

# Club Management

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## The Show Goes On

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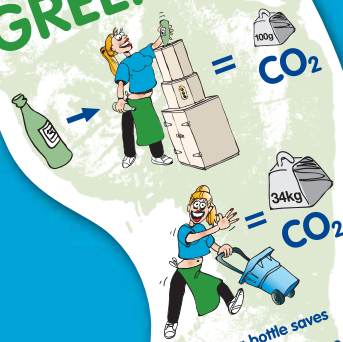
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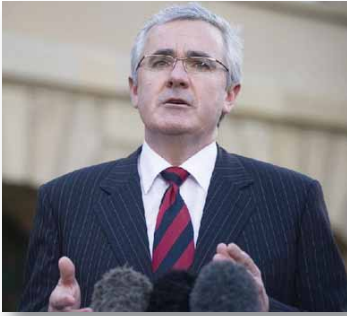
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## ➤ Pages 18-19

"This is a good afternoon for me and a great afternoon for Australia." The words of Tasmanian independent MP **ANDREW WILKIE** on September 2, admitting he took a big gamble by declaring his early support for Labor in the power play following the 2010 Federal Election. It has also proved to be a big gamble for the Club Industry in Australia with Mr Wilkie's support for Prime Minister **JULIA GILLARD** and the Australian Labor Party hinging on two key issues - funding for the Royal Hobart Hospital and new gambling restrictions on poker machines across Australia ...



## ➤ Pages 20-21

The 2010 Federal Election unearthed another political crisis that encompasses the hospitality industry and clubs in particular with **ANDREW WILKIE** delivering a minority Government to the Labor Party by extracting several key commitments from Prime Minister **JULIA GILLARD**. The Victorian Government has been working towards its own policy on pre-commitment and technology. **KATIE CINCOTTA** examines the impact and consequences for gamblers and the Club Industry ...



## ➤ Page 24

There's only one thing that could have made **COLLEEN INSKIP's** NRL grand final experience more exciting - watching her favourite Penrith Panthers do a lap of honour with the premiership trophy. But Colleen is still celebrating her win in the CMAA's inaugural NRL footy tipping competition. The Wangi Workers Club Assistant Manager topped the online tipping contest with 123 points. "Most of the time, I just went with my gut feeling about the games," Colleen said "I didn't follow the form, the injuries or the changes."



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# Club Industry again casualty of quest for political power at any cost

IT was with some comfort that I read correspondence from both the major parties in the lead-up to the August 21 Federal Election. They were committed to the Club Industry and the status quo. But, 24 hours is a long time in politics - especially when it comes to a Federal Election and a quest for power at all costs.

A promise, a commitment, a politician's word - in this case our Prime Minister's - suddenly means little, or nothing. A matter that was not an issue for any party quickly became a national focus - and the key to power. With a quick meeting and a list of demands, the future of 4,000 clubs and 80,000 employees - and the communities they support socially and financially - were changed, possibly forever.

Ironically, with that agreement, the phones and internet went into overload as the betting odds of Labor being returned to power improved significantly. The agencies took numerous bets from faceless people instantaneously betting any amount - with no regulations or limits. To add to the irony, the print and electronic media published the odds - even encouraged it. Just like they do every day at the races, the footy, even the cricket.

As I reflected on the announcement of an alliance between Tasmanian independent MP Andrew Wilkie and the Australian Labor Party, then looked towards my children aged 13 and 16 with a computer, phone and i-touch sitting on their lap, I realised they had three devices that could allow them to place a bet on almost anything, anywhere in the world for any amount. Instantaneously and all from the comfort of their own home without needing to see, speak to or interact with anyone. I am sure there is a benefit to that but, for the life of me, I can't fathom it.

The media and politicians talk about problem gambling. But, these days, what they mean is "problem poker machines". All other forms of gambling, it seems, are acceptable. But why? Could it have something to do with the social stigma, or class distinction, of people who believe "poker machines are hypnotic mindless devices designed to mesmerise and hypnotise individuals preventing them from making rational and conscious decisions"? More than insulting, I'd argue, to the 99.6% of the population who gamble responsibly.

Problem gambling is a major concern and must be managed. The Club Industry must continuously strive to reduce problem gambling and implement strategies to minimise gambling addiction. The industry has been effective, during the past decade, in reducing the number of problem gamblers. This success is measured and supported by tangible evidence.

The industry always has worked with government to devise and implement proven strategies to address the problem. It is only when governments decide to blindside the industry that issues arise, generally causing enormous damage to the industry and broader community without achieving the desired effect. This latest decision - and its implications - has the potential to irreparably damage our industry.

I wonder what evidence or independent studies were considered in the few hours it took to make poker machines and ATMs the most important issue on the national political

agenda. I'm sure Mr Wilkie prepared a detailed cost benefit analysis considering all the ramifications of his recommendations. I wonder if he considered the following aspects ...

- There are almost 4,000 registered clubs in Australia, with around 25% trading at a loss and a further 30% barely breaking even
- More than 10 million Australian are members of a licensed club
- Clubs across Australia pay more than \$4 billion in tax annually
- The net benefit of gambling in Australia is between \$3.7 billion and \$11.1 billion annually - these figures consider the impact of problem gambling
- The club is generally the social hub or meeting place for the community
- Clubs are "not for profit" organisations with any profits reinvested into club facilities, or donated to community and sporting organisations

Problem gambling has been reduced dramatically in recent years through industry initiatives working with stakeholders to implement tangible policies. These strategies and programs are not in place simply to appease political or media campaigns.

Our industry is too important to the social infrastructure of our nation to be destroyed by a knee-jerk political power grab to appease a politician from Tasmania elected on less than 14,000 votes. I only hope that when the election excitement subsides and Mr Wilkie comprehends the human reality of his anti-pokies crusade, that he takes a step back to reassess the consequences. Because this "arrangement of convenience" for the government has the potential to destroy the Club Industry, upturn the lives of the people who work in our clubs and erode the social, sporting and economic support base that thousands of communities around Australia have benefited from for more than a century.

If you want to be dispassionate and look at the non-personal side of this situation, then let's ensure these decisions are founded on fact, data and successful outcomes - not the wish list of an independent who just got off the bus in Canberra. I hear people say ... "I don't go to clubs", or ... "I am not a club person", but they forget that the sponsorship of their team, the playing fields or the meeting room where they hold their presentations is provided by their local club. They forget that the local Rotary, Lions or Probus clubs, Sub-Branch or War Widows meet at their local club. They forget the fundraising event for the latest bushfire or flood appeal, medical research or Camp Quality is held in their local club. They even forget that in most communities, the emergency evacuation centre is the local club.

The Club Industry in this nation is so much more than poker machines. It would have been appropriate for our elected representatives to remember that when they decided the fate of people - not just clubs - in making this all-encompassing policy change.

- **DAVID O'NEIL, ACCM, is the CMAA Federal Vice President and Group General Manager at Castle Hill RSL Group Club**



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## Gillard, Wilkie deliver new challenges for industry

It would be wrong for me to say that I'm not concerned about what has happened in the days since the Federal Election on August 21. That would not be a truthful, or accurate reflection of how the machinations of the Labor Government's dealings with the four independent MPs

who now hold the balance of power in Canberra have cast a shadow over the Club Industry. I could tell you that everything will be fine, but that would be wishful thinking, rather than my true thoughts on the reality of what lies ahead for clubs and managers across Australia.

When I sat down to write my September edition column, Andrew Wilkie was a blip on the Australian political landscape. A relatively obscure independent MP, he was battling away on postal and pre-election votes to win the seat of Denison in Tasmania. Today, he stands as one of the nation's most powerful political figures, holding the Gillard Government's destiny in his hands. He was able to extract some powerful promises from Prime Minister Julia Gillard and the Labor Party in exchange for his single vote to support Labor forming government for a second term.

A common gripe about Australia's politicians is that their ranks are dominated by lawyers, union officials and former party staffers. Mr Wilkie well and truly breaks that mould. Before this election, Mr Wilkie ran a rug shop in Hobart with his wife.

A former Duntroon military cadet, he rose to the rank of Lieutenant Colonel and worked for US defence giant Raytheon. He continued his defence career as an intelligence analyst with the Office of National Assessment. In 2003, he caused a huge storm when he resigned and spoke out against the Howard Government on the Iraq war, saying there was no intelligence to indicate Saddam Hussein had weapons of mass destruction.

Mr Wilkie then ran against Mr Howard for the Greens in the seat of Bennelong in 2004. This was a remarkable transformation for a man who was once a young Liberal. He also ran for the Greens on their Tasmanian Senate ticket in 2007. He was unsuccessful and resigned from the party in 2008, criticising them for a lack of professionalism.

It would be fair to say that Mr Wilkie has few - if any friends - in the secret service or the Greens.

That Mr Wilkie chose rebuilding the Royal Hobart Hospital and problem gambling as the main planks of his agenda in negotiating with the Labor Party is not a problem for me. It's one of those "I may not agree with your opinion, but will defend your right to have your say" situations. Mr Wilkie obviously feels strongly about the issue of problem gambling - strongly enough to hold the Federal Government, and the nation, to ransom to make his point.

Something that bothers me about Mr Wilkie's crusade is his admission in an ABC 7.30 Report interview that he had his problem gambling "epiphany" just 18 months ago. And that's not so much of a problem either, except that through the efforts of governments, community agencies and the associated industries, problem gambling nationally has fallen to less than 0.5% in recent years. This is documentary evidence achieved through fact-based research and strategies formulated through regulated experience. That is one of the lowest problem gambling levels in the world and it has been achieved through responsible, thoughtful strategies designed to help people tackle their gambling addiction.

One thing that does disturb me deeply is that the leader of our nation is able to turn her back on a written agreement with

the Club Industry - signed less than four weeks before polling day. Ms Gillard and her Government wrote that the industry had the ALP's support for its position on problem gambling. Nothing would change without consultation with the industry through Clubs Australia. There was consensus about pre-commitment technology and how it would be implemented and that limiting access to ATM machines in clubs and hotels was not a viable solution to solving the problem gambling issue. But all of that counted for nothing - particularly the piece of paper it was written on - when it came down to the vote that would deliver government - and power - to run the country.

I have, during my time in this chair, criticised both sides of politics for short-sighted policy that lacks common sense and a worthwhile outcome. CMAA members voiced their opinion in Zone meetings that I was pro-Labor when I criticised the Howard Government for its draconian WorkChoices legislation that delivered so many terrible outcomes for those same club managers around Australia. I was playing the ball - not the man. The nation essentially elected the Rudd Government in 2007 on an anti-WorkChoices protest vote. I'm sure I'll attract criticism from Labor supporters when I say that this deal with Andrew Wilkie is bad for Australia - not just the Club Industry.

Problem gambling is being addressed and tackled by government and non-government agencies working with hospitality industry peak bodies and I speak for all levels of the industry in saying our ambition is 0% problem gambling in Australia.

I wonder if when Ms Gillard, during the election campaign, "cosied up" to big Barry Hall for the photographers after her beloved Western Bulldogs had won another game on their way to the AFL finals series that she considered that the Bulldogs were there - like almost every other AFL club - thanks to the support of a licensed club or hotel running poker machines? - See story on P52.

I wonder if when she turned up for a photo opportunity during August with a group of kids playing netball, football or hockey that they were probably standing on a field provided or supported by a local club or pub with poker machines?

I wonder if she took time to look into the faces of those kids and realise that so many of them could not afford to play their sport without the financial backing of their local club or pub?

Based on her treatment of the Club Industry in her grab for power at all costs, I think not. And that's what is so concerning about all of this grandstanding about pre-commitment technology and ATM withdrawal limits. I really did expect more from Ms Gillard and her government, given a second chance. I expected that the letter Ms Gillard signed on behalf of the Labor Party would be the bond that allowed the Club Industry to continue doing its work in communities around Australia. That the industry could continue to work with federal and state governments in further refining and improving the problem gambling strategies that have delivered such an impressive reduction in a difficult challenge.

I can say hand on heart that I remain optimistic that the industry will survive whatever Ms Gillard, Mr Wilkie and Senator Xenophon have in mind. Australians love their clubs ... what those clubs mean for them when it comes to entertainment, sport and community. Clubs are where people go to relax, have fun, have a punt - and forget about politicians.

➤ TERRY CONDON, CCM, is the CMAA's Executive Officer, a CMAA Life Member and former Club Manager



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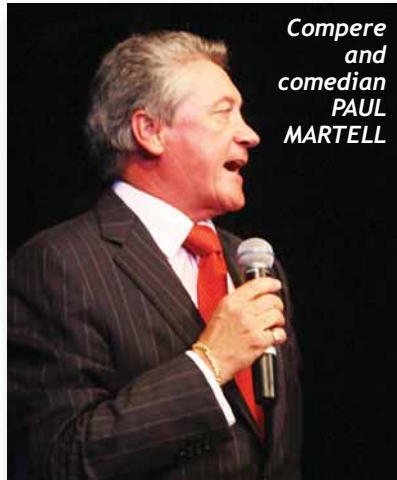
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Clubs provide the stage for live performers in all forms of entertainment to get a start and find their way in the business.

The Australian Club Entertainment Awards were founded to recognise the talent and contribution that performers make to the Club Industry around the country.

Performers such as Col Joye, who received the ACE Lifetime Achievement Award at the 2009 awards dinner that honoured more than 50 years in entertainment. Col was the first Australian at the top of the national pop charts in 1959 and the first Australian to hit the American Billboard chart.

The 2009 awards dinner also



celebrated the life of legendary entertainer Don Lane, who died less than a month before the event. Don was the ACE Awards Patron and his son, PJ Lane was a guest presenter and, in the great tradition of his father, performed "They're Playing Our Song".

The ACE Awards is a special night that brings together the entertainment industry's newest and brightest stars along with people who worked long and hard to establish the business and make it possible for these talented youngsters to step into the spotlight.

The CMAA is proud of its association with the ACE Awards and, with CMDA

Career Development sponsor company Lion Nathan (Tooheys), has been the major sponsor of the awards dinner in recent years.

CMAA Executive Officer Terry Condon recently announced that the Association has decided to step up its relationship by taking on the administration role for the ACE Awards event.

"The Club Industry is a much richer organisation for the role that live entertainment plays in providing such a vast and diverse array of entertainers and performers," Terry said. "It was a special aspect of the spectacular growth of the industry during the golden years of the 1960s, '70 and '80s and it lives on today with so many performers around Australia getting a start or building on their professional talents to bring world-class entertainment to clubs."

