

CMAA Honours Champions

20-page Conference & Expo Special Feature



CMAA Hall of Fame Welcomes Class of 2010

IAN TODD
Peter Cameron Award

TONY LYCAKIS
Club Manager

JOHN GOULD
Association Associate

DARREN PRESSLEY
Industry Associate

Cash Carriage

ALL ABOARD THE CASH CARRIAGE
TODAY AND FEEL THE EXCITEMENT
ON YOUR GAMING FLOOR!

Cash Carriage is a symbol driven standalone 2 level progressive with an exciting mining theme. Any 3 or more Cash Carriage symbols will trigger either the Maxi or Mini jackpot.

When the feature is won a train unloads a carriage of gold to determine which jackpot prize has been won.

LATEST RELEASE GAMES





CLUB MANAGERS' ASSOCIATION AUSTRALIA

Publisher CMAA

Editor: Peter Sharp
Phone: (02) 9643 2300
Mobile: 0410 140 036
Email: sharppee1@cmma.asn.au

Contributors:
 Henri Lach, Katie Cincotta.

Advertising Manager:
 Judy Rayner

Advertising Bookings:
 (02) 9332 2363 & 9360 6177
 Fax (02) 9361 5142
rayner@bigpond.net.au

Printing and Design:
 Daily Press Pty Ltd
 Phone: (02) 9558 8419

Correspondence:
 The Editor, c/-
 Club Managers' Association Australia
 67-73 St. Hilliers Road
 Auburn NSW 2144
 P.O. Box 845 Auburn NSW 1835
 Phone (02) 9643 2300
 Fax (02) 9643 2400

Please address all business correspondence to the Federal Secretary

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

Registered Office
 67-73 St. Hilliers Road
 Auburn NSW 2144
 Phone (02) 9643 2300
 Fax (02) 9643 2400
 P.O. Box 845 Auburn NSW, 1835
 Email - cmma@cmma.asn.au

Office Hours
 Monday to Friday 9am to 5pm
 Seven-day telephone answering service in operation.

"Club Management in Australia" is published monthly by the Club Managers' Association Australia. All material is copyright and cannot be reproduced without the explicit permission of the Publisher or Editor. Editorial contributions relating to the club industry are welcome. Submitted copy should be typed and double spaced. We don't accept any responsibility for keeping and returning unsolicited material. Photographs submitted must be captioned. Those sent without prior arrangement cannot be returned unless accompanied by a stamped, self addressed envelope. Views expressed in this magazine are not necessarily those of the Club Managers' Association Australia. Although we do exercise the utmost caution, we don't accept responsibility for claims expressed in advertisements appearing in our issues.
 Subscription rate is \$60 a year.
 ISSN 0045-7205



Bill Clegg ACCM
 Federal President



Allan Peter ACCM
 Federal Secretary



David O'Neil ACCM
 Federal Executive Member



Deborah Feening ACCM
 Federal Executive Member

OFFICE BEARERS

CMAA FEDERAL EXECUTIVE

President
 WILLIAM CLEGG, ACCM
 Randwick Labor Club

Federal Secretary
 ALLAN PETER, ACCM

Executive Member
 DAVID O'NEIL, ACCM
 Castle Hill RSL Club

Executive Member
 DEBORAH FEENING, ACCM
 Club Marconi

FEDERAL COUNCILLORS

Division A - City/Eastern Suburbs Zone and Manly/Northern Suburbs Zone
 Mario Machado, ACCM
 Chief Executive Officer
 Hornsby RSL Club

Division B - St George/Cronulla Sutherland Zone and Inner West Zone
 Ian Todd, ACCM
 General Manager
 Kingsgrove RSL Club

Division C - Nepean Zone
 Michael Wiesel
 Secretary Manager
 St Marys RSL Club

Division D - Hunter Zone, Central Coast Zone and Great Lakes Zone
 Stephen Byfield, ACCM
 Chief Executive Officer
 Diggers @ The Entrance

Division E - Far North Coast Zone, North West State Zone, Mid State Zone and Mid North Coast Zone
 Gordon Rhodes, ACCM
 Chief Executive Officer
 South Tweed Sports Club

Division F - Illawarra Shoalhaven Zone and Far South Coast Zone
 David Hiscox, ACCM
 General Manager
 Dapto Leagues Club

Division G - Gold Coast Zone, Brisbane Zone, Ipswich Darling Downs Zone, Sunshine Coast Zone, and the Central and Northern Queensland Zone
 Steve Condren
 General Manager
 Southport Surf Life Saving Club

Division H - Victoria Zone, Riverina Murray Zone and the ACT Zone
 Grant Duffy, ACCM
 Secretary Manager
 Numurkah Golf & Bowls Club

ADMINISTRATION



Executive Officer
 Terry Condon, CCM



Assistant Executive Officer
 Ralph Kober, B.Ed.

Senior Industrial Relations Advocate
 Peter Cooper

Career Development Administrator
 Narell Harrison

Training Course Administrators
 Brad Jones, CCM
 Estelle McDonald-Birch

Communication Services Manager
 Peter Sharp

Accounts Officer
 Priscilla San Luis

Receptionist
 Carol Quirke

Administration Assistant
 Evonne Bosnich

Life Members
 Harry Walker (decd.)
 Norm Robinson (decd.)
 Arthur Justice (decd.)
 Len Ewart (decd.)
 Lou O'Neill (decd.)
 Peter Cameron (decd.)
 Bob Harbutt (decd.)
 Keith Nolan (decd.)
 Fred Chubb, CCM (decd.)
 Alan McDougall, MBE (decd.)
 John Milne (decd.)
 Les Evennett
 George Elliot, CCM
 Peter Strachan, ACCM
 Hans Sarlemyn, ACCM
 Jim Henry, OAM, CCM
 Terry Condon, CCM
 Lew Cooper
 Barry Stevenson
 Greg Pickering, ACCM
 John Allan, ACCM
 Allan Peter, ACCM
 Wayne Forrest, ACCM

CLUB MANAGERS' CAREER DEVELOPMENT CENTRE SPONSOR



CAREER DEVELOPMENT SPONSORS



One of them has automatic income protection. The other one isn't so lucky.

He's **WITH**
Club Plus

& receives

Up to 90% of
his income

for up to 2 years[†]
starting after 21 days

He's **NOT WITH**
Club Plus

How's he going
to pay his bills?

PROUD SPONSOR OF CMDA



Both of these men have identical injuries. But only one has automatic Income Protection Insurance from Club Plus.

As a member of Club Plus you have insurance that really looks after you*. It pays up to 90% of your income for up to 2 years (to age 70 years) if you're off work due to illness or injury. There is no application required** and you become eligible for payments just 21 days after illness or injury and acceptance of your claim. You can even keep your Income Protection policy at your next job, no matter where you work, or in which industry. All you need to do is have any new employer pay your Superannuation Guarantee contributions into your Club Plus account and your protection is maintained.

