

*Merry Christmas & Happy New Year*

CMAA  
AUSTRALIA

# Club Management

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IN AUSTRALIA

Dec 09 - Jan 10  
Vol 85, No 210

- 2010 CMAA Meeting & Events Diary: P26 - 27
- 2010 CMDA Training Calendar: P34 - 35

## Decades Of Dedication

Blayne Webb from Barringtons, Sandra Renwick from Stargames and Brett Boon from Thomson Playford Cutlers each received a commemorative gift to mark 10 years of CMDA Career Development Sponsorship

➤ Report & Pictures: P12 - 15

- Curtain Comes Down On 2009 Zone Events: P42 - 61





# COMMUNITY JACKPOTS

A circular logo featuring a lion dance head and the text 'WU-SHI 舞獅' and 'COMMUNITY'.	<b>GRAND WINNER</b> MACHINE 4 \$ 3,200.24 <b>GRAND COMMUNITY WINNERS</b> MACHINES 202, 127, 144, 110 EACH WIN \$ 200.01	A circular logo featuring a lion dance head and the text 'WU-SHI 舞獅' and 'JACKPOTS'.
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Federal Executive Member



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

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Balanced (60-76)

31/08/2009

Fund Investment Option	Option Type	Return Period	Return (%p.a)	Rank
Club Plus Super - Balanced Option	Balanced (60-76)	3 year	2.9	1
OSF Super - Mix 70	Balanced (60-76)	3 year	2.72	2
Catholic Super - Balanced	Balanced (60-76)	3 year	2.32	3
Statewide - Aussie Choice	Balanced (60-76)	3 year	2.31	4
NGS Super - Diversified	Balanced (60-76)	3 year	2.1	5
AMG Universal Emp - Balanced Unit	Balanced (60-76)	3 year	2.08	6
Buss(Q) - Balanced Growth	Balanced (60-76)	3 year	2.06	7
Sunsuper Solutions - Retirement	Balanced (60-76)	3 year	1.96	8
Tasplan - Balanced	Balanced (60-76)	3 year	1.71	9
CareSuper - Balanced	Balanced (60-76)	3 year	1.53	10

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## Gold Crest Security marks Xmas season with giving spirit

Mark Walker made quite an impression at the Gold Coast-Brisbane Zones Combined Race Day in July. The Gold Crest Security boss didn't back a handful of long-shot winners, or own the winning horse in the main race at the Gold Coast Turf Club that marked the end of the 2009 Mid Year Executive Leadership Conference. Mark won first prize in the big raffle ... took the \$2,000 cash prize, rather than the trip for two to the Melbourne Cup ... then donated the money to the two local organisations benefiting from the charity race day. Mark got a rousing cheer and applause from the packed Dome for his generous gesture. With Christmas and the holiday season around the corner, Mark and his team at Gold Crest Security have jumped into the spirit of giving - with the support of more than 50 major clients. Gold Crest usually spend \$100 per client - 30 are CMAA members - on Christmas "thank you" presents. "We try hard to think of original gifts," Mark said. "But, too often, we have fallen back on the gift hamper." Last year, Gold Crest distributed wine coolers that doubled as a chair. "Inevitably, it collapsed when anyone sat on it," he added, with a despairing chuckle. This year, instead of the traditional client gift, Mark has allocated the money - \$5,000 - to the Vega 95.3 (Sydney radio) "Children's Hospital at Westmead Christmas Appeal". Vega instantly acknowledged the amount and gesture live on air, interviewing Mark, who chose to remain anonymous. He did, however, mention several client clubs and their community and Christmas spirit. "I'm proud of the Gold Crest Security team and our generous clients for their support ... the children deserve this," Mark added.



PAGE	ADVERTISER / Editorial
COVER 1	CMDA 2009 SPONSOR LUNCHEON + POINTERS
COVER 2	INDEPENDENT GAMING
P 1	CMAA ADMINISTRATION & IMPRINT PAGE
P 2	CMDA CAREER DEVELOPMENT SPONSORS
P 3	CLUB PLUS SUPERANNUATION
P 4	CMA MAGAZINE EDITION CONTENTS PAGE + Gold Crest Security
P 5	CASHCODE
P 6	PAYNTER DIXON CONSTRUCTIONS + Industry Issues 1
P 7	CMAA ADVERTISING RATES & SPECIFICATIONS
P 8	MERIDIAN CONSTRUCTION + President's Perspective - Bill Clegg
P 9	CMAA FEDERAL ELECTION NOTICE
P 10	Executive Officer's Desk - Terry Condon
P 11	CCM TRAVEL
P 12	CMAA Sponsors Appreciation Luncheon 1
P 13	CARDCORP+ CMAA Sponsors Appreciation Luncheon 2
P 14	HARLEY RUSSELL DAY + CMAA Sponsors Appreciation Luncheon 3
P 15	NUFURN + CMAA Sponsors Appreciation Luncheon 4
P 16	OTEN TAFE NSW + 2009 ACE Awards 1
P 17	2009 ACE Awards 2
P 18	Northern Exposure 1 - 2009 In Review
P 19	THOMSON PLAYFORD CUTLERS + Northern Exposure 2
P 20	Southern Exposure 1 - 2009 In Review
P 21	MITCHELL BRANDTMAN + Southern Exposure 2 + John Anthony
P 22	CMAA Manager Profile - Ben Hamilton
P 23	Club F&B 2010 - What's Ahead?
P 24	CMAA Manager Profile 1 - Fiona Cossill
P 25	GOPHER GRAPHICS + CMAA Manager Profile 2 - Fiona Cossill
P 26	CMAA 2010 Meeting & Events Diary 1
P 27	CMAA 2010 Meeting & Events Diary 2
P 28	Industry Issues 2
P 29	CMAA 2010 Conference & Expo Brochure 1
P 30	CMAA 2010 Conference & Expo Brochure 2
P 31	CMAA 2010 Conference & Expo Brochure 3
P 32	CMAA 2010 Conference & Expo Brochure 4
P 33	CMDA Update - Ralph Kober
P 34	CMDA 2010 Training Calendar 1
P 35	CMDA 2010 Training Calendar 2
P 36	CMDA - 'Influential Communicator' - David Barlow
P 37	CMAA-SCU 2010 Corporate Governance Brochure 1
P 38	CMAA-SCU 2010 Corporate Governance Brochure 2
P 39	CMAA-SCU 2010 Corporate Governance Brochure 3
P 40	CMAA-SCU 2010 Corporate Governance Brochure 4
P 41	Industry Issues 3
P 42	ITZ - Victoria Zone Meeting
P 43	ITZ - Illawarra Shoalhaven Zone AGM
P 44	CMDA - 2010 CLUB F&B MANAGEMENT SUMMMIT DVD
P 45	ITZ - Brisbane Zone Cocktail Party
P 46	ITZ - Brisbane Zone Meeting & Queensland Bursaries 1
P 47	ITZ - Brisbane Zone Meeting & Queensland Bursaries 2
P 48	CMDA - 'INFLUENTIAL COMMUNICATOR' BROCHURE 1
P 49	CMDA - 'INFLUENTIAL COMMUNICATOR' BROCHURE 2
P 50	CMAA 2010 NATIONAL BURSARY PROGRAM WINNERS
P 51	ITZ - Mid North Coast Zone Meeting & Xmas Luncheon
P 52	ITZ - Inner West Zone AGM & Xmas Cruise
P 53	ITZ - Manly Northern Suburbs Zone Meeting & Xmas Luncheon
P 54	ITZ - North West State Zone Meeting & Xmas Dinner
P 55	ITZ - Far South Coast Zone Meeting & Xmas Dinner
P 56	CMDA - '25 GREAT WAYS TO PROMOTE YOUR CLUB ONLINE'
P 57	ITZ - ITZ - St George Cronulla Zone Meeting & Xmas Cruise
P 58	CMDA - CLUB SECRETARY MANAGER COURSE
P 59	ITZ - City Eastern Suburbs Zone Meeting & Xmas Luncheon
P 60	OBITUARIES - Frank Mulhall & Mike Coleman
P 61	ITZ - Hunter Zone Meeting & Xmas Luncheon
P 62	2009 Macau Bursary Report - Joanne Henderson
P 63	Industry Issues 4
P 64	Industry Issues 5
P 65	SLATER & GORDON + Market Forces 1
P 66	RAYNER SALES XMAS + Market Forces 2
P 67	Market Forces 3
P 68	RAYNER SALES & MARKETING + Market Forces 4
COVER 3	CMAA HOSPITALITY EXPO AD
COVER 4	CUSTOMERS ATM
INSERTS	MEGA FORTRIS & MENUCCORP & CMDA EDUCATION



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# Clubs back Minister's call for public responsibility

The Club Industry has welcomed Police Minister Michael Daley's comments reminding drinkers to accept personal responsibility for their behaviour when drinking at licensed premises.

Bureau of Crime Statistics and Research (BoCSAR) figures show assaults in clubs continue to decline, a continuing trend since 2004.

ClubsNSW CEO David Costello said for a significant reduction in alcohol-related violence to occur, the community needed to accept the same responsibilities that Government and Police demand of licensed premises. Only 20% of alcohol is consumed at clubs and hotels and 90% of all assaults occur in the home.

"Government and Police - even the media - have publicly demanded better standards from the hospitality industry," Mr Costello said. "Clubs, in fact, have been calling for many years for sections of the hospitality industry to clean up their act. However a 50% reduction in alcohol-related assaults in clubs and hotels represents just a



MICHAEL DALEY

5% reduction in the overall number of assaults in NSW. People drinking alcohol in the home need to accept responsibility for their behaviour and recognise they have contributed to the extreme measures now in place for some hotels, nightclubs and a handful of clubs."

The Club Industry has met with the Police Minister and Kevin Greene, the Gaming and Racing Minister, to

express its concern that the crackdown on anti-social behaviour in clubs and hotels has limited potential for success unless people improve behaviour in the home.

"There is always going to be a small section of the public who drink and behave irresponsibly," Mr Costello added. "There are hundreds of documented cases during the past year alone of people being refused alcohol in licensed premises, who have simply continued their drinking in the home and where Police have ended up having to attend. These are the people who need to change.

"In at least one tragic case this year, a young man died after drinking heavily at a private party after earlier being refused service at his local club.

"I know the Government and Police are serious in their demands for people to drink more responsibly ... I just hope the community is equally committed, as there is limited value in having special alcohol measures that apply only to licensed venues and to no-one and nowhere else."

*Paynter Dixon wishes you  
a very Merry Christmas.  
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seeing you in 2010.*

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# Take another look at *CMA Magazine*

*Club Management in Australia (CMA) Magazine* is the monthly reading reference for Club Executives across Australia. It delivers news, opinions, features, industrial relations and education information that shapes the careers of the Club Industry's decision-makers in licensed clubs around Australia.

*CMA Magazine* keeps more than 3,000 subscribers in touch with the latest industry happenings.

New technology available through *CMA Magazine* and our publishing partner - **Insite Interactive** - offers advertisers **Rich Media** options make it possible to bring a page to "life", engaging your audience and providing additional information - without cluttering the execution. Features now available through the new *CMA Magazine* include ...

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1/2 P Mono	900	750	700	650
1/3 P Mono	700	600	550	500
1/6 P Mono	540	500	450	400

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ALL ADVERTISING RATES ARE SUBJECT TO 10% GST

	Casual \$	3x\$	6x\$	11x\$
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1/6 Colour	700	620	535	500

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**Insert Deadline** - 15th of the month prior to issue as well as the PDF for the online issue

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Please supply ALL ads with 3mm bleed

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1/2 P Vertical	97	262	+3mm bleed
1/2 P Horizontal	200	128	+3mm bleed
1/3 P Vertical	66	262	+3mm bleed
1/3 P Horizontal	200	72	+3mm bleed
1/6 P Vertical	66	128	+3mm bleed

To book a *CMA Magazine* advertisement or to request a copy of the information brochure, please contact **Advertising Manager JUDY RAYNER** or **Sales Co-Ordinator SUE FLYNN** at **Rayner Sales & Marketing Pty Ltd - (02) 9360 6177**.



# Prosperity will be the result of dedication and determination in hard times

As 2010 approaches, it's appropriate to reflect on the past 12 months and set our goals for the opportunities ahead. As 2009 concludes, there's no doubt that it has been as challenging period for the Association - as it has been for the Club Industry. The Association's financial performance was determined early in the year with the reduced income from the CMAA Trade Expo at Darling Harbour in March. This, however, did not impact on our primary role of providing professional development opportunities for our members. It was particularly pleasing to see the huge success of the Secretary Manager Course, the growing importance of the CMAA-Southern Cross University Corporate Governance Program and the relevance and significance of the CMAA Club Food & Beverage Management Summit. The Board of Management Studies role in assessing the professional development needs of managers cannot be underestimated. It endorses the philosophy that if we remain relevant to the needs of clubs, the training spend will become a priority and managers will be properly and appropriately educated. With the introduction of the Federal Government's Fair Work Act 2008 and the Registered and Licensed Clubs Award, all managers for the first time are covered by the same industrial instrument. Most would be coming to grips with work required to implement the Award into their own organisation, while assessing the personal and

professional implications. Since the early days of industrial reform, the Association's position has remained unaltered in that individual agreements should be the preferred workplace contract method for club managers.

The CMAA Federal Executive recently has implemented a number of initiatives that were determined at its annual Strategic Planning Session held in July on the eve of the Mid Year Executive Leadership Conference at Conrad Jupiters. As part of the Association's succession planning strategy, two key decisions were taken. First, was the decision to extend Terry Condon's tenure as Executive Officer until August 2011. Second, was the appointment of Ralph Kober to the position of Assistant Executive Officer. Primarily, Ralph's role will be expanded to allow Terry to focus on a number of strategic objects before he retires. In acknowledging Terry's invaluable contribution, the Executive now has to determine the role that the Executive Officer will play beyond 2011 and the skills that person will need to bring to the role. With the strategic direction and objectives this Executive has for the Association, this task will not be easy. The next Federal Executive team, to be elected at the March Annual General Meeting, has the task of replacing Terry but already the decision has been taken that the process will need to be far-reaching to attract the right person.

Tim McAleer, a Federal Executive member since August, 2006, has

resigned from the Executive. During his time on the Executive, Tim made a valuable contribution to the Association. Well-known for his communication skills and values-based leadership, Tim's efforts in formulating the Values Matrix is a legacy to his contribution. On behalf of all Executive, Federal Council members and CMAA staff, I thank Tim for his enthusiasm and efforts. At the November 27 Federal Council Meeting, NSW State Executive Member Debbie Feening was appointed to fill the Federal vacancy until the 2010 election.

To say that the Productivity Commission's Draft Report Into Gambling has sent "a few shudders" through the Club Industry would be a major understatement. Sadly, the Commission chose to address every issue that the anti-poker machine lobby has been trumpeting to publicly attack the industry. It is reasonable to expect that the Commission's Final Report will retain the key issues that will need to be addressed by all sectors and jurisdictions that operate gambling.

On behalf of all the Executive I extend to all members, Career Development sponsors, National Bursary Program sponsors and organisations that support the CMAA through the Hospitality Expo and *CMA Magazine* all the very best for the festive season along with continued success and prosperity in 2010.

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

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**NOTICE TO MEMBERS  
OF PENDING ELECTIONS  
CLUB MANAGERS ASSOCIATION AUSTRALIA ELECTION  
CLUB MANAGERS ASSOCIATION (NSW STATE) ELECTION**

This notice relates to both the Federal Organisation and the State Organisation

## FEDERAL ELECTION NOTICE

FEDERAL EXECUTIVE MEMBERS (5)  
FEDERAL COUNCIL MEMBERS (8)

One Federal Councillor from each of the following divisions:

- (A) Division A - City/Eastern Suburbs Zone and Manly/Northern Suburbs Zone
- (B) Division B - St.George/Cronulla Sutherland Zone and Inner West Zone
- (C) Division C - Nepean Zone
- (D) Division D - Hunter Zone, Central Coast Zone and Great Lakes Zone
- (E) Division E - Far North Coast Zone, North West State Zone, Mid State Zone and Mid North Coast Zone
- (F) Division F - Illawarra Shoalhaven Zone and Far South Coast Zone
- (G) Division G - Gold Coast Zone , Brisbane Zone, Ipswich Darling Downs Zone, Sunshine Coast Zone and the Central & Northern Queensland Zone
- (H) Division H - Victoria Zone, Riverina Murray Zone and the ACT Zone

Nominations, which must be in writing and comply with the organisation's registered rules, may be made at any time from Wednesday, January 20, 2010 and will close at 5pm on Wednesday, February 10, 2010. Nominations can be withdrawn within 7 days of the close of nominations.

**NOMINATION FORMS WILL BE POSTED TO ALL ELIGIBLE MEMBERS ON WEDNESDAY, JANUARY 20, 2010**

**Ballot:** If a ballot is necessary for the Federal organisation, voting material will be posted on Wednesday, March 3, 2010 to eligible members at the address shown in the organisation's records. Members should notify the organisation of any change of address. The ballot will close at 5pm on Wednesday, March 24, 2010.

## NSW STATE ELECTION NOTICE

EXECUTIVE MEMBERS (5)

Nominations, which must be in writing and comply with the organisation's registered rules, may be made at any time from Wednesday, January 20, 2010 and will close at 5pm on Wednesday, February 10, 2010. Nominations can be withdrawn within 7 days of the close of nominations.

**NOMINATION FORMS WILL BE POSTED TO ALL ELIGIBLE MEMBERS ON WEDNESDAY, JANUARY 20, 2010.**

**Ballot:** If a ballot is necessary for the State organisation, voting material will be posted on Wednesday, March 3, 2010 to eligible members at the address shown in the organisation's records as at the first Wednesday in December 2009. Members should notify the organisation of any change of address. The ballot will close at 5pm on Wednesday, March 24, 2010.

**ALLAN PETER, ACCM**  
*Federal / State Secretary*



# Despite disappointments, CMAA must maintain focus on things we can control

I'm a rugby league "tragic" ... a Tigers man - first Balmain, now the

West's Tigers - all of my life. I adopted the Gold Coast Titans and coach John Cartwright because that's where I'll be watching most NRL games when I hang up my CMAA boots in the next 18 months, or so. One of the most significant messages that rugby league coaches pass on to their players - and it hasn't changed since I was playing - is to focus on the things that you can control. And, so it is for the CMAA and the Club Industry. As 2009 draws to a close, the industry has experienced another challenging period in its history. There are encouraging signs of stabilisation and recovery in all Association zones with managers reporting respectable turnover and profits for the first time since non-smoking laws impacted clubs. The global financial crisis continued to affect the economy at all levels but clubs continued their steady recovery, benefiting from informed consultation and progressive law change in NSW. Club members are returning to the security, comfort, entertainment and social networks of their "locals". There has been plenty of politicking and political response at federal and state level to the issues of problem gambling and alcohol-related violence. Senator Nick Xenophon, Senator Steven Fielding and Reverend Tim Costello continued to press their short-sighted agenda against poker machines, while

the Productivity Commission worked through its "Inquiry In Gambling In Australia". The Draft Report, published in late October, was a major disappointment to the Club Industry with a disturbing bias against poker machines from an investigation into what the industry understood to be a "helicopter-view" of all forms of gambling. The Commission's support for unregulated online gambling was as disturbing as the direct attack on poker machines. The Australian Industrial Relations Commission (AIRC) finalised details of the Fair Work Act 2008 and the Licensed & Registered Clubs Award. The triumph of establishing an industry-specific award was soured by the reduction of the 30% exemption to 20%. Victorian managers moved closer to their long-held ambition of their clubs becoming owner-operators of their gaming floors and breaking the Tabcorp-Tattersall's "duopoly". The Queensland

Government continued on its "populist" path of a moratorium on gaming machine numbers, pre-commitment cards and plastic cups. Despite these challenges and disappointments, the CMAA has much to be positive about - especially when it comes to industrial relations support, expansion of education and professional development opportunities and the Zone Meeting network where attendances continue to rise and members enjoy the benefits. The outstanding feedback continues from the delivery of the tertiary-level Corporate Governance program, the Club Secretary Manager Course and Club F&B Management Summit that will be expanded and specialised in 2010. Our tours to the World Conference On Club Management, G2E in Macau and Global Gaming Expo in Las Vegas were strongly supported with managers and directors seeking the business edge across their clubs. Education Manager Ralph Kober is working with online education expert Ann Brady to deliver an exciting, new ELearning program in 2010. This concept will allow members and affiliates to participate in the CMDA's vast and comprehensive learning and professional development without having to spend so much time away from busy clubs. It's a major commitment by the Association and CMDA to participate constructively in

members' working lives. The 2010 Darling Harbour Conference brochure is in this magazine, while the Gold Coast event is on the drawing board. To help cope with the professional and personal stress and strain of running a business in a tough economic environment, the Association also introduced CMA CARE, a free confidential support and counselling service to members. We welcomed Club Plus Superannuation as the CMDA Career Development Centre Sponsor, Customers ATM as a Career Development Sponsor, with One Stop Promotions, Colorcraft Printing and Rawsuga Marketing and Communications as CMAA National Bursary sponsors. More bursary sponsors are lining up to support your Association and manager education in 2010. There may be more hard times ahead but the Association is well positioned to meet every challenge.

NSW has its third Premier in four years with Kristina Keneally toppling Nathan Rees in a Labor Party leadership spill on December 3. Ms Keneally, 40, is the state's first female Premier and well knows the Club Industry, its remarkable financial and social community contribution along with the challenges facing the industry through state and federal legislation. Ms Keneally's husband Ben, the nephew of noted Australian writer Tom Keneally, is a member of the Board of Directors at Randwick Labor Club where CMAA Federal President Bill Clegg is the General Manager. As always, the industry is looking for understanding and consultation - not favours - in its dealings with all levels of government and we look forward to our continued conversations and dealings with Gaming and Racing Minister Kevin Greene and his Las Vegas-born leader.

On behalf of the staff at the CMAA, I wish you and your families a safe and happy Christmas and New Year. While it's easy to get caught up in the problems and headaches that our great industry brings, we have much to be grateful for and a future founded on a strong, rich history of friendship, support and respect.

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



## NOTICE OF ANNUAL GENERAL MEETING

The Annual General Meeting of the Members of the Club Managers' Association Australia will take place at 8am on Monday, March 8, 2010, in the Parkside Ballroom of the Sydney Convention and Exhibition Centre, Darling Harbour, Sydney. Members will receive 10 Activity Points for attending the Meeting and signing the Members' Register.



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"A big thank you to you and the CCM team for putting together such a fantastic trip to Vegas. As a first timer to the G2E it was important to me to be under the guidance of an experienced, reputable company who offered the opportunity to network with a large group of influential industry peers. I know my business will benefit tenfold from what I have learnt and the contacts I have made."

- **Danielle Rayner, Managing Director, GSL Solutions**

"Sincere thanks for all your tireless efforts in ensuring the trip was extremely well organised, thus providing us the opportunity to enjoy a relaxing time. Janelle and all your team who we met were a pleasure to be around and are a true credit to your company. I look forward to travelling with you again."

- **Daragh Murphy, Business Performance Manager, Southport Sharks**

"Please pass on my appreciation to your team and to yourself for the amazing tour that was organised by your company. Vancouver was definitely a highlight for me, with the added point of differences that I was fortunate to experience – Grouse Mountain, Arbutus Club and Whistler. Cath, it is definitely a credit to your professional values that allows your reputation to be so respected in our industry. Once again, thank you very much".

- **Tony Bonello, General Manager, Carina Leagues Club**

"To all the girls at CCM: Your cheery and professional manner as always secured a memorable trip. Thank you."

