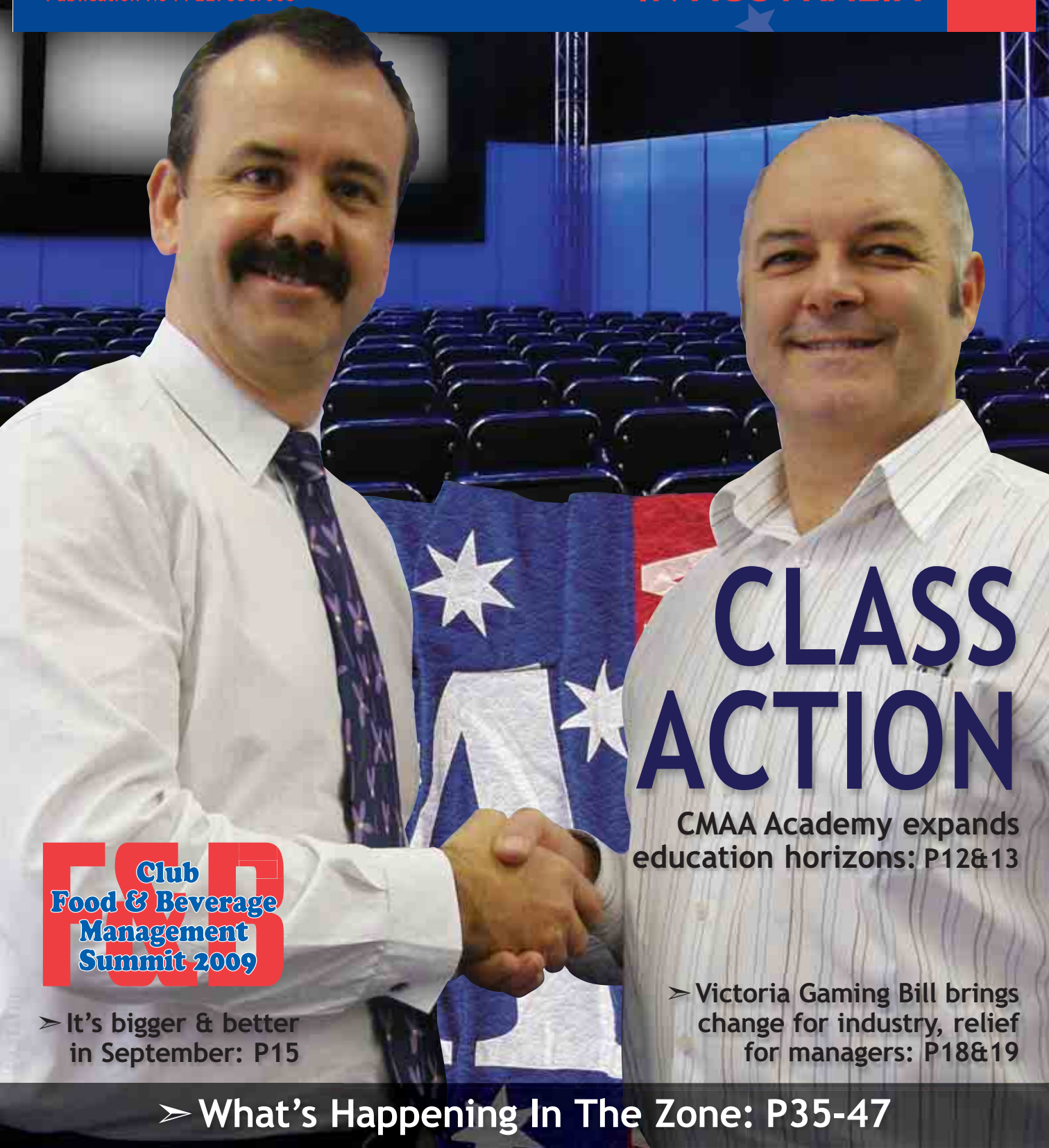


CMAA
AUSTRALIA

Club Management IN AUSTRALIA

Publication No PP227838/003

July 2009
Vol 80, No 205



**Club
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Summit 2009**

➤ It's bigger & better
in September: P15

CLASS ACTION

CMAA Academy expands
education horizons: P12&13

➤ Victoria Gaming Bill brings
change for industry, relief
for managers: P18&19

➤ What's Happening In The Zone: P35-47

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July Magazine Contents

PAGE ADVERTISER / Editorial

COVER 1	COVER - CMAA Academy + Pointers
COVER 2	AUSTRALASIAN GAMING EXPO 2009
PAGE 1	CMAA Administration & Imprint
PAGE 2	CMDA Career Development Centre Sponsors
PAGE 3	ARUZE
PAGE 4	CUSTOMERS ATM + July Edition Contents
PAGE 5	INDEPENDENT GAMING
PAGE 6	PAYNTER DIXON CONSTRUCTIONS + July Edition Pointers
PAGE 7	IGT
PAGE 8	CARDCORPAGE + Executive Perspective - Allan Peter
PAGE 9	GOLD CREST SECURITY
PAGE 10	MERIDIAN CONSTRUCTIONS + Executive Officer's Desk
PAGE 11	CASHCODE
PAGE 12	CMAA Academy 1
PAGE 13	CMAA Academy 2
PAGE 14	MERIDIAN CONSTRUCTION + CMAA - Mid Year Conference
PAGE 15	CMAA - 2009 Club F&B Management Summit
PAGE 16	NUPOS + Industry Issues 1
PAGE 17	INTERO + Industry Issues 2
PAGE 18	CHOICE PAPER & IMAGING Victoria Gaming Machine Legislation 1
PAGE 19	Victoria Gaming Machine Legislation 2
PAGE 20	ACTIVATE POOL TABLES + Industry Issues 3
PAGE 21	SHOWCASE ENTERPRISES + Industry Issues 4
PAGE 22	CMDA - Profitable Hospitality F&B Bursary Tour 1
PAGE 23	COLOURCRAFT + Profitable Hospitality Bursary Tour 2
PAGE 24	Northern Exposure - Coffs Harbour Deep Sea Fishing Club 1
PAGE 25	MULTIBUILD + Coffs Harbour Deep Sea Fishing Club 2
PAGE 26	Industry Issues 5
PAGE 27	JUPITERS MYC BROCHURE 1
PAGE 28	JUPITERS MYC BROCHURE 2
PAGE 29	JUPITERS MYC BROCHURE 3
PAGE 30	JUPITERS MYC BROCHURE 4
PAGE 31	CMDA Update with Ralph Kober
PAGE 32	CMDA - Corporate Governance 1
PAGE 33	CMDA - Corporate Governance 2
PAGE 34	CMDA Training Calendar - July & August
PAGE 35	In The Zone - Mid State Meeting
PAGE 36	CMDA - SECRETARY MANAGER COURSE
PAGE 37	In The Zone - Brisbane Meeting
PAGE 38	CMDA - CUSTOMER SERVICE COURSE
PAGE 39	In The Zone - Mid North Coast Meeting
PAGE 40	CMAA - Federal Councillors & Zone Education Officers
PAGE 41	SLATER GORDON + ITZ - St George Cronulla AGM
PAGE 42	CMAA Diary - July > December
PAGE 43	In The Zone - Far North Coast Meeting
PAGE 44	THOMSON PLAYFORD CUTLERS
PAGE 45	In The Zone - Inner West Meeting
PAGE 46	CMDA - MANAGE WORKPLACE RELATIONS
PAGE 47	In The Zone - Nepean Meeting
PAGE 48	CMDA - DUTY MANAGER DEVELOPMENT PROGRAM
PAGE 49	Industry Issues 6
PAGE 50	Market Forces 1 - Len Ainsworth
PAGE 51	Market Forces 2 - PKF
PAGE 52	Market Forces 3
PAGE 53	Market Forces 4 - Gold Crest Security
PAGE 54	ClubsNSW Awards of Excellence
PAGE 55	RAYNER SALES & MARKETING + Green&Smart - Sydney Water
PAGE 56	What's New
COVER 3	KENO
COVER 4	ARISTOCRAT

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➤ Pages 12 & 13

The CMAA has negotiated a new partnership to deliver first-class locally hosted training and development opportunities to Queensland club managers. The Brisbane-based training organisation - The Academy - is one of the most progressive and trusted registered training providers in Queensland. CMAA Executive Officer Terry Condon, CCM, said that this relationship - forming the CMAA Academy - also gives club managers assurance that the service and products will be independent and focused on the welfare and professional development of aspiring and existing club managers ...



➤ Page 15

Economic stress, skill shortages, fast-changing trends and the constant need for more effective marketing ... these are the challenges for clubs that want to build a position as value leaders in the community. Following the overwhelming success of the 2008 event, another 25 industry experts will share their expertise and secrets with delegates at the 2009 Club Food & Beverage Management Summit - presented by the CMAA and Profitable Hospitality. The Summit will be held over two days - September 8 and 9 - at the CMAA's Career Development Centre at Auburn ...



➤ Pages 18 & 19

"In business, you don't get what you deserve, you get what you negotiate" ... that's according to business guru Dr Chester Karrass. Victoria's Club Industry is proof of that perseverance, in their efforts to wrangle for a better deal. Thanks to continued lobbying, the landmark Gaming Regulation Amendment (Licensing) Bill 2009 passed on Friday, June 5, is delivering dramatic change that gives clubs more security and financial flexibility. As Victoria moves towards an owner-operated model in 2012, the Bill's most important amendment includes the option for existing clubs with gaming machines to pre-purchase up to 40 gaming machine entitlements ...



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The stage is set

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Long, winding road leads to Club Industry Award

It was The Beatles, I believe, who sang it first and sang it best ... *"It's a long and winding road that leads to your door ..."* And, so it has been a long and winding journey for the Club Industry as it participated in - and awaited - the deliberations of the Full Bench of the Australian Industrial Relations Commission (AIRC) in handing down its decision under the Federal Government's Fair Work Act 2008, which received Royal Assent on April 24.

The good news is that, through the efforts and resources of the CMAA - working with other club, hotel and hospitality industry groups - clubs, club managers and staff will have the benefits of an industry-specific award - the Licensed and Registered Clubs Award. It's anticipated that "fine tuning" will be completed by September with the award coming into effect on January 1, 2010.

The AIRC Full Bench, on May 22, issued Exposure Drafts for industries - including the Club Industry - covered in Stage 3 of the Federal Government's Award Modernisation process. This Exposure Draft forms the basis of the Licensed and Registered Clubs Award.

Club Industry employers and unions persuaded the AIRC that there should be a separate modern award for licensed and registered clubs. Had the Commission decided otherwise, the Club Industry would have formed part of the Hospitality Modern Award.

To finalise the awards under Stage 3, the Commission called for written submissions to be lodged by June 12 and the AIRC Full Bench is conducting consultations in Melbourne from June 22 to 26 and in Sydney from June 29 to July 3. The consultations give parties an opportunity to respond to matters raised by others and not to restate or summarise material already lodged. CMAA Senior Industrial Relations Advocate Peter Cooper, who has been involved in every step of the process, went to Melbourne on June 24 to represent the Association and report on any developments. Members will be advised - through this magazine, Zone and electronic newsletters - of any relevant matters as they arise.

The question of award coverage for licensed and registered clubs first arose in the priority stage of the Award Modernisation process. The AIRC stated that there was general support among industry employer and employee associations for a separate licensed and



registered clubs modern award. While it might have been possible to include clubs within the Hospitality Modern Award - with some sector-specific arrangements - the Commission decided to make a separate clubs award. The LHMU and Clubs Australia provided a draft award, in a largely agreed form, and the Commission used this as the basis of the Exposure Draft.

With the AIRC charged with the job of formulating an award that arrived at a "happy medium" to cover every job in the Club Industry, there are bound to be some who won't be pleased with the new industrial framework. This will, no doubt, produce some challenges with the new Award framed as a national instrument, covering all states, including areas where the Club Industry previously had no industrial coverage. Everyone in the Club Industry - managers, clerks, greenkeepers and bar staff - will be covered under this new Award. The CMAA, as with all unions involved in the award modernisation process, will, under the new award, lose carriage of award conditions affecting respective members.

If you require information concerning the new Licensed and Registered Clubs Award, or assistance formulating an Employment Agreement for consideration, contact Peter Cooper at the CMAA - 02 9643 2300.

➤ **ALLAN PETER, ACCM, is the CMAA's Federal Secretary**

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CMAA Academy a big win for Queensland managers

The CMAA's charter is to deliver industrial relations support with education and professional development

opportunities to every member. Throw in the personal side of the relationship and I believe we have an Association with an almost unique place in the lives of Club Industry professionals around Australia. As a nationally recognised and accredited Registered Training Organisation (RTO), the CMAA is viewed as the industry's premier provider of education courses at all levels, but particularly at the senior management echelon, which reflects the personality of our membership base. With the Board of Management Studies, headed by Chairman David O'Neil, Education Manager Ralph Kober and his CMDA team strive to identify and deliver the best-possible range of courses to meet the needs of members. That's why I'm so pleased with the CMAA's latest partnership with Justin McGurgan and Ian Griffin at Academy Hospitality Australia to deliver state-based training to Queensland managers - **story: P121&13**. This partnership, to form the CMAA Academy, offers Queensland-based managers education and training in courses that address compliance with Queensland Government and OLGR legislation and corporate governance. Justin and Ian have an impressive reputation - from Cairns to Coolangatta - for the range and quality of the courses they deliver. There are two significant components of this new partnership. Queensland managers can only achieve ACCM and industry points through CMAA Academy courses. Any profits from delivering these courses go directly back into the education and professional development of club managers. This is an important new bonus for Queensland managers in climbing the professional management ladder.

I was at Tweed Heads to welcome delegates for Cohort 3 of the CMAA-SCU Corporate Governance Program during last month when Peter Sharp called with some news that made me smile. I'd just attended another enthusiastic meeting and lunch with the Far North Coast Zone "gang" at Darren Schipp's Casino RSM Club so I left Jon McGregor and his members feeling good about the Association and its role in the

professional and personal lives of good people in the Club Industry. "Sharpee" was heading home after the Nepean Zone Meeting at Penrith RSL Club where more than 60 members turned up to support President John Turnbull and the Zone - **story: P47**. One member who attracted a warmer-than-usual welcome and plenty of handshakes was Denis Fitzgerald. Both John and Peter gave special mention to Denis in their reports to the Meeting, citing his professionalism and tenacity in the face of his very public experience of a new board taking control at Parramatta Leagues Club and the implications for him as CEO. During General Business, Denis spoke and thanked fellow CMAA members for their phone calls and messages of support during his hectic days. He mentioned the Association's Senior Industrial Relations Advocate Peter Cooper and the legal team at Slater & Gordon. Denis talked about the club politics, media scrutiny and even the corporate forensic investigation of his email, computer and phone records in the days before his position was resolved with the new board. His closing remarks should serve as a sobering and sensible warning for all club executives. "My situation was no doubt made more dramatic and sensationalised in the media because of my position with an NRL-related club with a major financial situation ... but this can happen to any manager in any club, anywhere in Australia. The CMAA ... Terry Condon, Peter Cooper, Slater & Gordon ... have played an invaluable role in my situation and I hope it never happens to any one of you," Denis said. He's a man who never took a backward step on the football field and he carried that ethic into his professional career, but Denis bore the brunt of the media and populist politics of a club at the crossroads. The message for all club executives is that your Association and a properly-negotiated contract will be your greatest asset and ally if it happens to you.

When then-ACTU Federal Secretary Greg Combet stepped onto the podium as the Keynote Speaker to open the CMAA's 2007 Conference at Darling Harbour, I believe he turned around the opinions of some people that he was simply another "red-ragger" union official. He'd stepped up to represent Bernie Banton in his asbestosis battle with multi-national James Hardie. It was, no doubt, a controversial invitation, but it was also a time of

enormous Industrial Relations turmoil with a federal election on the horizon and the employment landscape set for an "earthquake" with the Labor Opposition promising to overturn the Howard Government's controversial and divisive WorkChoices legislation. Whatever the "colour" of your politics, you could not argue with the devastating consequences that WorkChoices delivered to too many good managers - almost on a daily basis. Some managers chose to offer AWAs to their staff, believing the format would deliver better efficiencies and flexibility. But, when it came to an impasse with the club board, those same managers found there was no industrial protection or support available to them under their own AWA. Greg Combet spoke in commonsense terms about what was wrong with WorkChoices and AWAs, how it affected good employees when less-than-ethical bosses decided they could capitalise on the legislative provisions. Politicians from both sides agreed WorkChoices was the leverage Labor needed to overturn the Government. The result was devastating and emphatic. The comments that came after Greg Combet's speech convinced me that Labor would win and Combet would one day run for political office, step up to a senior role - perhaps, even Prime Minister. That journey commenced on November 24, 2007 and it was interesting to see how quickly he was elevated to Minister for Defence Personnel, Material and Science; Minister Assisting the Minister for Climate Change when Kevin Rudd reshuffled his Cabinet last month.

The CMAA will lose another capable ally when Michael Foggo retires from the OLGR later this month. The Commissioner will take down his shingle at the OLGR offices on July 24 and, like many other Club Industry administrators, I will miss his open-minded professionalism and accessibility. Michael has had a long and distinguished public service career when he was involved in many of the NSW Government's legislative reforms that impacted on the Club Industry. Michael retires with a reputation as someone who understands the role of Government and the potential impact of regulation.

➤ **TERRY CONDON, CCM, is a CMAA Life Member and former Club Manager**

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CMAA Academy delivers state-specific education opportunities to Queensland managers

The CMAA can now provide first-class, locally hosted training and development opportunities to Queensland club managers through a new relationship with The Academy.

The Brisbane-based training organisation is one of the most progressive and trusted registered training providers in Queensland.

CMAA Executive Officer Terry Condon, CCM, said that this relationship - forming the CMAA Academy - also gives club managers assurance that the service and products will be independent and focused on the welfare and professional development of aspiring and existing club managers.

"This new partnership allows the CMAA and the CMDA to provide education and professional development for club managers in Queensland and address the specific legislative and governance in that state," Terry added. "With the variations in laws between the states, it's important that the Association is able to address these specific and important requirements."

Terry and CMAA Education Manager Ralph Kober met earlier in the year with Academy Hospitality Australia Managing Director Justin McGurgan and his partner, Ian Griffin, the Academy's Director of Training, to formulate the partnership.

"We were immediately impressed with the standard of training, the courses and the personnel delivering education and professional development," Ralph added. "We see this as an important and progressive move to ensure Queensland club managers receive the best in all of the services that the Association offers and this relationship addresses the specific education needs for Club Industry executives in that state."

Justin said he was proud to be working with the CMDA in providing



Academy Hospitality Australia Managing Director Justin McGurgan (seated right) with the CMDA team (from left) Ralph Kober, Narell Harrison and Brad Jones at the CMAA's Auburn Training Centre.

the best level of training and education services to managers in Queensland. "This is a remarkable opportunity for the CMDA and The Academy to offer club managers in Queensland an expanded range of education services under the CMAA Academy banner ... the industry professionals are the big winners in this new venture."

A Certified Club Manager (CCM) with more than 30 years in clubs, hospitality and training, Justin and Ian are highly respected as training and education providers with The Academy's administration and training offices located centrally at Loganholme in south-east Queensland. "We find it's an ideal location for managers to access from Brisbane, the Gold Coast and west to Ipswich and beyond," Justin added.

