

Club Management

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IN AUSTRALIA

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LATEST ADDITION

Customers ATM Strengthens
CMAA Sponsor 'Family': P12

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Customers ATM executives
Larry Warren and Arthur McGill



Steve Condren
wins first round
of legal battles: P10

➤ CMAA Mid Year Conference Special Feature: P16-42

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CMAA Federal Councillor and Gold Coast Zone President Steve Condren has emerged triumphant from the first round of his legal battles with Southport Workers Community Club over his summary dismissal in late 2007. The defamation claim against Southport Workers Community Club was settled out of Court with a public apology to the long-serving manager who was sacked by email and falsely accused of ripping off the club. "All I ever wanted was an apology, but when the allegations were maintained, I was forced to come to court to clear my name and restore my reputation," he said ...



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As Victoria's club managers gear up to take the baton from former pokies operators, Tattersall's and Tabcorp, education emerges as the order of the day. Running your own gaming show makes for plenty of questions and a steep learning curve. Some of the answers are being supplied by The Victorian Government, which is offering free business workshops from July until September to introduce venue operators to the post-2012 structure. The three-hour seminars will explain the new gaming structure to clubs and hotels ...



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Cost savings, delectable dishes, healthy dining options along with proven tips and ideas to increase club food and beverage profits. Throw in menu options that will have your eyes and taste buds popping ... it's all on offer at the 2009 Club Food & Beverage Management Summit - September 8 and 9 at the CMAA's Career Development Centre at Auburn. The 2008 Summit - presented by the CMAA and Profitable Hospitality - attracted rave reviews. With a broad range of presenters, the 2009 event offers bigger and better value ...



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Managers must value and protect hard-fought gaming opportunity

Last month, I attended the launch of

Tabcorp's Gaming Solutions for the Victoria club and hotel market. More than 500 club and hotel representatives attended the event. The CMAA's position on gaming in Victoria was highlighted in 2006 when the Association petitioned the Victoria Government to allow clubs in that state to own gaming machines in their own right - regardless of whether the Tattersall's-Tabcorp "duopoly" was retained or disbanded. The CMAA's position has not changed now that the Government has made its decision to abandon the duopoly system and given clubs this right. Clubs and club managers should give careful consideration before assigning this hard-won right to "third party" operators. It is imperative that clubs make informed decision on how this new opportunity and system will best serve their club. Club managers in Victoria - if they do not have the expertise to operate a gaming floor at present - will have ample opportunities through the CMAA training arm, Club Management Development Australia, to gain this knowledge before 2012.

Occasionally, we need something - a positive experience - to recharge our batteries and refocus attention on the task. The CMAA's Mid Year Conference was just such an experience for the Association. The Conference again

delivered with world-class speakers and topics to address current industry issues and offer planning options and strategies to capitalise on emerging from the current economic climate. The immediate feedback from delegates and Association sponsor partners has been encouraging and pleasing. Congratulations to Board of Management Studies Chairman David O'Neil and his members along with CMAA Education Manager Ralph Kober and his group for the planning and professional presentation of another important education and professional development event. That energy flowed on from several other positive events for the Association leading up to the Conference. The CMAA has formed an education alliance with Academy Hospitality Australia to deliver state-specific education to Association members across Queensland. After meeting with The Academy's Directors, Justin McGurgan and Ian Griffin, the Association felt this was the right partnership to expand our education reach in that state. Almost simultaneously, we signed a Career Development sponsorship agreement with Customers ATM. Then ClubPlus Superannuation CEO Paul Cahill agreed to upgrade the company's Association commitment to become the Career Development Centre Sponsor. Three new National Bursary sponsors - Rawsuga Promotions, Colorcraft Printing and One Stop Promotions - also came on board to

boost the domestic and international education incentives for members. And the great news is that all of these new sponsors - along with almost all of our existing partners - made the trip to Conrad Jupiters to participate in the Mid Year Conference education and networking events. Our sponsors are one of the Association's greatest assets - not just financially, but also the networking, business benefits and relationships for members and fellow sponsorship partner companies. Our new sponsors fitted in comfortably at the Conference social events and I look forward to them experiencing the support of our club managers.

In closing, I want to acknowledge Liesl Tesch's contribution to the Mid Year Conference. Apart from seeing Liesl lead the Australian women's wheelchair basketball team at the Beijing Paralympics, I heard her speak at NSW Wheelies event in Sydney late last year. She is an impressive and formidable person who again raised the bar with her pre-conference "30 Minutes" with Paul Lyons. Like our previous guests - Brandt Webb, Todd Russell and David Hall - Liesl mixed comfortably with our delegates and is a wonderful ambassador for Paralympic sports. I look forward to seeing her in action at her fifth Paralympics in London in 2012.

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



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Steve Condren wins first round of legal battles over dismissal

CMAA Federal Councillor and Gold Coast Zone President Steve Condren has emerged triumphant from the first round of his legal battles with Southport Workers Community Club over his summary dismissal in late 2007.

The *Gold Coast Bulletin* newspaper reported the \$500,000-plus defamation claim against Southport Workers Community Club was settled out of Court with a public apology to the long-serving manager who was sacked by email and falsely accused of ripping off the club.

The club's General Manager for 21 years, Mr Condren, sued for defamation after two letters about him were circulated to members and around the region following his dismissal from his job in October, 2007.

Outside the Court, Mr Condren, 58, who is now General Manager at Southport Surf Lifesaving Club, said he felt vindicated by the apology and settlement, announced in the Supreme Court in Brisbane on July 20.

However, Mr Condren also spoke about how the subsequent year had been a struggle to find a new job and fund legal action from the sale of an investment property.

"All I ever wanted was an apology, but when the allegations were maintained, I was forced to come to court to clear my name and restore

my reputation," he said.

Mr Condren and his band of supporters, including his wife Sharyn who also worked at the club, were prepared for a trial in the Supreme Court detailing events that led to his sacking while on holiday in Thailand.

Late on July 17, Mr Condren's lawyers negotiated a settlement with Southport Workers Community Club that was announced in Court.

Mr Condren and the club are still involved in unfair dismissal action, which is expected to be heard next month. The defamation settlement included an unreserved apology from the club read aloud in Court. However, a confidentiality agreement means any payment or amount for damages is not known.

Mr Condren had claimed \$550,000 plus interest in damages and costs when he lodged his Court action in 2008.

The *Bulletin* reported that an auditor employed by the club, who was due to give evidence in Court, was understood to have found no evidence of misappropriation or fraud.

The offending letters, written early last year, were authorised by then-club President Jim Higgs and Secretary-Treasurer Rod Wilson.

The letters included suggestions Mr Condren was dismissed because he had defrauded the club and acted against the club's interests during his tenure.



Steve and Sharyn Condren celebrated his legal triumph a few days early at the Gold Coast and Brisbane Combined Zones Charity Race Day.

Addressed to Southport Workers Community Club members, the letters accused Mr Condren of nepotism, pocketing perks and being responsible for a massive downturn in profit.

Part of Mr Condren's claim included the fact the letters then found their way to other clubs where he was seeking employment.

In the apology, the club admitted the letters "may have been understood by readers to suggest that Mr Condren ... acted improperly and without propriety and ... that he defrauded the club".

"No such suggestions were intended and would have been unfounded," the apology stated.

However, the apology stopped short of admitting the letters had intended to defame Mr Condren.

Instead, the club took the "opportunity to unconditionally withdraw any such suggestions and to apologise ... for the distress and embarrassment".

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Customers ATM joins Career Development Sponsor family

The CMAA recently welcomed Customers ATM as a new Career Development sponsor, joining the 27 companies who make it possible for the Association to provide education and professional development to more than 2,700 members around Australia. Customers ATM NSW State Manager Larry Warren said the company was pleased and proud to accept the invitation of Federal President Bill Clegg and Executive Officer Terry Condon to become a sponsor. "We are extremely proud to become the exclusive ATM sponsor and look forward to a long and fruitful relationship," Larry added. "We believe our partnership with the CMAA will be invaluable for its members seeking advice on ATM solutions and agreements."

Customers Limited - "Customers" - transformed into an Australian electronics payments systems company. Formed in 2005, it is Australia's No.1 ASX-listed payment company. Customers has grown its ATM fleet to 5,400 machines in just over three years, which means it operates approximately one in every five ATMs in Australia.

Customers has implemented an acquisition strategy, led industry consolidation and smoothly implemented the changeover to the new Convenience Fee System. Customers Ltd Managing Director and CEO Tim Wildash said the team had worked around the clock to ensure a trouble-free transition. "We believe our efforts have been rewarded accordingly," Tim added.

In June, Customers announced two major contracts. The first is a five-year deal with Bendigo Bank and Adelaide Bank where Customers progressively will expand the bank's ATM fleet by up to 500 units, with terminals selected and branded with Bendigo Bank's brand. The second is with BP Australia, to extend Customers current ATM services contract at more than 200 ATM installations across BP's company-owned and operated stores in Australia. The new contract provides both parties with arrangements until 2013.



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The Company now has a market-leading position with capacity to deliver competitive ATM and payment services to the Australian market. The Customers ATM network is well represented around Australia with a focus on the convenience market comprising mainly clubs, hotels, petrol stations and retailers.

Customers has grown as a professional and reputable service provider with industry experience, including business and technical experts focused on developing successful ATM programs. A key point of difference is the ability - as the only independent ATM provider - to offer a range of bank-branded ATMs through strategic partnerships. "It's something our competitors cannot match," Tim added.

Apart from Bendigo and Adelaide banks, Customers also recently announced new contracts with St George Bank, Bank of Queensland and Arab Bank Australia.

Customers can provide a range of solutions, including ATM hardware; supply of parts and consumables; installation, monitoring and maintenance of machines; and, most recently, multi-media advertising and product dispensing.

Customers uses a leading ATM-monitoring program that provides efficient and accurate fault notification, reporting and reconciliation. Together, the Help Desk service and ATM monitoring program provides timely support to all operations.

Larry Warren said Customers has a national sales force and offices in each state, with the operational headquarters in Cheltenham, Victoria. In the past 12 months, the Queensland state office relocated to its south-east Queensland base, warehousing ATMs with on-site technicians and the state Sales and Customer Relations team. The next step is to establish an office and warehouse facility in metropolitan Sydney to house and deploy ATMs for Sydney and regional NSW, supported by in-house technical support team. "The plan is to have a modern office facility with board room, showroom and entertaining facilities which the NSW Sales and Customer Relations teams will use as their base," Larry added. "We plan to make a major statement in the NSW market and our team is expanding to accommodate the market."

Larry said that ATM industry legend Arthur McGill joined Customers ATM in February as NSW Sales Manager. "Arthur's experience in the gaming and hospitality market is invaluable," Larry added.

"As a Career Development Sponsor, we look forward to assisting members to have an improved ATM service," Larry added. "Our partnership will be invaluable for CMAA members seeking advice on ATM solutions and agreements."



Customers ATM NSW State Manager Larry Warren with NSW Sales Manager Arthur McGill.

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Clubs want more from NSW updated alcohol laws

The Club Industry has reacted positively to the NSW Government's decision to update the special conditions relating to the service of alcohol in clubs and hotels across the state.

The Government's decision to provide clubs with a mechanism to be removed from the special conditions is long overdue and balances the inequity of the system introduced in December last year.

The latest moves are a positive step towards establishing a system based on the principle of fairness and commonsense.

Despite this improved position, there should be some allowance for clubs that enjoy large numbers of patron visits annually.

Even under the updated special conditions, a club with 1.5 million visitors and 12 reportable incidents in a year is penalised the same way as a nightclub or hotel with more assaults but a fraction of visitor numbers.

ClubsNSW CEO David Costello said clubs have long been part of the alcohol service solution. "Clubs account for just 17% of all reportable incidents at licensed premises despite being by far the most popular form of licensed venue in NSW," he said.

Bureau of Crime Statistics and Research (BOCSAR) statistics show that clubs account for less than 20% of all assaults - and that number has fallen by 9% during the past decade. "These figures show clubs are part of the alcohol solution - not part of the problem," Mr Costello added.

The Club Industry's responsible performance been proven consistently over the years and, again, with the latest Police records showing only four clubs among the top 60 venues ranked by reportable incidents.

Mr Costello said clubs share the Government's concern about increasing number of alcohol-related incidents. "However, it's important that our politicians recognise that clubs have played no part in this surge in assaults and, in fact, have



ClubsNSW
CEO DAVID
COSTELLO.

substantially improved their already-proud safety records," he added. "It's unfortunate that the Club Industry's excellent safety record has been largely ignored by the Government in formulating the new special conditions."

While the Club Industry would continue to work with Government, Police and the community to reduce alcohol-related assaults, Mr Costello said, the special conditions should acknowledge the compelling fact that more than 146 million people visit a club in NSW annually and do so assured by the fact they are attending safe, well managed venues.

According to the Government's list, Penrith Panthers has the highest number of reportable incidents in NSW. That list, however, makes no allowance for the fact that 1.5 million people visit Panthers annually.

"It is staggering that a venue such as Star City Casino with almost the same number of assaults is somehow exempted from the special conditions," Mr Costello added. "The people of the Penrith area are entitled to feel let down by these special conditions that penalise them for making Panthers the most popular club in Australia. And NSW residents are entitled to know why Star City Casino is treated so differently to all other licensed venues."

New laws for cigarette and tobacco sales

If your venue sells cigarettes or tobacco, then strict new laws apply. The NSW Government has imposed new regulations from July 1 for tobacco retailers - including licensed venues - in NSW. The Government reforms are aimed at reducing the incidence of smoking that adversely impacts on the health of people in NSW and places a substantial burden on the State's health and financial resources. The changes include ...

- > a limit of one vending machine per venue
- > a requirement that you notify NSW Health that you sell tobacco
- > limit the display of tobacco products

For more information, visit www.health.nsw.gov.au or call the Tobacco Information Line 1800 357 412.

North Haven Club bandits plead guilty

THE five men who held up the North Haven Bowling Club and attempted to escape with more than \$50,000 cash have pleaded guilty to the robbery. The *Port Macquarie News* reported that three of the offenders - Joshua Dickson, 19, Anthony Moylan, and Benjamin James Wilson, 21, of West Kempsey - appeared in Port Macquarie Local Court July 9 via video link. The trio pleaded guilty to the charge of robbery in company. The other two co-offenders - Martin Ballengary, 26, of Kempsey and Kevin Dickson, 23, of West Kempsey - pleaded guilty to the charges last month.

According to Police facts tendered in court, phone calls between the men were monitored by Police from March 24. On April 4, Ballengary was heard talking on a mobile phone referring to the "green light tomorrow". The next day, Police followed the men in a car from Kempsey to the North Haven Bowling and Recreation Club.

At 10.20pm, the five men smashed the front glass doors of the closed club and bound the hands and feet of three staff with cable ties. One of the men, armed with a knife, ordered the duty manager to open the safe. Police confronted the robbers as they were leaving the club.

Police recovered \$51,926 cash, two knives, a spanner and hammer. The five men have been remanded in custody to be sentenced in Port Macquarie District Court later in the month.



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Speakers, workshops tackle Club Industry's big issues

By RALPH KOBER
CMAA Education Manager

The CMAA's annual Mid Year Executive Leadership Conference again tackled the most challenging issues facing the Club Industry and the national economy in 2009 and beyond.

"Winners Make Goals; Losers Make Excuses" was the theme for the 2009 event and more than 170 club manager delegates attended workshops, presentations and panel sessions over three days at Conrad Jupiters on Queensland's Gold Coast from July 15 to 17.

A range of global, national and Club Industry-specific issues were addressed and discussed by some of Australia's most prominent commentators - Bernard Salt and Barry Urquhart - subject specialists and trade representatives.

Delegates praised the Conference agenda, the topics and the speakers as being valuable in their personal and professional worlds.

CMAA Federal President Bill Clegg said he was impressed and satisfied that the Conference had again delivered on the needs and expectations of Association members in challenging times for the Club Industry.

"Like many other industries and businesses across Australia and around the world, the Club Industry continues to feel the pinch of the global financial downturn, but I'm impressed and encouraged by the strong support for this Conference," Bill said. "The Association, Board of



John Gould from Conference Sponsor company Aristocrat addresses delegates in the Pavilion Conference Centre at Conrad Jupiters to open Day 2 of the CMAA's annual Mid Year Executive Leadership Conference.

Management Studies and CMDA have worked hard to deliver a relevant and interesting program of topics and speakers to address the challenges faced by clubs and their managers. I'm sure that everyone will return to their clubs with new ideas, strategies and professional philosophies that will only help to improve their positions."

Conference Sponsor Aristocrat's NSW and ACT Sales Manager John Gould welcomed delegates and spoke about the company's commitment to the Club Industry through quality in service and products and to the CMAA through its Career Development, Bursary and Conference sponsorships.

Australian Paralympics women's multi-medallist and wheelchair basketball champion Liesl Tesch provided the perfect opening to the Conference, inspiring delegates as she told her life story to Paul Lyons in front of almost 250 people.

The Conference program incorporated networking and social events, including the annual "Footy Fever" State of Origin Game 3 telecast on day 1. The CMAA's Brisbane and Gold Coast zones pooled their

resources and energy to host the annual Charity Race Day at the Gold Coast Turf Club to bring down the curtain on the Conference social agenda.

Despite challenging times, managers, directors and industry trade supporters showed that education, professional development and the remarkable network and friendship that the Club Industry has always enjoyed is alive and well.

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General Meeting delivers comprehensive reports

Federal President Bill Clegg welcomed more than 170 members the CMAA General Meeting in the Pavilion Convention Centre at Conrad Jupiters on Day 1 of the annual Mid Year Executive Leadership Conference. Bill described the various reports to be delivered during the Meeting as “more an update on the issues being addressed by the Federal Executive since our last meeting at the AGM in March”.

Bill said he was, in light of the current domestic and global economic reality, “extremely pleased” to welcome four new sponsors and announce that ClubPlus Superannuation, a Career Development sponsor, had upgrade its involvement to become our Career Development Centre Sponsor. Bill acknowledged Customers ATM as the latest Career Development Sponsor and welcomed One-Stop Promotions, Colorcraft Printing and Rawsuga Promotions as new CMAA National Bursary sponsors. - **Full Report: P20.**

CMAA Federal Secretary Allan Peter provided an update on the “moving feast” that continues to be the



Industrial Relations scene. - **Report: P22.**

CMAA Board of Management Studies Chairman David O’Neil provided an extensive report on the new courses, projects and initiatives delivered since the 2008 Mid Year Conference. - **Full Report: P24&25.**

Federal Executive Member Tim McAleer has invested a lot of time and effort in facilitating Member Forums at many Zone Meetings during the past 12 months and his analysis of membership trends, meeting attendance and education requirements showed that the CMAA is maintaining its relevance

in the working lives and professional development of members.