At its annual Conference and Hospitality Expo at Darling Harbour in 2008 and 2009, the CMAA provided a stand for the ACE Awards to showcase the entertainment industry to club managers, directors and industry trade executives. High-profile performer Peter Byrne and agent-performer Shayne O'Leary networked with the club executives at the Expos and were convinced the experience could only enhance relationship



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**"Clubs traditionally have been the testing ground for some of the finest performers in the world of entertainment ... at some stage, I think that every successful Australian act has played in a club somewhere ..."**



*Agent-performer Shayne O'Leary and Peter Byrne manned the ACE Awards stand at the CMAA Hospitality Expo at Darling Harbour.*



between performers and managers. The CMAA has agreed to provide administrative support for the next three years so the ACE can continue to recognise the achievements of club performers throughout Australia.

The CMAA met with the ACE Committee recently and it was agreed that the Awards format would change to a calendar year, rather than the previous financial year.

The 2010 Awards Dinner will be presented at Canterbury Hurlstone Park RSL Club on Wednesday, March 9, 2011.

These awards will be for achievements in the 2010 calendar year and not for a fiscal year as previously designated in the qualification process.

The ACE Awards was founded in 1998 when it was acknowledged that Club Industry entertainers were not being recognised by other entertainment awards.

Terry said the CMAA and ACE Awards

committee hoped this venture would encourage more clubs and their management to be involved in the nomination and voting process.

"The CMAA and ACE Awards Committee are very mindful of the support of the industry and club sponsors and will be working to expand this group," he said. "The ACE Awards would not have started - or had continued success - without the support of the entertainers and entertainment business organisations. We are confident this format and timeframe will have their continued support."

CMAA Federal President Bill Clegg said that since the ACE Awards were established, significant change has taken place in club entertainment and it was time to reflect those changes in the organisation and structure of these major awards.

"As the Awards are totally club-based, it is envisaged that the association with the CMAA will facilitate more involvement of registered clubs and their management in the nomination and voting procedures," Bill added. "Without the continued support of entertainers and entertainment business organisations the awards would have no base."

Peter Byrne and Australia's finest compere Paul Martell voiced their support for the change of format and CMAA support of the event. Paul is well known in club entertainment but also has been the man with the microphone at almost all of the CMAA's major events for decades.

"People in the industry love to be acknowledged for their work and their contribution to the ongoing success of the entertainment business," Paul



*PETER BYRNE's Neil Diamond tribute show is one of the most popular acts in Australian entertainment.*

said. "Clubs traditionally have been the testing ground for some of the finest performers in the world of entertainment ... at some stage, I think that every successful Australian act has played in a club somewhere."

Peter Byrne, whose Neil Diamond tribute show is one of the most popular and successful stage shows touring the country, said this new version of the ACE Awards was an important opportunity for young performers to participate.

"I want the younger performers to feel there's a place for them in the awards and this is a wonderful opportunity for them to get involved and get some recognition for their talent and hard work," Peter added.

Voting for the 2010 ACE Awards will open towards the end of 2010 in an online format. Visit the website - [www.aceawards.com.au](http://www.aceawards.com.au) - for more information.

*Brilliant young vocalist MARK VINCENT got his big break in club entertainment.*



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# OH&S compliance remains massive challenge for clubs

The responsibility to provide a safe and secure working environment is growing faster and bigger every day. Every business - regardless of size or type - is expected to comply with comprehensive OH&S regulations that reduce the risks to their employees. OH&S is a major component of any club's operations but is an area of management too often neglected, or not given enough prominence.

This may be due to a lack of resources, management expertise or gaps in the understanding of OH&S importance in compliance and workplace safety.

Harsh penalties on companies and onerous personal liability of directors and managers make it imperative to meet OH&S compliance standards for each business. A simple and effective OH&S system is essential, complying with it is even more essential. Being able to prove you have complied with it is vital.

The CMAA recognises that managers need the best tools and resources available to perform their duties at the most professional level in accordance with best practice and the law. The CMAA has entered into an alliance with Online Compliance Systems to offer its Online OHS product to assist all clubs. Affordable and easy to use, Racing NSW has implemented Online OHS at all tracks - large and small - across the state.

The CMAA encourages all managers to review the Online OHS system at [www.OnlineOHS.com.au](http://www.OnlineOHS.com.au)

CMAA Assistant Executive Officer Ralph Kober said the Online OHS system offered a comprehensive solution to a difficult problem for many clubs - delivering an affordable OHS system coupled with consulting and informed OHS guidance to help every step of the way. "When we met with the Online Compliance Systems team - Phil Bamford and Jake Farragher - and they walked us through the system, its simplicity of use and obvious benefits for club



The Online Compliance Systems team Phil Bamford and Jake Farragher.

managers, the Association decided to offer the system to our members," Ralph said. "For many clubs, particularly smaller businesses, OH&S is a compliance and governance challenge, but our work with Online OHS shows it will provide all of the processes and support managers will need to protect their staff, themselves and their clubs."

Phil and Jake draw on experience from all facets of OH&S and a diverse range of business skills, including high-level administration,

education, accounting and technology.

Phil and Jake were business counterparts before Jake's father, John Farragher, suggested his former boss, Penrith Panthers CEO and CMAA Hall of Fame member Roger Cowan might be able to offer some advice and direction for Jake's growing OH&S consultancy - Complete Compliance. "Roger is a remarkable businessman and I was sure he would be able to help Jake and advise how best to optimise his business plan," John said.

Roger investigated the OH&S business scene, looked at the impressive work that Phil was doing in putting together an online OH&S system in his business - Online OHS.

"The boys were working virtually side by side in their Bella Vista offices at Baulkham Hills ... both doing good work, very busy, but without a good business plan," Roger said. "When we sat down together and looked at what each was doing, there was an obvious synergy and way forward together."

The result is Online Compliance Systems.

The Online OHS software provides solutions for OH&S compliance based on a client's needs and budget. Options include using the simple, ready-to-go Online OHS database system, or getting one-on-one assistance from an Online OHS consultant.

The Online OHS System was first developed six years ago, Online OHS 4.0 was released on June 30, 2010, offering a comprehensive OH&S solution, delivering a unique, affordable system coupled with consulting and informed guidance to help clients every step of the way.

The CMAA's partnership with Online Compliance Systems kicks off this month. For more information on this efficient and effective way of managing the OH&S minefield, go to the CMAA website - [www.cmaa.asn.au](http://www.cmaa.asn.au) - phone 1800 266 753, email [info@onlinecompliance.com.au](mailto:info@onlinecompliance.com.au) or go to [www.OnlineOHS.com.au](http://www.OnlineOHS.com.au)

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# John's indomitable courage inspires Jake's ambition

It's not unusual for a father to inspire his children to pursue a life or work ambition.

Like lots of young people, Jake Farragher was inspired by his first grade football star dad, John.

Jake got as far as the Toyota Cup team with the Cronulla Sharks in the National Rugby League.

But Jake's inspiration didn't come specifically from John success on the football field, in fact he never saw John play a game. It came from his father's courage and dignity in the face of overwhelming adversity.

Just after kick-off, playing for his beloved Penrith Panthers against Newtown at Henson Park on May 28, 1978, John Farragher's life changed forever. A scrum collapsed on John and the big, powerful footballer has never walked again. His dream of moving from Gilgandra to the city to fulfil his football ambition ended in a tragic mishap. John has been confined to a wheelchair since that moment but his spirit and passion for life remains unbroken.

Jake, who still lives with his father a few hundred metres from Penrith Panthers Leagues Club, was born 10 years after John's injury and watched his father battle courageously through each day in his wheelchair.

While Jake played and loved his seasons of rugby league with his mates, it was the Panthers club's support for his father beyond his injury that inspired Jake to undertake studies in occupational health and safety. He worked as a labourer during his football and kayak training

years to build his body for a potential professional football career. But, as soon as he decided the game's top level was not for him, Jake turned to study and a career in OH&S.



*Jake and John Farragher with Roger Cowan.*

"Every day I experienced dad's world and understood very early on in life just how important it is for people to be supported once something significant changes their lives," Jake said. "The Panthers have been remarkable in supporting John, making it possible for him to work and wake up to a challenge, something enjoyable and worthwhile every day.

"My life with dad helped me choose to work in the OH&S field and I enjoy being able to help people - whether it's a business or an individual - with

the importance and corporate responsibility of ensuring all aspects of OH&S are covered."

John speaks with a father's pride as he talks about Jake's work and his company's new partnership with the CMAA in offering an online OH&S service to clubs around Australia.

"I'm a great believer in fate," John says. "A lot of things can happen to you in life. You could have a car accident, a motor bike accident, get involved in drugs ... almost anything can happen to anyone. I've been lucky to have such great support from the people here at Panthers and I'm an example of how important it is for people to have support and a worthwhile job that give you something to live for."

John smiles as he talks about the support and friendship in his life of former Penrith Panthers CEO Roger Cowan. "Roger is a remarkable man who has played a significant role in my life beyond my accident," John says. "I would trust him with anything and appreciate what he has done for me here at the club."

John suggested to Jake that Roger was the man to run a ruler over his business plan and advise him on where to go next. Roger took a look and eventually put Jake and his business partner Phil Bamford in the same room to discuss their options. They combined their businesses last year to form Online Compliance Systems which has made impressive strides with the Online OHS product. Every racetrack in NSW uses the online system to take care of OH&S processes.

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# Wilkie's gamble set to backfire on clubs, jobs, communities

"This is a good afternoon for me and a great afternoon for Australia." The words of Tasmanian independent MP Andrew Wilkie on September 2, admitting he took a big gamble by declaring his early support for Labor in the power play following the 2010 Federal Election.

It has also proved to be a big gamble for the Club Industry in Australia with Mr Wilkie's support for Prime Minister Julia Gillard and the Australina Labor Party hinging on two key issues - funding for the Royal Hobart Hospital and new gambling restrictions on poker machines across Australia.

Mr Wilkie said he had a commitment in writing from Ms Gillard that she would ask state governments to adjust their gaming laws to make the changes. "If states did not agree, she would look for a legislative way to force them through," Mr Wilkie said. "This is unprecedented in this country."

The Member for Denison's vote - along with the support of NSW independent MPs Tony Windsor and Rob Oakeshott - was enough to prompt Prime Minister Gillard to dump her party's pre-election commitment to the Club Industry on recommendations stemming from the Productivity Commission's Inquiry Into Gambling In Australia.

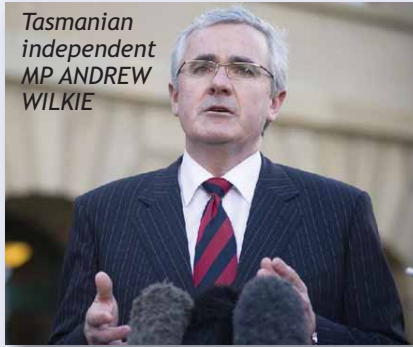
It was an inquiry that moved from updating important relevant national gambling data to a problem gambling crusade and poker machine witch-hunt. The Commission recommended an easing of legislative restriction on the unrestricted and unlegislated online gambling business.

Federal and State governments had committed to certain aspects of the Commission's Final Report, but Mr Wilkie's vote and associated insistence on a return to the Commission's agenda, prompted Ms Gillard to turn her back on her written commitment to the Club Industry in the Labor Party's quest for the critical 76th House of Representatives vote that would restore the Government to power for another three years.

Mr Wilkie's unprecedented power and position was delivered on less than 18,000 votes.

The former intelligence officer turned whistleblower got \$340 million out

*Tasmanian independent MP ANDREW WILKIE*



of the Government to rebuild Royal Hobart Hospital and extracted tough new anti-gambling measures, including an agenda to deliver pre-commitment technology in all poker machines and a \$250 per day limit on cash withdrawals from ATMs in clubs and hotels.

Ms Gillard promised to introduce mandatory pre-commitment technology by 2014.

None of these new problem gambling measures will apply to Australia's casinos.

Mr Wilkie said he was still coming to terms with the importance of the role he now had, after grabbing what was considered a safe Labor seat. "It is obviously a seismic shift in Tasmanian politics and I am well aware that I have been elected on a platform of equity for southern Tasmania and for Denison," he said.

The Club Industry responded swiftly and angrily to the machinations between the Gillard Government and the independents - particularly Mr Wilkie's position.

Clubs Australia has expressed the industry's strong opposition to these policies to senior government officials and has sought confirmation of the Federal Liberal-National Coalition's position on gambling policy.

Clubs Australia stated that a decision to legislate mandatory pre-commitment technology and severely cap ATM withdrawals was totally unacceptable as both measures were unproven as a means of assisting problem gamblers and uncoded in terms of implementation and revenue lost to not-for-profit clubs.

In the first week of the election campaign, Clubs Australia wrote to Prime Minister Gillard and Coalition Leader Tony Abbott seeking their party position on key the Club Industry issues of taxation and problem gambling, which have received significant attention due to the Productivity Commission's inquiry and the Henry Review of Taxation. The industry received a bipartisan response in recognising the important economic and social role of clubs. Also, the major parties committed to adopting a similar approach to developing gambling policy in Government.

Long-time anti-pokies campaigner South Australian Senator Nick Xenophon said the announcement of the agreement was a "historic day". Senator Xenophon was one of the people who counselled Mr Wilkie during his power-broking negotiations with the ALP.

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## Wilkie's Windfall

- \$100 million to build a new women's and children's wing at the Royal Hobart Hospital starting this year
- \$240 million to help rebuild the Royal Hobart Hospital on its existing site, including the cost of relocating Hobart Private Hospital
- All poker machines in Australia to have technology that requires gamblers to identify themselves and gambling levels to be monitored
- A \$250-a-day withdrawal limit on ATMs near poker machines - except in casinos
- Independent inquiry into the social and financial impact of problem gambling
- A Federal Parliamentary Select Committee to look at other gambling reforms
- Legislation passed by July to protect whistleblowers



# Industry reacts angrily to ambush

The Club Industry and club managers have hit out at new hard-line restrictions on poker machines aimed at saving chronic gamblers from themselves.

Andrew Wilkie's deal with Labor will introduce a raft of tough new measures, including limiting withdrawals from club ATMs to \$250 a day and new "smartcard" pre-commitment technology that restricts the amount punters can gamble.

Clubs Australia has slammed the move, saying Prime Minister Julia Gillard had broken a written promise to 4,000 clubs that she would consult them before making any changes to poker machine laws.

Clubs Australia Executive Director Anthony Ball said the industry was fully supportive of harm-minimisation measures that are tested, proven and don't punish responsible gamblers. "At a time when crucial discussions were occurring regarding who should be Australia's next Prime Minister, Andrew Wilkie was telling our leaders that a person could lose \$15,000 in one hour on one machine," Mr Ball said. "The Productivity Commission stated that the most a person could lose in an hour is \$1,200 - even this requires they bet the maximum \$10 each time, that they play a new game every three seconds and never win a dollar. It's clear that Mr Wilkie hadn't bothered to read the most exhaustive report

on problem gambling in Australian history."

