaks discovered during monthly maintenance. Cut out unnecessary and wasteful practices like hosing down outside surfaces. Use non-water alternatives - such as sweeping.

Reduce

Water bills can be cut dramatically by installing low-flow shower heads or restrictors, reduced-flow basin taps and dual-flush toilets. Cut the amount of water needed to flush urinals by checking sensor operation and location.

Reuse

Once water efficiency is improved, reuse and recycling systems can become more cost effective because money won't be wasted on over-sized systems. Condensate in cooling systems can be reused. Rainwater tanks provide relatively clean water that may be used for toilet and urinal flushing, and a range of other uses.

Recycle

Grey water collected from showers and basins can be used for sub-surface irrigation of sporting fields or gardens. Depending on grey water sources and uses, it may require more treatment. Stormwater also can be collected from hard surfaces, treated and reused. Again, the cost of such systems depends on how clean catchments are, and what the water is used for. More complicated and costly systems recycled kitchen waste water and sewage (or black water) - although these should only be installed if organisations are committed to water reuse, are prepared to manage the risks of these system, and have the funds to install and maintain complex treatment systems. If keen to pursue large-scale reuse and recycling projects, it's important to remember



that improving water efficiency first will make subsequent projects much easier to implement. Organisations will have proven success in water conservation when seeking funding, and will reduce the technical obstacles for future projects. For example, if the plan is to use rainwater for toilet flushing, but toilets and urinals are continually leaking, organisations will need to dramatically oversize the rainwater collection system to meet the apparent need. Cutting waste first will make it easier and cheaper to meet the real demand. It's much easier to cut water use with better maintenance practices than with more complex reuse and recycling options - its just sometimes harder to demonstrate successes with a publicity photo. On the other hand, a bright graph developed from all those weeks of meter readings, showing an unmistakable reduction in water consumption, can be incredibly satisfying - and a very effective communication tool.

You can't manage what you can't measure

Monitoring water use means more than keeping a close eye on water bills, although this is a good start. Despite

receiving monthly water bills, an undetected leak can continue for four weeks. To fully understand what's happening to water use, regular monitoring is needed.

The most efficient way to do this is through a Building Management System (BMS) with online monitoring. Consolidating water, electricity and gas usage into a single real-time system allows access to current usage and historical trends at the touch of a button. Modern continuous monitoring systems will send SMS or email alerts if water use exceeds a pre-determined level – meaning leaks can be identified and fixed immediately.

If a facility doesn't have these systems, and there aren't funds to install one – don't despair.

Birkenhead Point Shopping Centre in Sydney doesn't have an online monitoring system, so the centre's security guards record meter readings four times a day. This has allowed daily tracking of water use and identification of any base flows through the centre at night when shops are closed.

Whatever system is used, it's vital to regularly review data to understand what it's saying.

The "Every Drop Counts" seven-point plan for water conservation offers guidance on getting the best results for water saving projects.

1. Seek commitment and leadership from building and facility owners

It takes commitment and leadership from the building and facility owner, and from the facility operator management team. To achieve real results management must take the lead in water conservation and set an example for employees. Encourage changes in processes and behaviour to achieve sustainable water savings.

2. Appoint a water conservation manager

Organisations that appoint a person to manage water conservation achieve better results than those that don't. A person needs to have the dedicated responsibility for water conservation although it does not need to be their sole task.

3. Understand your systems to determine where water is used in facilities

Determine where and how water is used within a business. Carry out an audit of water usage, develop a water balance and identify the opportunities for water savings. Identify and quantify the hidden costs of water – they will

almost always be higher than metered water charges. Businesses pay wastewater charges, so saving water can cut costs of electricity, gas, labour and chemical costs. Big savings can be made if greater efficiency allows equipment such as surplus cooling towers to be decommissioned.

4. Set a realistic conservation goal

It is important to have realistic conservation targets so that everyone has an incentive to measure water savings. Sydney Water has found businesses that conduct a water audit can typically identify savings targets of 20% or more. Another way of setting a target is to establish water use key performance indicators - indicators such as kilolitres of water used per square meter of office space annually, or litres of water per patron. This is also a good way of comparing water efficiency at different facilities.

5. Develop a conservation strategy

A conservation strategy needs to use the following principles:

- Avoid
- Reduce
- Reuse
- Recycle

6. Involve employees or tenants

Behavioural change is essential to achieve sustainable water savings. Increase water conservation awareness through signage, newsletters and posters. Ask staff for water saving suggestions, and ideas for overcoming obstacles to improved water efficiency. Ensure everyone knows how to report leaks and wastage.

7. Think laterally

Some of the simplest ideas may be the most cost-effective. Water conservation is not just about large-scale technical solutions. Small changes can make a big difference.

Facility Managers

Facilities managers are in a prime position to reduce water use. They know their facilities better than anyone and have the expert knowledge to assess and implement technical projects. Working with facility owners can help achieve water savings by boosting maintenance budgets to allow pro-active maintenance and Sydney Water's "Every Drop Counts" Business Program has produced a range of best practice guidelines and fact sheets on a range of technical water-saving subjects. This information can help to implement better maintenance practices and identify more water saving opportunities.

More information at www.sydneywater.com.au/SavingWater/InYourBusiness/FactSheets.cfm

The "Every Drop Counts" Business Program works with large water-using businesses to help them get the most out of the water they buy. The program has nearly 360 customers who are collectively saving 10.3 billion litres of water a year. Water efficiency audits undertaken by the program have identified that on average, customers can cut water use by 30% through measures that have a payback of two years or less. Businesses located within Sydney Water's operating area can find out how the EDC Business Program can save money and water - email the team on

EDCBusiness@sydneywater.com.au

Every Drop Counts

- Greater Sydney is using the same amount of water as in 1974, even though the population has grown by an extra one million people.
- Water consumption in greater Sydney has reduced from 500 litres per capita per day in 1991 to around 340 litres per capita per day.
- In April, less water was used than in any month over the past eight years.
- 430,000 households have installed water-efficient taps and fittings.
- 24,000 households have received rainwater tank rebates.
- 7,100 households received washing machine rebates.
- Since mandatory water restrictions were introduced in October 2003, customers have reduced their water use by more than 13% - around six months water use.
- More than 360 of the biggest water users are in Sydney Water's 'Every Drop Counts' Business Program and saving more than 12 billion litres of water a year.
- Sydney Water is spending \$100 million a year to stop water leaks ...
 - scanning 18,000 kilometres of water mains for hidden leaks
 - replacing more than 100 kilometres of water mains a year in high-priority areas
 - saving more than 56 million litres every day

Driver Workshop success extends beyond region

Maroochy RSL Club and the Sunshine Coast are at the forefront of safety initiatives for young people in the community. After launching the "Look After Your Mate" designated driver scheme in September 2006, Maroochy RSL Club has taken the next step and Redlands RSL Club is looking to expand the scheme.

The Sunshine Coast was rocked late in 2006 when a tragic car crash at Mountain Creek left three teenagers dead and one hospitalised. A week later, a young man wrapped his car around a telegraph pole in central Maroochydoore.

Between the two high-speed incidents, four young lives were lost. The incidents had a profound impact on the close-knit region. Police and community leaders met and decided to take immediate action about the situation and the next day a vital partnership was formed involving Maroochydoore Police, Maroochydoore RSL Club Sub Branch and Maroochy RSL Club. The group decided to conduct driver workshops aimed at young people in the 17 to 25 year age group, their parents, teachers, employers and friends. This demographic is targeted due to their high risk in road accidents.