Federal Vice President Daniel Munk presented an analysis of the Association’s strategic direction, touching on *Executive Structure, Association Structure, Development Of Sponsor & Membership Programs, Education and Zones*. Daniel described the Association’s progress in the current economic climate as positive.

“Our consistent growth in membership and industry support reflects that,” he reported.” - **Full Report: P26.**

Executive Officer Terry Condon concluded the reporting, providing members with a healthy assessment of the Association’s position covering membership, financial, education, sponsor and industrial relations.

Bill Clegg also presented ACCM Awards to Club Rivers Operations Manager Stuart Jamieson, also a Board of Management Studies member, and to CMAA Inner West Zone President and Sydney Rowing Club Beverage and Maintenance Manager Mathew Roper. - **Story: P30**

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Association progresses on relevance and innovation journey

CMAA Federal President BILL CLEGG's Report to Members' General Meeting

Welcome to the 2009 Mid Year Executive Leadership Conference.

This meeting is more an update on the issues being addressed by the Federal Executive since our last meeting at the AGM in March.

The launch of the CMAA's new website, particularly the interactive E-magazine, brings us closer with communication and you would be aware of what seems to be the endless issues confronting the Club Industry and managers on a daily basis.

Allan Peter (Federal Secretary) will provide an update on the Industrial Relations scene; David O'Neil (Board of Management Studies Chairman) will report on CMDA and BMS matters; Tim McAleer (Federal Executive Member) will speak to you about membership trends; Danny Munk (Federal Vice President) will provide information on the Association's strategic direction.

Something again consuming a lot of time and energy is the alterations to the workplace regime. This is particularly relevant because, for the first time, we are all covered by the one instrument.

In light of some of the high-profile cases that the Association has had to deal with recently, every member is encouraged to consider his/her own situation and talk with Allan Peter, Executive Officer Terry Condon and I.R. Advocate Peter Cooper.

To remain relevant to the needs of members, there is a requirement to continually assess the training and development needs of managers. This remains the greatest challenge for the BMS and David (O'Neil) will cover Board's activities in this area.
(Report - Pages 24 & 25)

One specific area I want to touch on is Corporate Governance, as there is no more-important topic for the industry and for managers now and into the future. It is particularly pleasing that the program developed in conjunction with Southern Cross University will satisfy this ever-increasing demand for improved Corporate Governance across all jurisdictions.



Federal President Bill Clegg delivers his report to the CMAA Members' General Meeting at Conrad Jupiters to start the 2009 Mid Year Conference.

National - the Productivity Commission's review of the industry will determine our direction for the next decade and beyond with the Club Industry much better prepared than we were 10 years ago.

NSW - We see an increasing management of the state by media and policy on the run, with the latest effort being the introduction of "new alcohol laws", which makes a rewrite of the Liquor Act and powers extended to the Director Liquor and Gaming something of a wasted effort.

It's the Association's firm view that every venue should be handled and dealt with on the individual premise's merits. The Director of Liquor and Gaming has the power to impose licence conditions and should be allowed to do so as required.

Queensland - Without encroaching on David's territory, it's pleasing - as part of the CMAA's strategic direction - that the CMAA Academy has been established in partnership with Academy Hospitality to deliver training on state-specific legislative

and governance requirements.

Victoria - The announced position on the "licensing bill" is pleasing in as much as the State Government continues to listen to our members, which is reassuring for clubs, their managers, members and communities. Matters of concern are the ban on ATMs and the introduction of pre-commitment technology without evidence-based impact on problem gambling. Both initiatives could have severe impacts on Victoria's clubs and the industry.

To ensure the Association delivers best-possible professional development services through the CMDA, we rely on sponsorships and, as reported at the AGM, under the current economic climate there ever-increasing pressures continue on this level of support.

In light of this economic reality, it's extremely pleasing that I announce three new national bursary sponsors who join the CMAA "family" ...

- One-Stop Promotions
- Rawsuga Promotions
- Colorcraft Printing

We have also gained a new Career Development sponsor with Customers ATM.

And, significantly, I'm pleased to announce that ClubPlus Superannuation, a Career Development sponsor, has doubled its involvement to become our Career Development Centre Sponsor. This support at a national level reinforces ClubPlus Superannuation's commitment to the Club Industry generally - and club managers, specifically.

With ClubPlus Superannuation the default fund in the industry's new award, your Association encourages every manager to consider ClubPlus for your club - as against a fund owned by the hotel industry.

As always, we ask that managers support those companies that support your education and professional development by affording them the opportunity to tender for your services - in particular, our new sponsors who have put their financial support forward in these challenging economic times.

All of our sponsors are here at Jupiters to support and participate in this Conference, so please make them welcome during the networking sessions.

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Club Industry Award a work in progress

CMAA Federal Secretary
ALLAN PETER's Report (summary)
to Members' General Meeting

While some organisations are making recommendations about the Club Industry's new Licensed and Registered Clubs Award, I believe it is still premature at this stage to make such significant decisions. The Australian Industrial Relations Commission's (A.I.R.C.) decision to establish an Award specific to the Club Industry is a major win for our Association and our managers. However the "fine-tuning" of this Award is not yet complete and it would be inappropriate and hasty to start making policy or recommendations. By September, the A.I.R.C. will have completed its review process and will finalise the Award, that will come into effect on January 1, 2010. Until that time, members, despite the drawn-out decision and review process, should remain patient because this industry-specific Award will have been worth the wait. The new Award falls under



the Federal Government's Fair Work Act 2008, which received Royal Assent on April 24. On May 22, the A.I.R.C. Full Bench issued Exposure Drafts for industries - including the Club Industry - covered in Stage 3 of the Federal Government's Award Modernisation process. This Exposure Draft forms the basis of the Licensed and Registered Clubs Award. Club Industry employers and unions persuaded the A.I.R.C. that there should be a separate modern award

for licensed and registered clubs. Had the Commission decided otherwise, the Club Industry would have formed part of the Hospitality Modern Award. To finalise the Award under Stage 3, the Commission called for written submissions to be lodged by June 12 and the A.I.R.C. Full Bench conducted consultations in Melbourne (June 22-26) and in Sydney (June 29-July 3). The consultations offered an opportunity to respond to matters raised by others but not to re-state or summarise material already lodged.

The CMAA's Senior Industrial Relations Advocate Peter Cooper, who has been involved in every step of the process, went to Melbourne on June 24 to represent the Association. The question of Award coverage for licensed and registered clubs arose in the priority stage of the Award Modernisation process. The A.I.R.C. stated that there was general support among industry employer and employee associations for a separate licensed and registered clubs Modern Award.

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New courses and challenges for CMDA

Board of Management Studies Chairman DAVID O'NEIL's Report to Members' General Meeting

It's hard to believe another year has passed since the last Jupiter's Conference. The CMDA has been busy delivering current and relevant training, education and support programs to address the needs of our ever-changing and complex industry.

It seems that during the past few years the industry has been forced to face a new challenge every year and, as a result, the industry has had to change and adapt to the pressures that we have had to face. This past year's challenges ranged from the full implementation of the smoking bans to the global economic crisis. All of these factors have had a significant impact on how clubs do business and they have been forced to closely scrutinise expenditure to ensure relevance and value.

This cautiousness has flowed on to the CMDA and, as a result, we have had to closely scrutinise our products

and services to ensure relevance. As CMDA customers, we rely on your expenditure and without it revenues decrease and costs increase. Despite this obvious threat, I'm pleased to report that the CMDA administration has continued to work diligently to ensure that none of its activities and/or services has been compromised during these difficult times.

The proof of this is the number of training participants during the past year. During this period, training numbers have remained static compared to the previous year and the CMDA has delivered more than 2,500 specialised training programs to members throughout NSW, the ACT and Queensland.

These numbers were helped considerably by the introduction of the new Club Secretary Manager Course. This program has increased in popularity and will continue to grow as more managers become aware of its value. Twelve Club Secretary Manager programs have been

conducted in metropolitan and regional centres. The feedback has been amazing. This course is ideally suited for new Secretary Managers, portfolio and middle managers. It's also an excellent refresher for experienced Secretary Managers - especially considering the recent changes from the Registered Clubs Act to the Liquor Act. These changes have resulted in a large number of clubs and managers inadvertently breaching licensing laws as a result of the different requirements under the new Act.

The Secretary Manager Course was developed as a progression from the CMDA's highly successful Duty Manager Program, which continues to be extremely popular, attracting many junior managers and supervisors. In 2009, 10 Duty Manager Development Programs are scheduled to be delivered in metropolitan and regional centres such as Canberra, Brisbane, Coffs Harbour, Albury, Tweed Heads, Armidale and Sydney. This is a fantastic program and we hope that you, as club managers, see the value in placing more of your supervisors and line managers onto the courses.

The continuing association with Ken Burgin from Profitable Hospitality has continued to be successful and his suite of quality F&B management seminars has seen strong support from members. This success was reinforced at the inaugural two-day Club F&B Management Summit in 2008. From the success of this inaugural program, the 2009 Summit is open for registrations. This year's Summit will be a robust two-day program featuring a plethora of relevant F&B management topics and speakers. The dates for the 2009 Summit is September 8 and 9. Brochures available at the reception outside the Conference room.

Another program launched in 2008 was the CMDA Affiliate program where non-management staff, including line staff, supervisors and directors can join the Association's education arm. CMDA Affiliates enjoy the Association's professional services with access to CMA Magazine, CMDA marketing materials, free career consultations, free RPL assessment and member rates on training courses

"It's important to remember that your Association represents all managers around Australia and we are constantly working on ways to improve the services provided ..."



Board of Management Studies Chairman David O'Neil delivers his CMDA Report to the Members' General Meeting.

and BMS

and programs. During the past year, more than 100 registered Affiliates joined the program - and this is gaining momentum.

As stated previously, a number of key initiatives were launched this year. One of the most exciting courses was the first high-end Corporate Governance Program. This program is presented in collaboration with Southern Cross University's Graduate College of Management. The program is a no-nonsense high-level four-day program for managers and directors that will assist key members of club management to foster healthy and positive relationships. The initial programs have attracted more than 20 clubs and all participants have stated that the program was highly informative and beneficial - especially in our current legislative and compliance environment.

While the CMDA has worked hard to develop and implement relevant training options for the industry, it has continued to enhance and develop its conference programs and the annual CMAA Conference and Trade Show at Darling Harbour in March again was a successful event with more than 1,500 delegates. While numbers were down slightly on the previous year, the trade and exhibitors were pleased with the attendance. It's important to remember that this Conference is free to CMAA members and is designed to enable all clubs - regardless of size - to attend and access training and education.

This year's Mid Year Conference at Jupiters has attracted more than 200 delegates, which is pleasing given the current business climate and it promises to be a high-quality program. The Mid Year Conference is a management-specific program targeted at all industry managers. It's a great opportunity for Queensland managers to attend.

It's important to remember that your Association represents all managers around Australia and we are constantly working on ways to improve the services provided. One recent initiative - hot of the press - is a new initiative with one of Queensland's premier training providers. It gives me great pleasure to announce a new partnership



between your Association and The Academy - one of Queensland's leading Registered Training Organisations. This partnership will enable Queensland members to have a choice of providers when undertaking the compulsory Responsible Management of Licensed Venue course this year. The CMDA will now have a significant presence in Queensland via this partnership as well access to ACCM units delivered locally along with other management programs. Queensland members can now book for this course online via the CMAA website and enjoy generous course discounts.

During the past year, the CMAA has built a new and exciting website which allows members to log in, register for courses and enjoy an easier-to-navigate website when seeking information and services. I encourage you to log on to www.cmaaa.asn.au

The CMDA is a strong, vibrant arm of your Association and, for it to survive and thrive, we ask that you continue to support it, as it supports you. The CMDA will continue to review its programs and operations to ensure relevance and value. I will continue to look at better ways to ***"To Grow The People That Grow Your Business"***.

In closing, I would like to thank and congratulate Terry Condon, Ralph Kober and their incredible team for their diligence and professionalism. I would like to also thank the members of the Board of Management Studies for their positive contribution to the

Association and for the numerous hours they volunteer to help deliver a better product to you, the members.

Lastly I would like to acknowledge our sponsors, in particular, our Conference Sponsor, Aristocrat ... a fantastic company that, through good and bad times, is always there - and for this we are grateful.



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CMAA Strategic Planning: exciting opportunities

CMAA Federal Vice President DANIEL MUNK's Report to Members' General Meeting

Each year, the CMAA Federal Executive reviews its goals and strategies from a stop-start continuum. The Executive's focus in 2009-2010 will be in the following five areas ...

1. Executive Structure

Board Development - Our focus is to encourage individuals to experience the leadership roles within the Association, allowing the Executive to remain energised and passionate about their journey. Encouragement is given to members within the Association to consider Executive positions in the elections of March 2010. As part of this process the Executive has been inviting Federal Council Members into Executive meetings to experience first-hand the responsibilities of the Executive Board.

Management Roles & Focus -

As part of the CMAA changing to meet members' needs, the Management Executive are looking at their key roles and the requirements of structure and resourcing to meet the challenges of 2010 and beyond, but also to look at revenue and opportunity for growth

Succession Planning - Not only does the Board need to address the journey of succession planning within its own structure, this is also an issue that must be addressed within our executive management. Executive Officer Terry Condon has successfully led this organisation for more than a decade. Under his leadership, the CMAA has moved forward and become stronger. Terry has informed us that his time at the helm cannot go on forever and the time is right to start succession planning. The Executive will look to a constructive process, to ensure we move forward with the leadership that the Association requires and that the Executive structure is maintained within the values of our business. We will keep the members informed of the journey.

2. CMAA - Structure

Key Position: Registration With The A.C.T.U. - After much investigation, the Association's registration as a union body has far more positive benefits than negative. Our focus is as a professional management body with an essential direction within education and training of management. The registration within the A.C.T.U. does not distract from that, but enhances our offerings with a strong industrial back-up.

Adapting the structure - The CMAA will always be the controlling body. The CMDA is our education arm. The CMDA branding and role has proved very successful. We see no need to change that. We do see a need to add an additional arm to the Association - similar to the CMDA - that allows us to spread our activities into other sectors of

the hospitality industry, in professional management development and training. This new structure will be branded differently to the CMDA. We will keep you informed on this direction and its outcomes.

3. Development Of Sponsors & Membership Programs

More Interactive Relationships With Sponsors - In this current market, the relationship between sponsors and the Association is critical for both parties. To ensure there is a "win-win" outcome, our focus over the next 12 months is to provide our sponsors with better access to the Executive and, in turn, provide a vehicle to allow members to interact in localised and boutique forums. This is about growing our relationships mutually and positively.

Zone Developments - The current support that has been provided to Zones will be enhanced, allowing for better communication with the membership base. We will also supply support to Zones that are struggling with membership and attendance. This process has commenced and is on-going

Non-Member Interaction - Over the years, the Association has had the support of many loyal members and new managers into the Club Industry. Over time, we have lost contact with some managers. Our goal is to see why we may not be relevant to these managers and what we may need to provide to reconnect these managers with the Association. This is not about making every manager a member, but ensuring our relevance for meeting the needs

of the majority of managers who aim at being the best they can be within a professional industry.

4. Education

Brand Opportunity - As indicated earlier, the Association sees the opportunity to create a new education brand and provide education to other parts of the hospitality area. Areas such as E-learning and structured training relationships with other education providers are exciting opportunities for the Association and will be a major part of our focus during 2010-2011.

5. Zones

The growth of the Zones has been exciting over the past two years. To aid that development, we intend to provide current and new Zone Executive Members with clarity of their roles and a support structure they can access. We intend to provide support and clarity on the style and structure of education and training that meets the needs of the Zones.

The Association's progress in the current economic climate is positive. Our consistent growth in membership and industry support reflects that. I look forward to reporting on further issues in March 2010.



CMAA Vice President Daniel Munk delivers his report to the Members' General Meeting.

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Despite tragedy, Liesl grabbed life by the wheels

If you watched the Beijing Olympic Games last year, you probably tuned in to the Paralympic Games that followed a few weeks later. Australia's Paralympians always do well ... Louise Sauvage set the bar and our wheelchair and disabled athletes have been bringing home gold medals from around the globe for decades. Our wheelchair basketball teams have a reputation as the toughest on the court. It was no different at Beijing ... remember the girl with the vivid green-and-gold hair in the women's team leading the fast breaks and the defence? That's Liesl Tesch, Australia's most-decorated player. Liesl was the CMAA's special guest at the Mid Year Conference and continued the "30 Minutes" tradition when she rolled up for a chat with Paul Lyons. Liesl's used to making the opposition cry with her uncompromising style. She brought a tear to the eye of Conference delegates with the story of her 1998 bicycle accident that severely and irreparably damaged her spine and forced her into a wheelchair. Liesl even shed a tear when she talked about her parents, their own health struggles, their remarkable love and support. It was another inspiring interview to kick off the Conference with more than 200 delegates, CMAA sponsor partners and industry guests thoroughly entertained by the globe-trotting



Conference delegates were inspired by Paralympics basketball star Liesl Tesch's 30 minutes with Paul Lyons.

athlete's remarkable journey. She has a Bachelor of Science and Diploma in Education and is based at Woy Woy on the NSW Central Coast where she juggles work as a full-time teacher and play as a Paralympic athlete. The colourful Liesl, who appeared