- **Ian, Bec, and Craig at Eureka Group**

"Thank you and your team, for another successful trip. Whilst I understand that complex business travel itineraries can prove problematic, I really appreciate the flexibility attention to detail and reliability that CCM Travel continue to provide eBet, allowing us to maximise our time in the US centred around G2E Vegas."

- **Tony Toohey, CEO & Managing Director, eBet**

"Thank you all for your wonderful work in arranging our trip. We had a wonderful time and it was all due to your planning. We were very well looked after whilst overseas by Peta and all the girls. Cathy you have a great team. Thank you again."

- **Barbara Mangan CEO, Earlwood Ex Servicemen's Club**

"A big thank you to everyone for making my time in Vancouver and Vegas so wonderful. CCM Travel make things seem so effortless, when I know it would have been a nightmare to organise a bunch like us. Looking forward to catching up with all of you very soon."

- **Lee Fitzgerald, Sales Manager, Global Coffee Solutions Pty Ltd**

## 2010 CALENDAR

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Please watch the CCM Travel website for updates

JAN: International Casino Exhibition, London

FEB: CMAA World Conference on Club Management, San Diego

APR: CMAA Asian Conference on Club Management, Singapore

JUN - G2E Asia Study Tour, Macau and Singapore

JUL - CMAA Mid Year Conference, Jupiters Casino, Gold Coast

AUG - Australasian Gaming Expo, Darling Harbour, Sydney

NOV - G2E USA Gaming Tour, Chicago & Las Vegas





CMAA Federal President Bill Clegg, ACCM (back row centre) with Career Development and National Bursary Program sponsors at the annual Sponsors Appreciation Luncheon at Brighton le Sands last month. - Pictures: WAYNE VENABLES.

# Sponsors and CMAA Family enjoy Christmas hospitality



*CMAA Life Members at the Sponsor Appreciation Luncheon (from left) Barry Stevenson, Les Evennett, Peter Strachan, Hans Sarlemyn, George Elliot, Allan Peter, Terry Condon.*

A decade is a long time for friends and organisations to share the highs and lows of a partnership or relationship. At the CMAA's recent Sponsor Appreciation Luncheon, the Association recognised three Career Development sponsor companies - Stargames, Barringtons and Thomson Playford Cutlers - for their 10-year partnership with the CMDA. "It's a long time for these organisations to support the education and professional development of club managers around Australia," CMAA Federal President said of the occasion. "These are friends and partners who have supported the Association, our members and the Club Industry through some challenging times. But this presentation is testimony to that relationship and we pay tribute to Stargames, Barringtons and Thomson Playford Cutlers as we do all of our Career Development and CMAA National Bursary sponsors. We are a stronger and better organisation for their friendship, support and assistance. Without them, we could not deliver such a high standard of education and professional development opportunities to the decision-makers and leaders in our industry." Bill presented 10-year mementos to Brett Boon from Thomson Playford Cutlers, Blayne Webb from Barringtons and Sandra Renwick from Stargames in front of more than 125 guests at the Grand Roxy Restaurant at Brighton le Sands on Botany Bay on November 27. Bill also acknowledged the other 25 Career Development Sponsors, who accepted appreciation gifts during the luncheon, along with CMAA's

Life Members, Hall of Fame members, Federal Executive members, Federal Councillors, CMAA National Bursary sponsors and CMAA staff to the luncheon. The CMAA also conducted Federal Executive and Federal Council meetings at Brighton before the luncheon. CMAA Life Members at the luncheon included George Elliot, Les Evennett, *norths* Group CEO Hans Sarlemyn, CMAA Executive Officer Terry Condon, CMAA Federal Secretary Allan Peter, Mounties Group CEO Greg Pickering, Peter Strachan and Barry Stevenson. CMDA sponsor companies and their representatives at the luncheon were:

- Club Plus Superannuation - Paul Cahill
- Ainsworth Gaming Technology - Danny Gladstone
- Aristocrat - Trevor Croker
- Barringtons - Blayne Webb
- Coca-Cola Amatil - Darren Pressley
- Community First Credit Union - John Tancevski
- Customers ATM - Larry Warren
- Daily Press Group - Wayne Knight
- Eastern Commercial Lawyers - Tony Johnston
- Foster's Group - Matthew Webster
- Gold Crest Security - Mark Walker
- IGT - Cameron Louis
- Independent Gaming - Liz Larrimore
- James Clifford Construction - John Thwaites & David Griffin
- KENO - Michael Fischer
- Konami - Gary Freeman
- Lion Nathan - Doug May
- Maxgaming - John Newson
- Paynter Dixon - Garry Boyd & David McIntosh
- Pernod Ricard - Chris Levings
- PKF - Paul Cheeseman
- Presidential Card - Dwayne de Souza
- Remondis - Colin Ferrier
- Russell Corporate Advisory - Greg Russell
- Stargames - Sandra Renwick
- Thomson Playford - Brett Boon

Aruze Gaming and InfoGenesis representatives were unable to attend the luncheon.

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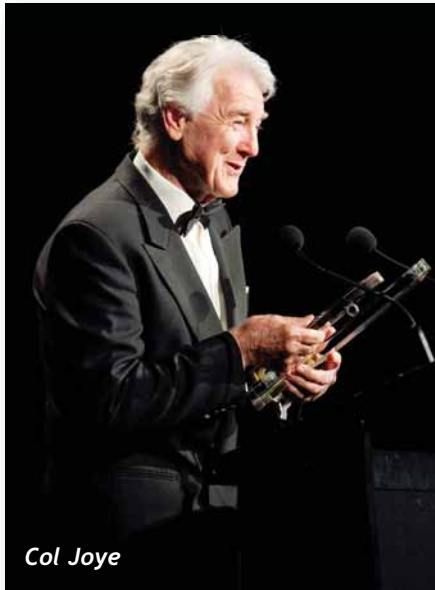
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# A special time and place for club

The 2009 Australian Club Entertainment (ACE) Awards was another special moment for the industry. Presented to packed house at Canterbury Hurlstone Park RSL Club on November 11, the 12th annual presentation dinner was an occasion to celebrate everything that is good in club entertainment and to again celebrate the life of legendary entertainer Don Lane. It was just two weeks since the entertainment "family" had gathered at South Sydney Leagues club to honour the life and the work of Don Lane, who was the ACE Awards Patron. Don's son, PJ Lane, who accompanied his mother Jane Ambrose, was a guest presenter at the awards dinner and, in the great tradition of his father, performed *"They're Playing Our Song"*. In his Program Message, ACE Awards Chairman Craig Fantom paid tribute to Don Lane's contribution to all forms of entertainment in Australia, but particularly to his passion for club entertainment and his passion for the ACE Awards



Col Joye

concept. "Don Lane was instrumental in founding the ACE Awards and without his support and encouragement we would not be here tonight," Craig wrote. Another Australian entertainment icon - Col Joye, AM - was recognised with the ACE Lifetime Achievement Award. ClubsNSW Chairman Peter Newell, OAM, present Col with the award that honours more than 50 years in entertainment, including being the first Australian at the top of the national pop charts in 1959 and the first Australian to hit the American Billboard chart. Col's list of professional "firsts" and achievements is as extensive as it is

impressive but it has been his enthusiasm and determination to bring entertainment as fun to the lives of all Australians that has endeared him to the industry and the nation. The CMAA and Career Development Sponsor partner Lion Nathan again stepped up to sponsor the main awards for the evening with Lion Sales Executive Doug May and CMAA Federal Executive Member Debbie Feening, ACCM, representing the organisations. The Delltones won the CMAA and Lion Nathan-sponsored *"Showband"* category, while David Campbell won the *"Most Outstanding Club Performer Of The Year"* award. David, who is performing away from Sydney, also took out the *"Male Vocal Performer"* category and sent a video to record his thanks for his awards. Karen Beckett won the *"Female Vocal Performer"* category and Australian music legend Brian Cadd, who was nominated in the *"Original Music Performer"* category, accepted the *"Country Male Performer"* award for Troy Cassar-Daley, while Melinda Schneider again took out the *"Country Female Performer"* category. CMDA Career Development Sponsor companies Coca-Cola Amatil and InfoGenesis also sponsored award categories. Image Mastery covered the event photographically and their images are presented on these pages. To view the full range of images from the 2009 ACE Awards or to order an image, go to [www.imagemastery.com](http://www.imagemastery.com)

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PJ Lane



Brian Cadd



Maggie Scott and Kenny Graham



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**THE McCLYMONTS**

### COUNTRY MALE PERFORMER

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**TROY CASSAR-DALEY**

### COUNTRY FEMALE PERFORMER

*Sponsored by St Mary's Leagues Club*  
**MELINDA SCHNEIDER**

### SOLO PIANO/VOCALIST

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**DI SOLOMON**

### SOLO GUITAR/VOCALIST

*Sponsored by DotCom Promotions*  
**DEAN O'LEARY**

### VOCAL GROUP

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**THE WILLIAMS BROTHERS**

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### ORIGINAL MUSIC PERFORMER

*Sponsored by Club Marconi*  
**IAN MOSS**

### FEMALE VOCAL PERFORMER

*Sponsored by Canterbury-Hurlstone Park RSL Club*  
**KAREN BECKETT**

### MALE VOCAL PERFORMER

*Sponsored by Mounties*  
**DAVID CAMPBELL**

### MOST OUTSTANDING CLUB PERFORMER/S OF THE YEAR

*Sponsored by CMAA & Lion Nathan Australia*  
**DAVID CAMPBELL**



# 2009 - a matter of survival for Qld clubs

By HENRI LACH

A review of licensed clubs in Queensland for 2009 is a story of triumph against the doom and gloom that afflicted many other industries hit by the economic downturn.

The word from those who have seen the good times and the bad is that they believe Queensland clubs have not only survived, but that they have grown - and that they will continue to prosper, no matter how many obstacles are thrown in their path.

It's no idle challenge to those bent on demonising the industry, and the gaming machines that have done so much since 1991 to provide jobs and to give huge financial support to community and civic organisations in Queensland.

If all this sounds like a public relations-inspired mission statement, there are strong voices to support the proposition that clubs will overcome, with the support of the people and the communities they serve. Industry leaders make the point that governments of all colours ignore - at their peril - the fact that growing club membership makes for a potentially potent voting lobby.

CMAA Brisbane Zone President John Limbrick, re-elected to the position after a break of some years, has 40 years of club experience behind him, from both sides of the border.

His own club, the substantial Greenbank RSL Club, has had a good year.



CMAA Brisbane Zone President  
JOHN LIMBRICK.

"Despite the doom and gloom, we made several adjustments to our business, but in real terms we're in front on 2008," John said. "Our membership still grows [it's now above 80,000 making it a giant in the industry, north of south of the border], our food and beverage still grows."

"It never ceases to amaze me how resilient the Club Industry is. I came through an era where RBT [Random Breath Testing] was going to be the death of the industry. All the prophets of doom were out and about in those days. We survived that and we've been confronted with so many issues since. Smoking bans were going to be the ruin of us and we have overcome that. What else are they going to throw at us?" he asked.

It's a pertinent question indeed on the heels of the Productivity Commission's Draft Report on Gambling released on October 21 which is suggesting, among other restrictions, further reins on gaming machines and a removal of ATMs from club premises.

"All this is heading for a prohibition-type mentality that's just going to make things harder for us to provide funding for the community organisations we support," John said with a shrug of resignation.

CMAA Gold Coast Zone President Steve

Condren, who heads the Southport Surf Lifesaving Club, agrees that the Club Industry has shown strength this year and membership is growing, despite a drop in gaming revenue.

"People go to clubs because they get value for money," he said. "There's been a spin-off from those who were hit by the economic slump. They are going to clubs because clubs are affordable. People are coming for the service and the entertainment - which, in most cases, is free."

Steve also believes safety has been an important issue in support for the industry during 2009. "You don't hear of 'glassings' at our clubs. We have a very good record for good behaviour and a safe night out," he said.

His comment on the Productivity Commission Report ...

"The way clubs conduct themselves is far superior to any other business [in liquor and gaming], yet they're the ones copping it all the time. It's a proven fact now that problem gambling is on the decline so, why do we need any more onerous laws? Whatever recommendations are adopted from the report, they'll be more obstacles clubs have to get over."

An official statement by a Queensland's Office of Liquor and Gaming Regulation official said, in effect, that no decisions would be made until the Commission's final report is released in February next year.



Greenbank RSL Club ... a good year.



The Southport Surf Lifesaving Club ... safety is an issue.

**"It never ceases to amaze me how resilient the club industry is. I came through an era where RBT [Random Breath Testing] was going to be the death of the industry ...**

## Minister offers little hope of club-specific governing body

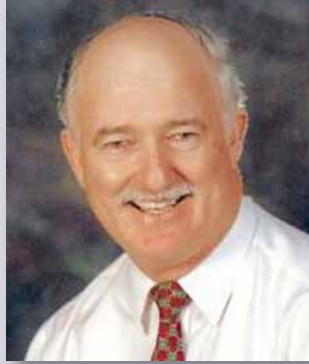
The threat of further restrictive legislation on clubs has renewed the call for a separate governing body to oversee the industry. Queensland's Gaming portfolio, which is supposed to cover licensed clubs in this state, appears to be a hot potato.

It was taken away from the Tourism ministry last year and placed into the care of Treasury - a move welcomed by club leaders as a more appropriate area of control for such an important industry. After the March 2009 State election, however, gaming went back to Tourism - to a first-time minister, the Member for Southport on the Gold Coast, Peter Lawlor. CMA Magazine put this question to the Minister:

*In view of recent internal problems in major clubs, notably the Southport Workers Club in the Minister's own electorate, will the Minister and the Government consider the establishment of a governing body to oversee the Licensed Club Industry in Queensland, similar to the Registered Clubs Act that's in place in NSW?*

The Minister responded:

*There are several existing pieces of legislation which*



*Queensland Gaming Minister Peter Lawlor ... "currently no consideration" for a governing body to oversee the Licensed Club Industry in Queensland.*

*impact on the operation of clubs in Queensland. There is currently no consideration for the establishment of a governing body to oversee the Licensed Club Industry in Queensland. I understand that there has been some discussion between states regarding a national standard. Queensland will continue to participate in these discussions.*

That's not what the Club Industry wants to hear. Queensland licensed club leaders say they are special in their charter. Certainly, they want to make profits, but with a different aim. John Limbrick, who believes a separate governing body is needed desperately, put it in a nutshell: "The more profit we make, the more money we can give to the community."

Steve Condren, as Federal Councillor for Queensland, says he gets phone calls from managers concerned about their position.

"It's difficult when there's no-one to go to. Instead of looking at new laws, the Queensland Government should be looking at established a governing body. It wouldn't be hard to just copy the NSW model. It runs very well in NSW, so why shouldn't we have it?"

- HENRI LACH

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# A year that delivered change, elation, fear and

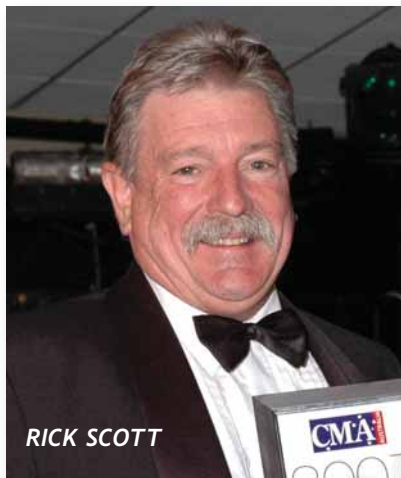
It's hard to imagine a year in the Victorian club industry's history marked by as much change, elation, fear and lobbying as 2009 has provided. KATIE CINCOTTA looks back at the incident and action-packed year south of the border ...

## Self-Rule Begins

The Brumby Labor Government announced the end of the Tattersall's/Tabcorp "duopoly", declaring a revolutionary new model for Victoria - owner-operated poker machines that will allow clubs to run their own gaming machines from 2012. While most clubs were excited about the chance to control their own destiny and take a greater share of profits, some remain sceptical about the benefits of the restructure, especially in view of the huge financial outlay required to purchase individual machine licences for only 10 years.

## 40-Machine Pre-Auction Win

The fear that an open auction with no safety net would give "super clubs" competitive advantage over smaller, financially-strapped community clubs led to some serious lobbying for minimum club entitlements. Club manager Rick Scott says the "probity veil" was the biggest frustration in conveying to politicians the Club Industry's concerns about corporate dominance in the auction - and the need for licence assurance. "The bureaucrats vetted our submissions so



RICK SCOTT

the messages we were trying to convey to the Minister did not 'get through'. It was after the second defeat/withdrawal and the petitions that he did get the message. Thankfully, clubs had the National Party - in particular, Peter Ryan and Damian Drum - and to a lesser degree the Greens and some of the Liberals, who were able to convey the problems to the Government. We lobbied hard for minimum entitlements and the Nats got it over the line. I can't tell 'clubbies' enough the effort that

ClubsVic and Mag Kearney put in to get minimum entitlements," says the 2007 CMAA Victorian Club Manager of the Year. The Government eventually reworked the legislation to allow for 40 pre-auction machines to be secured by clubs. Prices for the first 20 machines were calculated on 180% of the individual club's share of the average annual revenue per gaming machine, with the next 20 entitlements set at 200%.

## Gaming 101

The rest of the entitlements are up for grabs via auction. The Government held two rounds of state-wide information sessions to outline details of the bidding process which will take place next April/May via an electronic purpose-built system that will operate simultaneously across the state. The online auction will maintain regional caps and municipal limits, the 50/50 club/hotel split and the minimum 20% outside metropolitan Melbourne allocation. Clubs have until December 21 to register as bidders in each of the nominated markets across the 88 separate geographic areas, paying a default bond. Then it's off to classroom-based bidder training in February to learn the "ins and outs" of the auction game.

## Rules Of The Game

Sounding more like a boxing match, the Gaming Auction kicks off with several rounds over two stages. Stage 1 gives bidders 10 days to place and

**"Clubs will have to fork out substantially to run their own machines - many set to borrow millions for the privilege ..."**

## Fair Work Ombudsman releases Information Statement

On December 3, the Fair Work Ombudsman released the "Fair Work Information Statement" that clubs must give to all new employees from January 1, 2010. The two-page document addresses ...

- > 10 NES entitlements, including operation in transfers of business
- > modern awards
- > agreement-making process
- > individual flexibility arrangements
- > freedom of association and workplace rights safeguarded by general protections provisions in the Fair Work Act
- > employment termination
- > right of entry
- > FWO and Fair Work Australia functions

For a copy of the Fair Work Information Statement, go to <http://www.fwo.gov.au/Media-centre>

Employers are required under s125 of the *Fair Work Act 2009* to give new employees the statement "before, or as soon as practicable after" they start employment. The obligation extends only to giving a new employee the statement once in a 12-month period. This means that if a club re-hires a casual employee several times over a year it would only have to provide the statement once. The Fair Work Regulations set out a number of ways employers can legitimately provide the statement to employees ...

- > give it to the employee in person
- > mail it to the employee's home by pre-paid post
- > email to the employee's work or nominated email account a link to the page on the FWO's website where the statement is located, or a direct link to the statement on the employer's website
- > fax it to the employee's work or home number



# opportunity in Victoria

revise their initial orders (a specified number at a specified price) via an internet connection of their own choice using a password-protected site. Bidders then will be informed of the market prices and details of their own provisionally successful orders from Round 1, with Stage 2 to take place in Melbourne in May 2010 and full details of this stage to be advised.

## Payment Plans

Clubs will have to fork out substantially to run their own machines - many set to borrow millions for the privilege. According to the financial model, which many managers have regarded as complicated and cumbersome, clubs must pay 5% of their full payment within 28 days after the Gaming Auction, a second 5% will be required just before the new arrangements commence in 2012. Thereafter, they'll be paying 18 equal quarterly instalments of 5% each.

## Pokies Are The Problem

That's the conclusion reached by the

600-page Productivity Commission Draft Report Into Gambling in Australia that the Federal Government released in October. Some of the more-remarkable findings in the Draft Report include the statistic that problem gamblers account for around 40% of total gaming machine spending. In an attack on poker machines, the Draft Report recommends harm minimisation strategies that spell dramatic consequences for the Club Industry - if they translate to legislation. The push includes recommendations that will allow gamblers to sue gambling providers, a universal pre-commitment system by 2016, a \$1 maximum bet limit, earlier shutdown periods for machines and gaming prizes over \$250 to be paid by cheque or direct debit. Rick Scott believes the proposed poker machine restrictions are unjust and that clubs and hotels continue to cop the flack when other gambling avenues remain unregulated. "I'm fed up with the

continual attack on problem gaming when they are 1.8% of a problem and other forms of gambling are left alone. We currently have E Bet using TV to promote gambling. They want to limit gaming to a \$1 a bet, yet you can 'bet your house' on other forms of gambling ... what a joke." Public hearings on its Draft Report are set for late November/December, with the Productivity Commission's Final Report to Government due by February 26 next year.

If you're "mad as hell and not going to take this anymore", you can argue your case by sending a written submission with an official "submission cover sheet" available at this web page:

<http://www.pc.gov.au/projects/inquiry/gambling-2009/make-submission>

Then send the submission to:

## Gambling Inquiry

*Productivity Commission*

Locked Bag 2, Collins Street East, Melbourne, VICTORIA 8003.

F: Roberta Bausch - 02 6240 3377

E: [gambling@pc.gov.au](mailto:gambling@pc.gov.au)

## Industry legend moves on to new challenge

After more than 46 years in the industry, John Anthony remains motivated to help clubs deliver world-class service at every level of the operation. For the customer service expert, it's always been about the single philosophy ... "You don't get a second chance to make a first impression". John, who was inducted into the CMAA Hall Of Fame at the annual Conference and Hospitality Expo at Darling Harbour in March recently completed an 11-year contract with IGT and has moved on to a new opportunity with National Business Training Company offering traineeships to the hospitality industry. "I'd like to think that with my experience as a customer over the 46 years working with clubs, my customer service training could have a real impact on our industry," John said recently. A regular guest speaker on the topic of customer service at CMAA Zone meetings over more than four decades, John says the hospitality industry is polarising faster than anyone could have forecast so it will be easier to change culture in a bigger club. "How? First, team leaders must set the example. If duty managers and supervisors can't raise the bar in customer service, then don't ask your frontline staff to be good at their jobs," he concludes. "The Club Industry has the opportunity, right now, to widen our customer base like never before," John adds, "with clean air, good facilities, great food and - most importantly - cost competitiveness ... we are seeing more people of all age groups than ever before patronising our hospitality venues. A strong and bright future can only be achieved through the staff who come face to face with the customers." To speak to John about the National Business Training Company, call 0412 761 740.



JOHN ANTHONY



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# Ben's giving a good account of himself in clubs

*Cardiff RSL Club Secretary Manager Ben Hamilton has enjoyed every moment of his move away from accounting to club management.*



### By PETER SHARP

As soon as he walked into the Cardiff RSL Club, Ben Hamilton knew he wanted to work in the Club Industry.

The problem was Ben was a trainee accountant and had arrived to audit the club's accounts. He had just spent the best part of the previous five years getting his Bachelor of Commerce degree at Newcastle University through local company Cutcher & Neale.

Things were going better than he planned when he took on the commerce studies with part-time work in a few local clubs to pay the fees and make ends meet. "I thought I was happy with where I was at with my work career until I walked into Cardiff RSL Club that day," Ben says with a smile. "But I spent most of that day wondering if and how I could make a career in clubs. I came away convinced I was in the wrong job. It was the beginning of the end of my accounting career."

Some of Ben's part-time bar work was at Cardiff RSL Club where Judy Croese was the Secretary Manager. "I was always impressed by Judy's management style and communication skills with staff at all levels ... perhaps it's what caught my attention when I started my own professional career," Ben added.