If you want to know more pick up a leaflet in your pay office, visit the Club Plus website, or call your **Member Services Hotline** on 1800 680 627.

www.clubplussuper.com.au

Proudly serving the Club Industry for over 21 years

**club
plus**
SUPERANNUATION

†To age 70 years. *Unless you have cancelled or opted out of Club Plus Income Protection Insurance. **If you wish to re-commence cover an application is required. Further details about the Income Protection Policy are available in the Product Disclosure Statement dated 18 December 2008 or the Income Protection Insurance Fact Sheet, both of which are available at www.clubplussuper.com.au. Income Protection Insurance is arranged by the Colonial Mutual Life Society Limited ABN 12 004 021 809 AFS Licence 235035, referred to as CommInsure. Issued by Club Plus Superannuation Pty Ltd ABN 26 003 217 990, AFSL No. 245362, RSEL No. L0000529, as Trustee for Club Plus Superannuation Scheme ABN 95 275 115 088, RSEL No. R1000757. This information is for illustrative purposes only and does not take into account any personal financial circumstances.

FREE 2 MONTH TRIAL

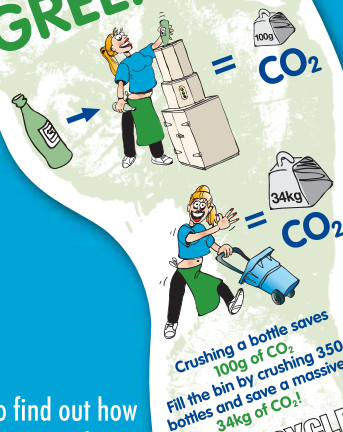
Reduce your carbon footprint by simply changing the way you manage your glass.

Participate in the free trials sponsored by the Packaging Stewardship Forum and not only will your business benefit but so will the environment.

Over 400 venues are now using Bottlecyclers & benefiting from:

- 50% reduction in bottle handling labour
- 80% saving of space
- Reduced noise issues
- Improved OH&S Management

You're a GREENIE!



To find out how you can take advantage of the free trials, call Jason Saffy on:

0403 451 827

OR visit:

www.bottlecyclers.com

Supported by:



**PACKAGING
STEWARDSHIP
FORUM**



A National Packaging Covenant funded project

April 2010 Magazine Contents

PAGE

ADVERTISER / Editorial

Cover 1	COVER - CMAA 2010 Conference & Expo
Cover 2	KONAMI
P 1	CMAA Administration & Imprint
P 2	CMDA Career Development Sponsors
P 3	CLUB PLUS SUPERANNUATION
P 4	BOTTLECYCLER + April Edition Contents
P 5	INDEPENDENT GAMING
P 6	PAYNTER DIXON CONSTRUCTIONS + April Edition Pointers
P 7	GOLD CREST SECURITY
P 8	BEPOZ + President's Perspective - Bill Clegg
P 9	THOMPSON PLAYFORD CUTLERS
P 10	MERIDIAN CONSTRUCTION + EO's Desk - Terry Condon
P 11	PKF
P 12	World Conference On Club Management 1
P 13	World Conference on Club Management 2
P 14	CHUBB SECURITY SERVICES + CMAA Conference & Expo 1
P 15	MITCHELL BRANDTMAN + CMAA Conference & Expo 2
P 16	CMAA Conference & Expo 3
P 17	OTEN TAFE NSW + CMAA Conference & Expo 4
P 18	ODOUR CONTROL SYSTEMS + CMAA Conference & Expo 5
P 19	CMAA Conference & Expo 6
P 20	CMAA Conference & Expo 7
P 21	CMAA Conference & Expo 8
P 22	HARLEY RUSSELL & DAY + CMAA Conference & Expo 9
P 23	GAME SHOW FACTORY + CMAA Conference & Expo 10
P 24	GOPHER GRAPHICS + CMAA Conference & Expo 11
P 25	CMAA Conference & Expo 12
P 26	CMAA Conference & Expo 13
P 27	CMAA Conference & Expo 14
P 28	CMAA Conference & Expo 15
P 29	CMAA Conference & Expo 16
P 30	CMAA Conference & Expo 17
P 31	CMAA Conference & Expo 18
P 32	CMAA Conference & Expo 19
P 33	CMAA Conference & Expo 20
P 34	Southern Exposure - Women In Clubs 1
P 35	CMDA April-May Courses 1 + Women In Clubs 2
P 36	CMDA Training Calendar - April-May
P 37	CMDA Update - Ralph Kober
P 38	CMDA - Corporate Governance
P 39	ITZ 1 - Far South Coast AGM
P 40	CMAA 2010 Diary
P 41	ITZ 2 - Illawarra Shoalhaven Meeting
P 42	CMDA - 2010 Events & Functions Management Summit 1
P 43	CMDA - 2010 Events & Functions Management Summit 2
P 44	ITZ 3 - Hunter Zone Meeting
P 45	ITZ 4 - Brisbane Zone AGM
P 46	CMDA - Visionary Leadership 2010
P 47	ITZ 5 - North West State Zone Conference & Meeting
P 48	Zone Education Officers
P 49	ITZ 6 - Far North Coast Zone AGM
P 50	CMDA - The Club Finance Conference 1
P 51	CMDA - The Club Finance Conference 2
P 52	CMAA National Bursary Sponsors + Clubs GST Update
P 53	ITZ 6 - Nepean Zone AGM
P 54	Northern Exposure - Burleigh Bears 1
P 55	CMDA April-May Courses 2 + Northern Exposure - Burleigh Bears 2
P 56	CMDA - Mid Year Executive Leadership Conference 2010
P 57	SLATER & GORDON + Industry Issues 1
P 58	Industry Issues 2
P 59	RAYNER SALES & MARKETING + Market Forces 1
P 60	Industry Issues 3
Cover 3	CMAA HOSPITALITY EXPO THANK YOU AD
Cover 4	ARUZE
INSERTS	CLUB PLUS SUPER
	LONG RANGE SYSTEMS
	MEGA FORTRIS
	CMDA TRAINING

Flexi-NET

TICKET IN TICKET OUT

THE RE-PRINTABLE CARD TECHNOLOGY



- The best customer service in gaming
- New features include TITO POS Debit ®, Tiered Membership (up to 20 levels) and Members Points Link with more on the way
- Flexi-NET TITO = Your own venue currency, Great customer 'loyalty'
- No need for new machines or expensive upgrades



INDEPENDENT GAMING PTY LTD
17 Brookhollow Avenue, Baulkham Hills, NSW 2153
P 02 8858 1000 F 02 8858 1010
www.independentgaming.com.au



➤ Page 12 & 13

The 83rd World Conference on Club Management conducted by Club Managers Association America, was held from in San Diego, California, in mid-February. For many years, Australian club managers, directors and industry supports have attended this convention and in 2010, **CMAA Federal President Bill Clegg** and **Federal Secretary Allan Peter** were among the group of industry executives on the Association-hosted tour who participated in workshops and events. Bill and Allan compiled a comprehensive report on the Conference ...



