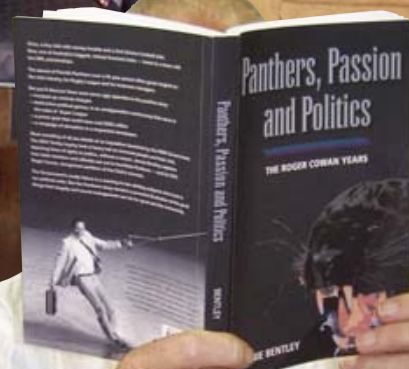




Paul Gordon ... Nothin' but the Bush

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- Interested in a good read? p24 & 25
- CMAA Conference & Expo update - p28-34



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PAGES 6 & 8



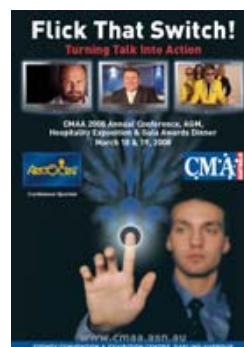
It seems the years are passing faster than ever. As we take stock of 2008, the CMAA Zone Meetings and Events Diary is packed and the CMDA Training Calendar again is overflowing with courses and education opportunities. The CMAA Federal Executive also has commenced an integral part of the Strategic Plan and possibly one of the most challenging tasks that it faces - to define the values of our Association. **CMAA Federal President BILL CLEGG, ACCM** and **Executive Officer TERRY CONDON, CCM** return with their columns and important Association and industry information ...

PAGES 14 & 15

Narrabri RSL Club General Manager **PAUL GORDON** is as passionate about life in the "bush" as he is about the club business and the CMAA. He has a reputation as a joker, prankster and bloke who loves a good time with friends and colleagues at CMAA and *ClubsNSW* events across the vast North West State Zone. Narrabri RSL Club is not quite an oasis in the desert for Brisbane-Melbourne travellers on the Newell Highway, but it's attracting big numbers of visitors through Paul's biggest gamble and innovation, "The Outback Shack" ...



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The CMAA's annual **Darling Harbour Conference** program is again **FREE** to eligible delegates and features a range of sessions designed to assist all managers in developing their roles within their organisations. **Aristocrat Technologies Australia** has signed on as the Conference Sponsor, having partnered the CMAA at past Mid-Year Executive Leadership Conferences staged at Conrad Jupiters on the Gold Coast. And the 2008 Expo has moved to a new format for issuing name badge passes to the event - a **bCODE mobile ticketing (m-ticketing)** system electronically and wirelessly delivers event tickets / name badges to mobile phones using SMS and email ...

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Defining Association's values a major task for Executive

Your CMAA Federal Executive has commenced an integral part of the Strategic Plan and possibly one of the most challenging tasks that it faces - to define the values of our Association.

From the Association's inception, there have been underlying principles that drive what we do.

The pursuit of individual growth, development and unity has always been and will be primary objects.

Defining the guiding principles for all stakeholders and clearly communicating not only our values, but also the agreed behaviours that demonstrates the way we interact with each other, are critical to any modern organisation that seeks active contribution from everyone who we come in contact with.

Once the input from the Board of Management Studies and CMDA staff has been completed and the draft prepared, input from all Association members will be sought to ensure the values are representative of what the CMAA is today.

Congratulations the CMAA's Board of Management Studies, chaired by CMAA Federal Executive Member David O'Neil and CMAA Education Manager Ralph Kober for the insightful Annual Conference that is just around the corner.

"Flick That Switch" covers the most current topics confronting the wide areas that club managers have to be up to speed with.

From the need for energy conservation and smart environmental solutions, financing, leasing and exploring the best use of club assets by



diversification, to drugs in sport ... are all topics that various managers have responsibilities for.

Also, it will be interesting to explore with Richard Callander if Betfair, or other similar on-line betting exchanges, have a place in clubs as an alternative to the TAB.

The 2008 Annual Conference, Annual General Members Meeting, Hospitality Exposition and Gala Awards Dinner again will prove that the CMAA delivers quality services to its membership.

I'm looking forward to the Gala Awards Dinner, which is an opportunity to recognise and reward the contribution that so many have made to the Club Industry and the CMAA.

The 2007 event was the first time the CMAA presented 30-Year Service Awards and it was an honour to shake the hand of so many loyal and dedicated people who have committed so



Richard Callander

much of their working lives to clubs and the communities they serve.

It was a thrill to stand among that group for the "team photo" at the dinner and appreciate the hundreds of years of experience, innovation and dedication to the CMAA and the industry.

In 2008, the Association again will honour another group of men and women who have achieved a generation of service.

It's also a time to add another chapter of history by inducting three new faces - Industry Associate, Association Associate and Club Manager - to the CMAA Hall of Fame.

The Peter Cameron Award is the highest achievement for a CMAA member and rewards a club executive for the highest level of professionalism, ethics and commitment. The 2008 recipient will be a worthy winner.

The dinner is a time and place to join CMAA colleagues and Club Industry trade executives with their partners to enjoy good food, entertainment and the opportunity to acknowledge the achievers in our profession.

It's six months since the enforcement of the total full smoking ban in NSW clubs.

With the Christmas and New Year holiday season behind us, the full impact of the bans are becoming evident.

Figures indicate that similar to the other jurisdiction that preceded the NSW ban, that the early indications lulled many into a false sense of security.

The impending NSW court case, to determine the guidelines of an outdoor area, is urgently needed to provide clarity for the future.

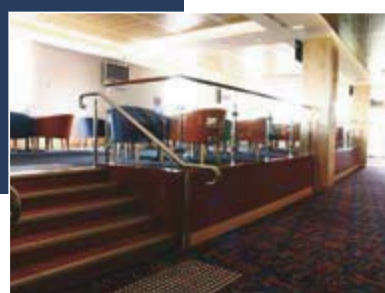
It is again pleasing to see that Queensland is experiencing strong growth in gaming machine revenues.



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Training the perfect way to tackle challenges

It seems the years are passing faster than ever. As we take stock of 2008, the CMAA Zone Meetings and Events Diary is packed and the CMDA Training Calendar again is overflowing with courses and education opportunities.

I encourage CMAA members of all ages and levels of experience to consider the challenges that club managers face today – and into the future – and how the CMDA training program can help to tackle those challenges.

The CMAA's mission statement is *"growing those who grow our business"* and Education Manager Ralph Kober with his CMDA team – Narell Harrison, Brad Jones and Estelle McDonald Birch – along with the CMDA Board of Management Studies, headed by Chairman and Federal Executive Member David O'Neil, ACCM has framed a curriculum of courses designed to support that philosophy in continuing to upgrade the education and professional development of all managers.

It starts at the grassroots level with RSA and RCG courses being delivered exclusively at a network of Training Academies based in seven major clubs through to duty management, gaming, finance, human resources, marketing

and management,

It's also the right time for senior managers to look towards the next generation of managers and identify talented young people within organisations who could find a strong career path in the Club Industry.

The CMDA Affiliate program has been mapped to attract young people who have come into the industry, whether full-time, part-time or casual, to consider club management as a career option.

The CMAA also has prepared a new brochure – *"Your Career, Your Future"* – so that CMAA members can promote the Association to fellow managers who have not yet signed on.

The brochure will be available at Zone meetings from this month and is a tangible resource that outlines the services and advantages of being a CMAA member.

I encourage everyone to read the brochure and pass it on to a colleague.

This is your Association and its strength is defined by your commitment to your colleagues, your club and the industry.

Speaking of how quickly time flies ... we are just on a month out from the CMAA's Annual Conference, AGM, Expo and Gala Awards Dinner at Darling Harbour.

The planning, preparation and organisation that goes into an event of this size is remarkable and I congratulate the CMAA's Administration Manager Gerry Sarlemyn and her team, Rayner Sales and Marketing CEO Judy Rayner and her team, CMDA Board of Management Studies Chairman David O'Neil and his team along with CMAA Education Manager Ralph Kober and his team for putting together yet another impressive and attractive package for Conference delegates, Expo exhibitors and Gala Awards Dinner guests.

I want to welcome on board as Conference Sponsor, CEO Paul Oneile and his team at Aristocrat Technologies Australia, led by Warren Jowett and John Gould.

Aristocrat has been Conference Sponsor of the CMAA's Mid-Year

Executive Leadership Conference for several years and has extended that relationship to cover the Darling Harbour event.

I look forward to Paul's address to the Conference on Tuesday, March 18.

The Charity Awards Dinner will be a celebration for the CMAA, its members and Club Industry supporters.

The 2008 CMAA Hall of Fame inductees will be announced, along with the annual Peter Cameron Award winner and 21-Year and 30-Year will be honoured with Service Awards on the night. The entertainment, food and company will be world class ... all that's left is for the membership to support the event. As I have said many times ... it's your Association and it's your night.

I look forward to seeing you at Darling Harbour

The CMAA lost another good man when Kiama Leagues Club Assistant Manager Mark Venables lost his battle with cancer last month.

Mark, 49, spent 28 years at Dapto Leagues Club, working his way up through the ranks to be Operations Manager.

He made the move south in 2006 to join General Manager Steve Marks at Kiama Leagues Club.

At Dapto, he first worked under Allan Robertson before Allan Fitzgibbon took the reins at the southern Illawarra club.

Allan Robertson gave the main eulogy and spoke of "Boomer's" enthusiasm for life and his "adventures" working his way through the staff and management ranks.

More than 300 people attended the service at Kembla Grange and most called at Dapto Leagues Club to celebrate Mark's life and work.

On behalf of the CMAA and our members, our thoughts and prayers are with Mark's wife Tina and his children.



CMAA stalwart Allan Fitzgibbon with Mark Venables and CMAA Illawarra Shoalhaven Zone President and Division F Federal Councillor David Hiscox at the Appreciation Day in November.



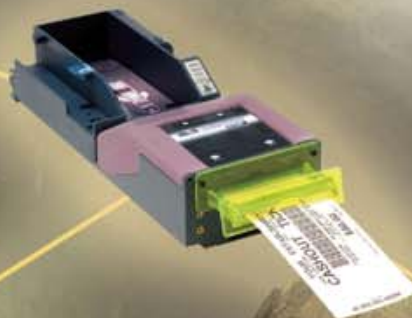
NOTICE OF ANNUAL GENERAL MEETING

The Annual General Meeting of the Members of the Club Managers' Association Australia will take place at 9am on Tuesday, March 18, 2008 in the Conference Room – Hall 6 of the Sydney Convention and Exhibition Centre, Darling Harbour, Sydney. Members will receive 10 Activity Points for attending the Meeting and signing the Members Register.

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NSW Registered Clubs Amendment Regulation

The *Registered Clubs Amendment Regulation 2007* became effective on Friday, December 21. The Regulation supports the legislative changes delivered through the *Registered Clubs Amendment Act 2006*. Aspects of the regulation are still to be resolved, but the Club Industry Working Group expects that most of these outstanding topics will be resolved during 2008 ...



Club Amalgamations (commenced)

Most of the requirements for club amalgamations have been transferred into the Regulation. The main changes:

- the number of clubs a “parent” or “principal” club is able to amalgamate with will be increased from four (4) to 10
- a club seeking to enter into an amalgamation must explore all avenues of amalgamation from other registered clubs located within a 50 kilometre radius through an Expression of Interest (Eoi)
- failing to find an amalgamation partner from clubs within that region, a club may seek amalgamation partners from outside the 50km radius
- the requirement for a Deed of Amalgamation is being removed. Instead, amalgamating clubs will need to enter into a Memorandum of Understanding (MoU), which will be made available to members of both clubs
- the definition of a club’s “major assets” has been amended and updated.

Transitional arrangements have been made so that amalgamation applications lodged with the Licensing Court of NSW, but not granted before the new club amalgamation requirements come into effect, can be dealt with under the pre-existing requirements.

Guidelines have been developed, and will be made available by the Office of

Liquor Gaming and Racing (OLGR), to help clubs to adapt to the new process.

Disposal of Club Property (commenced)

A new definition of “core property” has been introduced.

The definition includes the defined premises of a club and any facility provided for club members.

Virtually all other club assets will be regarded as “non-core property”, and disposal of non-core property need not comply with Section 41J, but is subject to disclosure requirements.

Clubs are still required to report to their members regarding which property is being classed as “core” and “non-core”.

Approval of members will be required if a club wants to reclassify land as either core, or non-core.

To allow for greater flexibility, the regulations provide for exceptions to the disposal requirements, including where:

- property is leased or licensed for a period not exceeding 10 years
- the property is being sold by private treaty, but only if previously that property failed to sell at public auction or open tender in compliance with Section 41J(3)
- details of the terms and nature of the disposal are disclosed to club members, who approve of the disposal
- a lease or license is granted to provide goods and services

exclusively to members and guests

- property is being disposed of to a wholly owned subsidiary of the club.

In addition, the Director of Liquor and Gaming - on application by a club - can approve the disposal of core property without compliance with Section 41J(3).

The Club Industry Working Party is seeking clarification on the transitional arrangements for property disposals already underway.

Definition of Top Executive (commenced)

The definition of “top executive” has been clarified so that it applies only to those club employees with clear managerial responsibilities.

The new definition captures the Club Secretary, a person appointed under Section 34A as the manager of any premises of the club, any other person paid more than \$100,000 involved in the general administration, liquor or gaming operations of a club who is one of the five (5) highest-paid employees.

Financial and Other Reporting Requirements (commenced)

The reporting requirements for clubs have been transferred from the Act and consolidated into a single section of the Regulation (clause 47H).

Registered clubs must prepare - and make available to members on a quarterly basis - profit and loss and trading accounts and a balance sheet.

Clubs also must provide a copy of the financial statements to members who request it in writing.

The Club Industry Working Party anticipates an appropriate phase-in period for this requirement.

This replaces the requirement to lodge with the OLGR annual, audited financial statements, as well as that to prepare and submit to the club board - and display to members - a statement of receipts and payments on a quarterly basis (** clubs still must comply with the Corporations Act in terms of annual report preparation, provision to members, lodgement etc.*)

In addition, the requirement that Section 41H information be sent to members is removed.

This is the written report that must be sent to members annually containing information on required disclosures and returns, top executive remuneration over \$100,000, overseas travel, employee loans and controlled contracts.

gulation 2007

Instead, the Regulation requires that a club make the information available to members and display a notice advising members how the information can be viewed.

Controlled Contracts (commenced)

Also, the requirement in Section 400 of the Act for clubs to provide the Director of Liquor and Gaming with a copy of controlled contracts has been removed.

Pecuniary Interests in Companies (commenced)

For the purposes of section 41(K) of the Act, a club director or top executive is considered to hold a pecuniary interest in a company if they have a shareholding of more than 5%, unless the company is involved in selling gaming machines or liquor to the club where any shareholding gives rise to a pecuniary interest.

Number of Club Members Who Must be Full Voting Members (commenced)

Clubs can reduce the number of club

members who must be full voting members from a majority (i.e. 50% + 1 member) to no less than 25% of the total membership.

To make the change, a club first must have the agreement of club members, then notify the Director of Liquor and Gaming and comply with any direction.

In addition, the Club Industry Working Party continues its discussions with the NSW Government on the final stage of regulation required by The Registered Clubs Amendment Act 2006.

It is hoped that, by mid-2008, regulation will be in place in the following areas:

> Conduct of club elections (yet to commence)

Clubs with more than 10,000 members (approximately 175 registered clubs in NSW) will be required to have the election of the club's governing body conducted by a person or body approved by the Director of Liquor and Gaming. Clubs with 10,000 members, or less, have the option of using an external person / body to conduct their elections. A process will be developed for the accreditation of election service providers that will be undertaken in

Legislation Update

consultation with the NSW Electoral Commission (NSWEC) and the Club Industry Working Party. In addition, an agreed set of procedures to assist clubs in carrying out elections will be developed by the NSW Office of Liquor Gaming and Racing, Club Industry Working Party and the State Electoral Office. Once finalised, these procedures will be included in the Registered Clubs Regulation.

> Training of Club Directors (yet to commence)

A person will not be eligible to stand for election to a club's governing body unless he / she has acknowledged receipt of education and training material approved by the Director of Liquor and Gaming. The acknowledgement will be in the form of a written declaration, which will be kept by the club in a register for a period of at least three years. This package also will be developed in consultation with the NSWEC and the Club Industry Working Party.

The Club Industry Working Party is planning to provide a comprehensive advice and education program for clubs on the new regulatory environment in 2008.



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David discovers new passion doing business *In Ya Face*

By PETER SHARP

David Starr has been around. The former textiles industry executive and club consultant is a busy man as Corporate Development Manager at Canterbury Hurlstone Park RSL Club. For more than nine years David has invested his time and the club's financial resources in community development projects and corporate partnerships across the inner-western Sydney area.

"I really had no idea what I was getting into when I investigated the project on behalf of the club last year," David said.

The project was Young Achievement Australia (YAA) and David was enthusiastic about involving the club in a concept that developed a "business" relationship with Year 11 students from schools around the area.

"I knew it would be interesting and provide a new direction for the club's community work ... I had no idea I would become so involved and so passionate about these young people, their lives and their project," David says, "it was a life-changing experience for me."

YAA is a national non-government, not-for-profit charitable institution administered by a board of directors based in Sydney.

Established in 1977, YAA has assisted more than 190,000 young Australians by providing opportunities to spark their professional futures.

YAA programs allow secondary and tertiary students to foster skills in leadership, innovation and entrepreneurial spirit through enterprise initiatives.

After David investigated YAA, Canterbury Hurlstone Park RSL Club agreed to become a program sponsor organisation.

The project concept was that the group of 20 students, taken from nine state and private high schools across the Sydney metropolitan area covering Canterbury and Ashfield, St George Technical College, North Sydney and Sydney High, would form a business and embark on developing, marketing and selling a product.

The student company – *In Ya Face* – chose environmental bags as the main product, creating and marketing three "jazzed up" designs to appeal to the broadest possible market.

The format was a 24-week project with students spending two hours per week as a group covering all aspects of the business plan and donating any profits to a charity – Father Chris Riley's *Youth Off The Streets* project.

"That was the format ... however every person involved – me included – became consumed by the group dynamic and the prospect of achieving something special, basically out of nothing," David said.

"Two hours a week was the tip of the *In Ya Face* iceberg ... everyone – students and mentors – invested perhaps hundreds of hours in an experience that brought us together not only as a business unit members, but also as friends."