Starting with the mandatory RMLV (Responsible Management of a Licensed Venue) course, The CMAA

Academy will allow Queensland managers to attend any of the 15 scheduled courses presented each month across the state - from Coolangatta to Cairns.

The CMAA Academy will have six qualified and experienced trainers delivering the RMLV course, which has become compulsory accreditation for all Queensland venue managers. Queensland OLGR legislation - that came into effect on January 1 this year - states that by July 1, 2009, all venue managers must have a licence and that they must have completed the RMLV course by July 1, 2010. Although the licence runs for five years, managers must renew their RMLV accreditation every three years to address the governance code.

The Academy currently is presenting up to five RMLV courses per week at training venues from Cairns to Coolangatta. "This is now an important aspect of venue governance in Queensland," Justin said. It's a hugely important and successful program for us and it is very well received by the managers."

Ralph said that CMAA Academy registrations and payments can be made online via the CMAA's website - www.cmaa.asn.au

CMAA members will be entitled to 24 ACCM activity points when they participate in a CMAA Academy RMLV course. ACCM activity points will not be awarded for attendance on a RMLV course provided by any other organisation.

Ralph said the CMAA is determined to help Queensland club managers reach a higher benchmark of professional standing in their profession and will look to further develop a range of training products and services to meet the needs of Queensland managers in the future. "This new partnership will not only expand the CMAA's education platform, but will also build on the professional network that is such an important aspect of professional management these days," he said.

Justin's impressive club career the foundation for training philosophy

If anyone understands what it takes to work from the bottom to the top in the Club Industry, it's Justin McGurgan.

At 16, he cleaned the cellar and did general bar and gaming duties at the Canberra City Soccer Club. At 35, he stepped away from an impressive career in club and hotel management to start an industry training organisation. Ten years later, his partnership with Ian Griffin has established Academy Hospitality Australia as the leading education and training provider in Queensland.

Along the way, Justin achieved his CCM and worked his way out of Canberra in a steady climb up the club management ladder to Twin Towns Services Club, QEII Sports Club, West Port Bowling Club and Tamworth



Services Club. His final role before founding The Academy was as Group Gaming Manager for the Stewarts Hotel Group.

"It's been more than an interesting journey and the Club Industry offered me exciting and interesting opportunities along the way," Justin says. "I met and worked with many talented managers ... I learnt a lot from them and realised the importance of training and education, which I was able to undertake through the CMAA and the CMDA. Achieving my ACCM was one of the proudest days of my career."

The CMAA's new education and training partner, The Academy - with Justin and Ian at the helm, has a reputation as the best Queensland has to offer.

Australian Consulting & Training Solutions Pty Ltd (ACATS) is a consultancy formed in 2008 to provide a Registered Training Organisation (RTO) that understands and addresses the needs of the hospitality industry. The business trades as Academy Hospitality Australia and provides trainers and training opportunities to deliver outcomes that satisfy the needs of operators in the licensed venue industry.

The Academy has a team of professionals dedicated to the development of effective and profitable solutions for the hospitality, tourism and retail industries. The team has a commitment to outstanding service, ensuring responsiveness, accessibility, involvement and accountability.

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The Academy is approved by Queensland's Office of Liquor, Gaming & Racing (OLGR) to deliver the RMLV (Responsible Management of a Licensed Venue) training, which is a two-day mandatory course for all applicants for new venue licenses or transfers of venue license, approved managers, and if they have not held a license before, or they have not been a licensee in the past three years. The OLGR and Academy Hospitality Australia encourages anyone in a supervisory or management position, who aspires to be an approved manager or licensee to undertake the course.

The Academy is approved by the Queensland OLGR to deliver the RSA training program which will provide participants with the knowledge of responsible service and consumption of alcohol in licensed venues.

JUSTIN MCGURGAN (B.Bus, CCM) Managing Director

Justin McGurgan is an industry professional with an established reputation and more than 25 years experience in hospitality venues in the A.C.T., NSW and Queensland. His industry knowledge combined with management skills gained from management and development in clubs, casinos, and hotels, provides the depth of expertise required to remain at the forefront of the licensed hospitality industry's revolution and progress. Justin's other qualifications include a Bachelor of Business Degree in Tourism, and he also is a Certified Club Manager (CCM). Justin is qualified to deliver the Liquor Licensing Division approved Responsible Service of Alcohol (RSA) course, Gaming Nominee Training (GNT), Responsible Service Gaming (RSG) as well as all of The Academy's other accredited and non-accredited courses.



IAN GRIFFIN Director of Training

Ian's substantial experience has been gathered over 25 years in venues as varied as five-star hotel properties within the United Kingdom, hotel and club properties in Sydney and over the past 11 years working with and providing hospitality training to clubs and hotels across Queensland. Ian is approved by the Liquor Licensing Division to deliver the Responsible Management of Licensed Venues program (RMLV) and approved to deliver the division's Responsible Service of Alcohol (RSA) program. Ian delivers a range of other Hospitality subjects from Introductory to Management level, both from Food and Beverage and Catering to Human Resource

Management. Ian is formally qualified in Hospitality to Advanced Diploma of Hospitality Management (AQF level VI) and holds the TAA41044 Certificate IV in Training and Assessment.



Time on your side for 2009 Conference registration

The current business climate has made a lot of businesses - including clubs - take stock of where they are at and where they are headed. Businesses keeping pace, or improving figures of 12 months ago despite the global and domestic downturn, are those that continue to invest in their people.

The CMAA's annual Mid Year Executive Leadership Conference - *"Winners Make Goals; Losers Make Excuses"* - is focused on delivering strategies and plans for clubs - their managers and directors - to understand where the Club Industry is positioned in relation to domestic economic forces and how to make the most of what's ahead.

The 2009 Conference - from July 15 to 17 at Conrad Jupiters on the Gold Coast - is being presented slightly later in the month than past years, which means that CMAA members and their board members still have time to register for the Club Industry's premier education event.

CMAA Federal President Bill Clegg, ACCM, thanked Conference Sponsor Aristocrat and the Association's Career Development Centre sponsors, the Board of Management Studies and CMDA staff for their ongoing commitment to the professional development of CMAA members. The Conference opens with the CMAA Members General Meeting on Wednesday, July 15 at 1pm in the Pavilion Convention Centre.

All Conference workshops, including "Footy Fever" - the State of Origin Game III at 7.30pm on July 15 - will be

held in the Pavilion Convention Centre on the ground floor of the Conrad Jupiters venue. Smart casual attire is recommended for all Conference sessions.

The popular *"30 Minutes With"* opening session started in 2007 when Paul Lyons interviewed Beaconsfield Mine Collapse survivors Brent Webb and. It continues this year when Paul sits down to introduce Australian Paralympics basketballer Liesl Tesch, considered a modern legend of the game. The colourful Liesl has dominated women's



wheelchair basketball since 1994 and competed at five Paralympics - Barcelona, Atlanta, Sydney (silver medal), Athens (silver medal) and Beijing as captain (bronze medal) along with four World Championships, including the 1994 championships (Gold Cup) in Stoke Mandeville, where Australia won a bronze medal.

Paul then steps onto the podium to open the workshop program when he asks the powerful question: *"Are You Winning the Corporate Governance War?"*

Day 2 opens with presentations by Keynote Speakers Bernard Salt - *"What Are Consumers Looking For?"* - and Barry Urquhart - *"Master Strategies for Turbulent Times"* - before the workshop program continues.

The annual Combined Zones - Gold Coast Zone and Brisbane Zone - Charity Race day at Gold Coast Turf Club on Saturday, July 18, is a first-class social event and a good way to end the bust Conference schedule.

CMAA member delegates receive 20 Industry Activity Points for attending the Conference towards achieving or maintaining the Active Certified Club Manager (ACCM) Award. Delegates who attend and sign the register at the CMAA General Meeting will receive 10 points, while delegates who travel more than 100 kilometres from the radius of their club to attend the Conference also will receive a further 10 points.

Registration fees, which cover workshops only, are \$850 (including GST) for one delegate and \$750 (including GST) each for two or more delegates with this discount applying when managers and directors from the same club register.

To register go to the CMAA's website - www.cmaa.asn.au - and click on the Mid Year Conference tile.

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It's bigger and better in September

Economic stress, skill shortages, fast-changing trends and the constant need for more effective marketing ... these are the challenges for clubs that want to build a position as value leaders in the community. Following the overwhelming success of the 2008 event, another 25 industry experts will share their expertise and secrets with delegates at the 2009 *Club Food & Beverage Management Summit* - presented by the CMAA and Profitable Hospitality. The Summit will be held over two days - September 8 and 9 - at the CMAA's Career Development Centre at Auburn headquarters, combining presentations from speakers and small-group "Master Classes".

Summit presenters will bring expert advice from the front line, and draw on their experience in city and regional food and beverage venues. This is not just a time to listen and learn, but also a chance to network, share experiences and the latest information with colleagues. Most delegates applauded the value of the networking, which again will be a highlight of the '09 Summit. And we're planning more opportunities for you to meet informally.

Hear from industry leaders Matt Kesby, a dynamic restaurateur and business leader from Brisbane, and Jason Jelichich, Australia's leading presenter on bar trends and service. Lawyer Peter English will bring delegates down to earth with an assessment of current F&B legal issues and if contract catering is a factor, don't miss the "*Making Catering Contracts Work for Your Club*" master class with Isobel Kidd and caterer Steve Sidd. Profitable Hospitality Managing Director Ken Burgin will demonstrate how to protect online reputation - now that everyone's a critic.

Fast-Changing F&B Trends

It's not about jumping on the "trend treadmill", or tossing out the salad bar. Members and customers are smarter and more demanding, whether it's for imported beers, lighter food, better coffee or a great steak. There will be special master classes on modern desserts with St George Leagues Club Catering Manager Marion Casey and experts

showing how to make the children's menu healthy *and* popular. Whether its seafood or red meat that offers the opportunity for increased revenue, there will be sessions to demonstrate how. Seafood Australia Experience will demonstrate creative ways of upping seafood sales, while barbecue wizard Ben Farley will show how to use your barbecue facilities more profitably. Ben and his team from the Bar Be School will fire up a great lunch using affordable cuts. This will be an excellent follow-up to the evening session with Meat & Livestock Australia, who will demonstrate how to build red meat sales while keeping costs under control. This session will be at Sydney Fine Food, Darling Harbour, which delegates will visit at the conclusion of Tuesday's sessions at Auburn - (transport will be arranged). Held in Sydney this year, it's Australia's premiere showcase for equipment and catering products. The CMAA is pleased to coordinate this year's Summit with Fine Food - it is a "not to be missed" chance for one-stop shopping while visiting the city.

If new equipment is on the agenda, don't miss the master class from kitchen equipment guru Neil Willis, who will demonstrate how to get the most bang for your buck - whether renovating or planning for expansion. Rob Morrison, the popular CEO of Melbourne's busy Frankston RSL Club, will present a master class on "*Building a Quality Wine Culture In Your Club*" and reveal some of the secrets behind his club's soaring beverage sales. Food costs are always an issue for large and small clubs, and catering expert Melissa Ellis will be back to update cost control methods. For delegates hoping to boost function sales, Michael Foulkes from Cabravale Diggers Club, John Rafferty (Coffs Ex Services Club), Rob Morrison (Frankston RSL Club) and leading function trainer Bill Shirley will have some strategies. As clubs expand their facilities, these four experts have plenty to add on choosing the right function equipment, function menus, smart marketing and staff selection. 2009 Peter Cameron Award winner Paul Gordon, CEO

of the famous Narrabri RSL Club, will show how to "*Upgrade Your Dining Room On A Shoestring*".

Finding & Retaining Good Staff

If clubs offer the best jobs in the industry, why is there still a shortage of talent - especially with rising unemployment? Popular presenter Paul Lyons will illustrate how to choose the right person for a F&B position. It's a topic that will be investigated by many speakers over the two days.

Recruiter and chef Jeremy Glew will join Tweed Heads Bowling Club Executive Chef Brad Whittaker and Ballina RSL Club Executive Chef Gerhard Haupt to examine "*Do I Really Need An Executive Chef?*" Staff management also is sure to be part of another great discussion when former publicans - now club managers with successful catering operations - Bryan Jones from Coolangatta Surf Club, Geoff Long from Belconnen Soccer Club and John Harlock from Mildura Workers Club take on the Club Industry with their lively views. Training expert Bill Shirley will demonstrate "*Super Fast Training*" in his master class, revealing tricks of he trade to build confidence and expertise in all service staff.

This is an opportunity to gather ideas and insights that will really make a difference to the performance of staff and profitability of F&B operations.

There are only 120 seats available for this unique event on September 8 and 9 so call the CMAA - 02-9643 2300 - for information and book online at www.cmaa.asn.au



NSW wants national approach to internet wagering

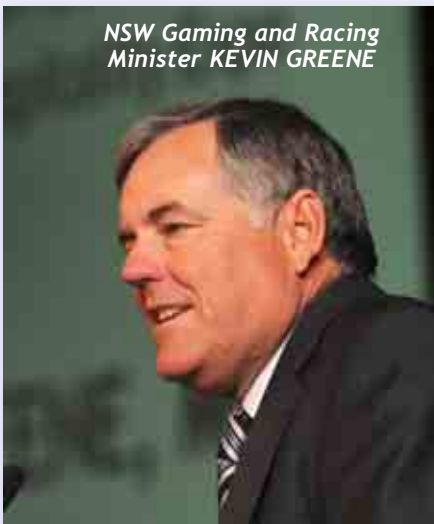
The NSW Government has called for a national approach to the regulation of wagering as part of its response to the Productivity Commission's Inquiry into Gambling in Australia.

NSW Gaming and Racing Minister Kevin Greene said the entry of corporate bookmakers and cross-border leaking of revenue makes it problematic for any state to operate independently.

Mr Greene said there were now major differences in gambling regulation on a state-by-state basis, such as betting exchanges being licensed in some Australian jurisdictions but not in others.

"The NSW Government wants to see our State's ban on corporate bookmakers offering tote odds taken up across the country," Mr Greene said. "We are calling for a ban on tote odds betting by corporate bookmakers because we believe this diminishes the level of funding brought back to the racing industry. This ultimately hurts employment opportunities, particularly in regional areas."

NSW Gaming and Racing Minister KEVIN GREENE



Mr Greene said responsibility for Australian gambling laws was fragmented between traditional state and territory legislation and the Commonwealth's *Interactive Gambling Act 2001*. "Australia must adopt a national approach to internet wagering to provide consistency and consumer protection," he said.

Mr Greene said the NSW Government

welcomed the Productivity Commission's inquiry because it would update the last gambling study, which is a decade old. "A lot has changed since the Productivity Commission's last gambling inquiry in 1999, such as the introduction of many responsible gambling and harm-minimisation measures in NSW," the Minister added.

Since 1999, the NSW Government's Responsible Gambling Fund invested \$77.4 million in problem gambling counseling services, research and education and awareness initiatives. "Our submission outlines recent initiatives like reducing the state-wide cap on machines by 5,000, restricting machine increases in high-density gaming areas and banning credit card cash withdrawals from ATMs in gaming venues," Mr Greene said. "We have also introduced strict gaming laws to protect local communities by banning 24-hour gaming in pubs and clubs and prohibiting gaming machine advertising. We're committed to reducing the harm associated with gambling and I look forward to the Productivity Commission's findings."

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'Too much secrecy' over pub ratings panel and process

The NSW Government is under fire for avoiding public scrutiny of its proposed safety rating system for clubs and hotels to hide the influence the liquor industry is wielding over the development of the scheme.

The *Sydney Morning Herald* reported the proposed system - outlined in a discussion paper published this year - will give hotels and club an incentive to improve safety by providing a "star" rating that consumers would use when deciding where to visit.

Community groups campaigning against alcohol-related violence claim the public has been shut out on how the system is being developed. Public submissions relating to the scheme and the composition of the working party to assess those submissions to develop the final plan have been kept secret.

The Government has received almost 50 public submissions, but only four have been published due to a condition that participants must

indicate they want their thoughts to be made public. The identity of those forming the independent working party to assess the submissions and develop the detail of the scheme remains a mystery.

NSW Gaming and Racing Minister Kevin Greene said the party would be made up of representatives from the Department of Sport and Recreation, the Local Government Associations, ClubsNSW, the Liquor Stores Association, the Hotels Association of NSW, a community safety committee and an academic. But he would not reveal their identities.

"It completely lacks transparency and openness, which is indicative of a State Government that is demonstrably besotted by and beholden to the liquor industry," community activist Tony Brown said. "Look at the outcome. The Minister has only produced four out of [about] 50 submissions for public scrutiny, and none of the liquor industry submissions."

CMAA welcomes NSW Government assistance strategy for Club Industry

CMAA Federal President Bill Clegg, ACCM, has welcomed the NSW Government's strategy to cut red tape and assist clubs affected by current legislative and economic environments.

The CMAA provides industrial relations, education and professional development support to more than 2,800 senior club executives around Australia.

Mr Clegg said the measures, announced on June 4, acknowledge the state of the Club Industry and are welcome at a time when many clubs are struggling to cope with the consequences of smoking laws, the state's gaming machine taxation regime and the domestic economic downturn. "I believe that these measures are a positive step in formulating strategies and solutions to assist clubs to continue their important role in providing much-needed social networks and sporting facilities in communities across the state," Mr Clegg added.

The Randwick Labor Club General Manager, Mr Clegg also welcomed the decision to remove the limit on club membership which severely hinders clubs from expanding. "This has been significant for clubs in high growth residential areas," he added. "These are important and significant changes, but the CMAA believes more needs to be done to ensure clubs maintain economic viability but return to profitability and growth to ensure members continue to enjoy a standard of services, facilities and

social networking delivered for more than a century in this state."

In the package of reforms designed to help support and stabilise the Club Industry, the NSW Government will extend - until May 2010 - the capacity for clubs to defer gaming machine taxation payments without interest - attached to documented financial criteria.

Almost 300 clubs have closed or been forced to amalgamate in the past 15 years. That number increased by 27 clubs in the past year, with more than half of all club closures in regional NSW. "Each closure or amalgamation has cost jobs along with club facilities, such as sporting fields and auditoriums, from local communities," Mr Clegg added. "In almost every country area the club is the local economy driver and the 'social heart' of the town."

The NSW Government's package of reforms will reduce club costs by cutting red tape and open avenues for vital and additional income.

Mr Clegg said that under the terms of the Government's 2008 IPART Review, implementing the Club Viability Panel (CVP) is critical in assisting clubs in administration or heading in that direction. "The CVP will identify clubs struggling in the current economic and legislative environment and offer a range of solution options to return to a stable, then profitable position," Mr Clegg added.

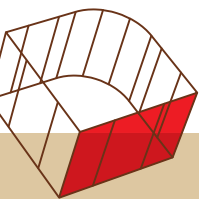
The Government's latest strategy initially is to identify clubs in the



CMAA Federal President BILL CLEGG

Sydney metropolitan area and country NSW for analysis. The results of the pilot program will be used to form the Club Viability Program.

Mr Clegg said that like ClubsNSW, the CMAA would work with Government and industry experts to ensure clubs in danger of closure or amalgamation have all available opportunity to return to viability and profitability. "An important aspect of the CVP is to identify clubs facing challenges that their board and management have not been able to identify," Mr Clegg said.