Born and raised in Newcastle's Lambton area, Ben played junior

soccer for the Lambton Jaffas and cricket for Elliotts Lambton.

Having made the decision to leave accounting for club management, Ben's first full-time job was at East Maitland Bowling Club. Just 12 months later, Judy invited Ben to join her team on a four-year manager traineeship. A year after completing the traineeship, Judy appointed Ben as Operations Manager. "People ... fellow staff and our members were such a positive and enjoyable part of my working days ... and I still look forward to coming to work every day," Ben added. "Customer service is what separates the struggling and successful clubs. Judy was a wonderful mentor."

Ben said flexibility of working hours, variety, multi-skilling and multi-tasking aspects of club management provide a new challenge every day - another thing about clubs that appeals to his generous personality and style.

"Customer service is a very strategic process so I love the challenge of anticipating and planning what members want from their club," Ben said. "And when you have a supportive Board and committed staff - as I do - it makes it a very entertaining and enjoyable aspect of what we do."

A self-described "conservative, mainstream approach to life" got an

immediate and dramatic makeover when he stepped into club life. "The Club Industry immediately exposed me to food, beverage, gaming and entertainment aspects of life for club members and for managers ... for me, it was a very exciting change."

Another dramatic and exciting change arrived in Ben's life when he met, fell in love with and married pre-school teacher Renee. Like his move from accounting to clubs, life with Renee brought dramatic change to quietly spoken, conservative Newcastle lad. The change included Renee's three children - Jackson 8, Dannan 6 and Alannah 5. That was six years ago and Ben has taken to being a husband and "instant father" with the same enthusiasm and understated capability that has marked his success in clubs. "They are wonderful kids and I love that they have welcomed me into their lives and allowed us to be a family," Ben added. "I coached Dannan's soccer team this past season and I enjoy being a part of everything they do."

With his commerce degree, it's no surprise that Ben enthusiastically and successfully pursued his ACCM in building his education and professional development in clubs. He is the Education Officer of the CMAA Hunter Zone and encourages fellow Zone members to attend CMAA conferences and CMDA education programs. "There are no words that underline the importance of managers building their careers through education ... it's our path to industry credibility and opportunity," he added.

Ben took the reins when Judy Croese retired four years ago but credits her mentoring skills and the support of his staff and club board for "surviving" the step up and still enjoying each day in the top job. "I still speak to Judy about the club and the business ... she's a club member and remains a great sounding board for some of my ideas and issues," Ben added.

At 36, Ben has already made a few very big personal and career decisions. He has shown by his actions that he has the capacity and courage to make each one work his way.



# Exciting learning and training opportunities in 2010

By KEN BURGIN, Profitable Hospitality Managing Director

In 2009, club food and beverage has shot to much greater prominence as managers and boards recognise the profit and reputation opportunities with happy diners and drinkers. Club success stories to offer inspiration and creative ways of transforming food and beverage can be found at a new resource - our very own Club F&B blog. Go to [www.ClubManagers.com.au](http://www.ClubManagers.com.au) for the latest examples of innovative clubs doing great work, and building their reputation. With new respect for the bar and bistro, there's also a stronger emphasis on training. Most clubs put line staff through Certificate 2 and Certificate 3 and want higher-level opportunities for senior staff. To answer this need, CMDA intensive Catering Profit Workshops are being run in many Zones and I have been busy with numerous in-house training and catering/operational reviews to meet a growing need. A combination of cost control, menu marketing and service upgrades, these "fast training" methods pack a lot of information into a short time - they pay big dividends. Rather than look back at what has been achieved, let's look forward to the momentum of the remarkable opportunities for improving everything to do with F&B in clubs. Let's look at the many training and development opportunities on the 2010 calendar. Add them to your diary now.

## ➤ 25 Great Ways To Promote Your Club Online February 17 @ Auburn

The internet is "your other front door". Here's how you how to open it wide for new business and opportunities. Discover dozens of easy, effective ways to boost sales, build customer loyalty, promote your brand and protect your reputation - at very little cost. See how successful clubs use websites, email, Facebook, photos, calendars and Twitter to connect with members and guests. Whether you're starting a new marketing campaign or making improvements, this workshop has the answers. The course includes online support and follow-up.

## ➤ Clubs+: Eat, Drink & Entertain ➤ Food & Beverage Alive In Queensland March 23&24 @ Brisbane

Two days packed with the latest information for managers, chefs and catering professionals. Discover winning strategies for your club - cost control, product workshops, better purchasing, profitable menus and smart marketing. Hear industry experts, chefs and club managers sharing the latest tips, trends and information. This is the F&B event of the year for Queensland clubs.

Day 1: Fine Food at the Brisbane Convention Centre.  
Day 2: The Greek Club in South Brisbane.

## ➤ Clubs+: Eat, Drink & Entertain ➤ Events & Functions Management Summit May 12&13 @ Bankstown Sports Club

A first for clubs. Become the venue of choice for quality functions and events. Raise your profile, boost bookings and increase the bottom line. Hear industry experts and entrepreneurial managers share best-practice ideas and examples from function and event sales, marketing, organisation, facilities, design, menus and customer expectations.

## ➤ 2010 Profitable Hospitality F&B Study Tour May 20-29 @ Chicago & Las Vegas

The Food & Beverage experience of a lifetime ... with almost incalculable educational content in a value-packed program. We can custom design activities to suit your requirements. See and experience new products, food operations, catering ideas, new technology and the latest trends to help your club lead the way. More information at [www.ProfitableHospitality.com](http://www.ProfitableHospitality.com)

## ➤ Clubs+: Eat, Drink & Entertain ➤ Food & Beverage Management Summit September 7&8 @ Auburn

Hear industry experts, chefs and smart managers with the latest ideas and examples in food and beverage management, menu development, purchasing, food trends, sales and marketing. Proven tips and strategies to increase profits at your venue.

## ➤ F&B Summit Speakers On DVD - 2008 & 2009

Catch up on the latest from great presenters at 2008 and 2009 Club F&B Management Summits which is available on DVD. Excellent for training and review. For more information, go to [www.cmaa.asn.au](http://www.cmaa.asn.au)

For more details about training and educational opportunities for club managers and staff, go to [www.cmaa.asn.au](http://www.cmaa.asn.au) or [www.ProfitableHospitality.com](http://www.ProfitableHospitality.com)



*The 2009 Club F&B Management Summit at Auburn was another triumph ... a remarkable learning and networking opportunity for "foodies".*

**Rather than look back at what has been achieved, let's look forward to the momentum of the remarkable opportunities for improving everything to do with F&B in clubs.**



# Fiona looks forward to new challenge at

By HENRI LACH

The Returned Services League organisation is more noted for its commitment to the welfare of services people and their families than entrepreneurial endeavours. For many reasons, therefore, the identities of the early heroes of our story will remain shrouded in the mists of time.

Sufficient to say that sometime in 1992, certain executives of the Beenleigh RSL Club, north of Queensland's Gold Coast, saw a commercial opportunity and seized it.

Their target was the nearby Mr Warren Park Country Club. It - and its 18-hole course - were in the doldrums and about to close up shop.

Bearing in mind that this was the era when Queensland had matured to the point where its citizens were deemed responsible enough to have access to gaming machines, the RSL blokes saw a way to turn around the fortunes of the golf club.

The Beenleigh RSL sub-branch took it over and gained a licence for 35 pokies.

It didn't take long for the forward-thinking board executives to realise that specialised expertise was needed to push the club forward.

Enter Fiona Cossill, attractive, articulate, a New Zealander who came to Australia 19 years ago on a



*The pro shop ... a company within the club now runs the golf business.*

working holiday. She liked us so much she decided to stay, and found a niche in Queensland's then-burgeoning Club Industry.

After a stint in marketing with the Gold Coast's Sharks Australian Football Club at Southport, she moved to the Currumbin RSL Club in a similar role.

Through the RSL network, she found herself in demand by the newly-established Beenleigh club who "borrowed" her on a regular basis, since they didn't have a permanent manager.

In February 2003 she was offered the general manager's job at Beenleigh.

"I was itching to take that next step, so I took up the challenge," she said.

One of her first priorities was an investment in gaming machines to bring them up to date. Additional machines took the number to 63.

A concerted membership drive was mounted. "We had to get out there

and tell the people that the RSL was a good place to come to," she said.

Three years of strong growth followed, and social membership soared.

Fiona explained that the club has three levels of membership - 530 RSL members, 575 golf members and, now, more than 10,000 social members.

With golf fast becoming the club's core business, the Beenleigh Sport and Golf Services Company was formed three years ago. Fiona is the Company Secretary.

"Our mandate is to look after and develop the golf club as well as the RSL club," Fiona added. "Setting up the company was a way of obtaining grants to develop the golf course.

"The company has been successful in obtaining more than \$450,000 in local and state government grants, so we've been able to develop the course."



*Beenleigh RSL Club General Manager Fiona Cossill is looking forward to the new challenge.*



*Government grants have helped to drought-proof the golf course.*

**"We have a very strong five year strategic plan ... I'm focused on that plan. It's going to take us to the next level ...**

# Beenleigh club

This included construction of a series of dams to drought proof the course.

"We're a community course, not a resort course," she added. "We now have a nice mix that helps to lower the average age of club patrons, from junior golfers right up to veterans." The RSL's grass roots have not been forgotten, however.

The club is the venue for annual Remembrance Day observance.

A museum within the club honours those who fell in world conflicts.

The club has prospered with Fiona at the helm and a five-year plan in train. It involves improvements to the club facilities and other developments that are still under wraps.

"We have a very strong five year strategic plan," Fiona added. "I'm focused on that plan. It's going to take us to the next level. The club will never look back. It's very challenging and exciting to be a part of it."

But she hastened to add that she and her board were not embarking on building a colossus. "We're not looking to be a 280-machine club. We just want to be a medium-size club servicing the local community well." Fiona pointed out that the club had

## Low scores and big jackpots - the big winners

The Beenleigh RSL Club has gained a reputation for low scores on its golf course and high dividends in its gaming venues. Many visiting golfers are pleased with their rounds, according to the pro shop staff, while poker machine jackpots and three-figure Keno payouts are a regular event, if you listen to the club attendants. One former local resident has more than four million reasons for being pleased that he bought a Keno ticket there on the evening of Friday January 6, 2006. It won him \$4,444,054 - one of the biggest jackpots in Queensland Keno history. The winner's name remains a closely guarded secret, but Fiona Cossill has learnt that he's been living in a luxury unit on the Gold Coast since his win, and drives the latest model Mercedes.



*It's proved a very lucky club for some.*

not previously focussed on its natural asset - the panoramic view over the natural-look golf course. "We'll really make use of the golf course view from the club perspective. It's a big asset so we need to develop it," she said.

Only the pro shop and the car park currently enjoy the panorama, but that's about to change under the five-year plan when the club building is reconfigured and refurbished.

Fiona Cossill leads a busy life - general manager, company secretary and CMAA Gold Coast Zone Treasurer.

While she relishes all these challenges, she is looking forward to a life after her current commitments. She and husband Peter are keen sailors who hope one day to cruise the Pacific in their own yacht and take in some of the adventures and sights that her professional life has put on hold for the time being.

## Court rules glass ban notices valid

A Supreme Court judge has taken a swipe at the Queensland Government's attempt to ban glasses in hotels and clubs, describing notices issued to high-risk venues as "very basic" - but not illegal. The *Brisbane Times* reported 13 hotels and clubs had sought an injunction against Show Cause notices issued that forces them to justify why they should be allowed to serve drinks in standard glasses from December. The group argued the notices included scant details about why particular venues had been singled out for the bans and offered licencees little opportunity to respond to them. In his judgment, Justice Peter Applegarth agreed the forms were "bereft of information" and raised serious questions about the Government's processes. "My decision to not grant the [injunction] at this stage should not be interpreted as an endorsement of the process in issuing notices," Justice Applegarth said. "This is a court, not the Ombudsman's Office. The issue is the legality of the notices, not whether proceeding in this fashion is a sound approach in terms of public administration." Justice Applegarth used an example of a venue that could be deemed "high-risk" - and, therefore, open to glass bans - even if a glassing attack occurred outside the premises by a person who had simply been passing by. He also described as "remarkable" the lack of supporting information featured on the Show Cause notices, which feature only the name of the venue, the date and a record of a "glassing incident" logged by Queensland Police. However, he would not grant an injunction to have the forms withdrawn because they complied with the law.



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## 26 CMAA Diary - 2010 Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone
<b>JANUARY</b>				
<b>Tues-Thurs</b>	<b>26-28/01/2010</b>		<b>London</b>	<b>International Casino Exhibition - ICE 2010</b>
<b>Thursday</b>	<b>28/1/2010</b>	<b>09:00</b>	<b>Auburn</b>	<b>CMAA Executive Meeting</b>
<b>FEBRUARY</b>				
<b>Wed - Sun</b>	<b>05-16/02/2010</b>		<b>San Diego / Las Vegas</b>	<b>83rd World Conference on Club Management</b>
<b>Saturday</b>	06/02/2010	15:30	Oberon RSL Club	Mid State Zone AGM
<b>Tuesday</b>	09/02/2010	11:00	Bribie Island RSL Club	Sunshine Coast Zone AGM
<b>Tuesday</b>	09/02/2010	11:00	Woolgoolga RSL Club	Mid North Coast Zone Meeting
<b>Wednesday</b>	10/02/2010	08:00	Nudgee Golf Club	Brisbane Zone Charity Golf Day
<b>Monday</b>	15-16/02/2010	09:30	Denitiquin RSL Club	Riverina Murray Zone AGM
<b>Tuesday</b>	16/02/2010	08:00	Currumbin RSL Club	Gold Coast Zone AGM - Breakfast Meeting
<b>Wednesday</b>	17/02/2010	09:00	Gosford RSL Club	Central Coast Zone Breakfast Meeting
<b>Wednesday</b>	17/02/2010	11:00	TBA	Victoria Zone Meeting
<b>Tues - Wed</b>	23-24/02/2010	09:00	Milton Ulladulla Ex Services Club	Far South Coast Zone
<b>Wednesday</b>	24/02/2010	11:00	East Leisure & Golf Club	Hunter Zone Meeting
<b>Thursday</b>	<b>25/02/2010</b>	<b>09:30</b>	<b>Auburn</b>	<b>CMAA Executive Meeting</b>
<b>Friday</b>	26/02/2010	11:00	Club Windang	Illawarra Shoalhaven Zone Meeting
<b>MARCH</b>				
<b>Sunday</b>	07/03/2010	18:00	Darling Harbour	CMAA Federal Council Meeting
<b>Monday</b>	08/03/2010	09:00	Darling Harbour	CMAA Annual Conference & Trade Expo
<b>Monday</b>	08/03/2010	09:00	Darling Harbour	CMAA Annual General Meeting
<b>Monday</b>	08/03/2010	09:00	Darling Harbour	CMAA Annual Awards & Cocktail Party
<b>Tuesday</b>	09/03/2010	09:00	Darling Harbour	CMAA Annual Conference & Trade Expo
<b>Friday</b>	12/03/2010	11:30	Horton Park Golf Club	Sunshine Coast Charity Golf Day
<b>Tuesday</b>	16/03/2010	11:00	Arana Leagues Club	Brisbane Zone AGM
<b>Tues - Wed</b>	16-17/03/2010	09:30	Glen Innes Services Club	North West State Zone Dinner & Meeting
<b>Wednesday</b>	17/03/2010	11:00	Kingscliff TAFE College	Far North Coast Zone Meeting
<b>Wednesday</b>	17/03/2010	07:00	Carnarvon Golf Club	Inner West Zone Golf Day
<b>Thursday</b>	18/03/2010	11:00	Mounties	Nepean Zone AGM
<b>Tuesday</b>	23/03/2010	11:00	Asquith Leagues Club	Manly Northern Suburbs Zone AGM
<b>Tues - Wed</b>	<b>23-24/03/2010</b>		<b>Brisbane</b>	<b>F&amp;B Alive in Queensland Summit</b>
<b>Wednesday</b>	24/03/2010		Robina Woods Club	Gold Coast Zone Charity Golf Day
<b>Wednesday</b>	24/03/2010	10:00	Sutherland Trade Union Club	St George Cronulla Zone Meeting
<b>Tuesday</b>	30/03/2010	11:00	Paddington RSL Club	City & Eastern Suburbs Zone Meeting
<b>APRIL</b>				
<b>EASTER</b>	<b>02-05/04/2010</b>	<b>EASTER</b>	<b>EASTER</b>	<b>EASTER</b>
<b>Thursday</b>	08/04/2010	11:00	Belconnen Soccer Club, Hawker	ACT Zone Meeting
<b>Wednesday</b>	14/04/2010	10:00	Camden Haven Golf Club	Great Lakes Zone Meeting
<b>Sat-Sat</b>	<b>17-24/04/2010</b>		<b>Singapore</b>	<b>Club Mangers' Conference - Singapore</b>
<b>Monday</b>	<b>26/04/2010</b>		<b>ANZAC DAY</b>	<b>ANZAC DAY</b>
<b>Thursday</b>	<b>29/04/2010</b>	<b>09:30</b>	<b>Auburn</b>	<b>CMAA Executive Meeting</b>
<b>Friday</b>	30/04/2010	11:00	Port Kembla RSL Club	Illawarra Shoalhaven Zone Quarterly Meeting
<b>MAY</b>				
<b>Tuesday</b>	04/05/2010	10:30	Woolgoolga Golf Club	Mid North Coast Zone Golf Day
<b>Friday</b>	06/05/2010	07:00	TBA	Manly Northern Suburbs Zone Golf/Bowls Day
<b>Friday</b>	07/05/2010	12:00 / 18:30	Mulgrave Country Club	Victoria Zone AGM & Awards Dinner
<b>Tuesday</b>	11/05/2010	11:00	Southport RSL Club	Gold Coast Zone Meeting
<b>Tues - Wed</b>	11-12/05/2010	09:30	Narrabri RSL Club	North West State Zone Dinner & AGM
<b>Wednesday</b>	12/05/2010	11:00	Wyong Leagues Club	Central Coast Meeting
<b>Tues - Thurs</b>	<b>11-13/05/2010</b>		<b>Marriot Hotel, Surfers Paradise</b>	<b>Leagues Club Assn Gaming Conference</b>
<b>Tuesday</b>	18/05/2010	11:00	Nambour RSL Club	Sunshine Coast Zone Meeting
<b>Saturday</b>	22/05/2010	15:30	Cobar Golf & Bowling Club	Mid State Zone Meeting
<b>Sat - Tues</b>	<b>22-25/05/2010</b>		<b>Las Vegas &amp; Chicago</b>	<b>NRA Show &amp; Study Tour</b>
<b>Tuesday</b>	25/05/2010	07:00	The Coast Golf Club	City Eastern Suburbs Peter Cameron Golf Day
<b>Tuesday</b>	25/05/2010	11:00	St George Rowing Club	St George Cronulla Zone Meeting
<b>Tues - Wed</b>	25-26/05/2010	09:00	Tomakin Sports & Social Club	Far South Coast Zone Meeting & Dinner
<b>Wednesday</b>	26/05/2010	11:00	Redcliffe Leagues Club	Brisbane Zone Workshop & Meeting
<b>Wednesday</b>	26/05/2010	11:00	Adamstown RSL Club	Hunter Zone AGM
<b>Thursday</b>	<b>27/05/2010</b>	<b>09:00</b>	<b>Auburn</b>	<b>CMAA Executive Meeting</b>
<b>Mon - Tues</b>	<b>31/05-01/06/2010</b>		<b>Twin Towns Services Club</b>	<b>RSL &amp; Services Clubs Annual Conference</b>
<b>JUNE</b>				
<b>Tuesday</b>	08/06/2010	10:00	Macksville RSL Club	Mid North Coast Zone Meeting
<b>Tues - Thurs</b>	<b>08-10/06/2010</b>		<b>Hong Kong &amp; Macau</b>	<b>G2E Asia - <a href="http://www.asiangamingexpo.com">www.asiangamingexpo.com</a></b>
<b>Wednesday</b>	09/06/2010	11:00	Casino RSM Club	Far North Coast Zone Meeting
<b>Monday</b>	<b>14/06/2010</b>		<b>Queen's Birthday Holiday</b>	<b>Queen's Birthday Holiday</b>
<b>Tuesday</b>	15/06/2010	10:00	Canada Bay Club	Inner West Zone Meeting
<b>Thursday</b>	17/06/2010	11:00	Blacktown Workers Club	Nepean Zone Quarterly Meeting
<b>Tuesday</b>	22/06/2010	11:00	NSW Leagues Club	City Eastern Suburbs Zone Meeting
<b>Thursday</b>	<b>24/06/2010</b>	<b>09:30</b>	<b>Auburn</b>	<b>CMAA Executive Meeting</b>