In Ya Face managed to regain its start-up capital and made a profit of \$1.24 per share, increasing the share price to \$3.24 when the company was liquidated.

"As the 'head mentor', I was privileged to meet the parents of almost every student, called on them at home on my way home from work to sign off on aspects of the project," David said.

"I was continually and ultimately impressed by the intelligence and dedication of the students ... some started off determined to make it a success, while others were pulled in by the energy and dynamic of the project and its goals."

David encouraged metropolitan and regional clubs to investigate and consider the YAA concept as a new direction and dimension to club's community involvement.

"I have had my faith restored in young people, considering the areas my role with the club takes me with youth and community these days," David wrote in his final report. "For many, the YAA program will mean the difference between being successful in what you do in your future lives."

David said there were discernable personal changes in the group during the project relating to task performance; presentation, communication and public speaking skills; attention to detail; and decision making.

Michael Toomata Perelini, the "Marketing Dude" summed up the experience: "This experience, for me and many others, has broadened my career choices as I may consider running a business. I personally enjoyed this experience as I gained knowledge of the business industry as well as meeting 27, or so, great people (mentors and students)."

Youth Achievement Australia is based in Sydney at Level 5, 33 Bligh Street. For more information call (02) 9232 3088, or go to www.yaa.org.au



Canterbury Hurlstone Park RSL Club
Corporate Development Manager David
Starr with the *In Ya Face* team.

"I was continually and ultimately impressed by the intelligence and dedication of the students ..."



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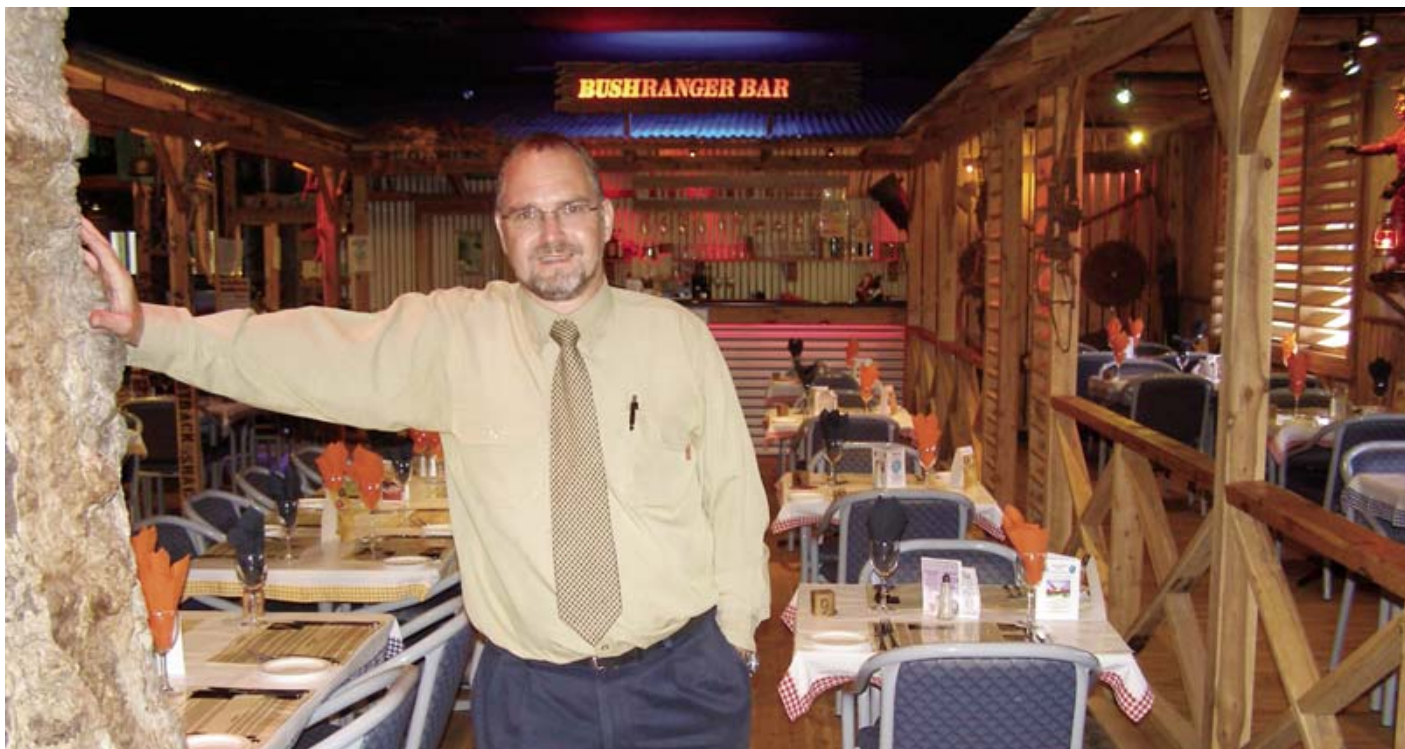
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Narrabri RSL Club General Manager and CMAA North West State Zone Vice President Paul Gordon enjoys the feel of the "Outback Shack" dining area at the western NSW club.

Born to the bush and the club business

By PETER SHARP

Sitting down for a drink and chat with Paul Gordon helps you understand why country people will always be a special part of Australia's character and personality.

The Narrabri RSL Club General Manager is as passionate about life in the "bush" as he is about the club business and the CMAA.

"It's my life ... it's what I've been doing since I was 17 years old ... it's the only thing I want to do," Paul says with a look that only country people give you.

He has a reputation as a joker, prankster and bloke who loves a good time with friends and colleagues at CMAA and *ClubsNSW* events across the vast North West State Zone that takes in Tenterfield to the north, Quirindi in the south, east to Walcha and out west to Lightning Ridge.

But he is also passionate about the Club Industry where he has made a living for the past 25 years and the Hotel Industry where he got a start working for his father in West Wyalong, Forbes and Wellington.

Paul's father, Noel, won the lottery in 1975 and his first venture was the Criterion Hotel in Young, then it was on the road to expand the business with more and bigger operations.

Paul, who was born in Parkes, couldn't

wait to get a start and, at 17, got a special dispensation to work around the hotel. He never made it back to finish Year 12.

It was after working at the Federal Hotel in Wellington that he left the family business and headed for Bourke and his first venture into club management.

He hasn't looked back and can't see a day when he's go back into hotels or, for that matter, a time when he'd head for the "smoke" and a bigger, busier operation.

"I might consider moving to the coast one day, but it will probably when I'm finished in clubs, but there's no way I'd go to the city – any city," Paul said.

Paul is in his 20th year running the Narrabri RSL Club, arrived on December 5, 1988, following his three-year Bourke stint at the Oxley RSL Club.

He's actually following in his father's footsteps as Noel was a club manager working at the Parkes Leagues Club, Narellan Country Club and Young Bowling Club.

"I was born to do it," Paul says with a grin, "Can't think of anything I'd rather

be doing and the people ... the country people ... are the best part of the job.

Paul, the North West State Zone Vice President, received his 21-Year Service Award from Federal President Bill Clegg at the 2007 Gala Awards Dinner.

He has served in various Zone Committee roles, including President and Education Officer, and carries the added roles of *ClubsNSW* area Vice President.

Paul is proud of the Zone's development, from the early '90s when just four people turned up at Zone Meeting in Tamworth to boasting the best attendance (percentage) across the CMAA's 15 zones.

"We have used the CMAA's national and zone bursary system to attract members back to meetings and education initiatives," Paul said.

North West State was the first CMAA Zone to offer the Visionary Leadership course, hosted executive chef Nino Zoccali and Profitable Hospitality boss Ken Burgin last year and strongly supports every education and professional development opportunity that comes their way.

"I might consider moving to the coast one day, but it will probably when I'm finished in clubs, but there's no way I'd go to the city – any city ..."

Manager Profile

"We are very lucky to have people like Phil Wheaton, Jamie Gallen and Rod Laing who believe passionately in the CMAA, *ClubsNSW* and the Club Industry," Paul added.

Narrabri RSL Club is not quite an oasis in the desert for Brisbane-Melbourne travellers on the Newell Highway, but it's attracting big numbers of visitors through Paul's biggest gamble and innovation, "The Outback Shack".

Paul saw a job that former Channel 9 set designer Graham Lees did in Lightning Ridge and the 48-year-old's vivid imagination started to run wild.

It's everything – if not more – than anyone could expect from a relatively small club restaurant ... lightning, thunder, rain on the verandah roof, galahs and an array of collectables that only a country town could deliver.

Ken Burgin and CMDA presenter Paul Lyons summed up the experience: "You just have to go there to see for yourself ... it's truly amazing."

It's an over-used reference, but The Outback Shack is amazing!

And almost everyone in Narrabri had a hand in the project.

Paul asked Graham Lees to call in at Narrabri next time he was passing, so they sat down with local builder Graham Worley and lighting expert Peter Little and decided it could be something special.

They created a masterpiece of bush Australian.

Everything, right down to the historic

Narrabri streetscape artwork on the room-divider panels, says something important and genuine about country life in Australia.

Everyone in the club got involved ... cellarmen and supervisors helping the builder ... it started on the 2005 October long weekend and was finished two months later.

It was a big-budget project delivered for \$150,000 using only local products, labour and second-hand or donated items to decorate the restaurant and the room.

People – locals, tourists travelling Australia by caravan and international guests on air-conditioned luxury coaches – call at "the Shack" for breakfast, lunch and dinner.

Visitor numbers have jumped from 10,500 in 2005 to 24,000 in '07 with no sign of a slow down in the improvement.

Those good numbers are also reflected in the membership, which increased from 1,400 to 3,700 from a population base of around 8,000.

"Our membership demographic changed when we built the Shack, but we also put in the 'Legends' bar, which maintains the heritage theme across the club," Paul said of the change, starting with the locals. "The restaurant is very popular with families and the kids just love being around when it's night and the storm sequence starts ... I love the looks on their faces."

Paul said there's not much need to advertise the Shack as word of mouth through country caravan parks make the club an essential port of call.

"The local caravan parks, hotels and business do well from the spin-off of having people call at the club specifically to have a meal at the Shack ... it's a big positive for the town," Paul added.

"The real treat is when we have a bus full of Japanese, European or Asia tourists travelling between capital cities stop off in Narrabri.

"Often they have no idea why they have stopped ... they walk in and their jaws drop when they see the Shack, then we turn on the light, sound and rain and the responses are quite amazing."

In reality, it's nothing short of what you'd expect from Paul Gordon.

He's a fair dinkum, down-to-earth good bloke with a cheeky smile and great sense of humour.

He's as good for Narrabri as Narrabri and the bush is good for him ... the CMAA and the Club Industry is lucky to have him.



CMAA Federal President Bill Clegg, ACCM presents Paul Gordon with his 21 Year Award at the 2007 CMAA Gala Awards Dinner at Darling Harbour.

Paul Gordon at Narrabri RSL Club



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Keeping pace with trends in a fast-changing world

By **KEN BURGIN**,
Profitable Hospitality
Managing Director

Smoking laws forced the pace last year ... food and beverage sales were up, but gambling revenue dropped. 2008 promises more changes and different pressures.

Inflation has been out of the news for many years, but it's back, spurred on by rising interest rates, plus leaping food and petrol prices.

Have you asked the chef or bar manager about basic supply costs lately?

It won't be long before wage demands increase beyond the comfortable 2% to 3% per annum that was sufficient in the past few years.

As budgets tighten because of lower gambling income, capital expenses will be looked at more closely.

If you bought a POS or bar management system that cost thousands, why aren't staff using it properly?

Why is the \$20,000 combi-oven in the kitchen only used to steam vegetables?

Shiny equipment will have to work harder - and it's time to put the hard word on suppliers to train and retrain staff who use it.

This is the year for *Key Performance Indicators* - the agreed set of numbers that measure success.

Once upon a time, Gross Profit percentage and Stocktake were all that mattered - now each department will be tasked on productivity and detailed results.

Expect squeals from those who've had it easy for too long, and groans from the office staff who are being asked for useful figures every week.

Staff shortages will be more severe - even with increased immigration.

There's already a split in hotels and restaurants between larger, smarter venues that offer career options and benefits, compared to small venues offering little more than casual pay.

Smaller clubs also can fall into this trap, becoming the second-tier employers that find it hard to attract smart chefs, energetic bar staff or financially astute office workers.

It's about club culture, not club size.

Small clubs can be dynamic workplaces, but they don't have space to carry non-performers.

The pressure is on the person at the top to lead the strategy for finding better staff and making it the preferred place to work.

Recruiting directly from overseas may be part of the solution.

Industry recruiters are - finally - recommending clubs as a good place to work.



And this year will see increased use of professional agencies to fill senior positions.

It's part of recognising Human Resources as a key management role - much more than doing rosters and fixing the payroll.

The debate and noise on healthy food will broaden under Kevin Rudd's new Federal Government ... fat kids, fast food and the national waistline.

If the only items on your "Kids Menu" are out of the deep-fryer, expect criticism - check the healthy McDonald's Happy Meal to see what a smart operator can do with some imagination.

Our older members and staff are prone to diabetes and other lifestyle problems, so smart clubs will be joining the bandwagon to offer healthy alternatives ... wheat-free, low salt, char-grilled or steamed? No problem, just take a seat. The large volumes that clubs serve give

them an opportunity to offer wide-ranging healthy choices, not just one lonely item.

This is an area where clubs can take a lead and excel.

As well as demanding better food, grandma and grandpa are online, checking their bank statement and keeping up with the grandchildren.

It won't be long before they ask club managers why there's not more information on the website - and why they can't renew memberships online?

Last-century websites are being replaced by sites rich with information, photos and resources - even staff rostering can be done online with a text message informing staff that changes have been made.

This is the year to boost everyone's technology skills - a computer for the chef, OH&S training online, function inquiries handled by download and directors receiving their reports via email.

Backing it up will be wireless internet throughout the club, attracting the business customers you've been wanting - and plenty of computers in the lounge area for members who want to surf online.

Should catering remain a club responsibility or be contracted out?

As staff recruitment becomes more difficult, some clubs will opt for change, but this time "contracting out" will be backed up with clear, firm catering agreements - a deal that benefits all parties.

At the heart of the decision is entrepreneurship ... does the club want to lead an aggressive push for catering profits and market share, or is it happy to simply administer and let others to take the lead?

Those that developed modern function facilities as part of the renovation frenzy, are reluctant to let anyone else have a share of this very big pie.

It's 2008, the year when smart clubs will grow stronger and sleepy ones find it tougher to survive.

It's not about size, but embracing change and bringing staff and members on an exciting ride.

The challenge is to find ways to convince them all of the fun it will be onboard with you.

"Industry recruiters are - finally - recommending clubs as a good place to work. And this year will see increased use of professional agencies to fill senior positions ..."








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The Murray's 'Magnificent 7' on course for

By KATIE CINCOTTA

CLUBS in the city might be shocked by the concept ... a group of seven golf clubs working and marketing together - despite the fact they're competing for the same business.

The Magnificent Seven – or M7, as they're also known – are seven of the biggest golf clubs on the Murray River who have banded together to promote golf along the Victoria-NSW border.

The concept began seven years ago as part of a marketing campaign to publicise the tourism offerings along the Murray and continued with the collaboration of the seven major golf courses

- Tocumwal Golf Club
- Albury Commercial Golf Club
- Yarrawonga & Border Golf Club
- Barham Golf & Country Club



➤ Murray Downs Resort

➤ Corowa Golf Club

➤ Rich River Golf Club Resort

The architect of the M7's unique marketing initiative is the former Echuca-Moama Tourism Manager

Maureen Bennett, who manages the M7's marketing activities through her company, The Right Exposure.

Each of the golf clubs invests \$10,000 to make up an annual \$70,000 "Golf on the Murray River" budget, which is directed towards brochures, advertising, a website and attendance at trade shows.

"It's an agreed plan that club managers want to be part of, and each of the clubs use the M7 logo and cross-promote," Maureen said of the concept.

"One of the key strengths is to meet quarterly and go to consumer shows together.

"We're becoming known as a group that works and markets together, promoting our patch and that's got to be a good thing."

The M7 group works closely with Tourism Victoria and Tourism NSW to enhance the unique aspects of the river region – stretching the Murray's 2,530 kilometre length – which Maureen says has flourished in recent decades.

"The Murray's got everything now – houseboats, paddle steamers, good food and wine and fabulous golf courses," says Maureen, an Echuca local, "and the river is still an icon."

Greg Roberts, Tocumwal Golf Club's General Manager and the M7's Chairman since 2004, says that while a \$25,000 stand at the PGA Golf Show is out of reach for the clubs individually, the M7 collaboration has enabled the seven golf courses to promote themselves cost-effectively as a group at a time when golf is becoming a sought-after product.

Greg says that with impressive golf courses cropping up from the Mornington Peninsula to the Gold Coast, there's no room for rivalry when selling a region as a tourist and golf destination.

"There's no doubt that the seven of us are all competing for the same thing – the traveller coming to play golf and spend money in the clubs," Greg said. "If they come to us one year, that's terrific.

"And, if they go to one of the other boys the next year, that's great ... at least they're coming to the river."

The M7's demographic is mostly 45 to 65-year-old golfing enthusiasts from Victoria, who often travel in groups of 12 to 20 – cashed-up baby boomers who the M7 is reaching through golf



Tocumwal Golf Club General Manager Greg Roberts is Chairman of the Magnificent 7 group.



The picturesque Yarrawonga and Border Golf Club.

r more success

packages and promotions such as their recent "Passport" competition, which requires attendance across all M7 courses to be eligible for a major prize.

Maureen says that while metropolitan clubs might perceive joining forces with the "enemy" is a strange concept ... from a tourism perspective, it makes sense.

"Yes, they're competitors at an individual level, but it's about bringing people to the river because someone might play three of four clubs in a whole week, so that's why it has been successful," she added.

With competition for golf travel hotting up on the Gold Coast, the Mornington Peninsula and Bellarine Peninsula, the M7 are trying to work smarter for business.

And that has to happen without raising prices by continuing to promote the river's unique selling points, such as its village charm and year-round good weather.

"I'm a realist," Greg says, "there are better-quality courses in the Mornington Peninsula but they don't have the weather, which is consistently phenomenal here."