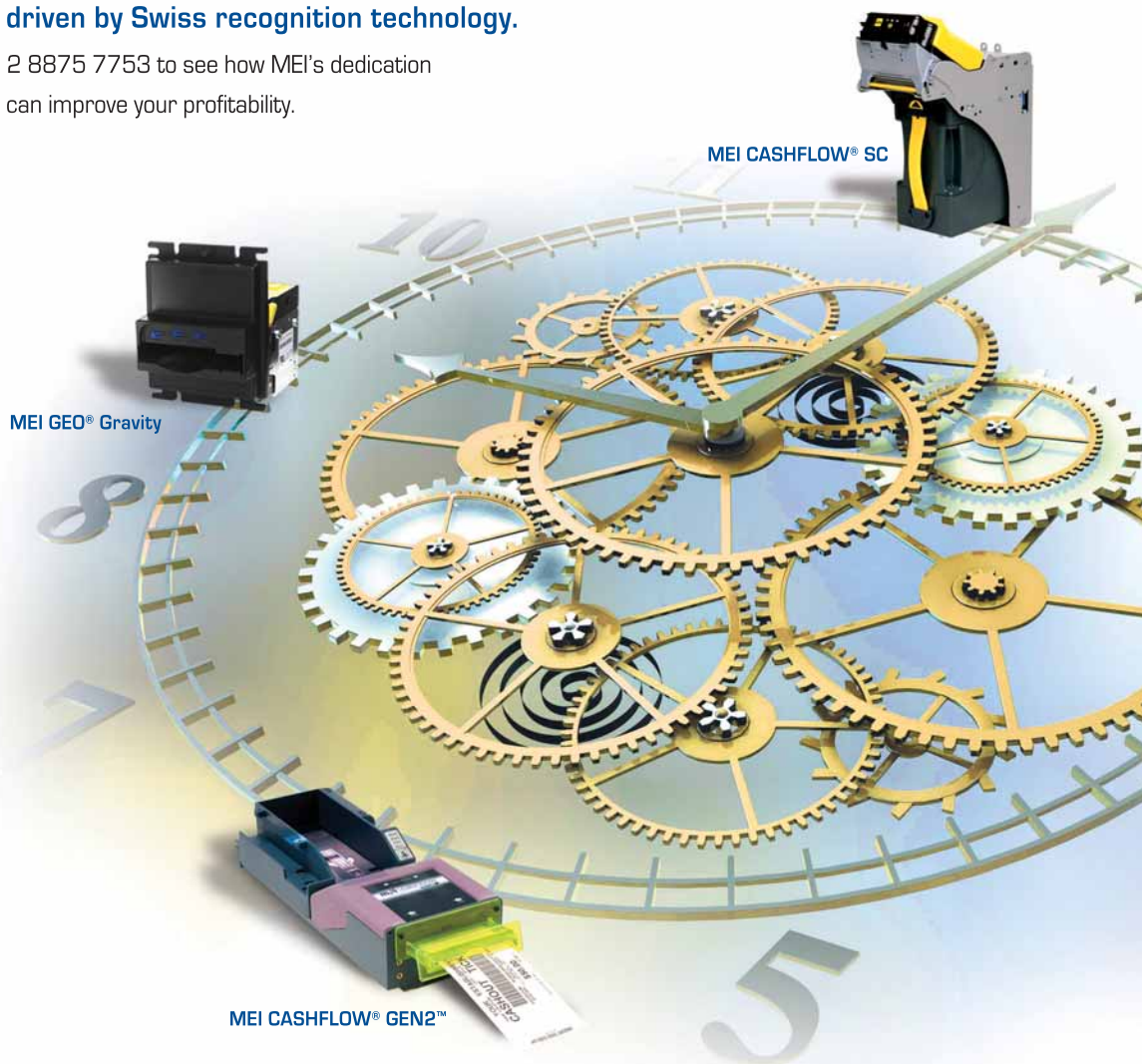
without hair highlights, has dominated women's wheelchair basketball since 1994 and competed at five Paralympics - Barcelona, Atlanta, Sydney (silver medal), Athens (silver medal) and Beijing as captain (bronze medal) along with four World Championships, including the 1994 championships (Gold Cup) in Stoke Mandeville, where Australia won a bronze medal. It's clear that she's passionate about her sport but hopes, through her and other's success, people will appreciate the athleticism of wheelchair sportspeople. After leading the Glider's (women's wheelchair team) in Sydney, Liesl accepted an invitation to play professionally with the men in Europe, where she competed for teams in Madrid, Sardinia and Paris. Liesl's powerful message was that she has been given the opportunity to promote and encourage others to take an interest in wheelchair sports. She supports other women's wheelchair basketball teams, especially in third-world countries. She established basketball clinics for wheelchair users in third-world countries to see those who would not necessarily have the opportunity, reach their potential. Although the veteran of the Australian women's team, Liesl has set her sights on the 2012 Paralympics in London - her sixth Games. Who'd stand in her way?



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2009 Mid Year Conference

Young achievers receive ACCM awards on big stage

There's perhaps no better place to receive one of the major achievements in your professional career than in a conference hall full of your colleagues.

And the Pavilion Convention Centre at Conrad Jupiters was the venue for two of the CMAA and the Club Industry's young achievers.

Stuart Jamieson and Mathew Roper accepted Active Certified Club Manager awards from CMAA Federal President Bill Clegg, ACCM, in front of more than 170 industry colleagues during the Members' General Meeting on Day 1 of the annual Mid Year Executive Leadership Conference last month.

The Conference theme, "*Winners Make Goals; Losers Make Excuses*", was clearly appropriate for the ACCM presentation as the award is one of the highest achievements that the CMAA offers in education and professional development.

"It's my great honour to present these ACCM awards to two young professionals who have not only made a commitment to excellence in their careers but have already made a significant contribution to the on-going success and development of the Association," Bill said in presenting the awards.

Stuart is the Operations Manager at Club Rivers in south-western Sydney. He is also a CMDA Board of Management Studies member and is the Education Officer for the CMAA St George Cronulla Zone. Mathew is the Beverage and Maintenance Manager at Sydney Rowing Club and is President of the CMAA's Inner West Zone.

In his CMDA Report of the General Meeting, Federal Council Member and Board of Management Studies Chairman David O'Neil, ACCM, reported that 30 CMAA members had achieved ACCM award status during 2009.



Stuart Jamieson receives his ACCM Award from Bill Clegg.



Mathew Roper accepts his ACCM Award from Bill Clegg.

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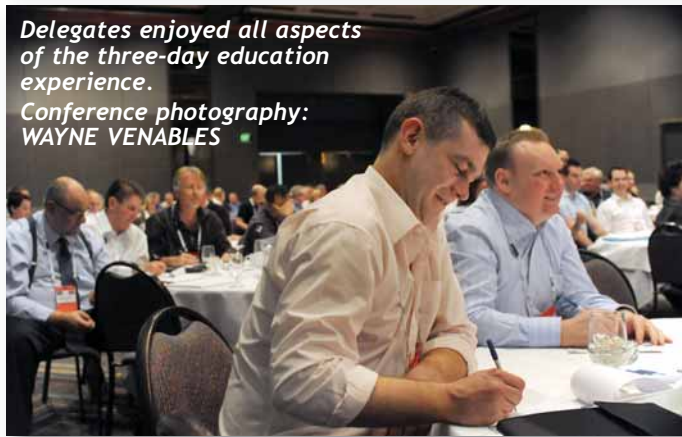


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Speakers, workshops deliver on expectations

Bernard Salt, Australia's leading demographer, managed to enthrall more than 200 CMA Mid Year Conference delegates by turning a mountain of numbers and data into relevant, critical advice for the Club Industry. Bernard shared the Keynote Speaker role with Barry Urquhart to open Day 2 of the Conference. Bernard worked through *"What Consumers Are Looking For"*, while Barry followed on from his 2008 workshops with the topic, *"Master Strategies For Turbulent Times"*. Paul Lyons opened the Conference workshops on Day 1 and, after spending *"30 Minutes"* interviewing Paralympics wheelchair basketball star Liesly Tesch, offered a concise summary of how clubs need to work positively with the recommendations of the NSW Government's IPART Report. Southern Cross University's Professor Ian Eddie (*"Why Is Corporate Governance The New Catchphrase In Today's Business Environment"*) and Malcolm Fraser (*"The Case For I.T. Corporate Governance - Moving With Business Best Practics"*)

provided a tertiary-level insight into the complex areas of Corporate Governance and Information Technology systems diligence and accountability. David Barlow moved enthusiastically among the big audience, giving a unique insight and perspective into the business continuity and business sustainability context challenging the delegates with key concepts around *"Risky Thinking"*. The series of Club Industry forums covering the topic, *"Working With Suppliers To Build Your Business"*, brought together groups of industry trade experts - many CMAA sponsor partners - to offer interesting insights for clubs and managers. A media workshop, *"Using The Media To Sell Your Club's Story"*, featuring *Gold Coast Bulletin* Editor Dean Gould and *ClubsNSW* Media Manager Jeremy Bath, closed the Conference on Day 3 and dealt with the realities that clubs face with all forms of the media focussed on problem gambling, binge drinking rather than the community benefits that clubs provide.



Bernard Salt



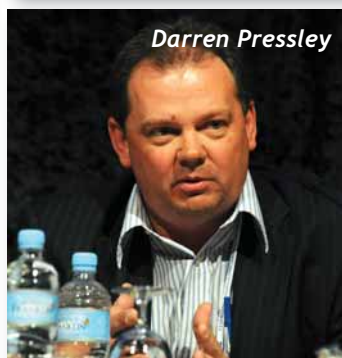
John Gould



Cameron Louis



Mark Thebridge, Matthew Sharp & Lindsay Verdon



Darren Pressley



Prof Ian Eddie

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Trevor Croker



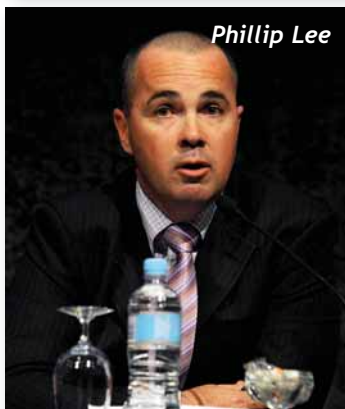
James Brindley



David Barlow



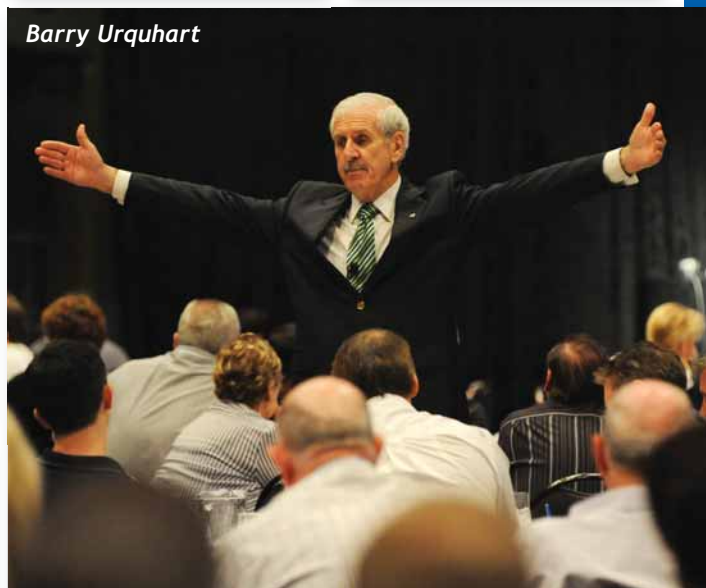
Phillip Lee



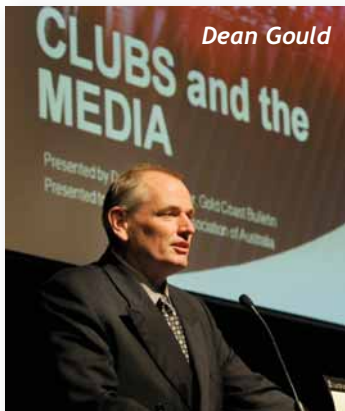
Malcolm Fraser



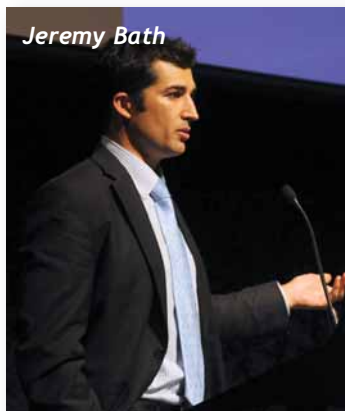
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Origin rivalry alive and kicking at Jupiters

The series result might have been decided, but there was still plenty of good-natured NSW v Queensland rivalry to end Day 1 of the Mid Year Executive Leadership Conference. More than 250 Conference delegates, CMAA sponsors and industry trade representatives felt every tackle during the "Footy Fever" State of Origin Game 3 live broadcast in the Conrad Jupiters Pavilion Convention Centre. Guests dressed in maroon or blue to support the Cane Toads or Cockroaches and tucked into traditional footy fare of pies, sausage rolls, chips, hotdogs and ice-creams - along with a few well-earned sponsors' beverages - as the two sides went toe-to-toe. Although NSW got the victory, the "home-towners" did most of the celebrating as captain Darren Lockyer lifted the shield for the fourth successive series.



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Sun shines on Zones Charity Race Day

Steve Condren knew he was on a winner when he saw the sun rise on another perfect Gold Coast Saturday on July 18. "All we ever need is for that sun to shine ... these great people take care of the rest," Steve, the Gold Coast Zone President, said as he looked around The Dome at the Gold Coast Turf Club. Almost 450 guests supported the Charity Race Day, organised by the CMAA's Gold Coast Zone and Brisbane Zone, to raise funds for Gold Coast PCYC and Youthcare. The annual event marks the finish of the CMAA's Mid Year Executive Conference at Conrad Jupiters and is supported by most of the clubs on the Gold Coast and Brisbane. The auction, raffle and fundraising efforts delivered \$12,000 to each of the charities. **See: P41.**



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AVexpress Marketing Manager Nicole Rasmin was on the spot to speak to managers at the CMAA's annual Mid Year Conference at Conrad Jupiters last month.

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Staging Connections Regional Director of Venues Kristian Nicholls with AVexpress Marketing Manager Nicole Rasmin at the CMAA's Mid Year Conference.

The AVexpress easy-to-understand pricing structure takes the guesswork out of audio-visual hire and means clients can easily select the appropriate products for any meeting or event. To make things even easier and cost-effective, clients can choose an audio-visual package appropriate to a budget. It doesn't get much

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Charities the big winners thanks to generous sponsors

By PETER SHARP

They say that charity begins at home, but it also travels well when it comes to the CMAA's generous sponsors.

Executive Officer Terry Condon proudly boasts that the CMAA's "family" of Career Development and National Bursary sponsors are special people running great companies.

Terry's philosophy was proved yet again when Mark Walker and Dennis Mawson stepped up with magnanimous gestures during the successful Charity Race Day at Gold Coast Turf Club last month. Mark is the Managing Director of Career Development Sponsor company, Gold Crest Security, while Dennis is Managing Director of One Stop Promotions, which recently became a National Bursary Sponsor.

The race day is the efforts of the CMAA's Gold Coast Zone and Brisbane Zone who combine resources to stage a great social and charity event to support two local charities - Gold Coast PCYC and Youngcare.

The race day also is the perfect way for CMAA Mid Year Executive Conference delegates to relax after three solid days of workshops, forums and presentations at Conrad Jupiters. Both Mark and Dennis bought a "fist-full" of tickets in the charity race day's main raffle. Mark won the main prize - a trip to the Melbourne Cup, or \$2,000 in cash, donated by the Reed Group. A busy man, Mark immediately opted for the cash - then donated his \$2,000 to the charity fund. He got a



Gold Crest Security Managing Director Mark Walker (centre) with Steve Condren, Kirsty Graham, John Limbrick and David Brown at the Charity Race Day.

deserved and rousing cheer from the 450 guests in The Dome.

Dennis later won a spectacular framed Phar Lap memorabilia print, "The Flemington Onslaught - 1930", donated by Greenbank RSL Club. No sooner had Dennis picked up his prize than he handed it to Gold Coast Zone President Steve Condren to raffale at a subsequent event to boost the Zone's education bursary funds.

In his speech to the audience, Steve said he was overwhelmed by Mark Walker's remarkably generous gesture and personally thanked Dennis for his donation.

The raffle and other fund-raising efforts on the day raised more than \$24,000 for the two charities.

In receiving their allocations, Gold Coast PCYC General Manager David Brown said the donation had "made our year" and would support the programs to service the club's 6,000 members.

Youngcare Fundraising Director Kirsty Graham thanked Zone Presidents Steve Condren (Gold Coast) and John Limbrick (Brisbane) and their teams for the donations and said she was amazed at "the generosity of the Club Industry".

Burleigh Bears General Manager Ian Amos and Kurrawa Surf Club CEO Rob Aldous conducted the raffle and auction with Burleigh Bears winning the Hot Air Balloon Ride - donated by Academy Hospitality Australia - at \$1,200 and Tony Chamberlain out-bidding the room for a V8 Driving Experience - donated by Reed Group - at \$800.

It was another fundraising and social triumph for the combined Zones. "It's great to see so many people here celebrating everything that's good about the Club Industry and to be able to help these two wonderful charities makes it all worthwhile," Steve Condren said. "I can't wait to do it all again next year."

➤ Charity Race Day pictures: P38&39



One Stop Promotions General Manager Dennis Mawson (centre) with Terry Condon, Steve Condren and the Phar Lap memorabilia poster.

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Celebrations of all kinds on the 78th floor

The CMAA and its sponsor “family” had cause for celebration when they gathered for the annual appreciation dinner during the Mid Year Executive Leadership Conference at the Gold Coast last month. The CMAA’s Federal Executive, led by President Bill Clegg, hosted almost 100 guests in the function room of Q1, the tallest building in the Southern Hemisphere. The 43-second elevator ride conveyed Career Development and National Bursary sponsors, Hall of Fame, Life Members, CMAA Federal Councillors, Board of Management Studies members and Club Industry special guests to Q1’s 78th floor for dinner overlooking the coast and the hinterland. Bill welcomed new Career Development Sponsor Customers ATM, National Bursary Sponsors One Stop Promotions, Colorcraft Printing and Rawsuga Promotions. He then announced that ClubPlus Superannuation had agreed to become the CMAA’s Career Development Centre Sponsor for the next three years.

Another Career Development Sponsor “family member”, David McIntosh from Paynter Dixon and ClubsNSW Chairman Peter Newell’s wife, Judy, were celebrating birthdays that evening and were able to blow out the candles on a spectacular chocolate mud cake.





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Gaming Evolution: It's back to school for

By KATIE CINCOTTA

As Victoria's club managers gear up to take the baton from former pokies operators, Tattersall's and Tabcorp, education emerges as the order of the day.

Running your own gaming show makes for plenty of questions and a steep learning curve.

What's our business plan?

Can we afford machines?

Who are our customers?

How do we run marketing and promotions?

Some of the answers are being supplied by The Victorian Government, which is offering free business workshops from July until September to introduce venue operators to the post-2012 structure.

Presented by Small Business Victoria's qualified and experienced workshop leaders, the three-hour seminars will explain the new gaming structure to clubs and hotels, and introduce the principles for managing a viable and sustainable gaming business.

In a toolkit being distributed at the workshops, managers can begin to outline a future strategy for their gaming model, and "skill up" to meet the demands of DIY pokies.

The 16-chapter guide identifies some of the crucial elements required for gaming operators to consider.

"As with the cost of gaming entitlements, that new annual fee is something that many clubs will need to factor in when assessing their financial game plan for poker machines ...

In Chapter 2, *"Evaluating The Gaming Opportunity"*, the financial risk of up-front capital investment is explored, including the financial distribution from gaming, and the need for venues to provide a robust business case to banks and financiers.

There's also a strong focus on the new costs involved, which include a monitoring fee (yet to be set) that may range between \$35 and \$65 per month if Victoria follows fee prices currently in use in NSW and Queensland.

Chapter 3 explores the *"Financial Health Of The Gaming Venue"*, outlining tools in financial analysis, timely account management, profit and loss ratios and benchmarking.

The importance of a *"Strategic Plan"* is covered in Chapter 4 to show how a collaborative process is required to secure the core values and direction of a venue with a focus on SWOT (Strengths, Weaknesses, Opportunities, Threats).