In his "Executive Perspective" column (P10) in the edition of CMA Magazine, CMAA Federal Vice President and Castle Hill RSL Group General Manager David O'Neil, ACCM, said ... "A promise, a commitment, a politician's word - in this case our Prime Minister - suddenly means little, or nothing. A matter that was not an issue for any party quickly became a national focus - and the key to power. With a quick meeting and a list of demands, the future of 4,000 clubs and 80,000 employees - and the communities they support socially and financially - were changed, possibly forever."

CMAA Executive Officer Terry Condon, CCM, said the Club Industry's position has always been for voluntary pre-commitment, so that people have the choice. "Compulsory pre-commitment will absolutely decimate the Club Industry and that's why we're jumping up and down about the agreement that Gillard has signed with Wilkie. This is not about problem gambling, it's about anti-gambling. Their focus is to stop gambling completely."

Griffith Ex-Servicemen's Club



Griffith Ex-Servicemen's Club  
CEO and CMAA Riverina Murray  
Zone President GUS LICO



Clubs Australia  
Executive Director  
ANTHONY BALL

and CMAA Riverina Murray Zone President Gus Lico, who oversees more than 180 machines at two clubs in the Riverina capital, said the new approach was an "attack on personal freedoms" and would seriously hurt the not-for-profit clubs. "People should be able to control their own destiny. There's no difference between

someone problem gambling then there is someone problem shopping," he said. "Where do you stop putting restrictions on people? In the end, it comes down to personal responsibility. We [clubs] don't go out to get individuals to spend money on pokies. They are there for everyone and it's a form of entertainment and it's up to gamblers to control what they do." Mr Lico said there were already strict measures in place to monitor and control problem gamblers in local clubs.

Hexham Bowling Club CEO, CMAA members and ClubsNSW state councillor for Newcastle and Hunter Valley Jon Chin says that Labor's punt on Andrew Wilkie is a poke in the eye for the Club Industry. "The Government and the Coalition are well aware that the rate of problem gambling in Australia has been halved over the past decade and stands at less than 0.5% of all adults," he wrote in a newspaper article. "This success obviously doesn't sit well with the political ambitions of the anti-gambling lobby and, sadly, is never acknowledged."



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# Our political playmakers spin the wheel on pre-

The 2010 Federal Election has unearthed yet another political crisis that encompasses the hospitality industry and clubs in particular. Recently elected Tasmanian independent MP ANDREW WILKIE has delivered a minority Government to the Labor Party by extracting several key commitments from Prime Minister JULIA GILLARD. Desperate to cling to power, Ms Gillard and the ALP has bowed to Mr Wilkie's demands on problem gambling measures including pre-commitment technology and ATM withdrawals in club being limited to \$250 daily. The Victoria Government has been working towards its own pre-commitment policy and technology. KATIE CINCOTTA examines the impact and consequences for gamblers and the Club Industry ...

Installing pre-commitment technology on poker machines has been on Government agendas for several years, but it took a hung Parliament as a result of the August 21 Federal Election to put it squarely in political sights.

Tasmanian independent MP Andrew Wilkie swung his balance of power in favour of Labor rule under Julia Gillard - but not without a pact on poker machines. Mr Wilkie's agreement with Ms Gillard requires the Government to commit



Prime Minister JULIA GILLARD

to "implementing a best practice full pre-commitment scheme" consistent

## CMAA Diary - 2010 Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone
<b>OCTOBER</b>				
Monday	04/10/2010		Labor Day Public Holiday	Labor Day Public Holiday
Sat - Tuesday	09-12/10/2010		Gold Coast Convention Centre	ClubsNSW Annual Conference
Tues - Wed	19-20/10/2010		SCU Tweed Heads Campus	Corporate Governance Cohort 3 - Day 1 & 2
Sunday - Wed	24-27/10/2010		Grand Hyatt Hotel, Melbourne	RSL & Services Clubs Assn Annual Conference
Thursday	28/10/2010	09:30	Auburn	CMAA Executive Meeting
Friday	29/10/2010	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM
<b>NOVEMBER</b>				
Thurs - Sunday	04-07/11/2010		Sheraton Mirage, Gold Coast	Leagues Club Association Annual Conference
Friday	05/11/2010	10:00	Foster's Brewhouse, Abbotsford	Victoria Zone Meeting & Workshops
Friday	05/11/2010	10:00	Kedron Wavell Services Club	Brisbane Zone Meeting & Qld Bursaries
Tues - Thursday	15-17/11/2010		Las Vegas Convention Centre	Global Gaming Expo - G2E
Tues - Wed	16-17/11/2010		SCU Tweed Heads Campus	Corporate Governance Cohort 3 - Day 3 & 4
Thursday	18/11/2010	11:00	Coffs Harbour Turf Club	Mid North Coast Zone Meeting
Friday	19/11/2010	11:00	Weston Creek Labor Club, Sterling	ACT Zone Meeting & Bowls Day
Wednesday	24/11/2010	11:00	Swansea RSL Club	Hunter Zone Meeting & Xmas Luncheon
Friday	26/11/2010	09:00	Brighton Le Sands	CMAA Executive Meeting
Friday	26/11/2010	10:30	Brighton Le Sands	CMAA Federal Council Meeting
Friday	26/11/2010	12:00	Brighton Le Sands	CMAA Sponsors Luncheon
Monday	29/11/2010	11:00	Sydney Rowers Club	Inner West Zone AGM & Xmas Luncheon
Tuesday	30/11/2010	11:00	Matraville RSL Club	City Eastern Suburbs Zone Meeting & Xmas Luncheon
<b>DECEMBER</b>				
Wednesday	01/12/2010	10:00	Castle Hill RSL Club	Manly Northern Suburbs Zone Xmas Meeting
Friday	03/12/2010	11:00	Doyalson RSL Club	Central Coast Zone AGM & Xmas Luncheon
Friday	03/12/2010	12:00	Collegians, Balgownie	Illawarra Shoalhaven Zone Xmas Luncheon
Tuesday	07/12/2010	11:00	St George Motor Boat Club	St George Cronulla Zone Meeting & Xmas Luncheon
Tuesday	07/12/2010	11:00	Maroochy RSL Club	Sunshine Coast Zone Xmas Meeting
Tues - Wed	07-08/12/2010	09:30	Tamworth Diggers Club	North West State Zone Meeting & Xmas Dinner
Tues - Wed	07-08/12/2010	09:00	Highlands Golf Club	Far South Coast Zone Meeting & Xmas Dinner
Wednesday	08/12/2010	10:00	Gloucester Soldiers Club	Great Lakes Zone Meeting & Charity Golf Day
Wednesday	08/12/2010	09:30	Yamba Bowling Club	Far North Coast Zone Meeting
Thursday	09/12/2010	12:00	Smithfield RSL Club	Nepean Zone Xmas Luncheon
Friday	10/12/2010	12:00	Club Helensvale	Brisbane-Gold Coast Zone Xmas Luncheon
Thursday	16/12/2010	09:30	Auburn	CMAA Executive Meeting



# -commitment

with the recommendations of the Australian Productivity Commission's Report Into Gambling In Australia, that recommends a system where players could volunteer to set themselves spending limits.

Club Managers Association Australia Executive Officer Terry Condon, CCM, says one of the most critical elements of the pre-commitment system is whether the technology imposed is voluntary or mandatory for the player.

Mr Condon says even in the best-case scenario, compulsory pre-commitment is likely to swipe 20% off the playing deck.

"Our position has always been for voluntary pre-commitment - so that people have the choice," Mr Condon added. "Compulsory pre-commitment will absolutely decimate the Club Industry. That's why we're jumping up and down about the agreement that Gillard has signed with Wilkie."

The Member for Denison also demanded ATMs in gaming venues have a maximum withdrawal limit of \$250 - a measure that excludes casinos - and that the Government establishes a Select Committee on Gambling that would include anti-pokies advocates including Mr Wilkie and South Australian independent Senator Nick Xenophon.

The CMAA's position is that those measures will do little to impact on problem gamblers, who now make up less than 0.5% of the population.

"Take the ATMs out of clubs and pubs and problem gamblers will simply find a way around that," Mr Condon says. "And, why is it that casinos are always excluded? There are more problem gamblers in casinos than in any club or pub in the country."

Mr Wilkie's deal is set to commence in 2012, with the full scheme taking effect in 2014 - a staged release that's also in line with the Victoria Government's intentions to make a pre-commitment regime mandatory for all "next generation" gaming machines from 2010 - and in all gaming machines from 2013.

The Victoria Government has outlined its preferences and a suggested timeline in its 62-page Pre-Commitment Consultation Paper that called for industry submissions by September 20.

**"This is not about problem gambling... it is about anti-gambling. Their focus is to stop gambling completely." - CMAA Executive Officer TERRY CONDON, CCM**



*CMAA Executive Officer TERRY CONDON*

Its intentions, as outlined to Parliament, are: "to link all gaming machines in the state so that once a limit has been reached, the player will be prevented from playing any gaming machine for a break-in-play period." This system would take effect from 2015.

Without server-based gaming, which connects all machines to a central server, pre-commitment can't keep players in check. Once they've reached their prescribed limits, there's nothing to stop them from simply jumping onto another machine.

Of course, one of the main barriers to the proposed server-based gaming system is cost, with gaming manufacturers estimating it would require hundreds of millions of dollars to make the hi-tech transition.

The Government is fully aware of the financial impediments, citing in its paper that: "it will be conditional on the cost of implementation not being prohibitive to individual venues."

Terry Condon is adamant this latest round of anti-gambling measures won't help gambling addicts and will only serve to further alienate recreational gamblers.

"This is not about problem gambling... it is about anti-gambling," Mr Condon said. "Their focus is to stop gambling completely.

"The problem gambler won't be affected ... it will be the recreational player who will say: 'Why should I

have to pre-commit to \$20 or \$100? I want to make my own choices. I don't want someone telling me what to do' ... and they probably won't bother gambling at all."

He says that in the past two decades, the hospitality industry has worked hard to bring the problem gambling rate down from around 3.2% to less than 0.5%, which in Victoria amounts to 28,745 adults.

"We've worked hard to bring that figure down," Mr Condon says. "And to see Wilkie on the 7.30 Report saying that he realised 18 months ago that we had a problem, it shows he's got no credibility whatsoever."

The CMAA supports the Gaming Technologies Association (GTA) submission to the Victorian Government's Pre-Commitment Consultation Paper that recommends ... "Phase 1 should be that players should voluntarily pre-commit and changes should be implemented within each machine's software and, as this is a relatively untested measure, the Government should evaluate whether this measure has met its objectives and not have unintended consequences before making further changes. The CMAA has always supported evidence-based gaming reforms that assist the small minority of people that have a problem with gambling and considers the needs of the recreational gamblers who do not have a problem with gambling and play gaming machines responsibly."

Introducing compulsory pre-commitment technology without researching its effectiveness would simply be reckless, Mr Condon added.

"No matter what, you'll always have a percentage of people with problems and addiction," he said. "You'll never completely rid that from society but we've worked very hard with state Governments over many years to see problem gambling numbers significantly reduced where other forms of addiction have steadily increased. But you can't just go along with ad-hoc ideas that have not been fully tested that risk decimating the whole hospitality industry."

# Summit recipe serves up feast of innovation,

The CLUBS EAT+DRINK+ENTERTAIN annual Food & Beverage Management Summit has become much more than an education course for club catering staff. The F&B Summit now is established as the Club Industry's premier event for catering and events professionals to gather, network, exchange ideas and opinions while learning from the F&B's most experienced and respected presenters. The 2010 Summit at Bankstown Sports Club on September 8 and 9 again attracted the best and brightest in hospitality and clubs. Summit Co-ordinators KEN BURGIN from Profitable Hospitality and CMAA Assistant Executive Officer RALPH KOBER provided a challenging and innovative agenda that again attracted food professionals from around Australia ...

In Year 3 of this very popular event, it's as big and bright as ever - a combination of inspiration, practical advice and inside information using a "sure-fire" formula.

First, find the best experts and club operators, then focus them on the hot issues faced by clubs around the country. Bring them together with club managers and chefs in a smart venue where we can all listen, talk, compare ideas and find inspiration - you've got the 2010 Club Food & Beverage Management Summit.

Catering legend Tom Rutherford opened the Summit with his presentation on "Trends You Can Use", a great survey of food and service directions from Australia and overseas. Moving through his recent trips to China, France and England, and drawing on many years as a caterer in Sydney, Tom had all delegates thinking well beyond the usual pattern of "catch up" - what other clubs are doing - or trying to imitate the latest restaurant and bar trends.

Next up was the inside information on one of Sydney's best clubs - Dee Why RSL Club. Food & Beverage Manager Peter O'Brien is the guiding light behind this club's great food, bar and function facilities. Delegates heard about how the concepts have been developed, plans for the future and how they have risen above the traditional RSL club image to become the most successful catering facility on the northern beaches. As always, there were plenty of questions and lots of conversation with Peter during the break - networking is always a highlight at these events.



After two speakers to warm up the crowd - and great beverages from F&B Summit and CMAA National Bursary Program sponsors Global Coffee Solutions - there were three training Master Class options ...

- Bill Shirley revealed the inside tips on "Fast Beverage Training", supported by the excellent range from sponsor Casella Wines. Who can forget walking into a room with dozens of wine glasses poured and ready to taste.
- David Vokes, from Rohrig Hospitality - a CMDA Career Development sponsor company - delivered the low-down on "Kitchen & Bar Design Essentials", vividly explaining how to improve the layout, equipment selection and design in club food and beverage operations. The Rohrig Group's method of constructing full-scale foam mock-ups of new facilities has proven effective and popular for clubs undertaking major renovations.
- Solicitor Tony Johnston from Eastern Lawyers - another CMDA Career Development Sponsor organisation - brought humour and a very serious message to his session, "Danger Alert: Managing Duty of Care in Food & Beverage".

All sessions received positive and supportive feedback ... some people even suggested that the legal session should go on all day.

One of the Summit highlights is the Bankstown Sports Club food. Events Manager Dianne Lancaster and Executive





# networking and ideas

Chef Helmut Gundendorfer again rose to the occasion with themed lunches for both days ...

- “Light & Delicious” on Day 1
- “Italian With A Twist” for Day 2.

Cameras were snapping for not just the food but also the platters, food stands and service ideas.

After lunch, delegates were privileged to hear from one of Australia’s leading consultants, Tim Smallwood, from FCA Foodservice Consultants in Melbourne. His thought-provoking presentation, *“Cost Cutter: How to Reduce Energy Use & Improve Sustainability in the Kitchen”* focused on practical strategies for cutting water, power, heat and chemical use in modern catering. Clubs invest big dollars in kitchen renovations, and Tim suggested that smart fit-outs now look to beer-cooling technology for more-efficient kitchen refrigeration, and variable-speed kitchen exhausts, that otherwise suck up to 70% of a kitchen’s power usage.