The M7 clubs meet quarterly and converse more regularly via phone and email to discuss their marketing strategy and share operational news, such as the issue of water in the face of the drought.

"The networking is one of the key components that makes this worthwhile ... the opportunity to get together and see how we're travelling is very important," Greg Roberts added.

"It's a chance to talk about operational issues, not just 'where are we going to place the next ad?'."

"The other bonus is the camaraderie ... the ability to communicate with each other."

Maureen says, most importantly, the M7's business results have been impressive, with all seven golf courses upping their growth of golf packages

consistently year-on-year.

"The clubs report that their



Murray Downs Resort.

"If they come to us one year, that's terrific. And, if they go to one of the other boys the next year, that's great ... at least they're coming to the river ..."

package sales are up because, at the end of the day, there's a commercial reality," she added.

"They have to justify to boards why they're part of the M7."

Tocumwal Golf Club's packages have seen consistent 5% growth year-on-year, recording an 8.3% increase in 2007, including bookings for 2009 – an admirable feat considering the region is in the grip of a decade-long drought, with courses battling to keep their fairways lush and greens in peak condition.

"Our gaming growth has plateaued, bar and catering has had minimal growth, but golf packages continue to grow as the Murray River is seen as a quality product at a reasonable price," Greg Roberts added.

They say there's power in numbers, and these club managers are certainly reaping the rewards of that philosophy.

➤ For more information about the Magnificent 7, or to order a brochure, visit www.golfonthemurray.com.au or phone 1800 804 446.

The Murray's Magnificent 7 is the brainchild of former Echuca-Moama Tourism Manager Maureen Bennett.

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Amanda's volunteer spirit for Tradies honoured at Parliament

For a long time, Tradies has worked hard to honour its mission ... "Serving the Community".

The story had a new chapter in the outstanding achievements of Tradies Community Service Volunteer Program Coordinator Amanda Grant.

The NSW Parliament honoured Amanda with two of the State's top awards for volunteering.

In an unprecedented achievement, Amanda received the "NSW Youth Volunteer of the Year Award" and the "NSW Corporate Volunteer of the Year Award".

Linda Burney, MLA the Member for Canterbury, Minister for Fair Trading, Minister for Youth and Minister for Volunteering presented Linda with her awards in early December last year.

Amanda coordinates and implements the Tradies Community Service Volunteer Program (CSVP).

The Tradies CSVP is a formalised volunteer program that nurtures Tradies' volunteering culture by asking the Tradies team to assist local charities.



NSW Minister for Volunteering Linda Burney presents Tradies Community Service Volunteer Program Coordinator Amanda Grant with her awards.

As CSVP Coordinator, Amanda leads by example through coordinating the program's activities and participating in each charity project.

The Tradies CSVP makes a remarkable contribution to its local community in the Sutherland Shire in Sydney's south.

CVSP has, through its valued and hand-on contributions, supported many local charities and - more than money - has engaged the hearts, minds and hands of the entire Tradies team to focus on community concerns.

So far, Amanda's efforts have helped many organisations across the Shire and the state, including the Heart Foundation, Bushcare, the Shire's Animal Shelter, Frank Vickery Retirement Village, Telecross, The Salvation Army and others.

Organisations such as Meals on Wheels have enjoyed and appreciated great assistance through her regular initiatives.

Through the Tradies CVSP program, a Tradies team member helps deliver meals six hours per week - a service crucial for the frail, elderly and disabled.

Participation is, according to Amanda, "not just about the food", but also about providing social contact to the isolated.

Amanda's achievements also include the now-annual "Tradies Challenge", a 6km fun run from Elouera Beach to the Boat Harbour.

The inaugural event occurred was in September 2006 and raised more than \$8,000 for The Minerva Street School for seriously disabled and disadvantaged children.

This fun run has become a Tradies "institution" with the second event held last December 8 with funds raised for the Kids Breakfree organisation.

Amanda has raised the standard of volunteering across Sutherland Shire and beyond.

Her efforts have generated more than



Amanda Grant speaks to the official gathering at NSW Parliament House in Sydney after accepting two major awards for her volunteer work in the Sutherland Shire.

\$15,000 for charities and donated more than 1000 "real time" volunteer hours.

Tradies General Manager and CMAA Federal Executive Member Tim McAleer, ACCM said Amanda stands as an example and role model to her fellow team members with more than 70% of the Tradies workforce following her lead and participating in the program.

"In this relatively affluent society, Amanda has campaigned to not only raise awareness of others, but also give something back to the community," Tim said.

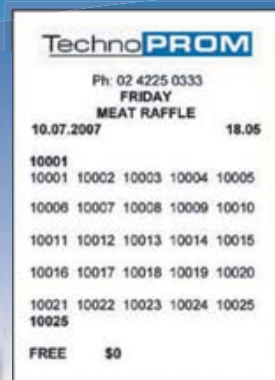
"Amanda is a rare and exceptional young woman.

"Tradies is proud to have her on the team and we congratulate her on these outstanding achievements."

"In this relatively affluent society, Amanda has campaigned to not only raise awareness of others, but also give something back to the community"

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Club Management Traineeships ... the



What is a Club Management Traineeship?

A Management Traineeship enables trainees to achieve the necessary skills to develop a career within the Club Industry.

It's a structured program of education, training and work that prepares trainees for employment as a Club Manager after the course is completed.

Features of a Traineeship:

- Trainees will receive on-the-job and off-the-job training. The employer will provide the on-the-job experience in a club and trainees will complete off-the-job training through an accredited training provider.
- This training is focussed on acquiring skills necessary to perform the duties of a Level B Club Manager. For each required skill, industry has developed competencies to use as a benchmark for trainees to achieve. Training providers have then developed training units to achieve each competency.

- The Management Traineeship consists of a core group of training units that a trainee will need to complete – Diploma of Hospitality (Management) THH51202. It also offers a wide choice of elective training units both the trainee and employer can choose from - depending on need.
- This training is available through a variety of providers, so trainees can complete off-the-job training in a variety of ways - from regular attendance at college to block periods or even through correspondence.
- The Management Traineeship also allows for recognition of a trainee's present skills, so there is no need to complete unnecessary off-the-job training.

What Areas Does the Traineeship Cover?

Management in the industry requires people who are multi-skilled.

The Management Traineeship will equip trainees with those skills and involves training and experience in all areas of club operations including reception, food service, food preparation, beverage service, cellar, gaming, computing, finance, personnel and administration.

Club Management a challenging and rewarding career with no two days ever the same.

Trainees will learn skills that can be used in personal life.

And dealing with the general public and staff members will develop confidence and ability to communicate effectively.

How Long is a Traineeship?

The proposed duration of a Management Traineeship is four years with the equivalent of one day per week (eight hours) release for off-the-job training.

Attendance patterns for off-the-job will vary, depending on the training provider chosen and number of training units undertaken.

Trainees may complete the off-the-job training requirements in less than four years.

A minimum of three years of employment as a Trainee Manager is required.

Even if the training requirements are completed in less time, or the trainee already has some of the skills required,

Nerine's journey a work in progress

Nerine was a trainee at Mollymook Golf Club for 3¹/₂ years, starting as a casual bar staff and then went direct to the traineeship. She started with three months in the Functions Department, moved into a Floor Supervisor role, then into Administration. Nerine indicated that her traineeship was loosely structured in on-the-job training, which required that she was self-motivated, but allowed her to move through various areas of the club at a pace that suited her needs. She undertook off-the-job training at TAFE NSW and, after completing the Diploma of Hospitality (Management) THH51202, she progressed to Southern Cross University where she is studying within the Bachelor of Club & Gaming Management degree program. Nerine supplemented her formal training by attending CMAA seminars and conferences. Nerine says her traineeship was "very beneficial". "It has been a long-term project [3¹/₂ yrs], however it has definitely given me time to gain a thorough knowledge of the industry and build a network of contacts," she added. "My traineeship provided the opportunity to gain experience across all areas of club management without being heavily committed to one department." Nerine moved to Wollongong Golf Club as General Manager in October last year and says recent months have provided a steep learning curve. "My traineeship has served me well," Nerine said.



the path ahead

this time will be required to ensure sufficient workplace application.

During the traineeship, trainees will work in different areas or departments to receive training in all skills that the traineeship covers.

The time spent in each department will vary and a trainee may revisit a department a number of times as skills and responsibilities progress.

An experienced manager will be available for day-to-day supervision and support.

That manager will assist with problems encountered or queries regarding policies and procedures.

A trainee also can contact the CMAA for assistance and questions regarding the traineeship.

Completing the Traineeship

On completing the traineeship, a trainee will have gained a vast range of skills that satisfy training requirements for a **Level B Manager** under the Club Managers State Award (NSW).

The trainee also will be eligible for a

National Diploma of Hospitality (Management) THH51202 (if the trainee has completed off-the-job training through a variety of training providers and does not have a single graduating document, then it's important to contact the CMDA.)

The trainee's Diploma qualification can be used to gain entry into further courses to advance his/her career and make it possible to gain advanced standing for all units achieved.

The CMDA also will issue the trainee

with a document to recognise achievement both on and off the job.

Completing the traineeship also means the trainee is well placed to satisfy the industry experience, industry activity and educational requirements for the CCM (Certified Club Manager) Award.

Contact **CMAA Career Development Administrator Narell Harrison** – 02 9643 2300 or narell@cmaa.asn.au - for details on how to continue developing a career in the exciting Club Industry.

Narell Harrison

Career Development Administrator Narell Harrison is taking an even bigger role in developing and expanding the CMAA's Club Management Traineeship Program.

Narell works closely with Education Manager Ralph Kober and CMDA team of Training Course Administrators Brad Jones, CCM and Estelle McDonald Birch.

Narell will contact all trainees on the CMAA's books in the next month to offer assistance and investigate progress with their traineeships.

Alternatively, any trainees or employers are welcome to contact Narell at the CMAA - 02 9643 2300 or narell@cmaa.asn.au for assistance and guidance with traineeship programs.




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Roger turns the page to tell his rem

By **PETER SHARP**

It's a story that deserved to be told in a book ... how a Nepean High School teacher became boss of the biggest club organisation in Australia.

That story – ultimately – was written, but not the way Roger Cowan might have hoped and only because the former Panthers Group CEO wanted to set the record straight.

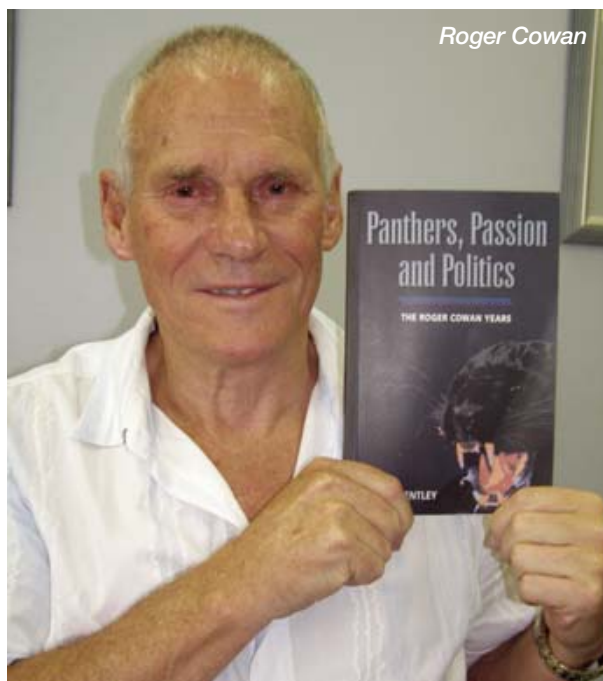
In 2004, the NSW Labor Government direct Ian Temby, QC, to investigate the operations of Panthers following a vigorous media campaign by the *Sydney Morning Herald*.

Mr Temby delivered a 110-page report that was critical of Roger Cowan's management style, but acknowledged his work in building the once-struggling small club into the biggest and most successful club group in Australia.

"It was time when the Club Industry was waging a protest campaign against the State Government's new Gaming Tax Legislation, marching in the streets and humiliating the Government for its arrogance and targeting clubs as an easy target to prop up its budget," an ever-circumspect Roger Cowan says. "If you were detached from the situation, you might see it as being a strategically orchestrated process of redirecting public attention and perception. If it was such a scandal, why was it allowed to sit untouched for years ... could it possibly have been about discrediting me, Panthers and the Club Industry to deflect attention? The campaign against me was vicious and packaged so that half of Sydney thought I was a crook ... I'm not a crook and I did the book to ensure people understood the facts and the truth."

Born in Hampton, near Oberon in

central western NSW, the son of a timber cutter and share farmer, Roger Cowan had worked too hard for too long and taken too many big decisions to make Panthers a success to simply



let Mr Temby's report be the end of it. "I had to set the record straight ... so the most direct way was to write the book," Roger concluded.

The product of that determination is *Panthers Passion and Politics*.

In the 25-chapter book's Foreword, Roger wrote ... "To see a 40-year career come to a climax of consistent attacks by a small group of locals, the State Labor Government and The *Sydney Morning Herald* was a huge disappointment. Working through those events for this book, raised the awareness of the extent of the dishonesty that motivated the calling of the Inquiry and there was other dishonesty too."

Starting as a very small club in financial difficulties, Panthers today is Australia's biggest club group – with 14 sites

across NSW and more than 160,000 members – estimated to be worth \$500 million.

On his website that promotes the book, Rogers Cowan says there are "valuable

lesson for boards and management" in its pages ...

- abuse of power by elected governments and consequences for a business

- the dangers of media dishonesty

- how unresolved conflict, festering at board level, can lead to serious repercussions

He also points to "hidden agendas, differences in values and undisclosed personal interest" as part of those significant lessons.

Cowan's relationship with Panthers started in 1965 when he offered to walk away from the security of teaching and take on managing the club – with a guarantee that if it things weren't going well in three months, he'd resign.

"I had a look at what was happening, the problems and the potential ... it really wasn't rocket science and I was – and still am – fascinated by clubs and how important they are within their communities," Roger said.

It was a decision that would change everything at the foot of the Blue Mountains as Panthers Leagues Club quickly gathered members and momentum to become a \$12 million a year success story. Roger Cowan had dedicated himself to making the club an integral part of the sporting, social and community life in the Penrith district. Everyone was impressed.

Four years later, turnover was \$90 million and Panthers had become the "world of entertainment" that, perhaps, only a man of Roger Cowan's vision and determination might have been able to envisage.

Of the criticism – his management style was criticised in the media and in Mr Temby's report – Roger says that most managers get criticised, whether successful, or not. "It appeared that everyone had – and probably still does – an opinion, but I always felt that I had a good relationship with my managers, the staff and – until that controversial period – the various club boards," Roger said. "We were building and growing at a rate that few organisations

"This is a well-written and finely researched book which is a must for anyone interested in the intersection of sport and business."

– **Roy Masters, *Sydney Morning Herald* journalist & former rugby league coach.**

"It's the first book I have ever read non-stop. I finished at 4am. As a key member of the management team for nearly 20 years, I have a vivid memory of many of the important events. I found the period before my time fascinating. I liked the objectivity of having it written by somebody who was not personally involved. Even though I had a close involvement, I found the book inspiring and informative."

– **Glenn Matthews, Panthers Group CEO**

Markable story

would appreciate and it was not easy to satisfy everyone's needs and expectations, but I recall 'flattening' the management structure to ensure I did not lose touch with the management and staff. "I can't recall taking a major decision without consulting appropriate people and whose opinions I valued ... you can only ever do your best and I know I went to work every day trying to achieve the best for the club, the members and the community."

These days, Roger involves himself with Orion Satellite Systems, a company that has grabbed his attention and offers an outlet for his still-sharp and focussed business and management experience.

"I never thought I'd be much good at retirement ... I'd like to play, but golf is not for me and I really enjoy what's happening with Orion," Roger added.

Phyllis, his wife of 51 years, and their four boys probably expected no less when he packed up his Panthers CEO office in 2005. Having dedicated himself, initially to the Panthers Leagues



Roger Cowan with Jim Henry

Club and football club, then the Panthers Group of clubs and properties, it would have been big call to see Roger Cowan asleep on a recliner with the newspaper folded on his. He's not made that way. He's not frightened by the challenge and not intimidated by the fight for success. Panthers is testimony to his life and his work.

In 1992, Roger Cowan was awarded an Order of Australia for his services to the Club Industry and to rugby league.

Several times during that 40-year period he took on the dual role of CEO

of the licensed club and the football club.

He is in the CMAA Hall of Fame - Manager (2005) - and Life Member of Panthers and ClubsNSW.

The book's author, Jennie Bentley, was a shop assistant, later an advertising sales representative and joined the Panthers marketing team in 1989. She also worked as a journalist and assistant editor at a magazine publisher. *Panthers Passion and Politics* is her first book.

The book is available at www.rogercowan.com.au

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Cabarita aiming for greater green

By HENRI LACH

Licensed clubs must play an increasingly greater role in leading the challenge of climate change and protection of the environment.

Those powerful words come from Phil Mallon, who is General Manager of the Cabarita Sports Club at Bogangar on the Tweed Coast.

His club certainly practices what Phil preaches, with a range of strategies in its sights that includes solar power, mulching and worm farms, recycling and water conservation.

The club already has a big tick from the newly formed NSW Department of Environment and Climate Change because of its water-saving efforts.

Through the judicious use of natural fertilisers, water usage at Cabarita Sports Club has been reduced by half.

The club's new Outdoors Supervisor Dave Perez is helping Phil Mallon establish the club's green credentials.

Dave is a former chemical company representative based in northern Queensland who spent some years travelling the east coast selling fertiliser products to clubs.

Dave, who can quickly distinguish between the friendly and unfriendly products, is experimenting with various low-level fertilisers.

"The results so far have been great," he said.

"Our fertilizer costs are down because we're not putting that much on the greens."

Phil Mallon is enthusiastic about his new employee's role at the club.



"The best thing coming out of what Dave's doing is the way we impact on the environment," Phil added.

"We're saving money, we're saving time, we're saving water and we're getting a great result.

"We're looking at cells on the roof to generate electricity for the club and looking for new ideas all the time.

"We're looking at everything, including worm farms."

Nothing much is wasted ... green waste is turned into mulch for the garden and once-dumped plastic bottles are recycled.

"It's very important for us," Phil said.

"This club is a focal point in our community so we have a great impact.