Maroochy RSL Club General Manager Tom Casilieris said the workshops started in December 2006 and have continued to run at least monthly with almost 2,000 people attending to date. "The concept is not to tell them how to drive, but to instil the right attitude to approach driving to ensure good decision-making skills," Tom said.

This aims to compliment advanced driver skills schemes and new legislative measures established on July 1 for new drivers by focussing on mindset aligned with skills.

The content of the free evening workshops is an emotional journey where key speakers take the groups through real stories of the pain and suffering road accidents cause, along with practical advice and suggestions for making positive choices while driving. The workshops run for two hours at Maroochy RSL Club's function rooms with the group interacting during the presentations. Guests are presented with driving "reality" in a non-patronising format and the mantra ... "Remember - It's Your Choice".

Tom said the workshops are free because the instruction team and Maroochy RSL Club and Maroochydoore RSL Sub Branch provide instruction, venue and facilities at no cost.

"The team believes this initiative is unprecedented, certainly on the Sunshine Coast but perhaps in South-East Queensland, or even Australia wide," he added.

The workshop is based on common-sense principles, but has been innovative for Emergency Services people to open



Becky Slypen, 18, says the driver attitude workshop has changed the way she acts behind the wheel.

up about such emotional stories on a large scale.

The numbers achieved at the workshops are testament to the public response. The actual road carnage has also been measured since the start of the scheme on December 5, 2006. The first death on the roads in this area for a person in the target age range was not until June 16, 2007 - a full six months since the workshops started.

Maroochy RSL Club Marketing Manager Carlee Driscoll said that remarkable public response prompted the team to present the workshops on the road to Nambour RSL Club for two successful sessions. "Given the practical and emotional demand on the presenters, further 'road show' sessions are not practical," Carlee added.

"Instead, the plan is to expand the program through a mentoring system to be driven in RSL Sub Branches."

This plan has support of the RSL Executive and Board of Directors at Queensland RSL State Branch.

This new concept is in the early planning stages but the demand for workshops is evident across the region, the state and nation wide after a successful appearance on the Seven Network's "Sunrise" breakfast show.

The team at Redlands RSL Club and their local police have been the first to develop their own workshop.

The workshops run along the same theme and principles but, importantly, are comprised of local presenters.

The Redlands group are planning to start this month and it's an opportunity for Maroochy RSL Club and Redlands RSL Club to work together for the community's benefit.

For information on the workshops, contact Maroochy RSL Club Marketing Manager Carlee Driscoll (07) 5441 2211, or Redlands RSL Club Operations/Gaming Manager Karen Gabolinscy (07) 3286 3736.



Eighteen empty chairs signify Sunshine Coast road fatalities since the driver attitude workshops started.

St Johns Park Bowling Club takes 'Best Garden' award



St Johns Park Bowling Club has taken out one of the most sought-after garden prizes in the Sydney area. The club won the City of Fairfield Spring

Garden Competition in the Best Commercial Garden (Non-School) category. The club improved on its "Highly

Commended" award in 2006 to take out the top prize this year, beating Fairfield Bowling Club and Mounties. The judges said they were impressed with the presentation of the grounds and the excellent condition of the plants.

St Johns Park Bowling Club CEO Greg Kearins said the club's greenkeepers took great pride in the gardens that surround the building, car park and greens.

The club also has added new areas for members, including a patio with a stone water feature, designed and built by the team.

The mix of water-wise natives, flowering shrubs and popular annuals ensures a year-round display of colour, creating a pleasant outlook from the club and for those enjoying the outdoor seating areas.

Greg said the gardens were a real asset for the club.

"I commend Tony Moran and the greenkeeping team under Col Lund for their care and attention to our gardens," he said.

"They take a real pride in their work and it really shows in the presentation of our club."



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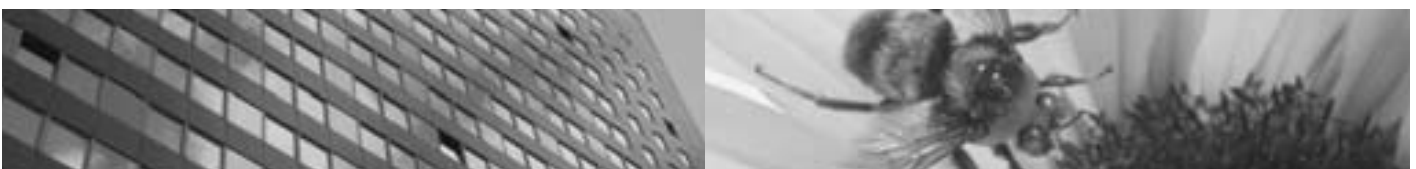
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Bankstown Sports Club shows the world how it's done



Bankstown Sports Club.

Bankstown Sports Club turned on Australia's best hospitality in hosting the UCI World Masters Track Cycling Championships at the Dunc Gray Velodrome in western Sydney last month.

Held in Manchester, England for the past 12 years, it was the first time the event – October 16 to October 21 – had been staged in Australia or outside Europe.

The world governing body of cycling granted the championships to Sydney – and Bankstown Sports Club – for the next three years.

The UCI World Masters Track Championships, which attracted 424 competitors from 25 countries, are for riders 30 years and over in five cycling disciplines – time trial, sprint, pursuit, points race and scratch race.

With sponsorship from the NSW Government and corporate support – and nine months of preparation – the entry list comprised of five age divisions with competitors ranging from 30 to 75 years and competing for 70 world championships.

The standard of competition was remarkable and 14 world records were set.

Of the 424 entries, more than 200 were international competitors and, with Australian interstate competitors and their families, it's estimated that more than 2,000 people travelled to the Bankstown area with local clubs, accommodation and dining stretched to the limit.

After three days of official training and six 10-hour days of competition, Bankstown Sports Club celebrated the

success of the 2007 World Masters Track Cycling Championships.

Sponsored and promoted by the Bankstown Sports Club, the event ended with a gala dinner at the club.

An organising committee comprising managers from Bankstown Sports club, the Handlebar Tavern at the Dunc Gray Velodrome, Cycling Australia and Cycling NSW came together to organise the first World Masters Championships staged outside Europe.

UCI Vice President Ray Godkin represented the world body at the gala dinner and he said that following the success of these championships, he could see no reason why the event could not stay in Bankstown for at least six years.

Bankstown Sports Club President John Murray said, following Ray's comments, he was confident Bankstown Sports Club would continue to sponsor the World Master Track Championships in the years ahead and cycling in general as they do some with 33 other sports in the district.

While the results were shared around the globe, many former Australian cycling greats, including Keith Oliver, Russell Tucker and Olympians Ron Boyle and Michelle Ferris achieved their share of gold, proving that the champion spirit lives on.

Ray Godkin congratulated Bankstown Sports Club and the event organising committee headed by the club's Assistant Secretary Manager Mark Condi and Michael Clancy – not only for the support of the masters event, but



2007 World Masters Track Cycling Championships competitor Keith Oliver.

for the club's continued contribution of finance and support to junior and elite sport.

Ray said the suggestion to hold the World Masters in Australia was instantly well received in the cycling community.

"Ten years ago, holding an event such as this outside of Europe was unheard of," Ray said. "Sydney was an obvious and welcome choice by the cycling community. We are a city with world-class facilities and offer the chance for competitors to continue travelling in the country after the meet."

Mark Condi said the UCI titles were a significant event for the club and the wider Bankstown community.

"With over 400 competitors, their families and friends expected at the championship there are many economic benefits for the region," Mark said.

Bankstown Sports have secured the rights to host the World Masters for 2007, 2008 and 2009.