➤ Pages 34 & 35

Helen Reddy's girl power lyrics have hit a whole new note for clubs. Women club members now outnumber men, with 93% of women visiting a club at least once a year. **KATIE CINCOTTA** reports that the shift has been gradual, buoyed it seems by "Generation X" mothers leading a more social existence, young mums looking for public meeting places - clubs like Ashfield Bowling Club which has its premises booked out once a week by two mothers' groups ...



➤ Page 52

STEPHEN BLADWELL is an Indirect Tax Partner with PKF, a CMDA Career Development sponsor organisation. Stephen has been steering clubs on the correct path when it comes to making appropriate and accurate GST payments. At The CMAA's 2010 Conference and Hospitality Expo at Darling Harbour last month, Stephen conducted a workshop for more than 150 delegates on the topic. GST is an accounting challenge, but it can be mastered ...

MORE THAN JUST BUILDERS WE DESIGN, DEVELOP & CONSTRUCT



TOTAL PROJECT MANAGEMENT TOTAL RESPONSIBILITY

Paynter Dixon creates innovative solutions for your business needs.

Whether it's a renovation, re-development or new project, we understand the importance of managing projects from start to finish.



PAYNTER DIXON

HOSPITALITY

SIGNATURE DESIGNS • MASTER PROJECTS

Phone 02 9797 5555

www.paynterdixon.com.au



DISCOVER GOLD

GOLD CLASS Excellence in Security Solutions

CMDA Career Development GOLD Sponsor



Club Industry Security Specialists - doormen, car park security and uniformed guards.
Providing professional people and quality service at value rates.
Fully compliant with new Club, R.S.A. and Security Legislations.



**CMDA Career
Development
Gold Sponsor**

GOLD CREST SECURITY

Master Licence No. 409 899 891

Call 1300 137 339 for information and confidential assessment.



Demands on managers continue to increase

At the time of writing, the election process for the Executive - both Federal and NSW - along with

three Federal Council positions was underway. It is appropriate, therefore, to consider the challenges that the incoming team will need to address. The next three years will see an ever-changing Club Industry with greater demands on management.

This consolidation of the Industry, which many have been foreshadowing for some time, is well under way. The responsibility that managers have to provide professional management and leadership for their clubs has never been greater.

As has been mentioned at every opportunity, the Association's challenge is to ensure that educational and professional development opportunities are topical and relevant to meet the manager's vast criteria to ensure they are properly equipped for the task.

The incoming Executive will need to address the next stage of transitional change that is inevitable during its term. Subsequent leadership groups will face these same challenges.

Already, it has been identified that the CMAA needs to have a greater input into policies and issues that impact directly on managers across all jurisdictions.

Victoria, in particular, will require direct and special attention as the Club Industry approaches and deals with the new owner-operated model

for gaming machines. Education advice and support are key responsibilities for Association as Victoria's managers seek new skill sets and new skill levels in the post-2012 gaming era.

The Government has taken the bold step to empower clubs, boards and - ultimately - managers to provide the professional management skills that will deliver greater benefits to clubs and the communities they will be able to better serve. The management skills and leadership of our Victoria members will be the cornerstone and driving force for success and prosperity for these clubs, their members and communities.

A key component for the CMAA during this next transition phase will be the retirement of Executive Officer Terry Condon and the establishment of a new management team. This process starts with defining the role that the next Executive Officer will play.

The Association's next Strategic Planning Session - at Jupiters Gold Coast on the eve of the Mid Year Executive Leadership Conference in July - will determine our direction for the next decade and commence the process.

The outgoing Executive has laid a solid foundation for the future.

Central to this has been the improvement in communication and much credit should be given to Communication Services Manager Peter Sharp. The Association's ever-evolving education agenda, directed by Assistant Executive Officer Ralph

Kober and the Board of Management Studies, headed by Chairman David O'Neil.

Of course, Terry Condon maintains that essential personal contact with the members that is critical to maintaining the support network.

One of the initiatives that the Executive employed during its most recent term was the openness of the decision-making process and the Federal Council's involvement. This strategy was introduced to identify and cultivate the Association's future leaders and provide the opportunity to gain a closer understanding of the Executive system and process.

It is pleasing to see the number of members who stood for Federal Executive, NSW Executive and Federal Council election. It demonstrates that, like the changes ahead for the industry, the future Executive will be "up" for the challenges.

As I stated at Annual General Meeting, I am honoured by the great privilege the Executive has bestowed on me over the past three years to be CMAA President. To all Executive members during that period - Danny Munk, Allan Peter, David O'Neil, Debbie Feening and Tim McAleer - I extend my personal thanks for your support and contribution. You have helped to make this a better Association for our members.

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

Take control of your business

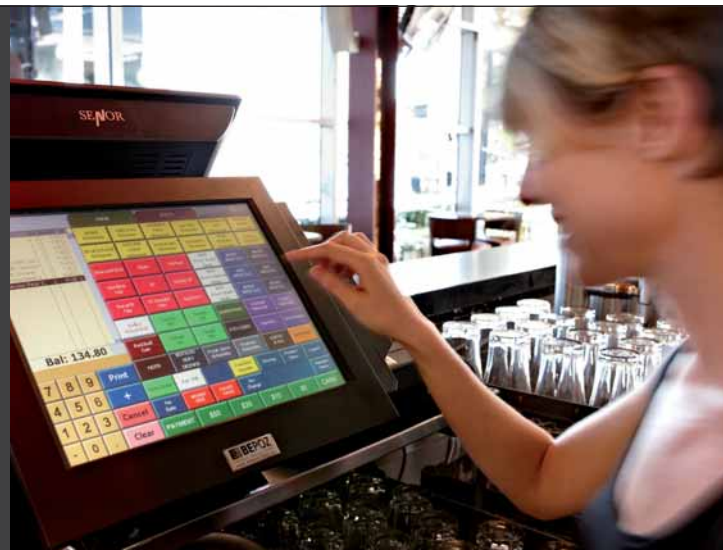
BEPOZ, leaders in POS, create systems for total business control. We develop unique software solutions for the Australian market.

Started in 1973, we're experts in the industry and have satisfied the who's who of venues locally and internationally.

Find out what sets us apart from the rest, call **02 9556 3566** for an obligation free presentation.



390 Princes Hwy, Rockdale NSW 2216
sales@bepoz.com.au www.bepoz.com.au



Premier Legal Advisers to the Clubs Industry

At Thomson Playford Cutlers, we work in partnership with you on your projects. Working right next to you to build your business for the future, or make your deal a success.

At the forefront of some of the largest projects in the industry, our team of Hospitality, Registered Clubs and Gaming lawyers are recognised as leaders in the industry. Working with more than 60 major clubs and industry associations across Australia, our legal specialists consistently deliver innovative and practical solutions to give you the commercial edge.