Day 1 closed with *“Creating Success In Your Club Café”*, featuring two very different speakers - Paul DiMattina, a former AFL footballer and a partner in Melbourne’s well-known DiMattina Restaurant Group; and Michael Foulkes, the F&B Manager at Cabra Vale Diggers Club. Both professionals showed how success comes from orchestrating space, equipment and good concepts to grow sales and popularity.

After this informative session, it was “happy hour” with the range of great wine and bubbles from Casella Wines. Many delegates staying at Bankstown had dinner at Platform One, the club’s impressive fine-dining restaurant.

If Day 1 started with a room full of expectation, then Day 2 of any conference can deliver a few sore heads to the opening session. With this in mind, Angela Vithoulkas, of the Vivo Café Group, inspired delegates with her success story and tips for *“Creating Success In Your Club’s Cafe”*. Combining great food, fast service, excellent coffee and smart technology, the Vivo Group has built one of the city’s leading cafes.

Further north, Anne Stovin, the CEO at Currumbin RSL Club and Christine Haynes, the Marketing Manager at Diggers @ the Entrance have been modernising their clubs and working hard to attract and satisfy a wider demographic in their areas. In the day’s second session, *“Local Heroes: Building Fame And Popularity”*, they



showed that it’s not just about spending on equipment and furniture. Planning, strategy and a close eye on the local population are essential for successful execution.

Day 2 Master Class sessions continued on the same formula as Day 1 with participants choosing from three workshop options.

- The session on *“Taking The Knife To Food Costs”*, presented by Kim Chilcott and Gary Burgoyne from Twin Towns Services Club was almost standing room only, with some people backing up to attend both sessions. Their very different approach to cost control had many people furiously taking notes and asking questions.
- The other session focused on *“Repair & Maintenance Planning For Commercial Kitchens”*, presented by Geoff Hunter, of Hobart Foodservice, with the inside story of a great regional success story - Phillip Island RSL Club in Victoria, presented by Operations Manager Tony Moxey and Executive Chef James Gross with Ken Burgin.

To close the F&B event, Jason Fullerton, from the Barrington Group, sobered up the audience with his presentation on *“Controlling Fraud In Food & Beverage”*. Jason’s career as both a detective and a security consultant gave delegates plenty of food for thought and more than a few “ouch” moments before we headed back to the “real world” of clubs, kitchens and bars.

“Comments from many of the delegates were overwhelmingly positive and again thanks to all who took the time to support this first-class hospitality event,” Ralph said.

“Ken and I look forward to presenting the next Event & Function Management Summit in May next year.”



# Take a tip from Colleen at the footy

There's only one thing that could have made Colleen Inskip's NRL grand final experience more exciting - watching her favourite Penrith Panthers do a lap of honour with the premiership trophy. But Colleen is still celebrating her win in the CMAA's inaugural NRL footy tipping competition. The Wangi Workers Club Assistant Manager topped the online tipping contest with 123 points.

That was one win ahead of former Carnarvon Golf Club General Manager Trevor Porter, who now works with CMDA Career Development Sponsor company Rohrig Hospitality.

CMAA Federal Councillor and St George Cronulla Zone President Ian Todd was third with 121 points, two points clear of CMAA Federal Secretary Allan Peter.

Colleen had led the competition since round 7 and hung on in the closing weeks to take the first prize package of two tickets to the 2010 NRL Grand Final at ANZ Stadium on October 3, two nights accommodation with



*CMAA Footy Tipping Competition winner Colleen Inskip with her son Sean enjoying a Penrith Panthers game at CUA Stadium.*

"Seduction Package" in a spa suite at the five-star Pullman Hotel at Sydney Olympic Park with room service breakfast, \$100 dinner voucher, bottle of French champagne, chocolate-dipped strawberries, spa foam gels, 30-minute massage for two people and late check out on grand final day.

"I think we will need the late checkout

after a weekend like that," Colleen said of her prize package. "It will be so exciting ... I can't wait. I just wish the Panthers had been there."

Colleen's Panthers bowed out to the Sydney Roosters at CUA Stadium in Penrith on September 18 but she says she didn't pick the Panthers every week during the season.

"Most of the time, I just went with my gut feeling about some of the games ... I didn't follow the form, the injuries or the changes ... you really don't need to know a lot about the teams to pick the winners," Colleen said with a chuckle.

Despite a self-professed lack of "science" in Colleen's success, it's not her first footy tipping competition. She outpointed the boys at her husband Peter's watering hole a few years back.

A CMAA member, Colleen has worked at Wangi Workers for 23 years, starting in the bar, then moving to the office before the management opportunity came her way.

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## CMAA National Bursary Program 2011\*



\* Bursary applications are judged in November each year. The program title reflects the year in which the awards are actually taken up and presented, in this instance 2011, at the next CMAA Annual Conference in March 2011. Bursary winners are required under the Rules & Conditions of the Bursary Awards 2011 Program to take up their bursary at the time and to the destination stipulated within the bursary, and to be financial members of the CMAA at the time of taking up their bursary.

### Gaming Bursary

#### PETER CLAREBROUGH MEMORIAL GAMING BURSARY\*

*Ideal for CEO's, Asst. Mgrs, Operations & Gaming Managers*

**TWO (2)** bursaries to attend the **Global Gaming Congress in Las Vegas**, tours of IGT's Reno plant/facilities, casino tours and 1 week of paid tuition with the **University of Las Vegas** in November 2011. Includes all travel (economy class), twin share accommodation, conference registration, and paid tuition at UNLV. Includes US \$1,000 in spending money.

**ACTIVITY** A minimum of 40 industry activity points required within the last 12 months.

*\*Recipients of an overseas tour award in the last 3 years (2008-2010) at any CMAA level are ineligible as are previous winners of this bursary*

### Club Management Bursary

*Ideal for All Levels of Managers including CEOs, Asst. Mgrs, HR, Ops, F&B, Marketing, Gaming, Duty Managers, Departmental Managers and other management roles*

#### ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY\*

**TEN (10)** bursaries for a study tour to the **Hong Kong CMAA Club Manager's Conference & Food & Hotel Asia Expo** in Hong Kong AND three day casino tour of **Macau, China** 7 -14 May 2011. Includes travel (economy class), twin share accommodation, conference registration costs, hospitality dinner and shows. Includes US \$500 in spending money.

**ACTIVITY** A minimum of 30 industry activity points required within the last 12 months

*\*Recipients of an overseas tour award in the last 3 years (2008-2010) at any CMAA level are ineligible.*

### CMAA Divisional Zone Bursary

Members of each CMAA Divisional Zone can apply for one of the Asian Club Management Conference & Expo Bursaries offered in their Division. Applicants must ensure they make CLEAR in their application which Divisional Bursary they are applying for.

#### ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY\*

**EIGHT (8)** bursaries for all levels of management for a study tour to the **Hong Kong CMAA Club Manager's Conference & Food & Hotel Asia Expo** in Hong Kong AND three day casino tour of **Macau, China** 7 -14 May 2011. Includes travel (economy class), twin share accommodation, conference registration costs, hospitality dinner and shows. Includes US \$500 in spending money.

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

**ACTIVITY** A minimum of 30 industry activity points required within the last 12 months

*\*Recipients of an overseas tour award in the last 3 years (2008-2010) at any CMAA level are ineligible.*

### Food & Beverage Bursary

*Ideal for CEO's, Operations, F&B, Catering & Function Managers, & Chefs*

#### MELBOURNE RESTAURANT STUDY TOUR BURSARY\*

**TWO (2)** bursaries for a fully hosted four day tour of Melbourne's best restaurants & food operations Thursday 10th March - Sunday 13th March 2011. Includes return airfares, 3 night- single accommodation, educational content, tours, & full meals.

**ACTIVITY** A minimum of 20 industry activity points required within the last 12 months.

*\*Previous winners of this award in the last 3 years (2008-2010) are ineligible to apply.*

## Southern Cross University Bursary

*Ideal for All Levels of Managers including CEOs, Asst. Mgrs, HR, Ops, F&B, Marketing, Gaming, Duty Managers, Departmental Managers and other management roles*

### BACHELOR OF BUSINESS IN CLUB & GAMING MANAGEMENT BURSARY\*

**TWO (2)** bursaries to the value of \$3,000 each to undertake studies in the Southern Cross University Bachelor of Business in Club & Gaming Management degree.

**ACTIVITY** A minimum of 20 industry activity points required within the last 12 months.

*\*Previous winners of this award in the last 3 years (2008-2010) are ineligible to apply.*

## Leadership Bursary

*Ideal for All Levels of Managers including CEOs, Asst. Mgrs, HR, Ops, F&B, Marketing, Gaming, Duty Managers, Departmental Managers and other management roles*

### CMAA VISIONARY LEADERSHIP PROGRAM BURSARY\*

**TWO (2)** bursaries to attend the CMAA's Executive Leadership Development Program presented by Values exponent Karynne Courts. This four day program includes travel, accommodation, meals and registration fees.

**ACTIVITY** A minimum of 20 points industry activity points within the last 12 months.

*\*Previous winners of this award in the last 3 years (2008-2010) are ineligible to apply.*

## Conference Bursary

*Ideal for All Levels of Managers including CEOs, Asst. Mgrs, HR, Ops, F&B, Marketing, Gaming, Duty Managers, Departmental Managers and other management roles*

### CMAA MID YEAR EXECUTIVE LEADERSHIP CONFERENCE BURSARY\*

**TWO (2)** bursaries to attend the CMAA Mid Year Executive Leadership Conference at Conrad Jupiter's, Gold Coast in July 2011. Includes travel, accommodation, conference registration, and \$500 spending money.

**ACTIVITY** A minimum of 20 industry activity points required within the last 12 months.

*\*Previous winners of this award in the last 3 years (2008-2010) are ineligible to apply.*

## Education Bursary

*Ideal for Duty & Trainee Managers and other management roles*

### PROFESSIONAL DEVELOPMENT EDUCATION BURSARY\*

**TWO (2)** bursaries valued at \$2,000 each to attend CMDA courses, seminars or conferences offered across Australia. Bursary covers registration fees only however regional bursary winners can use part of their bursary money allocation towards travel and accommodation in attending CMDA courses, seminars or conferences outside their local zone.

**ACTIVITY** A minimum of 10 industry activity points required within the last 12 months.

*\*Previous winners of this award in the last 3 years (2008-2010) are ineligible to apply.*

### Bursaries offered by CMDA Bursary Sponsors





## CMAA National Bursary Program 2011.

### Submitting your Application

\*\*\*Applications for bursaries **are to be submitted no later than Friday 5 NOVEMBER 2010**\*\*\*

Applications should be marked: **Private and Confidential** and forwarded to:

C/O The Education Manager, CMDA Board of Management Studies,

Club Managers Association Australia

PO Box 845, AUBURN 1835 NSW

Telephone: (02) 9643 2300 Facsimile: (02) 9643 2400 Email: [ralph@cmaa.asn.au](mailto:ralph@cmaa.asn.au)

Winners are required under the Rules & Conditions of the Bursary Awards 2011 Program to take up their bursary at the time and to the destination stipulated within the bursary and to be financial members of the CMAA at the time of taking up the bursary. Applicants must meet the eligibility criteria and complete the application requirements.

### Rules and Conditions

An independent Selection Panel will assess an application on the basis of how successfully it meets the application criteria. The selection of award winners will be based on the merit of the application. The decision of the Selection Panel will be final and NO further correspondence or communication will be entered into. The awards are **NOT** transferable. The CMDA Board of Management Studies reserves the right to cancel or re-issue any bursary that cannot be undertaken by an award recipient. Other conditions may apply. Contact the CMDA for further clarification on any of these matters on (02) 9643 2300. Details of bursaries are accurate at the time of printing, but may change without notice.

Successful applicants are required to be present for the Award Ceremony at Darling Harbour during the CMAA Annual Conference in March 2011.

### Application Criteria

For current CMAA financial members only who have been a financial member since 1 September 2009.

Applicants can apply for a maximum of two (2) awards of which only one (1) can be an Overseas Bursary.

**Provide the following information in this sequence**

Note that applications will be deemed incomplete if any of the criteria are not addressed as required.\*

\*Refer to the Sample Bursary Application Layout

#### CRITERIA - SECTION 1 - NOMINATION

**Include** a letter from your General Manager / Secretary Manager or President indicating that the information submitted is correct. The letter should also indicate the level of support undertaken by the club i.e. that **the club will assist you** initially as an award winner **with the financial costs and time from work to attend the CMAA Annual Conference Award Presentation Ceremony at Darling Harbour in March 2011 to receive the award**, and importantly with the financial support and time from your workplace to undertake the bursary.

#### CRITERIA - SECTION 2 - APPLICATION STATEMENT

##### Overseas Bursaries

1. Applicants can apply for **1 overseas bursary** only
2. A **separate application statement** must accompany any overseas bursary applied for (clearly identify the Bursary)
3. **Describe** in up to 500 words:
  - i) How winning the bursary will assist you and your role within the club; and
  - ii) The implications of your winning the bursary to your club operation and its future.

##### Non Overseas Bursaries

1. If you are applying for more than **1 non-overseas bursary**, indicate your bursary order of preference on your non-overseas bursary application statement
2. You can use the same application statement for more than **1 non-overseas bursary** applied for.
3. **Describe** in up to 500 words:
  - i) How winning the bursary will assist you and your role within the club; and
  - ii) The implications of your winning the bursary to your club operation and its future.

#### CRITERIA - SECTION 3 - EMPLOYMENT

1. **Describe** briefly your current role and attach your job description to all applications. List in chronological order from present to past your employment history - include titles, name of clubs, positions, levels, tenure, dot point summary of your duties and responsibilities; and
2. **Insert** a current organisation chart of your club's management structure and **highlight your position** on it.

#### CRITERIA - SECTION 4 - INDUSTRY and EDUCATION ACTIVITY

**List and provide evidence** of your professional development activities over the last three years with regard to:

1. Industry activities - e.g. conferences, seminars, CMAA meetings, industry consultation meetings; and
2. Education activities - e.g. attendance on CMAA approved accredited and non-accredited courses.

## CMAA National Bursary Program 2011.

### Sample Bursary Application Layout

In order for you to submit a complete application that meets all the CMAA 2011 Bursary Awards criteria, you are encouraged to format your application similar to the layout summarised below.

**Note that each Criteria - Section should be addressed on a separate page.**

#### REFER TO THE FULL APPLICATION CRITERIA

Note: You Can Apply for a **Maximum of TWO** Bursaries only.

If you are applying for an Overseas Study Bursary as well as a Non Overseas Bursary you will need to write and submit **a separate** application statement to support each application.