Most managers could safely skip Chapter 5 (which is about basic Human Resources practice), and move on to Chapter 6, which discusses *"Governance"* - an essential guide to some of the legal and ethical obligations required of gaming operators. With tips on how to minimise the risk of litigation and deal with the media, this content can help you create new policy

documents that will help shape your club's transition to the new model.

Chapter 7 looks at *"The Duties Of A Manager"* (nothing revolutionary there), so move straight on to *"Marketing"* in Chapter 8 for details about how to market gaming as a product, a service and an experience, and the importance of *"differentiation"* in your marketing plan.

From Chapters 9 through to 16, managers will get a refresher on basics such as venue management, fraud detection, gaming, liquor and venue laws, responsible gaming, and new compliance costs "estimated to be around \$450 to \$550 per annum per machine".

As with the cost of gaming entitlements, that new annual fee is something that many clubs will need to factor in when assessing their financial game plan for poker machines.

Further to the business booklet, the Victorian Government also is offering two free sessions with a business mentor for those managers who'd like more specialist assistance in areas like financial planning and marketing.

The CMAA also is conducting gaming education seminars as part of the 300 courses that it offers members nationally each year.

For Victorian club managers, the *"Gaming Analysis"* course is especially timely as it helps managers understand cash flow analysis and the business variants involved in order to produce statutory reports.

CMAA Education Manager Ralph Kober said the two-day program is being offered throughout Victoria, which he encourages members to consider in the lead-up to the new gaming structure.

"We're certainly happy to work with the CMAA's Victoria Zone to promote more gaming education for managers," Ralph said. "Even though the changes are still two to three years away, gaming analysis is something we believe managers have to know anyway. We're looking to do a whole range of gaming summits and workshops ... getting people with expertise in NSW to come down ... such as gaming managers and CEOs." Knowledge is power, after all.



Victoria's managers

*CMAA Education Manager
RALPH KOBER ... looking
to do a range of gaming
summits and workshops.*



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Key dates

- September - October 2009: Release of **Bidder Information Pack** and opening of bidder registration period.
- October - November 2009: Further **State-Wide Information Sessions (SWIS)** for anyone interested in bidding for entitlements.
- November - December 2009: End of the bidder registration period.
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Tuesday July 28	Geelong
Wednesday July 29	Bairnsdale
Monday August 3	Nunawading
Tuesday August 4	Moonee Ponds
Wednesday August 5	Wangaratta
Monday August 10	Melton
Tuesday August 11	Bendigo
Tuesday August 11	Lilydale
Monday August 17	Narre Warren
Tuesday August 18	Horsham
Wednesday August 19	Sale
Monday August 24	Warrnambool
Tuesday August 25	Knoxfield
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Professor Michael Singleton (left) with CMAA Executive Officer Terry Condon (centre) and "graduating class" of the CMAA's Corporate Governance Program Cohort 4 that was presented at Southern Cross University's Tweed Heads Campus during June and July.

Last call for '09 Corporate Governance Program

By RALPH KOBER
CMAA Education Manager

The CMAA's ground-breaking Corporate Governance program has delivered new levels of information and understanding to senior executives and their club presidents in its first year. The CMAA and Southern Cross University formulated the two-session, four-day Cohorts (course) to provide a deeper and clearer understanding of the responsibilities and relationships between and club's senior executives and the board.

There is one Cohort - 5 on October 13-14 and November 24-25 - remaining on the CMAA's Corporate Governance Program for 2009.

Places are filling fast for this final Cohort with the the program continuing to attract accolades and praise from everyone who has undertaken the experience.

Orange Ex-Services Club CEO Cameron Provost, a member of CMDA Board of Management Studies who achieved his Active Certified Club Manager (ACCM) status during 2009, says he can't remember a course he has enjoyed and taken so much away from in his career. Cameron attended the course with his Club President, Peter Single. "The tuition provided within the Corporate Governance Program that Peter and attended, was of immense benefit to our organisation," Cameron said. "We now use terminology in the Boardroom such as 'corporate risk', 'audit', 'compliance' and 'sustainability'. This program is highly desirable if you wish



Coffs Ex-Services Club CEO John Rafferty with his president and ClubsNSW Vice President David Doyle.

to ensure adherence to your corporate and social responsibilities.

Peter Single said the course had enhanced his and the Board's relationship with the CEO. "The focus of our Board is now about director education, succession planning and triple bottom line reporting, I would recommend every Club President and CEO attend this program."

Coffs Ex-Services Club CEO John Rafferty also was positive in his assessment of the program that he undertook with his Club President David Doyle, who is also a ClubsNSW Vice President. "The course

was first class and the club already is implementing some of the strategies and information offered at Tweed Heads," John said. "We will be sending our two Vice Presidents and two senior managers to upcoming courses and will be keeping abreast of any corporate governance developments through the course. David [Doyle] and I got enormous value out of the four days together and have submitted a presentation to the Board. It's a program that would significantly benefit every manager, director and club."

If you have held off attending the program but now appreciate its significance in the role and responsibility of running a modern, successful organisation, then you still have time to register for Cohort 5.

For full details of the Corporate Governance program, or to discuss the value of the experience for managers, directors and their clubs, contact CMAA Education Manager Ralph Kober P: 02 - 9643 2300 or E: ralph@cmaa.asn.au



Orange Ex-Services Club CEO Cameron Provost with his President Peter Single.

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Voted a resounding success in 2008, this year's Summit is designed to inspire and challenge:

- Take a fresh look at the food & beverage you serve
- Catch up on the latest trends. Re-energise your Food & Beverage operations with cost saving ideas
- Discover inspiring marketing initiatives from the speakers, workshops and networking

Activity Points: CMAA Members and CMDA Affiliates receive 20 Industry Activity Points for attending the Summit towards achievement or maintenance of the Active Club Manager Award (ACCM). For members who travel more than 100km from the radius of their club a further 5 Activity points will be awarded.

Venues: The Summit workshops will be conducted in the Sarlemyn Theatre CMAA Career Development Centre Auburn. A special value add is a visit to Fine Food Australia, Darling Harbour on Tuesday evening - transport to & from Auburn is included.

*Brought to you by the
Club Managers' Association Australia
& Profitable Hospitality*

CMDA
CLUB MANAGEMENT
DEVELOPMENT
AUSTRALIA

www.cmaa.asn.au

 www.profitablehospitality.com

www.profitablehospitality.com

TUESDAY, SEPTEMBER 8

8.30 - 9.00 | Arrival: Coffee & Registration**9.00 - 9.10 | Welcome & Housekeeping**

From Ralph Kober, Terry Condon and Ken Burgin

9.10 - 10.00 | Session 1: Building a Modern Business with Popular Appeal

With Matt Kesby, a dynamic restaurateur and business leader with an inspiring track record in business development.

10.00 - 10.15 | Morning Coffee Break**10.15 - 11.05 | Session 2: Next Steps with Purchasing & Cost Control**

Melissa Ellis from The American Club in Sydney. Food costs are an issue for large and small clubs- hear from a catering expert on ways to update your cost control methods. Back by popular demand, Melissa's tips are pure gold!

11.15 - 12.15 | Session 3: Master Class – Small Group Discussions with Industry Specialists

Topics repeated in the afternoon session - make your selection online after enrolling.

- **Spreading the Net to Catch More Seafood Sales.** Seafood Australia Experience will demonstrate creative ways to increase seafood sales & broaden the popularity of your bistro.
- **Creating a Popular Kids Menu for your Club.** Kay Richardson - Young Gourmet. Smart ways to handle the needs of young diners, including the fussy eaters. Parents will thank you AND come back more often!
- **Upgrade your Dining Room on a Shoe String.** Paul Gordon CEO Narrabri RSL Club. How to make fast, low-cost improvements in your venue.
- **Demystifying Catering Contracts.** Isobel Kidd of Fisher: Kidd and caterer Steve Sidd. If you use a contract caterer, don't miss this important session.
- **Building a Quality AND Profitable Wine Culture in Your Club.** Rob Morrison of Frankston RSL. Hear first hand how to create massive growth in the popularity and profits of your bar.

12.15 - 1.15 | Lunch: Seafood Working Lunch

Sponsored by Market Pride, sample delicious and innovative cost saving seafood products.

1.15 - 2.15 | Session 4: Master Class – Small Group Discussions with Industry Specialists

Pick your topic: delegates can select from the following session choices:

- **Spreading the Net to Catch More Seafood Sales.** Seafood Australia Experience will demonstrate creative ways to increase seafood sales and broaden the popularity of your bistro.
- **Creating a Popular Kids Menu for your Club.** Kay Richardson – Young Gourmet. Smart ways to handle the needs of young diners, including the fussy eaters. Parents will thank you AND come back more often!
- **Upgrade your Dining Room on a Shoe String.** Paul Gordon CEO Narrabri RSL Club. How to make fast, low-cost improvements in your venue.
- **Demystifying Catering Contracts.** Isobel Kidd of Fisher: Kidd and caterer Steve Sidd. If you use a contract caterer, don't miss this important session.
- **Building a Quality AND Profitable Wine Culture in Your Club.** Rob Morrison of Frankston RSL. Hear first hand how to create massive growth in the popularity and profits of your bar.

2.15 - 2.30 | Afternoon Coffee Break**2.30 - 3.15 | Session 5: Do I Really Need an Executive Chef?**

With Geremy Glew, Placed Recruitment, Gerhard Spatz, Ballina RSL Club, Brad Whittaker, Tweed Heads Bowls Club. What should you expect from the person in charge of your kitchen? Is it just a title, or a promise of high-level accountability and skill?

3.15 - 4.00 | Session 6: 3 Publicans take on the Club Industry

Bryan Jones of Coolangatta Surf Club, Geoff Long from Belconnen Soccer Club, John Harlock of Mildura Workers Club. These club managers have a great reputation for food. Hear how they have achieved their success, and create popular dining venues in their area. Questions definitely welcome!

4.30 - 9.00pm | Fine Food Show at Darling Harbour: Making Your Meat Offering a CUT ABOVE the Rest

A special cocktail event and presentation by Meat & Livestock Australia, showing how you can create a name for the best steak in town - using secondary cuts at a third of the cost! Following the presentation there will also be an opportunity to visit the Fine Food Show, which is open until 9pm.

Coaches will transport delegates to the Fine Food Show and be available for return to Auburn at 9pm.



WEDNESDAY, SEPTEMBER 9

8.30 - 9.00 | Arrival: Coffee & registration

9.00 - 10.00 | Session 7: BarWIZARD: How to Create the WOW! Factor

With Jason Jelichich, Australia's leading presenter on bar trends and quality service with flair!

10.00 - 10.15 | Morning Coffee Break

10.15 - 11.05 | Session 8: Hot Button Issues in Food & Beverage

Lawyer Peter English will bring us down to earth with an honest assessment of legal issues and challenges in food & beverage. Don't miss this!

11.15 - 12.15 | Session 9: Master Class - Small Group Discussions with Industry Specialists.

Topics repeated in the afternoon session - make your selection online after enrolling.

- **Who Is the Best Fit For the Job?** HR expert Paul Lyons will show you how to choose the right people for food & beverage positions. It's time to eliminate hiring mistakes!
- **Super Fast Training.** Training expert Bill Shirley demonstrates his 'tricks of the trade' to build confidence and expertise in your food, bar and service staff.
- **Kitchen Equipment: Sorting Out Price & Value.** Equipment guru Neil Willis from Sydney Commercial Kitchens will show you how to get the most bang for your buck, whether you're renovating or planning for expansion.
- **Make Your Dessert Menu Rock!** With Marion Casey, St George Leagues Club. How to add a sweet boost to the popularity and profits of your café, lunch and dinner menu.

12.15 - 1.15 | Session 10: Put your Barbecue to Work

New ways with meat. Chef and barbecue wizard Ben Farley will demonstrate how to create a new source of business throughout the week with creative cooking on your barbecue or in the kitchen. Barbeque events are also great for team building. This will be an excellent follow-up to our session with Meat & Livestock Australia on the previous evening.

1.15 - 2.15 | Barbecue Working Lunch

Ben Farley and his team from the Bar Be School will cook us lunch using delicious and 'cheap' cuts of meat that will have you clambering for more.

2.15 - 3.15pm | Session 11: Master Class - Small Group Discussions with Industry Specialists.

Pick your topic from the following session choices:

- **Who Is the Best Fit For the Job?** HR expert Paul Lyons will show you how to choose the right people for food & beverage positions. It's time to eliminate hiring mistakes!
- **Super Fast Training.** Training expert Bill Shirley demonstrates his 'tricks of the trade' to build confidence and expertise in your food, bar and service staff.
- **Kitchen Equipment: Sorting Out Price & Value.** Equipment guru Neil Willis from Sydney Commercial Kitchens will show you how to get the most bang for your buck, whether you're renovating or planning for expansion.
- **Make Your Dessert Menu Rock!** With Marion Casey, St George Leagues Club. How to add a sweet boost to the popularity and profits of your café, lunch and dinner menu.

3.15 - 3.30 | Afternoon Coffee Break

3.30 - 4.00 | Reputation at Risk: Managing Online Feedback About Your Club's Food & Beverage.

Ken Burgin of Profitable Hospitality. How to monitor and respond to online opinion in a world where everyone can be a critic.

4.00 - 4.45pm | Session 12: Function Trends: Making the Best Use of New Spaces

Michael Foulkes - Cabravale Diggers Club,
John Rafferty - Coffs Harbour Ex-Services Club,
Rob Morrison - Frankston RSL
Tony O'Donnell - South Aust. Cricket Assoc.
Hear from four experts on choosing the right equipment, facilities and services for a profitable function venue.

4.45 - 5.00pm | Wrap Up - Close



BOOK ONLINE - GO TO WWW.CMAA.ASN.AU & FOLLOW THE SUMMIT LINK - IT'S FAST & EASY!

The Summit is limited to 120 people and was a sell-out event last year – book now!

Comments from people who attended the 2008 Summit:

"This was truly the best two days I have spent at a conference. It reinforced some basic skills and ideas we have but don't always use. My appreciation and congratulations."

Alan Cunynghame, Catering Manager
Mittagong RSL Club

"This very informative session offered much useful and practical information. Michael Foulke's experience of the Club industry in particular gives him a wealth of specialist expertise - he knows exactly what we need to do in the Club industry to remain competitive."

Stacey Dawes, Food & Beverage Manager
The Killara Golf Club

"The focus remained pertinent to everyday food and beverage issues and offered practical solutions that have been implemented in the industry and proven successful. The Summit offered a unique opportunity for specialised managers to come together and learn, as well as acknowledging the importance of successful food and beverage cost centres to improve the bottom line for all clubs."

Janelle Barraud, Food & Beverage Manager
Bribie Island RSL

“

2 FULL DAYS
OF VALUABLE EDUCATION
+ LUNCHES, REFRESHMENTS
ONLY \$465 (GST INCL)
Book online at www.cmaa.asn.au

"Thoroughly enjoyed Rob Morrison's presentation, the networking and the wine of course! Wine as a topic was perfect timing from my point of view as we are re-doing our wine list - some good points came out of all the sessions. I now feel very confident at getting into this task."

Rick Watt, General Manager
Tamworth Golf Club

"Meeting with colleagues, sharing ideas and experiences, as well as having the support and networking is phenomenal. It is encouraging to know you are not alone in problem areas such as staffing, down turn in trade, etc. Attending the Summit gave me some good ideas and incentives to start making some changes."

Wendy Mills, Duty Manager/
Functions Manager
Nambucca Heads RSL

"The 2008 Food and Beverage Summit offered excellent value. While the content of the overall program was of great value, the sharing of information between senior Food and Beverage management was most certainly a stand out for me. We need more of these opportunities. Our Operations Manager Marcelo Veloz has also put to good use information gained at the Summit."

Mark McPhail, Food & Beverage Manager
Dooleys Lidcombe Catholic Club

"I will definitely be recommending others at Club Five Dock attend the Summit with its wealth of information on current trends. Also it is great to have on hand the DVD of the Summit presentations to use for staff training."

Marisa Pinna, Events Manager
Club Five Dock

"Very informative and many ideas for what we are wanting to implement in our club now."

Greg McLeod, Tamworth Services Club

”

"Just one piece of information that I followed up on my return home has managed to save us over \$17,000 per year in costs, all from one product - milk!"

Donna Stevenson, Café & Catering Manager
Sutherland Trade Union Club

"The Summit served as a brilliant reminder of so many things that we plan to do, know we should do, and hope to do - but don't get to because the daily rush of everyday work gets in the way! I returned to the club with a priority list to action immediately."

Rob Morrison CEO
Frankston RSL Club in Victoria

Sponsors:

Andrews Meats
Coca Cola Amatil
Fine Food Show
Global Coffee
Market Pride Seafood
Meat & Livestock Australia
Seafood Experience Australia
The Bar Be School

Photos:

Currumbin RSL
City Golf Club Toowoomba
Southport Sharks
Mark Burgin Photography

Culinary excitement tops Summit menu

Cost savings, delectable dishes, healthy dining options along with proven tips and ideas to increase club food and beverage profits. Throw in menu options that will have your eyes and taste buds popping ... it's all on offer at the 2009 Club Food & Beverage Management Summit - September 8 and 9 at the CMAA's Career Development Centre at Auburn.

The 2008 Summit - presented by the CMAA and Profitable Hospitality - attracted rave reviews. With a broad range of presenters, a program packed with the wisdom and experience of hundreds of years of collective club knowledge and some exciting experiential learning, the 2009 event offers bigger and better value.

Roy Palmer from Seafood Experience Australia will present *"Spreading The Net To Catch More Seafood Sales"* and explore creative ways of upgrading the standard "fish'n'chips". Roy will offer serious options within a tight budget, designing mouth-watering and enticing seafood dishes that support the trend towards sustainable choices. This is followed by demonstrations and

delicious seafood tasting banquet from Sydney Fish Market's "Market Pride" range. Top chefs will match outstanding premium ingredients with healthy, simple and tasty recipes to create exceptional seafood meal options.

Next, it's all aboard for a fully catered visit to Fine Food Australia. As part of the 2009 F&B Summit, delegates will visit this premier industry event at Darling Harbour on Tuesday evening (story- Page 69). On the menu is a special cocktail event and presentation by Meat & Livestock Australia where delegates will see celebrity chefs demonstrate how to use quality seamed M%SA beef primal and sub-primal cuts to build superb dishes at a fraction of the cost.

Then, it's time to explore Fine Food Australia and discover the latest food, beverage and equipment ideas from around the world that could change the way you do business.

Ben Farley, highly regarded chef and founder of The Bar Be School will demonstrate how to turn an under-utilised club barbecue space into a



profitable income stream. The Bar Be School also provides challenging, fun-filled team-building events to clubs to increase staff motivation and leadership.

On to the next taste sensation when Ben and his team, sponsored by Andrews Meat - one Sydney's leading food service suppliers for portion control and value-added meat - cook a delicious "red meat" lunch, utilising primal and sub-primal cuts promoted by M&LA.