"It's our task to lead the way.

"Clubs can be leaders in our community ... we can influence people to follow suit and to certainly increase our profile, as well.

"We've signed up with Eco Clubs, which is driven by the NSW Department of Environment and Climate Change.

"They've commenced an audit with us and we expect a written report later this year.

"Their initial verbal assessment has been very positive."

Of a number of clubs in the area that were audited, Cabarita Sports Club was found to have made the most significant changes to its operations.

"They were very impressed with what we'd done so far," Phil said.

The NSW Department of Environment and Climate Change is a new agency formed in April 2007, replacing the former Department of Environment and Conservation.

According to its website, the new department is ... *"taking on new and renamed programs to build a broader organisation able to respond to the unprecedented challenge presented by climate change. The new department brings together a range of conservation and natural resources science and programs, including native vegetation, biodiversity and environmental water recovery to provide an integrated approach to natural resource management."*

Significant changes have taken place at Cabarita Sports Club since Phil Mallon took over the management just over three years ago.

Phil comes from a banking background and spent 10 years at South Tweed Sports Club - the last three as deputy to CEO Gordon Rhodes - before taking the Cabarita job.

He's been actively involved with the CMAA since he entered the Club Industry and gained his Active Certified Club Manager (ACCM) status in 2004.

Phil also is the Far North Zone Education Officer.

His first task at Cabarita was to drop the "bowls" from the club's title and replace it with "sports" to give it wider



Cabarita Sports Club General Manager Phil Mallon (right) with his new Outdoors Supervisor Dave Perez.

n credibility

community and tourist appeal.

Refurbishment - with a \$1.5 million price tag - was completed in January 2007 and included those all-important facilities for smokers facing tough new anti-smoking laws.

"We reckon we're done very well in that regard, in making the premises friendly and not frustrating for smokers," Phil said.

"However, we still had a significant impact from the non-smoking legislation."

The renovations have given the club a clean, fresh look that's also functional.

"We were aware that the club needed more space," Phil added.

"I was given a budget, which was fairly restrictive for what we had to do, but it was good commonsense because we didn't want to get too far into debt.

"We borrowed \$900,000, and we've already reduced that debt to \$660,000.

"We used local builders and I was the job superintendent as well as running the club, which worked towards reducing the costs.

"I was a bank manager, which gives you a varied sort of experience."

There's been a significant membership boost - from around 2,200 to more than 3,600 - since the renovations were completed.

Forty gaming machines continue to play an important part in revenue fortunes and the club has the advantage of another 10 licences that can be utilised in the future

Some serious competition has emerged since an upmarket hotel/tavern with an outlook to Cabarita

Community commitment goes beyond environment

General Manager Phil Mallon's Cabarita Sports Club's commitment to its community goes far beyond environment issues.

"We're here to look after our community and we do just that," Phil said proudly.

A Christmas party attracted the maximum crowd of 500 children, their parents and carers on a mid-December Sunday last year.

One of the club's three bowling greens was converted to a fun park with all the paraphernalia that goes with it - jumping castles,



Cabarita Sports Club General Manager Phil Mallon at work - promoting green ideas.

horse rides, animal farm, sausage sizzle and drinks booths.

Every child received a present.

"We spent about \$15,000 on the day," Phil added.

"It was a free party for the children and grand children of members.

"When it was announced, it was booked out in four days."

The Christmas event is set to become an annual feature of the Cabarita Sports Club social calendar.



Local youngsters enjoy the Cabarita Sports Club Christmas party.

Beach opened just before Christmas.

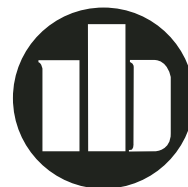
But this doesn't faze Phil Mallon, who puts a positive spin on the new development.

"In the short term, it will impact on our profitability but, in the long term, it will be good for the area and good for the club," he said.

"It will bring more people to town and we are happy with how we stand up against the competition."



The renovated Cabarita Sports Club has attracted more members.



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Aristocrat signs on for 2008 CMAA Conferences

Aristocrat Technologies Australia has enhanced and expanded its already strong relationship with the CMAA by sponsoring both major conference events for 2008. Aristocrat, a gaming industry leader in Australia and internationally, is a long-standing CMDA Education Centre sponsor and has agreed to be the Conference Sponsor for the CMAA's Annual Conference and Gala Awards Dinner at the Sydney Conference and Exhibition Centre at Darling Harbour on March 18 and 19 and the Mid-Year Executive Leadership Conference at Conrad Jupiters on the Gold Coast from July 2 to 5.

Following the opening day Conference Keynote Address by the NSW Minister for Gaming and Racing, Aristocrat CEO Paul Oneile will give the Welcome Address to the Conference before the first session on Tuesday, March 18.

NSW Business Manager - NSW Sales, John Gould said Aristocrat was proud of its association with the CMAA and the role the company plays in supporting and promoting the CMAA's

major conferences at Darling Harbour and the Gold Coast.

John delivered the Sponsor's Address before the 2007 Mid-Year Conference opened with the interview session with Beaconsfield Mine survivors Todd Russell and Brant Webb.

"Aristocrat has been involved with the CMAA Mid-Year Executive Leadership Conference in Queensland for several years," John said.

"It was clear to me last year in seeing the attendance levels, the standard of conference sessions and speakers just how big a role the CMAA and CMDA plays in the professional working lives of club managers across Australia.

"As a leader in supplying gaming technology and products to the Club Industry, our relationship with the CMAA is significant, so we can see the importance and value of the education and professional development opportunities offered to club managers, directors and industry trade who enjoy attending the conference sessions."

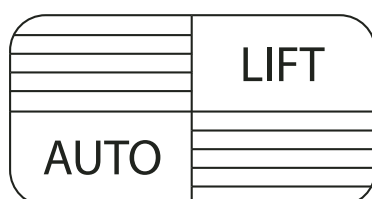


John Gould

CMAA Executive Officer Terry Condon, CCM welcomed Aristocrat's sponsorship agreement for both major conferences this year.

"The CMAA has a long and happy relationship with Aristocrat and we are pleased to have such a prestigious and respected organisation associated with the CMAA's biggest and most important events," Terry said.

"Aristocrat has backed our Mid-Year Conference for several years and it's a positive for everyone involved to have Aristocrat on board for the Darling Harbour Conference and Gala Awards Dinner. I'm sure we both look forward to expanding and enhancing our association for many more years."



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SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR

Welcome

President's Message



On behalf of the Federal Executive, Federal Council and the Board of Management Studies, it gives me pleasure to welcome CMAA Members and all eligible delegates to the CMAA's **FREE** Annual 2008 Conference and Hospitality Exposition. This event continues to be a spectacular success with more conference delegates and trade show visitors attending than ever before. I'm pleased to welcome Aristocrat as Conference Sponsor.

The CMAA's Gala Awards Dinner also enjoys the reputation as being one of the Club Industry's finest events.

Your participation at this 2008 Conference and Exposition is greatly appreciated.

Thanks to our trade suppliers who again will provide an excellent array of innovative and exciting products and services to review.

Bill Clegg, ACCM
CMAA Federal President

Conference & Expo Overview

REGISTRATION FEES

FREE for staff, management and directors of: clubs, hotels, casinos, restaurants, caterers, hospitality students and teachers.

\$550 p.p. for trade suppliers **NOT ACCREDITED** as a CMAA Hospitality Exposition Exhibitor by the Conference Organising Committee.

CLUB STUDY TOUR

An optional **Club Study Tour** to clubs located in Western Sydney is offered for delegates on **Monday, March 17 - 9:30am to 4pm. \$50pp** (incl GST) covers bus and catering. Refer registration form to book your place.

CONFERENCE SESSIONS

Conference sessions on both days will be in the **Conference Room, Hall 6**, which is accessible from within Hall 5.

ANNUAL GENERAL MEMBERS MEETING

9am to 10am on **Tuesday, March 18** in the **Conference Room, Hall 6**, accessible from within Hall 5.

ACCM ACTIVITY POINTS

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

CMAA GALA AWARDS DINNER

5:30pm on **Tuesday, March 18** in the **Parkside Ballroom**, Level 1, Sydney Convention & Exhibition Centre.

The Awards Dinner will feature:

- CMAA Hall of Fame Award Presentations
- CMAA 21 Year & 30 Year Member Award Presentations
- Peter Cameron Award Presentation

To register for the Awards Dinner ... access the CMAA website:

www.cmaa.asn.au > "Gala Dinner Tickets"

Timetable of Events

TUESDAY, MARCH 18, 2008

7:30am

Registration

9am

CMAA Hospitality Exposition Opens

9am – 10am

CMAA Annual General Members Meeting

10am to 10:30am

NSW Minister for Gaming & Racing

10:35am

Aristocrat CEO Paul Oneile

Conference Sponsor Welcome

11:30am to 1pm

Panel Forum

"That's Racing - Handicaps and Counting the Odds"

moderated by Richard Callander

1:30pm to 2:30pm

Panel Presentation

"Want to SAVE Some Serious Money?"

3pm to 3:30pm

CMAA 2008 National Bursary Presentations

4pm

CMAA Hospitality Exposition Closes

5:30pm

CMAA 2008 Gala Awards Dinner

WEDNESDAY, MARCH 19, 2008

7:30am

Registration

9am

CMAA Hospitality Exposition Opens

9am to 10:30am

Panel Forum

"Drugs and Sport - A Deadly Cocktail"

moderated by Peter FitzSimons

11am to 11:45am

Presentation

"What are the Options for Financing Diversification Projects for Your Club?"

1pm to 1:45pm

Panel Presentation

"Club Industry Success Stories in Diversification and How These Were Financed"

2:30pm to 3:15pm

Panel Presentation

"Taking the Whine out of Wine"

4pm

CMAA Hospitality Exposition Closes

The Conference Program

TUESDAY, MARCH 18, 2008

9am

Exposition Opens

9am to 10am

CMAA AGM

CMAA Members only

10am to 10:30am

Minister for Gaming and Racing, Minister for Sport and Recreation

The Minister will present an overview of the past 12 months.

10:35am

Aristocrat CEO Paul Oneile

Conference Sponsor Welcome.

11:30am to 1pm

Panel Forum

"That's Racing – Handicaps and Counting the Losses"

moderated by Richard Callander

The thoroughbred racing industry and racing clubs have endured many significant challenges recently ... Equine Influenza, a massive decrease in wagering revenue and employment hardship across the industry. Now, a new issue is challenging the industry – the advent of legalised alternate wagering players in the marketplace – Betfair and others. This panel of experts will be moderated by

Richard Callander.



1:30pm to 2:30pm

Panel Presentation

"Want to SAVE Some Serious Money?"

In this session, sustainability experts from **Sydney Water, NSW Department of Environment and Climate Change** and **Paynter Dixon** will explore ways that clubs can be more efficient and socially responsible in managing resources such as water, electricity and premises.

Content will include:

Water Conservation - "it's not about the drought" ... the seven-point plan to water reduction, management tips and raising staff awareness.

Electricity Conservation - sustainability in general, waste reduction and energy innovation.

Design and Layout Principles - What clubs can do to maximise on-hand resources and reduce costs.

Premises Design Innovation – efficiencies can be achieved easily through the smart use of environmentally friendly resources and services.

3pm to 3:30pm

CMAA 2008 National Bursary Presentations

4pm

Exposition Closes

5:30pm

CMAA 2008 Gala Awards Dinner

WEDNESDAY, MARCH 19, 2008

9am

Exposition Opens

9am to 10:30am

Panel Forum

"Drugs and Sport - a Deadly Cocktail!"

moderated by Peter FitzSimons

Drugs in sport - whether it's swimming, league, boxing, rowing, bowls or athletics - is a reality. What isn't clear is how each code should handle the controversial issue. This session aims to provide an insight from many perspectives on how drugs in sport is affecting individuals, the community's perceptions on drugs and the code's administrators. The panel will comprise of several high-profile sports writers, players and administrators.



11am to 11:45am

Presentation

"What are the Options for Financing Diversification Projects for Your Club?"

We hear a lot of talk about clubs moving away from their reliance on gaming revenue and the pursuit of diversification. What isn't clear nor understood completely is the many options available for clubs to make the right financing decision for the project to be undertaken. In this session financial experts will outline and explain the various financial models available to suit small to large projects and the pros and cons of each.

1pm to 1:45pm

Panel Presentation

"Club Industry Success Stories in Diversification and How These Were Financed"

Linking from the earlier session, three club managers will present an overview of their club's project(s) and the way they tackled the financing of each. Each has shown innovative and forward thinking in positioning clubs to meet the challenges of the future by diversifying into non-traditional club activities, such as aged care facilities, crematoria and retail development, bowling alley construction and leasing.

2:30pm to 3:15pm

Panel Presentation

"Taking the Whine out of Wine"

In recent years, some clubs have made the decision to feature quality wine on their wine lists. Some have added dedicated retail and wine outlet operations to their offering. The level of customer knowledge and acceptance of quality wine has reached a level of sophistication not anticipated decades ago. This session will highlight clubs who have 'taken the whine out of wine' and met the challenge of making wine work as well as an overview of the wine industry, trends and innovation.

4pm

Exposition Closes

➤ There is seating capacity for 300 people per session. To avoid disappointment ensure you are in the room before the session starts

www.cmaa.asn.au

How To Register

(One registration per person)

Pre-registration:

- Go to **www.cmaa.asn.au** and register online **OR**
- Complete the **Visitor Details** section below and forward this form to: TRADEVENT Registrations **FAX** (02) 9211 1137
Or **MAIL** this form to PO Box K550 HAYMARKET NSW 1240

Once you have registered:

- Closer to the Conference & Expo dates, Tradevent will send your unique **bCODE** registration via SMS to your mobile phone, or by email. Please provide your **SMS and email details when registering** and select which method you would prefer to use

Conference & Expo Dates

Optional Pre Conference Club Study Tour - Monday, March 17, 2008

Conference & Hospitality Exposition - Tuesday, March 18 & Wednesday, March 19, 2008

Conference & Expo Times

Conference hours: 9am onwards both days

Exposition hours : 9am – 4pm both days

Conference & Expo Registration Fees*

* **FREE** for staff, management and directors of clubs, hotels, casinos, restaurants, caterers, hospitality students and teachers

* **\$550p.p.** for Trade Suppliers **NOT ACCREDITED** as a CMAA Hospitality Exposition Exhibitor

Visitor Details

Select your registration options with a corresponding tick

- ☐ **01** I will be attending the **Conference Sessions**
(300 people maximum per session – first seated given preference)
- ☐ **02** I am a CMAA member and will be attending the **Annual General Meeting** on Tuesday, March 18, 2008 at 9am
- ☐ **03** I would be interested in participating in a optional **Club Study Tour on Monday, March 17** before the Conference - if offered (depending on interest). An up-front cost of \$50pp (covering lunch and travel) is required to secure your tour place.

Please print clearly

(Mr, Mrs, Ms) FIRST NAME: _____ SURNAME: _____

YOUR POSITION TITLE: _____

Select the box which best describes your organisation with a corresponding tick

- ☐ **04** Registered Club ☐ **05** Casino ☐ **06** Caterer ☐ **07** Licensed Hotel ☐ **08** Restaurant
- ☐ **09** Hospitality Teacher ☐ **10** Hospitality Student
- ☐ **11** Accredited CMAA Hospitality Exposition Exhibitor Trade Supplier
- ☐ **12 NON** Accredited CMAA Hospitality Exposition Exhibitor Trade Supplier - **\$550pp required for registration**

YOUR ORGANISATION: _____

BUSINESS ADDRESS: _____

POSTCODE: _____ STATE: _____

PHONE: _____ FAX: _____

MOBILE: _____ EMAIL: _____

I wish to receive my registration via (circle your preference): mobile email

Electronic mobile ticketing comes to CMAA Expo

It's new, quick, easy, saves paper and is environment-friendly.

The CMAA 2008 Expo has moved to a new format for issuing name badge passes to the event.

Harbour Data / Tradevent Registrations has devised a **bCODE mobile ticketing (m-ticketing)** system that electronically and wirelessly delivers event tickets / name badges to mobile phones using SMS and email.

Harbour Data / Tradevent Registrations Director of Operations Regina Mason said the process, which is being used successfully in Australia and internationally, saves registration booth queues and is easy to use.

Here's how it works:

- > First, register your attendance online at www.cmaa.asn.au
- > There should be two (2) buttons - one that says "**send by email**", another that says "**send to mobile phone**"
- > make the choice you would prefer.

If you select the option Mobile, you will expect the following:

- > You'll receive an **SMS** to confirm your registration has been received

- > Approximately one (1) week before the Expo opens, you'll receive another SMS that contains an embedded code which is, in effect, your actual name badge.

- > Don't delete this message.
- > Simply go to the **m-ticket** scanners/readers which will be in the Registration Foyer.
- > Open the message, with the backlight on, hold the message up to the **M-scanner** screen and **it will automatically print your name badge**.
- > Take the badge and enter the show.
- > The redeeming and printing process will take 10 seconds.
- > There will be staff in the foyer to assist with mobile ticketing redemption queries.

If you select the option Email you will expect the following:

- > You'll receive an **email** to confirm your registration has been received.



- > Approximately one (1) week before the Expo opens, you'll receive another email that will have your **bCODE** and **barcode** with self-explanatory pictures and instructions on use.
- > Print this email
- > Then ... go to the **m-ticket** scanners/readers that will be in the Registration Foyer.
- > Fold the email as indicated, placing the **Bcode** message up to the **M-scanner** screen and **it will automatically print your name badge**.
- > Take the badge and enter the Expo.
- > The redeeming and printing process will take 10 seconds.
- > There will be staff in the foyer to assist with email ticketing redemption queries.

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Managers can't afford to miss top-class free Conference

The CMAA's annual Darling Harbour Conference program is again **FREE** to eligible delegates and features a range of sessions designed to assist all managers in developing their roles within their organisations.

The cost in attending a conference of this quality can be around \$500 per person, so the CMAA Federal Executive is proud to continue its commitment to its members in ensuring equitable access and financial savings in all managers attending this high-quality event.

Aristocrat Technologies Australia has signed on as the Conference Sponsor, having partnered the CMAA at past Mid-Year Executive Leadership Conferences staged at Conrad Jupiters on the Gold Coast.