Page 1	Page 2	Page 3	Page 4
NOMINATION	APPLICATION STATEMENT	EMPLOYMENT	INDUSTRY & EDUCATION ACTIVITY
<p>Ensure that you have, on club letterhead, a signed statement from your General Manager or President verifying the information within your application is correct.</p> <p>Ensure that the letter has clearly highlighted the level of support* your club will provide you as an award winner as per the full nomination criteria.</p>	<p><b>NON OVERSEAS BURSARIES:</b> Rank in order of preference the awards you want to apply for if you are applying for two non overseas bursaries e.g.:</p> <ol style="list-style-type: none"> <li>1. Professional Development Education Bursary.</li> <li>2. Visionary Leadership Bursary.</li> </ol> <p><b>OVERSEAS BURSARIES:</b> You must submit a separate application statement supporting your application for the overseas bursary. Remember you can only apply for one overseas bursary. Any application statement you submit must meet the following criteria: Describe, in no more than 500 words, how winning the bursary will assist you and your role within the club <b>AND</b> be <b>specific*</b> as to what are the implications i.e. the results of your winning a bursary to your club's operations and it's future.</p>	<p>Describe your current role briefly and verify it by supplying your job description. If you do not have a formal job description to hand you will be required to create one.</p> <p>List, underneath your description of your current job role, in order from present to past, your employment history as per the full employment criteria.</p> <p>Attach your club's current management or organisational chart structure and ensure you highlight with a marker pen <b>YOUR</b> position within that Management structure.*</p>	<p>Create two headings; one: <b>'Industry Activities'</b> the other: <b>'Education Activities'</b>.</p> <p>Under each heading list your attendance at these activities. Ensure you include dates, activity descriptor, and provider name. List the activities in order, most recent to past.</p> <p>Examples of 'Industry Activities'* include CMAA Zone meetings, industry consultation meetings, CMAA office bearer e.g. Zone President &amp; Zone Education Officer. Examples of 'Education Activities'* include training with CMAA or other accredited providers such as TAFE, attendance at industry conferences, seminars and workshops.</p>
<p><b>*TIP - make sure the level of support is clearly defined otherwise you could find that you may not be able to take up the award without the club's support, financially or otherwise.</b></p>	<p><b>*TIP - be very specific in your explanation.</b></p>	<p><b>*TIP - you <u>can</u> draw your management structure if you do not have access to a computer generated organisation chart.</b></p>	<p><b>*TIP - to work out your Industry/Education activity points for eligibility for any of bursaries; refer to page 3 of the CMAA 2011 Bursary Awards.</b></p> <p>Ensure that the CMAA is advised of any activities that are undertaken for entry onto your file to ensure you have enough activity points.</p> <p>Contact Narelle Harrison at the CMAA (02) 9643 2300 if you are unsure of how many activity points you have accumulated.</p>





# CMDA Training Program: October - November 2010

For full content details of each of the programs contact the CMDA or refer to the 2010 calendar on our website.

Phone: (02) 9643 2300 \* [www.cmaa.asn.au](http://www.cmaa.asn.au) \* Email: [training@cmad.asn.au](mailto:training@cmad.asn.au)

COURSES... <i>(Venue is CMAA Career Development Centre, Sydney Olympic Park unless otherwise noted)</i>	OCTOBER	NOVEMBER
Provide Responsible Service of Alcohol SITHFAB009A (LAB approved) 1 Day (ACCM Unit)	W 20 (Mounties)	W 17 (Mounties)
Provide Responsible Gambling Services SITHGAM006A (LAB approved) 1 Day (ACCM Unit)	Th 21 (Mounties)	Th 18 (Mounties)
Deal with Conflict Situations SITXCOM003A - 2 Days For anyone who has to lead teams, resolve conflict with staff, customers and their peers.		M 22 & T 23
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. <i>(Includes Roster staff SITXHRM003A, Manage quality customer service SITXCCS003A &amp; Lead and manage people SITXHRM005A).</i>		(S1) M 8, T 9 & W 10 (S2) M 22, T 23 & W 24
E-Manage Workplace Relations SITXHRM008A Online unit (ACCM Unit) This unit deals with the skills and knowledge required to manage workplace relations, from an industrial relations perspective.	Register by 5 Oct Face to Face day M18	
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...	(S1) W 6 & Th 7 (S2) W 20 & Th 21	
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) T 9 & W 10 (S2) T 23 & W 24
Corporate Governance Program - CMAA & Southern Cross University Graduate School of Management 2 x 2 Day Sessions For the MOST Senior Managers & Directors of Clubs Contact Ralph Kober for details and registration.... Phone: 02 9643 2300	(S1) T 19 & W 20	(S2) T 16 & W 17
Gaming Management Development Program - 2 x 3 Day Sessions (ACCM Unit) (Develop and manage gaming activities SITXGAM005A) Ideal for Gaming Supervisors and Managers. Covers; EGM install and floor layouts, LAB, Gaming, HR issues, gaming promotions, advanced analysis, poker machine fraud and minor gaming activities.	(S1) M 25, T 26 & W 27	(S2) M 15, T 16 & W 17
Intro to Cost Control Principles 1 Day (Non accredited) Understand the basics of calculating percentages, profit and COG's.		M 8
Financial Management Program 1 x 2 Day Session & 1 x 3 Day Session (5 Days) (ACCM Units) This is the final stage in the finance stream and covers working with budgets preparation of financial reports. <i>(Includes Prepare and monitor budgets SITXFIN005A &amp; Manage financial operations SITXFIN0008A.)</i>	(S1) W 13 & Th 14	(S2) T 9, W 10 & Th 11
E-Monitor Staff Performance SITXHRM006A Online Unit (ACCM Unit) Deals with the skills and knowledge required to monitor staff performance, includes skills in performance appraisal and counselling.		Dates TBA
E-Develop & Manage Marketing Strategies SITXMPR005A Online unit (ACCM unit) * Marketing Fundamentals is the prerequisite for this program.		Dates TBA

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

REGISTER ONLINE TODAY - [www.cmaa.asn.au](http://www.cmaa.asn.au)

# Clubs wheel out best in generosity

The Club Industry is famous for its generosity and the CMAA Fundraising Lunch to support the Wheelchair Sports NSW program last month further enhanced that reputation.

Master of Ceremonies Ben Coles from Fox Sports welcomed 235 guests, including special guest Troy Sachs, OAM, to the Four Seasons Hotel, in George Street, Sydney, on September 1. Troy is a five-time Paralympian and twice collected gold medals in men's wheelchair basketball.

CMAA Executive Officer Terry Condon issued something of a challenge to club managers to support the event and the clubs responded impressively.

The luncheon is the main fund-raising event for Wheelchair Sports NSW and 50 wheelchairs were offered for sponsorship on the day at \$1,000 per chair.

West's Ashfield General Manager Andy Timbs signed up for five chairs, while Bankstown Sports Club took two chairs and the CMAA chipped in with three chairs.

West's Ashfield has a sponsorship relationship with Australia's highest-profile wheelchair athlete Kurt Fearnley so the Magpies team responded positively to the opportunity to assist at grassroots level.

Some of the companies that make up the CMAA's family of Career



Development and National Bursary Program sponsors also purchased the sports-design chairs that make it possible for these young wheelchair sportspeople to compete in their chosen fields.

"I know a lot of clubs are doing it tough, but think how tough these kids with disabilities are doing without the means to move around, or be involved in sports," Terry said. "These \$1,000 sponsorships provide a wheelchair for maybe the next Louise Sauvage, John MacLean or Kurt

Fearnley ... or perhaps a youngster who deserves an important chance to make a better choice."

Wheelchair Sports NSW CEO Jim O'Brien said the 2010 event was the biggest and most successful in the five years since its inception. "I never cease to be amazed at the generosity and support of the Club Industry and the people who make it such a special place in our society and communities," Jim said.

The sponsorship barometer in the ballroom steadily climbed towards the half-century before it topped out at 51 wheelchairs.

"Our usual wonderful group of supporters supported the raffles and auctions so it was a fantastic day that will make it possible for us to do more good work with young wheelchair sportspeople in NSW," Jim said.

Joanne Meoli, the mother of two boys who are involved in the Wheelchair Sports NSW program spoke about how important it is for Ben and Josh to have that level of interaction and participation with other people their own age with similar disability issues.

"Joanne is a remarkable woman and her story had a profound impact on almost every person in the room not sitting in a wheelchair," Terry said.

"The CMAA and the Club Industry is extremely proud of its involvement with Wheelchair Sports NSW and the very special people who make it possible for these young people to get out and enjoy sports at any level."

**The sponsorship barometer in the ballroom steadily climbed towards the half-century before it topped out at 51 wheelchairs.**





# and support



# Analyse & Report on Gaming Machine Data



Location: CMA Sydney Olympic Park Homebush	Dates: Wed 1 & Thur 2 - December
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## Learning Outcomes:

This course teaches Queensland Managers, Duty Managers and Supervisors legislation and compliance regulation preferred procedures.

- It teaches where to look for daily and weekly variances.
- It will highlight all possible problem areas in venues when it comes to gaming and gaming float reconciliation.
- Attendees complete a manual gaming float reconciliation and learn the audit trail for all figures on the GFR.
- Attendees are taught to analyse all reports so they can immediately identify abnormalities.

## Relationship to Competency Standards:

SITHGAM004A Analyse and report on gaming machine data

This is the pre-requisite for the Gaming Manager Program

## Program Details:

Times	9.30am - 4.30pm both days
Fee	<b>\$480 - CMA Member/CMDA Affiliate    \$580 - Non Member</b>
Award	Participants will receive a Statement of Attainment on successful completion of assessment requirements
ACCM points:	Completion of this program entitles CMAA Members & CMDA Affiliates to 24 points toward ACCM activity

- Please note **catering is not provided**.  
SOP has a variety of eateries & parking stations close to the CMAA HO.

## To Register:

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

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

P: 02 - 9643 2300

E: [estelle@cmad.asn.au](mailto:estelle@cmad.asn.au)





# CMDA shines training spotlight on 'IT guy'

Club management encompasses many things - from gaming, food and beverage, functions, sports administration to member activities. However, the success more often than not in how effective and efficient these areas are run depends on how well the club's information technology and information systems perform.

Many managers are happy to engage suitably qualified IT consultants to look after their infrastructure and systems.

However, when quizzed on any aspect of what their disaster recovery plan or strategy is in the event of a system crash or - worse still - an external hacker threat, then often the manager's response is ... "ask the IT guy".

It would be an understatement to say that this response simply is not good enough, especially if the manager is charged with the overall responsibility of running the club's operations.

All managers need to know enough about how their IT and IS perform in order to maximise the potential of

the information gathered and stored.

With this in mind, the CMAA in conjunction with CMDA National Bursary Program sponsor company Secom Technology have combined forces to present the inaugural **Club Manager's Essential Guide to Managing Information Technology Summit 2010**.

The one-day event - on Wednesday, November 24 - will be presented at the CMDA's new training centre at Level 2 of the RAS (Royal Agricultural

Society) Building at 1 Showground Road at Sydney Olympic Park at Homebush Bay.

Jonar Nader, one of the world's leading IT commentators and innovators will be the Keynote Speaker and discuss the trends and direction IT and IS are heading across the globe.

Other sessions will cover: infrastructure, security, computer forensics, disaster recovery and more.



*CMAA Executive Officer Terry Condon with Secom Technology Managing Directors Jason Drew (front left) and Russell Potts (front right) with CMAA Federal Vice President David O'Neil, CMAA Assistant Executive Officer Ralph Kober and Board of Management Studies member Cameron Provost.*

Secom Technology Managing Director Russell Potts already has written two articles in *CMA Magazine* this year dealing with the pitfalls and issues confronting clubs and managers in ensuring their IT set-up is safe and delivers on their technical needs.

Make sure you - or at least your "IT guy" - registers and attends this important event.

Register for the inaugural summit by clicking on to [www.cmaa.asn.au](http://www.cmaa.asn.au) and follow the links to the CMDA registration page.

Generous discounts apply for CMAA members.

## NSW considers uniform ban on outdoor smoking

The NSW Government is considering a state-wide ban on smoking in outdoor areas such as alfresco dining areas and children's playgrounds following lobbying by local councils and health groups.

The new five-year NSW Tobacco Strategy - yet to be approved by the NSW Cabinet - is believed to recommend the introduction of uniform anti-smoking laws in crowded outdoor areas such as concerts, markets and shopping malls.

Half of all NSW councils now have some sort of ban on smoking in outdoor areas, up from 38% last year, and 18% in 2007, a recently released Heart Foundation report finds. However, the rules vary between suburbs, with neighbouring councils implementing smoke-free policies in a piece-meal fashion since Manly Council became the first jurisdiction in the country - and only the second in the world, behind Los Angeles - to legislate a smoking ban on beaches in May 2004. The Heart Foundation said the current situation, where smoking is banned on Bondi and Balmoral beaches, but allowed at Coogee and

Cronulla, was "ridiculous". Chief Executive Tony Thirlwell said the foundation was part of a coalition, including the NSW Cancer Council and the Local Government and Shires Associations that had been advocating a state-wide approach since 2006. "While we haven't received any details about proposed legislation, we would welcome a move that bring us into line with other states and protects all NSW residents from harmful second-hand smoke," he said. The Minister assisting the Minister for Health (Cancer) Frank Sartor said smoking rates had dropped by 5% to 17.2% since 2003, due in part to the landmark Smoke-Free Environment Act introduced in 2000. "We are about to release a tobacco strategy which aims to further reduce smoking to 13.5% by 2016 and 10% by 2020," he told Parliament.

The Minister's representative confirmed that legislation prohibiting smoking in outdoor areas was part of a range of policies being considered by Cabinet.

The laws would be similar to those introduced in Queensland.



# The Club Manager's *Essential Guide* to 'Managing Information Technology' Summit 2010

**Wednesday 24 November 2010**

CMAA Career Development Centre  
Level 2, RAS Building  
1 Showground Road  
SYDNEY OLYMPIC PARK, HOMEBUSH BAY

CMA Member/CMDA Affiliate:  
**\$240 GST Included**

Non CMAA Member  
**\$290 pp GST Included**

CMAA Members are awarded 12 ACCM Activity points for attendance

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

Limited to the first 100 registered delegates, this inaugural 1 day Club IT Management Summit is designed to assist **ALL** managers to better understand how the technology side of their business works.

Ask these questions of yourself and then determine whether your IT provider/manager can assure you that your club's IT & Information Systems are well **protected & secure**:

- *Do I rely on others to make the whole technology 'thing' happen?*
- *Do I understand what impact the quality of the infrastructure has on my club's IT & Information Systems to be optimised effectively & efficiently?*
- *Do I really know how secure my club's IT & Information Systems are from hackers?*
- *Does my club's IT & Information Systems demonstrate best practice and integrity?*
- *If my club's IT & Information Systems crash, what is the most effective disaster recovery plan I can have in*





8:30 - 8:50 Coffee & registration

8:50 - 9am Welcome & housekeeping

9 - 10am **The Next Big BANG!** Jonar Nader



Innovation is more than an idea.