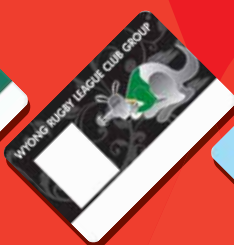
Already, half of the places for the '09 Summit are filled. And with only 60 places now available, it's time to confirm your attendance. Don't miss this unique F&B meeting of like minds and brimming with ideas. Visit www.cmaa.asn.au or www.profitablehospitality.com for more information or to book your seat at the Summit.



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CMDA Training Program: August - September 2009

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

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

COURSES... <i>(Venue is CMAA Career Development Centre, Auburn unless otherwise noted)</i>	AUGUST	SEPTEMBER
Provide Responsible Service of Alcohol SITHFAB009A (LAB approved) 1 Day (ACCM Unit)	M 10 (Wests Ashfield) W 19 (Mounties)	M 7 (Wests Illawarra) W 16 (Mounties) Th 17 (City Tatts) Th 17 (Wests Illawarra)
Provide Responsible Gambling Services SITHGAM006A (LAB approved) 1 Day (ACCM Unit)	T 11 (Wests Ashfield) Th 20 (Mounties)	T 8 (Wests Illawarra) Th 17 (Mounties) F 18 (City Tatts) F 18 (Wests Illawarra)
Supervisor Boot Camp - 4 x 1 day Sessions For potential & existing team leaders & supervisors. Includes: Identifying the responsibilities & characteristics of an effective supervisor, personal values & style, time mgmt skills, communication & motivational techniques, delegation & problem solving, supervising service excellence & coaching skills.	(S1) M 10 (S2) M 17 (S3) M 24 (S4) M 31	
Train the Trainer 1 Day (Coach others in job skills SITXHRM001A) Ideal for supervisors & managers who are responsible for on-the-job training of other staff members.	M 31	
Duty Management Development Program 2 x 3 Day Sessions Content includes: HR Fundamentals, Cost Control, Rostering, Customer Service, Leadership, Compliance/Risk Management. This program targets Duty Managers and Senior Supervisors. (Includes Roster staff SITXHRM003A, Manage quality customer service SITXCS003A & Lead and manage people SITXHRM005A).	Sydney (S2) M 24, T 25 & W 26 ACT (S1) M 24, T 25 & W 26	ACT (S2) M 14, T 15 & W 16 Armidale (S1) M 21, T 22 & W 23 Concludes Oct.
Plan & Establish Systems & Procedures - 1 Day (Non accredited) This unit enables participants to identify, plan, develop, establish and review workplace systems and procedures assisting in operational requirements for their club.		Wollongong M 28
Manage Workplace Relations SITXHRM008A 3 Days (ACCM Unit)	Newcastle T 4, W 5 & Th 6	M 14, T 15 & W 16
Club Secretary Manager's Course 2 x 2 Day Sessions Ideal for aspiring and existing CEO's. Includes 35A Audit Checklist, Finance, Corporate Governance, How to run a Board Meeting, Role of Company Secretary and more...	Sydney (S1) W 12 & Th 13 (S2) W 19 & Th 20	Wollongong (S1) T 1 & W 2 (S2) T 8 & W 9
Manage Physical Assets SITXFIN007A 2 x 2 Day Sessions (ACCM Unit) Ideal for all managers with responsibilities for the physical assets of their clubs. The course will focus on establishing strategies, systems and procedures for asset maintenance and monitoring, as well as financing asset acquisition.	(S1) W 12 & Th 13 (S2) W 19 & Th 20	
Develop and Implement a Business Plan SITXMG004A 3 Days - (ACCM Unit) Assists Managers to understand the process of strategic management and shape their Club's business plan. Develop & implement a plan for your club....		(S1) W 23 & Th 24 Concludes Oct.
Gaming Management Development Program - 2 x 3 Day Sessions (ACCM Unit) (Develop and manage gaming activities SITXGAM005A)	Lismore (S1) M 17, T 18 & W 19	Lismore (S2) M 14, T 15 & W 16
Profitable Functions Workshop 2 Days (Non accredited) Presented in conjunction with Profitable Hospitality	T 4 & W 5	
Intro to Cost Control Principles 1 Day (Non accredited) Understand the basics of calculating percentages, profit and COG's.	T 4	
Advertising Management 1 Day (Non accredited) Develop your skills in the development of advertising materials.		M 21 & T 22
OHS Risk Management for Supervisors and Managers 2 Days (Implement and monitor workplace health, safety & security procedures SITXOH5004A))		M 28 & T 29

Courses featuring a code prefixed by SIT are nationally recognised & accredited training units. Upon successful completion of assessment requirements, participants will be issued with a Statement of Attainment and/or a Qualification. For further information contact Estelle McDonald-Birch at the CMDA. Phone: (02) 9643 2300 or Fax: (02) 9643 2400 or Email: estelle@cmma.asn.au.

REGISTER ONLINE TODAY - www.cmaa.asn.au



Tuesday 8th & Wednesday 9th September 2009
CMAA Career Development Centre, Auburn, Sydney
Registrations now open online - www.cmaa.asn.au.

F&B Summit is back - bigger and better



Club F&B Management Summit 2009

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

2009 Summit Special Deal

Register three - or more - people from one club and receive the 2008 F&B Club Management Summit DVD **FREE!** The two-disk set is valued at \$195.

Click onto the CMAA website - www.cmaa.asn.au - and follow the prompts from the F&B Summit logo on the website home page.

Duty Manager Development Program

The Duty Manager Development Program continues to be well patronised and the feedback from the program is very positive. In 2009, the Duty Manager Program is scheduled five more times across NSW and the A.C.T. Refer to the CMAA website and click onto the Training Calendar for dates and locations.

Plan & Establish Systems & Procedures

Part of the Frontline Operational Development program suite, the Plan & Establish Systems & Procedures course deals with the skills and knowledge required to develop and implement new ways of doing things in the workplace. It focuses on operational strategies to achieve workplace goals including developing procedures, standards of quality performance, systems and efficiencies. This course is delivered over one day.

Marketing Fundamentals

This course targets supervisors and managers who deal with marketing issues in an operational context - i.e. putting together campaigns, promotions dealing with external agencies, internal communication and more. It is designed to be the first step in developing a supervisor and manager's understanding, skills and knowledge before taking on a more strategic marketing role. Therefore, this course is a pre-requisite for the higher level Develop & Implement Marketing Strategies offered by the CMDA. This course is delivered over two days.

Recruitment & Selection Techniques

Presented by Paul Lyons - one of the CMDA's most dynamic trainers - this revamped course is presented over two days, is highly interactive and relevant to today's employment environment. It covers all areas of recruitment and selection, interviewing and induction techniques and will assist all supervisors and managers responsible for recruitment in their clubs. The cornerstone of the course will be simulation of interviews and feedback. These courses - and more - are highlighted on the 2009 CMDA Training Calendar. For more details on these courses, send an email to training@cmma.asn.au or call the CMDA 02 - 9643 2300.

Active Certified Club Manager

If you are working towards your Active Certified Club Manager (ACCM) award, then you will need to start planning your 2010 training schedule. CMDA Career Development Administrator Narell Harrison will focus on helping applicants to identify training needs and provide assistance on how best to attain the award through training, recognition of prior learning (RPL) and industry participation. Contact Narell Harrison at 02 - 9643 2300 and email narell@cmma.asn.au to discuss your specific needs, or how the ACCM works.

Armed Robbery Training Helps Keep Staff Safe

Armed robbery in clubs continues to be a major concern for the industry. So much so that even the media are only reporting the more sensational robberies. Anyone who has been involved in a robbery will say that all robberies are serious, dangerous and life-threatening. No robbery event can be under played in seriousness or consequence for those involved. Each episode can leave staff and customers traumatised, depressed and unable to return to work - depending on the circumstances and how club management has prepared for such an occurrence ... implementing strategies and methods to help staff and customers deal with the incident and the experience. The CMAA and partner organisation Barringtons continue to assist clubs to meet this challenge and help clubs to comply with the OH&S legislation that is explicit in its objectives - i.e. to ensure all workers have a right to a safe and secure workplace. For employers unable to demonstrate that this has occurred means the club is vulnerable in future litigation by both Workcover, as the regulator, and any staff member who blames management inaction as a mitigating factor in the severity of their trauma and/or inability to return to work through suffering depression, anxiety, stress and more. All staff undertake Face-to-Face Armed Robbery training and regularly complete a 20-minute on-line armed robbery survival refresher. Any club interested in meeting this major responsibility should speak to Barringtons representative Philip Browne from and Ralph Kober about how they can assist clubs to minimise the risk associated with armed robbery.

Philip Browne - M: 0439 643 157 or

E: philip.browne@barringtongroup.com.au

Ralph Kober - M: 0418 963 057 or E: ralph@cmma.asn.au

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

Looking for a high-impact development program to **up-skill** YOUR Supervisors & Duty Managers?



If **YOU ARE** then register them for the CMAA's

Duty Manager Development Program - 2009

ACT	S1: August 24-26 & S2: September 14-16
ARMIDALE	S1: September 21-23 & S2: October 26-28
TWEED HEADS	S1: October 26-28 & S2: November 23-25
AUBURN	S1: November 9-11 & S2: December 7-9

- All presenters have specialist club and hospitality industry skills, knowledge & experience
IDEAL for Level 5/6 Supervisors, Level A, B & C Managers & Trainee Managers
- Participants receive a number of text books, including "*Club Management in Australia*" and the guru of modern management Ken Blanchard's "*Leadership & the One Minute Manager*" situational leadership text and his revolutionary customer service book, "*Raving Fans*"
- The program costs **\$1,560**(+GST per person) for CMAA Members and CMDA Affiliates
\$1,690(+GST per person) for non-members and is a small investment in the future of **YOUR** club.

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



To register for this course, go to www.cmaa.asn.au
For more information, contact **Estelle McDonald-Birch**
P: 02 - 9643 2300 E: estelle@cmaa.asn.au

City Eastern Suburbs turns GRUMPY into GREAT

Big Dave Staughton continues to wow our club managers with his unique and highly entertaining approach to changing people's behaviour from negativity to positivity.

Engaged to present the free Education Workshop before the recent City Eastern Suburbs Zone Meeting at Randwick Labor Club, Big Dave ran the audience through their paces on how best to tackle the challenge of re-motivating demotivated and disillusioned staff.

The audience of 25 enjoyed the cameo from the full "Turning GRUMPY into GREAT" course offered by the CMDA so much that the committee is considering purchasing the course and offering it to Zone members at a discounted price.

Following on from the workshop, CMAA Federal President Bill Clegg, a City Eastern Suburbs Zone member and host club General Manager, and CMAA Education Manager Ralph Kober delivered the Head Office Report with much of the discussion centred around the impacts that the new OLGR liquor laws have had on venues and on licensees.

Further discussion around the recent award modernisation process and how club managers were better served by the award that has received Royal Assent on May 24 prompted lively discussion and debate.

Randwick Labor Club excelled itself by providing a first-class lunch enjoyed by close to 70 managers and trade representatives who were welcomed by Club President Ken Murray. In his welcome speech, Ken praised the CMAA-Southern Cross University Corporate Governance Program which he and Bill attended.

"It's one of the best courses I have ever done," Ken told the gathering. He encouraged all CEOs to ensure to enlist their boards to participate in the course.

City Eastern Suburbs Zone's next event is a Zone Meeting at Club Rose Bay on Tuesday, September 9.



The Queensland Government has decided to scrap the \$20 note limit for hundreds of machines in recent weeks, despite its own research showing the cap cut problem gambling.

Brisbane's *Courier Mail* newspaper reported the green light for \$50 and \$100 notes in premium play areas of casinos also comes despite a Cabinet Minister previously labelling the use of large notes in pokies as "disgraceful".

Premium areas are open to frequent gamblers who enjoy up to 180 poker machines with free food and drinks after they achieve certain levels on schemes such as Casino Rewards. Gambling help groups are furious because the policy overhaul was not presented to the advisory committee the Government describes as "the cornerstone" of gaming policy development.

Qld Govt scraps \$20 pokies limit



Fair Trading Minister Peter Lawlor approved the changes less than a year after Treasurer Andrew Fraser rejected the idea.

A July 2008 briefing note to Mr Fraser shows casino Owner Tabcorp had cried poor and called for the limit to be scrapped in premium areas so it could compete nationally and internationally. Treasury recommended the limit be dumped after Tabcorp argued only five of 166 recent self-excluded problem gamblers had been punting in premium areas.

"[Removal of the limit would give] increased customer satisfaction and convenience from having to physically feed fewer notes into an EGM," Mr Fraser was told of Tabcorp's request. The Treasury advice said the limit's 2001 introduction was a "harm minimisation initiative" and had been backed by a 2003 review.



Is YOUR career goal to become a
General Manager, CEO or Secretary Manager?

Are YOU an existing GM, CEO or Secretary Manager?

If you answered 'YES' to either question ...
you need to seriously consider the CMDA's

Club Secretary Manager Course

(developed for aspiring & existing General Managers, CEOs & Secretary Managers)

The CMAA has developed a **club-specific** course that focuses on ...

- preparing for the role of General Manager, CEO or Secretary Manager of a registered club
- understanding the role of the Company Secretary, role of Management & the Board
- how to prepare and conduct Board meetings, introduce club Constitutions, member meetings, notices, disciplinary meetings, motions and more
- demystifying legislative & OLGR auditing requirements
- explaining key areas of gaming compliance & general administration & finance
- enacting compliance with management & accountability provisions as set out in Part 4 & Part 4A of the Registered Clubs Act 1976
- Corporate Governance & Corporations Law
- unpacking the Liquor Act & Registered Clubs Act, RCG & RSA Policy & Practice
- managing the CDSE function
- managing change and strategy implementation and decision-making
- providing recognition skills to demonstrate to a Board the knowledge to be capable of holding the position of General Manager, CEO or Secretary Manager and Licensee of a registered club

When	Monthly
Where	CMAA Career Development Centre Auburn & CMAA Zones
Times	9.30am - 4.30pm (each day)
Cost	\$690 (+GST) - CMAA Member / CMDA Affiliate* \$890 (+GST) - Non-Member
Award	CMDA Certificate of Completion on participation in this program
ACCM Points	CMAA Members & CMDA Affiliates earn 25 points toward ACCM activity

Register online today @ www.cmaa.asn.au

For details, contact Estelle McDonald-Birch at the CMDA

P: 02 - 9643 2400

E: estelle@cmaa.asn.au

Hunter elects three new Committee members at AGM

Hunter Zone members elected three new faces to the Committee at its AGM in late June at Newcastle Panthers.

Long-serving member Richard Jones moved to a Committee member role, making way for Paul Cousins as the new secretary. Luke Walker replaced Paul Murray, who resigned as Vice President earlier this year and left the Club Industry, while Catherine Handcock was elected to the second Committee member position.

CMAA Executive Officer Terry Condon, CCM, attended the meeting to present the Head Office Report and conduct the election of office bearers.

The Hunter Zone Committee for 2009-2010 is ...

- **PRESIDENT:** Tony Mulroy, ACCM - Adamstown RSL Club
- **VICE PRESIDENTS:** Andrew Walker, ACCM - Pelican Flat RSL Club & Luke Walker, ACCM - Cardiff & Newcastle Panthers
- **SECRETARY:** Paul Cousins - Maitland City Bowling
- **TREASURER:** Lynette Harrison - Adamstown RSL Club
- **EDUCATION OFFICER:** Ben Hamilton, ACCM - Cardiff RSL Memorial Club
- **COMMITTEE:** Richard Jones - Muree Golf Club & Catherine Handcock - Toronto RSL Club

President Tony Mulroy welcomed more than 50 members to the AGM following the free hour-long Education Workshop that kicked off the day at 10am. Barringtons Managing Director Allen Barry accepted the Zone's invitation to update members on the alarming trend in armed robberies across the state and the club industry. Members requested this forum at the previous Zone Meeting at Beresfield Bowling Club in late March. Barringtons is a Career Development and CMAA National Bursary sponsor company and Allen directed the 30 members present to the organisation's industry-best Armed Robbery Awareness training options, organised through the CMDA.

During the Meeting, Tony Mulroy welcomed two new members - Wayne Lambert from Belmont Golf Club and Steve Cheater from Hawks Nest Golf Club.

Tony also announced Zone Education Bursaries winners ...

- **Hunter Zone U.S. Study Tour:** Daniel Passfield (Cardiff RSL Club)
- **Printic Australia (\$3,000):** Narelle Bailey (Stockton Bowling Club)
- **Independent Gaming (\$2,500):** Maurie Anlezark (Newcastle Leagues Club)
- **Hunter Zone (\$1,500):** Dianne Taylor (Swansea RSL Club)
- **The Reed Group (2 x \$500):** Catherine Handcock (Toronto RSL Club) & Terry Shaw (Swansea RSL Club)
- **PALtronics Australia Asian Gaming Tour:** Joanne Henderson (Telarah Bowling Club)

Daniel Pasfield's bursary will allow him to attend the G2E Conference in Las Vegas in mid-November.

IGT representatives Mark German, Michael Perry and Melissa Day donated an IGT Jetsetter Sydney machine for auction towards the Zone Bursary and members had to attend at least three meetings to qualify.

Following the workshop and AGM, 75 members, directors and industry trade representatives sat down to lunch.

Hunter Zone's next event will be a Zone Meeting at Souths Newcastle Leagues Club on Wednesday, September 2, with the Christmas Meeting and Luncheon at Central Charlestown Leagues Club on Wednesday, November 25.



1 - The CMAA Hunter Zone Committee for 2009-2010.

2 - Hunter Zone President Tony Mulroy (centre) with new members Wayne Lambert and Steve Cheater.

3 - Gordon Lissan and Andrew Walker with Narelle Bailey and Phillip Ticehurst.

4 - Tony Mulroy thanks Barrington Managing Director Allen Barry for the free education workshop before the Hunter Zone AGM.

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- **The Joy of Dessert:** Easy New Ways to Boost Your Bottom Line - Pete di Pino, Nestle Food Service
- **Cafe & Restaurant Makeover:** latest trends from Australia & Overseas - Yuri Bolotin, Design Portfolio
- **Profiling the Perfect Server** - Who are They? Where do I Find Them? with Jodi Dickson, Workplace Relations Manager, Mounties Group & Jane Grosvenor, Parramatta Leagues Club HR Manager
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Bowlers draw on impressive social bias

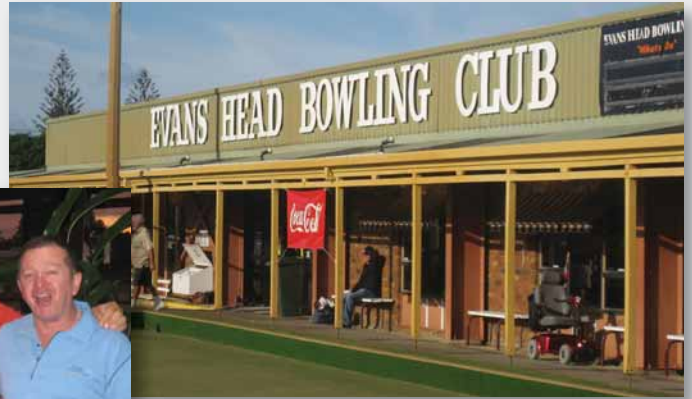
Far North Coast Zone has established something of a reputation for the high standard of social interaction - but not so much for the high standard of the sports action - at its annual Charity Bowls Day.