Brett Boon

Partner

T: +61 2 8248 5832

E: brett.boon@thomsonplayfordcutlers.com.au



Thomson
Playford
Cutlers

www.thomsonplayfordcutlers.com.au



Conference shows industry ready to take advantage of opportunity

When we sit down to plan CMAA conferences, our first - and last - criteria is the professional and personal needs of club managers - our CMAA members. It's no secret that the arrival of non-smoking legislation combined with the global and domestic economic downturn has impacted heavily on the participation at events across the Club Industry. There were encouraging signs at the 2009 Conference and Expo that things might be on the upswing or, perhaps more accurately, that we had hit rock bottom and there was only one way to go. Our 2010 event showed that the industry is in recovery mode, that managers are optimistic about their businesses and that our trade supporters are sharing that optimism. It might not be the upswing we hoped for but it's an encouraging start. That improvement was reflected in the mood on the Expo floor where exhibitors reported writing business with clubs and managers, in the Keynote Addresses of Conference Sponsor Aristocrat's senior executive Trevor Croker and the determination of Gaming and Racing Minister Kevin Greene and the NSW Government to support clubs against the threat of the Productivity Commission Report Into Gambling In Australia. The CMAA inducted three industry "champions" - John Gould, Darren Pressley and Tony Lycakis into the Hall of Fame, while Federal Councillor and St George Cronulla Zone President Ian Todd proudly accepted the Peter Cameron Award. We had another dedicated group of managers receive recognition for their 21 and 30 years of service to the Association and the industry. CMAA members benefited from more than \$100,000 in national bursaries provided by 23 generous sponsor companies who make it possible to advance education and professional development across the Association. Perhaps the strongest indicator of support was that at 8am on Monday, March 8, more than 350 members registered for the AGM and strongly supported the Conference sessions, Gaming Management Certification

courses and the Expo across both days. More than 30 of 54 members from North West State Zone and 16 members from Far North Coast Zone made the impressive effort to attend, which reflects the importance of these conferences in the lives of managers seeking information, education and support. The industry is still some distance from where it wants to be but the success of Darling Harbour 2010 shows we are up to the challenge.



GERRY SARLEMYN

The theme of the CMAA's annual Mid Year Executive Leadership Conference at Jupiters Gold Coast in July is "Are You the Glue That Holds Everything Together?" I'm sure most managers will relate to the topic and implications for them in their clubs and businesses. I have mixed emotions about my final item for this month's column because the Association is losing one of its unsung heroes with the resignation of CMAA Administration Officer Geraldine Sarlemyrn. I'm sad to be losing such a remarkably talented, generous and hard-working employee who appreciates and lives the Association's highest ethical standards of

professionalism and support of others. "Gerry", as she is affectionately known to almost everyone in the Club Industry, is making a step towards her ambition with her husband Hans towards the next stage of their life beyond work - and I'm happy for two fine people and great servants and ambassadors of the Club Industry. Hans is the CEO of the norths Group, a CMAA Life Member and past Federal Executive Member. Every manager knows that you cannot "replace" someone of Gerry's experience and quality but we have other talented people who will step up to the challenge, acquire the skills and deliver the highest standards of work and service. Everyone who has had the pleasure to work with and deal with Gerry wishes her nothing but the best in her work and life beyond the office.

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

GUARANTEEING OUTSTANDING PERFORMANCE

- Master Planning
- Design and Construction
- Construction Management
- Interior Design
- Council Negotiation



MERIDIAN
CONSTRUCTION

Call Mick Brady
or Greg Crowley
02 9599 0399

321 Princes Highway
Banksia NSW

Getting the
time **wrong**
can be
expensive.

Get your
Clubs GST
timing **right**.

Contact a Clubs GST expert:

Stephen Bladwell

P: +61 (02) 9240 9707

E: stephen.bladwell@pkf.com.au

www.pkf.com.au

right size. right people. right answers.®

PKF

Chartered Accountants
& Business Advisers

Australia Association and members benefit

The 83rd World Conference On Club Management (WCCM) attracts Club Industry representatives from around the globe. Conducted by the Club Managers Association America, the 2010 event was held in San Diego, California, from February 8 to 13. Australian club managers, directors and industry supporters traditionally have attended this convention and, in 2010, CMAA Federal President Bill Clegg, ACCM, Federal Secretary Allan Peter, ACCM, and Executive Officer Terry Condon, CCM, were among the group of industry and trade executives - Zone Bursary winners, Victoria Zone representatives and sponsors - on the Association-hosted tour who participated in workshops and events. Bill and Allan compiled this comprehensive report on the Conference ...

For the past three years, the CMA America has conducted the World Conference On Club Management in conjunction with the Golf Industry Show - understandably the largest golf-related trade show in the world. From 2011, CMA America will return to staging its own expo and trade show. For many years, club managers, directors and industry supporters have attended this convention ranging from in the early days when one Executive member represented the CMA Australia to delegations of more than 70 people. The sharing of ideas, networking opportunities and developments in educational presentations has seen the modification and adoption of many of the services that CMA Australia members enjoy today.

First, some relevant facts about our "sister" organisation in the United States. CMA America has approximately 7,000 members that manage 3,000 county, golf, city, athletic and other clubs. The Association has a turnover of \$8.5 million and a staff of 40 people. Significantly, 80% of managers are employed in golf and/or country clubs. There are 34 Association Chapters across the USA and internationally. Education and professional development is provided through the Club Foundation and programs delivered by the Business Management Institute (BMI) domestically and by BMI International, generally in Europe in conjunction with CMA Europe or the recognised national body for Club Management. Members work towards CCM (Certified Club Manager) accreditation by attending BMI-delivered programs. Other awards that can be achieved are the Certified Chief Executive (CCE) and

Master Club Manager (MCM). A Corporate Advantage Program provides financial assistance for the professional development programs and networking events.

Internationally recognised brands are members of this program and play an active role at the WCCM.

Before the Conference, the group visited Las Vegas and enjoyed a tour of Red Rock Casino and Spa and the new casino, M - two vastly different venues. Red Rock is a typical casino with no natural light, plenty of gaming machines and tables, while M has a lot of natural light, is open and spacious. Las Vegas did not appear to be in the grip of recession as publicised, or it was a case of ...

"let's spend on gambling to see if we can make some money".



Allan Peter chats with Greg Norman at the Golf Industry Show.

The tour moved quickly on to San Diego for the WCCM opening business session on Tuesday, February 9 where all of the Australians were represented. Bill, along with 22 other international industry representatives were introduced to the huge audience.

In the week before the WCCM, there is a variety of events scheduled, including the *Bicycle Chautauqua* "Does" Southern California - an event



Allan Peter, Bill Clegg and Terry Condon

styled after the mobile universities where participants spend three days visiting clubs, reflecting on management and enjoying bonding with people. Other pre-WCCM events included a series of one-day and two-day workshops covering topics such as *Introductory Sommelier Course* and personal development-style sessions on *Influence, Persuasion and Listening*.

Following the opening-day business sessions, Bill and Allan attended the "Tax and Financial Trends in Clubs" workshop that included issues relating to the Internal Revenue Service and current investigation issues, sale of club assets, clubs not adhering to their constitutions and general breaches by the club's committee or management.

Allan also attended "Yes Banks are still lending money and how to ensure your club has access to Debt Financing" workshop that included advice on how to reduce legal fees by conducting your own document review.

Days 1-5: Conference Workshops

The 90-minute sessions were intensive, starting at 8am (some at 7am) and finishing at 4pm (7.30pm for the three-hour workshops). The broad areas of competencies the workshops were tailored to were ...