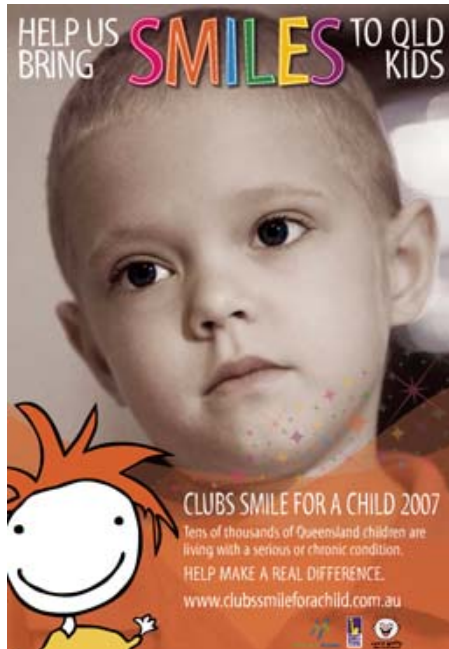
"This is the first time the Masters has been staged in Australia and it was an opportunity for the wider Sydney community to see veteran international cyclists from all over the world demonstrating their skills and competing," Mark added.



Bankstown Sports Club Assistant Secretary Manager Mark Condi (left) with UCI World Masters Track Cycling Championship cyclist Keith Oliver.

Qld clubs serve up a treat for children's charities

A meal satisfied much more than appetites when 75 clubs across Queensland participated in "Clubs Smile" Friday.



The October 5 initiative provided \$1 from every meal served that went to children's charities.

The event was part of the "Clubs Smile for a Child" program, a Clubs Queensland initiative to raise funds for children's charities – MontroseAccess, Camp Quality and Starlight Children's Foundation.

Clubs Queensland Executive Officer Doug Flockhart said Clubs Smile Friday is the culmination of months of fundraising by Queensland clubs.

"The Clubs Smile for a Child program receives a lot of support from Queensland clubs and their local communities," Doug said.

"Clubs Smile Friday in particular is a major driver behind the campaign and raises substantial funds for the charities each year.

"This year it's an initiative to help us reach our \$1 million fundraising target – and we're well on track."

The 2007 beneficiaries provide special care and resources for seriously ill



children and Queensland clubs ask the public to support their work for the charities.

"These charities make children feel special and we aim to show these kids again that we all care," Doug said.

Last year, Queensland clubs raised more than \$260,000 for Clubs Smile for a Child charities.

In its fifth year, Clubs Smile for a Child invites patrons to attend local clubs and join in fundraising events or purchase merchandise with the 2007 campaign running until the end of November.

Clubs Smile for a Child is an initiative of Clubs Queensland, the peak industry body for approximately 600 registered and licensed clubs in Queensland.

Contact Program Coordinator Lisa Cleveland (07 3252 0770 or lisa@clubsqld.com.au) for information about Clubs Smile for a Child.

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Council's good counsel lifts Southp



The original Southport Surf Club building is heritage listed.

By HENRI LACH

Local government “bashing” is a popular pastime among movers and shakers. It's a change to see bouquets, instead of brickbats, for a council and its elected members.

The bouquets come from Southport Surf Club General Manager Dale Chapman, a mover who'd been nursing a vision for a major upgrade of his club for some years.

The club is on council land.

As well, part of the original building is heritage listed, with all the associated ramifications.

Dale's vision now is a reality, however, and he says it's due in no small part to the efforts of his divisional

representative on Gold Coast City Council, Councillor Susie Douglas.

In fact, he's glowing in his praise of Cllr Douglas.

“Any concern ... any problem I've had, she's attended to it on the spot,” Dale says. “Susie takes the phone calls and fixes the problem.”

Dale's plan was for construction of a dining deck that would accommodate about 200 patrons, with uncluttered views across the Pacific Ocean at this, the Gold Coast's most-northern surf beach.

It took 12 months to get it all together, but the balcony is in place and it's proved a boon since it was officially commissioned late last year.

“As the ‘Year of the Surf Lifesaver’ draws to a close, Dale reflected on some of important aspects of his own and surf lifesaving supporters’ clubs in general ...



The spectacular view from the northern-most surf club on the Gold Coast.



Southport Surf Club's new deck looks good.

The club's all-day restaurant opens for breakfast at 8am week days, and an hour earlier Saturdays and Sundays.

It features specials on its luncheon menus and a comprehensive a la carte day menu.

Takings have increased dramatically and membership jumped from around 3,500 to more than 8,500.

The gaming down-turn that hit some clubs because of the total smoking ban had no effect on the club, according to Dale.

In fact, takings from the 46 machines increased after the new facility opened.

“I'd like to tell you that it's because I'm a good operator, but the truth is that there were more people coming into the club,” Dale explained.

“We're also getting more health-conscious people coming here who never used to go to clubs because of the smoky atmosphere.

“Because the food has attracted more people, there's also been a growth in the bar takings.

“It's just a natural progression.”

The surf lifesavers also are winners.

“We're budgeting on increasing our contribution to the lifesavers by 30% this year,” Dale said.

For her part, Cllr Douglas considers she and the club have carried out their duly appointed duty to the community.

“Council were very keen to support the project,” she said. “I thought this was a great opportunity to show the council's support for surf lifesaving and especially this historic club at Main Beach.

“It was crying out to be done, and it really has drawn the whole community together.

“The people of Main Beach were very happy to see this work done.

“We've still got a lot of to do.

Southport Surf Club

"We're putting a new car park behind the pavilion and fixing up the pedestrian access."

Dale recalls that work on the new deck had its problems.

"The building right next door is heritage listed, so we had to make sure that the colour and material was right - it had to be compatible," he added. "It took us half a dozen goes to get the colour combination right."

A mortgage was necessary to carry out the major refurbishment, but the loan was not a problem.

"The council lease on the club's land has been increased to 20 years so the bank is comfortable with that," Dale said with another pat on the back for Susie Douglas and her council.

As the "Year of the Surf Lifesaver" draws to a close, Dale reflected on some of important aspects of his own and surf lifesaving supporters' clubs in general.

"It's important to educate the new generation of youngsters," he said.

"All surf clubs know that this is a priority.

"For the past few years, we've been



Southport Surf Club General Manager Dale Chapman and Councillor Susie Douglas with the plaque to commemorate her efforts.

concentrating on our nippers.

"We would have more than 400 nippers here on a Sunday.

"They come from all over the coast, and there's a large contingent come down from south of Brisbane, from the Logan and Beenleigh areas.

"You have to remember that if you're travelling south from Brisbane, we're the first surf beach you come to.

"We also have a team of people who go around to the schools talking about surf safety and lifesaving skills."



Surf lifesaving history is preserved in the Southport Surf Club museum.

Dale proudly takes place in club and surfing history

Southport Surf Lifesaving Club General Manager Dale Chapman has a dual role - he's also custodian of some Gold Coast history.

The club has three buildings under its control and two are heritage listed.

One is the original surf lifesaving club building that adjoins the new club premises.

The other is the pavilion that now incorporates a kiosk.

The Southport Surf Lifesaving Club was formed in 1924 with the pavilion built in 1936.

Any profits from the operations of the kiosk go towards further renovations of the heritable-listed building.

A lifesaving museum-cum-community hall is part of the pavilion building.

This is available for hire free to community groups and non-profit organisations while commercial groups make a donation to surf lifesaving.

The nippers' club - dubbed "Home of the Fried Egg" because of the yellow caps worn by the nippers - is a later

building at the northern end of the club area.

"We've probably got one of the biggest footprints on the foreshore of any surf club in Australia," Dale said.