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Victoria Gaming Bill brings change for industry and relief for managers



Gaming Minister
TONY ROBINSON

By KATIE CINCOTTA

"In business, you don't get what you deserve, you get what you negotiate" ... that's according to business guru Dr Chester Karrass. Victoria's Club Industry is proof of that perseverance, in their efforts to wrangle for a better deal. Thanks to continued lobbying, the landmark Gaming Regulation Amendment (Licensing) Bill 2009 passed on Friday, June 5, is delivering dramatic change that gives clubs more security and financial flexibility.

As Victoria moves towards an owner-operated model in 2012, the Bill's most important amendment includes the option for existing clubs with

gaming machines to pre-purchase up to 40 gaming machine entitlements ahead of the 2010 bidding process.

Victoria's Gaming Minister Tony Robinson has finally put some figures on the table, saying the price of a gaming machine entitlement for a club will be based on a fixed percentage of the average annual revenue per machine.

"If a club chooses to take up the preliminary entitlement offer, the price of the first 20 entitlements will be determined at 180% of the average annual revenue per machine for that venue and the further 20 gaming machine entitlements at 200% of the club's average annual revenue," Mr Robinson added.

In paying for those licences, the Government is offering clubs special deferred payment terms, dropping the first two instalments from 10% to 5%.

Other protection measures include ...

- a 50:50 split in entitlements between clubs and hotels
- a minimum of 20% of all gaming machine entitlements to go to regional and rural Victoria
- a cap on club entitlements of 420 per club

- a maximum of 105 gaming machines permitted in a single gaming venue.

The Bill also will ban ATMs, introduce responsible gambling signs and require new-generation poker machines by 2015 with pre-commitment technology that lets players control how much time and money they spend.

For more detailed information on the Gaming Regulation Amendment (Licensing) Bill 2009, go to ...

www.gamblinglicences.vic.gov.au

www.business.vic.gov.au/gaming

www.vcgr.vic.gov.au



The Bill also will ban ATMs, introduce responsible gambling signs and require new-generation poker machines by 2015 ...



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What the Club Managers think of the deal

So, with the dust settled on the latest news from State Parliament, what's it like for club managers across Victoria? Have fears of affordability, corporate dominance and self-governance been quelled? This is the response of three club managers to the news of the State Government's new Gaming Laws ...



KERRY SCARLETT,
General Manager
Mulgrave Country Club
105 machines

"I feel a lot better that something is happening ... that they [the Government] listened to us and gave us some of what we were asking for, which has been great. Clubs Victoria have stated it's a victory. We're guaranteed at least 40 machines at a price we can work out, so that's good. Based on our net revenue per EGM of \$31,900 in 2008-2009, that makes the first 20 entitlements \$57,000 and the second 20 at \$63,800, which works out to be an average cost of \$60,652 for the 40 entitlements. The other 65 machines that we want to bid for to make up our quota ... we don't know what they're going to go for. That's the uncertainty. They might go for 10% more than listed but, until the bidding day, who knows? One of the best things to come out of it is the reduced deposit, which is down from 10% to 5%. And now we do know something, and we can go to our members at our AGM in June knowing that we'll have a minimum of 40 machines."



GLENN CARROLL,
General Manager
Horsham Sports & Community Club
54 machines

"I'm pleased with what they've proposed. It gives us some sort of security going forward. It's great to think that the Government will actually listen to the Club Industry. We've got some action. The club needs to make a decision about participating in the auction. Ideally, we'd like to have at least the same number of machines. My guess is that it'll cost us an average of \$48,000 to \$49,000 to purchase an entitlement. We're happy with that figure because at least we have certainty. We're not to know what the price will be in the auction but, for any clubs who choose to take the risk, there may not be any machines left. We would have preferred a longer entitlement term than 10 years - perhaps 15 years - like they've extended the monitoring licence to, but maybe when the Government renews licences in 2022 they might look at perpetuity, which we have in every other state in Australia. We're yet to thoroughly analyse whether we're better off with less or more machines based on the new tax structure, which would have us taxed right in the middle [42.5%]. From the Horsham Sports & Community Club's perspective, having the 20% regional allocation embedded in the legislation certainly helps. And we will now be able to contemplate a total refurbishment incorporating a brand new function facility, which is exciting for the club. We're looking to organisations like the CMAA and Clubs Victoria for education and training, and we have four board members and three staff going to the gaming expo at 'Jeff's Shed' in June. When you're talking about millions of dollars, you have to be well-informed."



ANDREW TERRY,
CEO, Wodonga Country Club
60 machines

"I told our Board last night that we're getting highly rewarded for being one of the worst venues in the state. The worse-performing you are, the better off you are. So we'll be paying \$8,000 per machine as our revenue is very low. We're unlikely to seek any more than the 40 entitlements. The net profitability under the model is so low - and I've heard this from some of the other club boys like Grant Duffy that when you do your sums there's not enough profitability. The RSL boss thinks it's a fair assumption that the auction price won't be any less than the entitlement offer. Across the state, the average entitlement is somewhere between \$30,000 and \$35,000, so you'd pretty much reckon that if you go to auction, you won't pay any less than that figure. I'm not happy about the pre-commitment for 2015, which they obviously did for the Greens, but you've got to put it in context. Queensland came out the week before about pre-commitment and we expect to see that similar push in NSW. It means that the existing 27,000 machines in Victoria will have to be phased out completely and replaced. What's not being said in this whole debate is that with the ban on ATMS and pre-commitment technology, you can expect a decline of up anywhere up to 30% in gaming revenue in Victoria by 2012. Apply that to the cost formula of operating your own gaming machine and a significant portion of the industry becomes barely profitable. So it's a bit of a shallow victory for us. The forecast for gaming in Victoria is not good. We're not going to over-invest in it because the return is simply not there."

Gambling limit 'cards' may go statewide

The Queensland Government says trials of a new electronic system to help problem gamblers have been a success and a state-wide roll-out of the technology is likely to follow. The card-based gaming technology used in trials at Sandgate RSL Club and Redcliffe RSL Club since 2008 allows patrons to set limits on the money or time they spend on poker machines.

Queensland Gaming Minister Peter Lawlor said the cards were well received among poker machine players. "The trials showed promising results, with some patrons reporting a spend reduction of up to \$25 per day," he said. "This harm minimisation concept offers gaming patrons more control over their spending and could potentially be rolled out throughout the state."

The Minister said that while less than 0.5% of the Queensland population can be identified as a problem gambler, one problem gambler is a one problem gambler too many for the Government. "The impact problem gambling has on families and

communities makes it an important area for the Government to address," he added.

The wider investigation into card-based gaming is a harm minimisation initiative that Premier Anna Bligh announced last year forms part of the Government's Responsible Gambling Strategy.

Member for Sandgate Vicky Darling said the Government recognises raising awareness of gambling harm is a collaborative effort involving community, industry and Government. "The Office of Liquor, Gaming and Racing has approved both systems for implementation in gaming venues on a voluntary basis," she added.

The Queensland Government will continue to monitor and evaluate the effectiveness of the card-based gaming systems as a larger number of venues take up the technology.

The card-based technology allows patrons to ...

➤ deposit money into their card-based/cashless gaming account, then insert their player loyalty card into a gaming machine and use the money in their account to play a gaming machine



- set a transfer limit (the maximum amount of money a patron can transfer from their cashless account to a gaming machine - the highest being \$100)
- have a locked balance limit (which is the maximum amount of credit able to be stored on a player's cashless account)
- set a daily net expenditure limit (defined as the maximum daily net gain and loss by a player)

In 2004, the Queensland OLGR first trialled the consumer pre-commitment card-based gaming machine system at the Grandview Hotel at Cleveland, which provided an insight into gaming behavioural modification.



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Complex exclusion process under fire

Problem gamblers hoping to ban themselves from hundreds of Victorian poker machine venues could be forced to join three exclusion programs. *The Age* reported that the lack of an exclusion program covering all poker machine venues has been described as "ludicrous" and attacked by people dealing with problem gambling. Mark Zirnsak, of the Interfaith Gambling Taskforce, said a dispute between groups representing pubs and clubs had led to the cumbersome system. "It is a ludicrous situation making it harder for people to self-exclude," he said. "If clubs and hotels can't sort this situation out for themselves and get back to sharing information and streamlining it to make it easier for people to exclude themselves from venues then the minister needs to be knocking heads together and making it happen." New laws that came into effect on June 1 make it compulsory for all poker machine venues to offer a self-exclusion service. But there is no obligation on clubs or hotels to exchange information on problem gamblers who have requested self-exclusion. Clubs Victoria Executive Director Margaret Kearney said the Hotels Association was refusing to co-operate so gamblers could self-exclude once from clubs and hotels. "The AHA is being unco-operative and unhelpful," she said. "There is absolutely no reason for them not to pass on this information." Australian Hotels Association (Victoria) CEO Brian Kearney said they supported one exclusion program for all venues. "We want something that encourages people to engage in self-exclusion - we don't want any barriers in their way," he said. The Victorian Commission for Gambling Regulation's Peter Cohen said: "We are working with Clubs Victoria and the AHA to ensure that a patron who excludes from one venue can exclude from as many venues as they wish. Our interest is making sure the scheme works for the patrons."

Police boss slams Victoria's liquor laws

Victoria's Police Chief Commissioner Simon Overland has criticised the state's liquor licensing regime, claiming "literally any idiot" could get a licence. He also condemned the low price of pre-mixed spirits, or "alcopops", describing it as a "cynical marketing exercise aimed at exploiting under-age drinking". *The Age* newspaper reported Mr Overland's speech to the Law Institute of Victoria when he said alcohol was a major factor - along with drugs and other social issues - in the increase of violence among young people. He cited the "Diehard" movies, starring Bruce Willis, as the type of entertainment that presented a detached and unrealistic view of violence.

Mr Overland said Police mainly were concerned about the generation aged 15 to 25 who apparently believed they were entitled to drink from an early age. "And they binge drink, and that's part of it," Mr Overland said. "Primarily, [we are talking about] young men, although, increasingly, we are seeing young women behave in ways that are just unbelievable. [They have] engaged in violent assaults and presenting to casualty, absolutely intoxicated and dangerously so." When asked if there was a correlation between extended liquor hours and violence committed by

drunks, Mr Overland said it was clear that problems increased with the greater availability of substances.

He said the community wanted a sophisticated environment in which people could drink, but they had not envisaged "barns" accommodating 5,000 patrons, or the number of liquor outlets where consumers could buy "boxed-up" alcohol. "We have created a licensing system that

essentially privileges the individual economic interest, and literally any idiot can get a licence."

The Director of Liquor Licensing said the State Government had recently extended a freeze on issuing late-night licences in the city. Licences could not be granted without Victoria Police advice that applicants and their associates were suitable. In his reply to questions about violence, Mr Overland said a "one-punch" homicide, which he described as "the David Hookes scenario", occurred in Victoria once a month. Typically, victims

could die, or suffer brain injury, after hitting their head on a hard surface when felled by a punch. "I just think people no longer understand that if you punch someone, that is an inherently dangerous thing to do," he said. "I go back to Bruce Willis, who has everything bar a nuclear weapon thrown at him and walks away. Unless and until you've seen real violence, you don't know what it's like."



Victoria's
Police Chief
Commissioner
SIMON
OVERLAND

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‘Foodies’ savour sights, sounds and tastes of

By KEN BURGIN, Profitable Hospitality Managing Director

The 2009 Profitable Hospitality Trends Tour to America brought into sharp relief the turbulent times experienced by restaurants across the U.S. due to the recent economic downturn. Surprisingly, while many fine dining restaurants have seen their turnover drop by up to 50% and hundreds of restaurants have closed their doors, operators are pragmatic, facing the next 12 months with an air of determined optimism. A focus on maximising the current quiet times to prepare for the turn-around, which, we are told, is expected by mid/late-2010 means increased staff training, retaining the very best people, implementing creative and innovative value packaging, menu pricing and the use of the new social media. This was a recurring message during the nine-day stay, which included Las Vegas and the National Restaurant Association Show in Chicago.

One of the Vegas highlights was a visit behind the scenes at the iconic Rio Casino, where back-of-house we saw catering facilities on a scale beyond imagination. There were kitchens for every purpose, designed to run 24 hours - in the good times - including a bakery kitchen, garnishing kitchen, sushi kitchen, which also supplied eight other Harrah Group

Casino's catering venues, and a decorative kitchen studio where masterful artistic chocolate-and-sugar creations are sculpted. The meat kitchen is located in another of the Harrah Casinos and, as is the sushi from the Rio, transported to a central warehouse before being shipped to each of the eight individual Harrah Casinos.

Executive Chefs Rick and Randy hosted our 90-minute tour, and it did not take long to realise just how much staff operations, technology and equipment differ between the U.S. and Australia. As our team from the ALH group noted, in Australia investment in equipment and technology, such as the 150 Combi ovens installed in ALH hotels across the country, is to increase efficiency and improve quality and consistency. Despite the size of the catering facilities and volume of food served, the Rio runs with one Combi oven, relying more on an army of kitchen hands to manage the process.

While there was much to note in the highly systemised and structured work environment, this was also our first of many “ah-hah” moments when it comes to cleanliness. The House of Blues in Chicago was another astonishing example of pristine cleanliness. We all like to think we have clean facilities but, by comparison, our group agreed we

have some work to do.

Once again, we enjoyed the hospitality of our friends at Smith and Wollensky and the opportunity to spend time with Executive Chef John Piccolino and General Manager David Doyle. Experiencing a serious drop in business this year as a result not only of the global economic stress, but also the Obama “ban” on corporate events in Las Vegas, nothing can deter this enthusiastic and committed team from forging ahead with creative value adds, including the “Bail Out Special”, a prix fixes deal for \$49 that's had a huge response.

Farewell, Las Vegas, and on to Chicago for the NRA Show. On Day 1 at McCormick Place, I was proud to represent the Australian hospitality industry as moderator of a special NRA Forum for NRA Show international delegates. The panel comprised of a number of leading U.S. operators. NRA Senior Vice President of Research and Knowledge Hudson Riehle kicked off the session with a finely-honed presentation on industry trends. Many in the group have already implemented aspects of this high-level research.

I was interested to drill down on “value packaging” and discounting initiatives that work to boost overall volume and bottom line results similar to Smith and Wollensky’s “Bail Out Special”.

Panellist Niki Leondakis said Kimpton Hotel Group has introduced a \$4 and \$7 bar menu between 4-7pm and had a fantastic response to this initiative - certain drinks and appetiser items have given new life to their bar at this time. Kimpton’s is a high-end boutique hotel chain and did not want to have a “discounting” look. In discussion with some of our group later Niki said this initiative had not cannibalised the dinner trade, just added new business - nice touch!

Eastern Suburbs Leagues Club Executive Chef Andrew Stewart also noted that it didn’t matter where you went, there was always a queue and at least 30 minutes wait. Rather than this being considered an inconvenience, due to the skilled people management skills of the wait staff, not only did you enjoy the time spent in the bar waiting, you also happily put your hand in your pocket

“I thought the tour was outstanding the first year, but it just gets better. The quality of the venues we visited and the back-of-house tours were brilliant ...



Serving it up at Osterio Via Stato in Chicago.

America's finest

for a drink or two, boosting the venues profits.

Tony O'Donnell, Food and Beverage Manager at the South Australian Cricket Association, who is currently overseeing the catering elements of its \$90 million redesign, was one of nine repeat travellers on the Profitable Hospitality Trends Tour. Effusive about the value of the tour content this year Tony asserts "I thought the tour was outstanding the first year, but it just gets better. The quality of the venues we visited and the back of house tours were brilliant. To have lunch on the 95th floor of the John Hancock building, side by side with leading operators and international delegates, speak with the manager and chefs and hear about the logistics of running a restaurant in such a location - no gas or open flame is allowed above the 40th floor- was amazing. Our tour of the Walnut Room at Macey's, a restaurant that has barely changed since the 1930s, speaking to the chefs and senior management who so openly shared all their marketing and management strategies was an experience that money can't buy."

As always, the educational sessions at the NRA Show are "packaged gold". Andrew Stewart said the seminars were one of the most valuable aspects, perhaps even more than what was to be seen on the show floor. "My goal in joining the Profitable Hospitality Tour was to learn as much as I could in the short time I had," he said. "The seminar program was outstanding, offering a broad ranging choice. Two seminars,



(from left) Michael and Kylee Dennis with Ken Burgin, Andrew Stewart from Easts Leagues Club and Karen Butler from Parramatta RSL Club.

in particular, stood out for me. One was a session on Kid's Menus, finding ways to make children's menus appealing, healthy, nutritious and - most importantly - cravable. This will become increasingly important to clubs wanting to grow the family market. The other session looked at the economic downturn and how to get the best out of your business in difficult times, prompting some very creative thinking."

Tony O'Donnell noted that while the NRA show was smaller than in 2007 when he last visited - a clear sign of the downturn - the value of attendance had not diminished. In fact, the investment paid off handsomely for him. "My visit to the NRA Show this year has potentially saved our venue tens of thousands of dollars," Tony said. "During meetings and conversations with top-level operators at the NRA show, I was

alerted to some serious potential problems with a few of our preliminary major kitchen purchase decisions. While the up-front investment for the equipment we will now purchase will be slightly more, I can see the back-end savings will be immense. This is also probably the only place in the world I would have the chance of a one-on-one meeting with Ian Dudson, resulting in a forthcoming trip to Adelaide by him personally. A custom-designed Dudson SACA show plate is on the drawing board. These opportunities simply do not exist locally."

A highlight of our last dinner in Chicago was a visit by Restaurant and Catering Association Australia National President Peter Doyle. Ocean Beach Hotel owner Michael Dennis said sharing a meal and discussing some challenging industry matters was a highlight for him.



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Coffs Fishing Club continues path through

By HENRI LACH

It has taken three years, kilometres of red tape, and many bureaucratic hurdles, but dogged perseverance and determination have finally paid off for Secretary Manger Malcolm Devine and his Coffs Harbour Deep Sea Fishing Club.

Work is nearing completion on a \$2.7 million extension and upgrade project that will almost double the club's existing floor space and take more advantage of the magnificent Pacific Ocean views. A new kitchen and room at the ground level for possible commercial leasing are part of the project. A new barbecue area and relocation of administrative offices were completed last year.

Despite the physical progress, the club still faces a period of uncertainty as to its long term future, until all the issues involved in the redevelopment of the Coffs Harbour foreshore are resolved.

Malcolm explained that the State Government's plans for the foreshore redevelopment put a huge stumbling block in the club's path. "When the Lands Department [from whom the club leases its site] announced the redevelopment they put a



Coffs Harbour Deep Sea Fishing Club has commanding views over the harbour and the Pacific Ocean.



Coffs Harbour Deep Sea Fishing Club's extensions will almost double the floor space.

hold on all other development," he said. "In 2005 we were caught up in a situation where we couldn't get any approvals to do anything. We hit a brick wall. We were told that there would be no other development until the master plan had been finalised. We had to get our solicitor involved. If we'd waited for the outcome of the master plan, then we would have effectively killed our business, because we were getting to the stage where we getting complaints because we were too popular—people were coming in and couldn't get served. Food is a major attraction here. Our kitchen has a very good reputation. We're in the process of extending the lease with the caterer for another seven years. But people were complaining about having to wait in line for 15 minutes to get served. It got to the stage where people would come in, see the long line, and walk out again."