CMAA Education Manager Ralph Kober advised members to diarise the dates – March 18 and 19 - and make the effort to invite and bring management colleagues to the conference sessions in Halls 5 and 6 at the Sydney Convention and Exhibition Centre.

The Conference Program opens on Monday, March 17, with an optional Club Study Tour of four high-profile and successful western Sydney clubs - Club Liverpool, Cabramatta Leagues Club, Club Marconi and Wentworthville Leagues Club.

Costs and details of the day-long Club Study Tour are listed on the 2008 CMAA Conference brochure.

The Conference opens formally on Tuesday, March 18, at 9am with the Annual General Members Meeting.

The NSW Gaming and Racing Minister will give the Keynote Address by taking

a retrospective overview of the past 12 months before Aristocrat CEO Paul Oneile delivers a Sponsor's Address.

The opening Workshop session, **"Want to SAVE Some Serious Money?"**, will feature sustainability experts from Sydney Water, the Department of Environment Conservation and C and high-profile industry construction company Paynter Dixon who will explore ways that clubs can be more efficient and socially responsible in managing resources such as water, electricity and premises.

The **2008 CMAA National Bursary Winners Presentation**, scheduled after the workshop, will acknowledge those members who have achieved selection for one of the many prestigious bursaries offered by our industry sponsors.

The Gala Awards Dinner, which starts with drinks at 5:30pm at the Parkside Ballroom - Level 1 at the Darling Harbour Convention and Exhibition Centre will feature:

- CMAA Hall of Fame Award Presentations – "Association Associate", "Industry Associate" and "Club Manager"
- CMAA 21-Year and 30-Year Member Service Awards
- Peter Cameron Award

Day 2 of the Conference – Wednesday, March 19 - continues to provide a series of workshop sessions, starting at 9am with a panel presentation **"Drugs and Sport - A Deadly Cocktail"**, moderated by celebrity sports commentator, radio and *Sydney Morning Herald* journalist and best-selling author **Peter FitzSimons**.

Drugs in sport – whether it's swimming,

rugby league, boxing, rowing, cycling, or athletics - is a controversial reality.

What isn't clear is how each code should handle the issue.

This session will provide insight and opinions from many perspectives as to how drugs in sport is affecting individuals, the community's perceptions on drugs and the code administrators.

The panel will comprise of several high-profile sports journalists, professional sportsmen and administrators.

Two linked workshops - **"What Are the Options for Financing Diversification Projects for Your Club?"** and **"Club Industry Success Stories in Diversification and How These Were Financed"** - will explore financing options from lending institutions and how these options were utilised by successful club managers to finance a range of refurbishments and diversification projects.

The Conference will close with another interesting panel session, **"Taking the Whine out of Wine"**, which will address how easy it is for clubs to offer a variety of quality table wines rather than the outdated bulk wine option.

"It's a conference program that can only help club managers at all levels advance their knowledge and understanding of some of the most challenging issues in the Club Industry," Ralph added.

"So I invite all CMAA members to come along, take advantage of the free education format and visit the many suppliers offering their products and services at the Expo."



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'Three Amigos' take final bow at Christmas Luncheon



The "Three Amigos" ... retired Illawarra Shoalhaven Zone club managers (from left) Darcy Martin, Allan Fitzgibbon and Larry Matthews.



CMAA Executive Officer Terry Condon (right) presents retired Dapto Leagues Club General Manager Allan Fitzgibbon with his 30-Year Service Award.

The "Three Amigos" made their final appearance in their retirement year as the Illawarra Shoalhaven Zone celebrated 2007 with the annual Christmas Luncheon at Collegians Balgownie Club in early December.

Allan Fitzgibbon (Dapto Leagues Club), Darcy Martin (Port Kembla RSL Club) and Larry Matthews (Wollongong RSL Bowling Club) all rolled down the curtain on their illustrious club management careers during 2007.

Each had a farewell, but the Zone organised a special presentation ceremony at the Christmas Luncheon to farewell the trio – with more than 100 years of club management experience – as a group.

Allan, Darcy and Larry thanked the Zone, their colleagues and Club

Industry trade representatives for their friendship and support across their vast careers.

CMAA Executive Officer Terry Condon, CCM and Communication Services Manager Peter Sharp attended the luncheon and Terry presented Allan with his CMAA 30-Year Service Award.

The Illawarra Shoalhaven Zone Committee for 2008 is:

- President: David Hiscox, Dapto Leagues Club
- Secretary/Treasurer: Phil Ryan, City Diggers, Wollongong
- Education Officer: Dennis Skinner, Greenwell Point Bowling Club

Phil Ryan, who took over from Phil Boughton at the AGM, was one of two Zone members to receive CMAA National Bursaries. Phil collected the Russell Corporate Advisory-sponsored Asian Gaming and Hospitality Expo Bursary, while Dapto Leagues Club Duty Manager Matthew Grant was a winner of the CMAA Mid Year Executive Leadership Bursary to attend the Gold Coast event in early July.

Zone President and Division F – Illawarra Shoalhaven Zone / Far South Coast Zone – Federal Councillor David Hiscox said the Zone was proud to have recently donated \$20,000 to regional community groups as part of its annual charity fundraising program.

Recipients of \$4,000 cheques were:

- Camp Quality Illawarra
- Illawarra Cancer Carers
- Warrigal Care
- Interchange Shoalhaven
- Shoalhaven Hospital Children's Ward

The Zone holds several fundraising events each year, mainly charity golf days in the Shoalhaven and at Kembla Grange, to raise funds for local community groups.

"More than \$63,000 has been raised during the past three years and, with the continued support of regional clubs and club suppliers, we look forward to continuing that support," David added.

The Illawarra Shoalhaven Zone meeting schedule for 2008 is:

- February 29: Zone Meeting at Fraternity Bowling & Recreation Club
- April 18: Quarterly Zone Meeting at Shellharbour Workers Club
- July 25: Quarterly Zone Meeting at Bomaderry Club
- August 4: Golf Day at The Grange Golf Club, Kembla Grange
- October 24: Zone AGM at Dapto Leagues Club
- December 5: Christmas Luncheon at Collegians Balgownie



(from left) Larry Matthews, Allan Fitzgibbon Illawarra Shoalhaven Zone President David Hiscox and Darcy Martin at the Zone Christmas Luncheon at Collegians Balgownie.

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Inaugural Zone bursaries mark end to exciting year

The CMAA's Far North Coast Zone finished 2007 on a high note with 50 members attending the Zone Meeting at Yamba Bowling and Recreation Club in mid-December.

CMAA Executive Officer Terry Condon, CCM presented the Head Office Report to the meeting, congratulating and presenting four Zone Bursaries - valued at \$1500 each - to

- Kelly Casey, from Casino RSM Club
- Adam Thompson, South Tweed Sports Club
- Roger Hong, from Evans Head Bowling Club
- Zone Publicity Officer Nathan Whiteside, from Yamba Bowling Club

The bursary was open to any CMAA member in the Far North Coast Zone who had attended at least three meetings during 2007.

The Zone Committee for 2008 is:

- President: Jon McGregor, Yamba Bowling & Recreation Club
- Vice President: Darren Schipp, Casino RSM Club
- Secretary: Gordon Rhodes, South Tweed Sports Club
- Treasurer: Mark Bannerman, Maclean Lower Clarence Services Club
- Education Officer: Phillip Mallon, Cabarita Sports Club
- Publicity Officer: Nathan Whiteside, Yamba Bowling & Recreation Club

Retired Zone Committee members Peter Walker and John Ritchie attended the meeting and luncheon, catching up

with old and new friends.

More than 90 guests, including members, guests and Club Industry trade representatives, enjoyed the luncheon with beverages supplied by Tooheys, Carlton and wines from Hardy's.

Many luncheon guests provided prizes ranging from beer, wine and club shirts for the Zone Raffle with Sharp Electronics offering an LCD TV worth \$1200 as the major prize, a Carlton esky was second prize and a bottle of Moet et Chandon champagne as third prize.

Aristocrat Game Technology's NSW North Sales Manager Graham Hallett provided a "Luigi's Ball" conversion for the auction with Maclean Bowling Club bidding \$4,200 to win the conversion.

Zone Secretary and Division E - Far North Coast Zone / Mid North Coast Zone / North West State Zone / Mid State Zone - Federal Councillor Gordon Rhodes said he was pleased to the broad mix of guests in young up-and-coming managers networking with "old hard heads", directors and trade representatives.

"This was a first meeting and luncheon for a number of new members and with the first year of our local bursaries, the 2008 year for our Zone looks promising," Gordon said.

"We will confirm guest speakers - Ron 'Rowdy' McLean, 'BIG' Dave Staughton and Paul Lyons - for our 2008 Zone meetings and working to deliver more local CMDA training courses and build on the second year



Zone Auction successful bidder Ian Wills, from Maclean Bowling Club, picked up the Aristocrat conversion from Aristocrat's NSW North Sales Manager Graham Hallett.

of our bursary program."

Zone President Jon McGregor and Publicity Officer Nathan Whiteside also played hosts for the day with a superb meal prepared by the catering staff.

Members who travelled south along the coast from the Tweed to the meeting and luncheon used "Trimmys Tours", while there was also a bus from Casino and Lismore. An interesting change from the previous year was that everyone who arrived on the buses, caught them home.

Zone Vice President Darren Schipp, from Casino RSM Club, offered luncheon guests his philosophy and "Tip of the Day" regarding EO Condon's racing selections.

The Far North Coast Zone meeting schedule for 2008 is:

- March 12: Zone Meeting at Kingscliff College of TAFE
- June 11: Zone Meeting at Casino RSM Club
- October 8: Zone Meeting at Lismore Workers Club
- December 10: Zone Meeting at Yamba Bowling Club



Alstonville Plateau Bowls and Sports Club Secretary Manager Melissa Brooke with Casella Wines representative Julie Olsen.



(from left) Far North Coast Zone Bursary winners Adam Thompson, CMAA Executive Officer Terry Condon, Kelly Casey, Far North Coast Zone President Jon McGregor, Nathan Whiteside and Roger Hong.



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Education on top of New Year's resolutions

The CMAA's Far South Coast Zone Executive and members made a New year's resolution of a commitment to education and training at the final meeting of 2007.

Thirteen members attended the Zone Meeting at Pambula Merimbula Golf Club in mid-December where President Mark Bellette received strong support for an initiative to invest the Zone's financial reserves in member education and development through CMDA training courses and club study tours.

That project is expected to start with the Club Study Tour - to Wentworthville Leagues Club, Club Marconi, Liverpool Catholic Club and Cabramatta Leagues Club - scheduled for Monday, March 17, as a prelude to the CMAA's annual Conference and Expo at Darling Harbour on March 18 and 19.

In discussing the training and bursaries initiative, Mark acknowledged Batemans Bay Soldiers Club Duty Manager Shane Cairney winning the CMAA Professional Development Education Bursary.

The Zone Committee for 2008, elected at the AGM at Mittagong RSL Club, is:



- President: Mark Bellette, Tomakin Club
- Secretary / Treasurer: Craig Clark, Moruya Golf Club
- Education Officer: Michael O'Sullivan, Milton Ulladulla Bowling Club

CMAA Communication Services Manager Peter Sharp presented the Head Officer Report, touching on several major issues, including the newly elected Labor Government's Industrial Relations philosophy; the CMAA's major conference events for 2008 – the AGM, Conference, Expo and Gala Dinner at Darling Harbour in March and the Mid-Year Conference at the Gold Coast in July; and the new federal Anti Money Laundering and Counter-Terrorism Financing Act that came into effect on December 12, 2007.

It was a two-day event for Far South Coast members with a golf competition on Wednesday afternoon, dinner and auction in the evening with CMAA and ClubsNSW meetings and luncheon the next day.

The three-course dinner, hosted by Pambula Merimbula Golf Club General Manager Steve Brinkley, and auction attracted 75 members, club directors and Club Industry trade representatives.

Sergeant at Arms Darcy Nelson, from Ainsworth Game Technology, amassed a tidy sum for the Royal Blind Society through his fines forum before the auction raised more than \$19,000 for the Zone bursary, scholarship and study tour program.

Auctioneer John Weir from Yass Soldiers Club and his "spotter" Craig Clark turned over gaming machine conversions from Konami, Stargames, Aristocrat, Ainsworth and IGT.

The Far South Coast Zone meeting schedule for 2008 is:

- February 14: Zone Meeting at Cooma Ex-Services Club
- May 15: Zone Meeting at Tuross Head Country Club
- August 14: Zone Meeting at Tomakin Sports & Social Club
- December 11: Zone Meeting at Narooma Sports & Services Club

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Awards mark end to another positive and successful year

The CMAA's Inner West Zone Committee finished 2007 as it started – with a busy and enthusiastic committee, good attendance at meetings and social events and a focus for building membership.

Zone President Jamil Chalhoub and his full committee was returned for another year when more than 40 members convened for the AGM and “Finale” Christmas Luncheon at Bankstown Sports Club in mid-December.

CMAA Executive Officer Terry Condon, CCM conducted the election of officer bearers and praised the Inner West executive and membership as being one of the most vibrant, active and enthusiastic zones in the Association.

The Zone Committee returned for 2008 is:

- President: Jamal Chalhoub, Canterbury Hurlstone Park RSL Club
- Secretary: Colin Eisenhuth, Dooleys Lidcombe Catholic Club
- Treasurer: Trevor Porter, Carnarvon Golf Club
- Education Officer: Michelle Dennington, Wests Ashfield Leagues Club
- Publicity Officer: Morgan Stewart, Balmain Leagues Club

Jamil said the Zone was proud of its membership incentive program where

15 new managers joined the CMAA through the Zone during 2007.

He also pointed to four Zone members receiving CMAA National Bursaries:

- Creating Synergy Asian Gaming & Hospitality Expo Bursary - Anthony Ryan, Balmain Leagues Club
- CMAA Professional Development Education Bursary – Michael Clancy, Bankstown Sports Club
- CMAA Visionary Leadership Program Bursary – Leanne Carabetta, Balmain Leagues Club
- Strategic Leadership Program Bursary – Garry Weston, Carnarvon Golf Club

Terry Condon, with Education Officer Ralph Kober and Communication Services Manager Peter Sharp, presented the Head Office Report covering major matters such as:

- Industrial Relations changes following the November Federal Election of the Kevin Rudd Labor Government
- CMAA Strategic Plan
- 2008 Conference and Expo at Darling Harbour in March
- Mid-Year Executive Leadership Conference at Conrad Jupiters on the Gold Coast in July
- CMDA Affiliate (CA) program

- CMDA education and training calendar for 2008

Terry and Ralph also assisted in the presentation of bursaries, awards and prizes.

Nick Howland received the CMAA Visionary Leadership Program Bursary, while David Moorecroft, from Canterbury Hurlstone Park RSL Club received the CMAA 2008 Mid-Year Executive Leadership Conference Bursary at the Gold Coast.

It would have been worth buying a KENO ticket with Matthew Roper, from Sydney Rowers Club, on the day because he won the “Inner West Rewards” major prize of a laptop computer, then was the first name out for the \$500 second prize.

Josh Collins, of Rosnay Golf Club, got the cash in the redraw, while Marissa Proops, from Club Five Dock, took home the “exclusive” steak knives collection.

Almost 100 members and Club Industry trade representatives then attended the Christmas Luncheon in the spectacular La Piazza dining facility.

The Inner West Zone meeting schedule for 2008 is:

- March 7: Golf Day at Carnarvon Golf Club
- June 6: Zone Meeting at Canterbury Hurlstone Park RSL Club
- September 5: Zone Meeting at Sydney Rowers Club
- December 5: Zone AGM and Christmas Luncheon Harbour Cruise





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Erin caps big 2007 with Clubs Victoria top award

Ooops! She did it again. Erin Langman has struck again with another major award for her work as a club manager.

The Assistant Manager at Echuca Workers and Services Club on the Victoria side of the bridge spanning the Murray River, Erin had a remarkable 2007 – by anyone's standards.

In April, she collected the CMAA Victoria Zone "2007 Assistant Manager of the Year" at the Victoria Zone Awards Dinner at the Yarraville Club.

In November, she added the Clubs Victoria "Employee of the Year" Award to her impressive trophy cabinet.

"It's been a big 12 months," the ever-cheerful and hard-working Erin said of her accolades.

Echuca Workers and Services Club General Manager Jim Smith nominated Erin for the Clubs Victoria award and has nothing but praise for the work ethic, dedication and attitude that Erin brings to the border club every day.

"Erin is a wonderful young woman, a truly professional club executive and assistant to me ... plus she is a great asset to this club, the staff who work with her and the members," Jim said.

Jim, who won the CMAA Victoria Zone Club Manager of the Year last year, said it was a thrill to share the "double" with Erin at the Yarraville Club.

"These awards are recognition of Erin's work and who she is ... a genuine, generous person," Jim added.

Erin, 33, is two subjects short of achieving her ACCM through the William Anglis College, which she expects to complete by the 2008 mid-year break.

"The ACCM will be a real achievement and something very important to me," Erin said. "The awards last year were wonderful and give me the confidence and enthusiasm to push on with my studies and my career.

"I'm looking forward to both of the CMAA conferences this year at Darling Harbour and the Gold Coast ... I feel like I get so much out of those sessions and the speakers."

Erin is also investing time in the CMAA Victoria Zone working with the President Barry West and the executive to identify and develop sponsorship opportunities.



Echuca Workers and Services Club Assistant Manager Erin Langman capped a wonderful year in her club management career when she added the Clubs Victoria "Employee of the Year" Award to the CMAA Victoria Zone "Assistant Club Manager of the Year" Award.

Although she tried the bright lights and hotel work of Adelaide, Erin returned to Echuca six years ago to start a management traineeship and was promoted to Assistant Manager in 2006.

"I enjoy working with Jim because I get to participate in all aspects of the club and the business," Erin said.

"I'd like to manage a club one day, but there's still a lot to learn and experience and I can't think of a better place to be doing it or a better boss to be learning from.

"I especially enjoy the support of the staff here at Echuca and it's one of the major reasons why I was able to win those awards ... the people at this club make it a pleasure and fun to come to work.

Meetings planned

Still south of the border, CMAA Victoria Zone Secretary Kevin Morland is keen for managers to note in their diaries some major dates for 2008.