Day	Date	Meeting	Venue	Zone
<b>JULY</b>				
Wednesday	07/07/2010	14:00	Conrad Jupiters, Gold Coast	CMAA Fed Executive / Fed Council Meeting
Thursday	08/07/2010	16:00	Conrad Jupiters, Gold Coast	CMAA General Meeting
Wed-Friday	07-09/07/2010	09:00	Conrad Jupiters, Gold Coast	CMAA Mid-Year Conference
Saturday	10/07/2010	11:00	Gold Coast Turf Club	Gold Coast-Brisbane Zone Charity Race Day
Tuesday	20/07/2010	09:30	Wagga RSL Club	Riverina Murray Zone Meeting
Thursday	29/07/2010	11:00	Forestville RSL	Manly Northern Suburbs Zone Mid-Year Meeting
Friday	30/07/2010	11:00	Bomaderry Bowling Club	Illawarra Shoalhaven Zone Meeting
<b>AUGUST</b>				
Monday	02/08/2010	07:30	The Grange Golf Club	Illawarra Shoalhaven Zone Charity Golf Day
Tuesday	03/08/2010	11:00	Coffs Harbour Catholic Club	Mid North Coast Zone Meeting
Tuesday	03/08/2010	11:00	Gympie RSL Club	Sunshine Coast Zone Meeting
Wednesday	04/08/2010	10:00	Forster Bowling Club	Great Lakes Zone AGM
Tuesday	10/08/2010	07:30	Fox Hills Golf Club	Nepean Zone Charity Golf Day
Wednesday	11/08/2010	11:00	TBA	Victoria Zone Meeting
Sunday - Tues	15-17/08/2010	09:30	Darling Harbour, Sydney	AGE 2008 <a href="http://www.austgamingexpo.com">www.austgamingexpo.com</a>
Tues - Wed	17-18/08/2010	09:30	Inverell RSL Club	North West State Zone Dinner & Meeting
Tues - Wed	24-25/08/2010	09:00	Bermagui Country Club	Far South Coast Zone AGM & Dinner
Wednesday	25/08/2010	11:00	TBA	Hunter Zone Meeting
Thursday	26/08/2010	09:30	Auburn	CMAA Executive Meeting
Tuesday	31/08/2010	11:00	Broncos Leagues Club	Brisbane Zone Meeting
<b>SEPTEMBER</b>				
Wednesday	01/09/2010	11:00	Southern Cross Club, Woden	ACT Zone Meeting
Tuesday	07/09/2010	11:00	Engadine RSL & Citizens Club	St George Cronulla Zone Meeting
Tuesday	07/09/2010	11:00	Burleigh Bears Club	Gold Coast Zone Meeting
Tues - Wed	07-08/09/2010	09:00	CMAA Training Centre, Auburn	2010 Club F&B Management Summit
Tuesday	14/09/2010	14:30	Randwick Labor Club	City Eastern Suburbs Zone Cocktail Party
Tues - Wed	14-15/09/2010	11:00	Lismore Workers Club	Far North Coast Zone Conference
Thursday	16/09/2010	11:00	Campbelltown Catholic Club	Nepean Zone Quarterly Meeting
Tuesday	21/09/2010	11:00	Dooleys Waterview, Silverwater	Inner West Zone Meeting
Wed - Thurs	22-23/09/2010	09:00	Koorindah Waters Resort, Wyong	Central Coast Zone Meeting & Conference
Friday	24/09/2010	11:00	Bribie Sports Club	Sunshine Coast Zone Charity Bowls Day
Tuesday	28/09/2010	07:30	Kogarah Golf Club	St George Cronulla Zone Golf Day
Thursday	30/09/2010	09:30	Auburn	CMAA Executive Meeting
<b>OCTOBER</b>				
Monday	04/10/2010		Labor Day Public Holiday	Labor Day Public Holiday
Sat - Tuesday	09-12/10/2010		Gold Coast Convention Centre	ClubsNSW Annual Conference
Friday	22/10/2010	10:00	Foster's Brewhouse, Abbotsford	Victoria Zone Meeting & Workshops
Sunday - Wed	24-27/10/2010		Grand Hyatt Hotel, Melbourne	RSL & Services Clubs Assn Annual Conference
Thursday	28/10/2010	09:30	Auburn	CMAA Executive Meeting
Friday	29/10/2010	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM
<b>NOVEMBER</b>				
Thurs - Sunday	04-07/11/2010		Sheraton Mirage, Gold Coast	Leagues Club Association Annual Conference
Friday	05/11/2010	10:00	Kedron Wavell Services Club	Brisbane Zone Meeting & Qld Bursaries
Tues - Thursday	15-17/11/2010		Las Vegas Convention Centre	Global Gaming Expo - G2E
Thursday	18/11/2010	11:00	Coffs Harbour Turf Club	Mid North Coast Zone Meeting
Thursday	18/11/2010	17:00	Storey Bridge Hotel, Brisbane	Brisbane Zone Cocktail Party
Friday	19/11/2010	11:00	Weston Creek Labor Club, Sterling	ACT Zone Meeting & Bowls Day
Wednesday	24/11/2010	11:00	TBA	Hunter Zone Meeting & Xmas Luncheon
Friday	26/11/2010	09:00	Brighton Le Sands	CMAA Executive Meeting
Friday	26/11/2010	10:30	Brighton Le Sands	CMAA Federal Council Meeting
Friday	26/11/2010	12:00	Brighton Le Sands	CMAA Sponsors Luncheon
Monday	29/11/2010	11:00	Sydney Rowing Club	Inner West Zone AGM & Xmas Luncheon
Tuesday	30/11/2010	11:00	Matraville RSL Club	City Eastern Suburbs Zone Meeting & Xmas Luncheon
<b>DECEMBER</b>				
Wednesday	01/12/2010	10:00	Collaroy Services Club	Manly Northern Suburbs Zone Xmas Meeting
Friday	03/12/2010	11:00	Doyalson RSL Club	Central Coast Zone AGM & Xmas Luncheon
Friday	03/12/2010	12:00	Collegians, Balgownie	Illawarra Shoalhaven Zone Xmas Luncheon
Tuesday	07/12/2010	11:00	St George Motor Boat Club	St George Cronulla Zone Meeting & Xmas Luncheon
Tues - Wed	07-08/12/2010	09:30	Tamworth Diggers Club	North West State Zone Meeting & Xmas Dinner
Tues - Wed	07-08/12/2010	09:00	Highlands Golf Club	Far South Coast Zone Meeting & Xmas Dinner
Wednesday	08/12/2010	10:00	Gloucester Soldiers Club	Great Lakes Zone Meeting & Charity Golf Day
Wednesday	08/12/2010	09:30	TBA	Far North Coast Zone Meeting
Thursday	09/12/2010	12:00	Smithfield RSL Club	Nepean Zone Xmas Luncheon
Friday	10/12/2010	12:00	Club Helensvale	Brisbane-Gold Coast Zone Xmas Luncheon
Tuesday	14/12/2010	11:00	Maroochy RSL Club	Sunshine Coast Zone Xmas Meeting
Thursday	16/12/2010	09:30	Auburn	CMAA Executive Meeting



# Scipione calls on Govt to raise drinking age

NSW Police Commissioner Andrew Scipione has called on the State Government to consider raising the legal drinking age and said it is a debate the country "must have" to address alcohol-fuelled violence. The call comes amid revelations that his tough approach to alcohol appears to be working, with more than half the problem venues in NSW having their restrictions removed after lifting their game. Sydney's *Daily Telegraph* also reported that the number of prescribed hotels has increased from 48 to 66 thanks to an influx of previously unregulated venues. Mr Scipione said that while it might be politically problematic for the Government to raise the drinking age, that was not his concern and it ought to be discussed. "One of the real discussions we have to have is, at what age do we go down that legal



COMMISSIONER ANDREW SCIPIONE

sanction," he said. "I think it's a debate that needs to be had. I'm all for anything that will reduce the level of incidents, particularly involving young men." Mr Scipione also blasted what he termed "vertical precincts" - crowded venues where patrons had to stand and hold their drinks. This tended to make them drink faster and more often. "That's well-known as a strategy to encourage drinking," he said. He also criticised the number of licensed premises concentrated in areas such as Kings Cross. Despite the Commissioner's concerns, 25 problem venues in NSW have been taken off the restricted list after cleaning up their act. Gaming and Racing Minister Kevin Greene said the improvement in the worst venues proved the tough approach was working. "It's clear the community has had enough of booze-fuelled idiots," Mr Greene said.

## Half a mo' ... Ralph's doing a Fu Manchu

The people who dreamed up the "Movember" concept have a lot to answer for. There's no denying the value of the prostate cancer awareness campaign and the money it raises for research to make it possible for more Australian men to have greater access to prostate treatment and surgery. But, good God ... those moustaches! The upper-lip hysteria gripping red-blooded Aussie males has, unfortunately, to be seen to be believed. Spare a thought for those moustache traditionalists - blokes who have been growing, cultivating and appreciating their "tashes" for years, perhaps decades - who can't be but floored by this month-long, annual, indiscriminate outbreak of upper-lip horticulture. In my defence, I cite CMAA Education Manager Ralph "Fu Manchu" Kober. It wasn't enough that he turned 50 earlier this year, lashed out on a new set of golf clubs, signed up for a season of lower-grade cricket (where he's tearing almost as many muscles as he is scoring runs) ... now it's a moustache that a Mexican bandito would be proud of. It started out as a bit of fun, but has (the moustache, that is) taken on a life of its own. Like many of his Movember counterparts and, in keeping with modern facial fashion, there's "undergrowth" emanating from his lower lip that my youngest son authoritatively describes as a "flavour saver". Last year, it was Federal Executive member David O'Neil inspiring the double-takes with his handlebar effort. Apart from "Fu", CMAA members - see Inner West Zone President Mathew Roper



RALPH KOBER

and Vice President David Conway (page 52), Division A Federal Councillor Mario Machado (page 59) - are doing their best. On his website - <http://au.movember.com/mospace/236421/> (yep, you get your own webpage if you sign on for this adventure) "Fu" talks about his motivation for his Movember effort ... *"Turning 50 recently brought home how important your health is AND how much time you have left to do the things that you love doing, yet put off. Playing cricket this year after a 25-year spell has seen me sore, torn, limping and totally appreciative of why I need to keep healthy and flexible. Health is wealth! Deposit some credits into your*

*health bank today!"* CMAA Executive Officer Terry Condon chipped in \$100, Federal President Bill Clegg and Industrial Advocate Peter Cooper \$50 each, while I found some coins in the Coke machine change tray and threw them on Fu's desk. But it was the remarkable generosity of CMAA North West Zone President Phil Wheaton's \$500, then the \$900 from management and staff at Tocumwal Golf Club that grabbed Fu's attention. "Even the young people working as casuals behind the bar contributed and this brought home to me the importance of this campaign," he said as he stroked the flavour-saver. Despite my levity, Fu's campaign raised more than \$3,750 for prostate cancer research, awareness and treatment. By the way, Fu, Newk and Merv Hughes called to say well done - and shave it off on December 1.

- PETER SHARP





Conference Sponsor



# Ready to **STEP UP?**

What have you learned from the hard times?

CMAA AGM, Annual Conference and Trade Expo

**Monday, March 8 & Tuesday, March 9 - 2010**

Sydney Convention & Exhibition Centre, Darling Harbour





## President's Message

On behalf of the CMAA Federal Executive, Federal Council and the Board of Management Studies, it gives me great pleasure to welcome CMAA Members and all eligible delegates to the CMAA's Annual 2010 Conference and Hospitality Exposition.

This event continues to be a spectacular success with more Conference delegates and trade show visitors attending than ever before.

Your participation at the 2010 Conference and Exposition is greatly appreciated.

Thanks to our wonderful trade suppliers who continue to offer an excellent array of innovative and exciting products and services for management to review.

**BILL CLEGG, ACCM - CMAA Federal President**

## Conference & Expo Overview

### CONFERENCE INVESTMENT includes GST

**CMAA reserves the right to restrict admission to the Conference.**

**\$200 per person** for Staff, Management and Directors of: Clubs, Hotels, Casinos, Restaurants, Caterers, Hospitality Students and Teachers.

### HOSPITALITY EXPO VISITORS' POLICY

**Admission to the Trade Expo is free for accredited persons listed below.**

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

- CMAA Members
- Directors & Staff of Registered Clubs
- Trade Exhibitors & Staff
- Accredited Trade Representatives

**Trade representatives not exhibiting will be required to pay an entrance fee of \$1,000 + GST**

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

### CONFERENCE SESSIONS

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

### MEMBERS ANNUAL GENERAL MEETING

**8am-9:30am on Monday, March 8, in the Parkside Ballroom, Level 1.**

The AGM session includes **CMAA 21 Year & 30 Year Member Award Presentations.**

### ACCM ACTIVITY POINTS

**CMAA Members** receive **10 activity points** for attending and signing the **Members' Register** at the AGM.

A further **20 activity points** will be awarded for attending the **Conference & Expo** with an additional **10 activity points** given for those members travelling more than 100 kilometres from their club to attend the event.

### CMAA COCKTAIL PARTY

**4pm-6pm on Monday, March 8, in Hall 5.**

The Cocktail Party will feature:

- CMAA Hall of Fame Award Presentations - Manager of the Year, Association Associate, Industry Associate
- Peter Cameron Award Presentation

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

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

The CMDA continues to work hard at ensuring Members have access to professional development opportunities and activities. Here's a few items for your information ...



### Corporate Governance Program

The **CMAA-SCU Corporate Governance Program** continues to gain recognition as the Club Industry's most impactful and relevant education course offered to clubs. To join the many clubs who have received great benefit from attending the program, contact **Ralph Kober** at the **CMDA (02) 9643 2300** or go to [www.cmaa.asn.au](http://www.cmaa.asn.au) and click on the **Corporate Governance** button on the **Training Calendar**.

*Dates for the 2010 Corporate Governance Cohorts:*

#### Cohort 1 - 2010

S1: April - Tues 13th & Wed 14th

S2: May - Tues 18th & Wed 19th

#### Cohort 2 - 2010

S1: July - Tues 20th & Wed 21st

S2: August - Tues 24th & Wed 25th

#### Cohort 3 - 2010



S1: October - Tues 19th & Wed 20th

S2: November - Tues 16th & Wed 17th

### Club Secretary Manager Course



Are you a CEO, Secretary Manager or General Manager? Are you a Manager who aspires to these positions? If you are in any of these categories, you need to consider undertaking the CMAA's **Club Secretary Manager Course**. Developed to address compliance, reporting, auditing, board preparation, board meetings and more ... this course is presented by club managers for club managers to better prepare for the challenges of senior management. Contact the **CMDA - (02) 9643 2300** - to discuss the course in detail or simply go to [www.cmaa.asn.au](http://www.cmaa.asn.au) and click on the **Club Secretary Manager Course** button on the **Training Calendar**.

# Monday, March 8, 2010

7am 7:45am	Conference Registrations Doors Open for Conference		
8am - 1pm	Level 1, Parkside Ballroom Hospitality Expo		
8am - 9:30am	CMAA Annual General Meeting ACCM, 21 Year & 30 Year Service Awards Welcome: Aristocrat - Conference Sponsor Keynote Address: Gaming & Racing Minister Kevin Greene		
10am - 10:45am	<b>Ballroom A</b> <b>In Venue CCTV Best Practice</b> In Venue CCTV systems are a valuable resource that deters anti-social behaviour and crime on and near a venue, assists venue management to monitor staff and patron behaviour, and facilitates the investigation and resolution of incidents. What are the minimum standards for Closed Circuit Television (CCTV) systems at licensed premises? Regardless, CCTV systems must comply with State and Federal Legislation and it's incumbent on the licensee to be familiar with those laws. This standard is referenced in CCTV conditions imposed on the liquor licence and also serves as best practice guidelines. This session will assist managers in making clearer the impact of the standard on their operations.	10am - 11:30am <i>Session 1</i>	<b>Ballroom B</b> <b>Gaming Management Certification</b> This executive program, produced in partnership with Conference Sponsor Aristocrat and the LCA's GMDC program, includes educational sessions designed to assist managers to better understand gaming analysis reports and remedies to variances and volatility. Pre-registration for this workshop is essential before the day and participants will be required to submit a workplace project - verified by their senior manager - to an independent assessor within two weeks of attending the conference to gain certification. To register for this program, simply indicate when registering for the Conference which day you prefer as this workshop is repeated on Tuesday, March 9.
11:15am - 12pm	<b>Ballroom A</b> <b>The Grey Shades of 'Duty of Care'</b> When you use the phrase, 'Duty of Care', expect to get a vast array of differing interpretations of what it means. Recently, there have been many cases of law where the established definitions have been tested and, in some instances, controversially. Eastern Commercial Lawyers founding partner Tony Johnston works extensively with clubs, helping them to better understand the governing legislation and how to keep on the right side of the law. Tony will help managers with strategy on how best to deal with the "grey" areas that confound and challenge club managers and boards.	12pm - 1pm <i>Session 2</i>	<b>Gaming Management Certification</b> Participants are required to attend both sessions.    <b>GAMING MANAGEMENT DEVELOPMENT COURSE</b>  
	Hall 5 Hospitality Expo		
4pm	Hospitality Expo Closes		
4pm - 6pm	Cocktail Party - Level 1, Parkside Ballroom Peter Cameron Award & CMAA Hall of Fame Presentations		



**Tuesday, March 9, 2010**

7am 7:45am	Conference Registrations Doors Open for Conference		
8am - 1pm	Level 1, Parkside Ballroom Hospitality Expo		
8am - 9am	<b>Ballroom A</b> <b>Striving for Balance</b> Bulldogs CEO Todd Greenberg has had a dramatic impact on the culture and the positive standing of the Bulldogs brand in the community and media over the past 18 months. Todd's leadership and vision for where he and his Board want to take the club is outstanding. This interview with Todd is one which is not to be missed.		
9:30am - 10:30am	<b>Ballroom A</b> <b>Working with the Media</b> The Club Industry is, too often these days, on the wrong end of local and national media coverage. It seems that every newspaper, radio and TV newsroom is taking its turn to report the worst of everything that happens in and around clubs. The "good news never made a paper sell" philosophy holds firm in an era where all forms of media claim to be informed and objective. Is there any good news for clubs in 2010? This session profiles case studies of club managers experiencing both ends of the media reporting spectrum and investigates what the industry - and clubs - are doing to raise media and community awareness of the good that clubs do every day in communities around Australia.	9:30am - 11am <i>Session 1</i>	<b>Ballroom B</b> <b>Gaming Management Certification</b> This executive program, produced in partnership with Conference Sponsor Aristocrat and the LCA's GMDC program, includes educational sessions designed to assist managers to better understand gaming analysis reports and remedies to variances and volatility. Pre-registration for this workshop is essential before the day and participants will be required to submit a workplace project - verified by their senior manager - to an independent assessor within two weeks of attending the conference to gain certification. To register for this program, simply indicate when registering for the Conference which day you prefer as this workshop is repeated from Monday, March 8.
11am - 12pm	<b>Ballroom A</b> <b>Is Your Club Paying Too Much GST?</b> It has been suggested that many registered clubs overpay GST. As such, they are entitled to sizeable refunds through simply making changes to existing accounting models. To find out whether your club is one of many who fall into this category, this is a "MUST ATTEND" workshop facilitated by Steve Bladwell, Indirect Tax Partner at PKF. Your whole conference investment is a small price to pay if you realise you can recoup thousands of dollars by attending this session.	12pm - 1pm <i>Session 2</i>	<b>Gaming Management Certification</b> Participants are required to attend both sessions.    <b>GAMING MANAGEMENT DEVELOPMENT COURSE</b>  
11am - 4pm	Hall 5 Hospitality Expo		
4pm	Hospitality Expo Closes		

**How to Register: Pre-registration:** Go to [www.cmaa.asn.au](http://www.cmaa.asn.au) and register online

**Once you have registered:** Closer to the Conference & Expo dates, you will be sent your unique bCODE registration via SMS to your mobile phone or email by Tradevent, so please supply your details of both when registering and select which method you would prefer to use.

# Get Ready For 2010 Darling Harbour Conference & Expo

Pencil this date into your diary for 2010 ... the CMAA AGM, Annual Conference and Hospitality Expo at Darling Harbour on Monday and Tuesday - March 8 and 9 - 2010. This annual conference and trade show is the premier event on the Club Industry calendar. The 2010 Conference will continue to deliver the quality and relevance of topics and speakers that have previous events so successful and important for clubs and club executives. A partnership with the Leagues Club Association and Aristocrat in offering a **Gaming Management Certification** session - duplicated over the two days of the Conference - will enable keen and motivated gaming staff and management to access gaming education and recognition through the important and valuable **GMDC Program**. The CMAA has decided there will be a nominal charge for the 2010 Conference - registration of \$200 per person (including GST). People covered in this registration cost include staff, management and directors of clubs, hotels, casinos, restaurants and catering companies. After three years of complimentary registration to the Darling Harbour Conference, when the CMAA Federal Executive recognised the hardship clubs were experiencing due to the increased gaming taxation regime, introduction of smoking bans and other high-impact industry issues, it has been decided to charge \$200 per person to help offset the increased costs the Association has absorbed in continuing to offer members the best in services and products at reduced costs. The Trade Expo again will be set up across two locations - in Hall 5 and outside the Conference Room on Level 1 of Parkside Ballroom. Visitors to the CMAA Hospitality Expo and associated functions will be restricted to the following accredited persons ...

- CMAA Members
- Directors and Staff of Registered Clubs
- Trade Exhibitors & Staff
- Accredited Trade Representatives

Trade representatives not exhibiting at the CMAA Trade Expo will be required to pay an entrance fee of \$1,000(plus GST).

To register for the Conference and Trade Expo, go to [www.cmaa.asn.au](http://www.cmaa.asn.au) and click on the Darling Harbour Conference panel at the bottom of the home page.

## The Influential Communicator Program

The CMDA has partnered with **McKenzie Carrick** Corporate Psychologists to deliver the **Influential Communicator Program** - a dedicated program that can change the life of your business and the business in your life. Facilitated by David Barlow over 10 weekly morning sessions at the CMA Career Development Centre at Auburn, this outstanding program is one that all managers should undertake to polish their existing skills. Registrations are open by accessing the CMDA Training Calendar via the CMAA website [www.cmaa.asn.au](http://www.cmaa.asn.au) You are also able to investigate the full course outline featured on **pages 48 & 49**.

## Queensland Training

The CMDA and The Academy will jointly deliver the **Duty Management Development Program** and the **Gaming Analysis Program** in Queensland during 2010. Featuring local Queensland trainers, the programs will be customised to reflect the Queensland club context and visit Brisbane, Townsville, Gold Coast and Cairns. It's important to remember that ACCM Activity points will be granted only for participation

on CMAA-Academy courses in Queensland. So, ensure you register to help other managers continue with their career progression.

### Duty Manager Development Program

Brisbane - S1: Mon-Tues, March 1&2; S2: Mon-Tues, April 12&13; S3: Mon-Tues, May 10&11

Townsville - S1: Mon-Tues, March 15&16; S2: Mon-Tues, April 19&20; S3: Mon-Tues, May 17&18

### Gaming Analysis Program

Cairns - Mon-Tues, March 29&30

Gold Coast - Wed-Thurs, May 19&20

Registrations are open, so click on the CMDA Training Calendar via the CMAA website at [www.cmaa.asn.au](http://www.cmaa.asn.au)

## Clubs+: Eat, Drink & Entertain F&B Alive in Queensland

The CMDA is proud to present two days packed with the latest information for club managers, chefs and catering professionals. This "summit"-style event is presented by Profitable Hospitality and the CMAA. Discover winning strategies for your club - better purchasing and cost control, menu development and innovation, master-class workshops and smart marketing methods. Hear industry experts, leading chefs and successful club managers share the latest tips, trends and information. This is Queensland's F&B event of the year, designed to put you ahead of the field. A full day of information and experience at Fine Food Brisbane is also included.

Day 1: March 23 - BRISBANE - Fine Food Brisbane

Day 2: March 24 - BRISBANE - The Greek Club

Registrations are open by accessing the CMDA Training Calendar via the CMAA's [www.cmaa.asn.au](http://www.cmaa.asn.au) website.

## Training Courses in January & February

The CMDA will be back in full swing from mid-January 2010, offering a range of supervisory and management-orientated training and development courses. You can register now for any of these courses via the CMAA website [www.cmaa.asn.au](http://www.cmaa.asn.au) and click onto the Training Calendar. The 2010 Training Calendar also is featured on **Pages 34 & 35** of this magazine. Remember that most CMDA courses can be bought for a set price for your club or Zone at reduced cost at a time convenient to you. Call the CMDA office - 02 9643 2300 - for more information.

### January 2010

> **Club Secretary Manager Course @ Auburn**

S1: Wed-Thurs, January 20&21 S2: Wed-Thurs, February 3&4

> **Recruit & Select Staff with Paul Lyons @ Auburn**

Wed-Thurs, January 27&28

### February 2010

> **Supervisor Bootcamp @ Auburn**

S1: Mon 1; S2: Mon 8; S3: Mon 15; S4: Mon 22

> **Manage Physical Assets @ Auburn**

S1: Tues-Wed, February 9&10; S2: Tues-Wed, February 16&17


> **Monitor Staff Performance @ Auburn**

Wed-Thurs, February 17&18

> **Marketing Fundamentals @ Auburn**

Tues-Wed, February 9&10

You can register for any of these courses via the CMAA website [www.cmaa.asn.au](http://www.cmaa.asn.au) and click on the Training Calendar icon.