It requires commitment, patience, skills and discipline. And although innovation looks easy, it's hard work where many try and fail. But when it works, innovation pays good dividends. Jonar Nader will provide delegates with practical ideas about the role of innovation in organisations, and an understanding of new ground-breaking technology that will change the way you think about how you interact with technology to deliver excellence in your organisation. He will help you prepare for the next big bang in technology and share his ideas and observations about innovation, how it works, why it fails, and what we can do to increase our chances of success. All participants will also receive one of Jonar's best-selling CDs at the conclusion of the keynote address. Jonar is a management consultant whose clients include some of the biggest names around the globe. For over 30 years, he has been at the cutting-edge of innovation including roles with IBM, Acer and Compaq (now HP).

10-10:30am **Understanding how your club's IT Infrastructure Works**

Are you sure your IT network is working at its full efficiency? Find out the ideal structure to gain maximum performance and stability out of your existing systems. Your investment in time and money in what is an essential part of your club's day to day operations cannot be compromised!

10:30 -10:45am *Morning Tea*

10:45 -12:00am **IT Security, Audit & Computer Forensics: The MUST KNOW Factors Works**

This session will cover the do's and don'ts of IT security. It will provide you with a set of tools to ensure that your club is protected from cyber crime. Also learn from one of Australia's most respected computer forensic investigator's what really happens when you press 'delete' on your PC - you will be amazed at what information can be mined.

12- 12:45pm *Lunch*

12:45 - 1pm **Gaming IT - 2010 & Beyond**

Technology in the gaming sector continues to develop and advance at a phenomenal pace, so much so it is hard to keep up with what is available and what do you as a manager spend your investment dollar on. A panel of gaming experts will discuss the latest trends and products available to the global and Australian gaming sectors and their application to the marketplace.

1:05pm - 2pm *Delegates can select from the following session choices:*

**A: Determining your club's Digital Marketing Capability**

Consumers are now becoming more comfortable & familiar with using digital technology as a means of sourcing information, selecting events & activities that attract their interest, & ultimately their return to sites that are easy to use and interact with. Clubs utilising digital technology to market their products & services are saving huge amounts of money, labour hours & administration time & are reinvesting these savings into other areas of their operations enhancing the consumer's visitation and experience.

**B: Web Design & Integration Demystified**

Learn how to change your club website's design to meet your online user group's needs, while still delivering the club's business objectives. Also find out what users are doing on your site and how can you make the most of this data. Remember information gathering is the new 'hunting' pursuit in today's business jungle!

2pm – 2:15pm *Afternoon Tea*

2:15 -3pm **Harnessing the power of your IT reporting**

Reports feature constantly in a manager's day to day working life, however the potential to make astute & insightful decisions is often missed by a lack of questioning & capability to maximise the information reporting information systems provide. Learn how to harness information & make better decisions.

3pm – 4pm **How Effective are Your Disaster Recovery Strategies When IT Crashes?**

It's not a matter of IF but WHEN your club will suffer data loss & you as the senior manager will have to ensure that the plans you have in place will avert disaster! Learn what works and what doesn't, when planning for a disaster so that your club doesn't compromise service levels, revenue & your customer's experience.

4pm - 5pm **Networking & Refreshments**

# Club Secretary Manager Program



Location: CMA Sydney Olympic Park Homebush Sydney	Dates: S1: M 6 & T 7 December 2010 S2: M 13 & T 14 December 2010
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## Ideal Candidate:

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

## Content Includes:

- Preparing you for the role of GM, CEO, Secretary Manager of a registered club
- Understanding the role of the Company Secretary
- Identifying the role of Management & the Board
- How to prepare and conduct Board Meetings,
- Introduction to club Constitutions, member meetings, notices, disciplinary meetings, motions and more
- Demystifying legislative & OLGR auditing requirements
- Explaining key areas of gaming compliance & general administration & finance
- Enacting compliance with management & accountability provisions as set out in part 4 & part 4A of the Registered Clubs Act 1976
- Explanation of Corporate governance & Corporations Law
- Unpacking the Liquor Act & Registered Clubs Act, RCG & RSA Policy & Practice
- Managing the CDSE function
- Managing change and strategy implementation and decision making and;
- Providing you with the recognition you need to demonstrate to a board that you have the knowledge to be able to hold the position of GM, CEO, Secretary Manager and licensee of a registered club
- Presentations from industry experts in the areas of insolvency, the governing legislation and risk management

## Program Details:

Times	9.30am - 4.30pm all 4 (four) days
Fee	<b>\$690(+GST) - CMA Member/CMDA Affiliate</b> <b>\$890(+GST) - Non-Member</b>
Award	Participants will receive a Certificate of Attendance
ACCM points:	Completion of this program entitles CMAA Members & CMDA Affiliates to 25 points towards ACCM activity

➤ Please note catering is not provided.

SOP has a variety of eateries & parking stations close to the CMAA Head Office.

## To Register:

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

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

P: 02 - 9643 2300

E: [estelle@cmad.asn.au](mailto:estelle@cmad.asn.au)



# Hunter Zone breakfast serves seven new starters

Wallsend Diggers Club was the venue for the Hunter Zone's inaugural breakfast meeting on August 25.

The format has been tried successfully by several CMAA Zones, and 44 members - including three new members and four host club guests - arrived in time for the 7.30 Zone Meeting.

While the early start made it difficult for a few Hunter "regulars" to attend, the three new members were ...

- Rebecca Murtagh - Panthers Newcastle
- James Gregoratos - Nelson Bay Diggers Club
- Matt Johnson - Kurri Kurri Bowls Club

Host members John Hume and Luke Green also invited four guests from their club ...

- Nicole Gardner, Julie Neal, Mark Stanborough and Peter Young

Zone President Tony Mulroy had the support of the meeting when he suggested the breakfast format should become a regular event on the Zone diary.

CMAA Executive Officer Terry Condon made the trip up the F3 to present the Head Office Report, while CMAA Division D - Hunter Zone, Central Coast Zone, Great Lakes Zone - Federal Councillor Stephen Byfield, the General Manager at Diggers @ The Entrance, also set an early alarm to attend the meeting and breakfast.

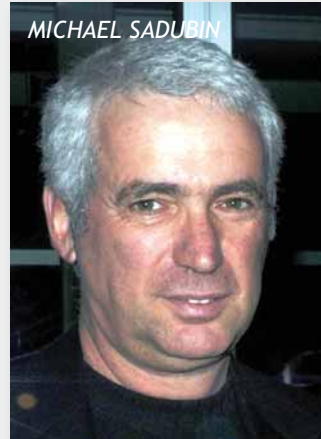
Terry spoke the first days after the August 21 Federal Election, the possibility of a "hung" parliament and the influence the independent MPs and senators would have on the direction and governance of the nation.

At that stage, Tasmanian independent MP, who had so much influence on the decision as to which party would assume government, looked like he would not win the seat of Denison.

Terry also spoke about the CMAA's move from its head offices of the past 10 years to a new administration and education facility at the Sydney Olympic Park in the first weeks of October.

The issue of students over 18 years of age in school uniform playing gaming machines was raised in General Business and Terry said he would seek clarification on the issue.

The Zone's bursary and education funds received a substantial boost when Zone Vice President Andrew Walker, the Pelican RSL Club General Manager, was highest bidder



MICHAEL SADUBIN



TONY MULROY



ANDREW WALKER



STEPHEN BYFIELD

at more than \$19,000 for an IGT Neo machine. Tony Mulroy thanked IGT - a CMDA Career Development and CMAA National Bursary Program sponsor company - for its generous and ongoing support.

With the Association matters resolved, host club General Manager John Hume welcomed almost 80 guests, including club directors and industry trade reps for breakfast at 8.30 when CMAA National Bursary Program sponsor company Innersphere's Design Director Michael Sadubin gave members and guests an insight into the "Psychology of Gaming and Hospitality Design".

Hunter Zone's next event will be a meeting and Christmas Lunch at Swansea RSL Club on Wednesday, November 24.

## Bligh under fire for alcohol-fuelled violence reforms

Queensland Premier Anna Bligh has been accused of going soft on alcohol-fuelled violence after refusing to wind back club and hotel trading hours.

The initiative was the key plank of a parliamentary inquiry into the issue, launched following a media investigation - "Punch Drunk" - and had widespread support from front-

line workers, who were fed up dealing with weekend violence.

But licensees have welcomed the State Government announcement of a two-year trial to ban problem patrons, make free water mandatory and boost police numbers during peak times as part of pilot projects in Townsville, Gold Coast and Fortitude Valley entertainment

precincts. The Government also proposed better supervised taxi zones and more support services. Premier Bligh said the trial would be evaluated and, if it didn't work, trading hours would be revisited. "We'll have a really good look at it, but if it doesn't work, we won't hesitate to move on those hours," she said.

# Duty Manager Development Program



Location: CMA Sydney Olympic Park Homebush	Dates: S1: M 8 - W 10 November S2: M 22- W 24 November
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## Ideal Candidate:

New or existing supervisors and duty managers who want to develop their technical and people skills for the challenges of operational management.

## Learning Outcomes:

- Apply cost control principles
- Utilise the Award to maximise rostering efficiency
- Identify and manage risk
- Counsel and discipline others without resorting to industrial procedures
- Deliver customer service from a management perspective through influencing others
- Understand the many styles of workplace behaviour;
- Learn to effectively problem solve, delegate and build team work

## Content Includes:

- understanding of key financial terminology
- how 'ideal' organisations behave
- identifying sexual discrimination and how to deal with it
- how to better communicate with others
- mastering the 'language of leaders' to get others to do as you want, and more ...
- various texts and diagnostic tools

## Relationship to Competency Standards:

SITXHRM003A Roster Staff

SITXCCS003A Manage Quality Customer Service

SITXHRM005A Lead & Manage People

## Program Details:

Times	9.30am - 4.30pm all 6 (six) days
Fee	\$1,560(+GST) - CMA Member/CMDA Affiliate \$1,690(+GST) - Non-Member
Award	Participants will receive a Statement of Attainment on successful completion of the assessment requirements of the competency standards
ACCM points:	Completion of this program entitles CMAA Members & CMDA Affiliates to 24 points toward ACCM activity

➤ Please note **catering is not** provided.

SOP has a variety of eateries & parking stations close to the CMAA HO.

## To Register:

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

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E: [estelle@cmad.asn.au](mailto:estelle@cmad.asn.au)





# Education, networking, entertainment fill busy Brisbane event

Brisbane Zone presented another packed day for members with a Zone Meeting, two free education sessions and lunch with entertainment at Easts Leagues Club on Thursday, September 2.

The day opened with the Zone Meeting where President John Limbrick welcomed 35 members and CMAA Assistant Executive Officer Ralph Kober presented the Head Office Report, discussing most of the issues facing club managers in Queensland and across Australia, including the machinations of the August 21 Federal Election and the potential for the industry regarding Tasmanian independent MP Andrew Wilkie's alliance with the Gillard Labor Government. The imposition of compulsory pre-commitment technology for all poker machines in Australia and \$250 cash withdrawal limits from ATMs in clubs are the big ticket items that the Club Industry is assessing and opposing.

Following the Meeting and a brief morning tea, John Limbrick opened the function room doors to directors and club industry trade representatives for two free education workshops.

John introduced Tanya Garside, the Acting Senior Grants Officer from the Community Benefit Fund Unit from the Queensland OLGR, who briefed clubs on how to apply for funding through the Gaming Community Benefit Fund.

Following Tanya's 40-minute presentation, Michael Sadubin from CMAA National Bursary Program sponsor company Innersphere broke down the psychology of hospitality and gaming design. Michael's philosophy is that it's all about making people feel good ... encouraging patrons to stay longer, spend up and come back for more.

Host club General Manager Sharna McLean then welcomed more than 150 guests to pre-lunch drinks and canapes with some enjoyable networking.

MC Donna Lynch from Brisbane Radio 4BC invited guests to be seated for lunch, hosted by Brand & Slater, Architects.

During lunch, John Limbrick presented a cheque for \$12,000 to Charles Wheeler from Student Care Welfare Qld Inc. This was the Brisbane Zone allocation of funds raised at the Combined Zones (Brisbane and Gold Coast) Race Day at the Gold Coast Turf Club on July 10.

With the delicious meal finished, Donna introduced the Vicki O'Keefe Band who performed a bracket of songs before comedian Danny McMaster took to the stage.

There was an auction, raffles and business card draw during the afternoon before John thanked Sharna McLean and luncheon host Brand & Slater, Architects.

Brisbane Zone's next event will be the Barefoot Bowls Day at Brisbane Racing Sports & Social Club (formerly Hamilton Bowls Club) on Wednesday, October 6 with registration from 10.30am in teams of four players. There will be bowls from 11am to 1pm before lunch with prizes for best-dressed and worst-dressed teams.

There will be a Brisbane Zone Meeting before the annual CMAA Queensland Bursaries Luncheon at Kedron Wavell Services Club on November 5, the Brisbane Zone Cocktail Party at the Story Bridge Hotel on December 2 and the combined Brisbane-Gold Coast Christmas Luncheon at Club Helensvale on December 10.



1 - Tanya Garside from the Queensland OLGR presents her workshop on how clubs can apply for funding through the Gambling Community Benefit Fund.

2 - Innersphere Design Director Michael Sadubin offered his thoughts on the psychology of hospitality and gaming design.