"We had a great meeting towards the end of last year where Jim Smith and Erin Langman enthusiastically took on the education and sponsorship for the Zone and they have already come up with some great initiatives for 2008," Kevin, the Numurkah Golf and Bowls Club Assistant Manager, added.

"Ralph Kober offered some good ideas for workshops and education programs, so we are pushing hard to involve as many members, managers and potential CMAA Affiliates as possible in the project."

First cab off the rank on the Victoria Zone Calendar for 2008 is the Zone Meeting at Heidelberg RSL Club (87 Mount Street, Heidelberg) on Wednesday, February 20.

CMAA Communication Services Manager Peter Sharp will attend the Zone Meeting, which starts at 10am, and deliver the Head Office Report.

Victoria members also are reminded that time is closing for nominations for the annual CMAA Awards.

The Awards Dinner will be hosted at Mulgrave Country Club on Friday, March 14, with drinks from 6pm.

Contact Kevin - **0428 622 701** - for more information about the Zone Meeting schedule.

For information regarding the Victoria Awards or to lodge a nomination, contact Awards Coordinator Hayley Morris **0418 131 733** or send to ntc@mcmmedia.com.au

The Victoria Zone Executive for 2008 is:

- President: Barry West, Yarraville Club
- Secretary: Kevin Morland, Numurkah Golf & Bowls Club
- Treasurer: Grant Duffy, Numurkah Golf and Bowls Club
- Education Officer: Jim Smith, Echuca Workers and Services Club

The Victoria Zone AGM will be held on Wednesday, May 14 with a venue to be decided and Zone meetings on Wednesday, August 13 (venue TBA) and on Wednesday, November 12 at Greensborough RSL Club.

Industry high flyers for breakfast meeting

It will be an early start to the CMAA year in the Sutherland Shire when Tradies at Gynea hosts the Zone Breakfast Meeting on Tuesday, March 4.

It's a 7.30am start with the CMAA Zone Meeting at 7.45 where CMAA Executive Officer Terry Condon and Education Manager Ralph Kober will present the Head Office Report.

(Members will receive 10 ACCM Industry Activity Points upon signing the Members' Register at the meeting)

At 8.30 five high-profile gaming industry executives will participate in an "Industry Forum" where they will discuss the latest trends and issues facing gaming in the Club Industry.

The forum involves:

- Canterbury Leagues Club Assistant General Manager and Gaming Manager Greg Levett
- Wests Leagues Club CEO Tony Matthews
- PALtronics Managing Director Steve Cowan
- IGT State Sales Manager NSW /ACT Cameron Louis

Steve Cowan



- Aristocrat Game Technologies Business Manager NSW / ACT John Gould

The panel will discuss – and answer questions – topics such as TITO, downloadable games, return to player, purchasing agreements on gaming machines and machine volatility.

The meeting - \$25 per person - breakfast, forum and raffle draw will be over by 9.30, so it's an interesting and important way to start the day with

some networking and a few laughs thrown in.

Contact Dane Cartwright at Engadine RSL and Citizens Club - P: (02) 9520 8100, F: (02) 9520 9642 – to book you place at the breakfast meeting with all cheques payable to CMAA St George Cronulla Zone.

The St George Cronulla Zone Executive for 2008 is:

- President: Ian Todd, Kingsgrove RSL Club
- Vice President: Gary Baudinette, Engadine Bowling & Recreation Club
- Secretary: Shawn Morris, Caringbah Business & Sports Club
- Education Officer: Douglas Kirkham, Tradies @ Gynea

The St George Cronulla Zone events schedule for 2008 is:

- June 3: Zone Meeting at St George Motor Boat Club
- September 2: Zone Meeting at Engadine Bowling Club
- September 23: Neville Worton Golf Day at Kogarah Golf Club
- December 2: Zone Meeting & Christmas Luncheon at Georges River 16 Foot Sailing Club

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Business and Report Writing Ideal for all levels of supervisors & management		1 Day	Auburn T22			
Train The Trainer THHGT01B Coach Others in Job Skills Ideal for buddy line trainers		1 Day	Auburn W23			Albury TH6
Deal With Conflict Situations THHGC03B Have you prepared your staff to deal with conflict?		2 Days	Auburn M21T22			Cardiff TH27FR28 Moruya M7T8
Plan & Establish Systems & Procedures THHGA08B Want to know how to write a procedure or job description?		1 Day	Auburn TH31			MELB T4 Currumbin T15
Duty Management						
Duty Manager Program For senior supervisors & Duty Managers who want to SUCCEED!! This intensive program addresses the critical areas of duty management and includes: Cost Control, Rostering, Managing Quality Customer Service, Risk Assessment, Counselling and Discipline, Leadership, Team Building, Behavioural Styles Identification, Problem Solving, Organisational Culture and a whole lot more. Participants also receive a number of hospitality industry texts and resources.		6 Days		Auburn T5-Th7 Session 1 Tweed M25-W27 Session 1	Auburn T4-Th6 Session 2 Tweed M31-W2 APR Session 2	Woden ACT M14-W16 Session 1
Food and Beverage Management						
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Gaming Management						
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Gaming Manager Program THHADG02A Develop & Manage Gaming Activities ACCM UNIT		6 Days			Auburn M10-W12 Session 1	Auburn M14-W16 Session 2
Finance Management						
Financial Fundamentals - Stage 1: THHGF06A Interpret Financial Information & THHGLE13B Manage Finances in a Budget Understand the basics		2 Days		Auburn M4T5		
Financial Management - Stage 2: THHGLE14B Prepare & Monitor a Budget & THHGLE15B Manage Financial Operations ACCM UNITS Ideal for all senior managers		5 Days				Auburn M7T8 Session 1
Marketing Management						
Marketing Fundamentals - Stage 1 Ideal for supervisors & managers overseeing marketing & promotions		2 Days	Auburn W30TH31	Narrabri M25T26	Singleton M10T11	Moruya M28T29
Develop & Manage Marketing Strategies - Stage 2: THHGLE12B ACCM UNIT High level marketing concepts		4 Days			Auburn T4W5 Session 1	Auburn T1W2 Session 2
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Management						
Manage Physical Assets THHGLE16B ACCM UNIT Essential for senior managers		4 Days				
Develop & Implement a Business Plan THHGLE19B ACCM UNIT Essential for senior managers		3 Days			Auburn W12 TH13/W26	
OH&S Risk Management for Supervisors & Managers THHGLE02B Implement Workplace, Health, Safety & Security Procedures A MUST do!		2 Days			Auburn W26TH27	
OH&S Consultation ACCM UNIT THHGLE04B Establish & Maintain a Safe & Secure Workplace Clubs with an OH&S committee		4 Days		Auburn M11T12 Session 1	Auburn M10T11 Session 2	
Develop the Legal Knowledge Required for Business Compliance THHGLE20B ACCM UNIT Know your obligations		6 Days		Auburn M18T19 Session 1	Auburn T25-W26 Session 2	Auburn M21-T22 Session 3
Manage Quality Customer Service THHGLE11B ACCM UNIT Create a culture of quality customer service		1 Day		Auburn TH7		Tweed M31 Belconnen W16
Manage Workplace Relations THHGLE10B ACCM UNIT Guidelines to managing a positive workforce		4 Days			Auburn S1 W5T6 S2 W26 TH27	

LAB Approved RSA & RCG Courses delivered at the following Vocational Training Academies. Contact CMDA (02) 9643 2300 for dates/locations.



MAY		JUN		JUL		AUG		SEPT		OCT		NOV		DEC		\$ Member & CMDA Affiliate	\$ Non Member
Auburn M5 Session 1	Auburn M19 Session 3	Auburn M2 Session 5				Auburn M4 Session 1	Auburn M18 Session 3	Auburn M1 Session 5								\$700	\$950
Auburn M12 Session 2	Auburn M26 Session 4	Auburn M16 Session 6				Auburn M11 Session 2	Auburn M25 Session 4	Auburn M8 Session 6								\$280(+GST)	\$380(+GST)
		Auburn W4										Auburn TH6					
Auburn T20	MELB M19		Sth Port. M2		Orange T15		Singleton M4	Auburn M8			Belconnen T7		Nambour T25	Auburn T2		\$190	\$290
Auburn M14TH15			Laurieton T17W18		Belconnen M14T15		Griffith M18T19		Kedron M22T23	Auburn T21W22						\$290	\$390
Auburn T13								Auburn T9			Corrimal W15		Ulladulla T18	Auburn M1		\$240	\$340
←→	Woden ACT M12-W14 Session 2	Auburn M23-W25 Session 1	Dapto M2-W4 Session 1	←→	Dapto T8-TH10 Session 2		Tamworth M4-W6 Session 1	←→	Tamworth M8-W10 Session 2	Auburn M20-W22 Session 1	Albury T30SEPT - TH2 Session 1	←→	Albury M10-W12 Session 2			\$1,450 +GST)	\$1,590 (+GST)
	Kedron M26-W28 Session 1	←→	Kedron M23-W25 Session 2						Coffs H M8-W10 Session 1	←→	Coffs H M13-W15 Session 2						
Auburn M3-TH15 Session 1	←→	Auburn W11-F13 Session 2										Auburn M24-W26 Session 1	←→	Auburn M15-W17 Session 2		\$1,320 (+GST)	\$1,490 (+GST)
	Dubbo M19T20		Tweed W18TH19		Tuggerah T22W23	Auburn T12-W13			Albury M22T23		Coffs H M27T28	Auburn W12-TH13				\$440	\$540
				Auburn M28-W30 Session 1	←→	Auburn M25-W27 Session 2										\$1,320	\$1,490
								Auburn M22T23								\$440	\$540
Auburn M15-W17 Session 2										Auburn M13T14 Session 1	←→	Auburn M10-W12 Session 2				\$1,100	\$1,300
	Laurieton M26T27	Auburn T24W25			Woden ACT W16TH17		Griffith W20TH21		Kedron W24TH25		Nambour M27T28	Auburn M10T11				\$440 (+GST)	\$540 (+GST)
								Auburn W17TH18 Session 1	←→	Auburn W8TH9 Session 2						\$800	\$980
	Kedron T27	Auburn T24	Dapto T3				Tamworth T5		Coffs H T9	Auburn W22	Albury W1					\$240	\$340
	Singleton M19T20			Auburn T8W9							Gosford M20T21			Auburn T2W3		\$440	\$540
Auburn M11TH22			Armidale M16T17		Meruya M21T22		Maroochy W27Th28		Forster M29T30	Auburn M13T14	MELB M27T28		Tweed T18W19		Sth Port M1T2	\$440	\$540
		Auburn M16T17 Session 1	←→	Auburn M14T15 Session 2												\$800	\$980
																\$660	\$780
						Auburn M4T5								Auburn M8T9		\$390	\$530
				Auburn S1M7T8 S2 M28T29								Auburn M24T25 Session 1	←→	Auburn W10TH11 Session 2		\$690	\$850
		Auburn W18-TH19 Session 1	←→	Auburn M14T15 Session 2	←→	Auburn M18 T19 Session 3				Auburn T7-W8 Session 1	←→	Auburn W5TH6 Session 2	←→	Auburn M1-T2 Session 3		\$1,100	1,300
			Kedron M23	Auburn M21	Dapto T8				Tamworth M8		Coffs H M13	Auburn M17	Albury M10			\$240	\$340
		Auburn T17 W18 Session 1	←→	Auburn W16 TH17 Session 2								Auburn S1W5TH6 S2 W26 TH27				\$800	\$980

CMAA Zone Education Officers

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February-March 2008

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	FEBRUARY	MARCH
Provide Responsible Service of Alcohol (THHBF09B) (LAB approved) ACCM Unit - 1 Day	M 4 (City Tatts) M 11 (Wests Illawarra) W 13 (Mounties)	M 3 (Sutherland Tradies) W 5 (Wests Ashfield) W 12 (Mounties)
Provide Responsible Gambling Services (THHADG03B) (LAB approved) ACCM Unit - 1 Day	T 5 (City Tatts) T 12 (Wests Illawarra) Th 14 (Mounties)	T 4 (Sutherland Tradies) Th 6 (Wests Ashfield) Th 13 (Mounties)
Supervisor Boot Camp - 5 x 4 hour sessions (12:30pm – 4:30pm) + 1 x 7 hour session (9:30am – 4:30pm) For potential & existing team leaders & supervisors. Includes: Identifying the responsibilities & characteristics of an effective supervisor, personal values & style, time mgmt skills, communication & motivational techniques, delegation & problem solving, supervising service excellence, THHGLE01B Monitor Work Operations & Train the Trainer (THHGT01B Coach Others in Job Skills).	M 4, M 11, M 18 & M 25	M 3 & M 10
Duty Management Development Program 2 x 3 Day Sessions Content includes: HR Fundamentals, Cost Control, Leadership, Compliance/Risk Management. Participants receive a self paced Computer Skills CD-ROM and a comprehensive Effective Business Writing workbook. This program targets Duty Managers and Senior Supervisors.	T 5, W 6 & Th 7	T 4, W 5 & Th 6
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.		M 10, T 11 & W 12 Continues April
Financial Fundamentals (THHGFA06A & THHGLE13B) 2 Days (Prerequisite for Financial Management THHGLE14B & THHGLE15B)	M 4 & T 5	
Develop & Manage Marketing Strategies THHGLE12B ACCM Unit 2 x 2 Day Sessions Deals with the skills and knowledge required to develop & manage marketing plans and strategies, focusing on planning, monitoring and evaluation. * Marketing Fundamentals is the prerequisite for this program.		T 4 & W 5 Continues April
Roster Staff THHGLE05B -ACCM Unit - 1 Day Assists Managers in creating cost efficient base rosters that utilise the flexibility the award provides. Ideal for all managers.	W 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.	T 5 & W 6	
Recruit and Select Staff THHGLE07B -ACCM Unit - 2 Days This unit deals with the skills and knowledge required to recruit and select staff within the framework of overall human resource plans.	T 12 & W 13	
Develop and Implement a Business Plan THHGLE19B -ACCM Unit – 3 Days Assists Managers to understand the process of strategic management and shape their Club's business plan		W 12, Th 13 & W 26
OHS Risk Management for Supervisors and Managers - 2 Days (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.		W26 & Th 27
OHS Consultation –(Workcover Approved) ACCM Unit - 2 x 2 Day Sessions (Establish & Maintain a Safe & Secure Workplace THHGLE04B) Meets the training requirements for OH&S Committees/OH&S Representatives, as stated in the OH&S Regulation 2001.	M 11 & T 12	M 10 & T11
Legal Knowledge Required for Business Compliance THHGLE20B ACCM Unit - 6 Days Covers the range of legislative compliance issues including; Trade Practices, OH&S, Privacy, RSA, RCG and more.	M 18 & T 19	T25 & W 26 Continues April
Manage Quality Customer Service THHGLE11B ACCM Unit – 1 Day Deals with the skills and knowledge required to manage customer service quality in the workplace, focusing on the need to develop pro-active approaches to service quality issues.	Th 7	
Manage Workplace Relations THHGLE10B ACCM Unit 2 x 2 Day Sessions This unit deals with the skills and knowledge required to manage workplace relations, from an industrial relations perspective.		W 5 & Th 6, W26 & Th 27

REGIONAL TRAINING COURSES	FEBRUARY	MARCH
Duty Management Development Program 2 x 3 Day Sessions Content includes: HR Fundamentals, Cost Control, Leadership, Compliance/Risk Management. Participants receive a self paced Computer Skills CD-ROM and a comprehensive Effective Business Writing workbook. This program targets Duty Managers and Senior Supervisors.	Tweed M 25, T 26 & W 27	Tweed M 31 & T 1 & W 2 April
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.	Port Macquarie M 18 & T 19	Dapto W 5 & Th 6
Marketing Fundamentals - 1 Day (Prerequisite for Develop & Manage Marketing Strategies THHGLE12B)	Narrabri M 25 & T 26	Singleton M 10 & T 11
Roster Staff THHGLE05B -ACCM Unit - 1 Day Assists Managers in creating cost efficient base rosters that utilise the flexibility the award provides. Ideal for all managers.	Tweed T 26	
Train the Trainer - 1 Day (THHGT01B Coach Others In Work Skills) 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.		Albury Th 6
Deal with Conflict Situations THHGC03B - 2 Days For anyone who has to lead teams, resolve conflict with staff, customers and their peers.		Cardiff Th 27 & F 28
Plan & Establish Systems & Procedures THHGA08B - 1 Day This unit enables participants to identify, plan, develop, establish and review workplace systems and procedures assisting in operational requirements for their club.		Melbourne T 4
Monitor Staff Performance THHGLE06B ACCM Unit - 2 Days Deals with the skills and knowledge required to monitor staff performance, includes skills in performance appraisal and counselling.		Aspley, QLD M 10 & T 11
Recruit and Select Staff THHGLE07B -ACCM Unit - 2 Days This unit deals with the skills and knowledge required to recruit and select staff within the framework of overall human resource plans.		Wyong T 11 & W 12
Manage Quality Customer Service THHGLE11B ACCM Unit – 1 Day Deals with the skills and knowledge required to manage customer service quality in the workplace, focusing on the need to develop pro-active approaches to service quality issues.		Tweed M 31

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.