With the expansion and new kitchen there'll be seating for 400—280 inside and 120 on the outside deck area.

"Before, we couldn't provide enough seating for special events like mother's day," Malcolm said. "So the board made a decision to move forward, and we began the extension in October last year."

That decision was not taken lightly. Borrowings of just under

Malcolm Devine has a vision for the future for Coffs Harbour and, however onerous it may be currently for his Coffs Harbour Deep Sea Fishing Club, a major redevelopment of the foreshore is part of that vision. He wants to see the city become the recreational and commercial fishing capital of NSW, with his club a focal point, and whale watching thrown into the mix. "We do need action on our harbour," Malcolm said. "It's silting up. There is not enough income from the current leases to pay for that infrastructure work. So the redevelopment of the harbour is a

Malcolm's planning a whale of a time



Whale watching is a major attraction at Coffs Harbour.

necessity to bring back the harbour to a working harbour." The club already conducts a major fishing classic each Easter that attracts anglers from all

over Australia, and Malcolm believes there is great potential for more. He is also enthusiastic about whale watching as a drawcard, with his club a major venue for this tourist attraction. Malcolm says the club's redevelopment will add a new dimension to the spectacle. "The whales come within 150 metres of the shore on their migration. With the new deck in place whale watching from the club will be a physical as well as a visual contact. Before, when you were in the building, you could see it, but you couldn't feel it. Now, with the closeness of the beaches it will be an outstanding physical experience," he concluded. - HENRI LACH

bureaucratic minefield

\$2 million were needed. "We decided to go ahead after an independent feasibility study which showed the project viable," he added. "The bank has been very supportive of what we've done."

While the club moves forward with its expansion, the major foreshore redevelopment project appears to have come to a standstill for the second time in recent history. A similar proposal in 2003 didn't get off the ground.

In the latest State Government move, a combination of developers from Brisbane was identified as the possible successful tenders for the project and they were asked to submit a development plan in December last year. "But, as yet, nothing has been seen or heard," Malcolm said. "So long as the master plan hangs over our heads, we're faced with the situation that we have no certainty of getting an extension of our lease. What's actually happened is that the Lands Department has offered all the land, including our site, to possible developers. Potentially, we could have a new landlord or, if a developer came in and took the whole site, and say they got a 99-year lease, then on the expiry of our lease in 13 years' time, they could throw us out. We need security of tenure, so we've requested a meeting with NSW Lands Minister Tony Kelly to discuss our situation," Malcolm said.

➤ **UPDATE:** Following the request, a meeting was held on May 19 with members of the Minister's department. "We were given very helpful advice on how to formulate a submission to the Minister regarding our lease. We were also told to expect a statement soon from Mr Kelly on the foreshore redevelopment. It's the most positive step we've experienced in three years. We're very happy with the outcome of that meeting," Malcolm said.

Coffs Harbour Deep Sea Fishing Club Secretary Manager Malcolm Devine and the magnificent ocean view.



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Xenophon wants Big Ted banned from clubs

Independent Senator Nick Xenophon has provoked protest from clubs and the ABC for suggesting *Play School*, *Bananas In Pyjamas* and other children's concerts be banned from licensed venues. *The Sydney Morning Herald's* Political Correspondent Kerry-Anne Walsh Reported that Senator Xenophon said the national broadcaster was allowing the shows' characters to be used to "lure children to poker machine venues". Characters such as Big Ted were national icons that should not be used to "attract young children to venues where adults drink and gamble". But his call to stop the shows will hurt the audience he claims to be protecting, say the Club Industry and the ABC.

ClubsAustralia's Anthony Ball contacted Senator Xenophon to ask if he was serious. "This is clearly a stunt and shows your ignorance of how people view their local club," Mr Ball wrote. "Clubs have, for more than half a century, provided the venue for these types of shows - and thank heavens for that. Not everyone has the chance to go to the Sydney Opera House, or a theatre, to enjoy them. To suggest that a five-year-old

that goes to see *Bananas In Pyjamas* at the club with their mum and dad will somehow develop a gambling problem in later life is disgraceful."

Clubs Australia President Peter Newell, OAM, said he would send complimentary tickets to Senator Xenophon for the next Bananas In Pyjamas show to provide "the reality check he clearly needs".

Senator Xenophon responded emphatically to the Clubs Australia executives: "With 43 Government bills to consider I'm kind of busy ... I'm grateful for the offer but I think they've gone bananas."

The ABC said it had toured its shows around Australia for many years and had never had a complaint. "The ABC goes to great lengths to identify suitable venues for all its shows," it said. "In a number of locations within NSW the only suitable venues are located within clubs. In these locations, the entertainment venue is clearly separated from the gaming activities of the club. If the ABC did not book these venues, then the children in these areas would not have access to some of the ABC's best-loved children's identities."

Friends of the ABC spokeswoman Glenys Stradijot urged parents to boycott the shows and stop buying their products. "As if Australia does not have enough problems with alcohol and gambling abuse, the ABC is assisting the clubs to promote themselves as family-friendly."

The issue was raised during a Senate estimates hearings last month by Greens Senator Scott Ludlam, who told ABC Managing Director Mark Scott he would pursue what he said was the ABC brand being used "as a drawcard to bring kids into licensed gambling premises".



Independent Senator NICK XENOPHON

Assaults in clubs have fallen, while hotel episodes almost doubled over the past 12 years. smh.com.au reported that crime statistics show hotel assaults jumped from 2,874 in 1997-98 to 4,818 in 2008-09. The figures contrast with club assaults, which fell, over the same period, from 1,227 to 1,213. Nightclub assaults also dropped from 645 to 399.

But there was also a slight decrease since last year in hotel assaults - from 5,318 to 4,818. The NSW Government says this decrease is a result of tough measures it has imposed on 48 premises it deemed the worst in the state. Those restrictions include the compulsory use of plastic cups and 10-minute bar closures each hour after midnight.

ClubsNSW, which commissioned the research by the Government's Bureau of Crime Statistics and Research, is using the data to support its campaign to not have the same restrictions as hotels. The growth in assaults over the past decade occurred when hotel trading was extended, as the hotel industry expanded after the Government, then led by Bob Carr, allowed a huge increase in poker machine numbers. The Government was accused during this period of doing favours to the hotel industry in return for donations to the ALP.

Bureau Director Don Weatherburn said: "Between 1995 and 1999, practically every crime was rising. When you got to

2000, property crime came down and is now at levels as low as 1995 or 1990. With assault, it went up in the late 1990s and continued to go up. The major reason for that is alcohol. The number of premises with 24-hour trading or extended trading went up. The more people drink, the more they can get into fights."

Hotel assaults have risen steadily almost every year - from 3,351 in 2000-01 to 4,070 in 2002-03 to 4,848 in 2006-07. Since 1997, the proportion of assaults in hotels as a percentage of licensed premises has risen from 57% to 70%.

Assaults at wine bars have risen from two to four, at licensed restaurants from 103 to 135 and at bottle shops from 60 to 57.

ClubsNSW CEO David Costello said the figures prove clubs have not contributed to the surge in alcohol-related violence of the past few years. "Yet, despite club assaults falling, clubs now fear a blanket ban on glass 24 hours a day, regardless of their size and good record," he said. "The scales of justice are clearly tipped the other way when clubs are forced to comply with punitive laws designed to solve a problem created by others."

Australian Hotels Association NSW Branch CEO Sally Fielke said it was "no surprise that hotel figures overall are higher, as there are substantially more pubs than clubs".

Hotel assaults double as club numbers fall

2009 Mid Year Executive Leadership Conference
& Members General Meeting



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July 15 - 17, 2009 @ Conrad Jupiters, Gold Coast, Queensland



President's Message

On behalf of the Federal Executive and the Federal Councillors of the Club Managers' Association Australia, I am delighted to invite all eligible delegates to participate in the industry's premier executive leadership event.

I take this opportunity to thank our Conference Sponsor Aristocrat and our trade supplier sponsors, the Board of Management Studies and CMDA staff for their ongoing commitment to the professional development of CMAA members.

Bill Clegg, ACCM

CMAA Federal President

Conference Details

REGISTRATION FEES (workshops only)

1 Delegate \$850 includes GST

2 + Delegates \$750 each* includes GST

**Discount applies when multiple managers/directors from the same club register*

ACTIVITY POINTS

Delegates receive 20 Industry Activity Points for attending the Conference towards achieving or maintaining the Active Certified Club Manager (ACCM) Award.

10 points will be awarded to delegates who attend and sign the register at the CMAA General Meeting. A further 10 points will be awarded to delegates who travel more than 100km from the radius of their club to attend the conference.

CMAA MEMBERS GENERAL MEETING

Wednesday 15 July (1pm - 2pm).

Pavilion Convention Centre, Ground Floor, Conrad Jupiters.

VENUES

All Conference workshops and the State of Origin game telecast will be held in the Pavilion Convention Centre, Ground Floor, Conrad Jupiters. Smart casual attire is recommended for the Conference.

ENTERTAINMENT

Wednesday 15 July (7:30pm - 10:30pm)

'Footy Fever' - Live telecast of State of Origin Game

Pavilion Convention Centre, Ground Floor, Conrad Jupiters. Select beverages will be available for purchase and complimentary 'Footy' finger food provided.

Please indicate your interest in attending on the Conference Registration Form.

Entry to the function is restricted to registered conference delegates only.

Conference I.D. Badge required for entry on the night: **No Badge - No Entry!**

Saturday 18 July (11:30am - 6pm)

CMAA Gold Coast / Brisbane Zones Race Day at Gold Coast Turf Club -

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The Conference Program

WEDNESDAY, JULY 15, 2009

12pm - 1pm: Conference Registration

1pm - 2pm: **CMAA Members General Meeting - CMAA Members Only**

Pavilion Convention Centre, Ground Floor, Conrad Jupiters.

2:15pm - 3pm: 30min + with Liesl Tesch - Champion wheelchair basketballer

The CMAA is pleased to profile an Australian paralympian athlete - Liesl Tesch - considered one of the modern legends of the game, having dominated the women's world wheelchair basketball scene since 1994. She has competed at five Paralympics - Barcelona, Atlanta, Sydney (silver medal), Athens (silver medal) and Beijing as captain (bronze medal), and four World Championships, including the 1994 championships (Gold Cup) in Stoke Mandeville, where Australia won a bronze medal.

3:15pm - 4:15pm

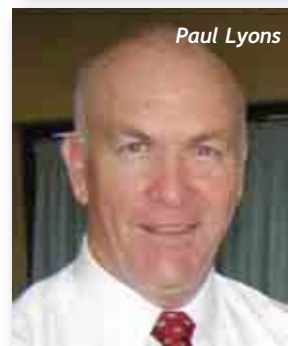
"Are You Winning the Corporate Governance War?"

Paul Lyons.

This session will highlight what the expectation of management and boards are with respect to the industry Code of Practice. Issues to be covered include: tendering process, building, best practice, major capital works, procurement of goods and services, remuneration and overseas travel.



Liesl Tesch



Paul Lyons

THURSDAY, JULY 16, 2009

9am - 10:30am

Keynote Speaker: Bernard Salt

“What are consumers looking for?”

In an increasingly competitive economy, now more than ever, businesses need to understand and exceed the expectations of consumers. Leading commentator and advisor to Corporate Australia on consumer, cultural and demographic trends, Bernard Salt will tell you what you need to know to maintain your competitive edge.

10:30am: Morning Tea

11am - 12:30pm

Keynote Speaker: Barry Urquhart, Managing Director, Marketing Focus

“Master Strategies for Turbulent Times”

Barry Urquhart is an inspiring speaker, one of Australia’s most active keynote speakers and internationally recognised as an authority on quality customer service, consumer behaviour and creative visual merchandising. An economic downturn clarifies the mind. Making the right decisions for your business is paramount in 2009. In rapidly challenging and turbulent times, a strategy is a must for business. Not what many people call a strategy ... with mission statements, improbable goals and three to five-year budget plans - a real strategy ... a cohesive response to a challenge. Barry will present master strategies to strengthen your business in the market place and discuss current market research findings.

12:30pm - 1pm - Lunch

1pm - 4pm

“Working with Suppliers to Build your Business”

Delegates will have the opportunity to participate in four separate workshops involving the CEOs/Senior Managers of major industry suppliers to discuss how they can work with you to increase your profitability. The 40-minute workshops will commence with a five-minute introduction from the moderator on current issues and follow with a panel discussion and conclude with questions from the floor.

1pm - 1:40pm

Gaming Forum

1:45pm - 2:25pm

Beverage Forum

2:30pm - 3:10pm

Design & Construct Forum

3:15pm - 4pm

Catering Forum

FRIDAY, JULY 17, 2009

9am - 10:30am - *Select one workshop only (either A or B)*

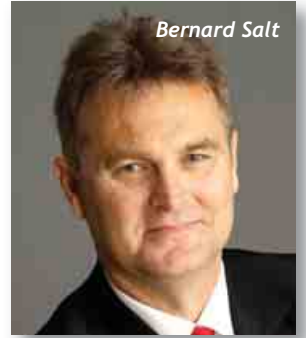
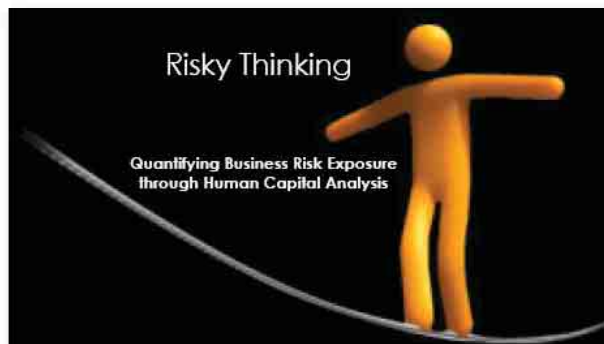
Workshop A:

David Barlow, McKenzie Carrick Australia

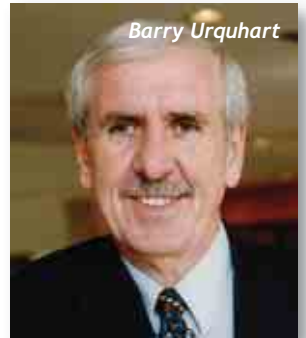
“Risky Thinking”

Thinking risky thoughts is a two-edged sword: achievement or failure and greatness or ignominy all come from risky thinking. In this session, you will be introduced to concepts that will make you think about:

- Good Thinking is as easy as Bad Thinking
- Become a critic of your own thinking
- Weak v Strong Critical thinking
- How the Human Mind works
- Mental Models and how Our World is shaped
- Better Mental Models = Smarter Thinking = Smarter Decisions



Bernard Salt



Barry Urquhart



FRIDAY, JULY 17, 2009

9am - 10:30am

Workshop B:

Professor Ian Eddie - Graduate College of Management Director, Southern Cross University

“Why is Corporate Governance the new Catchphrase in Today’s Business Environment?”

Professor Ian Eddie has more than 30 years experience teaching, researching and consulting on developments in international accounting and corporate financial reporting. This has involved assignments in Canada, China, Japan, Malaysia, Papua-New Guinea, U.K., U.S. and Vietnam. He has specialised in implementing financial market reforms in transition economies and emerging markets, concentrating on developing securities markets and associated regulatory frameworks, including transparency and corporate governance structures. In 2008, he was appointed to the Corporations and Markets Advisory Committee main Board with statutory responsibility to advise the Australian Government on the law and regulation of Australia’s corporations and securities markets.

10:30am: Morning Tea

10:45am - 12:15pm - Select one workshop only (either C or D)

Workshop C:

David Barlow, McKenzie Carrick Australia

“Business Risk Exposure - how to quantify your organisation’s Risk Exposure through Human Capital Analysis”

Following on from David’s earlier session - ‘Risky Thinking’ - participants will find out how risky thinking impacts and influences business outcomes and:

- What is Risk Exposure and how is it Quantified?
- The Value of a Risk Exposure Index - REI
- Predicting Risk Events before they occur in your business
- When and Where to use a Risk Exposure tool

10:45am - 12:15pm

Workshop D:

Malcolm Fraser - Centre for IT Innovation & Entrepreneurship (CiTie) at Southern Cross University

“The Case for IT Corporate Governance - Moving with Business Best Practice”

Malcolm Fraser is currently undertaking research for multinational companies in the areas of local software economies, software entrepreneurship and innovation in globalised markets. In this session, Malcolm will introduce participants to the virtually unknown area of IT Corporate Governance and what clubs need to do to be at the cutting edge of business diligence with respect to a club’s IT systems and reporting tools.

12:15pm: Lunch

1pm - 2:30pm

Workshop E:

Peter Sharp, Jeremy Bath & Dean Gould

“Using the Media to Sell Your Club’s Story”

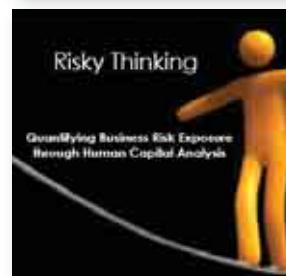
This session aims to provide managers with an insight into how better utilise the Media to tell the Club sector’s story. The session - facilitated by CMAA Communication Services Manager & CMAA Magazine Editor Peter Sharp - will focus on a number of practical steps to use our limited resources to secure positive media coverage for the club sector and individual clubs in their local areas. The session involves strategic and tactical approaches, covering planned and responsive activities and offensive and defensive (dealing with crises) actions. Peter will be joined by Jeremy Bath - ClubsNSW Media Relations Manager and Dean Gould - Editor of the Gold Coast Bulletin newspaper.

**The CMAA reserves the right to change the workshops and presenters listed at its discretion prior to the conference dates*

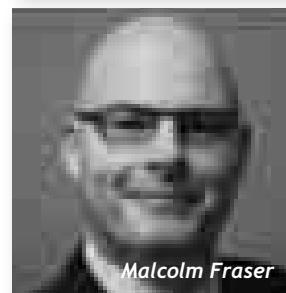
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Register Online at www.ccmtravel.com.au or www.cmaa.asn.au

Professor Ian Eddie



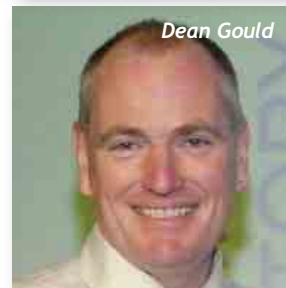
Malcolm Fraser



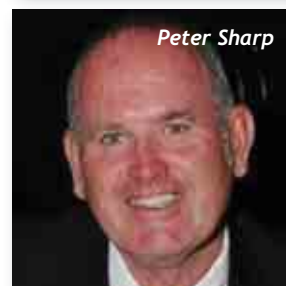
Jeremy Bath



Dean Gould



Peter Sharp



CMAA Gaming Tour hits jackpot with winning experience

By RALPH KOBER, CMAA Education Manager

"How good was that?" was the unanimous response of the seven recipients of the 2009 Asian Gaming Study Tour Bursary offered by the CMAA via its annual National Bursary Program for members. G2E Asia is the premier event for the Asian Gaming Industry attracting hundreds of delegates and exhibitors from around the globe. Hosted by the newly opened Venetian Macao Casino Hotel, the three-day conference and trade show showcased a vast array gaming workshops and gaming technology. A highlight of the conference was the second annual G2E Asia Visionary Award, in partnership with *Macau Business Magazine*, which annually recognises an individual whose work has made a significant and positive contribution to the overall success of the gaming-entertainment industry in Asia. The 2009 G2E Asia Visionary Award was presented to Dr Stanley Ho, a pioneer of Asian gaming. Dr Ho's contributions have helped lay the foundation for gaming in Macau as well as foster tourism development in the region and beyond. Workshops attended by the bursary winners included: "Going Green: Sustainable Construction for Casino Projects", "Building Excitement: Asian Style", "The Integrated Resort: Scaled Down?", "A Delicate Balance: Budget, Staff and Customer Service", "Finding Finance: Capital Expenditures in a Difficult Market", "Hold Steady: Maintaining Your Market Share", "Excellent Equipment: Vendors Roundtable", "Turning the Tables: How to Increase Revenue" and "Profitability Players' Clubs, Part 1: A Value Proposition", "Players' Clubs, Part 2: The Evolution of Player Tracking Players' Clubs", "Part 3: Creating Loyalty and Player Reinvestment" and more.