"Renovation of the heritage-listed buildings was part of the deal when we took up the new lease but, when we looked into it, we found that the pavilion roof was a lot worse than we originally thought.

"That's when Cr Douglas said, 'hang on, let's have another look at it', and she came up with \$70,000 out of her divisional funds towards the cost of the repairs.

"We have a little bit more work to do on the museum, we then move on to the nippers' building," Dale said as he looked forward to another busy summer season at his popular club.

— HENRI LACH

Southport Surf Club general manager Dale Chapman.



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Impressive menu of workshops, speakers and guests at Ballina

Far North Coast Zone launched its "In Zone" bursary program during the Zone Meeting at Ballina RSL Club last month.

It was a full agenda of meeting, workshop, presentations and lunch with more than 50 guests beside the picturesque Richmond River with Zone President Jon McGregor hosting the day.

CMAA Education Manager Ralph Kober, who also presented the CMAA Head Office Report to the Zone Meeting, accompanied high-profile hospitality experts Ken Burgin and Nino Zoccali to Ballina for the day.

Nino, from Red Hot Pears and Ken, from Profitable Hospitality opened the day's activities with a free 90-minute workshop, "Smart Club Operators Can Make Real Profits With Food".

Ken facilitated a workshop with Nino, "Club Food, Innovations and Trends" at the CMAA Annual Conference at Darling Harbour in early April, which was one of the most successful aspects of the program and that same level of information and interest travelled up Highway 1 for the Zone Workshop.

Zone Publicity Officer Nathan Whitehead reports the workshop was a "very informative presentation about current trends in food styles and demographics with the latest information on technological trends in catering equipment".

Nino is a consultant chef with degrees in economics and the arts and was at the helm of establishing Sydney's famous Otto Ristorante Italiano and taking it to international stats as one of Australia's finest dining venues.

Other presenters on the day included, Michael Alexander from Club Data Online who addressed the latest information on impacts from smoking in NSW, Queensland and the A.C.T.; Ben Smith from The Mobile IT Group who looked at the newly developed Club Member IT System and website design; along with John Duncan and Ben Hickson from Sharp Electronics Office National who showcased their new SENPOS cash register system.

President Zone President Jon McGregor welcomed members to the Zone Meeting at to his club with Zone Secretary Gordon Rhodes also acting the capacity of Division E Federal Councillor.

More than 50 members, directors and



Ian Wills from Maclean Bowling Club with Bill Dunn from Allstyle Furniture and Alf Morrison from Maclean Bowling Club.

industry trade representatives sat down to a superb lunch with Rothbury Estate wines, Carlton and Tooheys beers.

After the meal, Ken Burgin introduced Ballina RSL Club's Executive Chef Gerry Spatz who talked with much enthusiasm about his experiences, his staff and the challenges faced in Ballina on a Wednesday night with a black-out.

Far North Coast Zone will conduct its Christmas Meeting at Yamba Bowling Club on December 12.



Ben Hickson and John Duncan from Sharp Electronics Office National with Zone President Jon McGregor from Yamba Bowling Club.



Ben Smith from The Mobile IT Group with Zone Vice President Darren Schipp from Casino RSM Club.



Zone President Jon McGregor with Nino Zoccali from Red Hot Pears Consulting and Ken Burgin from Profitable Hospitality.



Tim McGrath from Yamba Golf Club with Zone President Jon McGregor and Stephen Seymour from Yamba Bowling Club.

Larry's adventures finish at Wollongong RSL Bowling Club

It was a collection of living history – the Club Industry and the Illawarra region of NSW – when colleagues, family and friends gathered in Wollongong to farewell Larry Matthews.

The Wollongong RSL Bowling Club General Manager was the guest of honour at the City Diggers, Wollongong in mid-October when more than 100 friends gathered for his send-off.

Larry's wife of 47 years, Jan, received a bouquet from Club President Bill James, who paid tribute to Larry's dedication and contribution to the Figtree club where he served as the boss for more than 26 years.

Bill also thanked City Diggers General Manager Phil Ryan and the club Board for hosting the farewell along with Tooheys, Foster's and Rosemount Wines for their generous contribution to the luncheon.



Wollongong RSL Bowling Club President Bill James congratulates Larry Matthews on his retirement at Larry's farewell luncheon at City Diggers, Wollongong.

The "living history" in the City Diggers Auditorium included recently retired club executives Allan Fitzgibbon (Dapto Leagues Club) and Darcy Martin (Port Kembla RSL Club).

Other long-serving club managers at the gathering included Larry's great mates Neil Bayo (Warilla Bowls and Recreation Club General Manager), John Wilkins (Collegians General Manager), Garry Wilbraham (Bomaderry Bowling Club General Manager), Bruce Dunn who now works in Albury, Neil Cooper who retired to Tuncurry after a long stint at Berkeley Sports and Social Club and Larry's life-long friend and colleague Geoff Wilkie.

Geoff spoke about the adventures that he and Larry had shared, first with their "Tooheys Old" strategy during the beer strikes at North Ryde RSL Club, Illawarra Master Builders Club and finally at Wollongong RSL Bowling Club.

Hal Browne spoke on behalf of club trade representatives before ClubsNSW Chairman Peter congratulated Larry on his extensive and impressive career and contribution to the Club Industry.

CMAA Communication Services Manager Peter Sharp presented Larry with an engraved pewter on behalf of the Federal Executive and Association members across Australia. Larry served on the executive and committee of the CMA Illawarra Shoalhaven Zone for many years.

In his response, Larry said he had enjoyed every day of his 38 years in the club business.

"I have made a lot of good friends and I'm proud that so many of them are



Larry Matthews plans to "introduce himself" to his wife Jan once he settles into retirement.



Master of Ceremonies Darryl "Dasher" Winnell with Warilla Bowls and Recreation Club General Manager Neil Bayo.

here today," he told the gathering.

"It was a big decision for me to retire, but I look forward spending more time at home and travelling with my wife Jan and spending time with our children, grand children and great grandchildren."



Larry Matthews with Geoff Wilkie (left) and ClubsNSW Chairman Peter Newell.



Larry Matthews (centre) got a big send-off from old mates (from left) Darcy Martin, Neil Bayo, Bruce Dunn, John Wilkins and Allan Fitzgibbon.



Golfers on course for great day at Horton Park

Sunshine Coast Zone was blessed with the weather, the venue and the company for the annual charity Golf Day at Horton Park Golf Club, Maroochydore last month.

Club, corporate and social teams, involving more than 40 players and supporters, teed up or helped out for the four-person Ambrose event on Friday, October 12.

Horton Park Golf Club General Manager Russell Bartholomew hosted the event and long-serving CMAA Zone Executive member John Townsend, from Maroochy RSL Club

continued the tradition of organising and staging the day.

In recognition of John's efforts, Zone President Laurie Williams made a presentation to John following the prize-giving ceremony.

"John has done a wonderful job on the Zone Executive and in staging these golf days over the years and we thank him and wish him well," Laurie said.

The day was well supported by CMAA partners Foster's and Tooheys, Aristocrat, Aruze and Ainsworth.

Janelle Barraud, ACCM from Bribie Island RSL & Citizens Memorial Club was on the spot with her camera to capture the sporting and social aspects of the day.

Money raised from the event supports the Sunshine Coast Zone's preferred children's charity.

The Sunshine Coast Zone will wrap another successful and well-attended calendar of Zone meetings and events with the Christmas Meeting at Maroochy RSL Club on Friday, December 7.