**CMAA ZONE EDUCATION OFFICERS****ACT**

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 Canberra Labor Club  
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**NSW****CENTRAL COAST**

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 Shelley Beach Road SHELLEY BEACH 2261  
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**CITY EASTERN SUBURBS**

Graeme Tonks  
 Paddington-Woolollahra  
 RSL Club  
 P.O. Box 176 PADDINGTON NSW 2021  
 P: (02) 9331 1203 F: (02) 9332 3973

**FAR NORTH COAST**

Ted Hoddinott  
 Casino RSM Club  
 P.O. Box 267 CASINO NSW 2470  
 P: (02) 6662 1666 F: (02) 6662 5339

**FAR SOUTH COAST**

Darryl Bozicevic  
 Queanbeyan Australian Football Club  
 Queenbar Road KARABAR NSW 2620  
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**INNER WEST**

Michelle Dennington  
 West Suburbs Leagues Club  
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**HUNTER**

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**ILLAWARRA SHOALHAVEN**

Dennis Skinner  
 The Windang Club  
 Judbooley Parade WINDANG NSW 2528  
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**MANLY NORTHERN SUBURBS**

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 Ryde-Eastwood Leagues Club  
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**MID NORTH COAST**

Wendy Mills  
 Nambucca Heads RSL Club  
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**MID STATE**

Geoffrey Holland, ACCM  
 Dubbo RSL Memorial Club  
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**NEPEAN**

Joseph Bayssari, ACCM  
 Seven Hills Toongabbie RSL Club  
 P.O. Box 67 SEVEN HILLS NSW 2147  
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**NORTH WEST STATE**

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 Armidale City Bowling Club  
 P.O. Box 251 ARMIDALE NSW 2350  
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**RIVERINA MURRAY**

Paul Barnes, ACCM  
 Moama Bowling Club  
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**SOUTHERN RIVERINA**

Craig Muir  
 Coomealla Memorial Club  
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**ST GEORGE CRONULLA**

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**THE GREAT LAKES**

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 Port Macquarie Panthers  
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**QUEENSLAND****BRISBANE**

Wendy Varley  
 Logan Diggers Club  
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**GOLD COAST**

Bryan Jones  
 Coolangatta Surf Lifesaving  
 Supporters Club  
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**IPSWICH DARLING DOWNS**

Paul Phillips  
 Goondiwindi RSL Club  
 23 Albert Street GOONDIWINDI QLD 4390  
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**SUNSHINE COAST**

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**BUNDEBERG**

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 RSL (Qld Branch) Maryborough Club  
 165 Lennox Street MARYBOROUGH 4650  
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**ROCKHAMPTON GLADSTONE**

Will Schroeder, ACCM  
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 P.O. Box 8008 SOUTH GLADSTONE 4680  
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**VICTORIA**

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**Casino staff roll dice**

Thousands of Crown Casino staff could be on strike during Melbourne's Spring Racing Carnival as part of an industrial campaign for better pay. Crown staff are voting on the possible strike action in coming weeks after Fair Work Australia approved the ballot. Staff are seeking a 13.5% pay increase over three years and have rejected Crown's 11% offer. Liquor Hospitality and Miscellaneous Union State Secretary Jess Walsh said Crown had posted a \$300 million profit and could afford the increase. She said any strike action would involve dealers, food and beverage staff and gaming staff. "Members should be voting over the next few weeks, so the industrial action would occur in early October - it probably lines up with the Spring Racing Carnival," Ms Walsh said.



# Plenty of interest in free legal advice from ECL

Human Resources management was the major topic of conversation and information at the St George Cronulla Zone Meeting at Club Engadine on September 7.

CMDA Career Development Sponsor company executives John Murray and Tony Johnston from Eastern Commercial Lawyers opened the day with a free education workshop titled “Want Free Legal Advice For Your Club?” And who can say no when a lawyer is offering free advice?

Zone President Ian Todd, also the CMAA Division B - St George Cronulla Zone and Inner West Zone - Federal Councillor, welcomed 40 members as Tony and John dealt with the sensitive and difficult circumstances for managers in the minefield that is Human Resources management and OH&S.

They touched on the issues of bullying and harassment in the workplace with case studies and discussion about recent cases; Privacy Act obligations and the difficulties encountered in managing information; an open forum where John and Tony answered questions; and some free legal advice to the stress out of managing OH&S issues.

Following the workshop, Ian welcomed 40 members, including new member Jamie Neil from Club Rivers, to the Zone Meeting. CMAA Assistant Executive Officer Ralph Kober presented the Head Office Report, dealing with the implications of the Federal Election and Tasmania independent MP Andrew Wilkie’s conditions for aligning his support with the Gillard Government. Ralph also talked about the CMDA’s new online ELearning program and the CMAA’s move from its administration offices and training centre at Auburn to Sydney Olympic Park.

CMDA Career Development sponsor company representatives Julian Good from Insite Digital and Club Plus Superannuation’s new Member Services Manager Sinead Lyons joined more than 90 guests for lunch. Sinead replaces Tracey McDonald who now is heading up Club Plus Super’s new Financial Advice Service that is being run out of the fund’s Sydney CBD offices.

St George Cronulla Zone hosted its annual Charity Golf Day at Kogarah Golf Club on September 28 (see November edition for full coverage) with the next Zone event the Christmas Meeting and luncheon cruise at St George Motor Boat Club on December 7.

1 - Tony Johnston and John Murray from Eastern Commercial Lawyers who provided the free education workshop at the St George Cronulla Zone Meeting at Club Engadine last month.

2 - Julian Good from Insite Digital with Tracey Van Rossum.



## Police Union makes stand

The NSW Police Union wants tougher restrictions on late-night drinking spots. Officers said they were sick of being assaulted, kicked, punched and spat on, and decided to make a stand. NSW Police Association President Scott Weber said he’d had enough. “The level of alcohol-

related violence around NSW every weekend is nothing short of disgraceful,” he said. “Quite frankly, police officers have had enough. We are sick of being assaulted, kicked, punched and spat on by boozed-up idiots.” Mr Weber said restrictions on the late-night trading activities of

licensed venues were needed to bring the culture of booze and violence under control. “The current approach of emphasising personal responsibility is not working,” he said. “We’re calling on the NSW Government to restrict the sale of high-strength alcoholic beverages, enforce lockouts from 1am and make all venues close by 3am.”

# Changing of the guard at Bermagui AGM

There were plenty of welcomes and farewells at the Far South Coast Zone Annual General Meeting and Dinner at Bermagui Country Club on August 25.

Host club manager Caleb Rose, the Zone Secretary-Treasurer welcomed more than 60 guests to the dinner on August 24.

The following morning, recently-elected CMAA Federal Executive member Michael O'Sullivan, delivered the Head Office Report to 27 members, including two members attending their first Far South Coast event.

Former Illawarra Yacht Club Operations Manager Allan Shapley, now at Mollymook Bowling Club and former Queanbeyan Golf Club manager Graham Wise, now at Tomakin Sports & Recreation Club attended their first meetings as Far South Coast Zone members.

During the Meeting, Michael stood down from the Zone Education Officer role that he has held for the past nine years before conducting the election of office bearers for the next two years.

Like Michael, Committee member John Weir from Yass Soldiers Club did not seek re-election.

The Zone Committee for 2010 is ...

- President: Craig Clark - Moruya Golf Club
- Secretary-Treasurer: Caleb Rose - Bermagui Country Club
- Education Officer: Darryl Bozicevic - Queanbeyan Australian Football Club
- Committee:
- Barry Clynych - Tuross Lakes Country Club
- David Fenner - Highlands Golf Club
- Tony Casu - Narooma Sporting & Services Club

- Russell Banks - Milton Ulladulla Ex-Services Club
- Michael Mutch - Merimbula RSL Club

Craig Clark reported that all Committee members were elected unanimously and unopposed.

"It's important to recognise the contribution that Michael O'Sullivan has made to the Zone during his nine years in the ZEO role," Craig said. "His election to the CMAA Federal Executive is appropriate reward for his dedication to the Association and members in the Far South Coast Zone over almost a decade and before that in the St George Cronulla Zone."

Far South Coast Zone's next event will be the Christmas Meeting and Dinner at David Fenner's Highlands Golf Club on December 7 and 8 where the annual Bursary Auction will be held.



*Far South Coast Zone's new Committee (from left) Caleb Rose, Tony Casu, Barry Clynych, Russell Banks, Michael Mutch, Craig Clark, Darryl Bozicevic and David Fenner.*

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# Far North Coast farewells another champion

The CMAA's Far North Coast Zone continues to go through change to its committee with Publicity Officer Nathan Whiteside the latest member to move out of the Club Industry.

The Yamba Bowling Club Operations Manager got a warm farewell from more than 40 members at the Zone Meeting, education workshop and luncheon at Lismore Workers Club on September 15.

Zone Secretary Roger Hong offered the vote of thanks to Nathan, who has done a first-class job in communicating Zone events to the members and passing on pictures and reports from Zone Meetings. Nathan will try his hand in the pest control business and looks like he might have already picked up a few clubs in his area to build the business.

John Gould, the Australia-New Zealand Sales Manager for Aristocrat, kicked off the day with a free education workshop, "Service and Style in Gaming".

John, who was the speaker for the Sponsor Keynote at the CMAA's Mid Year Conference at Jupiters in July, gave an informative presentation on the state of gaming in Australia, with a focus on NSW, regarding post-smoking ban trends, al fresco gaming and emphasised the importance of service delivery in gaming.

John showed some examples of successful al fresco gaming areas and answered a number of questions from the floor, including a "local sting" where he lost \$5 to CMAA Executive Officer Terry Condon.

Terry travelled back to his home town for the day where he got a warm welcome from Zone Vice President and Division E Federal Councillor Phil Mallon, the new General Manager at Casino RSM Club, and the Far North Coast membership.

Terry presented the Head Office Report, focusing on the result of the Federal Election relating to Andrew Wilkie's support of the Gillard Labor Government in exchange for tough, new poker machine restrictions and legislation on pre-commitment technology and ATM cash withdrawal limits.

Terry also discussed the CMAA's move of its administration and education services to Sydney Olympic Park and the benefits this will provide for members.

During the Meeting, members strongly supported an initiative to offer the CMDA's popular Secretary Manager Course to the Far North Coast Zone in March 2011. Anyone interested in attending this course - including members from outside the Zone - should contact Zone Education Officer Ted Hoddinott at Casino RSM Club - P: (02) 6662 1666 or E: [ted@casinorsm.com.au](mailto:ted@casinorsm.com.au)

The meeting also decided not to replace Darren Shipp, who has resigned as Zone President, and Nathan Whiteside until the Zone AGM at Kingscliff TAFE College in March.

Host club General Manager Steve Bortolin welcomed more than 60 guests to lunch where directors and trade representatives joined managers for a lunch that included sponsors wines, Lion Nathan beers and a successful raffle.

Far North Coast Zone's next event will be the Zone Meeting and Christmas Lunch at South Tweed Sports Club with former Zone Secretary and Federal Councillor Gordon Rhodes as host club manager.



1 - Changing of the guard ... Cabarita Sports Club's new General Manager Brad Beetson (front second from right) and his team got together with outgoing boss Phil Mallon (front second from left) with his new team from Casino RSM Club.

2 - John Gould from Aristocrat with Phil Mallon, Roger Hong and CMAA Executive Officer Terry Condon.

## Tax office waives sports club's debt

An Australian Taxation Office last-minute decision has thrown a lifeline to the by the struggling Adamstown Rosebud Sport and Recreation Club. The ATO has forgiven an outstanding tax debt to offer the renewed hope of survival. Rosebuds signed a deed of company arrangement with disgraced liquidator Stuart Ariff as administrator in 2005. However, it was not until last year that the club found \$192,000 paid to Ariff had allegedly not been passed on to the club's creditors, as specified in the deed. Club President Ron Williams said the police had been contacted over the alleged discrepancy, which he had feared would sink the club if the money had to be paid twice. "At a creditors' meeting, the Australian Tax Office has agreed with our other major creditor, the Department of Lands, to forgive our debts that we thought we had paid through Stuart Ariff," Mr Williams said.

## ACT builds on membership growth, education programs

ACT President Geoff Long is convinced the Zone is headed for bigger and better things following the Zone Meeting at the Southern Cross Club at Woden on September 1.

Zone Education Officer Lisa Pozzato's efforts in bringing club managers together with industry trade partners is starting to bear fruit with 45 guests sitting down to lunch and networking following the Meeting.

"Things are starting to move in the right direction here as far as membership and support at meetings," Geoff said. "I'm confident we will be a stronger and more active Zone in 2012."

CMAA Federal Executive Member Michael O'Sullivan made the trip up from the coast, where he is General Manager at Milton Ulladulla Bowling Club, to present the Head Office Report and speak to members about the latest issues facing the Club Industry and managers.

CMAA Division H - Victoria Zone, Riverina Murray Zone and ACT Zone - Federal Councillor Grant Duffy also travelled to attend the meeting and speak to members about issues facing club managers in Victoria and along the Murray Valley. Grant is the General Manager at Numurkah Golf and Bowls Club and has been at the forefront of negotiations with the Victorian Government on a range of issues ranging from the new owner-operator poker machine licensing model that comes into effect on January 1, 2012, to liquor licenses.

ACT Zone managers are in the "eye of the storm" when it comes to the political movements in Canberra surrounding the Federal Election and intrigue involving Tasmanian independent MP Andrew Wilkie that delivered government to the Labor Party.

Before the meeting, Zone Secretary-Treasurer Matthew Walshe presented a case study of environmental issues facing the Canberra Southern Cross Club at Woden and the water-saving initiatives that the club has put in place.

Peter Jeffries from Barringtons, a CMDA Career Development sponsor company, then spoke about the recent spate of armed hold-ups in and around Sydney and the responsibility that club managers have to ensure all staff have been properly briefed and trained in procedures relating to armed assault.

ACT Zone's next event is a Zone Meeting and Bowls Day at the Weston Creek Labor Club at Sterling on Friday, November 19.





# Design and digital on agenda at Dooleys

Inner West Zone members got an update on the latest developments in club design and the benefits of digital technology in two free education workshops following the Zone Meeting at Dooleys at Lidcombe on September 21.

New Zone President David Conway and five of his managers from Club Five Dock were among 15 members for the meeting where CMAA Assistant Executive Officer Ralph Kober presented the Head Office Report. Ralph spoke about the CMAA's move from Auburn to new administration and training offices at the Sydney Olympic precinct at Homebush Bay, the success of the recent Clubs Food and Beverage Summit at Bankstown Sports Club, the potential implications of the Gillard Labor Government's deal with Tasmanian independent MP Andrew Wilkie and his focus on pre-commitment technology for all poker machines in Australia and a \$250 per day limit on cash withdrawals from ATMs in clubs. Ralph also pointed to the CMDA's upcoming IT Summit that will be presented at the CMAA's new Homebush Bay facility.

The meeting also supported an initiative for the Committee to review the Inner West Zone's meeting and events agenda and investigate alternate options for the AGM and Christmas Luncheon. David said he would report back to members in early October on the outcome of that meeting.

Following the meeting, CMAA National Bursary Program sponsor company Innersphere's Design Director Michael Sadubin outlined the latest trends and concepts for hospitality and club entertainment design.

CMDA Career Development sponsor company Insite Digital executive Juilan Good then engaged club executives in a presentation about the benefits of digital technology. Insite Digital partners the CMAA in presenting *CMA Magazine* in its online format with the impressive "page-turning" technology.

Following the meeting and workshops, more than 40 guests sat down to lunch in the club restaurant.

Inner West Zone's next event will be the AGM on November 29 with the venue to be advised.



# Biggest Zone gets three new members

The Association's biggest Zone increased its membership to 355 when three new members attended the Nepean Zone Quarterly Meeting at Campbelltown Catholic Club on Thursday, September 16.

The day opened at 9.30 with 36 guests attending two free education workshops ...

- *"The Psychology of Gaming and Design"*, presented by Michael Sadubin Design Director at Innersphere, a CMAA 2010 National Bursary Program sponsor company
- *"Artwork to Digital"*, presented by Julian Good from Insite Digital, a CMDA Career Development sponsor company that produces the online version of *CMA Magazine*.

Following the workshops, Zone President John Turnbull welcomed 65 members to the meeting where CMAA Assistant Executive Officer Ralph Kober presented the Head Office Report.