"Is the 2010 Asian Gaming Study Tour Bursary offered by the CMAA via its annual National Bursary Program for members worth applying for?" Just ask any of the managers who attended this year's conference.

Last Call for CMAA Mid Year Conference

It's not too late to register for the CMAA's Mid Year Executive Leadership Conference to be held at Conrad Jupiters on the Gold Coast from July 15 to 17. The three-day conference is packed with world-class workshops and speakers as well as the opportunity to network with fellow club managers from the CMAA family.

To register log on to www.ccmtravel.com.au and follow the prompts to the 2009 CMAA Mid Year Conference ... you won't be disappointed.

Duty Manager Development Program 2009

The year is more than half over and there are still five Duty Manager Development Programs scheduled for *Auburn, the ACT, Tweed Heads and Armidale* and open for registrations from club managers interested in up-skilling and preparing line supervisors and managers for meeting the challenges of duty management. The CMAA has delivered this program to hundreds of club personnel across the states for many years and it is still regarded as



The CMAA's Asian Gaming Expo 2009 Bursary Tour party (from left) Andrew Churnside - Panthers Cardiff; CMAA Education Manager Ralph Kober; Tony Jackson - Cabra-Vale Diggers Club; Elisha Ball - Penrith Panthers; Barry West - Victoria Zone President; Grant Duffy - Numurkah Golf & Bowls Club; Sandra Dorman - Bondi Waverley RSL Club; Aaron Ferey - Moorebank Sports Club; Kenny Lim - The Epping Club.

the Club Industry's premier training program for managers. To register, log on to the CMAA's website www.cmaa.asn.au and follow the link to the CMDA Training Calendar.

ACCM Education Units

If you are one of many managers looking for formal industry recognition for being a professionally developed club manager then you must ensure you meet the ACCM's Education Criteria to be eligible for the award. The CMDA Training Calendar features many of the units required to complete this criteria. Participants will not only receive a nationally recognised training qualification, they will also receive industry activity points which help to satisfy the second ACCM Award criteria - Industry Activity. ACCM courses include: *Manage Workplace Relations; Develop the Legal Knowledge Required for Business Compliance; Prepare and Monitor a Budget; Manage Financial*



Narell Harrison

Operations; Roster Staff; Develop and Manage Marketing Strategies; Analyse and Report on Gaming Machine Data; Gaming Management and OHS Risk Management Consultation. If you are keen to achieve this prestigious award, then enrol now into any of the scheduled courses featured on the CMDA Training Calendar at a location near you. Similarly, if you need assistance and advice, contact Narell Harrison at the CMDA narell@cmma.asn.au today.

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

Corporate Governance on CMAA's commitment



Strong interest shown by progressive clubs in the CMAA-SCU Corporate Governance Program has lifted the number of clubs undertaking the program to 20. Up to 15 more clubs have expressed a commitment to register for the remaining two Cohorts for 2009 - in August-September and October-November.

All past participants - whether a club manager or board member - have praised the tertiary-level program for its educational suitability and workplace relevance.

This program has been specifically designed and tailored to challenge and force changes in existing thinking about the depth and scope of club corporate governance and responsibility. This program may not appeal to everyone because of perceptions around price, time away from work and location. However, from participant feedback, it's obvious that these factors pale into insignificance when weighed against how much benefit the program's content provides to clubs in minimising risk and increasing their standing as a socially responsible corporate citizen within their communities. The course examines the 10 essential Corporate Governance principles defined by the Australian Stock Exchange (ASX) and their application to the Club Industry, as well as comparing and contrasting the responsibilities of managers with those of the board.

It's important to note the program fee of \$9,000 (plus GST) per club reflects ...

- enrolment in a university unit within the Southern Cross University Graduate School of Management's MBA program
- full air travel & transfers

“This course will place you forward on to the path of business growth and is the most valuable course I have ever undertaken ...



- all catering
- accommodation
- course resources
- covers the four-day program for two people

By comparison, this is a reasonable cost for this level of education when matched against other sectors and professions.

Some clubs that have undertaken one of the first three Cohorts are now sending along their next tier of senior management and Board members. The first is Club Marconi where CMAA Executive NSW State Executive Member and club CEO Deborah Feening, ACCM, and her President Tony Campolongo, OAM, attended Cohort 1 and then registered Operations Manager Stuart Burrows and Vice President Joe Romeo for Cohort 4 which is being presented at SCU's Tweed Heads Campus in June and July.

If you are interested in being part of this industry-first initiative, formulated and presented by the CMAA and SCU, contact CMAA Education Manager Ralph Kober or Executive Officer Terry Condon, CCM, for more details.

If you would appreciate an independent opinion about the course and its benefits for clubs, their management and boards, contact any of the CEOs from the following clubs who have already participated in the program ...

- **Bill Clegg** - Randwick Labor Club
- **Hans Sarlemyn** - The *norths* Group
- **Tony Lycakis** - St George Rowers Club
- **David Hiscox** - Dapto Leagues Club
- **Rob Smith** - Twin Towns Services Club
- **John Rafferty** - Coffs Ex-Services Club
- **Debbie Feening** - Club Marconi
- **Paul Barnes** - Moama Bowling Club
- **Gordon Rhodes** - South Tweed Sports Clubs
- **Robert Cassano** - Club Ashfield
- **Toni Mitchell** - Goulburn Soldiers Club
- **Owen Hughes** - Mudgee Ex-Services Club
- **Simon de Munck** - Club Rivers
- **Tim McAleer** - Sutherland Tradies Club
- **Cameron Provost** - Orange Ex-Services Club
- **Craig Madsen** - Mittagong RSL Club
- **David Mantle** - Dooleys Lidcombe
- **Michael O'Sullivan** - Milton Ulladulla Bowling Club

The Corporate Governance program has already delivered impressive feedback from managers and board executives who have attended the four-day tertiary-level program...

ce program delivers to managers and clubs

Dr MICHAEL SINGLETON - Director of Corporate Programs at SCU's Graduate College of Management said there was growing demand for professional training programs tailored to suit the specific needs of industry ... "In a recent review of the Registered Club Industry, the Independent Pricing and Regulatory Tribunal (IPART) stressed the need for improved Corporate Governance in the sector, so the CMAA approached us to provide high quality training that specifically addressed this need. The program has been customised, but is based on the Graduate College of Management's Corporate Governance Unit, so attendees also can claim one unit of credit towards the MBA course, should they wish to continue their studies. As well as exposing them to a higher level of learning with regard to Corporate Governance, it encourages closer relationships between colleagues and is a fantastic opportunity to network with others in the industry."

SIMON de MUNCK - Club Rivers CEO ... "This course will place you forward on to the path of business growth and is the most valuable course I have ever undertaken. 'Unveiling the Corporate Veil' and the 'Myth of Limited Liability', demystifying and defining the roles and responsibilities of the CEO and the Board enabling both to manage their functions to achieve sound business decisions, and ensuring business stability and security were major outcomes."

BARRY ALLISTON - President, The norths Group ... "When Hans [Hans Sarlemyn, CEO] encouraged my participation onto the program, I was unsure of what I was getting myself into. However, I have been pleasantly surprised by how beneficial this program has been to myself and, ultimately, the rest of my Board. I have been also reassured that the focus that management, through Hans and the Board, has on Corporate Governance is the right thing to be focussing on. My working relationship with Hans is very good and this program has ensured that it will become stronger as a result of the trust and confidence I have in his ability to master the complexities of compliance to Corporate Governance matters. If I was to sum up the program in one word: exciting."

"... it is paramount for all Directors who want to serve on a Board. I would recommend all Directors do this program."

TONY LYCAKIS, ACCM - CEO St George Rowers Club ... "I wanted to increase our club Board's effectiveness with management and make sure our processes were right, in accordance with best-practice Corporate Governance. I have learnt that there has to be more transparency between the Board and management regarding Corporate Governance. The program's impact has been to deliver the opportunity to better resolve issues because of the heightened awareness we have now that communication is essential for our roles - manager and Board member - to be effective. Over the last couple of months, we have shared information more readily and now empathise with each other's roles in the club. I would advise and encourage small clubs, especially, to do the program because the same issues that confront larger clubs certainly confront smaller ones."

TONY CAMPOLONGO, OAM - President, Club Marconi ... "I undertook this program to get a better understanding of Corporate Governance for the Board and help them better understand their responsibilities and commitment. The program is easy to understand and what it outlines is easy to put into practice. The program has made my view of Corporate Governance much clearer and has reduced those grey areas around who is responsible for what when it comes to Corporate Governance. Key responsibilities of Directors are outlined and it is paramount for all Directors who want to serve on a Board. I would recommend all Directors do this program."





CMDA Training Program: July - August 2009

For full content details of each of the programs contact the CMDA or refer to the 2009 calendar on our website.

Phone: (02) 9643 2300 * www.cmaa.asn.au * Email: training@cmad.asn.au

COURSES... (Venue is CMAA Career Development Centre, Auburn unless otherwise noted)	JULY	AUGUST
Provide Responsible Service of Alcohol SITHFAB009A (LAB approved) 1 Day (ACCM Unit)	W 1 (Norths) M 13 (Seagulls) M 20 (Tradies) W 22 (Wests Ashfield) W 22 (Mounties)	M 10 (Wests Ashfield) W 19 (Mounties)
Provide Responsible Gambling Services SITHGAM006A (LAB approved) 1 Day (ACCM Unit)	Th 2 (Norths) T 14 (Seagulls) T 21 (Tradies) Th 23 (Wests Ashfield) Th 23 (Mounties)	T 11 (Wests Ashfield) Th 20 (Mounties)
Supervisor Boot Camp - 4 x 1 day Sessions 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 & coaching skills.		(S1) M 10 (S2) M 17 (S3) M 24 (S4) M 31
Train the Trainer 1 Day (Coach others in job skills SITXHRM001A) Ideal for supervisors & managers who are responsible for on-the-job training of other staff members.		M 31
Deal with Conflict Situations SITXCOM001A - 2 Days For anyone who has to lead teams, resolve conflict with staff, customers and their peers.	M 6 & T 7	
Duty Management Development Program 2 x 3 Day Sessions Content includes: HR Fundamentals, Cost Control, Rostering, Customer Service, Leadership, Compliance/Risk Management. This program targets Duty Managers and Senior Supervisors. (Includes Roster staff SITXHRM003A, Manage quality customer service SITXCCS003A & Lead and manage people SITXHRM005A).	Sydney (S1) M 27, T 28 & W 29	Sydney (S2) M 24, T 25 & W 26 ACT (S1) M 24, T 25 & W 26 Concludes Sept.
Plan & Establish Systems & Procedures - 1 Day (Non accredited) This unit enables participants to identify, plan, develop, establish and review workplace systems and procedures assisting in operational requirements for their club.	W 8	
Action Planning DIY Strategies for Smaller Clubs 1 Day (Non accredited) Presented in conjunction with Big Dave Staughton	F 31	
Manage Workplace Relations SITXHRM008A 3 Days (ACCM Unit)	Tamworth M 27, T 28 & W 29	Newcastle T 4, W 5 & Th 6
Club Secretary Manager's Course 2 x 2 Day Sessions Ideal for aspiring and existing CEO's. Includes 35A Audit Checklist, Finance, Corporate Governance, How to run a Board Meeting, Role of Company Secretary and more...	Tweed Heads (S1) M 13 & T 14 (S2) M 20 & T 21	Sydney (S1) W 12 & Th 13 (S2) W 19 & Th 20
Manage Physical Assets SITXFIN007A 2 x 2 Day Sessions (ACCM Unit) Ideal for all managers with responsibilities for the physical assets of their clubs. The course will focus on establishing strategies, systems and procedures for asset maintenance and monitoring, as well as financing asset acquisition.		(S1) W 12 & Th 13 (S2) W 19 & Th 20
Analyse & Report on Gaming Machine Data SITHGAM004A 2 Days (ACCM Unit) (Prerequisite for Gaming Management Development Program) Deals with the collection, analysis, reporting of EGM data per statutory requirements & variances through cash flow analysis.	M 13 & T 14	
Gaming Management Development Program - 2 x 3 Day Sessions (ACCM Unit) (Develop and manage gaming activities SITXGAM005A)		Lismore (S1) M 17, T 18 & W 19 Concludes Sept.
Profitable Functions Workshop 2 Days (Non accredited) Presented in conjunction with Profitable Hospitality		T 4 & W 5
Bar Profits Workshop 2 Days (Non accredited) Presented in conjunction with Profitable Hospitality	M 27 & T 28	
Intro to Cost Control Principles 1 Day (Non accredited) Understand the basics of calculating percentages, profit and COG's.		T 4
Financial Fundamentals Program 2 Days (Prerequisite for Financial Management Program SITXFIN005A & SITXFIN0006A) This program covers the basics of understanding and working with financial information.	W 22 & Th 23	

Courses featuring a code prefixed by SIT 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. Phone: (02) 9643 2300 or Fax: (02) 9643 2400 or Email: estelle@cmad.asn.au.

REGISTER ONLINE TODAY - www.cmaa.asn.au

Wellington turns on the entertainment and charm

Harem scare! The CMAA's Mid State Zone knows how to put on a great show. Where would expect to find Aladdin and his 40 thieves? Anywhere other than the country town of Wellington in central western NSW where the Zone recently held its meeting at the Wellington Soldiers, hosted by CEO David French.

Wellington, about 40 kilometres south-east of Dubbo, is a great town with a lot of history and for all of the club managers who attended the zone meeting, workshops and the Wellington Theatrical Society's fantastic musical - it was a wonderful experience for everyone involved.

Zone President Chris Chapman welcomed close to 30 managers who had travelled from across the Association's geographically biggest region - none more so than Cobar Bowling and Golf Club CEO Neil Urquhart, who revelled in the social interaction and camaraderie provided.

CMAA Education Manager Ralph Kober also made the journey to Wellington to present the Head Office Report and a free Education Workshop on how managers can achieve the ACCM and other career development activities offered by the CMDA.

Another highlight of the weekend meeting was Ralph presenting Oberon RSL Club CEO Rachael Sharp with her recently completed ACCM Award.

It was a great weekend and one that should encourage other managers in the Mid State Zone to come along to important networking and educational opportunities.

CMDA Board of Management Studies member Cameron Provost, ACCM, headed a group of Zone members from the Orange Ex-Services Club where he is the CEO.

1 - Mid State Zone Committee members (from left) Geoffrey Holland, Owen Hughes and Chris Chapman with Ralph Kober.

2 - Cameron Provost with Samantha Hockley and Guy Chapman.

3 - Rachael Sharp accepts her ACCM from Ralph Kober.





Invest in your career at the CMDA knowledgebank....



Is your career goal to become a GM, CEO, Secretary Manager?

Are you an existing GM, CEO, Secretary Manager?

If you answered YES to either question, then you need to seriously consider attending the CMDA's **NEW...**

Club Secretary Manager Course

(Especially developed for aspiring & existing GMs, CEOs & Secretary Managers)

The CMAA has now developed a **club specific** course that will **focus** on:

- preparing you for the role of GM, CEO, Secretary Manager of a registered club
- understanding the role of the Company Secretary, role of Management & the Board
- how to prepare and conduct Board Meetings, introduce you to club Constitutions, member meetings, notices, disciplinary meetings, motions and more
- demystifying legislative & OLGR auditing requirements
- explaining key areas of gaming compliance & general administration & finance
- enacting compliance with management & accountability provisions as set out in part 4 & part 4A of the Registered Clubs Act 1976
- corporate governance & Corporations Law
- unpacking the Liquor Act & Registered Clubs Act, RCG & RSA Policy & Practice
- managing the CDSE function
- managing change and strategy implementation and decision making and;
- providing you with the recognition you need to demonstrate to a board that you have the knowledge to be able to hold the position of GM, CEO, Secretary Manager and licensee of a registered club

Location	Club	Date
Auburn	CMA Auburn	S1:W12/TH13 August & S2:W19/TH20 August
Wollongong	Dapto	S1:T1/W2 September & S2:T8/W9 September
Auburn	CMA Auburn	S1:W14/TH15 October & S2:W21/TH22 October

Times 9.30am - 4.30pm all days (4 day course - 2 x 2days)

Cost \$690 (plus GST) - CMAA Member/CMDA Affiliate*,
\$890 (plus GST) - Non Member.

Award A CMDA Certificate of Completion on participation of this program.

ACCM points: CMAA Members & CMDA Affiliates earn 25 points toward ACCM activity.

Register online today at www.cmaa.asn.au

For more details contact Estelle McDonald-Birch at the CMDA

P: 02 9643 2400 * E: estelle@cmaa.asn.au

State of Origin extravaganza for Brisbane Zone event

The CMAA Brisbane Zone went all out at its May meeting when close to 100 club managers attended the pre-meeting workshop and Zone Meeting at Greenbank District & Services Club, hosted by Zone President John Limbrick.

A good roll up was assured when the Queenslanders found out that two New South Welshman - Executive Officer Terry Condon and Education manager Ralph Kober - were to attend the meeting and present the Head Office Report ... followed by a State of Origin theme luncheon.

Not being able to resist an opportunity to "Bag a Blue", the locals proceeded to crow about how good the Maroons were and how big the margins would be against the NSW "Cockroaches".

The food was good, the ribbing a little painful for the CMAA executives, but the luncheon was a great opportunity for managers and Club Industry trade representatives to share in the camaraderie offered at the fine establishment.

A panel of Origin greats (sadly no Blues greats to give it back to them) represented by Mick Hancock, Gene Miles, Toni Carroll and Broncos CEO Bruno Cullen entertained the big gathering with Master of Ceremonies Billy J Smith producing the questions and witty conversation that have endeared him to Queensland sports fans for many decades. It was a great day and one that will encourage more club managers to attend future Brisbane Zone meetings.

Brisbane Zone will join their Gold Coast Zone colleagues to host the Annual Charity Race Day at the Gold Coast Turf Club on Saturday, July 18, to conclude the CMAA's Mid Year Executive Leadership Conference at Conrad Jupiters from July 15 to 17.

Brisbane Zone's next meeting will be at Logan Diggers Club on Tuesday, September 29.