- Golf, Sport & Recreation Management
- Food & Beverage Management
- Accounting & Financial Management
- Human & Professional Resources
- External & Government Influences
- Interpersonal Skills
- Leadership
- Membership & Marketing
- Facilities Management
- Club Governance

from international experience and exposure

There were about 65 formal education sessions covering every facet of the competency areas. Of most interest to the Australian delegates were ...

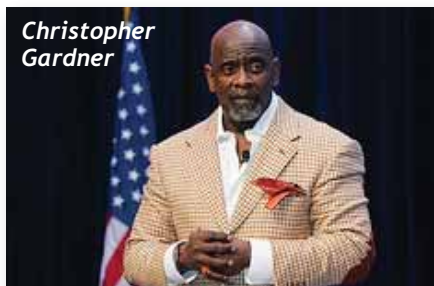
- *"Back To BASICS: How To Deliver Astonishingly Superior Customer Service"*, delivered by Tom Richardson
- Kevin Reilly's *"Tax & Financial Trends On Clubs In A Recessionary Economy"*. Kevin, a CPA and partner at Witt Mares, also is Editor of *Clubs in Town & Country*, an annual publication prepared by PKF North America that provides a statistic review of clubs incorporating financial data. Kevin has, in recent years, provided CMA Australia delegates with a personal viewpoint of the state of the US Club Industry. Of particular interest in this session was the threat that clubs are experiencing to their non-profit status (mutuality concessions). It appears that legislators also attend the WCCM.
- *"Club Manager As A Performance Coach"* focused on the development of leadership skills and how to coach and direct performance
- *"What's The Percentage In Percentages?"* provided an alternative to percentages as the primary approach for menu pricing. This session supported the concept that we don't bank percentages, particularly in times of stagnant or declining sales. An extremely informative session that covered a wide area of issues to bullet-proof the F&B operations.

Day 5: Allied/International Breakfast

- each international Association presents a short "report card" on their Association's achievements over the past 12 months. This presentation was made by Terry Condon and is a high point of the international agenda. There was a special tribute to John Furlong, CEO of the the Vancouver Organising Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). A club manager, John is the first CEO to take an Olympics bid to completion and gave the Keynote Address at the 2009 WCCM Closing Business session. He has become a genuine friend to Australian delegates over the years, particularly during his tenure at The Arbutus Club in Vancouver.

Day 5: International Symposium

The program agenda usually includes presentations from two Associations - normally one emerging nation and the progress another may be having in a specific field. The 2010 presentations were from Spain and Finland. It was interesting that some challenges that Spanish managers face are typical everywhere and the need to build a culture of professionalism and a greater awareness of the manager's role by club presidents and boards. For Finland, there has been extraordinary growth in golf course numbers - from six in 1969 to 130 and 140,000 registered golfers in 2010. With membership growing at 10% annually, it's hard to imagine golf is played 24 hours a day and greens can need to be cut twice a day. Climate change is a major issue in this region. The general economic conditions continue to impact on the Club Industry - in particular, the "private" club model.



A Day 4 highlight was Christopher Gardner and the inspirational story of his journey to becoming CEO of Gardner Rich LLC. Now an international entrepreneur, he was the subject of the best-selling book and movie, *"The Pursuit of Happyness"*. You have made it when Will Smith and his son play you and your son in a Hollywood blockbuster!

General Comments

Bill Clegg - As this Conference continues to attract the high numbers of international representatives, the need for CMA Australia to attend and continue its active role in the International events is never more evident. The structure and format of the education sessions needs to be monitored annually to ensure that Australian conferences and any future involvement in international conferences - Singapore and Hong Kong - are of at least the same

standard. There is a belief that the US club model will continue to come under stress through its dependence on dues-based revenue and lack of a broader income base. The matter of "traditional revenue" streams (mutuality) is anticipated to be a future global issue. While marketing the World Conference on Club Management is an issue, the 2010 event had sufficient content to benefit individual managers and the wider Australian Club Industry. While the education format is released late regarding arranging international travel, greater awareness of the scope of the conference would generate wider interest and attendance.

It was a great honour to have ClubsNSW Chairman and Clubs Australia President Peter Newell and his wife, Judy, on the Conference tour. Peter's commitment to our industry was highlighted by his active participation in the international events, sessions and general conference. I'm sure Peter's experience will benefit the Club Industry. My thanks - on behalf of the entire Australian delegation - to CMA America President Michael Leemhuis, CEO Jim Singerling, Chief Operating Officer Kathi Driggs and their team for their hospitality and sense of fraternity extended to all delegates.

Allan Peter - Is this conference worthwhile and is it of benefit to our Association? The CMAA is unique in that we provide education, training, industrial protection and networking for members. The most similar organisation to CMA Australia is CMA America. Our association with the Americans has enabled us to build strong networking ties. We are held in high esteem as a strong and progressive Association. We must endeavour to always represent ourselves overseas and to keep educating our managers and industry representatives. At the same time, it is important to ensure that each Conference is a step in the right direction for our Association. This 2010 Conference was of benefit to our Association, particularly in offering a higher standard of education to our managers, new ideas to attract sponsors and a general exchange of initiatives and information.

Impressive 'buzz' about all aspects of Darling



There was an impressive and encouraging "buzz" about the floor of the Sydney Convention and Exhibition Centre at Darling Harbour for the annual CMAA AGM, Conference and Hospitality Expo on March 8 and 9.

Almost 2,000 club managers, directors and industry associates visited the Hospitality Expo floor across the two days with many

trade exhibitors reporting sales and strong product interest.

More than 350 CMAA Members filed into the Centre's Parkside Ballroom at

8am on Monday, March 8, for the Annual General Meeting.

CMAA Executive Officer Terry Condon, CCM, said he was very pleased with the "energy" of the Expo and the Conference education program over the two days. "It's no secret that all industries, domestic and international, have struggled during the Global Financial Crisis," Terry said. "Our numbers have reflected that circumstance but there is a good feel and energy about the Expo floor this year and it appears to be reflecting the story across the Club Industry that the recovery is happening slowly and steadily. Hopefully, we can look forward to a bigger and better Conference and Expo next year."

More than 110 companies booked stands this year with the gaming machine companies Aristocrat, IGT, Stargames, Ainsworth Game Technology, Konami, Independent Gaming and Aruze taking up the major "real estate".

Thirty-one CMDA Career Development

Lisa's hoping for Hamilton Island experience

It pays to be on the floor at the CMAA Hospitality Expo ... just ask Lisa La Macchia from SupaGas. As part of the 2010 event at the Sydney Convention and Exhibition Centre at Darling Harbour on March 8 and 9, the CMAA joined with Robert Oatley Vineyards and CCM Travel, a CMAA National Bursary Program Sponsor, to offer an Exhibitor VIP Bonus Package. The prize is

- Five nights for two people on Hamilton Island
- staying at the Reef View Resort
- return airfares (Sydney-Hamilton Island) courtesy of CCM Travel
- airport transfers on Hamilton Island
- Dinner for two (1 night) on Hamilton Island
- A selection of Robert Oatley wines

Like SupaGas, Robert Oatley Vineyards was one of the CMAA 2010 Hospitality Expo Exhibitors and Expo Co-ordinator Judy Rayner drew the prize winner at the CMAA's Cocktail Party in the Parkside Ballroom on the Monday night of the



Tracey Quinlan and Campbell McLeod from Robert Oatley Vineyards with Lisa La Macchia from Supa Gas, winner of the CMAA Hospitality Expo VIP Bonus Package.