 <p>SIT courses are nationally recognised &amp; accredited training units. Upon successful completion of SIT unit assessment requirements, participants will be issued with a Statement of Attainment Qualification. NACC signifies non accredited course. Participants will receive a Statement of Participation. ** SIT qualifications issued pending outcome of VETAB application. **</p>		d a y s	JAN	FEB	MAR	APR	MAY
<b>Supervisor Development</b>							
<b>Supervisor Boot Camp</b> SITXMG001A Monitor work operations SITXHRM001A Coach others in job skills		4		S1: M1 S2: M8 S3: M15 S4: M22			S1: M3 S2: M10 S3: M17 S4: M24
<b>Train The Trainer</b> SITXHRM001A Coach others in job skills		1		M15			M17
<b>Plan &amp; Establish Systems &amp; Procedures</b> NACC		1		M22			M24
<b>Deal With Conflict Situations</b> SITXCOM003A		2			M15 & T16		
<b>Duty Management Development</b>							
<b>Duty Manager Program</b> SITXCCS001A Manage quality customer service, SITXHRM003A Roster staff, SITXHRM005A Lead and manage people		6			S1: T2-Th4 S2: T23-Th25 Brisbane S1: M1-T2 Townsville S1: M15-T16	Brisbane S2: M12-T13  Townsville S2: M19-T20	Brisbane S3: M10-T11  Townsville S3: M17-T18
<b>Management</b>							
<b>Develop Legal Knowledge Req'd for Bus. Compliance</b> SITXGLX001A Develop and update legal knowledge required for business compliance		6				S1: M19-T20	S2: M10-T11 S3: M24-T25
<b>Manage Workplace Relations</b> SITXHRM008A		3					
<b>Club Secretary Managers Course</b> NACC		4	S1: W20-Th21	S2: W3-Th4		S1: W14 – Th15 S2: W21 – Th22	
<b>The INFLUENTIAL COMMUNICATOR Program</b> The program is most suited people who are in business roles that require successful influencing of others to generate positive business outcomes. This can change the life in your business & the business in your life!		12		S1: T16 S2: T23	S3: T2 S4: T16 S5: T23 S6: T30	S7: T6 S8: T13 S9: T20 S10: T27	
<b>Manage Physical Assets</b> SITXFIN007A		4		S1: T9-W10 S2: T23-W24			
<b>Develop &amp; Implement a Business Plan</b> SITXMG004A		3					
<b>Corporate Governance</b>							
<b>The CMA and Southern Cross University Graduate School of Management Corporate Governance Program</b> For the MOST Senior Managers and directors of clubs.....		4				S1: T13 - W 14	S2: T18-W19
<b>Gaming</b>							
<b>Analyse &amp; Report on Gaming Machine Data</b> SITHGAM004A		2			W3 & Th4 Cairns M29-T30		Gold Coast W19-Th20
<b>Gaming Manager Program</b> SITHGAM005A Develop and manage gaming activities		6					
<b>Finance</b>							
<b>Introduction to Cost Control Principles</b> NACC		1			T2		
<b>Stage 1 - Financial Fundamentals</b> SITXFIN003A Interpret financial information SITXFIN004A Manage finances in a budget		2			W17 & Th18		
<b>Stage 2 - Financial Management</b> SITXFIN005A Prepare and monitor budgets SITXFIN008A Manage financial operations		5				S1: W7 & Th8	S2: T4-Th6
<b>Human Resources</b>							
<b>Recruit and Select Staff</b> SITXHRM002A Recruit, select and induct staff		2	W27 & Th28				
<b>Monitor Staff Performance</b> SITXHRM006A		2		W17-Th18	Cardiff M15 & T16		
<b>Marketing</b>							
<b>Stage 1 - Marketing Fundamentals</b> NACC		2		T9 & W10			
<b>Stage 2 - Develop &amp; Manage Marketing Strategies</b> SITXMPR005A		4					

The following courses are also

**Food & Beverage**  
presented in conjunction with Profitable Hospitality

**Catering Improvement Workshop** NACC

**Super FAST Training** NACC

**F&B Summits**

**Events & Functions Summits**

**Club Online Marketing** NACC

**Compliance**  
presented in conjunction with The Academy Hospitality Australia  
**Responsible Management of Licensed Venue (RMLV)** NACC

**RSA & RCG**  
presented by the CMDA and also available at Vocational Training Academies

**Responsible Service of Alcohol**

**Responsible Conduct of Gambling**



JUN	JUL	AUG	SEPT	OCT	NOV	DEC	Member Affiliate Upfront Credit Card Payment	Non Member Upfront Credit Card Payment	Payment Mode other than Credit Card Payment
			S1: M13 S2: T14 S3: M20 S4: T21				\$750 (+GST)	\$950 (+GST)	+ Admin Fee \$25pp
			M20				\$220	\$290	+ Admin Fee \$25pp
			T21				\$280 (+GST)	\$380 (+GST)	+ Admin Fee \$25pp
	M5 & T6				M22 & T23		\$480	\$580	+ Admin Fee \$25pp
	S1: T6-Th8 S2: T27-Th29				S1: M8-W10 S2: M22-W24		\$1,560 (+GST)	\$1,690 (+GST)	+ Admin Fee \$25pp
			S1: M13-T14 S2: M27-T28	S3: M11-T12			\$1,320	1,490	+ Admin Fee \$25pp
W16-F18					T16-Th18		\$690	\$790	+ Admin Fee \$25pp
S1: W9-Th10 S2: W23-Th24	Cardiff S1: T20-W21 S2: T27-W28	S1: W4-Th5 S2: W11-Th12		S1: W6-Th7 S2: W20-Th21		S1: M6-T7 S2: M13-T14	\$690 (+GST)	\$890 (+GST)	+ Admin Fee \$25pp
		S1: T17 S2: T24 S3: T31	S4: T14 S5: T21 S6: T28	S7: T5 S8: T12 S9: T19 S10: T26			\$2,800 (+GST)	\$3,000 (+GST)	+ Admin Fee \$25pp
					S1: T9-W10 S2: T23-W24		\$900	\$1,000	+ Admin Fee \$25pp
	S1: T13-W14	S2: W4					\$690	\$790	+ Admin Fee \$25pp
	S1: T20-W21	S2: T24-W25		S1: T19-W20	S2: T16-W17				Contact the CMDA for details
T15 & W16			W1 & Th2			W1 & Th2	\$480	\$580	+ Admin Fee \$25pp
S1: M7-W9 S2: M21-W23				S1: M25-W27	S2: M15-W17		\$1,320	\$1,490	+ Admin Fee \$25pp
	T6				M8		\$280 (+GST)	\$380 (+GST)	+ Admin Fee \$25pp
		W18 & Th19					\$480	\$580	+ Admin Fee \$25pp
				S1: W13-Th14	S2: T9-Th11		\$1,200	\$1,350	+ Admin Fee \$25pp
		M9 & T10					\$480	\$580	+ Admin Fee \$25pp
T1 & W2					M29 & T30		\$480	\$580	+ Admin Fee \$25pp
			T28 & W29				\$480 (+GST)	\$580 (+GST)	+ Admin Fee \$25pp
S1: T29-W30	S2: T20-W21				S1: M29-T30	S2: M6-T7	\$900	\$1,000	+ Admin Fee \$25pp

o available through the CMDA

**Safety**  
presented in conjunction with Barringtons Training Services  
**Armed Robbery Survival Skills**

**OH&S**  
presented by the CMDA  
**OH&S Risk Mgmt for Supervisors & Managers**  
*SITXOHS004A Implement and monitor workplace health, safety and security procedures*

**OH&S Consultation for Workplace Committees**  
*SITXOHS005A Establish and maintain an OHS system*

**Management**  
presented in conjunction with Big Dave Staughton  
**The Club Entrepreneur's Bootcamp**

**The Club Finance Symposium**

**Presentation Skills for Leaders** NACC

## Influential Communicators can change the business world

Communication might be the most-talked-about issues in business today. The message - and how it's delivered - can mean the difference between success and failure ... survival and oblivion in a business and economic environment that is as challenging as anything managers have faced previously.

As with other significance topics and issues facing managers and clubs - corporate governance, security, food and beverage - the CMDA has recognised that communication deserves special focus and education.

In conjunction with McKenzie Carrick Australia, the CMDA will present the **"Influential Communicator Program"**, a 10-week program of Tuesday morning sessions facilitated by David Barlow (see pages 48&49).

The ICP focuses on two key areas of personal development - understanding self and understanding others. This greater awareness is then combined with skill acquisition through key concept practise at work and home.

David was one of the high-profile presenters at the CMAA's 2009 annual Mid Year Executive Leadership Conference at Conrad Jupiters on the Gold Coast in July. David's Conference topic, **"Risky Thinking"**, was well-received and has been repeated at CMAA Zone Meetings in recent months.

CMAA Education Manager Ralph Kober said that response to David's Conference session and popularity with Zones prompted the ICP partnership. "We had nothing but good feedback from the Conference and the Zone workshops, so we decided to look at packaging a communication program for clubs," Ralph added.

David Barlow, a McKenzie Carrick Australia Director, said the program was designed to help understand positive and negative thinking patterns and the effect these have on interacting with others. "Effective communication and the effect this can have on successful business outcomes is, perhaps, one of the most-talked-about issues in all forms of business as companies and, in this case, clubs strive to be relevant, effective and successful," David added. "The program helps to shift the way we habitually communicate and demonstrates significant new and positive ways of influencing others. It will significantly improve communication skills with others - particularly with staff, peers, customers, suppliers, external groups and family."

The ICP enables conflict to be avoided in the first place. However, should a communication situation deteriorate - under the influence of alcohol, or aggrieved customers - the course provides the skill sets to better deal with unhappy people and resolve situations more peacefully or equitably.

From a customer service perspective, the ICP provides the knowledge, confidence and insight into how and why people behave and respond in certain ways.

It also provides the communication skills to create more win/win outcomes - especially if the customer is "difficult".

***"First learn the meaning of what you say ... then speak." - Epictetus, 55AD***

***"The most important thing in communication is to hear what isn't being said." - Peter F. Drucker***



David Barlow will facilitate the Influential Communicator Program at the CMDA's Career Development Centre at Auburn early next year.

It's important to remember that customers can be internal - fellow staff members, managers and suppliers.

Enhanced listening, quality questioning and a good understanding of human behaviour all allow for more successful work and personal relationships.

David said that despite the significance of communication, it remains one of the least-understood and one of the least-improved areas of a business. "The program is best suited to people in business roles that require influencing others to generate positive business outcomes," he added. "Many program graduates have experienced remarkable personal change with significant effects in work and home life."

Topics covered in the program include customer service, sales results, negotiation skills, personal leadership, inter-personal communication and business relationships.

David said the skill of successfully influencing others is a learned behaviour. "Quality personal interaction is the result of the way we think about a situation," he said. "Thinking patterns become attitudes and attitudes decide behaviour. Behaviour is the direct determinant of the level of business and personal success."

The **Influential Communicator Program** will be presented at the CMAA's Career Development Centre at Auburn across 10 weekly sessions - 8.30am to 12pm - on successive Tuesdays beginning on February 16 and concluding on April 27. To register, go to the CMAA website - [www.cmaa.asn.au](http://www.cmaa.asn.au) - and click on the 2010 CMDA Training Calendar. Cost is \$2,900 (including GST) per person. For program inquiries, contact Ralph Kober at the CMAA - 02 9643 2300.

# Is **YOUR CLUB** fair dinkum about Corporate Governance?

The 2008 IPART Final Report on NSW Registered Clubs recommends ...

**YOUR CLUB** had better be!



**YOUR CLUB** can't afford to miss this program



## ‘Why **YOUR CLUB** can’t afford to miss out on joining the CMAA - Southern Cross University’s ‘Corporate Governance Program’

Managers and Directors need to work together on a level playing field to have a genuine chance of meeting and overcoming the challenges the Club Industry face with Corporate Governance and Business Viability.

The essence of good management is open communication, trust and healthy relationships with all stakeholders, at all levels.

The CMAA has partnered with Southern Cross University’s Graduate College of Management to develop a tailored Corporate Governance Program targeted at the most senior Managers, Presidents and senior Directors of registered clubs. This program will help them to build a working relationship that will sustain and grow their clubs and businesses.

The decision to undertake the Corporate Governance Program is significant because it will enhance Your Club’s ability to perform in the workplace and provide CEOs and Directors with the critical skills for success.

### The Corporate Governance Program will equip CEOs and Directors with ...

#### ➤ **knowledge ...**

As a business professional looking to succeed in today’s competitive hospitality market, you need to continually expand your knowledge base. By completing this Corporate Governance Program, you will gain knowledge of Corporations Law; acquire skills to evaluate environmental factors and ethical challenges, and have an understanding of Corporate Governance.

#### ➤ **skills ...**

You will build on your current skill set and learn to deal with complex business issues.

You will enhance your problem solving and communication skills through practical assessment activities.

**YOUR CLUB** will be the winner.

### These topics are covered in the Corporate Governance Program ...

- The evolution of modern Corporate Governance
- Roles and responsibilities of Directors and the function of Boards
- Corporate power and corporate performance
- Directors’ information and Board knowledge
- A framework for Board activities, Board and Committee structures
- Board styles, Board review and appraisal and Board development
- Strategy formulation, policy making and measuring management performance
- Not-for-profit, small-to-medium enterprises
- Corporate social responsibility
- Code of Practice
- ASX Guidelines and Principles

### The Corporate Governance Program Convenor ...

Dr Michael Singleton BA (hons.) MA PhD Cert.IV AWT, has a long, diverse and successful career in senior management and consultancy in the private and public sectors - in Australia and internationally. His most recent role was as CEO with a leading Australian healthcare sector company. Prior to this, he was Director of Administration at the University of Wollongong’s Dubai Campus in the United Arab Emirates. Dr Singleton was a member of a three-person Executive responsible for ensuring good governance and oversight of the operations and strategic development of the University’s administrative and marketing functions. During his career, Dr Singleton has maintained close contact with the academic world through his own research, which has been presented at international conferences, and through teaching mainly at a post graduate level.



Most recently, he has taught in MBA, Master of International Business and Master of Quality Management programs. He is a regular participant in the programs of the European Institute of Advanced Studies in Management, with headquarters in Brussels, most recently delivering academic papers in Paris and Edinburgh and attending its Corporate Governance Conference in Venice. He currently works with the Graduate College of Management at Southern Cross University where he draws upon his extensive first-hand experience working with Boards of Directors and CEOs to develop and improve Corporate Governance processes.

## Here's what the first Graduates said about the program ...



**HANS SARLEMYN, ACCM - CEO, *norths group***

"I believe that this program is a pre requisite for all senior managers of registered clubs. I will be sending more of my senior management team to the upcoming programs in 2009. If I was going to use one word to sum up the program, it would be ... **EXCELLENT.**"



**TONY CAMPOLONGO, OAM - President, Club Marconi**

"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."



**GORDON RHODES, ACCM - CEO, South Tweed Sports Club**

"I advise all club managers - country and city - to sign up for the program. This is not just for the big clubs [we are only a medium-size venue] and, in fact, I suspect the resources [physical, such as texts] and the interaction will prove invaluable."



**KEN MURRAY - President, Randwick Labor Club**

"The impact of the program has been to solidify our relationship as President and CEO and has seen the whole Board become more confident in our ability to lead the organisation through some major new developments."



**TONY LYKAKIS, ACCM - CEO, St George Rowing Club**

"I would advise and encourage small clubs, especially, to do the program because the same issues that confront the larger clubs certainly confront the smaller ones. My one word to sum up the program would be ... **DILIGENCE.**"



**DENNIS MCHUGH - Vice President, Tradies**

"It has helped broaden my knowledge and reduced the size of the 'Elephant in the Room', that is the uncertainty of who is responsible for Corporate Governance. It has helped me to define the roles of the Board and Management and trying to find that balance between interfering and monitoring."



**PAUL BARNES, ACCM - CEO, Moama Bowling Club**

"Professor Michael Singleton, who was our facilitator, has done an outstanding job researching and customising this program to meet the Registered Club Industry context. I would recommend all progressive CEOs and Directors to do the program. If I had to use one word to sum up the program it would be ... **FANTASTIC.**"



**BILL CROWTHER - Vice President, Dapto Leagues Club**

"I have been surprised as to the volume of how much Directors have to understand pursuant to the Registered Clubs Act and Corporations Law. This program has spelled out what we need to put into practice and how to put it into practice."

## The Corporate Governance Program details ...

The CMAA - SCU Corporate Governance Program now is available to all clubs in 2010.

The essential eligibility criteria for the program is that each club must be represented by the most senior member of its manager team (in the first instance, the CEO) and a Senior Director of the Club's Board. No individual registrations will be accepted as the program's specific aim is to foster the working relationship of the Manager and the Board.

## CMAA-SCU Corporate Governance Program 2010 ...

**Venue:** Southern Cross University, Tweed Heads Campus, Tweed Heads

- Participants arrive in Coolangatta on the Monday before the start of each Workshop Session and depart on the Wednesday afternoon.

Program Cost & Inclusions per Club	Total Cost for 2 people per Club (GST included)	4-Day Program & Workbook, Readings & CD ROM - pp	Flights Virgin Blue Ex-Syd & Ex-Cool # Workshops 1&2 - pp # Gold Coast transfers - pp	Twin Towns Outrigger Resort Single Room each 4 nights - pp 4 breakfasts - pp	Networking Dinners each evening - pp	Catering ... Morning Tea Lunch Afternoon Tea each day - pp
1 x Manager 1 x Director	\$9,900	✓	✓	✓	✓	✓

### Cohort 1 / 2010

Workshop 1: Tuesday 13th & Wednesday 14th - April

Workshop 2: Tuesday 18th & Wednesday 19th - May

### Cohort 2 / 2010

Workshop 1: Tuesday 20th & Wednesday 21st - July

Workshop 2: Tuesday 24th & Wednesday 25th - August

### Cohort 3 / 2010

Workshop 1: Tuesday 19th & Wednesday 20th - October

Workshop 2: Tuesday 16th & Wednesday 17th - November



To register or express an interest in attending any of the programs ...

go to [www.cmaa.asn.au](http://www.cmaa.asn.au) and click on the Southern Cross University link or contact CMAA Education Manager RALPH KOBER 02 - 9643 2300 or E: [ralph@cmma.asn.au](mailto:ralph@cmma.asn.au)

## The Corporate Governance Program assessment and articulation ...

There will be several assessment items for Corporate Governance Program participants to complete. This will be both group and individual-based. Assessment will focus on workplace situations and problem-solving cases relevant to the Club Industry. On successful completion of this program, each participant will receive a "Certificate of Achievement" from Southern Cross University's Graduate College of Management. Successful completion is equivalent to one unit of advanced standing into an accredited Graduate College of Management Program.

- each Cohort ( program ) limited to 12 Clubs i.e. 1 CEO + 1 Senior Director per club
- each Cohort comprises 2 x 2-day workshops



# Clubmusic delivers bright new beat to industry

The Club Industry has reacted proactively and swiftly to the 6,000% increases in PPCA licence fees for clubs playing background music in restaurants and dining areas and our proposed PPCA-free music solution. ClubsNSW has developed a PPCA-free music solution developed with Venue Music Solutions. The product is "Clubmusic" and became available from December 1. Clubmusic is certified to be PPCA-free. Clubmusic was developed after extensive market research, including a nation-wide survey of clubs and is designed to meet club background music needs without an exorbitant licence fee. To access PPCA-free music, an annual contribution to the Clubmusic Artist Fund will be required - from \$70 to \$210 to allow repatriation of royalties to artists and the creation of a fund to assist local musicians. The contribution will vary depending on club size measured by total club revenue

- Clubs with less than \$1 million total revenue per annum: \$70 per year
  - Clubs with \$1million to \$5million total revenue per annum: \$140 per year
  - Clubs with more than \$5million total revenue per annum: \$210 per year
- Clubs can purchase CDs, or access an online music library
- Option 1: A pack of 5, 20-track CDs for \$125
  - Option 2: A 400-track music library and updates (monthly or quarterly) where the club is supplied with a software application that runs on their PC for \$65 per month
  - Option 3: A 400-track music library and updates (monthly or quarterly) where the club receives an on-premise commercial music management system, including software and hardware, for \$100 per month
  - Option 4: A 400-track music library and updates (monthly or quarterly) where the club receives an online commercial music management system for \$110 per month.

For options 3 and 4, clubs can reduce their monthly fee by making an up-front contribution to the cost of the required hardware. To obtain Clubmusic, clubs should complete and return an order from available from the ClubsNSW website. PPCA-free music comes from both Australian and overseas artists. Clubmusic playlists and CDs will feature well-known, popular songs interspersed with independent artists' music. There is a variety of music styles available to clubs as background music

- Classic and contemporary easy listening (e.g. Doobie Brothers, Stevie Wonder)
- Contemporary popular (e.g. Black Eyed Peas, Mika)
- Café lounge music (e.g. Verve, remixed albums)
- Crooner (e.g. Frank Sinatra, Dinah Washington)
- Party Classics (e.g. James Brown, Survivor)

Options 2, 3 and 4 are sophisticated solutions that allow clubs to program different genres of music at different times of the day. For example, clubs may play lighter, more-relaxed music through the day and modern, more-upbeat tunes at night to match the demographic of patrons and the atmosphere of the club at those times. CDs and CD covers will be printed with suggestions for the best times of day to play the CD. Clubs can play Clubmusic throughout the premises, including the restaurant, and not pay the corresponding PPCA background licence fees. Clubs need to continue paying annual APRA fees for background music. Clubmusic is PPCA-free but not APRA-free because APRA fees are distributed to most Australian performers and song writers, including independent PPCA-free artists and these fees are not scheduled to increase. Once the background music solution is delivered, the clubs will receive an invoice from Venue Music Solutions. Clubs with specific requirements or further questions are asked to contact the ClubsNSW Member Enquiries Centre on 1300 730 001.

## Alcopops flow despite tax rise

"Alcopops" sales have returned to double-digit growth, despite the 2008 70% tax hike, amid signs the overall market for alcohol is growing. Industry research emerged as Prime Minister Kevin Rudd launched a fresh attack on binge drinking, sparking opposition accusations he was resorting to the issue to divert public attention from anger about his border security failures. But the Citigroup beverage trends analysis for October reported sales of RTDs "have returned to pre-tax-hike double-digit growth trajectory". "Beer doesn't appear to be losing out, suggesting overall alcoholic beverage market growth," the analysts added. Beer sales grew notably in the wake of the alcopops tax, but the rebound in the RTD category "has had minimal impact on beer consumption to date ... combined beer and RTD volume growth is currently trending 6% ahead" of sales 12 months ago. The PM moved to put binge-drinking back on the agenda in an interview with Brisbane's *Courier Mail* newspaper when he foreshadowed hard-hitting, anti-binge-drinking advertisements and a rethink on liquor licensing laws.

## Coffee brewing up a storm in clubs

NSW clubs have transformed themselves into the state's most popular coffee houses since 2004. Coffee sales have surged on the back of clubs making an effort to be more "family friendly", with sales increasing 76% in the past five years. CMAA Federal Executive Member Debbie Feening's Club Marconi, in south-western Sydney is Australia's biggest coffee seller, making more than 360,000 cups of coffee last year from eight different blends - all served in glass. Coffee out-sold beer almost two-to-one, and out-sold wine and "alcopops" - even soft-drinks. With coffee a crucial part of the club's business plan, all 260 staff are required to complete a barista course and every bar in the club has an Italian-made coffee machine installed beside the beer taps. Ryde Eastwood Leagues Club, Mounties and the Mingara Recreation Club recently opened coffee franchises. Many clubs have seen coffee sales increase more than 100% in recent years on the back of family friendly renovations. Diggers @ the Entrance has employed two baristas and a chef to handle the surge in coffee sales after building a new café.