Evans Head Bowling Club again was the venue and General Manager Roger Hong added to his reputation as one of the best in the business when he hosted more than 120 "bowlers" for the day in May.

The pictures show the weather was perfect and the afternoon of bowls and luncheon raised \$891.

Far North Coast Zone President Jon McGregor paid tribute to Roger for his efforts and thanks the trade representatives who supported the event.

It's all on at the same time and place in 2010 ... when Roger is expected to have recovered in time to do it all again.



Luna landing for Mario's sleepout as David does time

Two CMAA members recently "did it tough" to raise funds for charity. Hornsby RSL Club CEO Mario Machado, the Division A Federal Councillor, slept rough at Luna Park to support homeless people at the annual "Vinnies CEO Sleepout". More than 100,000 men women and children are homeless any night of the year and the St Vincent de Paul Society invited business and community leaders to

experience life on the streets with the sleepout on June 18 as part of the Winter Appeal. "It was an interesting experience, but one that gives you an appreciation of what homeless people go through every night," Mario said of his Luna Park sleepout.

Shellharbour Workers Club CEO David Whyte didn't have to camp out in the middle of winter to assist his local charity, but he "did time for his crimes" in the middle of the local shopping centre. Local Police officers arrived at the door of David's office, dressed him in convict uniform, clamped on the handcuffs and escorted him in a Highway Patrol car to Shellharbour Square.

It was all part of Lake Illawarra PCYC's "Lock Up Your Boss" fundraiser on July 16 to raise money for PCYC programs and activities for children in



Shellharbour Workers Club CEO DAVID WHYTE and friends.

the region and to support club police working with young offenders and youth at risk. Like other local businesspeople, David spent his "sentence" on his mobile, contacting friends and colleagues to make a contribution towards his release.

"Whytey" topped the fundraising with \$15,000 which was \$13,000 more than the next-best jailbird.



Hornsby RSL Club CEO MARIO MACHADO.

60 CMAA Diary - 2009 Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone
AUGUST				
Monday	3/8/2009	07:30	The Grange Golf Club	Illawarra Zone Charity Golf Day
Tuesday	4/8/2009	09:30	Caloundra RSL Club	Sunshine Coast Zone Meeting
Wednesday	5/8/2009	10:00	Port City Bowling Club	Great Lakes Zone AGM
Tuesday	11/8/2009	10:30	Nambucca RSL Club	Mid North Coast Zone Meeting
Wednesday	12/8/2009	09:30	Moree Services Club	North West State Zone Meeting
Wednesday	12 - 13/8/2009	10:00	Kooindah Waters Resort, Wyong	Central Coast Zone Meeting & Conference
Sunday - Tues	16 - 18/8/2009	09:30	Darling Harbour, Sydney	AGE 2008 www.austgamingexpo.com
Tuesday	18/8/2009	07:30	Fox Hills Golf Club	Nepean Zone Golf Day
Thursday	27/8/2009	09:30	Auburn	CMAA Executive Meeting
SEPTEMBER				
Tuesday	1/9/2009	11:00	St George Masonic Club	St George Cronulla Zone Meeting
Wednesday	2/09/2009	09:00	Belconnen Soccer Club Hawker	ACT Zone Meeting
Wednesday	2/09/2009	11:00	Souths Newcastle Leagues Club	Hunter Zone Meeting
Tues - Wed	8-9/09/2009	09:00	CMAA Training Centre, Auburn	2009 Club F&B Management Summit
Tuesday	8/9/2009	12:00	Burleigh Bears Club	Gold Coast Zone Meeting
Tuesday	8/9/2009	11:30	Club Rose Bay	City Eastern Suburbs Zone Meeting
Wednesday	9/9/2009	08:30	Lismore Workers Club	Far North Coast Zone Meeting
Tuesday	15/9/2009	07:30	Forbes Services Club	CMAA Mid State Zone Charity Golf Day
Thursday	17/9/2009	10:00	Club Five Dock	Inner West Zone Meeting
Thursday	17/9/2009	11:00	Smithfield RSL Club	Nepean Zone Meeting
Tuesday	22/9/2009	07:30	Kogarah Golf Club	St George Cronulla - Neville Worton Golf Day
Wednesday	23/9/2009	09:00	Pambula Merimbula Golf Club	Far South Coast Zone AGM
Thursday	24/9/2009	09:30	Auburn	CMAA Executive Meeting
Friday	25/9/2009	11:00	Bribie Sports Club	Sunshine Coast Zone Charity Bowls Day
Tuesday	29/9/2009	09:30	Redlands RSL Club	Brisbane Zone Meeting
OCTOBER				
Wednesday	07/10/2009	11:00	Nudgee Golf Club	Brisbane Zone Golf Day
Sat - Tuesday	10 - 13/10/2009		Gold Coast Convention Centre	ClubsNSW Annual Conference
Friday	23/10/2009	10:00	Sandhurst Golf Club	Victorian Zone Golf Day
Sunday - Wed	25 - 28/10/2009		Grand Hyatt Hotel, Melbourne	RSL & Services Clubs Assn Annual Conference
Thursday	29/10/2009	09:30	Auburn	CMAA Executive Meeting
Friday	30/10/2009	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM
Friday	30/10/2009	10:30	Yamba Sports Club, Phillip	ACT Zone Meeting & Bowls Day
NOVEMBER				
Thurs - Sunday	5 - 8/11/2009		Sheraton Mirage, Gold Coast	Leagues Clubs Association Annual Conference
Tuesday	10/11/2009	10:00	North Beach Bowling Club	Mid North Coast Zone Meeting
Tues - Thursday	17 - 19/11/2009		Las Vegas Convention Centre	Global Gaming Expo - G2E
Thursday	19/11/2009	15:00	Storey Bridge Hotel, Brisbane	Brisbane Zone Cocktail Party
Tuesday	24/11/2009	11:30	Club Bondi Junction	City Eastern Suburbs Zone Meeting
Tuesday	24/11/2009	09:30	Logan Diggers Club	Brisbane Zone Meeting & Qld Bursaries
Wednesday	25/11/2009	09:00	Batemans Bay Soldiers Club	Far South Coast Zone Meeting
Wednesday	25/11/2009	11:00	Central Charlestown Leagues Club	Hunter Zone Meeting
Friday	27/11/2009	09:00	Brighton Le Sands	CMAA Executive Meeting
Friday	27/11/2009	10:30	Brighton Le Sands	CMAA Federal Council Meeting
Friday	27/11/2009	12:00	Brighton Le Sands	CMAA Sponsors Luncheon
DECEMBER				
Tuesday	1/12/2009	11:00	St George Motor Boat Club	St George Cronulla Zone Meeting
Wednesday	2/12/2009	09:30	Tamworth Club	North West State Zone Meeting
Wednesday	2/12/2009	09:30	Norths Leagues Club	Manly Northern Suburbs Zone Xmas Meeting
Wednesday	2/12/2009	09:30	Port Macquarie Golf Club	Great Lakes Zone Meeting & Charity Golf Day
Friday	4/12/2009	15:00	Xmas Cruise	Inner West Zone AGM
Friday	4/12/2009	10:00	Gosford RSL Club	Central Coast Zone Meeting
Friday	4/12/2009	11:00	Collegians Balgownie	Illawarra Shoalhaven Zone Xmas Luncheon
Tuesday	8/12/2009	11:00	Maroochy RSL Club	Sunshine Coast Zone Xmas Meeting
Wednesday	9/12/2009	09:30	Yamba Bowling Club	Far North Coast Zone Meeting
Thursday	10/12/2009	12:00	Liverpool Catholic Club	Nepean Zone Xmas Luncheon
Friday	11/12/2009	11:30	Club Helensvale	Brisbane & Gold Coast Zone Xmas Lunch
Thursday	17/12/2009	09:30	Auburn	CMAA Executive Meeting

Distance no obstacle to Karren and her team

Broken Hill Democratic Club General Manager Karren Howe recently showed the type of dedication that makes the CMAA such a special organisation.

Not only did she introduce three new members from her own club at the Riverina Murray Zone Mid Year Meeting at Club Mulwala last month, but she travelled almost non-stop for two days to be there.

Karren flew back from the CMAA's Mid Year Executive Leadership Conference at Conrad Jupiters on the Gold Coast in time to jump in the car for the 766km "run" down the Silver City Highway for the Zone Meeting.

"It's what we do out here," Karren said of her arrival at Mulwala.

Riverina Murray Zone President Gus Lico welcomed 29 members, including four first-time managers, to the meeting.

The new members are Yvonne Brown from the Euston Club and Patsy McAvaney, Adam Netherwood and Luke Dart from Broken Hill Democratic Club,

The meeting followed a CMAA-ClubsNSW dinner at Club Mulwala the previous night where more than 140 guests were entertained by bush poet Tammy Muir and Channel 9 sports presenter Simon O'Donnell,

Like Karren, CMAA Communication Services Manager Peter Sharp travelled from the Gold Coast to Mulwala via Albury to present the Head Office Report and discuss key issues affecting managers and the Club Industry.

Following Peter's report, Karren offered her report on the Mid year Conference and encouraged all Zone members, despite the challenges of distance, to attend one of the CMA's major conference events in 2010,

The Zone also announced six \$1,000 bursaries for members to attend CMAA education courses. Winners were Phil Rush, David Hart, Gerard Keene, Tim Levesque, Jack Jolley and Gus Lico.

General Business discussion centred on upcoming courses and education opportunities along with the need for clubs to have completed POPE Licence (Development) Applications with local government authorities before October.

CMAA Career Development Centre Sponsor company ClubPlus Superannuation Member Services Manager Peter Bishell spoke to members about new legislative conditions.

The CMAA's newest Career Development Sponsor, Customers ATM, also was represented when NSW Sales Manager Arthur McGill outlined the company's strategy and services for clubs.



1 - Riverina Murray Executive team (from left) Greg Ryan, Gus Lico, Greg Roberts and Jack Jolley.

2 - Zone President Gus Lico (centre) with new members (from left) Yvonne Brown, Luke Dart, Adam Netherwood and Patsy McAvaney.

3 - The Club Mulwala management team who hosted the two-day conference.

4 - Gus Lico, John Newson from maxgaming with Joe Lico at the CMAA-ClubsNSW Dinner.

5 - Gus Lico (centre) with Arthur McGill and Peter Bishell.

The Visionary Leadership Program

This program provides you with **practical steps** to be a **values-based, Visionary Leader** and enables you to **develop powerful growth strategies** to achieve **extraordinary results for yourself** and your **organisation**. Leaders and future leaders integral to the successful implementation and execution of your organisation's vision should enrol in this program.

- * Increase self-awareness and your understanding of others with **prove assessment tools**
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- * Learn to step back from the day-to-day details and **act at a strategic level**
- * Develop strategies for **sustainable growth and change**
- * Improve your **adaptability and flexibility** when moving into new situations
- * Understand your World View and how to **advance your Vision, Purpose and Choices**
- * Understand the impact of your leadership and interpersonal behaviours on **your team and organisation's effectiveness**
- * Learn how to be **more resilient in the face of change** and uncertainty
- * Learn how to **engage** the hands, minds and hearts of the people you lead

The visionary leadership program was a mindset changing experience. It brought us closer as a management team and led to new strategic direction guided by values. With this guiding our policies and practices we have been able to achieve beyond our means and tackle issues with a renewed sense of motivation.

Patrick Crick, Operations Manager,
Armistead City Bowling Club, Small Club
of the Year 2009.

Karynne and her visionary leadership program had a deep and long lasting effect on my management style and the way I approach issues. The power of value based leadership has led to a reformulation of our business model to accommodate values at its core. This approach has directly contributed to the Club being awarded Clubs NSW Small Club of the Year 2009.

Phil Wheaton, CEO,
Armistead City Bowling Club, Small Club of the Year 2009.

About Your Facilitator

Karynne Courts is Australia's leading values specialist and has been inspiring and coaching leaders for over a decade. Working across Australia and internationally, Karynne has designed and implemented programs for both corporate and government sectors. She has worked with organisations such as Westpac, The Defence Materiel Organisation (DMO), Bidvest, and Westfield. A Master Accreditor in Values for the Minnessence Group and accredited in Bairrett CorpTools and The Leadership Circle, Karynne's pioneering work is highly respected by her peers and clients. Karynne facilitates the Visionary Leadership Program as well as regularly developing and facilitating programs for different organisations. Her recent book *Journey to the Blue Road* is an inspirational book blending her rural upbringing with her work in leadership and her experiences with life.

www.valuesconnection.com

Date: 29/30 October and 19/20 November 2009

This is a four day program - it is essential to attend all four days to benefit from this experience

Time: 8 am – 5 pm

Venue: CMA Career Development Centre, Auburn

Investment: \$2915 per person for CMA members (incl. GST).

Fee includes all program materials including texts and a comprehensive Leadership Development workbook based on the results of a values inventory completed online. Details are in the enrolment pack.

To reserve your place:

E: leadership@valuesconnection.com

T: Stephanie 0422 235 517



CMAA Visionary Leadership Program returns

For many years, the CMAA's Visionary Leadership Program has changed people's lives - literally.

Initially presented by program author Robert Owen, the course is passionately continued and has been refined by Karynne Courts.

It's a special "club" of past participants who speak enthusiastically about the course's impact on their personal and professional lives. There's also the important and positive consequence of undertaking the program.

More than 100 club managers and Club Industry trade representatives have experienced and appreciated learning more about how they "tick" and the impact of their behaviour on people around them.

CMAA Executive Officer Terry Condon, CCM, was in the first group to undertake the program and is an advocate for the personal and professional value of the experience. "It was a fairly brave step for the CMAA to undertake such a revolutionary course when it began but I think it is also one of the best and most important courses that is available to our members," Terry added. "I also encourage the executives from our Career Development and National Bursary partners to attend these courses because it is such a remarkable experience.

"Doing the Visionary Leadership Program had a profound effect on how I changed my lifestyle both with my family and in my workplace. Like a lot of people, I was sceptical about any program, that was going to change the way I was viewing life at the time. I must say the impact was outstanding and I recommend this program to any other sceptics out there."

Allen Barry, the Managing Director of the Barrington Group - a Career Development and



**Barrington
Group
Managing
Director
ALLEN BARRY.**

National Bursary sponsor company - said he had encouraged his senior staff to do the Visionary Leadership Program after his own experience. "I was amazed at what I learned about myself and recognising skills and behaviours in members of the Barringtons team," Allen said. "I'd encourage anyone who has the opportunity to join Karynne and share the experience with other people on the program."

The only Visionary Leadership Program in 2009 is scheduled over four days in October and November at the CMAA's Career Development Centre at Auburn ...

➤ Session 1 - October 29 & 30

➤ Session 2 - November 19 & 20

The CMAA has negotiated a below-market price - \$2,915 (including GST) per person - for Association members which includes...

➤ all program materials, including texts

➤ a comprehensive Leadership Development workbook based on the results of a "values inventory" completed online

➤ catering & resources

Non-CMAA members can attend the program at a course price of \$3,960 (including GST) per person.

Contact CMAA Education Manager Ralph Kober P: 02 - 9643 2300 or E: ralph@cmaa.asn.au for details or to discuss the program and its place in the education and career development portfolio of all managers.

The Visionary Leadership Program is profiled on page 62.

*Visionary Leadership Program
presenter KARYNNE COURTS.*



Meeting of Ministers reviews harm reduction in gambling

The Ministerial Council on Gambling reports advances in inter-active technology could change the face of gambling in Australia.

The Council met in Brisbane last month to review national action on harm reduction in gambling.

A communique issued after the meeting said "that although only a small proportion of Australians currently use inter-active gambling, rapid advances in technology including increased access to

broadband, digital and pay-TV and multi-platform 3G mobile phones have the potential to alter the shape of gambling in Australia".

The ministers agreed to consider strategies ahead of the expected increase in inter-active and on-line gambling, including harm minimisation, voluntary pre-commitment systems to place a limit on the money gambled by an individual, the provision of responsible gambling information and access to counselling services.

Many of the same strategies have been under consideration or have been implemented in some states for other types of gambling.

Commonwealth, state and territory officials have spent the past 12 months developing national strategies on helping gamblers set limits, gaming machine standards and responsible gambling environments.

The ministers undertook to develop a number of national standards on gambling over the next three years.

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Good reasons for conservative position on new gaming

I would like to clarify a comment made in the July edition of *CMA Magazine* whereby it was stated I felt there was not enough net return in the new gaming industry post-2012 based on the Governments pre-auction purchase offer.

Firstly, some of my colleagues believe I have been negative regarding Victorian Gaming post-2012. It would be fair to say on most related issues, I have been and, I think, with good reason. However, like most Victorian club managers, I was pleased and relieved to hear that our club will be given the opportunity to acquire entitlements pre-auction. I congratulate Clubs Victoria and any other contributors on procuring this offer for those clubs who decide to take it up.

My views and opinions are often affected by those who I have met as a CMAA Federal Council Member. The gaming structures and taxation in jurisdictions such as the A.C.T., NSW and Queensland certainly have me believing there are better ways of doing things for our state. I have directly stated my views to three Victorian Gaming Ministers as MY views. The major issue in the Gaming Industry is the distribution of wealth. I understand Governments must tax an industry like gaming for communal benefit, but how much revenue should be left in the communities where it is generated and how much should go to Government coffers? We live in a democratic society and we all have the right to our views. I have already stated some of the influences in forming mine.

Our club, a small Victorian sporting club, competes directly with NSW Murray River clubs. Our members often benchmark our amenities, goods and services against those NSW clubs with

which we compete. After the pre-auction purchase offer, I calculated - based on our 2008 gaming revenue (clubs financial year is the calendar year) - that the Victorian Government will receive around 25% (combination of gaming tax and entitlement fees over 10 years) of our gaming revenue. Under the NSW gaming tax for clubs, this figure is around 8% (including CDSE) and, if I am wrong, I am happy for someone to point this out to me. So, it is important Numurkah club members are aware of the differences between the gaming tax and entitlements their club will pay compared with if the club was located 30 minutes drive up the road and in NSW.

I am grateful our club can continue in the industry post 2012 and I am confident our club members will take the Government offer. However, my view on the share of wealth between our club and the State Government affecting net return is my right. You do not have to agree. I only ask that you think about what you base your views on.