Expo. Robert Oatley Vineyards executive Campbell McLeod was at the Expo to congratulate Lisa La Macchia on her good fortune. "I just hope the boss lets me take the holiday," an excited Lisa said. Campbell said the Robert Oatley Vineyards company was pleased to be involved with the success of the 2010 Expo.

Chubb Cash Services



When you are thinking about a cash logistics and processing specialist for your Club, think Chubb.

We provide clubs with **specialist cash solutions** including our innovative gaming machine clearance and cash processing in a fast efficient low risk manner.

For more information call **Aidan Desmond** on 02 9428 7111 or email aidan.desmond@chubb.com.au

www.chubb.com.au

Security license:
408195411 (NSW)



Harbour 2010

Sponsor and CMAA National Bursary Sponsor companies took Expo stands.

Aristocrat again sponsored the Sydney Conference for the third year with Trevor Croker, Aristocrat's Managing Director, Australia & New Zealand, delivering the Sponsor's Address to CMAA members following the AGM.

NSW Gaming and Racing Minister and Sport and Recreation Minister Kevin Greene, MP, delivered the Keynote Address to delegates, highlighting the NSW Government's support of the Club Industry in the wake of the controversial recommendation contained in the Productivity Commission Report Into Gambling In Australia.

The CMAA adopted a new format for the 2010 event with Conference sessions running from 8am to noon each day to allow managers and trade show exhibitors full access each afternoon.

Conference sessions were held in Parkside Ballroom with two, day-long Gaming Management Certification courses running in parallel with the workshops and panel sessions.

At the end of Day 1, CMAA National Bursary Sponsor company representative gathered with bursary winners for a presentation ceremony in the Expo Hall secretariat.

As business closed on Day 1, more than 500 managers, directors and



Danny Munk welcomes delegates to the first of the CMAA Conference Workshops.

trade executives headed to the Parkside Ballroom for the popular Cocktail Party and Bill Clegg to announce the 2010 CMAA Hall of Fame inductions and winner of the prestigious Peter Cameron Award ...

- > 2010 Association Associate: JOHN GOULD - Aristocrat
- > 2010 Industry Associate: DARREN PRESSLEY - Coca-Cola Amatil
- > 2010 Club Manager: TONY LYCAKIS, ACCM - St George Rowing Club
- > 2010 Peter Cameron Award: IAN TODD, ACCM - Kingsgrove RSL Club

Exhibitor company SupaGas won the 2010 Expo VIP Bonus Package

sponsored by the CMAA, Robert Oatley Vineyards and CCM Travel. For full coverage of the Conference, Expo and social events, see **Pages 16 to 33.**



Conference Workshops were well attended across both days of the 2010 event.



MitchellBrandtman

Quantity Surveyors & Construction Cost Managers

QUANTITY SURVEYORS

**Specialising in Licensed Clubs
New Buildings
Additions and Renovations**

- Contractual Advice
- Finance Drawdowns
- Estimate and Cost Plans
- Tax Depreciation Schedule
 - Bills of Quantities
- Contract Administration

**Ph: 1800 454 434
Trading Nationally**

Greene, Government stands strong with clubs

Kevin Greene has won the respect of the Club Industry since he took over the Gaming and Racing portfolio in NSW. Also the Sport and Recreation Minister, Mr Greene brought the registered club movement philosophy to the job as a past President of the Campbelltown Catholic Club. While it's impossible to implement Government policy that will please all sides of the Club Industry, Mr Greene has shown a fair-handed and pragmatic approach to difficult issues such as problem gambling and alcohol-related violence. The Minister was making his second appearance as the Keynote Speaker when he faced more than 350 members following the CMAA AGM at the 2010 Conference and Hospitality Expo at Darling Harbour last month. Mr Greene followed Conference Sponsor Aristocrat representative Trevor Croker, the Managing Director, Australia and New Zealand, and the Minister spoke about the importance of a greater understanding and contribution by club boards to the efficient and effective management of clubs. He maintained his - and the state Labor Government's - position of rejecting key recommendations of the Productivity Commission's Report



NSW Gaming & Racing Minister Kevin Greene delivers the Keynote Address to members at the 2010 CMAA AGM at Darling Harbour.

Into Gambling In Australia. The Commission presented its Final Report to Prime Minister Kevin Rudd on February 26 with the Government due to table the report in the Federal Parliament by June 24. Mr Greene pointed to the \$1 betting limit and liberalisation of controls for internet gambling as two of the most disturbing aspects of the report that would have devastating consequences for the Club Industry.

Aristocrat maintains CMAA Conference support

Aristocrat extended its Conference Sponsor relationship with the CMAA at the 2010 Conference and Hospitality Expo at Darling Harbour last month. Trevor Croker, Aristocrat's Managing Director, Australia and New Zealand, addressed more than 350 Association Members following the Annual General Meeting, acknowledging NSW Gaming and Racing Minister Kevin Greene Minister, CMAA Federal President Bill Clegg and his Executive members.

"It is a pleasure to welcome delegates to the CMAA AGM, Annual Conference and Trade Expo," Mr Croker said. "This is the third year of our sponsorship and we are proud of our long running association with the Club Industry and the CMAA." Mr Croker said it was the first time that he had attended the CMAA Annual Conference and Hospitality Expo in his



role as Aristocrat's Managing Director, Australia and New Zealand. "I have been in the hospitality industry for more than 20 years, most recently with Fosters," he added. "My experience is in building high-performance sales organisations and I am looking forward to continuing my relationship with customers to understand your gaming needs." He said that with "Ready To Step Up" as the theme of the 2010 Conference,

the experience would be about what club executives and the trade has learned as a group from hard times.

"At Aristocrat, we are adapting to the challenges of our times with a dynamic new range of products, particularly licensed games, and a greater customer and market focus," Mr Croker added. "We have launched a company-wide three-to-five year turn-around strategy.

"In launching our new strategy, we are signaling our determination to rebuild our performance and reclaim our reputation as the world's leading games and systems manufacturer and your most valued supplier.

"I trust all delegates will find the next few days fruitful for your business and I look forward to meeting as many of you as possible over the coming days," he concluded.

Packed room shows CMAA support and awareness

There's a level of risk involved in scheduling and Annual General Meeting at 8 o'clock on the first morning of an Annual Conference.

But, with more than 350 members packing into the Parkside Ballroom at the Sydney Convention and Exhibition Centre at Darling Harbour on Monday, March 8, things were off to a great start for the 2010 event.