1 - Mark Henley with Terry Condon.

2 - CMAA Life Members ... Lew Cooper with Terry Condon.

3 - Zone Luncheon State of Origin panel guests (from left) Michael Hancock, Gene Miles, Toni Carroll and Bruno Cullen.

4 - Greenbank RSL Club hosted the Brisbane Zone Meeting and Luncheon last month.

5 - Brisbane Zone Luncheon MC Billy J Smith.



The Club Managers
Association Australia &
Customer Service Institute
of Australia are proud to
offer the

Certified Customer Service Manager Course

Certificate and Diploma for Customer Service For Club Managers

The Customer Service Institute of Australia is currently taking applications for its two day Certified Customer Service Manager Course (CCSM). The program is ideal for Club & Hospitality Team Leaders, Supervisors and Managers.

The CSIA has worked with the CMAA to develop a training assessment and certification program leading to Australia's first and only formal nationally recognised "Certified Customer Service Manager" designation.

Clubs across Australia can now benefit from qualified service professionals.

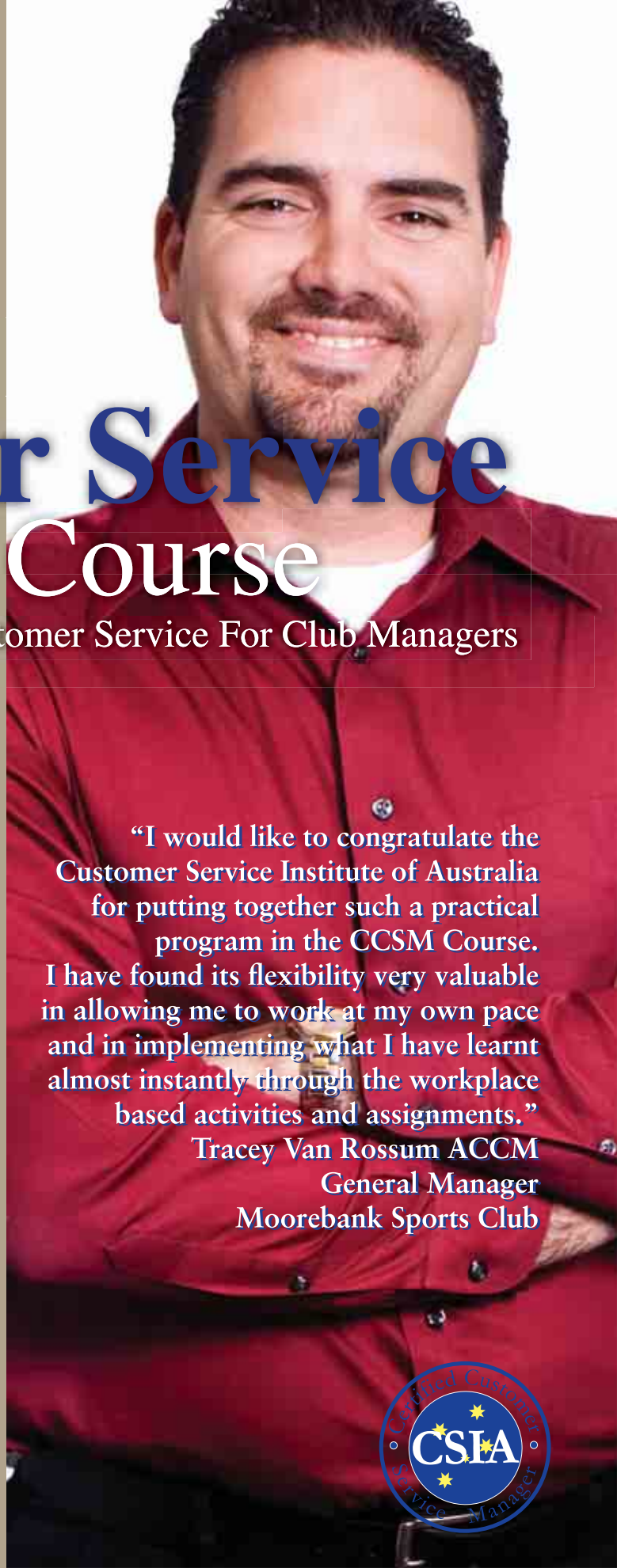
The course includes a workbook and a two day workshop, workplace assignments and an assessment.

Government Funding is available for eligible candidates.



For more information and to receive a Government Funding Eligibility Form please phone Ralph Kober on: (02) 9643 2300
Email: ralph@cmaa.asn.au

For more information on the course please visit <http://www.csia.com.au/ccsm.asp>



"I would like to congratulate the Customer Service Institute of Australia for putting together such a practical program in the CCSM Course. I have found its flexibility very valuable in allowing me to work at my own pace and in implementing what I have learnt almost instantly through the workplace based activities and assignments."

**Tracey Van Rossum ACCM
General Manager
Moorebank Sports Club**



Mid North Coast prepares for Secretary Manager Course

President Bill Larkey interrupted his annual leave to chair the Mid North Coast Zone Meeting at Coffs Ex-Services Club in early June.

Bill, with his Committee team of Secretary-Treasurer Daphne Parker and Education Officer Glenn Buckley, welcomed 20 members for the meeting.

Communication Services Manager Peter Sharp made the trip north to present the CMAA Head Office Report, touching on the significance of the decision to provide an industry-specific award under the Federal Government's Fair Work Act 2008.

In his Education Report, Glenn reminded members of the opportunity to attend the CMAA's Mid Year Executive Leadership Conference at Conrad Jupiters on the Gold Coast from July 15 to 17. He also thanks members for their support of a successful Zone Charity Golf Day at Woolgoolga Golf Club on May 5. Bill congratulated Daphne and Glenn for their efforts in staging the event before members voted on the same venue and date for 2010. Glenn reminded members that the Zone had committed to "buying" the CMDA's popular Secretary Manager Course that would be staged in the region during September with dates to be resolved.

Lifeline Coffs Harbour Problem Gambling Counsellor Julie Curnow presented an interesting and informative picture of her responsibilities in the area, fielded a series of questions on the State Government's policies, Club Industry participation in the problem gambling support strategy and profiled the behaviour patterns of problem gamblers.

Club Plus Superannuation Member Services Managers Charlie Sala and Craig McLaughlin also attended the meeting and luncheon with Charlie briefly addressing members about the opportunity for clubs to add income protection with compulsory super payments for staff.

Host club CEO John Rafferty welcomed 50 members and industry trade representatives to the club's spectacular new first-floor dining room for a sumptuous lunch.

Mid North Coast Zone's decision to stage the CMDA Secretary Manager Course means the date of the AGM, scheduled for September, will be rescheduled.



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Tracey joins St George Cronulla team

Board of Management Studies member Tracey Van Rossum was elected to the St George Cronulla Zone Committee at the Annual General Meeting at Kingsgrove RSL Club on June 2.

It was the only personnel change to the Committee as Zone President and Division B - St George Cronulla Zone and Inner West Zone - Federal Councillor Ian Todd, ACCM, welcomed 26 members, including past CMAA Federal President and Life member Les Evennett for the AGM.

Tracey has replaced Alicia Upton as the Publicity Officer when Alicia moved into the Treasurer position.

The St George Cronulla Zone Committee for 2009-2010 ...

- President: Ian Todd, ACCM - Kingsgrove RSL Club
- Vice President: Gary Baudinette - Engadine Bowling & Recreation Club
- Secretary: Shawn Morris - Caringbah Business & Sports Club
- Treasurer: Alicia Upton - Kurnell Community Sports & Recreation Club
- Education Officer: Stuart Jamieson - Club Rivers
- Publicity Officer: Tracey Van Rossum - Morebank Sport Club



Danny Munk

CMAA Executive Officer Terry Condon, CCM, attended the AGM to present the Head Office Report and conduct the election of Office bearers for 2009-2010. Terry spoke about the opportunity to attend the Mid Year Executive Leadership Conference at Conrad Jupiters on the Gold Coast from July 15 to 17 and the implications of the Australian Industrial Relations Commission's decision to allow a Club Industry Award for management and employees.

CMAA Federal Vice President Danny Munk, ACCM, also the the Managing Director of club industry consultancy Munk Nominees presented a free education workshop titled *"Why Investing in a Good Team is an Investment, Not an Expense - Especially Now!"* with 30 members to start the day at 10am.

Ian Todd was also host club manager for the meeting and welcomed 106 guests, including industry trade representatives to lunch in the club's restaurant.

The Zone's next event will be a Zone Meeting at St George Masonic Club on Tuesday, September 1 with the Neville Worton Golf Day at Kogarah Golf Club on Tuesday, September 22 and the final Zone Meeting and Christmas Luncheon at St George Motor Boat Club on Tuesday, December 1.



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42 CMAA Diary - 2009 Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone
JULY				
Wed - Friday	15 - 17/7/2009	09:00	Conrad Jupiters, Gold Coast	CMAA Mid-Year Conference
Wednesday	15/7/2009	14:00	Conrad Jupiters, Gold Coast	CMAA Fed Executive / Fed Council Meeting
Thursday	16/7/2009	16:00	Conrad Jupiters, Gold Coast	CMAA General Meeting
Saturday	18/7/2009	11:00	Gold Coast Turf Club	Brisbane Gold Coast Zone Charity Race Day
Tuesday	21/7/2009	10:00	Mulwala Services Club	Riverina Murray Zone Meeting
Monday	27 - 29/7/2009	09:00	Twin Towns Services Club	RSL & Services Clubs Assn National Conference
Wednesday	29/07/2009	09:00	Milton Ulladulla Bowling Club	Far South Coast Zone Meeting
Wednesday	29/07/2009	09:00	Canberra Labor Club, Belconnen	ACT Zone Meeting
Thursday	30/07/2009	10:00	Dee Why RSL Club	Manly Northern Suburbs Zone Meeting
Friday	31/7/2009	10:00	Bomaderry Bowling Club	Illawarra Shoalhaven Zone Meeting
AUGUST				
Monday	3/8/2009	07:30	The Grange Golf Club	Illawarra Zone Charity Golf Day
Tuesday	4/8/2009	09:30	Caloundra RSL Club	Sunshine Coast Zone Meeting
Wednesday	5/8/2009	10:00	Port City Bowling Club	Great Lakes Zone AGM
Tuesday	11/8/2009	10:30	Urunga Golf Club	Mid North Coast Zone Meeting
Wednesday	12/8/2009	09:30	Moree Services Club	North West State Zone Meeting
Wednesday	12/8/2009	10:00	Foster's Brewhouse, Abbotsford	Victorian Zone Meeting
Wednesday	12 - 13/8/2009	10:00	Crowne Plaza, Terrigal	Central Coast Zone Meeting & Conference
Sunday - Tues	16 - 18/8/2009	09:30	Darling Harbour, Sydney	AGE 2008 www.austgamingexpo.com
Tuesday	18/8/2009	07:30	Fox Hills Golf Club	Nepean Zone Golf Day
Wednesday	19/8/2009	11:00	Souths Leagues Club	Hunter Zone Meeting
Thursday	27/8/2009	09:30	Auburn	CMAA Executive Meeting
SEPTEMBER				
Tuesday	1/9/2009	11:00	St George Masonic Club	St George Cronulla Zone Meeting
Tuesday	8/9/2009	12:00	Burleigh Bears Club	Gold Coast Zone Meeting
Tuesday	8/9/2009	11:30	Club Rose Bay	City Eastern Suburbs Zone Meeting
Wednesday	9/9/2009	08:30	Lismore Workers Club	Far North Coast Zone Meeting
Tuesday	15/9/2009	07:30	Forbes Services Club	CMAA Mid State Zone Charity Golf Day
Thursday	17/9/2009	10:00	Club Five Dock	Inner West Zone Meeting
Thursday	17/9/2009	11:00	Smithfield RSL Club	Nepean Zone Meeting
Tuesday	22/9/2009	07:30	Kogarah Golf Club	St George Cronulla - Neville Worton Golf Day
Wednesday	23/9/2009	09:00	Pambula Merimbula Golf Club	Far South Coast Zone AGM
Thursday	24/9/2009	09:30	Auburn	CMAA Executive Meeting
Friday	25/9/2009	11:00	Bribie Sports Club	Sunshine Coast Zone Charity Bowls Day
Tuesday	29/9/2009	07:30	Logan Diggers Club	Brisbane Zone Meeting
OCTOBER				
Sat - Tuesday	10 - 13/10/2009		Gold Coast Convention Centre	ClubsNSW Annual Conference
Friday	23/10/2009	10:00	Sandhurst Golf Club	Victorian Zone Golf Day
Sunday - Wed	25 - 28/10/2009		Grand Hyatt Hotel, Melbourne	RSL & Services Clubs Assn Annual Conference
Thursday	29/10/2009	09:30	Auburn	CMAA Executive Meeting
Friday	30/10/2009	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM
Friday	30/10/2009	10:30	Yamba Sports Club, Phillip	ACT Zone Meeting & Bowls Day
NOVEMBER				
Thurs - Sunday	5 - 8/11/2009		Sheraton Mirage, Gold Coast	Leagues Clubs Association Annual Conference
Tuesday	10/11/2009	10:00	North Beach Bowling Club	Mid North Coast Zone Meeting
Tues - Thursday	17 - 19/11/2009		Las Vegas Convention Centre	Global Gaming Expo - G2E
Tuesday	24/11/2009	11:30	Club Bondi Junction	City Eastern Suburbs Zone Meeting
Tuesday	24/11/2009	09:30	Logan Diggers Club	Brisbane Zone Meeting & Qld Bursaries
Wednesday	25/11/2009	09:00	Batemans Bay Soldiers Club	Far South Coast Zone Meeting
Wednesday	25/11/2009	11:00	Central Charlestown Leagues Club	Hunter Zone Meeting
Friday	27/11/2009	09:00	Brighton Le Sands	CMAA Executive Meeting
Friday	27/11/2009	10:30	Brighton Le Sands	CMAA Federal Council Meeting
Friday	27/11/2009	12:00	Brighton Le Sands	CMAA Sponsors Luncheon
DECEMBER				
Tuesday	1/12/2009	11:00	St George Motor Boat Club	St George Cronulla Zone Meeting
Wednesday	2/12/2009	09:30	Tamworth Club	North West State Zone Meeting
Wednesday	2/12/2009	09:30	Norths Leagues Club	Manly Northern Suburbs Zone Xmas Meeting
Wednesday	2/12/2009	09:30	Port Macquarie Golf Club	Great Lakes Zone Meeting & Charity Golf Day
Friday	4/12/2009	15:00	Xmas Cruise	Inner West Zone AGM
Friday	4/12/2009	10:00	Gosford RSL Club	Central Coast Zone Meeting
Friday	4/12/2009	11:00	Collegians Balgownie	Illawarra Shoalhaven Zone Xmas Luncheon
Tuesday	8/12/2009	11:00	Maroochy RSL Club	Sunshine Coast Zone Xmas Meeting
Wednesday	9/12/2009	09:30	Yamba Bowling Club	Far North Coast Zone Meeting
Thursday	10/12/2009	12:00	Liverpool Catholic Club	Nepean Zone Xmas Luncheon
Friday	11/12/2009	11:30	Club Helensvale	Brisbane & Gold Coast Zone Xmas Lunch
Thursday	17/12/2009	09:30	Auburn	CMAA Executive Meeting

Casino turns on the famous country hospitality

Far North Coast Zone headed inland for the mid-June meeting at Casino RSM Club.

President Jon McGregor welcomed 35 members for the 11.15am meeting following the education workshop.

The day started at 9.30am with a 90-minute free education workshop, "Going Greener and Cleaner" - the latest technology, handy tips and funding options to make a difference to the environment and your dollar, presented by Angela Standing from

the NSW Department of Environment regarding the "Eco Clubs" concept. David Perez from Cabarita Beach Sports Club supported the green and smart philosophy with a report on the club's worm farming, composting and recycling in their efforts to following a greener pathway.

CMAA Executive Officer Terry Condon, CCM, travelled to Casino from the CMDA Corporate Governance Cohort 3 at Tweed Heads to present the Head Office and discuss several key issues

for managers and the Club Industry.

Far North Coast Zone Vice President Darren Schipp was the host manager for the day and he welcomed 64 guests, including industry trade representatives to lunch.

Far North Coast Zone's next event will be a Zone Meeting at Lismore Workers Club on Wednesday, September 9, with Christmas Meeting and Luncheon at Yamba Bowling Club on Wednesday, December 9.



Greg Sawtell from Pottsville Beach Sports Club, with Steven L'Estrelle from Casino RSM Club, Chris Philp from Cabarita Beach Sports Club and Terry Beardow from Casino RSM Club.



Daniel Fox, from Woodburn Evans Head RSL Club, with Trish Warner from Ocean Shores Country Club, Andrew Spice from Ocean Shores Country Club and Dave Perez and Cabarita Beach Sports Club.

Nanoptix PayCheck3 printer ticks all the boxes

Greater reliability for every business means more money on the bottom line. Every gaming manager knows "down time" costs money - as much as \$5 for each minute a machine is down. Multiply that "down time" across all machines and it adds up to the potential for a massive revenue loss.

Nanoptix Director of Business Development - Australia & New Zealand, John Dorahy points to the Nanoptix PayCheck3 printer as the perfect product for Australian gaming machines. "Our PayCheck3 can print twice as many tickets as the competition, is ultra reliable and ensures clubs can maximise profitability," John added. "It's a great product and exceeds the expectations of every venue that installs PayCheck3." The Paycheck3 printer also is now approved on Konami Gaming and Aristocrat Viridian and Mk6 machines. PayCheck3 printer features include ...

- It can print twice as many tickets as rival products - approximately 640,000 slot type tickets
- There is less "down time" as it's not necessary to power down the gaming machine to replace faulty printers, or wait for the machine to reboot. Printer replacement is much faster with the machine out of play for less time
- It prints so fast the player doesn't have time to pull on the ticket, which could cause a ticket jam

- Rugged metal chassis built for durability and ease of use
- Bezel designed to prevent paper jams
- Competitor ticket printers can be replaced with the PayCheck3 printer without modifications - "plug and play"
- The Paycheck 3 can replace any other printer - no physical changes needed to fit the machine with the same software
- Clean the roller and print head quickly and easily
- Flick a switch to convert the PayCheck3 to emulate the existing printer model



California's Morongo Casino Slots Director Dan Savage says reliability is everything when it comes to gaming machine printers. "Paper jams and down time cost a lot of money," he said. "We try everything that comes out on the market and the Nanoptix Paycheck 3 is one of the most reliable printers we've ever come across. I tell everyone I know about them."

For more information, contact John Dorahy 0415 601 072 or go to www.nanoptix.com

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Professional Workshop at Tigers

The always-proactive CMAA Inner West Zone again took the initiative and used the time before its June Zone Meeting to have CMAA Education Manager Ralph Kober present a workshop to members on the "Professional Development Opportunities available to Managers through the CMDA". Ralph walked 28 members through the Active Certified Club Manager (ACCM) process, RPL (Recognised Prior Learning) process and the range of new programs available to senior managers other than the Advanced Diploma of Hospitality Management qualification. Ralph highlighted the relationship the CMAA has with the Southern Cross University in the Bachelor of Business Club and Gaming Management, the Southern Cross Graduate College of Management in the Corporate Governance Program within its MBA degree program, the CMAA Club Secretary Managers course and more. Members were invited to bring copies of education and professional development certificates so that Ralph could offer some added advice. The Zone Meeting followed the



hour-long workshop with President Mathew Roper welcoming 33 members to the Balmain leagues Club at Rozelle.