On the issue of 10-year entitlement tenure, I am optimistic the industry will demonstrate to the Government the need to relax this at some point in the future so that investment back into community club facilities will become a reality as this time frame will create restriction on significant club development. I also feel the Government's commitment to annually review gaming tax may hinder club development, which is neither in the best interests of community or Government.

Grant Duffy, ACCM
Manager

Numurkah Golf & Bowls Club Inc.



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Three strikes in Qld Govt glass ban

Clubs and hotels with more than three violent incidents in 12 months would be banned from serving drinks in glasses under new Queensland Government measures to slash the state's glassing attacks.

brisbanetimes.com.au reported venues trading past midnight also would be vulnerable to the bans and Police would have the power to deem venues "high risk" to revoke their glass privileges. Glasses will be replaced with plastic cups in some Queensland nightspots by the end of the year as part of a Parliamentary Inquiry into alcohol-fuelled violence. Fair Trading Minister Peter Lawlor confirmed a list of criteria for licensed premises likely to attract a "high risk" tag.

Brawls involving more than four patrons and an altercation resulting in the death of a patron as well as glassings, will be considered an "incident" under the statistical assessment. Other premises may be assessed as high risk following

consultation with Queensland Police.

The Alexandra Hills Hotel replaced drinking glasses with acrylic cups after Phillip Halipilias, 20, died on the Squeeze nightclub dance floor on May 4. Another nine Queensland clubs and hotels, including Search & Rescue Club and Surfers Tavern in Surfers Paradise, Parkwood Tavern, Royal George Hotel in Fortitude Valley, Victory Hotel in Brisbane and Hamilton Hotel have traded glasses for plastic to halt glassing assaults.

Queensland has recorded 45 glassing incidents since July 1, 2008 and authorities fear the phenomenon is on the rise. The majority - 64% - occurred in hotels, followed by 17% in nightclubs. More than half took place after midnight.

The Queensland Hotels Association says the Government's glass ban will not work because it's impossible to predict where a glassing assault would occur. "There is no 'hit list' of dangerous premises ... there's no evidence that those businesses exist,"

QHA CEO Justin O'Connor said. "There are no businesses that tolerate this kind of activity. It's patrons that are doing these acts. The vast majority of licensed businesses would have never had an incident involving glass." Criminologist from Griffith University, Professor Paul Mazerolle, commissioned by the State Government to examine the issue, said there was no clear motive behind glassing assaults. "The reasons why it happens are multiple," Prof Mazerolle said. "Sometimes it's payback, but sometimes it's thoughtless behaviour and people who are angry and are reacting to a situation without having time consciously to make the decision." Men are responsible for most glassings and they usually happen after midnight. "People can obviously break glasses and use them as a sharp instrument like a knife but more glassings appear to be used within someone's fist; so a closed fist around a glass hitting somebody with their fist," Prof Mazerolle said.

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Briefing focuses on future for gaming industry

The gaming machine industry is gearing up again for the 20th anniversary of the Australasian Gaming Expo (AGE) from August 16 to 18 at the Sydney Convention and Exhibition Centre, Darling Harbour.

AGE 2009 includes the region's largest gaming equipment trade exhibition and an important gaming machine briefing session.

Gaming Technologies Association CEO Ross Ferrar said the AGE trade exhibition involves more than 150 exhibitors over 15,000 square metres of exhibition space, showcasing the latest in gaming and related equipment and systems.

A feature of the 2009 event is a special Gaming Machine Briefing on Monday, August 17, from 4pm to 6pm.

The Briefing will include presentations on *"The Future of Gaming Machines in Australia"* from industry leaders and commentators including Ross Ferrar, Kevin Greene, the NSW Minister for Gaming &

Racing and Minister for Sport & Recreation; Channel Nine Network's Finance Editor Ross Greenwood; Australasian Gaming Council CEO Cheryl Vardon; futurist and media commentator Dr Keith Suter, who will conduct a "Hypothetical" panel session as part of the briefing.

Ross Ferrar said all registered AGE visitors were welcome to attend the Briefing Session, which will be held in the Parkside Ball Room.

For CMAA members and Club Industry representatives unable to attend the Briefing, the AGE will simultaneously webcast the two-hour session in full at 4pm on August 17. To receive - via email - the link to the webcast and a follow-up reminder of the webcast details, go to the AGE website - www.austgamingexpo.com and complete the online registration form.

Entry to the trade expo and Briefing is complimentary to gaming industry executives, courtesy of the GTA. This

includes management representatives of clubs; government, regulatory, research and support bodies; hotels; casinos; resorts and similar Hospitality Industry establishments.

Like the CMAA's annual Conference and Trade Expo at Darling Harbour, AGE 2009 is not open to the public.

More than 100 companies are posted on the exhibitor list, including 20 companies new to the event.

That means new technology, products, ideas and services. With 30 companies having exhibited at every AGE since 1990, this will be another interesting experience for the industry and delegates.

AGE 2009 session times are:

- Sunday (Aug16): 10am-3pm
- Monday (Aug17): 10am-5pm
- Tuesday (Aug18): 10am-5pm

Online registration is available at www.austgamingexpo.com and the AGE HelpLine is taking calls on 1300 724 030.



RSA training review - have your say

The NSW Government has invited comment from managers, licensees, staff, trainers, industry bodies and the public on the review of Responsible Service of Alcohol (RSA) training in NSW.

The Government has released a discussion paper that summarises issues being examined by the review. The RSA Training Review is considering ...

- A greater emphasis on practical issues in the workplace rather than legal matters
- More extensive training for staff of late trading pubs and clubs
- Conflict management training to help staff prevent violence
- Mandatory refresher training to keep workers up to date
- Requirements for trainers
- Recognise interstate RSA training in NSW
- Develop a student database to provide on-going dialogue with workers
- Replace RSA certificates with photo I.D. to aid compliance and enforcement
- Strategies to ensure RSA practices are effectively applied on the ground

The review aims to strengthen RSA training effectiveness in reducing anti-social behaviour and violence.

Gaming and Racing Minister Kevin Greene said NSW was the first state to introduce mandatory RSA training to help minimise the



harm associated with alcohol. "The staged introduction of mandatory RSA training started in 2003 and it's now a requirement for all licensees, managers, full-time and casual staff, as well as

security personnel working in all licensed venues," Mr Greene said. "Today, we have more than 40 approved training providers, with 80,000 people undergoing RSA training in NSW each year."

The CMDA is one of those approved training providers.

Mr Greene said approved RSA training has been a vital part of the Government's efforts to improve serving practices, reduce intoxication, and minimise community impacts such as anti-social behavior and violence.

The review will examine a range of issues to identify ways to enhance the RSA training scheme and the benefits it provides to front-line liquor workers.

The NSW Government commissioned TAFE NSW to develop an on-line RSA training course to benefit people who have difficulty attending the classroom - particularly people in rural areas. It's expected to be launched later this year.

The discussion paper can be found at the Office of Liquor, Gaming and Racing (OLGR) website www.olgr.nsw.gov.au

Submissions should be addressed "Review of Responsible Service of Alcohol Training" and mailed to the Office of Liquor, Gaming and Racing G.P.O. Box 7060 Sydney 2001 or emailed to policy@dasr.nsw.gov.au

The deadline for submissions is August 21, 2009.



NSW Gaming & Racing Minister KEVIN GREENE

A passport to a world of opportunities

William Angliss Institute will present its 2009 Open Day on Sunday, August 9. The 2008 event was a success with 3,500 people attending. This year is expected to be bigger with a diverse collection of interactive displays and demonstrations. Prospective students, interested parents and curious members of the public are welcome to join the event - from 10am to 4pm at 555 La Trobe Street, Melbourne. In 2008 91.9% of graduates found work,



or went on to further study within six months of completing their course. More than 15,000 students subscribe to the wide range of courses on offer at the Institute every year. Information sessions will provide an insight into the Hospitality, Tourism, Resort Management, Events and Culinary Arts courses and industries, with current students giving guided tours and specialist staff on hand to answer questions. William Angliss Institute CEO Nicholas Hunt said the Open Day was an opportunity for the Institute to showcase what makes it great. "It's our opportunity to show the fantastic facilities and opportunities on offer to students, both during study and in their ensuing careers," he said. There will be opportunity to sample some culinary delights created at the Institute.

Visitors will learn to make the perfect cocktail, encouraged

to decorate their own personal cupcake and experience the Coffee Academy. New facilities on show include three new kitchens, a new demonstration area and the recently refurbished Angliss Bistro. For more information, go to

www.angliss.edu.au

William
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Summit delegates will enjoy a taste of Fine Food 09

Delegates to the CMAA's 2009 Club F&B Management Summit will be among more than 20,000 delegates and buyers expected to attend Fine Food Australia next month. A tour to Fine Food Australia is part of the two-day F&B Summit on September 8 and 9.

Fine Food is Australia's largest exhibition for the food industry and will celebrate its 25th anniversary at the Sydney Convention & Exhibition Centre from September 7 to 10.

Fine Food Exhibition Manager Minnie Constan said food imports increased by \$1 billion to a record \$8.5 billion in 2008-09. "So more international companies than ever before will be at Fine Food Australia looking to capitalise on this demand for imported food," she added.

With more than 1,000 exhibitors expected to participate, the latest food, beverage and equipment ideas will be showcased from around the world.

More than 200 international companies will join more than 800 local companies to create an



extraordinary display of what is new and exciting in the world of food.

The event is expected to attract more than 20,000 buyers from the retail and food service industries.

Products being brought to the show from abroad include dairy products, confectionery, wine, olive oil, certified Halal, kosher, ISO9001 products, organic products, fruit and vegetable products, health foods, canned food, energy drinks, catering equipment, food processing technology, coconut milk, canned fruit, tea, coffee, sardines, gourmet products, soy products, pickled vegetables, dips, ready to eat dishes, preserves and much, much, more.

Visitors will see large group stands from China, Cyprus, Flanders, France,

Greece, Korea, Malaysia, New Zealand, Spain, Taiwan, Thailand and USA. Individual or smaller groups of companies are coming from Belgium, Bulgaria, Fiji, Japan, Germany, Hong Kong, India, Iran, Italy, Pakistan, Singapore, South Africa, South Korea, Sri Lanka, Turkey and Vietnam.

Minnie Constan said Australia's continuing demand for original and different tastes and the change in purchasing habits are driving real growth in retail food sales and transforming the dynamics of the market.

Like the CMAA's annual Conference and Expo at Darling Harbour, Fine Food Australia is a "trade only" event. Professionals from the food, drink and hospitality industries are advised to register at www.finefood.com.au before September 2 to avoid the entrance fee of \$30.

Delegates to the CMAA's 2009 Club F&B Management Summit will have the Fine Food registration and entry fee included in the Summit registration.

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The GMDC graduation class of 2009.

GMDC celebrates decade of education excellence

Many up-and-coming “stars” of the industry emerged as the 10th year of the Gaming Management Development Course (GMDC) concluded on June 18. The graduation luncheon, hosted by Leagues Clubs Australia’s Education Sponsor Aristocrat, was attended by dignitaries, including outgoing OLGR Commissioner Michael Foggo, course presenters, participants and past winners.

Aristocrat CEO and Managing Director Jamie Odell presented all 56 participants with certificates, acknowledging their dedication in completing the course.

Leagues Clubs Australia President Peter Hardgrove thanked Aristocrat for its significant investment in the Club Industry’s future by sponsoring the GMDC over 10 successful years. In that time, almost 500 students have completed this highly regarded and unique educational program. James Russell-Wills from Ryde-Eastwood Leagues Club took top honours and won the Aristocrat bursary to study at UNLV and attend G2E later this year. Starting in hospitality to help pay his way through university, James soon realised how much he loved the industry and admits there has never been a more rewarding and challenging time to be in the Club Industry. He plans to continue his growth and development with the ambition of reaching CEO status.

Ben Smith from Cabramatta Leagues Club was second and won the bursary to visit Melbourne for tours of Crown Casino, Tattersall’s and Tabcorp. Ben saw the GMDC as an opportunity to network with fellow students and enjoyed the challenge of learning more about many aspects of gaming within the industry. While Ben initially started out



(from left) Michael Foggo and Peter Hardgrove with James Russell-Wills, Ben Smith and Janie Odell at the 2009 GMDC graduation ceremony.

as a concreter, his bright persona and natural enthusiasm makes him well-suited to hospitality.

Belinda McFayden from Illawarra Catholic Club was third and will go to Melbourne for the same tour as Ben. Belinda has been in the industry for more than 20 years and admits to having seen massive change in that time. The club’s Operations Manager, Belinda and the Illawarra Catholic Club team have just overseen the enormous task of building their new premises - Club Central Hurstville.

All participants acknowledged their clubs’ generosity in

affording them the time and opportunity for the course, along with the tireless efforts of Allan Thomas in putting together the program.

During the past 10 months, students visited clubs including Mounties, Canterbury Leagues Club, Wests Campbelltown and Bankstown District Sports Club. They also heard from presenters such as Greg Pickering, Gregg Levett and John Willis. Course sessions included “The History of Gaming in Australia”, “Cashflow Analysis”, “Floor Layout & Design”, “Customer Service” and “Conflict Resolution”.

The Gaming Management Development Course heads into its 11th year with a new class starting this month.

Aristocrat’s Commercial Project Manager Allan Thomas has been involved in the course since its inception and ongoing success is a tribute to his dedication and hours invested in the course. Widely regarded as “Mr GMDC”, Allan has overseen each course with many students graduating to become Gaming Managers and CEOs, with several also working overseas in Macau.

Aristocrat unveils new executive team

Aristocrat Leisure Limited Chief Executive Officer and Managing Director Jamie Odell has announced a new executive leadership team structure.

Mr Odell said the new team - subject to regulatory approval where relevant - ensures the right people, with the optimum skills and industry experience, will be in place to oversee the development and execution of Aristocrat's business transformation strategy.

Details of the strategy will be announced with the company's half-year results on August 25, 2009.

Aristocrat's new executive leadership team is:

Toni Korsanos - Chief Financial Officer*: Toni joined Aristocrat in 2007 as General Manager, Group Finance and has almost 20 years experience in financial and general management at companies including Kellogg's Australia New Zealand and Goodman Fielder Ltd. He brings to the executive team a detailed knowledge of the business and appropriate continuity, together with first class technical and strategic skills.

Julius Patta - Chief Technology Officer: Julius has extensive hands-on experience in software engineering, game design and development and has led a number of leading-edge gaming operations and technology businesses in North America, Australia and Europe. Julius's appointment reflects the critical importance of technology to Aristocrat's future and ensures the executive team has technical skill and capability of the highest calibre. Julius will be based in the United States.

Sam Nickless - Business Transformation Director: Sam has more than 15 years experience leading complex strategic change programs, most recently at the National Australia Bank and previously with McKinsey & Company in Australia and in the United States. Sam will provide the expert program leadership and commercial skills required to drive the execution of our turnaround strategy.

Trevor Croker - Managing Director, Australia and New Zealand: Trevor's experience building high-performance



Aristocrat CEO JAMIE ODELL

sales organisations, his familiarity with Aristocrat's customer base and his marketing and general management skills will be key assets in this role. Trevor will maintain a singular and consistent focus on driving performance in these markets, in particular executing an effective turn-around strategy in key Australian jurisdictions.

Patrick McGlinchey - Chief Legal Officer & Company Secretary*: Patrick has extensive international corporate, commercial and governance experience gained in listed companies and private practice. Previously acting in the CLO role, Patrick's appointment also ensures appropriate continuity, particularly in the management of current litigation.

Nick Khin - President Aristocrat Americas, Tony Weston - Chief Human Resources Officer, Paul Kitchin - Chief Marketing Officer, and Gillian Findlay - Group Manager CEO Office, will continue in their current roles.

The research and development function will be renamed Design and Development and will continue to be led by David Hughes - Chief Design & Development Officer. This change reflects a new emphasis on ensuring this critical function is truly "player-led" and focused on delivering premium game content that excites players and operators.

Warren Jowett will take on responsibility for Aristocrat's businesses outside the Americas and Australia/New Zealand in the new role of Managing Director, EMEA, Asia Pacific and Japan.

Gareth Phillips - Chief Technology Officer, will continue with the company in a senior advisory capacity, supporting Julius Patta and ensuring technology and industry issues get appropriate visibility across the business.

Mr Odell said he was delighted to announce the new executive leadership team, and congratulate all team members on their appointment.

"I am confident that we now have the right structure and the optimum blend of skills, industry experience and external perspectives to ensure we will be successful in executing our plans to lift performance to meet our potential and the expectations of our stakeholders," he said. "Finalising the executive team is an early but significant step in our plans to grow our business and create long-term sustainable shareholder value. The team I've announced significantly increases our bench strength in the critical areas of technology, strategic project management and marketing. This will underpin our work to become a truly player led, technology driven business with a much sharper focus on key markets and value drivers."

These changes mean Simon Kelly - Chief Financial Officer, Finance Director and Company Secretary left the business on July 31.

Rob McLoughlin - Executive General Manager EMEA will retire on October 31.

The Company was expected to announce interim arrangements regarding the Company Secretary role before the end of July as Patrick McGlinchey's appointment is subject to regulatory approval.

"On behalf of the business, I sincerely thank Simon and Rob for their years of service and wish them every success in their future endeavours," Mr Odell said. "I look forward to working with the new executive team to lead our ambitious and important change agenda at Aristocrat."

** This role is subject to regulatory approval.*



InfoGenesis launches Virtual Manager 2009

After the recent release of Revelation POS4, InfoGenesis has expanded its product suite by announcing Virtual Manager 2009. Locally developed, Virtual Manager was designed to provide the club industry with a tool that allowed flexibility to customise loyalty and promotional activities within their F&B operations.

Since Virtual Manager's release it became evident that to provide customers with a holistic view of their marketing outcomes and members' spend and preferences, VM09's membership module needed to expand to accommodate more intricate requests.

InfoGenesis Australia Managing Director Justin Reynolds said that after two years of due diligence and collaboration with customers, InfoGenesis was confident that VM09 delivers membership, promotional and reporting tools that would allow customers to see the "whole picture" via a single application. "Our key focus points for VM09 included additional data capture in member profiles, a complete accounts receivable module, allowing VM09 to handle the front-end and back-end membership billing and payment responsibilities and to enhance integration with third party applications, including the web," Justin added.

Royal Sydney Golf Club chooses InfoGenesis

InfoGenesis has a proven track record with Australia's Club Industry, providing more than 15 years experience in delivering quality hospitality management systems. This association and success within the industry continued last month with Royal Sydney Golf Club implementing the InfoGenesis Point Of Sale, Inventory, Membership and CRM solutions. Royal Sydney Golf Club Chief Financial Officer Ian Finlayson said celebrating its 100th birthday in August 1993, the club's requirements were by no means standard. "Our challenge was to find a supplier who understood our requirements and would assist in integrating all of our systems so as to streamline processes and provide quick access to real-time data across all our application - regardless of who the supplier was," Ian said.