Federal President Bill Clegg welcomed Federal Executive members, life members and thanked Conference Sponsor Aristocrat for again supporting a CMAA event.

Having confirmed the Minutes of the previous AGM, Bill presented his President's Report (P19), pointing to the consequence of the global and domestic financial crisis on the operations of the Association and its staging of the Darling Harbour and Gold Coast conferences. Bill also referenced the Productivity Commission's Draft and Final Reports Into Gambling In Australia and the potential implication for the Club Industry.

Federal Secretary Allan Peter, ACCM, then delivered the Industrial Relations Report (P22), focusing on the registered & Licensed Clubs Award 2010 under the Federal Government's Fair Work Australia Act that was introduced in 2009. He also dedicated much of his report to Award Flexibility Agreements - formerly Service Agreements - and the importance for members to

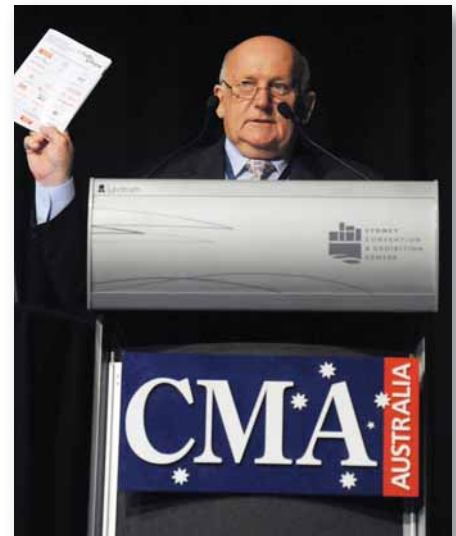
ensure precise conditions and an employment protection clause. "In the past 12 months the Association's main focus of Industrial Relation attention has been on the introduction of the Registered and Licence Club Award 2010 and our Service Agreement for members," Allan said.

CMAA Executive Officer Terry Condon, CCM, delivered the Association's Financial Report, endorsing the President's position that the Global Financial Crisis and downturn for the Club Industry had seriously affected the Association's bottom line in delivering education and conferences to the membership.

Board of Management Studies Chairman David O'Neil, ACCM, was unable to attend the AGM due to illness, so Assistant Executive Officer Ralph Kober delivered the CMDA Report (P23). "The CMDA trained more than 2,000 students, either at the Career Development Centre in Auburn or off-site in the many Zone locations around the states. This was achieved in what was a financial environment of uncertainty and rationalisation by many clubs," he reported.

With the resignation of Federal Executive Member Tim McAleer, ACCM, in November and Federal Vice President Danny Munk's decision not to seek re-election, there was a ballot for the Federal Executive (5 positions) and NSW State Executive (5 positions), along with three Federal Councillor ballots. Division E Federal Councillor Gordon Rhodes, ACCM, did not see re-election to that position. Ballot papers were issued on March 3, with the ballots closing at 5pm on March 24.

The CMAA Annual Report has been posted to all members. It is available in electronic version on the CMAA website -



CMAA Executive Officer Terry Condon, CCM, presents the Financial Report.

www.cmaa.asn.au. For clarification of any information contained in the Annual Report, contact Executive Officer Terry Condon, CCM, at the CMAA 02 - 9643 2300.



CMAA Federal President Bill Clegg, ACCM, welcomes members to the 2010 AGM.

Get qualified in hospitality with OTEN

Enrol anytime and study by distance with OTEN

Hotel Licensees	\$410
On-Premises Licensees (Restaurant)	\$440
Responsible Service of Alcohol	\$120
Responsible Conduct of Gambling	\$120
Workplace Food Hygiene (Also available in Arabic, Vietnamese & Mandarin)	\$150
Food Safety Supervisors	TBA

Contact OTEN Tourism & Hospitality

☎ (02) 9715 8524 or 9715 8521
 🌐 www.oten.edu.au
 📠 fax (02) 9715 8162

oten
 Open Training and
 Education Network

study @ your own pace @ your own place

Pleasant surprises honour Club Industry's finest



John Gould with Bill Clegg



Darren Pressley
with Bill Clegg



Tony Lycakis with Bill Clegg

Riding the rollercoaster that is the Club Industry provides more than enough surprises for managers and industry trade executives. Surprises, probably are not on top of their list of "favourite things". However, there were smiles all around the Parkside Ballroom at the Sydney Convention and Exhibition Centre at Darling Harbour, packed with almost 500

guests for the CMAA's Conference Cocktail Party as CMAA Federal President Bill Clegg, ACCM, announced the list of 2010 CMAA Hall of Fame inductees and the winner of the prestigious Peter Cameron Award. John Gould had been moving around the conference venues all day, ensuring his boss Trevor Croker was on time to deliver the Sponsor's

Address to the CMAA AGM in the morning, making sure things were going smoothly on the Aristocrat Expo stand and delivering his presentation to the Gaming Management Certification Program running in parallel to the Conference sessions. He was in the mood for a relaxing drink with friends and colleagues at the end of a busy day. He was not quite prepared to be named the Hall of Fame Association Associate. "This is quite a shock ... a very pleasant shock, but something I did not expect ... I'm stuck for what to say, except that I'm overwhelmed and very proud," John said as he accepted his honour from Bill Clegg. Darren Pressley, Coca-Cola Amatil's Group Business Manager - NSW Licensed Clubs, was unable to accept his Industry Associate award on the evening due to a family commitment but returned to the Expo the following day when Bill conducted an impromptu presentation

ceremony. Darren, through Terry Condon, sent a formal acceptance note to the CMAA where he said: "This award coincides with my 20 years at CCA on March 12 this year and this is one the best awards I have received in my career so far. I would like to thank Terry Condon, all the CMAA Federal Executive team and everyone across the industry that supports the Club movement and what it stands for." St George Rowing Club General Manager and long-serving CMDA Board of Management Studies member Tony Lycakis, ACCM, thanked the many people who had supported him in career in accepting the Club Manager Honour. Division B Federal Councillor and St George Cronulla Zone President Ian Todd was "shocked and honoured" in being named winner of the 2010 Peter Cameron Award.



Ian Todd with Bill Clegg

Odours a problem?

We have the solution!

A vital element of club management is providing a pleasant, fresh and clean environment for members and guests to enjoy. Effective control of odours in high traffic areas can be difficult.

Creating a memorable and lasting impression is simple with our unique range of products that not only eliminate odours, but also enhance indoor air quality with a delicious subtle fragrance.

No capital outlay

No lock in contracts

Systems fully serviced and maintained
by qualified technicians

Take advantage of our
first month risk free offer.
Call the experts today!



Odour Control Systems
AUSTRALIA PTY LTD

the odour management experts

Visit us at CMAA Hospitality Expo Stand No: 28
P 02 4961 6185 www.odours.com.au F 02 4969 4218

- 2010 Association Associate: JOHN GOULD - Aristocrat
- 2010 Industry Associate: DARREN PRESSLEY - Coca-Cola Amatil
- 2010 Club Manager: TONY LYCAKIS, ACCM - St George Rowing Club
- 2010 Peter Cameron Award: IAN TODD, ACCM - Kingsgrove RSL Club

Association makes strong progress despite economic hurdles

PRESIDENT'S REPORT - Bill Clegg, ACCM

I started last year's address with a comment on how challenging the year had been for the Association, individual managers, clubs and the industry. I didn't realise how challenging the rest of the year would be.