Ralph stayed on to present the Head Office Report and present ACCM awards to Drummoyne RSL Club CEO Kerrie Waddell and Croatian Club CEO Scott Eling. Club Industry trade representatives then joined CMAA members for a light luncheon to conclude the day's activities. Inner West Zone's next meeting will be at Club Five Dock on Thursday September 17 with the Zone AGM and Christmas Luncheon again scheduled for a Sydney Harbour cruise on Friday, December 4.

Top 20 award for 'CashCode one' bill validator

CashCode, a division of Crane Payment Solutions, has been named as producing one of the most innovative products this year. The award, judged by Casino Journal magazine, named the "CashCode one" bill validator among the "Top 20 Most Innovative Gaming Technology Products" for 2009. A panel of gaming industry experts evaluated more than 80 entries to determine the "top 20" with Crane Payment Solutions the only currency validation company to pick up an award. "We are extremely proud of the recognition we have received and thank our customers for their valued input," Vice President Sales and Business Development Global Gaming, Sim Bielak said. "This award validates the value proposition of the product's better throughput and universality which increases revenue while reducing operational costs on slot and manufacturing floors. With today's economic situation any efficiencies that can be realised are quickly being adopted." John Dorahy, the Cashcode Director of Business Development - Australia & New Zealand, said the "CashCode one" bill validator is now approved on Konami Gaming machines and improve machine performance and the player experience.



SECRETARY/MANAGER

Uralla Bowling & Recreation Club Ltd.

Due to the retirement of the present occupant, applications are sought for the position of Secretary/Manager at Uralla Bowling and Recreation Club.

The successful applicant will have a high level of Communication and Organisation skills, while industry experience and familiarity with Registered Club Governance Issues would be an advantage but is not immediately essential.

Immediately essential to the role are skills in Financial Management and Accounting (QuickBooks or similar program), Revenue Protection/Generation, Operations Management, Team Building and Leadership, Decision-making and Conflict Resolution.

The position attracts a salary at Level E + 30% of the Club Manager's Award.

Detailed position requirements are available from the Secretary/Manager,

Telephone **(02) 6778 4192** or email **ubcubc@bigpond.net.au** and applications close on Wednesday 22nd July 2009.

Kevin Ward
Secretary Manager
Uralla Bowling Club

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- The cost of the program is **\$1,560 plus GST** per person for CMAA Members and CMDA Affiliates - **\$1,690 plus GST** per person for non members and is a small investment in the future of your club.

Participants who meet the assessment requirements of the program's Rostering, Manage Quality Customer Service and Leadership modules receive Statements of Attainment for SITXHRM003A Roster Staff, SITXCCS003A Manage Quality Customer Service & SITXHRM005A Lead & Manage People in partial completion of the nationally recognised qualification SIT60307 - Advanced Diploma of Hospitality Management.



To register for the course please go to www.cmaa.asn.au
For more info contact **Estelle McDonald-Birch**
☎ 02 9643 2300 or E: estelle@cmma.asn.au

Memorable meeting for managers at Penrith RSL Club

It was a packed room and equally packed agenda when 63 members attended the Nepean Zone Meeting at Penrith RSL Club in mid-June.

That agenda included the presentation of an ACCM, welcome to a new member and speech by a high-profile club executive who has been in the media spotlight in recent months.

Zone President John Turnbull opened the meeting, welcoming CMAA Federal Vice President Danny Munk, ACCM, Division C Federal Councillor Mike Wiezel and Daniel Ram, the Group Accountant at Parramatta Leagues Club to his first Zone Meeting.

Danny Munk later presented Warragamba Workers Club Secretary Manager Lauren Heydon with her Active Certified Club Manager (ACCM) Award.

Communication Services Manager Peter Sharp presented the CMAA Head Office Report, speaking specifically about the good news of the Australian Industrial Relations Commission's decision to allow a new Club Industry Award within the Federal Government's Fair Work Act 2008.

During General Business, Parramatta Leagues Club CEO Denis Fitzgerald, who recently parted company with the club after a highly-publicised process of changing the football club board, spoke about the generous support he had received from all levels of the CMAA - from Executive Officer Terry Condon and Senior Industrial Relations Advocate Peter Cooper - to the legal team at Slater Gordon and many Association colleagues who had called or emailed to offer support and encouragement during the difficult period. "I realise that what happened to me was a result of being the CEO of a high-profile NRL football club and the financial issues attached to the club's current financial position, but I'm sure that this could happen to any club manager at any club in Australia. I encourage everyone to ensure that you are adhering to all levels of management and corporate governance because the level of scrutiny and investigation is staggering," Denis told the meeting.

Host club CEO Dominic Connaughton welcome 114 guests to the luncheon in the club's impressively presented auditorium where managers and trade representatives networked and relaxed following the busy meeting.

Nepean Zone's next event will be the annual golf day at Fox Hills Golf Club on Tuesday, August 18, with a Zone Meeting at Smithfield RSL Club on Thursday, September 17 and the Christmas Luncheon at Zone President John Turnbull's

Liverpool Catholic Club on Thursday, December 10.



1 - Lauren Heydon accepts her ACCM Award from CMAA Federal Vice President Danny Munk.

2 - Division C Federal Councillor Michael Wiezel (right) welcomes Daniel Ram to his first CMAA Zone Meeting.

3 - Denis Fitzgerald receives a warm welcome from Nepean Zone President John Turnbull.





Manage Workplace Relations

SITXHRM008A

The CMDA will be offering the **SITXHRM008A Manage workplace relations** course in a revamped three day format. This unit deals with the skills and knowledge required to manage workplace relations from an industrial relations perspective. It focuses on the skills and knowledge needed by managers and human resource specialists and deals with the skills and knowledge required to perform the following:

- Describe the Australian Industrial Relations System;
- Forecast potential sources of industrial unrest;
- Develop a positive industrial relations climate in the workplace;
- Resolve workplace issues and disputes.



Location	Club	Date
Tamworth	West Tamworth Leagues Club	Mon 27 - Wed 29 July
Newcastle	Newcastle Leagues Club	Tue 4 - Thu 6 August
Auburn	CMA Auburn	Mon 14 - Wed 16 September
Forster	Forster Bowling Club	Mon 19 - Wed 21 October

Times 9.30am - 4.30pm all days

Cost \$690 (CMA Member, \$790 (Non Member) (GST exempt).

Award Participants will receive a Statement of Attainment for the nationally accredited unit SITXHRM008A Manage workplace relations on successful completion of assessment requirements.

ACCM Points CMAA Members & CMDA Affiliates earn 25 points for successful completion of this course.

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For more details, contact **Estelle McDonald-Birch** at the **CMDA**

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Manager fined \$1,800 over licensing breaches

A western Sydney club manager was convicted and fined \$1,800 after an undercover Police officer was served a glass bottle of champagne after midnight. The *Daily Telegraph* reported that in the first full prosecution under the NSW Government's tough new drinking laws, Campbelltown Catholic Club CEO Michael Lavorato was fined and convicted on June 21 after a staff member served champagne in a plastic glass but accidentally handed over the glass bottle as well.

The club has been subject of a police "sting" operation since the State Government's new drinking laws began in December. Less than three weeks after the laws took effect, undercover officers pretended to be customers at the venue and ordered two champagnes after midnight. The sparkling wines were poured into plastic glasses but the bartender inadvertently handed the small glass bottles, too. Even though a manager saw the mistake and went over to remove the bottles, Police decided to prosecute for breaching the ban on glass sales after midnight at certain venues.

Another staff member also accidentally served a Heineken beer in a bottle after midnight and the

club was penalised for that too. The staffer was so distressed that she resigned over the incident.

There was one glassing at the club, 11 years ago.

Magistrate Daryl Pearce fined the club \$600 for each of the three breaches and recorded a conviction against Mr Lavorato who was at home in bed at the time of the incident. Mr Pearce said it was necessary to send a message to the industry and deter others.

However the conviction has outraged the industry, which is demanding an overhaul of the legislation with

continuous claims of absurd overkill by police on the laws.

On two other occasions undercover officers supposedly detected intoxicated patrons but Mr Pearce dismissed both charges. In the first case the man was simply "smiling a lot". In the second case, Mr Pearce found that the club could not have reasonably stopped the man, who was at a dance concert, from being drunk.

Mr Lavorato told The *Daily Telegraph* that over a four-hour period on two Fridays, 27 Police officers, as well as sniffer dogs, went through the club.

Club bartenders fined for serving a 'high-fiver'

Two female bartenders have been fined \$550 each for serving a drink to a man who "high-fived" a friend. The *Daily Telegraph* reported on June 23 that Ivan Pacho was confronted by an undercover Police officer and "frog-marched" out of Campbelltown's Wests Leagues Club after he "high-fived" a friend in the club's Bamboo Lounge before ordering a blue lagoon cocktail. The two barmaids were then each fined - one for preparing the drink, the other for serving it. They are now contesting the fines in Court. A staff insider said Mr Pacho, a 26-year-old disability care worker, was in no way intoxicated and was a well-known club regular who was always friendly and well behaved. Mr Pacho said the Police officer repeatedly tried to physically escort him from the premises, even though he said he was willing to leave. "They told the manager that her grounds for kicking me out was I gave someone a high-five. Come on, Wests Tigers were playing," he said. Police said they could not comment on the case as it was before the Court.

NSW Govt expands crackdown policy on 'alcohol hotspots'

The NSW Government will expand the crackdown on liquor law abuse under a \$16 million investment targeting "alcohol hotspots" and supporting safer communities.

Gaming and Racing Minister Kevin Greene said almost \$16 million had been confirmed in the 2009-10 Budget to continue implementing strict new liquor laws and provide quality counseling services for problem gamblers.

Mr Greene said \$3.6 million of this Budget allocation would allow the NSW OLGR to continue its expanded program of liquor law enforcement operations and education initiatives in alcohol hotspots. "The funding is the second installment of a \$10.8 million commitment over three years to implement the new Liquor Act and reduce alcohol-related anti-social behaviour and violence," he said. "Last year's funding increase allowed OLGR to employ 25 new liquor inspectors, bolstering its ranks to 65 frontline officers. These inspectors work with NSW Police to secure compliance with our strict new liquor laws with covert operations in licensed venues as well as audits and workshops to assist licensees and their staff. The state's network of 145 Liquor Accords will

continue to be a priority. OLGR is increasing support and resources for accords to help build their capacity to address local alcohol problems."

Mr Greene said \$12.2 million of this year's Budget allocation would go into the Government's Responsible Gambling Fund for high-quality counseling services, important research, education and awareness initiatives. "The Government is investing a record \$10.9 million in its network of *Gambling Help* problem gambling counseling and support services in 2009-10," Mr Greene said. "The Government funds over 40 free problem gambling counseling services that operate at more than 200 locations across the state, a 24-hour telephone counseling service, and a range of self-help and support materials on the internet. Included in this year's Budget allocation is a 4% funding increase for 38 front-line problem gambling counseling services to help them meet increased operating and staff costs. Also included is a \$362,000 grant to help develop a new national online problem gambling counseling service that is expected to be launched later this year. We will also launch the second phase of our \$1.8 million Statewide Gambling Hangover awareness campaign to educate young men about the risks of gambling and promote our free help services."

Gaming icon protects company with loan tied to death

By KATRINA NICHOLAS,
of Bloomberg.com

Len Ainsworth, 85, can't take his \$835 million fortune with him when he dies, but he can try to control how it's spent.

Mr Ainsworth, Australia's 34th-richest person, has seven sons from two marriages and wants to make sure his slot-machine business, Ainsworth Game Technology (AGT), survives him. "You can't judge what your children might do; you can't judge what your children's wives might do," he said. "Maybe someone loses money in a venture and dad's just croaked it, so why not plunder that? Once you're in a box you don't know what's happening, do you?"

Mr Ainsworth, whose five married sons have eight weddings between them, extended the maturity on his \$40 million loan to Ainsworth Game Technology to a date four years from the day he dies. He also changed the redemption date on the company's \$25.6 million in bonds that are due in December by two years, with the option to extend for another three. As a sweetener, the 8% coupon will rise to 10% on January 1, 2010. Mr Ainsworth owns about 60% of the notes and is essentially the company's sole source of funding.

Extending the maturity on the loan and the redemption on the bonds prevents any of Mr Ainsworth's family from taking legal action to divert the money from the company.

With AGT spending cash at a rate of \$334,000 a quarter and outside stakeholders to consider, Mr Ainsworth said it seemed the prudent thing to do. "With the percentage of

debentures I've got and the percentage of my shareholding, it's possible for me to do pretty much as I wish," he said. "At the same time, I have to take into account the interests of other people, not only from a legal point of view but from a moral point of view."

The changes, ratified by shareholders and bondholders, were made at the suggestion of an independent director, according to Mr Ainsworth.

"He's a wise old man and he's lived a lot of years," Paul Ainsworth, one of his sons, said. "I don't see there are any issues within the family but one reads about these kinds of things happening and in your imagination one could foresee the possibility. It's his business and he's free to do whatever he wishes."

None of Mr Ainsworth's sons works in the gaming industry.

Len Ainsworth was one of the first persons inducted into the CMAA's Hall of Fame when it was founded in 1994 and AGT is a CMDA Career Development Centre sponsor company.

In 1954, Len Ainsworth founded Aristocrat Leisure Ltd in Sydney to make poker machines. By the time the company went public in July 1996, it had customers from the U.S. to Europe, Japan and Russia and was well on its way to becoming one of the world's biggest suppliers of gaming machines. His sons retain control of about 30% of the company, according to Aristocrat filings.

Len Ainsworth cut all ties with Aristocrat in 1994 after being diagnosed with cancer and fighting a court battle over poker machine licensing that began in 1981. He overcame his health issues and in 1995, the year he was inducted into the gaming industry's American Hall of Fame, he founded Ainsworth Game Technology.

His estimated family worth of \$835 million put him at No.34 on *BRW Magazine's* 2009 Rich List. Stock market losses have taken their toll, with Mr Ainsworth worth \$1.57 billion last year and ranking No.7 with wealth of \$1.9 billion in 2006.

Between extending the bonds' maturity and due date of the



Ainsworth Game Technology's
CEO DANNY GLADSTONE

loan, \$12.3 million of which has already been drawn down, Mr Ainsworth says the company should have enough time to recover from a slump in sales caused by the recession. "The debt situation is satisfactory now and I think we'll have a positive result not too far down the line," he said.

Ainsworth Game Technology hasn't made a profit since June 2005, almost four years after its December 2001 listing on the Australian Stock Exchange. In the six months ended December 2008, the company lost \$2.8 million.

"International revenue fell, primarily in the Americas, due to the financial crisis resulting in reduced levels of investment by gaming venues," Chief Executive Officer Danny Gladstone said in the February 18 release of the company's first half results.

The company also has been hurt by smoking bans in Australia and Europe. On May 12, AGT told investors that losses for the second half would be worse than expected. The company said positive progress is being made in the U.S., where an application for a Nevada gaming license is under way.

Len Ainsworth doesn't feel the moves to safeguard his company will deprive his family. "I gave a fortune away to the various members of my family after Aristocrat was floated," he said. "Most of my boys have done very well, but there is the odd exception and you can't control what's going to happen when you're gone. I'd like to, that would be a great idea, but there aren't any systems for that."

Ainsworth Game
Technology founder
LEN AINSWORTH.



Many clubs at risk when it comes to FBT

There are a number of areas of financial risk that businesses operating within the Club Industry are commonly exposed to. To ensure that clubs don't run the risk of the Australian Taxation Office capturing them for non-compliance during audits and reviews, PKF clubs specialist Paul Cheeseman recommends that club executives and boards pay close attention to a number of key risks areas.

A key area that Paul Cheeseman points to is Fringe Benefits Tax (FBT), with common issues including ...

1. Car Parking

When club employee car parking spaces are subject to FBT, care must be taken where two employees have parked in the same parking space during the day for more than four hours, as both employees are captured for FBT even though there is only one parking space.

2. In-House Gymsnasiums

Gym facilities provided to employees at the club's premises may be exempt from FBT. This is where the gym is provided as recreational facilities or the use of the gym is directly used as part of the club's operations.

3. Pooled Cars

The taxable value of cars that are used by several employees can be reduced by maintaining relevant log books and business-use records. If these documents are not kept properly maintained, the highest taxable percentages will be used,



PAUL CHEESMAN



Chartered Accountants
& Business Advisers

increasing the FBT burden of the club.

4. Club Uniforms

If clubs do not ensure an effective "compulsory" uniform policy is in place the uniforms may be subject to FBT.

5. Entertainment

Club functions involving food and drinks may be exempt from FBT by simply holding the functions on the club's business premises. However, this is only in limited circumstances, so club owners should be conscious of ensuring the functions meet the FBT requirements.

Another key area for concern is Goods and Services Tax (GST). Paul says: "As the ways that services, prizes and incentives are delivered to members become ever more innovative, one of the key risks areas regarding GST, which warrants close scrutiny, is the calculation of the 'global GST amount' in accordance with Division 126 of the GST Act."

Paul says the GST approach to providing holiday accommodation, as well as the process by which local community and sporting clubs are funded, are additional areas of risk. For example, it is not commonly recognised that many of the donations made under Clubs Community Service Obligations can give rise to input credits.

"One of the factors that brings complexity and a greater margin for error to the Business Activity Statement [BAS] process for clubs is the fact that, for many transactions, the GST treatment requires a calculation that is separate from the main accounting system," Paul added. "So, the greater the number and variety of these types of transactions, the more important it becomes to carefully document the system so that staff can be given clear instructions rather than rely on another's perception of what is required. If you have concerns about ensuring your accounting processes are correct and that your club will not be caught for non-compliance, you should call a clubs accounting specialist."

XXXX beer to be withdrawn from British market

It was "last drinks" for XXXX in the United Kingdom after British drinkers failed to warm to the Australian beer. The *Courier Mail* reported that brewer Lion Nathan withdrew the brand from the U.K. at the end of the June - 25 years after it was introduced to the Brits. InBev U.K. was licensed to produce the lager at its Samlesbury brewery in Lancashire, northwest England. But Lion Nathan retired the brand when the licensing agreement expired on June 30. "The mainstream lager market in the U.K. is subject to challenging market conditions," Lion Nathan said. "Also, in an increasingly

globalised world, Lion Nathan has taken the view that maintaining varied brand positioning in different markets is not in the best interests of the XXXX brand." The beer, first brewed in 1924, was marketed overseas with the slogan "Australians couldn't give a XXXX for anything else". It has been sold in the U.K. since 1984, but failed to replicate the popularity of Foster's and has reportedly suffered an ongoing sales slump. InBev has increasingly turned its attention to other products, including lower-strength versions of Stella Artois and Becks. Walkabout Covent Garden bar manager Eddie



Still said the chain of Aussie-themed bars stopped selling XXXX more than two years ago. "The odd person will walk in and ask for it," he said. "But we tend to get more people asking for Coopers and Boags."