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The CMAA Victoria Zone Committee, headed by President Barry West and Education Officer Jim Smith, recently

convened a meeting attended by interested managers keen to reactivate training and development in Victoria for members and club personnel in general.

CMAA Education Manager Ralph Kober made the trip south to The Knox Club on October 9 to present an overview of CMDA activities and initiatives to the meeting to assist the zone in formulating a strategic approach to increasing membership, participation at zone meetings and creating a training and development calendar for all levels of club personnel.

Much of the discussion at the meeting revolved around how best to attract the interest of lapsed members and non-members, succession planning and demystifying the ACCM Award and the Recognition of Prior Learning (RPL) pathway.

The day produced a number of key

CMAA Victoria focuses on training and development



CMAA Education Manager Ralph Kober (far left) with a group of CMAA Victoria Zone members who attended a strategic planning meeting at The Knox Club last month.

strategies that the committee will develop and present to members in the coming months. Interested members should contact Victoria Zone Education Officer Jim Smith on jsmith@echucaworkers.com.au to discuss any aspect of the committee's plans and strategies or contribute ideas on how to boost CMAA activity in Victoria.

Victoria Zone also convened a meeting at the Carlton Brewhouse – at the corner of Nelson and Thompson streets –

at Abbotsford on October 31.

The Club Industry in Victoria is facing challenging times.

Yet another new Gaming Minister (see Pages 12&13), more Government change to the state's Community Benefit Statement process on top of the final round of non-smoking legislation has the industry battling on the back foot.

On a state-to-state basis, Victorian clubs receive the lowest share of gaming revenue generated in their venues.

In light of the current climate, CMAA Victoria Zone President and Yarraville Club General Manager Barry West called the meeting.

Big Dave Staughton, who was well received at the CMAA annual Mid Year Executive Leadership Conference at Conrad Jupiters on the Gold Coast in early July, was guest presenter on the day.



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NOVEMBER 2007

Thursday	01-04/11/07		Sheraton Mirage Surfers	Leagues Club Assn National Conf	
Monday	06-19/11/07		Las Vegas	CMAA Global Gaming USA Tour	
Tuesday	13/11/2007	10:30	Park Beach Bowling Club	Mid North Coast Zone Meeting	19:00
Wednesday	14/11/2007	15:00	Bathurst RSL Club	Mid State Zone AGM	19:00
Wednesday	21/11/2007	09:30	Logan Diggers	CMAA Queensland Bursaries Presentations	13:00
Tuesday	27/11/2007	09:30	Randwick Labor Club	City Eastern Suburbs Zone Meeting	13:00
Wednesday	28/11/2007	09:30	Norths Leagues Club	Manly Northern Suburbs Zone Meeting	13:00
Wednesday	28/11/2007	09:30	Cardiff RSL Club	Hunter Zone Meeting	13:00
Friday	30/11/2007	09:00	Brighton Le Sands	CMAA Executive Meeting	
Friday	30/11/2007	10:30	Brighton Le Sands	CMAA Federal Council Meeting	
Friday	30/11/2007	13:00	Brighton Le Sands	CMAA Sponsors Luncheon	

DECEMBER 2007

Monday	03/12/2007	09:30	Taree Race Club	Great Lakes Zone Meeting	10:30
Tuesday	04-05/12/2007	09:30	Tamworth Club	North West State Zone Meeting	13:00
Tuesday	04/12/2007	09:00	Cronulla Leagues Club	St George Cronulla Sutherland Zone Meeting	13:00
Wednesday	05/12/2007	09:30	Sydney	Club Industry Advisory Council	
Thursday	06/12/2007	09:30	Liverpool Catholic Club	Nepean Zone Meeting	13:00
Friday	07/12/2007	10:00	Davistown RSL Club	Central Coast Zone Meeting	13:00
Friday	07/12/2007	09:30	Revesby Workers Club	Inner West Zone Meeting	13:00
Friday	07/12/2007	11:00	Collegians Club	Illawarra/Shoalhaven Zone Meeting	13:00
Friday	07/12/2007	09:30	Maroochydore RSL Club	Sunshine Coast Zone Meeting	13:00
Tuesday	11/12/2007	18:00	Burleigh Bears Club	Gold Coast Zone Meeting	13:00
Tuesday	11/12/2007	09:30	Yamba Bowling Club	Far North Coast Zone Meeting	13:00
Thursday	13/12/2007	09:30	Tuross Heads	Far South Coast Zone Meeting	13:00
Thursday	20/12/2007	09:30	Auburn	CMAA Executive Meeting	

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November-December 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	NOVEMBER	DECEMBER
Provide Responsible Service of Alcohol (THHBF09B) (LAB approved) ACCM Unit - 1 Day	W 14	W 5
Provide Responsible Gambling Services (THHADG03B) (LAB approved) ACCM Unit - 1 Day	M 19	Th 6
Armed Robbery Survival Skills - 1/2 Day Delivered in conjunction with Barringtons	Th 1	
Business & Report Writing - 1 Day	Th 1	
Senior First Aid (Workcover Approved) - 1 Day Delivered in conjunction with Barringtons		Th 6
Manage Workplace Diversity THHGLE09B - 1 Day		M 10
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.		T 11 & W 12
Gaming Management Development Program -ACCM Unit - 2 x 3 Day Sessions (Develop & Manage Gaming Activities THHADG02A) 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 19 – W 21	(S2) M 3 – W 5
Marketing Fundamentals - 1 Day (Prerequisite for Develop & Manage Marketing Strategies THHGLE12B)		W 5 & Th 6
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.		M 10 & T 11
Manage Physical Assets THHGLE16B ACCM Unit - 2 x 2 Day Sessions	(S1) M 26 & T 27	(S2) M 3 – W 5
OHS Risk Management for Supervisors and Managers (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.	W 28 & Th 29	

Regional Training

COURSES	NOVEMBER	DECEMBER
Armed Robbery Survival Skills - 1/2 Day Delivered in conjunction with Barringtons		Melbourne W 5
Business & Report Writing - 1 Day	Great Lakes M 19	
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.	Mid State Th 1 Riverina F 9	
Deal with Conflict Situations THHGCS03B - 2 Days For anyone who has to lead teams, resolve conflict with staff, customers and their peers.	Riverina W 7 & Th 8	
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.	Great Lakes T 20	
Analyse & Report on Gaming Machine Data THHADG01B ACCM Unit - 2 Days	Central Coast M 12 & T 13	
Financial Fundamentals (THHGFA06A & THHGLE13B) - 2 Days (Prerequisite for Financial Management THHGLE14B & THHGLE15B)	Central Coast M 26 & T 27	
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.	Sunshine Coast T 20 & W 21	

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.

Are your ACCM points up to date?

ACCM Awardees are reminded that they should check the CMAA website to ensure that their ACCM activity points are up to date.

2006-2007 Active CCM Awardees:

You are required to show evidence for 50 points of activity between January 2006 – December 2007 in order to maintain active status for 2008-2009.

You have until 31 December 2007 to submit your audit form.

* Check the CMAA website for details regarding new point allocation criteria (effective 1st July 2007).

If you have any queries, or require an audit form, please contact Narell Harrison at CMDA.

Phone: (02) 9643 2300 Fax: (02) 9643 2400 Email: narell@cmaa.asn.au

Gaming promoter earns 'Best Value' title and welcomes new faces to the business

It's exciting times for Danielle Rayner and the team at Gobsmacked Entertainment.

Between picking up a national business award and almost doubling their client base, promotional experts Gobsmacked Entertainment also has expanded its reach into multi-state venues with a new product line, brought on more marketing experts to

meet growing client demand and begun a national marketing campaign.