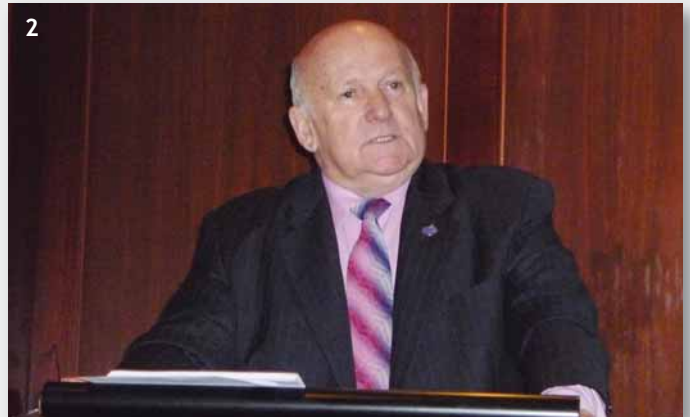
# Victoria keeps the information channels open

The CMAA's Victoria Zone continued its policy of information and networking with the Zone Meeting and series of three workshops at the Carlton Brewhouse in late October. With Victoria moving closer to owner-operated gaming machines that will put the management onus on club managers across the state, CMAA Federal President Bill Clegg, ACCM, and Executive Officer Terry Condon, CCM, flew to Melbourne for the full-day event that also attracted managers and industry trade representatives. Zone President Barry West welcomed members, including Zone Treasurer and Division H Federal Councillor Grant Duffy, and guests to the meeting where Bill and Terry presented the Head Office Report, touching on issues such as Victoria's new gaming frontier, the latest developments in the Federal Government's Fair Work Act 2008 and the Registered and Licensed Clubs Award and Productivity Commission's Draft Report Into Gambling in Australia. Popular CMAA educator Paul Lyons "opened the batting" with the first of the Information Session, and his topic "Good Corporate Governance" resonated with club managers better understanding the implications and consequences of owner-operating gaming machines after 2012. Paul pointed to the CMAA-SCU Corporate Governance program where three cohorts will be delivered in 2010. Julie Gestman, a Senior Lecturer in Economics at Swinburne University followed with an "Introducing Economics" workshop. Following a lunch break, Theo Tolkis from CMDA Career Development sponsor IGT gave Victorian club managers an insight in their brave new world with the perspective of the "Gaming Machine Manufacturer".

1 - Bill Clegg with Kevin Morland, Erin Langman, Terry Condon, Barry West and Grant Duffy for the Victoria Zone Meeting and Information Session at the Carlton Brewhouse in Melbourne.

2 - Terry Condon presents the CMAA head Office Report..

3 - Paul Lyons spoke about Good Corporate Governance.





# Steady as she goes at Illawarra Shoalhaven

Illawarra Shoalhaven members unanimously re-elected the Zone Committee for another term at the Annual General Meeting on October 30. President David Hiscox, Secretary-Treasurer Phil Ryan and Education Officer Dennis Skinner received the full support of the 27 members who attended Dapto Leagues Club. During his President's Report, David, also the CMAA Division F - Illawarra Shoalhaven Zone and Far South Coast Zone - Federal Councillor and CMDA Board of Management Studies member - thanked his fellow committee members and the membership for their support. David also acknowledged long-serving manager Margaret Cooper before announcing the winners of the Zone Bursary winners - Amanda Suters from Wollongong Golf Club and Tony Woods from Kiama Bowling Club. Phil and Dennis added their reports before CMAA Communication Services Manager Peter Sharp delivered the Head Office Report, speaking about the latest developments in the Federal Government's Fair Work Act 2008 and the Registered and Licensed Clubs Award, noting that the club-specific legislation is not yet finalised and members covered by NAPSAs not affected by changes to new salary scales until these NAPSAs lapse in 2014. With the fall-out from the Productivity Commission's Draft Report Into Gambling in Australia still being assessed and the strong bias towards clubs and poker machines, Peter invited Dapto Leagues Club Operations Manager Michael Brennan, an experienced Gaming Manager, to speak about the implications for the industry. Michael had come from a Leagues Club Association meeting of gaming managers trying to assess the Draft Report. Phil then resolved venues for Zone Meeting dates in 2010 ...

- February 26 - Club Windang
- April 30 - Port Kembla RSL Club
- July 30 - Bomaderry Bowling Club
- October 29 - AGM at Dapto Leagues Club
- December 3 - Christmas Luncheon at Collegians Balgownie

Following the AGM, directors and industry trade representatives joined managers for lunch in the club restaurant.

1 - Zone Education Officer Dennis Skinner congratulates Tony Woods on winning the Zone's main bursary to G2E 2010.





# Club Food & Beverage Summit 2009

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Please allow 28 days for dispatch. Payment must accompany order.



## Impressive start for Brisbane Cocktail Party

It was a case of starting in style with Brisbane Zone's inaugural Cocktail Party at the Storey Bridge Hotel last month. Zone Secretary Sheryl McGregor from Greenbank RSL Club reported on a successful and enjoyable event for members, sponsors and industry supporters. "Our sponsors really appreciated it and it was good to do something for them," Sheryl said. More than 60 guests, including Zone, bursary and product sponsors, Federal Councillor and Gold Coast Zone President Steve Condren, CMAA Life Member Lew Cooper and the Zone Committee enjoyed the social networking. Sheryl said one of the Zone Sponsors sent an email congratulating President John Limbrick and the Committee on a "fantastic event". "The management and staff at the Storey Bridge Hotel did a wonderful job and made the night special," Sheryl added.





# Vegas, here she comes as Jan wins top bursary

It was a case of Vegas, here she comes again when popular Brisbane Zone Vice President Jan Walters won the Ian Silk Memorial Bursary at the CMAA Queensland Bursary and Scholarship Awards this month. Sponsored by the CMAA Brisbane Zone, the bursary will allow Jan to return to Las Vegas next November on the CMAA's Global Gaming Tour to the US for G2E in Las Vegas. After she recovered from the shock of the announcement, Jan said she couldn't wait to get back to take in more of the sights, sounds and excitement of the world's gaming capital. "I was there previously and said to Terry Condon that there was so much that I hadn't had time to see that I wanted to come back one day ... I can't believe it will be next year," she said as she worked beside Zone Committee Colleagues to present the 15 bursaries on offer on December 4. CMAA Executive Officer Terry Condon also presented Logan Diggers Club managers Jason McIlroy and Slade Wiberley with their Active Certified Club Manager (ACCM) Awards. Hervey Bay Golf Club CEO Steven Crawford accepted the Aristocrat-sponsored Lew Cooper Bursary with the CMAA Life Member at Logan Diggers Club to present the award. Southport RSL Club CEO Paul McGuire won the Lion Nathan Study Tour Bursary, while Carina Leagues Club Finance Manager Tanya Kimber won the Ainsworth Study Tour Bursary. The Bursary Luncheon attracted 175 guests with compere Billy J Smith announcing the winners, Zone President John Limbrick making the presentations with bursary sponsors and comedian Marty Fields providing the laughs. John earlier welcomed 37 members to the Zone Meeting where former Zone President and Federal Councillor Pam Shelton received unanimous support for nomination as a CMAA Life Member.



Jeremy Norton  
& Lisa Lewis



Scott Steele &  
Damien Ringrose

## CMAA Queensland 2010 Bursary & Scholarship Awards

### IAN SILK MEMORIAL BURSARY

*Sponsor: CMAA Brisbane Zone*

Jan Walters, ACCM	Finance Controller	Logan Diggers Club
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### ARISTOCRAT LEW COOPER BURSARY

*Sponsor: Aristocrat*

Steven Crawford	CEO	Hervey Bay Golf Club
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### LION NATHAN STUDY TOUR BURSARY

*Sponsor: Lion Nathan*

Paul McGuire	CEO	Southport RSL Club
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### AINSWORTH STUDY TOUR BURSARY

*Sponsor: Ainsworth Gaming Technology*

Tanya Kimber	Finance Manager	Carina Leagues Club
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### Q CLUBS BUYING GROUP & CUSTOMERS ATM MID YEAR CONFERENCE BURSARY

*Sponsor: Q Clubs & Customers ATM*

Steve Ratcliffe, ACCM	Operations Manager	Geebung - Zillmere RSL Club
Sally Dickinson	Financial Controller	Broncos Leagues Club

### MAXGAMING CMAA DUTY MANAGER DEVELOPMENT PROGRAM BURSARY

*Sponsor: Maxgaming*

Lisa Lewis	Club Manager	Logan Diggers
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### KONAMI, FINLEASE & PAYNTER DIXON AUSTRALASIAN GAMING EXPO BURSARY

*Sponsor: Konami, Finlease & Paynter Dixon*

Tanya Fawcett	Catering Manager	Logan Diggers Club
Slade Wiberley, ACCM	Gaming Manager	Logan Diggers Club
Wendy Varley	Marketing Manager	Logan Diggers Club

### DUTY MANAGER PROGRAM BURSARY

*Sponsor: CMAA Brisbane Zone Committee*

Neill Robinson	Gaming Attendant	Redcliffe Leagues Club
Chris Price	Club Manager	Logan Diggers Club
Damien Doonan	Bistro Supervisor	Redcliffe Leagues Club
Lisa Clayton	Function Coordinator	Redcliffe Leagues Club

### TYRRELL'S WINE BURSARY

*Sponsor: Tyrrell's Wines*

Scott Steele	Beverage Manager	Redcliffe Leagues Club
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Glen Coleman  
& Tanya Kimber



Ash Hicks &  
Sally Dickinson



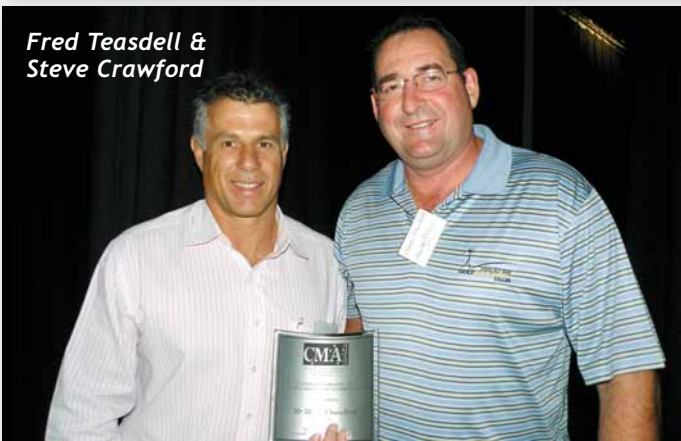
Jan Walters  
& Greta Silk



Slade Wibberley & Jason McIlroy  
with their ACCM awards



Fred Teasdel &  
Steve Crawford



Angus Hudson  
& Paul McGuire



Pam Shelton &  
Steve Ratcliffe



Neil Robinson, Lisa Clayton, Damien Doonan & Chris Price



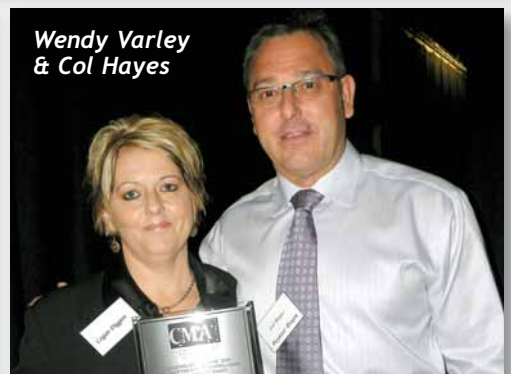
Tanya Fawcett  
& Lew Platz



Phil Horton &  
Slade Wibberley



Wendy Varley  
& Col Hayes



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- BUSINESS RELATIONSHIPS

ALL IMPROVED THROUGH THE

## INFLUENTIAL COMMUNICATOR PROGRAM



One of the most talked about issues in business today is effective communication and the affect this can have on successful business outcomes! Despite the significant focus this topics enjoys - it is still one of the least understood and more importantly one of the least improved areas of a business.

With quality personal communication many things change in the workplace:

- Goals are achieved
- Sales increase
- Business grows
- Stress is reduced
- Conflict reduces
- Customers become promoters
- Staff become more effective
- Teamwork is enhanced
- Staff retention improves
- Employees re-engage

"The most important thing in communication is to hear what isn't being said!"

Peter F. Drucker



in conjunction with ...



**McKenzie CARRICK AUSTRALIA**

■ Corporate Psychologists ■

The skill of successfully influencing others is a learned behaviour. Quality personal interactions are the result of the way we think about a situation. Our thinking patterns become our attitudes and our attitudes decide our behaviours. Our behaviours are the direct determinants of the level of business and personal success we enjoy in life.

The **Influential Communicator Program** is designed to help us understand our positive and negative thinking patterns and the affect these have on the way we interact with others. The program helps us to shift the way we habitually communicate and demonstrates significant new and positive ways of influencing others. The program can significantly improve the way we communicate with others, in particular - staff, peers, customers, suppliers, external groups and family.

The program focuses on two key areas of personal development: understanding self and understanding others. This greater awareness is then combined with extensive skill acquisition through key concept practise both at work and home. The program is most suited to people who are in business roles that require successful influencing of others to generate positive business outcomes. Many program graduates have undergone remarkable personal changes that have had significant effects in their work and home life!

The **Influential Communicator Program** can change the life of your business and the business of your life!

10 Weekly Sessions from 8:30am -12noon

**Starts:** Tuesday, February 16, 2010 **Ends:** Tuesday, April 27, 2010

**Investment:** \$2,900 incl.GST **CMA Career Development Centre, Auburn**



• INTERACTIVE • PRACTICAL • INSIGHTFUL • LEARNING • RESULTS

# INFLUENTIAL COMMUNICATOR MODULES

## PROLOGUE MEETING - *SUCCESSFUL COMMUNICATION: THE CHALLENGE!*

- TUESDAY  
FEB 16**
- Personal Communication Styles Inventory
  - Attitudes and Behaviours that affect the way we communicate and the negative assumptions we make
  - Developing SUCCESS habits: how to create a structured approach to personal change
  - Learning about your Personal Communication Style: The Rule of the Centre

## WORKSHOP ONE - *STYLE FLEXING: AWARENESS OF SELF AND OTHERS*

- TUESDAY  
FEB 23**
- Raising Self Awareness: the vital role this plays in successful proactive communication
  - How my Style supports or conflicts with the Style of other people
  - Resolving conflict amongst Styles: how each Style approaches a communication situation differently
  - Style Flexing with: colleagues, managers, customers and groups

## WORKSHOP TWO - *STYLE FLEXING: INFLUENCING OTHERS POSITIVELY*

- TUESDAY  
MARCH 2**
- The Elements of Communication: Style, Intent and Content
  - The Four Key Intents and the affect they have on communication outcomes
  - How to recognise the Language of each Style and to Flex appropriately
  - The power of words and why they affect each person differently

## WORKSHOP THREE - *LISTENING: UNDERSTANDING THE REAL MESSAGE*

- TUESDAY  
MARCH 16**
- Personal Listening Inventory: good and bad listening habits
  - Attitudes and Behaviours that affect the way we Listen to others
  - The Four Key Elements of Listening: Hear, Interpret, Evaluate and Respond
  - Listening exercises: improving your habitual Listening Style

## WORKSHOP FOUR - *QUESTIONING: IDENTIFYING THE REAL MESSAGE*

- TUESDAY  
MARCH 23**
- Questioning Habits: there are no poor responses only poor questions
  - Attitudes and Behaviours that affect the way we Question
  - Question types and when to use them: Barriers or Aids to positive communication
  - Our internal Filters directly affect how we respond to a communication situation

## WORKSHOP FIVE - *BODY LANGUAGE: IDENTIFYING AND UNDERSTANDING*

- TUESDAY  
MARCH 30**
- Identifying the Non-Verbal Signals that are present in all personal communication
  - Video Case Studies and analysis of macro and micro Non-Verbal Signals
  - Personal Body Language Inventory: understanding the strengths and weaknesses of habitual actions
  - The Ladder of Inference and how it affects everything we do

## WORKSHOP SIX - *BODY LANGUAGE: AWARENESS AND PRACTICE*

- TUESDAY  
APRIL 6**
- Self Awareness is vital to effective use of Body Language in positive communication
  - Attitudes and Behaviours that affect the Non-Verbal Signals that we send
  - The Five Behavioural Skills to effective interpersonal communication
  - Body Language Practise: exercises for worklife and homelife

## WORKSHOP SEVEN - *SUCCESSFUL INFLUENCE: SKILLS, ATTITUDES AND HABITS*

- TUESDAY  
APRIL 13**
- Understanding the different Influencing Styles: what is my habitual Style
  - Mental Models and how these affect the way we react to our world
  - Changing our Filters: improving our Mental Models directly affects how we influence others
  - How Communication Stimuli turns into Action that produces positive or negative behaviours

## WORKSHOP EIGHT - *INFLUENTIAL LEADERSHIP: INFLUENCING OTHERS POSITIVELY*

- TUESDAY  
APRIL 20**
- Understanding Leadership Styles in communication: what is my personal Style
  - The Johari Window and the Undiscovered Self: the effect this has on how we communicate
  - DISC profiles and how they intersect with Communication Styles
  - Learning about how we Learn: the Stages of Unconsciousness

## GRADUATION MEETING - *SUCCESSFUL COMMUNICATION: THE ACHIEVEMENTS*

- TUESDAY  
APRIL 27**
- Effective Communication is a Journey Not a Destination
  - Practise, Practise and Practise makes for SUCCESS
  - Participant Presentations
  - Putting it all together: Masterful Communication

• PRACTICAL  
WORK TOOLS

• REAL WORLD  
EXAMPLES

• INTERACTIVE  
LEARNING

• TECHNIQUES  
PRACTISED

• MEANINGFUL  
PROGRAM  
GOALS  
ACHIEVED

"First learn the  
meaning  
of what you say,  
and  
then speak!"

*Epictetus - 55AD*



in conjunction  
with ...



**McKenzie  
CARRICK  
AUSTRALIA**

■ Corporate Psychologists ■

To register, go to [www.cmaa.asn.au](http://www.cmaa.asn.au)  
Click on CMDA 2010 Training Calendar



# CMAA 2010 Bursary Award Recipients

## PETER CLAREBROUGH MEMORIAL GAMING BURSARY *Sponsored by IGT*

Paul Cousins	Maitland City Bowls, Sports & Rec Club	Chief Executive Officer
John Flanagan	Panthers Group - Cardiff/Newcastle	Acting Operations Manager

## ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY

*Sponsored by Stargames, Russell Corporate Advisory, Global Coffee Solutions, LPK Cleaning, GJW Consultancy, ILG, Colorcraft, Rawsuga, Creating Synergy, One Stop Promotions & Paltronics*

<i>Stargames Bursary</i> Mathew Roper ACCM	Sydney Rowing Club	Operations Manager
<i>Russell Corporate Advisory Bursary</i> Samantha Hockley	Orange Ex-Services Club	Marketing & Communications Manager
<i>Global Coffee Bursary</i> Ben Williamson ACCM	Mounties	Employment Relations Consultant
<i>LPK Cleaning Bursary</i> Bronix Wei	Pittwater RSL Club	Chief Financial Officer
<i>GJW Consultancy Bursary</i> Geoff Holland ACCM	Dubbo RSL Club	Secretary Manager
<i>ILG Bursary</i> Shay O'Connor	Pittwater RSL Club	Human Resources Manager
<i>Colorcraft Printing Bursary</i> Gina Skinner	Illawarra Catholic Club	Business Development & Marketing Manager
<i>Rawsuga Bursary</i> Guy Chapman ACCM	Orange Ex-Services Club	Chief Operating Officer
<i>Creating Synergy Bursary</i> James Smith	Mingara Recreation Club	Purchasing Manager
<i>One Stop Promotions Bursary</i> Steve Payk ACCM	Rosnay Golf Club	Secretary Manager
<i>One Stop Promotions Bursary</i> Todd Morley	Beresfield Bowling Club	Operations & Gaming Manager
<i>Paltronics Bursary</i> Colin Murphy	Breakers Country Club	Trainee Manager

## MELBOURNE RESTAURANT STUDY TOUR BURSARY *sponsored by Profitable Hospitality*

Christine Haynes ACCM	Diggers @ The Entrance	Marketing Manager
Aaron Ferey ACCM	Moorebank Sports Club	Operations Manager

## BACHELOR OF BUSINESS IN CLUB & GAMING MANAGEMENT BURSARY

*Sponsored by Barringtons*

Karl Reiter	Macksville District Ex-Servicemens Club	Trainee Manager
Steve Rigney	Hornsby RSL Club	Marketing & IT Manager

## CMAA VISIONARY LEADERSHIP PROGRAM BURSARY *Sponsored by Scott & Broad*

Karren Howe ACCM	Barrier Social Democratic Club	General Manager
Narelle Bailey ACCM	Stockton Bowling Club	Chief Executive Officer

## CMAA MID YEAR EXECUTIVE LEADERSHIP CONFERENCE BURSARY

*Sponsored by Enterprise Development Network*

Lisa Pozzato	Canberra Labor Club	Group Gaming Coordinator
Wendy Smith ACCM	Windale/Gateshead Bowling Club	Chief Executive Officer

## PROFESSIONAL DEVELOPMENT EDUCATION BURSARY *Sponsored by CMAA Executive*

Natalie Thurston	Coonamble Bowling Club	Secretary Manager
Joanne Henderson	Telarah Bowling Club	Secretary Manager

## Coast members celebrate life and times of 'Coke' Coleman

For those attending the recent Mid North Coast Zone Meeting and Xmas Luncheon at Coffs Harbour Race Club, the day provided a great opportunity to celebrate the end of the year in the spirit of camaraderie and solidarity.

One of the Coast's best-known and liked managers, Michael "Coke" Coleman, passed away from prostate cancer on the eve of the meeting. This was a timely reminder for all men to ensure they make the time to consult their medical practitioner for regular health check-ups.

Zone President Bill Larkey reminisced about "Coke" and his contribution to his community and the Club Industry before the meeting observed a respectful minute silence to remember and acknowledge a friend and club professional - **See page 60.**

The meeting that followed was well attended by more than half of the zone's membership and CMAA Education Manager Ralph Kober delivered the Head Office Report with particular emphasis on the recommendations and findings of the Productivity Commission's Draft Report Into Gambling that was handed down in late October.

Members and trade representatives then enjoyed a day of spectacular Coast weather over lunch and the Club Industry-sponsored race day.

Mid North Coast Zone has scheduled 2010 meetings for ...

- February 9 - Woolgoolga Diggers Club
- June 8 - Macksville RSL Club
- August 3 - Coffs Harbour Catholic Club
- November 18 - Coffs Harbour Race Club



## Mingara wins national fitness award

Fitness Australia, the health and fitness industry association, has named Mingara One - Fitness Aquatics Wellness as the industry's "National Large Business of the Year". Fitness Australia CEO Lauretta Stace said Mingara One was an outstanding advocate for the work of Fitness Australia and its commitment to professionalism within the fitness industry. Fitness Australia recognises

fitness businesses for quality service, customer care and commitment to industry standards. Mingara One received the award at a gala dinner in Perth on November 14. "Mingara One is leading the way in managing a modern fitness business and has a vision to make a significant contribution to the quality of community life," Ms Stace said. "They are a modern fitness business

that has set concrete policies and procedures to ensure client safety and trust." Mingara Recreation Club CEO Paul Barnett said the award meant a lot to the club. "We are extremely proud to be recognised by Fitness Australia and feel a real sense of achievement in the work we do with our community," Mr Barnett said. "We are honoured to play a role in the industry that provides Australians with the opportunities to lead more active, healthy and productive lives."



# Inner West cruises to the end of another big year

It was a busy new beginning rather than a quiet end to 2009 for the CMAA Inner West Zone at Sydney Rowing Club last month. The day started with Zone President and host club Operations Manager Mat Roper welcoming 30 members to the Annual General Meeting. CMAA Federal Secretary Allan Peter, Division B Federal Councillor Ian Todd and Communication Services Manager Peter Sharp also attended the AGM to present the Head Office Report and conduct the election of office bearers for 2010. All focused on the latest developments in the Federal Government's Fair Work Act 2008 and the Registered and Licensed Clubs Award, noting that the club-specific legislation is not yet finalised and members covered by NAPSAs not affected by changes to new salary scales until these NAPSAs lapse in 2014. Allan also discussed the CMAA's philosophy of supporting all members at every level through industrial relations and education programs. Peter Sharp spoke about the Productivity Commission's Draft Report Into Gambling in Australia and the strong bias towards clubs and poker machines. When Mat vacated the chair for Allan to conduct the election of office bearers, Secretary Colin Eisenhuth, Treasurer Trevor Porter and Publicity Officer Morgan Stewart did not seek re-election. The Inner West Zone Committee for 2010, which was elected unopposed is ...