Clubs plan to bid for hospital meal contracts

More than 1,200 registered clubs across NSW will bid to provide meals to public hospital patients when laws governing how they can make money are relaxed later this year. The *Sydney Morning Herald* reported in early June that the news comes only weeks after NSW Health announced it would serve pre-packaged and frozen meals bought direct from factories in a bid to slash staff numbers and costs.

The new laws, which will allow struggling clubs to offer temporary memberships, remove membership limits and defer gaming tax without being charged interest until next May, are being introduced to help clubs reclaim revenue lost since smoking bans were introduced two years ago.

"Right now it's a major challenge for clubs to remain competitive and sustainable," said the Minister for Gaming and Racing, Kevin Greene.

NSW Health serves about 22 million meals each year. It announced last month that all meals would soon be prepared in one of eight centralised kitchens and delivered chilled or frozen in airline-style containers to patients across the state. The sweeping changes would put an end to smaller hospitals buying locally grown produce and cooking meals without government supervision or control, and eliminate the need for thousands of kitchen staff. But the plan has been criticised by dietitians who say that half of all patients are malnourished and up to 70% of elderly people cannot

open packaged meals. They told the Garling Inquiry last year that nutritious food reduced a patient's length of stay and their risk of contracting secondary infections and post-surgical complications.

But ClubsNSW CEO David Costello said clubs, which already served about 57 million meals a year, needed to win big catering contracts to survive and could provide nutritious meals at affordable prices. "Food now needs to pay its way which means giving it the five-star treatment," he said. "We already have the staff and the infrastructure and we know how to make good food. Hospitals win, patients win and clubs win."

A NSW Health spokesman said all food provided to patients must meet strict nutritional, quality and safety standards, and "it would not be appropriate to consider the services of a catering provider that was not able to meet these standards".

But for James Mackenzie, a chef at the Graphic Arts Club in Mascot, strict standards are nothing new. He has cooked for Prince Andrew and Princess Diana, Bette Midler, Kylie Minogue, Freddie Mercury, Helen Mirren and Angela Lansbury. His restaurant is booked out a week in advance and has twice won state awards. "Our food is simple, fresh and fast - and it would be wonderful to be able to do that for hospital patients," James said. "I doubt that a club our size could service a major hospital, but we could certainly take on a contract for a nursing home."

Victoria Bitter douses 'hard-earned thirst' slogan

Beer brand VB is edging away from its hard-drinking heritage, dumping the "hard-earned thirst" slogan it has used for 42 years and promoting itself as a beer for every Australian. A new slogan will be unveiled in a \$2 million blockbuster commercial, shot in Ballarat during May, that will be launched next month ahead of the peak summer beer-drinking season. The once-mandatory John Meillon voiceover has already gone, as have the images of sweating blue-collar workers. The theme from *The Magnificent Seven* movie will remain, but relegated to the background. In their place

will be celebrities mixing with groups of real Australians marching under tongue-in-cheek banners such as "blokes who punch above their weight"; or men with good-looking wives, "manscapers"; or metrosexuals who shave in unexpected places; and even "sheilas named Sheila", featuring women who are actually named Sheila. In recent years, as VB searched for a new identity, campaigns such as the much-celebrated David Boon and Shane Warne dolls that uttered messages during cricket broadcasts, had actually made the mistake of "trying too hard", according to Foster's beer chief Peter Sinclair. That approach associated the brand with the "stereotypically ugly Australian", he said. "The reality is VB is ubiquitous," he said. VB is still the country's top-selling beer, out-selling Lion Nathan's Toohey's New by a factor of two, but sales have been declining. Mr Sinclair said consumers had returned to the



brand in the recession and sales had flattened out at 43% of the traditional beer market in the past year. "It was in decline and now it has stabilised," he said. "The aim is to return VB to growth. There was a 40-year campaign about reward for effort. That chapter is closed and another one opens. Our defining moment will be our Regulars campaign." Foster's is hoping people will create their own social groups, and spread the word on social networking websites such as Facebook and Twitter.



Legislation imposes new pressures on security services

Legislation introduced by the Security Industry Registry (S.I.R.) in 2007 has placed unprecedented compliance pressure on guards and employers.

Among many requirements, the Act required all 1AC (unarmed crowd controllers) guards to undergo additional Recognition of Prior Learning (RPL) training by November 1, 2008.

Gold Crest Security CEO Mark Walker said guards who failed to meet the deadline were faced with the prospect of having to redo the entire two-week training course on their own time and at their own expense with some training organisations charging \$2,000 for the course.

"It's not hard to imagine that the prospect of redoing this course for the average 'weekend warrior' is far from appealing," Mark added.

To put this in perspective, a weekend guard might work Friday and Saturday nights for six hours per night, being paid about \$26 per hour.

The consequence of the legislation is that there are now far fewer guards than positions around Sydney.

To further illustrate the current situation, Gold Crest Security - a CMDA Career Development Centre sponsor company - recently administered a week-long \$2,000 recruitment campaign involving advertisements in seven local newspapers and one mainstream paper.

The ads produced around 50 responses which were screened down to five possible options and resulted in one viable guard. That's a cost of \$2,000 per guard via that recruitment option.

Mark said Gold Crest Security has developed relationships with training organisations in an attempt to have new guards referred direct to his company. However, this has resulted in more "P plate" (provisional) guards, rather than fully licensed guards.

"Provisional licensed guards must



work under the direct supervision of a fully licensed guard," Mark said. "But the definition of 'direct supervision' appears to vary from district to district.

"Some Licensing Sergeants define direct supervision as 'in line of sight', while some define it as 'standing next to' and others say they are in direct supervision if they have a two-way radio."

Mark said correspondence to the S.I.R. seeking clarification of the "direct supervision" issue, met with a cold response, stating it was a matter for Courts to decide.

The fine to the security company for a breach of "direct supervision" is

\$2,200 per offence.

"At Gold Crest Security, we attempted to compensate for the shortage of guards by letting go 15 hotel clients," Mark added. "The staff affected by this decision were quickly absorbed by our CMAA clients."

Mark said by the end of 2009 there should be an influx of "P plate" guards earning their full license status. "Until then, we'll keep advertising and networking to provide the best possible service to our more than 40 CMAA clients," Mark concluded.



LRS picks up strong signal in Sydney

Since 1993, Long Range Systems (LRS) has been an innovator of on-site wireless solutions, providing revolutionary technologies and helping businesses become more efficient and productive.

Based in Dallas, Texas, has 24 offices world-wide, including the recently opened LRS Australia operation at North Sydney with Anthony Lewy at the helm and Peter Stathopoulos on the sales team. Anthony, well-known to the club and hospitality industries, and Peter, with many years in restaurants in Melbourne, place top priority in understanding and meeting client needs with practical and easy-to-use solutions. Peter is experienced in all levels of hospitality and understands the importance of a reliable and efficient paging system.

"When choosing a paging solution, we believe there are four traits - quality, service, value and innovation - that set LRS Australia apart and is the foundation of our success," Anthony said. "LRS Australia is committed to delivering the most durable products available in the market today and LRS - around the world - leads in customer service. LRS has always been the leader in value-driven products for the paging industry."

In 1995, LRS invented the popular coaster guest pager and today offer a suite of other products designed to help streamline operations, improve service and increase sales. The LRS wireless poker machine paging system is a low-cost, efficient system. It's easy to install with programmable buttons and monitors service response times. The benefits are on-demand service significantly increases check averages, it enhances customer service and keeps servers responsive.

For more information on the LRS Australia range of products, contact Anthony or Peter at Crows Nest - 02 9955 5700 - or go to the website - www.lrsaustalia.com.au

Sales Executive Peter Stathopoulos (left) with Managing Director Anthony Lewy at LRS Australia's new offices at North Sydney.



Mounties returns to top club billing

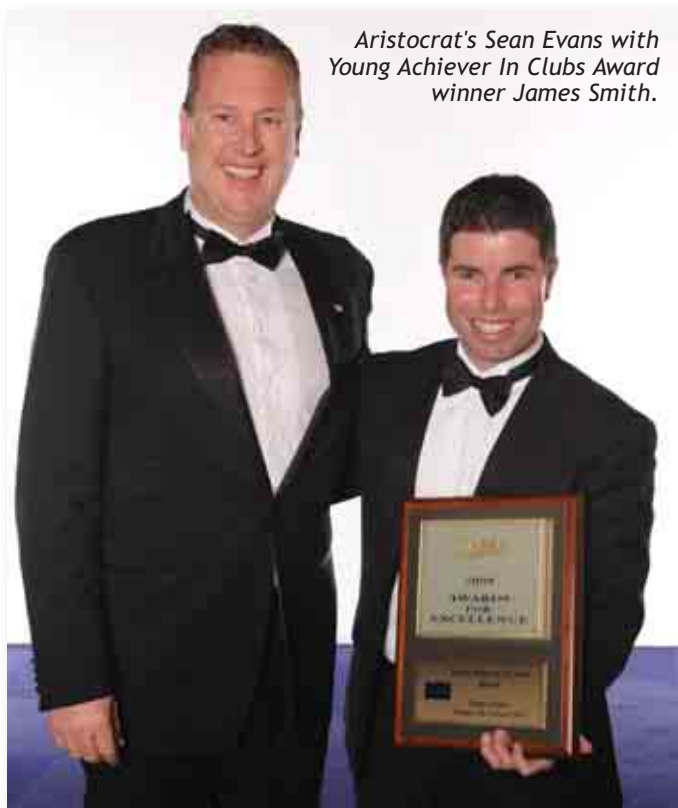
Mounties made it two titles in three years when it was named Club of the Year at the 2009 ClubsNSW Awards for Excellence last month.

Mounties took out the Tooheys-sponsored large club section of the main award category, with Armidale City Bowling Club winning the small club section and Canada Bay Club named medium club section winner. In 2007, the Mt Pritchard "super club" took out the same award and maintains its status as one of the Club Industry's premier organisations.

For Armidale City Bowling Club's senior management team of General Manager Phil Wheaton and his deputy Patrick Crick, it was a dramatic change of fortune following a violent armed robbery at the Northern Tablelands venue earlier this year. Each man had three teeth broken when assaulted during the robbery, but were all smiles in accepting four awards during the presentation dinner at the Sydney Exhibition & Convention Centre. Phil is the CMAA's North West State Zone President with Patrick as the Zone's Education Officer and the club collected three other awards - Outstanding Club Governance & Innovation, Best Club Keno (small club) and Encouragement of Amateur Sport (small club)

Mounties and Canada Bay Club also collected multiple awards at the NSW Club Industry's main awards night.

Young Achiever in Clubs was the latest addition to the CV of James Smith, Mingara Recreation Club's Purchasing Manager and CMAA Central Coast Zone Secretary.



Aristocrat's Sean Evans with Young Achiever In Clubs Award winner James Smith.

The Winners ...

Tooheys Club of the Year

- > Small Club - Armidale City Bowling Club
- > Medium Club - Canada Bay Club
- > Large Club - Mounties

Outstanding Human Resource Management Award

- > Small Club - Murwillumbah Services' Club
- > Medium Club - Club Rivers
- > Large Club - Mounties

Outstanding Club Governance & Innovation - Armidale City Bowling Club

Best Club Development

- > Small Club - South Hurstville RSL Club
- > Medium Club - Sydney Rowing Club
- > Large Club - Ballina RSL Club

Best ClubTAB - Mounties

Best Club Keno

- > Small Club - Armidale City Bowling Club
- > Medium Club - Canada Bay Club
- > Large Club - Warilla Bowls & Recreation Club

Outstanding Keno Coordinator - Te-Anhina Rena Thompson - Doyalson-Wyee RSL Club

Outstanding Environmental Sustainability - Western Suburbs (Newcastle) Leagues Club

Best Club Entertainment

- > Small Club - Cabana Bar & Lounge
- > Medium Club - diggers @ the entrance
- > Large Club - Club Marconi

Best Club Restaurant - Sydney Rowing Club

Best Casual Dining Venue

- > Small Club - Club Cronulla
- > Medium Club - Sydney Rowing Club
- > Large Club - Dee Why RSL Club

Best Club Function Venue - The Epping Club

Best Club Gaming Venue

- > Small Club - Murwillumbah Services' Club
- > Medium Club - Club Rivers
- > Large Club - Dee Why RSL Club

Outstanding Financial Management

- > Small Club - Murwillumbah Services' Club
- > Medium Club - Canada Bay Club
- > Large Club - Campbelltown Catholic Club

Encouragement of Amateur Sport

- > Small Club - Armidale City Bowling Club
- > Medium Club - The Westport Club
- > Large Club - Wyong Rugby League Club

Outstanding Community Service

- > Small Club - Club Old Bar
- > Medium Club - Riverstone Schofields Memorial Club
- > Large Club - Dee Why RSL Club

Young Achiever in Clubs - James Smith - Mingara Recreation Club

Spirit of the Bush - Bombala RSL Club

Outstanding Contribution to the Club Movement

- > Jon Chin, ACCM - Hexham Bowling Club
- > John Millard - Mingara Recreation Club

People's Choice Award For Community Service - Riverstone Schofields Memorial Club

New water efficiency program announced on World Environment Day

Sydney Water picked World Environment Day to roll out its new BizFix campaign.

Managing Director Kerry Schott said BizFix was a program of installing water efficient devices to business taps and toilets.

A pioneer program for Australia, BizFix is expected to save 700 million litres of water - or enough water to fill 700 Olympic size swimming pools - in the first three years.

"By installing water-efficient fittings and regulating the water flow in taps and toilets, the average business can reduce the amount of water used in bathrooms by close to a third," Dr Schott said. "While retrofitting amenities will over time save businesses money on their water bills, there can be a large upfront cost involved. BizFix allows businesses to significantly cut water use without making large demands on their cash flow."

Dr Schott said BizFix was a two-step process.

- Once an eligible business registers for the program, a qualified plumber will audit their amenities and provide a report outlining the results. The report will include a Sydney Water quote to return and install water-efficient devices in the amenities.
- Once the business has accepted the quote, Sydney Water will send a qualified plumber to complete the recommended work.

Sydney Water will split the cost of the initial inspection and subsequent work with the business.

Businesses will pay about \$280 for the water audit with the fee appearing on their next water bill. The cost of retrofits will vary depending on what work is required. Businesses have the option to spread the cost of any work done over their water bills for the next 12 months.

Since Sydney Water began offering the service to members of the "Every Drop Counts" Business Program in April this year, more than 60

businesses signed up for an audit.

Sydney Water has allocated almost \$5 million to the BizFix program over four years.

The service initially will be offered to non-residential properties using more than 80,000 litres of water a day, with plans to expand the offer to smaller businesses.

BizFix is based on Sydney Water's successful WaterFix service that involves installing water-efficient showerheads and flow regulators on taps in homes. "WaterFix has been extremely popular, with more than 473,900 homes participating to date and saving close to 10 billion litres of water a year," Dr Schott added.

BizFix is one of many services Sydney Water offers to businesses in Sydney, the Illawarra and the Blue Mountains as part of the "Every Drop Counts" Business Program.

For more information, visit www.sydneywater.com.au/SavingWater/InYourBusiness

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Fenech says wine range is a knockout

Former boxing world champion Jeff Fenech launched his own range of wine at a Chinese restaurant in Sydney during mid-June. The range includes "Whitebox", "Cahilton", "Huma" and "Buddhas" and is produced by Stuart Wines at vineyards in Heathcote and the Yarra Valley. Stuart Wines has been producing the labels since 2002 but held the official launch on June 17 to mark Fenech's role in signing a deal with Dan Murphy's for national distribution earlier this year. "I was told by Woolworths that our Whitebox Shiraz from Heathcote is their best selling red at the moment," Stuart Wines Company Director Hendra Widjaja said. Widjaja attributes his success to chief winemaker Peter Wilson and everyday luck. "Most great reds happen by accident, don't they?" he added. Widjaja said Fenech became involved in the company after a mutual friend sent him a sample. "Jeff is a wine enthusiast ... he loves his red wine," Widjaja added. "After he tasted it, he asked if he could become involved in the wine business with me." Fenech said it was love at first sip.



"One of my catches is that I tell people the truth. I often go to functions where they served wine that tastes like vinegar. It's an insult. 'Do you want me to come back here? I ask them. No one wants to drink this,'" he said. "But the first time me and my wife tasted this wine ... I'm telling you

... you put this in any function room anywhere in Australia and people will drink it. I've given bottles to my Spanish friends, my Italian friends and they all love it. I've sent a couple of bottles to some of the restaurants I go to and they get customers trying it for the first time and saying they want to buy two or three boxes straight away. So I thought there might be something in it ... I flew down to the Yarra Valley and tried all these wines, met a lot of people, did a deal with them and invested a large amount of money. Now I'm using my connections to move it around. I've got meetings set up with all sorts of people. I tell them, 'Wouldn't you rather spend three or four dollars extra on a bottle and get this, instead of watching your customers walk out?'"

New 'Moo Brew' worth the wait and the cost

At more than \$1 a sip - and \$600 a carton - Moorilla's newest brew is anything but the typical drink. That's especially the case for those looking to find solace in during a global recession. The Hobart *Mercury* reported devout beer lovers are defying the economic gloom and buying up big on Moo Brew's 2008 Vintage Stout at \$25 per 330ml bottle. The 2008 inaugural production of 672 bottles saw Tasmania's most expensive beer sell out in just eight days. This year, production has more than doubled but is again limited, with just 1515 bottles produced. Despite celebrating its release in early June, '09 sales quickly surpassed 2008 with more than 800 bottles pre-ordered, which did not surprise Moo Brew head brewer Owen Johnston. "Some people are buying for drinking sake and others are buying for collecting, but either way our clients are deterred by price or the economic climate," Owen said. And he's certain it's worth every dollar: "This year's brew is definitely better than 2008 - we used the same recipe but have tweaked it a little. The flavour on the palate has gone through the roof this year - it is a really big beer. It brings a range of flavours from different roasted malts right back through to chocolate, toffee, biscuit and toast. We have refined the process and the response has already been overwhelming." The 500 litres of Imperial Stout produced - worth about \$37,800 - has spent nine months in French Oak Barrels, with three months in bottle conditioning. The bottles are individually numbered, filled, capped and labeled by hand brewing team. Last year, consumers who bought bottles were given the chance to register their details against their individual bottle number with the option to receive the same number this year, which Owen Johnston said was a popular choice. "Almost everyone who made a purchase last year has made a purchase this year," he added.



Moo Brew head brewer Owen Johnston with the 2009 Vintage Stout.

Tabcorp unveils 'new-look' Sky TV and radio

Tabcorp's has released its master brand for its television and radio businesses. The brand repositioning - launched on June 2 - will see Sky Racing as the new brand for its TV network, while NSW racing and sports radio station 2KY will now be known as Sky Sports Radio. Sky Racing's Chief Operating Officer Brendan Parnell said the brand repositioning aligns the radio station with Tabcorp's TV network, allowing for the launch of digital radio and new channels including mobile TV. "Sky Sports Radio and Sky Racing are entering an exciting era and the



new brand is the forerunner to further changes in the rapidly evolving world of media technology," Parnell said. While racing will be the backbone of Sky Sports Radio, its niche sporting programs will continue to be popular among listeners. The flagship of these programs is the only all-sports breakfast show in NSW, Big Sports Breakfast, hosted by Terry Kennedy and Michael Slater.

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