Danielle, Gobsmacked's Director, said that the two months since the 2007 Australasian Gaming Expo had been a "blissfully busy period" for the company.



Danielle Rayner



Danielle affectionately blames the great exposure at the Expo for their even stronger presence within the Australian gaming arena.

"We had an incredible experience, both in the level of attention we received from new customers and the volume of interest expressed from different areas within the gaming industry," Danielle added.

"We had a huge response from members within the Asian communities wanting to secure promotions that would benefit the clubs and increase their gaming and bistro revenues.

"Knowing what a huge impact these growing demographics will have within the gaming industry, we have just

brought on a new marketing specialist who is also fluent in both Mandarin and Cantonese."

In addition to expanding their offices and client base since earning the 2007 Australian Business Award for Best Value Business, Gobsmacked Entertainment also has enhanced its reputation.

"I think we are simply being recognised by clubs and among our peers as offering incredible services that deliver results," Danielle said.

"We deliver these results through increased club revenue and we offer our services at an affordable price.

"Gobsmacked's business is built on improving business - and we were thrilled to be acknowledged for that."

For more information on Gobsmacked Entertainment's portfolio of services to help boost club gaming, bistro and venue revenue, visit

www.gobsmackedentertainment.com.au or call Danielle Rayner 0405 123 444.



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XXXX GOLD beach cricket returns for Aussie summer

Success in 2007 with the XXXX GOLD Beach Cricket Tri-Nations series has prompted Lion Nathan to bring back the event in 2008.

The debut series produced a 7% first-half uplift in segment volume-share for the brand as 11,000 people flocked to Coolangatta, Scarborough and Maroubra beaches for the live events and a massive 7.1 million viewers tuned in for the broadcasts on Network Ten.

A further 100,000 people visited the official website, and close to 400,000 pieces of official merchandise were redeemed or sold through official retail partner, Rebel Sport.

XXXX GOLD Beach Cricket Director Andrew Coates said the XXXX team, with event organisers Octagon, had been working to tweak the concept for the 2008 series which starts in early January.

XXXX GOLD Beach Cricket is a concept developed from scratch by Lion Nathan and its agency partners.

The concept has been so successful that the 2007 inaugural series broadcast was on-sold to eight networks across



the globe, including networks in the United Kingdom, India, South Africa, New Zealand and Asia.

The XXXX GOLD Beach Cricket Tri-Nations series will be staged at:

- Scarborough Beach, Perth on 5th and 6th January;
- Glenelg Beach, Adelaide, on 9th January;
- Maroubra Beach, Sydney, on 12th and 13th January;
- Coolangatta Beach, Gold Coast, on 19th and 20th January (including the Grand Final).

At each event, teams will play each other in a seven-a-side match with the top two teams competing in an event final.

The XXXX GOLD Beach Cricket Tri-Nations series grand final will involve the

two teams to have played the most finals over the three weeks of competition.

Leading the Australian side again is Allan Border with 2007 team-mates Dennis Lillee, Jeff Thomson, Damien Fleming, Dean Jones and Mark Waugh with new additions Darren Lehmann, Stuart Law and Michael Bevan.

Graham Gooch returns as England team captain with 2007 veterans Robin Smith, Gladstone Small, Adam Hollioake, Graeme Hick and boosted this year with Angus Fraser, Phil Defreitas and John Emburey.

Martin Crowe leads the Kiwis with Sir Richard Hadlee, Mark Greatbatch, Danny Morrison, Nathan Astle, Dion Nash, Dipak Patel and Chris Cairns.

Tickets for the events were released at noon on November 1 and available at www.xxxxgoldbeachcricket.com.au

Carlsberg 'Club' bottle launched in Australia

Following hot on news about Carlsberg entering the Foster's portfolio is introduction of the Carlsberg "Club" bottle to Australia.

Now the global standard bottle for Denmark's premium all-malt lager, the club bottle is being introduced from November 1.

The sleek shape epitomises Danish design.

The Carlsberg name is vertically embossed and the bottle contoured to the hand.

Modern touches complement the traditions of the brand and it has been popular with premium beer drinkers around the world.

Announced earlier this year, Foster's now seals and markets Carlsberg in Australia.

Advertising for the brand started in August, including subscription TV, outdoor and print, with more support to come.

The next big launch for the brand in Australia will be Carlsberg in draught.

This is the first time the forth-biggest beer globally will be available on tap in Australia.

Made "by appointment to the Danish Royal Court", the Carlsberg brewery was founded in 1847.

A unique aroma hop gives the beer its distinctive fruity and floral taste.

For more information, contact a Foster's representative 1800 007 282.



Tooheys maintains the tradition

Tooheys forms part of Lion Nathan Limited, a premium alcoholic beverages company that produces, markets and distributes approximately 900 million litres of Australia and New Zealand's favourite beer brands annually.

Tooheys also sells and markets some of Australasia's leading wine and spirit brands.

With five breweries across Australia, including Tooheys in Sydney and Castlemaine Perkins in Queensland, Lion Nathan is home to many of the country's leading beer brands, including:

- XXXX GOLD - Australia's second-largest beer brand and mid-strength market leader
- Tooheys New - Australia's third-largest beer brand and leading tap beer in NSW
- Tooheys Extra Dry - a leading brew among 18 to 24-year-olds
- Hahn Premium Light - Australia's No.1 light beer
- Hahn Super Dry - a full-strength, full-flavoured, low-carbohydrate variety
- Beck's and Heineken - two of the largest and fastest-growing

international premium offerings

- James Squire range of craft brews - Australia's finest craft offering

Through these brands, Lion Nathan and Tooheys support a vast array of professional and grass-roots sporting teams and associations, along with numerous events across the sporting, cultural and social spheres.

To discover more about Lion Nathan and its brands, go to the website at www.lion-nathan.com or speak to your Tooheys sales representative.



Low-carb beer with Boag's flavour

Tasmanian premium brewer, J.Boag & Son has responded to the growing demand among Australian beer drinkers for a high-quality, low-carbohydrate beer.



Boag's Classic Blonde is a full-strength lager at 4.5% alcohol, specially brewed to reduce the carbohydrate level to one-third of regular beers.

Like all J.Boag & Son beers, Classic Blonde is brewed with 1881 yeast, providing the Boag's signature flavour beer drinkers associate with quality of brewing.

The low-carbohydrate beer market in Australia has been growing for the past two years and now accounts for approximately 6% of the regular beer market,

representing the biggest shift in Australian beer market share for many years.

J.Boag & Son Director of Sales and Marketing Lyndon Adams said the Boag's Classic Blonde launch marks a new era in low-carb beer drinking.

"With more people watching what they eat and drink, Boag's saw an opportunity to offer a product that doesn't sacrifice quality and flavour - low in carbohydrates," Lyndon said.

J.Boag & Son Director of Brewing Richard Benwell said Classic Blonde was a major challenge to develop.

"The challenge was to never sacrifice taste, depth of flavour, and quality that drinkers have come to expect of J.Boag & Son," Richard said. "The brewing team trialled many different brewing techniques with different temperatures and differing fermentation periods to keep the yeast active, reducing the carbohydrates but retaining the Boag's signature flavour.



"For well over a year we worked on perfecting this beer.

"We went back to the drawing board on many occasions and, after several trials, we developed a beer with a clean, fresh and slightly fruity aroma and crisp, dry finish and pleasant lingering bitterness."

The full-flavour beer is easy to drink and is perfect with spicy and hot foods as well as seafood.

Classic Blonde, which was released nationally in mid-October, is the only Tasmania-brewed low-carbohydrate beer in the marketplace and available in 375ml bottles.