To accommodate the sophisticated criteria, RSGC's solution included implementing the InfoGenesis' suite of products and integrating to existing online golf tee-booking, golf competition, hotel room reservation and back office accounting systems.

Key new features include:

- An accounts receivable (AR) module for fees, invoicing, journals and statements
- Member payment options have been broadened to include online credit card, BPay, installments and direct debit

- Web interface that will allow members to update their information online
- Allow members to view their statement and loyalty online
- Allows members multiple accounts such as subscription, house and even e-Wallets

Drummoyne Sailing Club upgrades to POS4

The Drummoyne Sailing Club boasts one of Sydney's most tranquil views. Located in leafy Drummoyne with sparkling views across Parramatta River, the club has been an InfoGenesis customer for almost a decade and recently upgraded to Revelation POS4. After seeing the enhanced reporting capabilities and noting an upgrade would provide many other benefits without the cost of re-training front-of-house employees, General Manager Pat Eagleton did not hesitate in booking a POS4 upgrade.

"While a small club, our charter of providing our members and guests with excellent facilities is no different to all other venues," Pat said. "These days, with increased emphasis on beverage and catering, it's important for any club to provide an enjoyable visit for members and guests and maximise revenue from F&B operations. Having a system that provides accurate sales and operational information on demand allows my team more time dedicated to front of house rather than being in the office."



InfoGenesis POS4 is right for new and existing customers. Experience the benefits that POS4 can offer including:

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- Design intuitive screens for easy use and quick transactions
- Compatible with gaming, membership and accounting systems

For more information on how InfoGenesis POS 4.0 can help streamline operations, increase accountability and reduce potential loss, contact Justin Reynolds 02 - 9922 0800 or jreynolds@infogenesis.com.au

Visit InfoGenesis - Stand 216 - at the 2009 Australasian Gaming Expo for a look at POS4, Virtual Manager and the IBM Anyplace POS.

Sir Les makes IGT bluechip Neo launch memorable



The inimitable Sir Les Patterson made yet another comeback to add a new dimension to IGT's launch of its new gaming cabinet, the IGT bluechip Neo.

More than 250 industry guests attended the spectacular unveiling event at the Grand Pavilion at Rosehill Gardens on July 21.

IGT (Australia) Managing Director Andrew Hely said the IGT bluechip Neo, with ergonomic design and technology features, including a more comfortable playing position, a bag holder and a drink holder. A unique button panel extends out from the machine to allow room for players' knees, while bigger and brighter widescreen LCDs display high-resolution graphics.

The gaming cabinet was also launched with six new games - a record for IGT.

Mr Hely said the machine and games would give venues a significant differentiator in the competitive market. "This is IGT's game of the future," Mr Hely told the gathering. "There are so many innovations packed into it and it takes gaming performance for both players and venues, to a completely new level."

There were performances by ex-Popstars singer Tiffani Wood, cabaret dancers and showgirls, with Sir Les taking the room on yet another cultural carpet ride.

Sir Les, the IGT bluechip Neo and the six new games were on show in Brisbane a few days later and will be a feature of IGT's display at AGE 2009 - August 16 to 18.

The bluechip Neo has no physical "belly" panel graphics, which makes the future of downloadable games easier to implement. It is the first Australian machine powered by IGT's global Advanced Video Platform (AVP) making it one of the first gaming machines to use AMD's latest dual-core processors to deliver crystal-clear graphics, highest-quality sound, and advanced game play features - taking gaming to new levels of entertainment and performance. Keeping players entertained and comfortable so that they keep returning have been key elements in the cabinet's design, with many novel innovations:

- Unique extended and ergonomic button panel - with a button panel that extends out from the machine, players can finally play a machine face-on, with room for their knees underneath.
- Handbag hook on belly panel - providing convenience and security for players.
- Highly visible screens - two bigger (48cm / 20"), brighter widescreen LCDs with high resolution set at the optimum player viewing height.

- Soft wrist pad on button panel.
- Larger buttons - unique, larger, domed buttons that are more clearly positioned, provide more tactile responses for players.
- Drinks holder on button panel.
- Accessible layout - all "active areas" (i.e. ticket printer, coin slot, card reader and bill acceptor etc.) are centrally located in one panel, within easy reach for players.

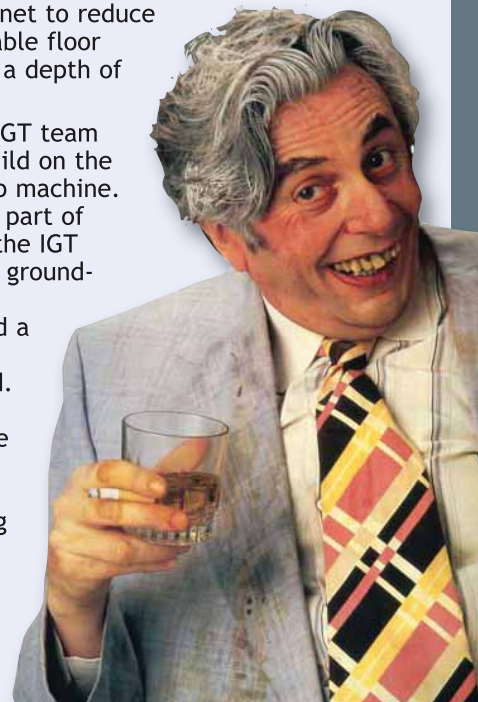
Inside, IGT's turbo-charged AVP platform is the "brains" behind the new machine. The key features are:

- High-performance processors - one of the first to use AMD Turion dual-core processors for ultimate power and the fastest performance. Plus - for the first time - a dedicated graphics processor for the sharpest, fastest display.
- Server-based gaming "ready" - ready today for the coming of IGT's sbX systems with full Ethernet network connectivity, internal hard drive and no belly panel art. So, in the next few years when downloadable games become a reality, it's ready to go. With no belly panel art, changing the game on a machine at the press of a button will be easy.
- Wider game library - the powerful AVP platform is used by IGT worldwide to run its machines and games, so IGT's huge global game library will be more accessible for the Australian/New Zealand market.
- Systems "ready" - the machine has been designed to accommodate any systems /player tracking board.
- Ticket In Ticket Out ready - being "systems ready" means the bluechip Neo has full Ticket In Ticket Out capability.

Other innovations include:

- A new distinctive polygon-shaped topper sign which will stand out on any gaming floor and attract players.
- All the technology has been packed into a slim-line cabinet to reduce the amount of valuable floor space needed, with a depth of 47cm.

Andrew Hely said the IGT team had worked hard to build on the success of the bluechip machine. "We've spent the best part of three years designing the IGT bluechip Neo from the ground-up, using extensive customer feedback and a significant R&D investment," he added. "The result is phenomenal. There are so many innovations packed into it and I believe it takes gaming performance, for both players and venues, to a completely new level."



Tabcorp Gaming Solutions framed to meet new era

For more than 15 years, Victoria's gaming industry has flourished. The numbers tell the story: one million players annually, tens of thousands of employment opportunities, billions of dollars generated in government revenue, community support funds and in health levies.

Tabcorp has been a key player in this rise. Since its first venue - the Western Bulldogs - opened in 1992, Tabcorp has worked with gaming businesses in a climate of constant change - more than 100 regulatory amendments, including advertising, smoking and maximum bet bans, health levies, green lines, plus ATM and trading hour restrictions.

These changes took place amid record population growth, extreme climate swings, a global financial crisis, technology shifts and five different governments. In spite of these challenges, Tabcorp with its venue partners, met change head-on.

Post-2012, under the State Government's new legislation, every gaming venue in Victoria, must acquire new EGM entitlements as dictated by upcoming legislation. Unlike NSW and Queensland, Victoria's entitlements will be valid for 10 years. From 2012, Victoria's clubs and hotels will be responsible

for operational aspects of their gaming business, including new EGM entitlement application, VCGR submissions, electronic gaming machine purchase, game choice, denominations, RTP, service and repairs, marketing, customer relationship programs and other obligations.

Tabcorp has formulated its most important initiative, designed to help venues meet the new requirements and flourish.

Tabcorp Gaming Solutions (TGS) is a total gaming services company offering a comprehensive solution and complete piece-of-mind package for all aspects of Victoria's gaming room operations in the future - everything from machine supply, game choices and servicing, marketing and regulatory compliance is handled for one, fixed daily fee - \$39 per machine per day.

Tabcorp says the initial response in Victoria has been positive and suggests TGS could go beyond state borders to impact on the future of gaming across Australia.

Tabcorp's gaming division generated



revenue of \$1.13 billion in 2007-08 and earnings before interest and tax (EBIT) of \$261.4 million. The division accounted for 24.5% of group EBIT for the period.

Mohan Jesudason, Tabcorp's Managing Director of Gaming, said TGS would work with venues to ensure a smooth transition to the new gaming structure. "The move to a new gaming structure will lead to dramatic changes in the

way gaming businesses operate in the future," he said. "Clubs and pubs need to be planning for these changes now. Tabcorp can share 15 years of market experience in the Victorian industry with venues that participate in the TGS business."

Tabcorp and Tattersall's threatened legal action when the gaming machines regime changes were announced last year but, at this stage, no court action has begun.

Tabcorp also is spending around \$475 million to refurbish its Star City casino in Sydney.

The company will release its full-year result on August 6.

Lion Nathan sales reaffirm profit guidance

Takeover target Lion Nathan reaffirmed its annual year profit guidance after group sales volumes grew by 3% in the first nine months of its financial year.

Business Today on WAtoday.com.au reported that the Trans-Tasman brewer, which is set to be acquired by Japan's Kirin Holdings, said significant growth in its Australian business in

the nine months ended June 30 had offset a dip in the wine operations, resulting in a 6% lift in net sales revenue. However, Lion Nathan's Australia business grew beer volumes by 5% on a year to date basis, with XXXX Gold, Tooheys, Hahn Super Dry and Boag's Draught leading its sales.



Lion Nathan CEO
ROB MURRAY

The business said there was some "softening of volumes" in New Zealand in the third quarter, but this was consistent with market trends.

Lion Nathan a CMAA Career Development Sponsor company, said it was on track to meet its guidance for a fiscal 2009 net profit of between \$305 million and \$315 million, excluding costs associated with the

Kirin proposal and scheme-of-arrangement process. This compares with the \$272.7 million net profit achieved in fiscal 2008. "The investments we have made in our business since 2004 have

created a stronger and more flexible business," Lion Nathan CEO Rob Murray said. "Our people have remained focused and it is particularly pleasing that we are on track for a significant profit step-up in 2009, despite weaker economic conditions and an uncertain outlook for many consumers."

Kirin has received consent from the New Zealand Overseas Investment Office in relation to its proposed acquisition of the shares in Lion Nathan it does not already own by way of a scheme of arrangement. Lion Nathan also is listed on the New Zealand stock exchange.

In June, the Japanese brewing giant received confirmation that the

Australian Competition and Consumer Commission did not plan to intervene in the acquisition.



Greenkeepers on course for exchange program

The value of Club Industry conferences and the networking environment these events provide has produced a remarkable opportunity for a greenkeeper working in Australia.

During the CMAA Tour to the International Conference on Club Management in New Orleans earlier this year, CMAA Executive Officer Terry Condon met and struck up a friendship with CMAE Scotland President, David Roy.

David also is the Managing Secretary of the Crail Golfing Society.

During their discussions covering industry issues on both sides of the globe, David investigated the prospect of a greenkeeper exchange program.

In a follow-up to that initial meeting, David has identified a highly-qualified head greenkeeper - Colin McKay (CV summary on this page) - from his home region of Crail in Fife, Scotland - 16 kilometres from St Andrews, the home of golf. Colin is keen to work in Australia for one year as part of an exchange.

"We would anticipate that the exchange would have to commence after July, 2010, to allow for flights to be booked at a reasonable cost and other necessary preparations to be made," David said.

"The Crail Golfing Society Management Committee is fully supportive and I can only see benefits from being involved.

"Colin and his family are very pleasant and I'm confident he will be a fine ambassador for our club."

Terry described the exchange initiative as a remarkable opportunity for a talented greenkeeper to experience the lifestyle and working responsibilities of a colleague on the other side of the world.

"It's amazing how these ideas become plans, then initiatives and I hope this will be something that becomes well established and expands into a permanent program for greenkeepers in clubs around Australia," Terry added.

"There is, of course, the prospect of this concept moving beyond greenkeeping to other disciplines within the Club Industry ... this is a very exciting opportunity for Colin in Scotland and his exchange counterpart in Australia.

"I encourage all clubs to consider the benefits of this opportunity ... not only for their staff, but the development of their courses."

To further encourage an Australian greenkeeper, David Roy closed by saying: "We would ensure that whoever came to Crail would be well looked after."

Terry responded: "Like Australia, Scottish hospitality is extremely warm and generous ... it will be a wonderful experience for the person who accepts the offer."

➤ For a full summary of the Greenkeeper Exchange Program, including accommodation, schooling and Colin's criteria, contact CMAA Executive Officer Terry Condon (02) 9643 2300 or terry@cmaa.asn.au



CV (summary)

Name: Colin Alexander McKay

Address: Crail, Fife, Scotland

Age: 37

Married - 2 children

Driving License: Full

Career:

1988-Present: Employed by Crail Golfing Society. After apprenticeship in 1991, worked on Balcomie Links 8 years, promoted to 1st Assistant. Closely involved in construction & grow-in of Craighead course, promoted to Deputy Head Greenkeeper at Craighead Links in 2001. Since August '05, Head Greenkeeper at Craighead Links.

Qualifications:

After 3 years at college - qualified greenkeeper, completed 1-year distance learning course - Supervisory Management (1993). Completed Scottish Vocational Qualification (SVQ) Level 3 & appropriate spraying qualifications. Recently renewed Emergency First Aid Certificate (3 years). Studying Institute of Leadership & Management Level 4 in Golf Course Management.

Roles & Responsibilities:

Head Greenkeeper - Craighead Links. Started with construction & grow-in up to course opening in June, 1998. Worked closely with Gil Hanse (architect) and follow progression of U.S.G.A. spec creeping bentgrass greens from planning to maturity. Responsible for all maintenance & development including:

Manage 5 qualified greenkeepers

Establish & control budget

Plan & implement annual maintenance strategy

Assist with course development

Liaise with Balcomie Links Head Greenkeeper to establish and implement machinery maintenance & replacement program. Responsible for 5 greenkeepers assigned to Balcomie in his absence.

Responsible for construction of greens turf nursery, 2 green extensions, reconstruction of 50 bunkers & construction of 7 tees.

Events at Craighead Links

2000 - The World Junior Championships.

2000 - The Scottish Strokeplay Championship.

2004 - Scottish P.G.A Pro-captains Championship.

2006 - Scotland versus Spain International Match.

2007 - The Fife Team Championship.

2008 - Scottish P.G.A Pro-Captains Championship.

2010 - Seniors Home Internationals

Interests:

Keen golfer on 2 handicap. Crail Golfing Society past Club Champion & represent club in all team matches. Also enjoys all sports, music, travel, cooking & computers.

➤ For full CV, contact Terry Condon at the CMAA (02) 9643 2300 or terry@cmaa.asn.au

Xchangexec - real live Point of Sale

Xchangexec, created from the ground up by Task Retail Technology (TRT), harnesses the power of the internet and broadband to provide instantaneous POS transaction-based, real-time sales data, terminal management, interactive customer loyalty and queue-buster client technology on a global scale. It's ideally suited and designed for club and hotel environments.

Xchangexec has already been selected as the POS system for Mounties Group, Feros Hotel Group, Keystone Hospitality, STC (Rosehill Racecourse) and VRC (Flemington Racecourse) along with two of Australia's biggest home-grown franchise groups - Retail Food Group (Donut King, BBs, Michel's, Brumbies) and Foodco (Muffin Break and Jamaica Blue).

TRT has won numerous awards for its ground-breaking POS software, including the prestigious 2008 Consensus Software Award, 2008 Dell Small Business Award and was a finalist in the 2008 Microsoft ISV Awards. TRT recently was awarded



a 2009 Anthill 30under30 Entrepreneurial Award.

Today, club and hotel executives need data transmitted instantaneously from across the planet to make decisions on what is affecting them now - not in a week or two. This is a true "cloud computing environment" and delivers real-time, live data in nano-seconds from any terminal. Xchangexec features include:

- Flexible POS terminal options
- Links to all major loyalty programs
- Sophisticated marketing tools, including SMS, bluetooth and voucher printing
- Real live stocktaking
- LCD menu board linking allowing instant price and availability changes
- SMS ordering and reporting
- CCTV linking and remote viewing
- Live reporting from anywhere on the planet with internet
- Global support command centre for 24-7 monitoring and support

Xchangexec consists of the following five modules:

For a demonstration of Xchangexec, visit Task Retail Technology at stand 179 at AGE 2009, call 02 - 9997 3500 or visit www.xchangexec.com.au or www.taskretail.com.au



A.L.P. rethinks Canberra clubs

The A.L.P.'s powerful National Executive holds grave concerns the A.C.T. Branch is seeking to sell a nationally significant party asset to the left-wing Construction Forestry Mining and Energy Union for half its market value. The National Executive has intervened to stall the sale of four highly profitable Canberra clubs to the CFMEU-owned Canberra Tradesmen's Union Club for between \$20 million and \$25 million after it received legal advice the clubs were last year valued at \$50 million. *The Weekend Australian* newspaper reported that the National Executive believes the clubs, set up to "render financial aid" to the A.L.P., represent more than 50% of the party's national asset base. National Executive told the newspaper there could be full national intervention in the A.C.T. Branch if it continued to "refuse" to provide information about how it valued the four Canberra Labor clubs and the associated poker machine revenue and what it intended to do with the proceeds of the sale. The National Executive says it had legal advice given in April to the A.C.T. Branch from David L. Williams, SC, that stated the Canberra Labor Club "owns four licensed clubs in the A.C.T. and has assets in excess of \$50 million. By virtue of the poker machine turnover the clubs generate, significant cash-flow and provide on-going financial support to the ALP". Canberra media reports have suggested the four clubs have been sold to the CFMEU for either \$20 million or \$25 million. The reports have not been denied. The National Executive was expected to discuss the contentious issue at its meeting on July 29 as it prepared for the National Conference in Sydney.

Whitcon 'touch' a boost for Taren Point club

Whitcon Services was awarded the \$1.7 million design and construction renovation brief for the Taren Point Bowling Club. The renovations

incorporated consolidation of the club's existing gaming and main bars. Whitcon Services Director Rob Whitworth said works included construction of a new main bar that services all areas, including the main lounge, coffee shop, TAB and gaming facilities. Other works included an outdoor gaming terrace that accommodates 16 machines, new TAB room, two new male/female toilets and one special access toilet. There was also a new

reception/administration area, meeting rooms, refurbished public space with new carpet throughout the club. Whitcon Services complete the entire refurbishment project in stages over 14 weeks.



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