The Zone's new members are ...

- Luke Walker - General Manager at Parramatta Leagues Club
- Jodie Eisenhuth - Gaming Manager at St Johns Park Bowling Club
- Ashlea Webb - HR Manager at Ingleburn RSL Club

During General Business, the meeting also endorsed the Zone's meeting and events dates for 2011 ...

- March 17 - AGM at Liverpool Catholic Club
- June 6 - Quarterly Meeting at St Johns Park Bowling Club
- August 9 - Golf Day at Fox Hills Golf Club
- September 15 - Quarterly Meeting at Ingleburn RSL Club
- December 8 - Christmas Lunch at Richmond Club

Following the Meeting, host club General Manager Michael Lavorato welcomed 104 guests to lunch.

Nepean Zone's next event will be the 2010 Christmas Lunch at Smithfield RSL Club on December 9.





# Cocktail Party the toast of City East Zone

Lary Dorman has been tearing out what hair is left trying to work out a way to get managers and trade to come along to their City Eastern Suburbs Zone meetings and events. It seems the good-spirited Zone President might have found the formula - and it was right in front of him, all along. What else would be more attractive to club managers and industry trade executives in Sydney's social heartland than a cocktail party! Brisbane Zone has run the event successfully in recent years, so why not the Eastern Suburbs? So Lary got his head together with CMAA Federal President Bill Clegg, a Zone member and General Manager at Randwick Labor Club. Bill worked with his talented team, headed by Zone Secretary Rosy Dever, and the rest, as they say, is history. The event at Randwick Labor Club on September 14 attracted more than 50 guests - 20 CMAA members with club directors and trade guests. CMDA Career Development sponsor company Insite Digital executive Julian Good provided an interesting and enlightening talk on the benefits of digital technology and how it can be adapted in clubs and associated suppliers.



# Bowlers Club is rockin' at 99 on York

If ever there was a person with the right name to be running a nightclub, it's Rocky Massaria ... it just has a nightclub ring to it. The Bowlers Club of NSW General Manager and CMAA City Eastern Suburbs Zone Vice President recently hosted the opening of his latest project, 99 on York, a sleek, stylish new CBD destination. CMDA Career Development sponsor company Paynter Dixon handed 99 On York to the club in earlier in the month, but the August 20 opening was everything that Rocky and his hard-working project team, headed by Angele Pisano, had hoped for. "It's just wonderful ... we are so happy with the result and we have had nothing but compliments since we opened the doors to our members and the public," Rocky said. He paid tribute to his team and designer Richard Hall. "The people who put this project together from concept to design and construction have done a remarkable job ... it's something I'm very proud of and



ABOVE: Bowlers Club of NSW General Manager Rocky Massaria (centre) with his team at the opening of 99 On York, the club's new entertainment venue in the Sydney CBD.



very pleased with," Rocky added. CMAA Federal President Bill Clegg, the Randwick Labor Club General Manager, and Executive Officer Terry Condon were among the gathering of more than 120 guests for the launch. Rocky and the team have other major events planned for September 25 and November 30 with bookings already pouring in for the club's Melbourne Cup event on November 2. "Most people who have seen or heard our promotions are more than pleasantly surprised when they drop in for a look and a drink," Rocky says. "It appears to be what the young business crowd is looking for in the city and, although we are proud and tradition club, 99 on York is a departure for the traditional club atmosphere and environment." It took 12 months to deliver, but with its up-market dining and bars, Rocky believes it feels like he might have something special. Who'd argue with a nightclub owner named Rocky?

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# Neil settles in for well-earned break

Like many colleagues and contemporaries, Neil Bayo is not comfortable in the spotlight. But, after more than 31 years as a club manager in the Illawarra region of NSW, it was time for family, friends and club industry mates to salute Neil's contribution to his club and community. Friday, August 21, was Neil's last day as General Manager at Warilla Bowls and Recreation Club. Apart from five years at Shellharbour Golf Club before making the move a few miles up the road, Neil has been the boss at Warilla since 1984. He has overseen the club's evolution to become one of Australia's premier bowls clubs, with a world-class indoor green that has hosted several world championships in the club's recent history. More than 200 guests gathered to acknowledge and farewell a man who has quietly and professionally taken a typical coastal bowling club on to become a major social, sporting and community showpiece - one of the biggest employers in the area. Neil qualified for his CMAA 30 Year Service Award last year and CMAA Executive Officer Terry Condon made the journey south to speak at Neil's farewell luncheon and present a memento on behalf of the Association. Several other groups, including current club managers who worked for Neil on their way through the managerial ranks, made presentations during the formal part of the event. Long-serving colleagues Larry Matthews and Alan Fitzgibbon spoke of Neil's support and commitment to the industry and his community, then welcomed him to the retired executives ranks. Tourism Shellharbour recognised Neil's contribution through the club by presenting him with a spectacular framed aerial coastal panorama. As part of the celebrations, the club dedicated its No.4 green in Neil's honour. In his response, Neil simply thanked his family, friends, colleagues and industry trade associates who had made his long stay in clubs such an enjoyable experience.



# Cowboys battling on the field but kicking goals

By HENRI LACH

The Townsville-based North Queensland Cowboys are suffering from a lengthy run of forgettable seasons.

This year, they again finished near the bottom of the NRL ladder.

Their licensed club has faith in the Cowboys' future, however.

It's a faith backed by a strong vested interest.

The Cowboys Leagues Club actually took over ownership of the team in 2007.

Now, multi-million dollar plans are in place to boost the fortunes of both entities.

Club General Manager Joe Kelly explained that the plans were also in response to the commercial developments taking place in the Townsville city centre.

The Cowboys' current licensed club premises are located in Townsville CBD's Flinders Street Mall, from where the club has been trading successfully since June 2001.

But the club is now moving on - literally. It is planning to re-locate to a 2.5 hectare freehold site at Mount



*The current club entrance in Townsville's Flinders Street Mall.*

Louisa, a suburb about 8km to the north-east.

"The board decided that with future development of the city and, as traffic flows increased, the CBD location would not suit a licensed club in the future," Joe said.

"Studies also indicated that a smaller proportion of our members reside in the CBD itself and that by moving closer to the suburbs of Townsville we will obviously move closer to our members."

In a spirit of true democracy, the club sought the opinion of its members to

the plan and asked them to support the re-location application to Townsville City Council.

"Council received more than 4,000 letters of support for the new site and only 119 letters of objection," Joe said.

The club now has uncontested approval to build on its site, but that's not something that's going to happen in the next day or two.

With a price tag of between \$20 million and \$25 million for the re-location project - including the cost of the land - the current premises must be sold first.

On-going council re-construction work on the Flinders Street Mall is expected to be finished before March next year.

That's when the club premises will be put on the market.

Joe is confident that the property, which the club bought in 2005 after leasing it since 2001, will find a ready buyer.

"This is an ideal redevelopment site," he says. "It's about 5,500 square meters with two street frontages on a corner block in the middle of the CBD that is zoned to go over 10 storeys.

## Joe's enjoying the challenge up north

In thoroughbred racing parlance, Joe Kelly comes from a winning stable, with a top trainer.

He began his Club Industry career at the Logan Diggers Club on Brisbane's south side in 1993, under the watchful eye of CEO Pam Shelton.

Pam soon recognised the young man's potential and quickly promoted him to Duty Manager, then to Marketing Manager and Gaming Manager.

By 2005, Joe was ready to spread his wings and, with Pam's blessing, he took on the General Manager role at the prestigious Cazalys Australian Football Club at Cairns in far north Queensland.

Two years ago, a tempting offer saw him move a little south to Townsville.

Since he took over at the Cowboys, he has gained approval to increase the number of gaming machines there from 156 to 220, under changes to the Queensland Gaming Machine Act that require clubs to buy the entitlements for



*Townsville Cowboys Club General Manager Joe Kelly.*

new machines. The club has 185 machines on the floor.

Turnover during Joe's first year of tenure was \$15.75 million - up by 6.25% on the previous year.

Membership has climbed steadily from just under 22,000 when he first arrived to more than 24,000. "We will finish this year with between 25,000 and 26,000 members," Joe said confidently.

Joe Kelly has been acutely aware of the need to keep constantly in touch with what's happening in the world of licensed clubs.

He has attended many industry conferences, seminars and training courses during his years as a senior club executive.

And therein lies his one regret in an otherwise fulfilling job. "Unfortunately, living in far north Queensland restricts my attendance to industry events because so few travel to here," he said.

- HENRI LACH



# in business

Once it's sold we will lease back the building and start construction on the new site."

He expects building to begin in the 2012-2013 financial year, with the new club ready for business by the end of 2013.

It's not often that councils and their bureaucrats receive bouquets rather than brick-bats on issues of building applications, but Joe is happy with his local council's attitude to the club's plans.

"To their credit, the Townsville City Council has been very good to deal with," he says. "The Cowboys bring \$80 million annually into the Townsville community, so the council understands that we need to remain a strong and viable entity to ensure the Cowboys remain a strong and viable football club."

Townsville is a growth city [The city's population grew by 5,606 or 3.2% to 181,743 in the year to June 2009, according to figures from the Australian Bureau of Statistics] that's

## "We were voted 'Best Club in North Queensland' in this year's Clubs Queensland Achievement Awards ...

*An artist's impression of the future club premises.*



well serviced by licensed club, so the contest for the recreational dollar is fierce.

Locals have the choice of three large clubs, including the Cowboys. The Townsville RSL Club and Brothers Leagues Club are the other two venues in the mix.

But the Cowboys club appears to be more than holding its own.

"We were voted 'Best Club in North Queensland' in this year's Clubs Queensland Achievement Awards," Joe says with an understandable hint of pride.



*A plan of the proposed new club site.*



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## Casella Wines adds two NSW sales managers

Casella Wines has appointed two NSW Area Sales Managers for [yellow tail] to help to grow the supply and sales across the state. Stan Genakis will cover the Eastern Suburbs, CBD, inner west and southern suburbs of Sydney, while Mark Davies will cover the North Shore, northern beaches and the Hills District. With more than 20 years in wine sales experience, Stan and Mark bring industry knowledge to the team. Stan has more than seven years experience in the wine trade, coming from Littore Family Wines where he was responsible for establishing an on-premise and off-premise customer base, maximising sales and building



STAN GENAKIS



MARK DAVIES

brand awareness among key trade professionals in Sydney.

Mark comes to Casella from QBI/Bacardi Lion where he dealt directly with on-premise and

off-premise establishments in many areas of NSW to manage the Bacardi Lion wine portfolio, implementing promotions and driving visibility with displays and merchandising.

Casella's NSW Sales Manager David Begg says the team was thrilled that Stan and Mark have signed on. "Both men are industry professionals dedicated to finding the best solutions for the trade and for the Casella Wines business," David said.

## Coke tees off with Golf Australia

*Coca-Cola* Amatil has made an important long-term financial commitment to the Australian golf industry, joining Golf Australia as the organisation's beverage partner. The initial three-year partnership will offer a range of benefits to the wider golf industry.

CCA Managing Director, Australia, Warwick White said the strong relationships the company has developed with clubs across Australia was a testament to an understanding and focus on the golf game and its stakeholders. "CCA is committed to a long-term association with golf, and focused on developing profitable partnerships with clubs and pro-shops across Australia," he said. "From *Coca-Cola*, Powerade and Mt Franklin, through to Bluetongue, Peroni, Jim Beam and Grinders Coffee, CCA is able to service Australia's golf industry with the best local and international brands. We will strive to support the industry from grass roots levels, through our Pump Junior Golf program, through to our association with some of the largest events on the national golf calendar, including the Men's Australian Open."

Golf Australia CEO Stephen Pitt said it marked an exciting development for golf clubs and pro shops across Australia. "This partnership has a range of potential benefits to our industry and I believe it is a very positive thing that Golf Australia and the PGA of Australia have a common industry partner and are working together to maximise opportunities to grow the game," he said.

"We believe *Coca-Cola* Amatil will be a tremendous partner for us and will contribute to the growth of golf and will also provide really attractive product offerings for Australian golf clubs."

CCA will continue as the exclusive championship beverage partner for the Men's Australian Open and Handa Women's Australian Open.

## Dogs secure pokies venue

The Western Bulldogs AFL Club will spend nearly \$1 million on a new gaming venue that will further secure the club's financial future. The Dogs are taking control of the Dromana-Red Hill RSL Club on the Mornington Peninsula after it was forced to close in July due to financial issues. It is believed the Bulldogs will double the amount of poker machines at the 900-member venue from 20 to 40 after reopening on September 23, with a facelift planned before summer. "We will give some thought as to whether we can put more [machines] in there, but that's not an immediate thing," Western Bulldogs CEO Campbell Rose said. "Our core business is football ... however you do need to develop alternative revenue streams that insulate you from the vagaries of on-field performance." The RSL club purchase comes five months after the Bulldogs were stripped of gaming income by former Carlton director and poker machine mogul Bruce Mathieson. Mr Mathieson stunned the Bulldogs in April by transferring the lease on the Victoria Inn in Williamstown - that was controlled by the club - to the Calrlton Blues.

The Victoria Inn is owned by the powerful Mathieson-Woolworths venture. But the Dromana-Red Hill RSL Club has emerged as the ideal replacement.

It is believed the Bulldogs will change the venue's name to the Peninsula Club, or the Dromana Club, with Mr Rose describing the purchase as a "very good win-win" for the AFL club and the community. "We've got a partnership with RSL Victoria and, when venues like this come up, and in the event it works then we look at them, but it's got to suit everybody," he said.

Sub-branch President Lindsay Edgerton was overjoyed that the Bulldogs had saved the RSL club. "We were in the process of closing and this has come out of left-field," Mr Edgerton said. "The Western Bulldogs have bent over backwards to help us out as a sub-branch and from the situation we were in, we were gone. They have been fantastic for us. It's just great."

Mr Edgerton said the RSL club still would operate as a sub-branch within the newly controlled club and would retain its boardroom for operational purposes.



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Karynne has worked extensively in the values field and is well known for her fun workshops and her zealous approach to her work. Providing leadership development, executive coaching, and cultural change initiatives, she has presented and facilitated workshops around Australia and internationally, focusing on Change, Leadership and Technology issues for organisations including AGL, IBM, AMP, QBE, The Club Managers Association, Centrelink, Westfield, Westpac, The Benevolent Society, The Defence Materiel Organisation (DMO), and SMEs in a range of industries.

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*Karynne and her visionary leadership program had a deep and long lasting effect on my management style and the way I approach issues. This approach has directly contributed to the Club being awarded Clubs NSW Small Club of the Year 2009. Phil Wheaton, CEO, Armidale City Bowling Club, Small Club of the Year 2009.*

## Where, When and How?

**Date:** 10/11 Nov & 7/8 Dec 2010

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