VB Mid - great cold mid in Draught

In May, Foster's launched VB Midstrength Lager into Australia's second largest and second-fastest growing beer segment.

After a blistering first five months in bottle and can, VB Mid is now available in draught.

The best cold midstrength from Australia's favourite beer is now positioned to grow even further across the summer.

VB Mid kegs started rolling out of the brewery last month, in time for Bathurst 1000 with widespread availability by November.

The VB Mid draught launch is the latest step in the VB Mid rollout, which will see a total support program of approximately \$7 million through to next year.

In 19 weeks since launch, VB Mid has secured 8.5% of the Australian mid-strength market and 1% of the total Australian beer market in value terms.

VB Mid to date is the most successful brand launch for the Foster's business in a decade.

The brand has achieved this without yet competing in draught, which is testament to the position VB holds in the heart of Australian beer drinkers.

VB fans, particularly in NSW, Queensland and Northern Territory, have all given VB Mid the thumbs up, with the 3.5% ABV beer carrying the great VB taste at one standard drink per stubby or can.

Supported since launch, both in store and through advertising, the VB Mid TV



VB Mid Ambassador Scott Cam (left) with Foster's NSW General Manager Shane Richardson.

commercial has continued to drive awareness and trial since July in key markets in northern Australia.

To accompany its launch in draught, customers can expect an impressive range of POS and bar ware to be available, along with continued media support in the coming months.

Also available now are VB Mid long-necks.

The 750ml bottle completes the full range of VB Mid options, providing consumers with an option for every drinking occasion.

VM Marketing Manager Ben Wicks said

after, a warm welcome from VB drinkers, the introduction of VB Mid in draught means mid drinkers have a new option.

VB Mid is the first mainstream VB line extension boasting all of its highly recognisable trademarks - the stubby, the VB roundel and taglines, although it is easily distinguished from the original by its gold colour scheme.

Available to consumers nationally since May 1, VB Mid comes in 375ml stubbies and 375ml cans, now also 750ml long necks and in draught.

Contact a Foster's representative or 1800 007 282 for more information on VB Mid.

Australian company on scent to global success

Melbourne-based Air Aroma International is now the largest supplier of scent diffusion technology in the world following its entry into the United States through Air Aroma America.

The US is the latest link in Air Aroma's global distribution chain that spans Europe, the Middle East, Asia Pacific and now North and South America.

The Australian company designs and manufactures scent diffusion systems which release a micro-mist of 100% pure essential oil blends and perfume quality aroma oils.

Chief Executive Officer for Air Aroma International, John van Roemburg says the creation of Air Aroma America means they can deliver scent systems, solutions and strategies 24 hours a day to any country in the world, which is important for companies that maintain a consistent global brand.

"Air Aroma's global distribution network means businesses can use our scent marketing technology in all outlets across the world allowing them to



Air Aroma International's CEO John van Roemburg.

communicate their brand's image through the most powerful sense available," John says.

While still an emerging market in Australia, the use of scent marketing is widely accepted in Europe, Asia and the USA.

Marketing experts recently predicted that scent based advertising will become one of the top 10 marketing trends of 2007.

Behind the marketing and advertising appeal of scent is the science.

The human sense of smell plays an important role in memory because scent receptors in the nose connect directly to the section of the brain responsible for memory and emotions.

So powerful, in fact, the nose is believed to affect 75% of our daily emotions.

"As well as being important to memory and emotions the sense of smell provides the body with its first warning signs of danger, so it's important that scents are high quality and free of harsh chemicals to avoid being offensive to the nose," John says.

Due to this sensitivity Air Aroma only use essential oils and aroma oils sourced from leading suppliers in the world, including France – the international leader in fragrances and perfumes.

The company blends all essential oils in their head office laboratory.

Air Aroma services hotels, retail stores, hospitals, fitness centres and entertainment venues, developing individual scenting packages, uniquely formulated signature scents and diffuser systems.

Further information at www.air-aroma.com

Foster's awards community grant to Spectrum

Foster's Group has awarded Spectrum Employment Services with a community grant for its project, "Stepping Stones". Foster's Community Grants is an important part of its Community Program.

Complementing the grassroots nature of Foster's community sponsorships and its employee-driven community contributions, the Grants Program supports high-quality outcomes by awarding grants to community-building projects in the areas of wellness, culture and the environment.

"Foster's received a large number of high-calibre submissions, so Spectrum Employment Services should feel extremely proud of their achievement in what was a highly competitive process," Foster's Group Communications Manager NSW/ACT Liz O'Neill said.

"We're excited to be involved with 'Stepping Stones' and about the potential the project has to make a meaningful and long-term impact in this community."

Spectrum Employment Services works towards alleviating poverty and improving the prosperity of the communities where they work by providing training, education and employment for unemployed people.

Spectrum works in partnership with employers, community organisations, government and the unemployed to maximise opportunities and provide employment and training opportunities through their property maintenance and landscaping businesses.

Spectrum provides unemployed trainees with the opportunity to enroll in a 12-month Certificate III in Structural Landscaping.

Having completed the traineeship, graduates are employed within Spectrum Landscape Services or within an alternate landscape industry employer.



(from left) Spectrum Chairman Peter Longbon, Foster's Business Development Manager Narelle Clark, Spectrum Community Services Manager Maria Day, Spectrum Landscape Services Manager Peter Chia, Project Development Manager Cath James, Spectrum CEO Mark King, Foster's Sales Manager Ken Johnston.

Spectrum approached Foster's Community Grants with the idea of establishing a landscape work experience program, to provide at-risk youth with the opportunity to experience the traineeship before leaving school.

"Stepping Stones will help an extremely vulnerable group of young people to work towards a very real future career," Spectrum CEO Mark King added. "Many of the participants have limited support structures or direction once they leave school and, thanks to the support of Foster's Community Grants, we are now able to offer a structured early intervention program that can act as the first step in their professional lives."

For information about Foster's Community Grants and to review the grant process, criteria and terms and conditions, visit www.fosterscommunitygrants.com

A great time to be 'stuck in the middle'

By HARRY MANTZOURATOS *

A growing number of Club Industry management and staff are benefiting from the "Transition to Retirement" article published last year in *CMA Magazine*.

The strategy has been a winner as it helps eligible people choose to work, reduce tax and build greater superannuation benefits without changing their lifestyle.

In a nutshell, if you're over 55, you can salary sacrifice a portion of your employment income and simultaneously draw down on your superannuation.

This is accomplished by using a Non-Commutable Allocated Pension (NCAP).

Importantly, there is no requirement to reduce your working hours.

This means it's possible to salary sacrifice a substantial portion of income into superannuation, while still receiving a regular payment from a superannuation fund.

Because of the tax benefits, an NCAP strategy can boost superannuation savings without impacting on take-home income.

The NCAP Budget 'booster'

Thanks to the 2006 Federal Budget announcement that superannuation withdrawals will be tax-free after the age of 60, the case for using an NCAP strategy becomes even more compelling from July 1, 2007.

Sally's NCAP advantage ...

Sally is 55 years old and works full-time in the hospitality industry.

As a restaurant manager she earns \$80,000 per annum and, during her



working life, she has accumulated \$300,000 in superannuation, which is invested in a growth fund that returns an estimated 6.4% after tax and fees.

Initially, Sally is reluctant to start an NCAP strategy because she does not want to sacrifice any income she is receiving.

But her adviser explains that it's possible to receive exactly the same take-home income using an NCAP and to boost her superannuation savings.

Figure 1 shows how an NCAP would work in the first year, assuming Sally receives the maximum NCAP payment of \$30,000.