- President: Mat Roper, ACCM - Sydney Rowing Club
- Vice President & Publicity Officer: David Conway - Club Five Dock
- Secretary: Kerry Waddell - Drummoyne RSL Club
- Treasurer: Gary Weston - Marrickville Golf Club
- Education Officer: Michelle Dennington - Wests Ashfield

Mat welcomed Kerry and Gary to the Committee before making presentations to Trevor and Colin for their contribution to the success of the Zone.

He also welcomed Steve Payk (Rosnay Golf Club), Vincent DiMaio and Robert Cassano (Club Ashfield) to their first Inner West Zone meetings.

Matt then announced the winners of the Zone bursaries with Nicholas Blundell (Club Five Dock) and Andrew Cross (Sydney Rowing Club) on hand to accept their bursaries from Allan Peter.

Following the AGM, industry trade representatives joined the club managers for a four-hour luncheon cruise on Sydney Harbour.

The Inner West Zone meetings for 2010 ...

- March 17 - Carnarvon Golf Club - Golf Day/Dinner
- June 15 - Canada Bay Club
- September 21 - Dooleys Waterview, Silverwater
- November 29 - Venue TBA - AGM & Christmas Lunch

1 - The Inner West Zone Committee for 2010 (from left) Kerry Waddell, David Conway, Mat Roper, Gary Weston and Michelle Dennington.

2 - Allan Peter with Vincent DiMaio and Robert Cassano from Club Ashfield.

3 - CMAA Division B Federal Councillor Ian Todd addresses the members.

4 - Mat Roper and Allan Peter with Zone Bursary winner Nicholas Blundell.



5 - Mat Roper and Allan Peter with Zone Bursary winner Andrew Cross.

6 - Mat Roper with retiring Zone Committee members Trevor Porter and Colin Eisenhuth.

7 - Mat Roper with Allan Peter and Arthur McGill from Customers ATM.



# Impressive guest list for meeting and Xmas luncheon

Manly Northern Suburbs maintained its reputation as one of the best-supported of the CMAA zones when President Ray Agostino welcomed 50 members to the Christmas Meeting at The Epping Club on December 2. CMAA Federal President Bill Clegg, Federal Executive Member and CMDA Board of Management Studies Chairman David O'Neil, City Eastern Suburbs Zone President Lary Dorman and Zone Secretary Rosy Dever sat in on the final meeting for 2009. Bill, the Randwick Labor Club General Manager and David, the Castle Hill RSL Club CEO, dealt with the "big ticket" items in delivering the Head Office Report with Communication Services Manager Peter Sharp. Bill looked at the implications of the new Licensed & Registered Clubs Award as part of the Federal Government's Fair Work Act 2008 and the Productivity Commission's Draft Report in Gambling In Australia. David spoke about the CMDA Education Program for 2010 with a focus in new initiatives for encouraging greater participation in the CMAA National Bursary Program. Lary and Rosy joined Bill, a City Eastern Suburbs Zone member, to look at the structure and format of their northern suburbs counterparts with a view to restructuring their meeting program in 2010. "We hear nothing but good things about what Ray and his Committee are doing, so we came to take a look," Lary added. In his report, Ray thanked host club CEO Peter Saez for hosting the meeting and luncheon before congratulating Peter on the club winning its third successive NSW Tourism Award and being inducted into the organisation's Hall of Fame. Zone Education Officer Luke Simmons delivered a comprehensive Education Report, inviting members to attend the CMAA's 2010 AGM Conference and Hospitality Expo at Darling Harbour on March 8 and 9, along with the Zone subsidising attendance at the Club Secretary Manager Course that will be presented at Asquith Leagues Club on March 23-24 and 30-31. Luke also congratulated the Zone's three CMAA National Bursary winners ...

- Bronix Wei and Shay O'Connor from Pittwater RSL Club (Asian Club Management Conference & Expo Bursary)
- Steve Rigney from Hornsby RSL Club (Bachelor of Business in Club & Gaming Management Bursary).

Steve, the club's Marketing and IT Manager, was one of 10 Hornsby RSL Club managers who attended the meeting and luncheon.

The meeting also decided on 2010 meeting dates ...

- March 23 - AGM at Asquith Club
- May 6 - Golf/Bowls Day
- July 29 - Mid-Year Meeting & Luncheon at Forestville RSL Club
- December 1 - Xmas Meeting & Luncheon at Collaroy Services Club

Following the meeting, members joined Club Industry trade representatives who packed The Grand Ballroom for a luncheon that underlined The Epping Club's reputation for five-star service and cuisine.

1 - National Bursary winner Steve Rigney with Zone Education Officer Luke Simmons and Federal President Bill Clegg.

2 - CMDA Board Of Management Studies Chairman David O'Neil (centre) with Board members Carl Pozzato and Luke Simmons.



3 - The Hornsby RSL Club "delegation" at the Manly Northern Suburbs Meeting.

4 - Bill Clegg with Zone Secretary Jason Read, The Epping Club CEO Peter Saez and Zone President Ray Agostino.



Owen Walker accepts his ACCM Award from Phil Wheaton and Terry Condon at the North West State Zone Meeting.



## Generous Jamie can't escape the spotlight

As with most of his CMAA colleagues, Jamie Gallen is a man who avoids the spotlight. While he's right in the middle of making things happen in the CMAA North West State Zone and ClubsNSW Northern Region, he moves quietly to the background when the spotlight is turned on. The Gunnedah Services and Bowling Club General Manager is famous for his fund-raising skills with CMAA Zone Auctions and the Charity Race Day (Golden Slipper day) at Gunnedah Race Club. In fact, when Zone President Phil Wheaton, Rod Laing and few others sat down and thought about it, they calculated that through his generosity and determination, Jamie had helped to raise more than \$500,000 for manager education and north-west charities over the past 10 years. At Tamworth Services Club on December 2 for the CMAA Zone Dinner, both Club Industry organisations organised a presentation to acknowledge Jamie's contribution to his colleagues and club charities. A Sydney Roosters rugby league jersey and carved wooden horse - also bearing the Roosters colours - brought a rousing response from more than 90 guests at the dinner as the CMAA and ClubsNSW paid tribute to a quiet - but greatly appreciated - achiever. At the Zone Meeting the following Day, Phil welcomed 36 members, including CMAA

Executive Officer Terry Condon, Bob Tootle from Coonabarabran Bowling Club, Mid State Zone President Chris Chapman and Natalie Thurston from Coonamble Bowling Club. Chris extended an invitation to host Zone members to attend their meeting at May 22 Meeting at Cobar Golf and Bowling Club. Uralla Bowling Club Manager Fred Geldoff was welcomed to his first Zone Meeting where Terry presented the Head Office Report and facilitated much debate and discussion about the implications of the new Licensed & Registered Clubs Award as part of the Federal Government's Fair Work Act 2008. Terry also fielded questions and comments concerning the Productivity Commission's Draft Report Into Gambling In Australia. Terry also presented Owen Walker from South Tamworth Bowling Club with his ACCM Award. The meeting also decided on 2010 meeting dates...

- > March 16-17 - Dinner/Meeting at Glen Innes Services Club
- > May 11-12 - Dinner/AGM at Narrabri RSL Club
- > August 17-18 - Dinner/Meeting at Inverell RSL Club
- > December 7-8 - Dinner/Meeting at Tamworth Diggers Club





# Membership boost for Far South Coast



Membership is growing impressively in one of the CMAA's smaller zones. Far South Coast Zone President Mark Bellette welcomed 15 members, including Warwick Langbein from Goulburn Workers Club, to the Meeting at Batemans Bay Soldiers Club on November 25. Host club Secretary Manager Peter Walker also signed up two more new members - Marcus Maloney and Paul Growcott - while John Hurst from Eden Fishermen's Club and Noel Robertson from Pambula Merimbula Golf Club also recently attended their first Zone Meeting. Mark also congratulated members and industry trade representatives for their generous support of the Zone Christmas Dinner and Auction the previous night when the Zone added more than \$26,000 to its education account with 75 dinner guests digging deep. "This is a superb result and will greatly boost our bursary and education opportunities for members across the Zone," Mark told the meeting and paid tribute to Secretary-Treasurer Craig Clark's efforts in organising the event. CMAA Communication Services Manager Peter Sharp attended the meeting to present the Head Office Report, concentrating on the latest developments in the Federal Government's Fair Work Act 2008 and the Registered and Licensed Clubs Award, noting that the club-specific legislation is not yet finalised and members covered by NAPSAs are not affected by changes to new salary scales until these NAPSAs lapse in 2014. Peter also talked about the CMAA's philosophy of supporting all members at every level through industrial relations and education programs. The Productivity Commission's Draft Report Into Gambling in Australia and



the strong bias towards clubs and poker machines was another major talking point. Club Plus Superannuation Member Services National Manager Charlie Sala spoke at the conclusion of the meeting, pointing to the fund's excellent results and national ranking. Far South Coast Zone meetings for 2010 ...

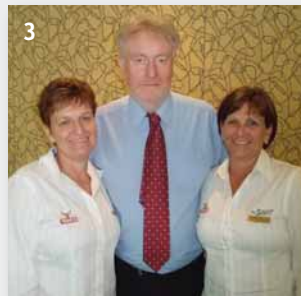
- February 23-24 - Milton Ulladulla Ex-Services Club
- May 25-26 - Tomakin Sports & Social Club
- August 24-25 - Bermagui Country Club
- December 7-8 - Highlands Golf Club

1 - Far South Coast Zone President Mark Bellette (centre) with Warwick Langbein (left) and John Hurst.

2 - Michael O'Sullivan with Tony Casu and David Fenner.

3 - Barry Clynnh (centre) with Fiona Woods and Suzanne Kleezar.

4 - Noel Elliot with Craig Coleman and Hal Browne.



## Retailers stiffen online liquor rules

Retail giants Coles and Woolworths have been ordered to tighten controls on internet alcohol sales after they were found to have breached liquor laws by providing alcohol to a minor.

The office of the Director of Liquor Licensing investigated both companies after a *Sunday Age* investigation revealed how easy it is for under-age drinkers to obtain liquor online from the retailers' courier services. The director, Sue

MacLellan, said that Coles and Woolworths had agreed to tighter controls on online liquor sales after an investigation by her office.

The retail giants have signed an enforceable undertaking placing stricter conditions on their packaged liquor licences.

As part of the undertaking, both companies will review their liquor handling procedures and provide a full report to Ms MacLellan's office by early next year.

Woolworths will require all drivers, including contractors, to complete an accredited Responsible Service of Alcohol program, and undergo a refresher course every six months.

Coles licensee Liquorland will update the competency test undertaken by drivers and the drivers' handbook to specifically address the issue of making deliveries to people who appear to be under 25 years of age.

The maximum penalty for supplying minors with alcohol is \$7,009. Minors risk a fine of \$584 if they try to buy liquor.



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Online marketing is the way of the future - can your club afford to be left behind? Having one lazy website is not a strategy for future growth! If your Club is NOT leading the way, this new Internet Marketing Workshop is for you. In just one day learn how new website, email, SMS and social media options can grow your club's membership and sales, fast!

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**Presented by Profitable Hospitality for Club Managers Association of Australia**

**Wednesday 17 February 2010, 9.30am - 4pm at CMAA Headquarters in Sydney**

Ken Burgin packs this workshop with more than 100 real-life examples. Clubs just like yours that use online marketing with great success, and relevant pubs, restaurants and cafes.

### Learn From the Doers . . .

Club managers who are successfully using online marketing will share how they do it. Plus you'll receive 12 months ongoing support and a value-packed resource web page full of links and ready to use tools.

*Whether your club is large or small, city or country, you can start using these ideas immediately!*

### This content-packed Workshop includes:

- How to appear on Page #1 of a Google search - simple & effective methods
- How to use Facebook and Twitter to promote your business and build your client base - Australians now spend 29% of their internet time on Facebook, so an effective presence is essential!
- Protect your club's reputation - easy comment tracking now that everyone can be a critic
- How to use your membership list for more effective online promotion
- Better email marketing - find the easy way to get started or make improvements
- Promote and sell parties and special events online - everyone likes payment in advance!
- Use an online diary to promote the people and events at your business
- Going mobile - new options with SMS text messaging and mobile phones
- Preparing an Online Marketing Action Plan and 12 Month Calendar - template supplied
- Finding the time! Useful shortcuts for automatic marketing and prioritising activities
- The good and bad of club website design - 6 common website mistakes and how to avoid them
- Make sure your website covers these 10 essential features for 2010

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**[www.cmaa.asn.au](http://www.cmaa.asn.au)**

**Investment:** \$295 for one person,  
\$245 for two or more from the same club.



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# Successful end to another busy year

It was a day for winners at the St George Cronulla Zone Meeting and Christmas Luncheon Cruise on the first day of summer. Zone President Ian Todd, also the CMAA Division B Federal Councillor, welcomed 51 members, including CMAA Life Member Les Evennett, to the December 1 event at St George Motor Boat Club. The Day started with Paul Lyons giving a free Education Workshop on "Sexual Harassment In The Workplace" to 53 guests, including Career Development sponsor representatives Tracey McDonald (Club Plus Superannuation) and Arthur McGill (Customers ATM). Executive Officer Terry Condon, Communication Services Manager Peter Sharp and Zone Education Officer Stuart Jamieson combined to present the Head Office Report touching on industrial relations, education and the controversial Productivity Commission Draft Report On Gambling In Australia. Terry then drew out Leonie Waterson's name as winner of the Zone incentive prize of a laptop computer from Secom Technology. Ian acknowledged Moorebank Sports Club Operations Manager Aaron Ferey, who won CMAA National Bursary, sponsored by Profitable Hospitality, to attend the Melbourne Restaurant Study Tour. Following the meeting, 166 guests, including many CMAA Career Development and National Bursary sponsor company representatives, boarded the Bass & Flinders hospitality vessel for a three-hour luncheon cruise on the Georges River. St George Cronulla Zone meetings for 2010 ...

- March 24 - Breakfast Meeting - Tradies at Sutherland
- May 25 - St George Rowing Club
- September 7 - Engadine RSL & Citizens Club
- December 7 - St George Motor Boat Club

1 - CMAA National Bursary Program winner Aaron Ferey (centre) receives congratulations from Ian Todd and Terry Condon at the St George Cronulla Zone Meeting.

2 - St George Cronulla Zone Education Officer Stuart Jamieson congratulates Leonie Waterson on winning the Zone Notebook PC darw.

3 - CMAA Executive Officer Terry Condon delivers the Head Office Report at St George Motor Boat Club.



# Club Secretary Manager Program



Location: CMA Auburn Sydney	Dates: S1: Jan 20 - Jan 21 2010 S2: Feb 3 - Feb 4 2010
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## Ideal Candidate:

Senior managers who aspire to become, or are currently employed as the Secretary Manager, CEO or GM of a registered club.

## Content Includes:

- Preparing you for the role of GM, CEO, Secretary Manager of a registered club
- Understanding the role of the Company Secretary
- Identifying the role of Management & the Board
- How to prepare and conduct Board Meetings,
- Introduction 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
- Explanation of 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
- Presentations from industry experts in the areas of insolvency, the governing legislation and risk management

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## Program Details:

Times	9.30am - 4.30pm all 4 (four) days
Fee	<b>\$690 plus GST - CMA Member/CMDA Affiliate</b> <b>\$890 plus GST - Non Member</b>
Award	Participants will receive a Certificate of Attendance
ACCM points:	Completion of this program entitles CMAA Members & CMDA Affiliates to 24 points toward ACCM activity

## To Register:

Register online today at [www.cmaa.asn.au](http://www.cmaa.asn.au).

For more details contact Estelle McDonald-Birch at the CMDA

Phone: 02 9643 2300 \* Email: [estelle@cmaa.asn.au](mailto:estelle@cmaa.asn.au)



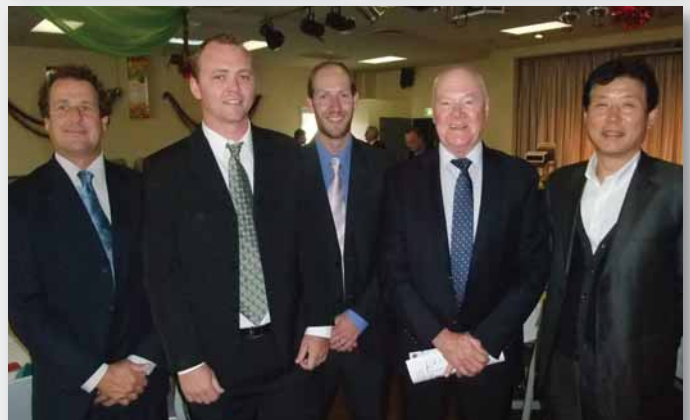
# Report, new Award top agenda at Club Bondi Junction

Like many other Zones, the City Eastern Suburbs meeting in late November carried a heavy focus on evolving industrial legislation and the controversial recommendations from the Productivity Commission's Inquiry Into Gambling In Australia. Zone President Lary Dorman welcomed 18 members - including the full Zone Committee of Vice President Rocky Massaria, Secretary Rosy Dever, Treasurer Greg Hadley and Education Officer Graeme Tonks - to Club Bondi Junction. CMAA President Bill Clegg, a Zone member, and Federal Secretary Allan Peter were able to clarify much of the speculation surrounding both high-priority issues for the Association and the Club Industry. Bill dealt with Commission's Draft Report, while Allan covered the Licensed and Registered Clubs Award, which is expected to be finalised during December. CMAA Communication Services Manager Peter Sharp also was on hand to deliver the balance of the Head Office Report, focussing on the 2010 AGM, Conference and Hospitality Expo at Darling Harbour (March 8 and 9), the CMDA's new E-Learning Program, 2010 Training Calendar and Corporate Governance agenda. In General Business, Lary Dorman called for input into the Zone Bursary program which prompted incentive ideas from the floor. Industry trade representatives later joined Bill, Allan, CMAA Division A Federal Councillor Mario Machado, the Zone Committee and members to celebrate past 12 months and the upcoming holiday season. City Eastern Suburbs Zone meeting dates for 2010 ...

- March 30 - Paddington RSL Club
- June 22 - NSW Leagues Club
- September 14 - Randwick Labor Club
- November 30 - Matraville RSL Club

1 - The City Eastern Suburbs Zone Committee.

2 - Bill Clegg with Lary Dorman and Mario Machado.



# Colleagues pay tribute to a fine club man

If you never got to meet Frank Mulhall, then the eulogies from his mates and CMAA colleagues at his mid-October funeral service are a tribute to a genuine "club man". Born in country NSW in 1939, Frank succumbed to cancer less than a month short of his 70th birthday. CMAA Life Member Barry Stevenson and John Fitzgibbon - Frank's successor at Earlwood Bardwell Park RSL Club - spoke of a devoted family man who always made time for someone in need of help and a man who believed in never forgetting someone who did him a favour. Born and raised in Molong, Frank joined the Commonwealth Bank after school and worked in Katoomba where he met and married Patricia. They had four children - Mark, Andrew, Michael and Debbie - who all participated in the family aspect of the eulogies with Mark and Debbie delivering tributes. Mark described his father's life as "one lived without regrets". Passionate about his family, community, golf and fishing, Frank took on part-time work at Five Dock RSL Club to support the family. That became a permanent arrangement



before Frank moved on to Belfield RSL Club, then Earlwood Bardwell Park RSL Club and a club career spanning almost 35 years and more than 30 years as a CMAA member. Frank met and fell in love with high-profile Sydney jazz singing star Marie Wilson, whom he affectionately named "Babe". He was a strong advocate of the CMAA with its industrial and education ethic,

serving terms as St George Cronulla Zone President. Frank also served as a Director of Kingsgrove RSL Club with the club's General Manager and CMAA Division B Federal Councillor Ian Todd also attending the service. Communication Services Manager Peter Sharp represented Head Office. For his contribution and services to the movement, the RSL and Services Clubs Association honoured Frank with a Commemorative Plaque. John Fitzgibbon got into the industry when Frank offered him the job as Gaming Manager at Earlwood Bardwell Park RSL Club. "Frank always helped a friend in need ... he's the best bloke I have ever met - and ever will," John said. Barry Stevenson had wonderful yarns about their time together as neighbouring club managers, becoming mates, their time in the CMAA and their fishing adventures. "Frank's family have lost a loved one. We have all lost a good friend. The nation has lost a loyal Australian. Myself ... I've lost my best mate," Barry told Father David Caterall and the congregation of more than 250 people at the Warilla Catholic Church.

## Friends, family farewell a 'gentle decent man'

Bill Larkey had been around the club business long enough to know how important a person and personality like Mike "Coke" Coleman would be to his club. Bill is General Manager at Nambucca Heads RSL Club and President of the CMAA North Coast Zone and met Mike Coleman more than 25 years ago. "A gentle, quietly spoken, likeable and decent man," was Bill's simple summary of Mike, who passed away, aged 60, on the eve of the Zone Meeting at Coffs Harbour Race Club on November 19. Mike, who had worked up to three weeks before his passing had battled prostate cancer before a brain hemorrhage ended his brave and dignified fight. He was supported by his partner Eve Price, the Secretary Manager at Macksville Country Club. "I came to the area 25 years ago and 'Coke' was one of the first people I met ... his 'watering holes' were the Golden Sands Hotel and Nambucca Heads Sports & Leagues Club but I quickly understood how



much people in this community knew and loved him. It didn't take long before he was working with me at the RSL club," Bill added. Born and bred in the area, Mike was honoured with life membership of his beloved surf club

where he was a keen rubber duckie crew member in his competitor days. Mike had three beautiful children with his wife Sue and doted on his grandchildren. Mike worked with Bill up to three years ago when he was appointed Secretary Manager at the Nambucca Heads Sports & Leagues Club. A loyal CMAA member and supporter who attended almost every Zone meeting during his membership, Bill described Mike as being a genuine "local identity". "There aren't too many people here on the coast who didn't know Mike ... he went about his life quietly, but created a warm, positive impression with almost everyone he met," Bill added. "He loved children ... and they loved him. He had a beautiful friendship with my children and was one of the favourite people in their lives. We will miss him." More than 600 people overflowed the Nambucca Heads Catholic Church to farewell Mike "Coke" Coleman.



# Ian receives ACCM as Hunter celebrates bursary bonanza

In the season of giving and celebration, the CMAA Hunter Zone had much to celebrate at Central Leagues Club on December 3. Six Zone members were among the winners in the 2010 CMAA National Bursary Program, including both of the prestigious Peter Clarebrough Memorial Gaming Bursary. Zone Secretary Paul Cousins, the CEO at Maitland City Bowls Sports & Recreation Club and John Flanagan, the Acting Operations Manager at Panthers Cardiff/Newcastle shared the IGT-sponsored bursary. Todd Morley (Beresfield Bowling Club), Narelle Bailey (Stockton Bowling Club), Wendy Smith (Windale/Gateshead Bowling Club) and Joanne Henderson (Telarah Bowling Club) were the other Hunter Zone members to win CMAA National Bursaries. Zone President Tony Mulroy welcomed more than 60 members to the meeting where CMAA Federal Secretary Allan Peter presented the Head Office Report, focusing on the controversial Productivity Commission Draft Report Into Gambling In Australia and the new Licensed & Registered Clubs Award as part of the Federal Government's Fair Work Act 2008. Allan also took the opportunity to present Beresfield Bowling Club Finance Manager Ian Frame with his Active Certified Club Manager (ACCM) Award. Tony also acknowledged Peter Fairbairn from Pelican RSL Club to his first Zone Meeting. In a packed agenda, OLGR official Jamie Paras presented a workshop on Signage Requirements before the meeting. The Zone was also able to add almost \$13,000 to its bursary account when the auction of an Aristocrat conversion and Konami full machine realised \$22,000. Singleton RSSM Club boss Gerard McMillan bid \$3,800 for the Aristocrat conversion, while Toronto Workers Club boss Mark Singleton paid \$18,500 for the Konami machine. More than 100 guests sat down to lunch where Wayne Deeth from Max Potential was the guest speaker. Gerard McMillan and Paul Cousins are already involved in the mentoring program that offers youth leadership and community coaching to Year 11 students through clubs in NSW.