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- Currumbin Wildlife Sanctuary
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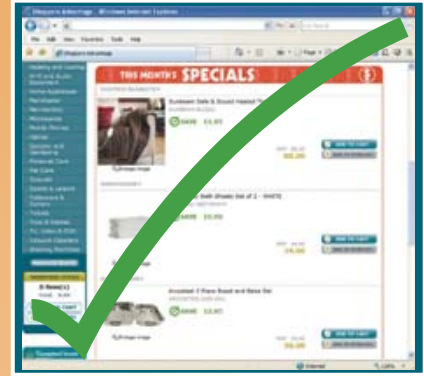


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Day	Date	Meeting	Venue	Zone
FEBRUARY				
Friday	08/02/2008	09:30	Central Coast Leagues Club	Central Coast Zone AGM & Social Cruise
Tuesday	12/02/2008	09:30	Maroochydore RSL Club	Sunshine Coast Zone AGM
Tuesday	12/02/2008	10:00	Asquith Leagues Club	Manly Northern Suburbs Zone Club AGM
Wednesday	13/02/2008	10:00	Northcliffe Surf Club	Gold Coast Zone AGM
Thursday	14/02/2008	10:00	Cooma Ex-Services Club	Far South Coast Zone Meeting
Friday	15/02/2008	10:00	Heidelberg RSL Club	Victorian Zone Meeting
Tuesday	19/02/2008	09:30	Macksville RSL Club	Mid North Coast Zone Meeting
Saturday	23/02/2008	10:00	Narromine United Services Club	Mid State Zone AGM
Thursday	28/02/2008	10:00	Muree Golf Club	Hunter Zone Meeting & Golf Day
Thursday	28/02/2008	09:30	Auburn	CMAA Executive Meeting
Friday	29/02/2008	11:00	Fraternity Bowling & Rec Club	Illawarra Shoalhaven Zone Meeting
MARCH				
Tuesday	04/03/2008	07:30	Tradies @ GyMEA	St George /Cronulla Sutherland Zone Meeting
Wednesday	05/03/2008	10:00	Redcliffe Leagues Club	Brisbane Zone AGM
Wednesday	05/03/2008	09:30	Glen Innes Services Club	North West State Zone Meeting
Thursday	06/03/2008	11:00	Mounties	Nepean Zone AGM
Friday	07/03/2008	10:00	Carnarvon Golf Club	Inner West Zone Meeting & Golf Day
Friday	07/03/2008	10:00	Barrier Social & Democratic Club	Riverina Murray Zone AGM
Tuesday	11/03/2008	09:30	Paddington RSL Club	City & Eastern Suburbs Zone Meeting
Wednesday	12/03/2008	09:30	Kingscliff TAFE	Far North Coast Zone Meeting
Friday	14/03/2008	18:00	Mulgrave Country Club	Victoria Zone Awards Night
Monday	17/03/2008	17:30	Darling Harbour	Federal Council Meeting
Tuesday	18/03/2008	09:00	Darling Harbour	CMAA Annual General Meeting
Tuesday	18/03/2008	18:00	Darling Harbour	CMAA Annual Gala Awards Dinner
Tuesday	18/03/2008	09:00	Darling Harbour	CMAA Annual Conference & Trade Expo
Wednesday	19/03/2008	09:00	Darling Harbour	CMAA Annual Conference & Trade Expo
APRIL				
Wednesday	02/04/2008	10:00	Gosford RSL Club	Central Coast Zone Meeting
Friday	04/04/2008	11:00	Horton Park Golf Club	Sunshine Coast Zone Golf Day
Monday	07/04/2008	11:00	Port Macquarie Golf Club	Great Lakes Zone Meeting / Charity Golf Day
Friday	14/04/2008	07:00	TBA	Manly Northern Suburbs Zone Golf Day
Friday	18/04/2008	11:00	Shellharbour Workers Club	Illawarra Shoalhaven Zone Meeting
Thursday	24/04/2008	09:30	Auburn	CMAA Executive Meeting
MAY				
Tuesday	06/05/2008	10:30	Woolgoolga RSL Club	Mid North Coast Zone Meeting
Tuesday	13 - 15/5/2008		Crowne Plaza, Terrigal	Leagues Club Association Gaming Conference
Wednesday	14/05/2008	09:30	Lightning Ridge Bowling Club	North West State Zone Meeting
Wednesday	14/05/2008	09:30	Ipswich Brothers Leagues Club	Combined Brisbane / Gold Coast Zone Meeting
Thursday	15/05/2008	09:30	Tuross Head Country Club	Far South Coast Zone Meeting
Friday	16/05/2008	11:00	TBA	Victoria Zone AGM
Saturday	17/05/2008	14:00	Gilgandra Services Club	Mid State Zone Study Tour
Thursday	20/05/2008	07:30	Fox Hills Golf Club	Nepean Zone Annual Golf Day
Thursday	20/05/2008	09:30	Nambour RSL Club	Sunshine Coast Zone Meeting
Tuesday	27/05/2008	07:00	The Coast Golf Club	Peter Cameron Golf Day
Thursday	29/05/2008	09:30	Auburn	CMAA Executive Meeting
JUNE				
Tuesday	03/06/2008	09:00	St George Motor Boat Club	St George / Cronulla Sutherland Zone Meeting
Tuesday	03 - 05/06/2008		Hong Kong & Macau	Asian Gaming Expo www.asiangamingexpo.com
Wednesday	04/06/2008	10:00	Woy Woy Leagues Club	Central Coast Zone Meeting
Friday	06/06/2008	10:00	Bankstown Sports Club	Inner West Zone Meeting
Wednesday	11/06/2008	09:30	Casino RSM Club	Far North Coast Zone Meeting
Thursday	19/06/2008	09:30	Cabramatta Leagues Club	Nepean Zone Meeting
Wednesday	25/06/2008	11:00	The Adamstown Club	Hunter Zone Meeting
Thursday	26/06/2008	09:30	Auburn	CMAA Executive Meeting

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REWARDME

Maroochy, Nambour clubs help put Kidney Support Network on the road

Sunshine Coast kidney dialysis patients and carers were all smiles when State MP Fiona Simpson officially commissioned their new bus.

The patient transport vehicle already is working overtime transporting patients to and from Nambour and Caloundra hospitals.

Funding for the bus, with wheelchair access, came from Maroochy RSL Club, Nambour RSL Club, the Lions and the Community Benefit Fund.

The launch, at the Big Top Shopping

Centre in Maroochydore, was attended by all sponsors, patients and volunteers connected to the Kidney Support Network and the public.

Maroochy RSL Club Marketing Manager Carlee Driscoll said the Kidney Support Network team works tirelessly to improve the quality of life for patient's dependant on renal dialysis.

"It has been a pleasure and privilege to play a part in getting this vehicle on the road," Carlee added.

Nambour RSL Club Administration

Manager Suzanne Long said it was a great effort that two local clubs worked together with other community organisations such as The Lions to make a difference in the community.

With the Sunshine Coast's rapid population growth and demand for medical services certain to increase, the Kidney Support Network is seeking volunteers, donations and fundraising opportunities.

The transport service provides at least 90 patient movements a week and supports people facing a dialysis three times each week due to the chronic shortage of kidney donors.



Queensland MP Fiona Simpson and Greg Clutton from the Kidney Support Network Launch the new community vehicle.



Hills District clubs provide \$145,000 to local projects

Sydney's Hills District clubs donated more than \$145,000 to community groups during 2007 thanks the Hills Community Development and Support Expenditure (CDSE) Scheme.

More than 30 community project groups benefited from the funding provided by seven clubs in the district, which was presented during the year.

The Hills CDSE scheme, in its eighth year, is a state-wide initiative that recognises the Club Industry's significant financial support for projects and services that contribute to the benefit of the local communities.

Under the CDSE scheme, applicants can apply for funding to develop new or maintain existing projects that support and provide vital community services.

John Baresic, President of Baulkham

Hills Sports Club – one of the seven Hills CDSE Scheme clubs - said it was an honour to assist local community groups.

"Baulkham Hills Sports Club is proud of the contributions that we and the other clubs in the committee make to organisations in the region and I look forward to seeing their projects prosper."

Project groups that received financial assistance from Baulkham Hills Sports Club included:

- Woodbury Autism Education and Research
- North West Disability Services Inc
- Rouse Hill Salvation Army
- Inala
- North Rocks Pre-school
- Matthew Pearce After-School Care

Woodbury Autism Education and Research Clinical Director Elizabeth Watson said Woodbury - the first and only school of its kind in Australia – was established to cater specifically for children with autism using the scientifically validated principles of Applied Behaviour Analysis (ABA)*.

"The local community has been very supportive of our school and the generous grant from the Baulkham Hills Sports Club will be used to further train our staff with a view to extend our services into the community providing support, advice and training to others living or working with autistic children," Elizabeth added.

** ABA has been shown to be the most effective treatment for children on the autistic spectrum*

Club Marconi unites in time of need

Club Marconi members, staff and local businesses joined forces when long-time staff member Josip Kokic needed a boost.

Josip's son Slaven was diagnosed with Leukaemia at only five years of age and Club Marconi staff worked tirelessly to organise an occasion to financially assist Slaven and the Kokic family.

Inside only two weeks, the Club Marconi team pulled together a

Charity Night in mid-December.

The fundraising dinner assisted Josip with the medical treatments and the months he will be required to be away from work to care for Slaven.

The fundraiser was a success, with the Club Marconi Auditorium sold out and all proceeds going to the Kokic family.

The staff's efforts in producing such a spectacular occasion inspired the guests to generously donate more

than \$50,000 towards Slaven's treatment and care.

Club Marconi General Manager and CMAA NSW State Executive Member Deborah Feening, ACCM thanked everyone involved in supporting the event.

"I'm proud of the staff for so generously joining the fundraising project, which is typical of the Club Industry around Australia," Deborah said. "Our prayers and thoughts are with the Kokic family during this important time for Slaven."



Club Marconi staff, members and guests joined in the spirit of a fundraiser to assist the son of a long-serving staff member at the club.

Guide dogs on track thanks to St Johns Park Bowling Club

A new guide dog, "Rinnie", recently graduated with flying colours, thanks to support of St Johns Park Bowling Club.

The club provided \$26,000 to Guide Dogs NSW/ACT to sponsor the golden labrador through his puppy raising and training.

Rinnie, the club's second guide dog, is named in honour of the club Vice President and longest-serving director Brian Rinaldo.

The first dog, "Saint", graduated in January and a third dog, "Jetta", is with a puppy raiser.

St Johns Park Bowling Club President Dale Maitland said the club was delighted to have sponsored two successful dogs.

"These dogs are the ultimate mobility aid for people with vision impairment," Dale said. "It's wonderful to know that we have helped two people lead a more active and independent life."

"It takes a major investment of time, care, skill, patience and love from many people to make a guide dog - from breeders, puppy raisers, kennel hands, trainers, vets and the other dedicated staff and volunteers at Guide Dogs NSW/ACT.



Guide dog Rinnie with (from left) St Johns Park Bowling Club Gaming Manager Debra Ross, Marketing Coordinator Anne Harrington and Club Vice President Brian Rinaldo.

"I would like to thank them for their hard work and commitment."

James Archer from Guide Dogs NSW/ACT said that St Johns Park Bowling Club is the organisation's largest Club Industry supporter.

"During the relationship with St Johns Park Bowling Club we have shared great success with the Guide Dogs they have been partnered with."

"We look forward to their continued support and future successes," he said.

At the graduation Rinnie was put through his paces in harness and was commended for his excellent concentration and ability to negotiate obstacles smoothly.

He has already been assigned to a person with vision impairment and they are currently training together to learn handling skills, routes and routines.

If they work well together Rinnie will become a much-loved and greatly appreciated addition to a new family.

The club made its first commitment to Guide Dogs NSW/ACT in June 2005 and provided \$26,000 to fund the care,

training and vet's bills for Saint.

Rinnie followed in 2006 and now Jetta in 2007.

Bankstown Sports Club makes a difference for families

Bankstown Sports Club, through its 2007 CDSE program, has provided family support group, Creating Links, with the funding to implement “Kids at Play”, a program providing fun for disadvantaged children and their parents.

Kids at Play enables selected children, aged one to five, to attend a term of Kinder Gym lessons at Bankstown’s Dunc Gray Velodrome.

The children who participate in the program often are from socio-economically challenged families and Creating Links Manager Nicholas Haney said it’s an opportunity they might not be able to afford.

“Kids at Play, through the Kinder Gym classes allow children and parents to socialise with other families,” Nicholas said.

“The program gets kids active but also benefits the parents and children as they create their own support networks and friends in a fun and relaxed environment.”

Kinder Gym classes put the emphasis on fun, while encouraging children to understand the importance of exercise.

Bankstown Sports Club President John Murray said the club was proud to assist Creating Links with the *Kids at Play* program.

“All kids deserve a little fun, especially those who are not as fortunate as others,” John said.

Kids at Play is one of many initiatives developed by Creating Links specifically for children.

Their other home-based support services cater for families with children aged up to 18 years old.

Creating Links has been helping struggling families since the 1970s, providing family services, including family support, counselling and emergency relief.

The services are usually free, with agency funding from a variety of government bodies and community donations of money or volunteer time and skills.

For more information on Creating Links programs and services, contact Nicholas Haney (02) 8713 7700.



Father John Fowles, from the Immaculate Heart of Mary Parish in Thurgoona, with the Jabiru J400 aircraft, “Angel Wings”, which he took three years to build for the “Fly Away to Heaven” initiative.

Liverpool Catholic Club takes off on ‘Fly Away to Heaven’ initiative

Liverpool Catholic Club, its members and the people of the area threw their support behind an amazing project to assist the people of East Timor.

Father John Fowles and the Immaculate Heart of Mary Parish in Thurgoona, near Albury, invited the residents of Liverpool and surroundings communities to visit the Liverpool Catholic Club last November to support the “Fly Away to Heaven” initiative.

During the Italian Festival, the Jabiru J400 aircraft, “Angel Wings”, was on display as part of the awareness promotion.

Australian Country Music artist Korey Livy wrote the song, “Earth Angels Care” as the theme for the initiative and it was on sale at the promotional event for \$7.95 with all proceeds going towards the project.

There was also a \$1,000 raffle, including home appliances.

Fr Fowles built the plane for the *Fly Away to Heaven* project.

Three years in the construction, the plane will take to the sky for a fly-a-thon around Australia in May to raise funds and awareness for the plight of the people of East Timor.

The project has received national support from former Australian

Deputy Prime Minister and National Party Leader Tim Fischer, AC.

The *Fly Away to Heaven* initiative aims to:

- raise \$1 million to contribute to projects in East Timor
- provide opportunities for Australian youth to work in East Timor as missionaries
- provide opportunities for the youth of East Timor to visit Australia and develop skills that will create change in their home environments

Fr Fowles said he was grateful for the support the initiative already had received.

“I want to acknowledge the support from Liverpool Catholic Club’s Board and management, who have shown great courage and confidence in our vision of outreach to the East Timorese,” Fr Fowles added.

In conjunction with World Youth Day - in Sydney in July this year - the *Fly Away to Heaven* initiative will also sponsor a group of young people from East Timor to attend the event that will have worldwide attention.

For more information on the *Fly Away to Heaven* project, go to www.flyawaytoheaven.com.au

IGT expands NSW operations and delivers *Major Money & The Outback Adventure*

IGT has upgraded its sales team in the Newcastle, Hunter and Mid-North Coast to accommodate growing market share in the region.

Previously a one-person role, the area is now two regions with Melissa Day covering greater Newcastle and Andrew Smith dealing with the Mid-North Coast and Hunter Valley.

NSW Sales Manager Cameron Louis is confident a second sales executive in the area will enable IGT to focus on individual venue needs and deliver tailored product solutions.

Melissa joins IGT with extensive sales and management experience from another gaming manufacturer and more than 10 years as Gaming Manager at East Maitland Bowling Club.

Andrew joins IGT with more than 20 years sales and gaming operations experience with another gaming manufacturer servicing the Riverina and greater south-west NSW.

"These changes enable IGT to provide an even-higher level of service to venues and reinforce our commitment to the Club Industry in NSW and our focus on regional areas," Cameron added.

IGT has released *Major Money® & The Outback Adventure* for the NSW market - the first game with more than 25 free games to be released in more than three years.

IGT's General Manager Product Development and Compliance John Duffy was integral in the release.

"IGT instigated discussions with the NSW Office of Liquor Gaming and

Racing (OLGR) and the Liquor Administration Board (LAB) in early 2007 to increase the free game limit in NSW," John said. "We submitted a proposal to increase it from 25 free games secured a new 40 free-game limit, which benefits the industry."

Already a popular game on IGT's GU4 cabinet, *Major Money® & The Outback Adventure* is available on the latest bluechip® cabinet which offers dual LCD screens, ticket-in, ticket-out and stereo sound.

IGT General Manager Sales and Marketing Norris Goudy said this was another example of IGT leading the way in game development for the local market. "By providing proven games on the latest technology, we're offering venues value for money," Norris said.

In mid-December, IGT announced the *Wheel of Fortune®* Grand Jackpot had been won for the 17th time. The winner was playing at St George Leagues Club and pocketed more than \$102,000, bringing the total won in the state-wide jackpot to \$1.6 million.

Wheel of Fortune® is the best-known game theme in the world and offers players the largest jackpot in NSW at \$95,000 and beyond.

St George Leagues Club Gaming Manager Garry Carr said this was the second time the Grand Jackpot had been won at the Kogarah club on *Wheel of Fortune*. "Recently, we introduced *Wolf Run* to the *Wheel of Fortune* bank and it has taken the turnover to over double the performance level," Garry said.



national
CASH&COIN

NCC General
Manager
Simon Best

National Cash and Coin prepares to spread wings

National Cash and Coin (NCC) evolved from a collaboration between IndoPacific Currency Equipment and Maximum Gaming in 2006 to focus on the sales and service of currency equipment.

The company has gone from strength to strength, supplying large volume of their Cummins range of note and coin sorters to major Cash In Transit companies across Australia.

"In less than 18 months, we are proud to have established ourselves as a national company, with representation throughout Australia," NCC General Manager Simon Best said.

Since its inception, NCC has expanded its national coverage to include Queensland, Western Australia and Tasmania and increased presence in areas including South Australia and Victoria to allow for a comprehensive sales and service network across Australia.

Simon identified key areas which remain for NCC to address, including Northern NSW and New Zealand.

"We are the sole agents for the Cummins brand of premium note and coin sorters in Australia and now have been granted the Cummins New Zealand agency," Simon said.

"NCC will require a strategic sales and service partnership in New Zealand and we are interested to hear from any companies with the appropriate experience and expertise" said Mr Best.

Supporting the Australian sales team is the highly trained NCC team of technicians, trained at company head offices such as Cummins in Chicago and Laurel Bank Machines in Japan.

"Gaming venues - whether casinos, clubs or hotels - need to make a highly informed decision regarding currency equipment as it affects security, I.T., customer loyalty and many other considerations," Simon added.

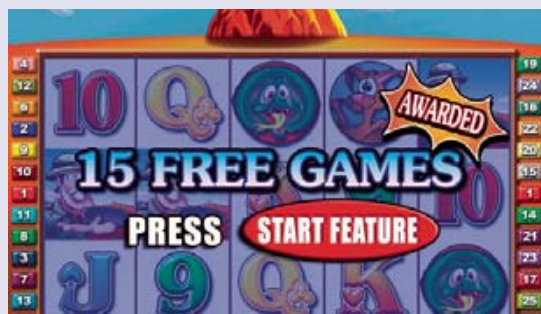
"A proven product from a reputable supplier is paramount, and reflects the value of a product."