Even better, Sally's adviser explains that across the projected 10-year period, an NCAP strategy can boost her superannuation savings by around \$90,000 with no change to her lifestyle.

Figure 1: Sally's NCAP benefit

	Before NCAP	with NCAP
Gross earnings	\$80,000	\$80,000
Deductible super contribution/		
Salary sacrifice	\$0	(\$38,029)
NCAP	\$0	\$30,000
Total tax payable	(\$21,050)	(\$13,021)
Take-home pay	\$58,950	\$58,950

> **Assumptions:** The projections in this strategy are based on various assumptions, including but not limited to ...

- > maximum pension payment \$30,000 in year 1
- > salary sacrifice = \$38,029 in year 1
- > no change in take-home pay before/after strategy
- > no change in risk profile
- > estimated investment return (growth portfolio) = 6.4% pa (superannuation) and 7.3% pa (pension)
- > all investment earnings figures are after tax and after fees
- > no change in Super Guarantee contributions, i.e. 9% of \$80,000
- > ongoing administration fees are not included

* Note that payment received from an NCAP is eligible for a rebate of up to 15% if aged 55 to 59 years. The payment is tax-free from July 1, 2007 if over 60 years.

For more information on how to benefit from an NCAP, contact Harry Mantzouratos on (02) 9299 5099 or email enquire@pgdfs.com

* HARRY MANTZOURATOS is Chartered Accountant – Financial Planning Specialist and authorised representative of Charter Financial Planning

Bielak heads up CashCode gaming program



CashCode has formed of a dedicated global gaming group within the Crane Payment Solutions infrastructure to support the specific needs of gaming manufacturers and operators worldwide.

As part of this restructure, Sim Bielak has taken the role of Vice President, Sales and Business Development, Gaming.

Sim will lead the team responsible for growing sales and

customer satisfaction into the gaming vertical, which is CashCode's main market.

Sim joined CashCode in 1999 as Canadian Sales Manager and moved through several sales leadership roles, including his most recent role as Vice President Sales and Marketing – CashCode.

Sim has completed the executive sales management program through the Schulich School of Business at York University in Toronto, Canada.

He will be located at CashCode's head office, just outside of Toronto, Canada and can be contacted at +1 905 303 8874 ext: 2335 or SimBielak@cashcode.com

Aussie reds best in the business

It's official, Australia makes world's best red wine ... well, according to the 2007 International Wine Challenge, **Wirra Wirra** does.

McLaren Vale winery **Wirra Wirra** was officially announced International Red Winemaker of the Year at the recent prestigious 2007 International Wine Challenge Awards Dinner in London.

An enormous achievement, **Wirra Wirra** was the only Australian winery to be short-listed for the accolade and beat off stiff competition including wineries from Chile and Italy in the final assessment. Senior winemaker, **Samantha Connew**, who's currently working in Spain, attended the dinner to accept the award. "I was terrified," Samantha said. "As anyone who's anyone in the wine industry seemed to be in that room, it was like the Oscars of the wine industry."

It's a tremendous endorsement to the team in South Australia who are legendary passionate about red ... from their flagship **RSW** and **The Angelus Cabernet** to the popular **Scrubby Rise** and religiously followed **Church Block**.

"While we might have won the award for our red wines, I think we might drink some Champagne over the next few days, maybe weeks," Samantha added.

The International Wine Challenge is one of the world's biggest and most-respected wine competitions.

More than 465 winemakers, merchants and writers from around the world make up the respected judging panel, including more than 40 Masters of Wine, deliberating over 9,358 wines.

The 2004 **Wirra Wirra Dead Ringer Cabernet Sauvignon** impressed the judging panel earlier this year, awarding it a total of three trophies, including "Best International Cabernet Sauvignon".

Known by its original name, "The Angelus" in Australia, the premium McLaren Vale Cabernet Sauvignon was renamed internationally due to a well-regarded 1er Grand Cru Classe wine from **St Emilion**, taking particular exception to the similarity in name. It was christened "Dead Ringer", for obvious reasons.

The 2004 **Angelus Cabernet Sauvignon** is sold out in Australia and the 2005 vintage was released last month for \$55(rrp).

Brendan Bate Wine Agencies
batawine@bigpond.com
0408 683 750 (m)

Festive bubbles

I'm glad **Samantha** mentioned **French Champagne**, because you can't have enough bubbles coming into the Christmas-New Year festive season.

Some of the real highlights of the season come from good champagne and, if you're looking for a couple of wines outside the mainstream, look no further than **Pol Roger** and **Bollinger**.

These two brands fly under the radar somewhat compared to their mainstream cousin such as **Moët** and **Veuve**, yet they offer a new experience in drinking.

Pol Roger Brut Non Vintage is the definitive house-style, composed from 30 still-base wines drawn from at least two vintages and the three varieties of champagne - **Pinot Noir**, **Chardonnay** and **Pinot Meunier** blended in equal portions.

It's the perfect aperitif Champagne that is not released until it is at least three years old.

Contact their distributor - **Samuel Smith and Son** (1800 424 383) - for details.

Unlike many Champagne houses, **Bollinger** only produces two different blends - that designed for the **Special Cuvée**, and that which will become **Grande Année**.

The blend for the **Special Cuvée** is an ideal version of the classic champagne blend, using the different grapes of a given year from a variety of crus, with the addition of older, reserve wines.

This blend necessarily incorporates subtle variations each year while remaining consistent to a style.

It is, therefore, the hardest of all to make.

It contains the full expression of the **Bollinger** style and the house feels it should be judged on this, its benchmark wine.

Contact their distributor - **Fine Wine Partners** (1300 668 712) - for details.

If the budget for French stretches you a little, then the Aussie brands to go shopping for include **Jansz**, **Croser**, **Sallinger** & the wines from **Domaine Chandon**.



Jewel ... Australia's first light sparkling

Yellowglen has launched Australia's first dedicated lower-calorie sparkling with **Yellowglen Jewel Yellow** and **Pink**.

Jewel is 30% lower in calories and 40% lower in alcohol and available in 750ml bottles, each containing 3.6 standard drinks.

Yellowglen Jewel makes a great light sparkling alternative for consumers looking to reduce calories or for a lighter alcohol at 6% alc/vol.

As the first light sparkling to market, **Jewel** offers the hospitality industry and liquor retailers great opportunity for incremental growth in the sparkling category.

These new products are designed to appeal to non-sparkling drinkers, occasional sparkling



drinkers and lifestyle conscious consumers by providing an alternative to traditional sparkling.

Yellowglen has a successful track record in product development based on consumer insights.

The highly successful **Yellowglen Pink** (2003), **Yellowglen Vintage Bella** (2005) and **Yellowglen Vintage Perle** (2005) have driven incremental sales in the category and now rank nationally as No.3, 14 and 55 sparkling products by value respectively.

The **Yellowglen** brand is growing at 7.7% which also offers increased opportunities for incremental growth.

Yellowglen Jewel is supported by point of sale materials followed by above-the-line advertising from mid-2007.

Yellowglen Jewel Yellow 750ml and **Yellowglen Jewel Pink** 750ml are available nationally with RRP\$13.99

My Pick

Pol Brut Reserve NV

When the opportunity arises, this is my favourite French Champagne. It displays a consistently soft mouth feel, and the finish of the wine is dry. It may sound a little strange, but you

just let this evolve in your mouth and the textures of the wine really are the experience, regardless of the final taste. It is fabulous with seafood - fresh oysters, light bugs and prawn dishes - and is diverse enough to sit alone as a first up evening drink. Go on, spoil her.

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