The meeting also decided on 2010 meeting dates ...

- February 24 - Meeting at Easts Leisure & Golf Club
- May 26 - Meeting at Adamstown RSL Club
- August 25 - Meeting - venue TBA
- November 24 - Xmas Meeting & Luncheon - venue TBA

1 - Ian Frame received his ACCM Award.

2 - Peter Fairbairn at his first Zone Meeting.

3 - Ben Hamilton with Jamie Paras from ther OLGR.

4 - Paul Cousins (left) and Gerard McMillan (right) with Wayne Deeth from Max Potential.





# Macau: A once-in-a-lifetime experience

In July, Paltronics Australasia sponsored a three-Zone bursary tour to Macau.

A CMAA National Bursary sponsor company and past Career Development sponsor, Paltronics CEO Steve Cowan initiated the bursary in the Hunter, Great Lakes and Mid North Coast zones during 2009.

Paltronics executive Michael Haviland attended meetings in the zones promoting the bursary opportunity and hosted the visit.

The Paltronics Bursary winners - Joanne Henderson, Tim McAlister and Glenn Buckley - joined Michael on the five-day Macau study tour, visiting the region's premier gaming and hospitality venues.

Tim is the Great Lakes Zone President and Secretary Manager at Taree West Bowling Club.

Glenn is the Mid North Coast Zone Education Officer and General Manager at Woolgoolga RSS&A Club.

Joanne has been the Secretary Manager at Telarah Bowling Club since 2007. *"My role is directly responsible for managing growth strategically and across the club's operations,"* Joanne said. *"To achieve this continued growth, the Secretary Manager is fully accountable to the President and the Board of Directors for the control and implementation of operational strategies for all areas of the club's day-to-day operations and for the development of its future operations. Additionally, the position is responsible for the training, motivation and productivity of the management team and service employees through sound communication practices to achieve a high level of service excellent at all times. The Secretary Manager must exercise initiative and independent judgement within the bounds of the Board's policy and approved budget in the performance of all assigned tasks. I'm required to keep the President and the Board of Directors informed regarding the club's weekly and monthly performance and in relation to upcoming initiatives*



*Paltronics Australasia sales executive Michael Haviland (left) with the 2009 Paltronics Macau Bursary winners (from left) Joanne Henderson, Tim McAlister and Glenn Buckley at the Wynn Macau Casino.*



*designed to improve patronage and turnover at the club."*

Before coming to Telarah Bowling Club, Joanne was Secretary Manager at The Gardens Sports Club from September 2002 until March 2007. Joanne started out as an Accounts Receivable Leader at Tubemakers of Australia in Newcastle from 1981 to 1988 and got her first taste of club work as a casual bar attendant at Newcastle Workers Club. She headed overseas and picked up work as moved on to become the Credit Controller at the British Tourist Authority in England from 1989 to 1990. Returning to Australia, Joanne focused on the Club Industry for her career path and became the Office Manager at Belmont Sportsman's Club

from 1991 to 1997 before becoming a Duty Manager, then Operations Manager in 2000.

Joanne filed the following report on the Macau Bursary Study Tour ...

In April, 2009, I was fortunate to be awarded, through the Hunter Zone of the Club Managers Association Australia, an Education Bursary to visit Macau, which was sponsored by Paltronics Australasia.

First, I would like to thank Michael Haviland who was our Paltronics host, Kylie Rodgers and Kyle Cheetham from Paltronics Macau and Steve Cowan, the CEO of Paltronics Australasia who made this trip possible.

The five days we spent in Macau was something that, in my 20 years in the hospitality industry, I have not previously had the opportunity to experience. Paltronics Sales Manager Kylie Rodgers arranged for us to visit numerous

Casinos, including The Venetian, Grand Lisbon, MGM and City of Dreams. These visits included meetings with Gaming Managers who provided us with comprehensive answers to many questions. These managers were predominately Australian so they had a genuine understanding of the environment, legislation and issues facing gaming in the Club Industry in Australia. We also had the opportunity for several back-of-house tours through private gaming rooms, staff areas and facilities offered in these exclusive establishments.

I was also fortunate to be able to discuss with the Paltronics representatives several issues facing Telarah Bowling Club. After leaning and understanding more about link products, I tabled a proposal to the Board of Directors which, hopefully, will improve the installation of the gaming floor and ultimately improve profitability for the Club.

This Paltronics bursary allowed me to experience and learn more about the hospitality industry from a new perspective and new environment.

# Guide assists staff in spotting fake ID

The NSW Government has released a guide to help licensed venues stop teenagers getting past security with fake IDs.

Gaming and Racing Minister Kevin Greene said the Australian ID Checking Guide would help frontline staff at clubs, pubs and bottleshops spot fake or altered IDs during the “schoolies” break period and into summer.

“The internet has certainly done a lot of great things, but it’s also given many teenagers new and creative ways to buy or make fake IDs,” Mr Greene said. “It’s important staff in licensed venues like the clubs and pubs along our coast, where young people will be heading are kept as up to date as possible on the latest scams.”

The pocket-sized guide clearly sets out useful ways to help security and staff ...

- Photographs of acceptable Australian IDs, such as driver’s licenses and proof-of-age cards in each Australian State and Territory
- Detailed descriptions of each card and advice on how to tell if the ID is genuine
- Hints from experienced staff on using ultraviolet lights to verify authenticity
- Hints on spotting special security features such as



KEVIN GREENE

holograms and ways to highlight any abnormalities if the ID has been altered.

Mr Greene said young people must be discouraged from developing drinking behaviours that place themselves, their mates and the community at risk.

“Earlier this year the NSW Government introduced new laws forcing teenagers to spend an extra six months on their P-Plates if they are caught using fake IDs to get into licensed venues or buy alcohol,” he said. “Teenagers using a fake ID to gain entry into licensed premises in NSW also face fines of up to \$2,200 and minors caught unlawfully inside licensed venues or buying alcohol from a licensed venue can be fined up to \$2,200.

“Licensees who are found to have underage drinkers on their premises face a maximum penalty of \$11,000 and 12 months in jail.

“NSW liquor inspectors regularly sweep licensed venues for minors and deliver workshops to security and door staff around NSW to give them practical advice on how to spot a fake or altered ID.”

Governments in all Australian states and territories have united to develop the guide.

The guide costs \$10 and can be ordered online at [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

More poker machines will help fund community programs. That’s the plain facts, according to Liverpool Catholic Club General Manager John Turnbull. The club would generate almost \$3 million in extra profit a year if the Office of Liquor, Gaming and Racing (OLGR)

approves an application to add another 40 machines to the 361 already in the club. The club’s application states their total revenue last year was \$39.82 million, with gaming machine revenue making up 65% of that. Under State Government regulations, the club had to list reasons why more machines would have a positive social impact on the community. Mr Turnbull said profits from the new machines could help the club reduce its loan and the 4.5-star, \$26.5 million hotel development, due to open in December, had put them further in debt. “The hotel will support tourism and employment in the area,” Mr Turnbull added. The CMAA Nepean Zone President said

## Poker machines deliver community benefits

some of the funds from the new machines would go towards supporting the club’s sporting facilities which include football fields and an ice rink. “The club gives more than \$1 million to the local Catholic education system and

that money comes from poker machines,” he added. The club would also commit an extra \$40,000 to its Community Development and Support Expenditure (CDSE) scheme contributions. Father Bill Wright, the new parish priest at All Saints Catholic Church, Liverpool, supported the club. “As a church, we have no objection to gambling as such, and the club has a good approach to helping potential problem gamblers,” Father Wright said. “The church is concerned with the issues associated with the abuse of alcohol and problem gambling.” An OLGR official said the club would need to purchase existing poker machine entitlements from another club for the application to be approved.

## Castle Hill RSL Club masters hospitality

The 2009 World Masters Games produced many new friendships - just ask Castle Hill RSL Club. A “bronze partner” of the Games, the World Masters Games Committee recently thanked everyone involved at a special reception. World Masters Games Partnerships Manager Graham Hepworth said Castle Hill RSL Club played an important part in the Games. “The club participated in bringing the Games to the Castle Hill community by hosting a Games recruitment roadshow targeting Games competitors and volunteers in the lead up to the Games,” Graham said. “The club also became the social hub for the sports of football [soccer] and squash during the Games.” Football had the largest number of participants of all of the 28 sports associated with the Games, with more than 2,700 participants. The club hosted more than 1,500 footballers for their social function. International Masters Games Association president Kai Holm said: “They have been absolutely the best Games ever.”



## DVD addresses poker machine 'myths'

The NSW Government has released a new DVD that attacks commonly-held poker machine superstitions and myths to reduce problem gambling.

Gaming and Racing Minister Kevin Greene met with problem gambling staff at Mission Australia in Campsie to launch the free DVD - *"Gaming Machines: Facts and Myths"* - that shows how poker machines work and outlines the remote chances of winning a jackpot.

"This is another tool in the NSW

Government's problem gambling early intervention and prevention program," Mr Greene said. "Many problem gamblers believe there's a way to beat the pokies and this DVD debunks myths like this in a simple manner that reinforces that it all comes down to chance. There's no magic about the pokies. They're just machines, you can't do anything to improve your chances of winning and there's no pattern or skill involved. Education is the key to preventing gambling problems, and we're trying to show that regardless of the lights, sounds and features, pokies are just like any other machine."

*"Gaming Machines: Facts and Myths"* uses common examples and simple facts such as ...

- Some gamblers incorrectly believe certain pokies are luckier than others, while others believe if a poker machine hasn't paid out for a while it's "due" for a big win
- Others wrongly think they can improve the odds by playing faster, increasing bets, or touching the machine a certain way
- The DVD takes a look inside a poker machine to show it's just computer chips and wires, explaining how the outcome of each play is completely random
- It also makes it clear that by putting all winnings back into the machine, it's a mathematical certainty that players will lose everything eventually.

The DVD, made in consultation with problem gamblers, counsellors and gaming machine manufacturers, is available to the public online for free at [www.gamblinghelp.nsw.gov.au](http://www.gamblinghelp.nsw.gov.au)



PETER SAEZ

## The Epping Club joins Hall of Fame

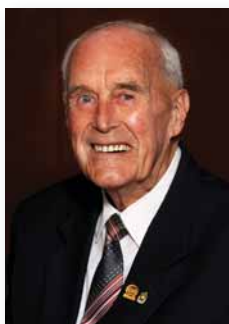
The Epping Club has won *"Best Registered Club"* in the Tourism NSW Awards for the third consecutive year and earned a place in the prestigious Hall of Fame. The Awards, a submission and inspection-based competition held annually, acknowledge tourism businesses that have demonstrated outstanding achievement and success during the year. With customer service training and marketing strategies developed and executed by staff, The Epping Club's management, led by CEO Peter Saez, and Board of directors were hopeful of yet another successful nomination. The NSW Tourism Awards Hall of Fame recognises venues that have won in the same category for three years running. The Epping Club's President David Taylor received the award and thanked staff, management, members and guests who contributed to the award. Mr Taylor described the award as a "great recognition" of the club's efforts and ambition. "We feel honoured to have won this prestigious award but, at the same time, believe it is recognition for all the planning, promoting and customer service efforts we have prepared for as we have remained innovative and competitive within the NSW club market," he added. The Epping Club offers a range of experiences that sets it apart from its main competitors. Marketing focuses on the club's branding and unique features to communicate the diversity and value of its product.

## New OLGR Executive Director announced

Elizabeth Tydd is the new Executive Director of the Office of Liquor, Gaming and Racing (OLGR) within Communities NSW. Ms Tydd brings extensive regulatory, legal and management skills to the position. In her current role as Office of Fair Trading's Assistant Commissioner of the Compliance and Legal Group, Ms Tydd developed and implemented national best practice in compliance and enforcement. She has also held the position of Deputy Chairperson of the Consumer, Trader and Tenancy Tribunal, the largest tribunal in NSW, for the past seven years and previously played key regulatory roles in workers compensation and health. Ms Tydd also has a Master of Laws and has completed post-graduate studies in management. Her appointment follows the retirement of former OLGR Commissioner Michael Foggo in July. Ms Tydd took up the position on December 7.

## Another honour for CMAA legend

One of the biggest moments at the CMAA Sponsor Appreciation Luncheon at Brighton le Sands last month was reserved for one of the CMAA's favourite sons. On November 26, CMAA Life Member and Association President from 1973 to '83, Les Evennett celebrated his 94th birthday. A week later, he also attended yet another St George Cronulla Zone Meeting - something he has done religiously since he came to the area to be Brighton RSL Club's first Secretary Manager and served in the role for 25 years until his retirement. A proud "Rat of Tobruk" who marched at the Anzac Day in Sydney again this year, his latest honour was the Meritorious Service Medal from RSL Australia. This is another fitting tribute to a man who has lived his life with dignity, dedication and pride.





# Global economy is key to Ainsworth's continued improvement

Ainsworth CEO Danny Gladstone says the outlook for the company continues to reflect the financial turnaround achieved in recent years. Ainsworth forecast a lift in its 2010 financial results as economic conditions improve. "It's anticipated that full-year financial results will see significant profitability improvement, subject to continued recovery of global financial conditions and the impact of foreign currency fluctuations," Mr Gladstone told the company's November AGM. "Ainsworth has achieved increased revenue of 31% over this period last year with firm orders for the rest of 2010. "We expect projected revenue for the six months to December 31 to significantly exceed the previous corresponding period."

This encouraging forecast follows trading losses in recent years and the impact of global financial crisis. In February, Ainsworth reported a net loss of \$2.76 million to December 31, 2008. In August, Ainsworth incurred a full-year net loss of \$12.5 million on sales revenue of \$45.2 million - a 9%



decrease. Revenue for the second half of the 2010 financial year is expected to be similar to the first half due mainly to an increase in the number of gaming machines on participation and/or lease within the Americas.

Executive Chairman Len Ainsworth told the AGM he was pleased that, despite the challenging economic environment of 2009, successful implementation of AGT's strategic initiatives had positioned the company well to achieve sustainable profitability and build shareholder value in the near term. "The company has made significant progress in all operating areas and we are confident that this will, in due course, be reflected in the financial results," he added.

Mr Ainsworth said AGT remained committed to accessing new markets by securing additional gaming licenses and providing innovative products

designed to meet customer needs. "To this end, we have embarked upon a licensing program to further pursue markets in North America," he added. "This region offers the greatest opportunity for the company to expand its reach into existing and new markets."

In late 2008, AGT submitted a licence application to the Nevada Gaming Commission - the world's largest gaming regulatory authority covering 23% of casino-style slot machines in North America. "After a lengthy and detailed investigation, the Nevada Gaming Commission unanimously approved Ainsworth's application for licensure as a manufacturer and distributor of gaming devices in Nevada," Mr Ainsworth continued. "This approval provides increased opportunities for sales within this substantial market once all necessary product approvals are received."

Mr Ainsworth said he was "particularly encouraged" by domestic market revenue growth in 2009 that demonstrated the success of the company's product initiatives.



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# Lion celebrates big year in tough times

Lion Nathan has increased net profit by 13% year on year to \$313.1 million in its final year of public ownership. Underpinning the result was the impressive performance of Lion Nathan Australia, which grew profit by a remarkable 16% to \$515.7 million. Lion Nathan CEO Rob Murray said he was thrilled with the results, which saw the group net sales revenue grow 7.1% to \$2.242 billion. "Five years ago, we decided to invest in our most valuable assets - our brands, our people and our breweries - and we made a commitment that the investment would be followed by a step-up in earnings," Mr Murray said. "I'm delighted we have delivered on our promise. Our people have delivered a quiet revolution in our business model and created a company acutely focused on the needs of customers and consumers. Our shareholders have benefited by receiving a price for their shares that rightly reflects the high-quality business we have built." The growth



of premium beer has bolstered the company's beer sales, along with the increasing popularity of mid-strength and "low-carb" beers. The LNA portfolio includes three of the top five beer brands in Australia, with the company's "power" brands continuing to perform well. Hahn Super Dry grew volumes by 40.9% for the year, while Australia's second-largest beer XXXX Gold grew 6.2% off a large base. A high level of innovation has also been a strength for the company with 10% of the full year '09 net sales revenue generated by new products launched in the past three years. New products launched

in '09 include Hahn Super Dry 3.5, Tooheys Extra Dry 5 Seeds and XXXX Summer Bright Light. The LNA innovation looks set to continue with James Boag's Pure launched recently, coming off the back of the Boag's trademark growing volume by 19% on a normalised basis. Lion Nathan New Zealand (LNNZ) performed well in difficult market conditions to deliver 5% EBIT growth to \$NZ94.3 million. The results follow a busy time for Lion Nathan, with Kirin's recent purchase of the company and the merger with National Foods to create Lion Nathan National Foods. The two Australian businesses will continue to operate separately with a review in place to determine a new strategy for the combined group. "While I won't pre-judge the outcome of the operational review, we have previously made it clear that these are two quite different businesses and we're not about to integrate operations for the sake of it," Murray concluded.

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The Rayner Sales & Marketing Team.

**Judy, Sue  
& Jackie**



## Aristocrat faces \$250m damages bill

Australia's biggest poker machine manufacturer, Aristocrat Leisure, faces a damages bill of up to \$250 million after a US court found against it on one element of a civil action dating back to 2005. The *Sydney Morning Herald* reported the verdict means disgruntled bondholders can recover damages from the company. In an statement to the ASX, Aristocrat said it would wait until a determination on the amount of damages was made before deciding whether to appeal against the verdict, handed down by a jury in the US District Court in New York. The dispute stems from \$US130 million of convertible subordinated bonds issued by the company in May 2001. At stake is whether Aristocrat could buy the bonds at face value of about \$US130 million, or whether the bondholders could cash in on the company's then-strong share price and convert the bonds into stock that would have been almost double that. The company took the steps in December 2004 to call for the redemption of the bonds, thereby terminating bondholder conversion rights. Disgruntled bondholders then



took action. In August 2005, a US Court found that bondholder conversion rights had not been terminated as of December 20, 2004, when the company called for

redemption. However, the court also concluded that the bondholders would also be unable to convert to Aristocrat shares, and, as such, only monetary damages were available. The amount claimed in consequential damages is the difference between the cost of the bonds and the value of shares the bondholders bought on the open market when Aristocrat refused to let them convert the bonds into shares. If it cost a bondholder more to buy the share in the open market than the value of the share on the date of the breach, the additional cost should be included in that bondholder's damage award. "The company expects that the precise amount of consequential damages recoverable by these claimant bondholders will be determined by the court following further briefing by the parties," Aristocrat said. "The amount of general damages for the company's breach of the bond indenture also remains to be determined by the court."

## Work-Life balance sheet not balancing?

PKF's Financial Reporting team offers a cost-effective and efficient solution to preparing financial statements, reducing pressure on the finance team to focus on delivering a stress-free year end process for directors and auditors. PKF offers a wealth of experience in assisting to prepare general and special-purpose financial statements. Outsourcing the preparation to PKF's reporting experts will ensure ...

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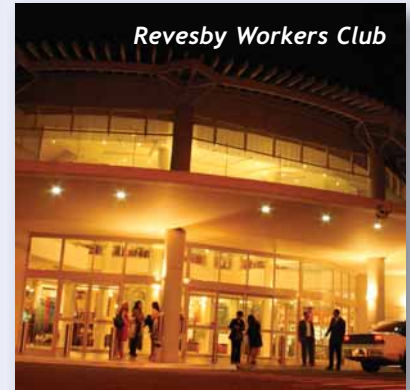
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## Konami wins Revesby Workers contract

Revesby Workers Club has awarded its system contract to Konami Australia. Revesby Workers is an industry leader in NSW clubs and operates 517 gaming machines across four Sydney properties. Konami's "Club Management System" (KCMS) will be deployed in a real-time, one-card, multi-site replicated environment for Revesby Workers Club, which will be the first club venue to install the system. The partnership will ensure the system is tailored to suit the NSW club market with the first property installation scheduled for early February and all properties scheduled to go live on KCMS by early March. Konami Australia Managing Director Satoshi Sakamoto said Konami was very pleased to be entering into this partnership with the Revesby Workers Club. "We are thrilled to have our first system installation in the Australian club market and are thankful to be working with one of the premiere club venues in Sydney," Mr Sakamoto added. "We look forward to expanding our system business further into the domestic club market next year." For more information on the Konami Australia Club Management System, visit the Konami website - [www.konamigaming.com](http://www.konamigaming.com) - or contact sales executive Jeremy Alchin at [alchin0129@konamigaming.com](mailto:alchin0129@konamigaming.com)

# KONAMI



## Plenty of 'pop' in CCA results

Coca-Cola Amatil (CCA) has reported a net profit of \$189.8 million for the first six months of 2009, up by 10.4% on the same period in 2008. Australia's biggest soft-drink bottler said it would increase capital expenditure during the rest of 2009, investing as much as \$350 million on new drink coolers, vending machines and extra distribution in Australia, New Zealand and Indonesia. CCA Group Managing Director Terry Davis said strong price discipline and mix management, combined with efficiency gains and cost savings generated from CCA's infrastructure development program as well as the increase in earnings from the manufacture and distribution of alcoholic beverages all contributed to the excellent result for the Australian beverage business. Pacific Beverages, CCA's joint venture with SABMiller, delivered 50% growth in its premium beer brands, which was attributed to



CCA Group Managing Director **TERRY DAVIS**

increased availability and the March launch of Peroni Leggera. CCA reported that Pacific Beverage's premium beer brands now account for more than 8% of the Australian premium beer market by both volume and value, with Peroni Nastro Azzurro and Miller Chill established among the top 15 premium beer brands. Volume growth was led by Bluetongue (up 60%), Peroni Nastro Azzurro (up 40%) and Miller Genuine Draft (up 20%). However CCA's RTD brand range, Jim Beam & Cola, fared worse, experiencing declines as a result of the 70% excise tax increase. The overall decline was partially off-set by a solid increase in full spirit sales as consumers switched from RTDs to full spirit sales. The first six months of 2009 saw CCA contribute approximately \$13 million into the Pacific Beverages joint venture to fund its share of brewery development costs.

## Club Plus earns 'platinum' ranking

The Club Plus Pension has been awarded the prestigious "platinum" ranking by SuperRatings Pty Ltd, one of Australia's leading superannuation monitors, after an extensive review of the numerous pension products on the market. The Club Plus Pension has also been described as a "best value for money" pension fund. "Club Plus has a genuinely low fee structure offering good value to members, The SuperRatings report stated. "There are no establishment fees and members are entitled to one free switch every six months. Ongoing costs are kept very low." Club Plus Superannuation is the CMDA Career Development Centre Sponsor and the Club Industry's No.1 superannuation and pension fund. For more details on the range of Club Plus Superannuation products and services, or to request an Information Session to be conducted for club employees, call a Club Plus Member Services team representative.



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