Contact Simon Best at NCC

61 (0) 400 056 944,

simon@nationalcashandcoin.com.au

or on 1300 736 166.



Norris Goudy



It's farewell to Butch and hello to new products range

There may be a change at True Blue Chemicals but the company remains proud of the quality of service and products that it has delivered to the club and hotel industries for more than 21 years.

Management and staff at True Blue Chemicals have farewelled "a great workmate and industry identity", Graeme "Butch" Macdougall.

It's best wishes to Butch for a long and happy retirement.

The comprehensive range of True Blue Chemicals products includes cleaning chemicals and a variety of items for bar, cellar, housekeeping and food service areas.

With a guarantee of service and product quality, True Blue Chemicals also offers a comprehensive training package oriented to the needs and requirements of the Club Industry.

Clubs can take advantage of individual club training or True Blue Chemicals works with the CMAA and CMDA through a bursary sponsorship and training in chemical handling, storage and use.

The True Blue Chemicals team of dedicated food auditors and trainers provide up-to-date information and recommendations to ensure hospitality industry customers comply with current regulations.

The company can organise a complementary audit of a club or hotel your premises.

True Blue Chemicals has launched two new innovative product



Graeme "Butch" Macdougall.



ranges that are ideal for the hospitality industry. These revolutionary cleaning systems are set to provide clubs and hotels with outstanding cost, labour and water savings.

The "ARID" waterless toilet and urinal cleaning system comprises ARID Enviroclean Tablets, a slow-release biodegradable tablet, and ARID Enviroclean Cleaner (a buffed organic biodegradable acid surface cleaner).

Together, the environmentally sensitive "ARID" system works to maintain a hygienic bathroom.

The company's new housekeeping package - "Solutions" - offers a concentrated cleaning system including products for floors, bathrooms, glass, dishwashing, air freshening and a multi-purpose cleaner. "Solutions" delivers superb results at the lowest-possible cost and provides the end user with a centralised location for storing, diluting and dispensing premium cleaners.

"Solutions" is quick and easy to install - there are no plumbing or back-flow issues with the simple-to-use multiple product dispenser that quickly and accurately delivers proper dilution of product every time.

Contact the True Blue Chemicals sales team - **9540 1911** - for more information on "ARID", "Solutions" or any of the company's range of products and services.



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Clubsational project plan built up all the way from Justine's days behind the bar

Justine Day has taken a long, hard look at clubs in NSW over the past 15 years. Working behind the bar at Ingleburn RSL Club while studying at university and through her husband, Ian's club management career, Justine built her bank of opinion and information.

"I enjoy visiting clubs and using the facilities," Justine added. "When my family first moved to Australia from the UK, I loved Sunday movie afternoons for children at Revesby Workers Club ... it was the place to be ... there was a real sense of community."

Clubs have taken quantum leaps with facilities, services and business diversity over the past 25 years ... developing housing, buying butchers, running ice rinks and even age care facilities.

Justine reasoned that if clubs had these quality facilities, then what happened to the message about how much they have changed and what they offer?

"It gets back to changing the stereotype of how people perceive a club," she said. "I realised six years later that we weren't on the crest of the wave, we were - and still are - only at the foot of the wave."

"Ian and I spent time talking about the Club Industry, my marketing passion and our combined knowledge and experience with online technology."

On average, Australians spend 12.5 hours per week on the internet and AC Nielson research indicates some time in 2008, internet time will surpass TV viewing time.

Justine's company – **Clubsational**, launched last July - was born of the knowledge that clubs offer quality facilities, that there is currently no user-friendly customer "hub" for the Club Industry, that clubs need value for their marketing spend and a cost-effective way to promote facilities, run promotions and advertise jobs.

"For what clubs spend on one week of local newspaper advertising, **clubsational.com.au** provides 12 months membership with unlimited access," Justine said. "There's no limit to where Clubsational can go when you consider what the industry has to offer."

The Clubsational website carries a "supplier" section, which will be enhanced and software upgrade development to allow clubs with accommodation to promote facilities, offer specials and receive online booking inquiries.

More than 50 clubs have signed on to **www.clubsational.com.au** ... Campbelltown Catholic Club, Canterbury Leagues Club, **norths** Leagues Club, Panthers, Club Marconi, Bankstown Sports Club, City Diggers Wollongong, Mittagong RSL Club, Club City Central and **seagulls**.

"We also carry more than 1,350 free online directory listings," Justine said. "I'm enjoying working with club managers and I'm passionate about what Clubsational can do with them and for them."

For more information, visit **www.clubsational.com.au** email inquiries to **smile@clubsational.com.au** or contact Justine Day on 0408 624 752.



700 venues testify to Global Gaming management system

Global Gaming's Central Credit Unit and Monitoring System - proven in over 700 venues - simplifies gaming machine administration for club managers and staff.

Clubs with less than 64 machines seeking a gaming system that increases gaming efficiencies, maximises results, offers low up-front cost and no ongoing fees need to take a look at the Central Credit Unit and Monitoring System.

Peter Stempf, at Mona Vale Golf Club, says he is impressed by the Global Gaming system's effectiveness ... "The system not only works wonderfully in the face-to-face aspect with the bar staff and members, but also back of house where it has been a breeze for the data entry process."

Peter Dunn, at Ingleburn Bowling Club has been using the system since 2005 and says it has reduced the manual work required previously for payouts and reading of meters.

The Central Credit Unit and Monitoring System makes gaming machine administration simple and provides customers with a quick and secure "take a break" timeout by locking out the machine for a nominated time, allowing clubs to provide the service that customers expect.

The Global Gaming system supports all Links, is TITO compatible to eliminate hand pays and prints payout vouchers for quick redemption. It's big on features with a low price and is an ideal way to bring cost-saving efficiencies to the gaming floor while increasing reconciliation accuracy so staff can bring a new level of service to any club.

The Global Gaming Central Credit Unit and Monitoring System will be on display - at Stand 24 - at the CMAA Expo at the Sydney Convention and Exhibition Centre, Darling Harbour, on March 18 and 19.

If that's too far away, contact John Rougas - **0413 150 825** - for more on the Global Gaming's Central Credit Unit and Monitoring System.



Clubsational Director Justine Day with her husband Ian.

Hennessy Platinum Blend strikes gold

Port Macquarie hosted a group of Australia's most prominent coffee roasters in early November last year.

The 2007 "Equal Golden Bean" saw the biggest uptake of coffee entries in an Australian coffee, with almost 50% of roasters participating in six coffee brew categories, submitting more than 360 individual packs of coffee.

Hennessy Coffee won gold in the "Milk Based" category.

Founded by John Hennessy, Hennessy Coffee, has more than a decade of experience in providing premium coffee solutions to clubs in NSW and Queensland. Within the Club Industry, customer taste has dictated that almost 80% of coffee consumed is milk-based.

With this in mind, John Hennessy has worked to ensure that the industry and its customer base receives a quality cup of coffee within their café, vending and function areas specially developed for superior milk-based coffee, while also satisfying those who prefer excellent espresso or long black.

Hennessy Coffee is passionate about bringing the world of coffee to NSW clubs and the company has developed a close relationship with bean supplier and roaster and have access to beans from all coffee producing regions, offering customers a wide range of choices.

The Hennessy team continues to develop a broader range of options for



John Hennessy

clubs and customers with a commitment to meeting the discerning palate of NSW club patrons, whether in city or regional areas.

The 2007 "Equal Golden Bean" judging panel confirmed Hennessy Coffee's research decisions with the Hennessy Platinum blend taking the gold medal in the Golden Bean Roaster section.

"This award is in recognition for the work we have been doing within the Club Industry," John Hennessy said. "We are proud to receive the gold medal on behalf of all the clubs that have shown us their support.

"It's not only a great honour for our company, but also a reward for club

patrons now enjoying the best milk-based coffee in the coffee market.

"From a management aspect, we are extremely pleased that our values-based, dedicated team have been recognised for the work they have undertaken in the development of our product range."

The 2008 focus for the Hennessy Coffee team and NSW clubs is to begin the journey towards purchasing and supporting coffee with Rainforest Alliance blends.

These blends guarantee a better return to the coffee-growing communities around the world with programs such as sustainable farming, education and water saving.

By purchasing Rainforest Alliance coffee blends from Hennessy Coffee, the Club Industry can contribute as responsible corporate citizens to coffee-growing communities.

With this focus, Hennessy Coffee has released two blends for the Club Industry - a Rainforest Alliance blend for vending equipment and the upmarket Rainforest Alliance "Black Diamond" espresso blend for club cafés.

To experience the gold medal-winning Platinum blend and the new Rainforest Alliance coffees, contact John Hennessy on **0418 474 494** or at john@hennessycoffee.com.au



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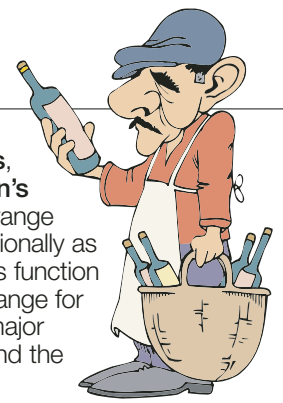
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Time for an update

With 2008 in full swing, February is a great time to look at your wine list and see what worked well for you last year. If needed, make some changes to your selection and get your local representatives to show you some of their better sellers during the Christmas – New Year period.

Generally, brands that do well across summer have something of a flow-on effect onto wine lists the following year – that's fairly general, but a change is always welcome.

Some news on a couple of well-known brands might sway your decision.

One of Australia's favourite sons, the Barossa Valley-based **Cockatoo Ridge**

Wines recently announced a major wine deal to China – one that's offering a long-term growth stream to an iconic Australian range of products.

Announcing the deal, **Cockatoo Ridge Wines Managing Director Peter Perrin** said the initial order was worth \$1.9 million, with 30,000 cases in the first shipment.

"The Chinese are excited to be able to offer wines from an Australian wine company with a history going back more than 150 years and most importantly will be offering our **Norman's** wines at premium prices – around the \$15 per bottle mark," Peter said of the deal.

"In addition, we have just entered agreement with national Australian wine

agents, **Fine Wine Partners**, for the **Norman's "Lone Gum"** range to be used nationally as that company's function and banquet range for broad use in major functions around the country."

This is great news for clubs seeking a quality alternate to some of the other house function wines available on the market.

I believe the wine lands around the \$4 per bottle mark, so contact your **Fine Wine Partners** representative, or contact me and I'll get you in touch with them.

Rosemount expands whites range

Rosemount Estate has expanded its impressive array of white wines, with the recent inclusion of the **Diamond Label Pinot Grigio 2007** and the **Show Reserve Marlborough New Zealand Sauvignon Blanc 2007**.

The wines are two "firsts" for **Rosemount** – it's the first time they have produced a Pinot Grigio in Australia and the first time the brand has sourced fruit from outside of Australia.

Senior white winemaker **Matt Koch** reported: "In the 30-plus years we've been making wine, our consumer's tastes have changed and developed.

"These two crisp white wines are another stage in the evolution of **Rosemount** winemaking, allowing us to explore exciting new regions and varieties, while still making them in the bright, fruit driven

Rosemount style our drinkers know and love."

Rosemount's Diamond Label wines sit at the heart of the brand and capture the essence of the **Rosemount** winemaking style.

The diversity of characteristics and flavours in the **Diamond Label** wines reveal a freshness and concentration of fruit that **Rosemount** always seeks.

The **Rosemount Diamond Label Pinot Grigio 2007** should prove popular and tempt more drinkers to try this evolving variety.

True to the **Show Reserve** philosophy, the **New Zealand Marlborough Sauvignon Blanc 2007** is all about matching the great varietal and regional combinations.

This wine was made with 100% **Sauvignon Blanc** and 100% Marlborough fruit.

Contact your **Foster's Australia** representative for more information.

Rieslings enhance holiday cheer

Over Christmas and the New Year, I managed to eat my share of ocean-fresh fish and top off most meals with Riesling – my favoured tippie for all things "fish and chippy".

Here were the two stand-outs ...

- **2007 Mitchelton Blackwood Park Riesling, Central Victoria** - A wine packed with the crisp, clean citrus flavours you expect, but with a hint a fruit sweetness so it doesn't "zap" your taste buds.
- **2007 Yalumba Y Series Riesling, Barossa Valley/Eden Valley** - Yalumba romped home with a quinella at the 2007 World Wine Awards in London. The 2006 vintage of this marvellously reliable "cheapie" won *Best International Riesling under £10*, while the superb **2001 Pewsey Vale Contours** was awarded *Best International Riesling over £10*. If anything, the 2007 Y Series is even better than its predecessor. The drought and frost-bitten low-yielding 2007 harvest has resulted in a Riesling with extra lime-juicy intensity and vibrancy in the mouth. Yalumba has great touch with wines of all prices.



Another fine Penfolds vintage

The long-awaited release of the **Penfolds Bin Wines** featuring red wines from the superb 2004 vintage arrived last March.

Named after the tradition of maturing unlabelled wines in underground, numbered compartments, or "bins", **Penfolds** released seven *Bin* wines, including six reds and one white wine.

Penfolds also introduced a new direction with the combined, one-off release of two vintages of *Bin 128* – the 2004 and 2005.

Both wines are true to the *Bin 128* style, with the 2005 vintage naturally showing more youth and vivacity.

The early release for the 2005 represents a reduced maturation time, highlighting more refined/lifted/spicy cool-climate aromatics and flavours.

"I'm delighted to be releasing the **Penfolds Bin Wines** from the stellar 2004 vintage – a vintage that produced fruit with definition, clarity and profound structure and grip," **Penfolds** Chief Winemaker **Peter Gago** said.

The 2007 release included:

- **2004 Penfolds Bin 28 Kalimna Shiraz RRP: \$27**
- **2004 Penfolds Bin 128 Coonawarra Shiraz RRP: \$27**
- **2004 Penfolds Bin 407 Cabernet Sauvignon RRP: \$35**
- **2004 Penfolds Bin 389 Cabernet Shiraz RRP: \$45**
- **2005 Penfolds Bin 28 Kalimna Shiraz RRP: \$27**
- **2005 Penfolds Bin 138 Barossa Valley Shiraz Grenache Mourvèdre RRP: \$28**
- **2006 Penfolds Bin 311 Tumbarumba Chardonnay RRP: \$40**

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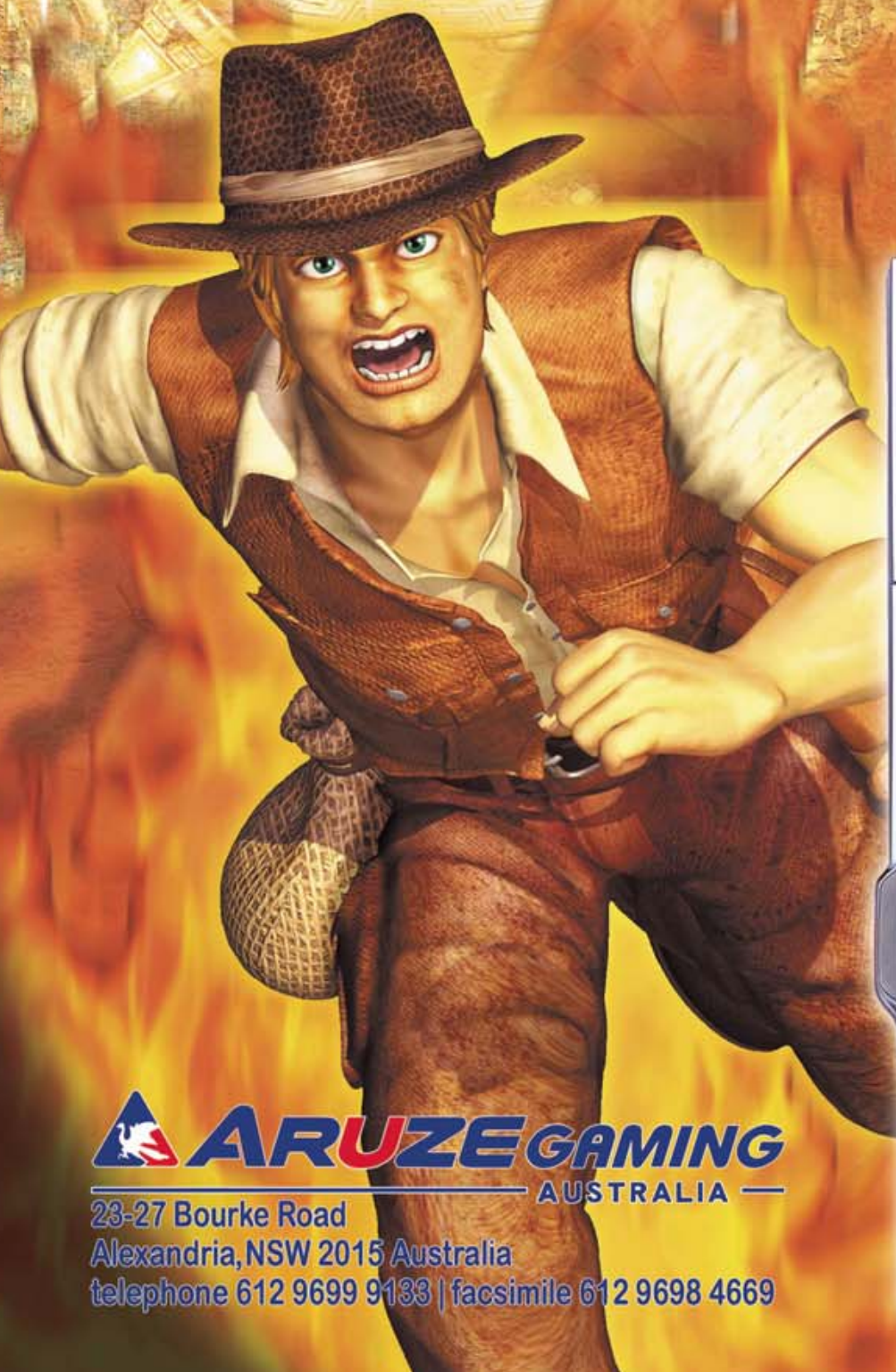
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