It is now history that last year's Conference was held at the absolute bottom of the Global Financial Crisis and the financial result of that Expo determined the financial result of the Association for the remainder of the year.

The revenue from last year's Trade Show was \$170,000 less than the previous year and impacted directly on the financial result for the year.

Any optimism that I expressed last year in regard to the Productivity Commission Report Into Gambling In Australia was destroyed with the release of the Draft Report.

It is staggering to believe that on-line and internet gambling did not attract the comment that it deserves. The convoluted manner in which the numbers of problem gamblers was portrayed, indicated from the opening of the Draft Report and the failure to address the Terms of Reference dashed our hopes that the Report would examine the progress the Club Industry has made in reducing problem gambling.

Regardless of all these issues, the Association made strong progress during the year.

Education revenue and Zone activity increased - highlighting the understanding that managers have to continue personal development of themselves and their teams.

The Board of Management Studies has made another invaluable contribution.

The Corporate Governance Program and Secretary Manager Course proved extremely successful - proving the need for our education to be relevant and adaptable to the manager's needs.

In Queensland, the CMAA established an alliance with The Academy to provide Queensland-specific training needs and to deliver courses.

A similar relationship is anticipated in Victoria as managers prepare for the post-2012 gaming era.

The Food and Beverage Summit, which has been so successful in NSW, has been expanded to Brisbane so our Queensland managers can avail themselves of this program.

The ensuing year will bring a new set of issues to be addressed and it is particularly relevant that we listen to the sponsors and supporters of the Career Development Centre.

We were pleased that the Mid Year Conference at Jupiters was held in conjunction with the Federal AHA and is another step in the Strategic Plan to widen the Association's training programs exposure to all sectors of the Hospitality Industry.

With this in mind, the Association recently registered HMDA "Hospitality Management Development Australia" so we can further our training into the hospitality sector.

Internationally, the Association has formed a closer relationship with the Asian Club Managers' Associations

CMAA Federal President Bill Clegg, ACCM, presents his report to the AGM.



with our bursary recipients this year attending the CMA Singapore Conference. While a strong relationship should always be retained with the CMA America, the closer the ties we can establish with our near neighbours as they continue to grow their gaming markets can widen our members' employment opportunities.

This strategy remains a key objective and will provide the Association with a wider exposure to all sectors of the hospitality and gaming industries.

One initiative the Association commenced in 2009 was CMA CARE, a confidential support and counselling service for managers who need support during difficult personal times. The Reverend Chester Carter heads up this service and we thank him for the great work he is doing.

The Industrial Relations "saga" of the past years continued with the commencement of the Registered and Licensed Club Award. For the first time, all managers across all jurisdictions are covered by the same instrument.

This year concludes the terms of office for the Executive and Federal Council. It was the first term that saw a reduced number on the Federal Council and to all those I express my appreciation for the manner in which you attended to the duties of the Association.

The Zones remain our focal point for the networking opportunities and the basic need for us all to associate with each other. Again more than 100 regional meetings were conducted and, to all the Zone Officers, I must also express the appreciation of the Association.

To all of the Executive Members who have contributed so much over the past three years, I must express my humble appreciation for the rare opportunity to act in this capacity of President of this Association. I thank you for your support.

To Terry Condon and his team, I also express everyone's appreciation for the manner in which you have attended to the needs of the membership over the past 12 months.

CMAA 'stayers' clock up 645 years of

The CMAA was able to acknowledge the careers of 29 Association members who have clocked up more than 645 years of service to the Club Industry in Australia. At the conclusion of the CMAA Annual General Meeting at Darling Harbour on March 8, CMAA Executive Officer Terry Condon, CCM, read the honour roll of club managers who have reached 30-year and 21-year membership service milestones with CMAA. In front of more than 350 colleagues, Federal President Bill Clegg, ACCM, presented a service pin to recognise the achievement of each member. CMAA Federal Secretary Allan Peter proudly stepped up to present Bill Clegg with his 30-Year Service Award. The full list of CMAA members who achieved 30-Year and 21-Year Service Awards during 2009 ...

30-Year Members - 2010

William Clegg, ACCM - Randwick Labor Club
Bruce Dun - Albion Park Bowling Club
Gregory Kearins, ACCM - St Johns Park Bowling Club
Michael Raftery - Albion Park Bowling Club

CMAA 21-Year Members - 2010

John Atkins - Ourimbah Lisarow RSL Club
Susan Ball, ACCM - Springwood Sports Club
Gary Baudinette - Engadine Bowling Club
Joseph Bayssari, ACCM - Seven Hills Toongabbie RSL Club
Lindsay Browne, CCM - Ramsgate RSL Memorial Club
Joseph Caccamo - Liverpool Catholic Club
Anthony Casu, ACCM - Narooma Services Club
Jennifer Delaney, ACCM
John Dellar - Rosebud Country Club
Richard Evans - Campbelltown RSL Club

CMAA 21-Year Members - 2010 (Continued)

Denis Fitzgerald, AM
Stewart Graham - St Marys Rugby League Club
Gregory Hadley, ACCM - Matraville RSL Club
Wayne Kendrigan - Seagulls Club
Mario Machado ACCM - Hornsby RSL Club
Dean Maher - Finley RSL Club
Barbara Mangan - Earlwood Ex-Servicemen's Club
Stephen Marks - Kiama Leagues Club
Wayne McEvoy, CCM - Gulgong RSL Club
Gregory Mitchell, CCM - Canberra Southern Cross Club
Benjamin Sada, ACCM - Guildford Bowling & Recreation Club
Wendy Smith, ACCM - Windale Gateshead Bowling Club
Mark Walpole - Coolangatta Tweed Heads Golf Club
Margaret Ward - Auburn RSL Club
Andrew Wilson - Dubbo RSL Memorial Club



membership



- 1 - Bill Clegg presents Gary Baudinette with his 21-Year Service Award.
- 2 - Tony Casu with Bill Clegg.
- 3 - Jennifer Delaney with Bill Clegg.
- 4 - Denis Fitzgerald with Bill Clegg.
- 5 - Stewart Graham with Bill Clegg.
- 6 - Greg Hadley with Bill Clegg.
- 7 - Mario Machado with Bill Clegg.
- 8 - Dean Maher with Bill Clegg.
- 9 - Stephen Marks with Bill Clegg.
- 10 - Ben Sada with Bill Clegg.
- 11 - Wayne Kendrigan with Bill Clegg.
- 12 - Bill Clegg presents Bruce Dun with his 30-Year Service Award..
- 13 - Federal Secretary Allan Peter presents Bill Clegg with his 30-Year Service Award.

AGM adds to occasion for ACCM recipients

The Active Certified Club Manager (ACCM) Award is a significant achievement in the life of every person who reaches this goal. Receiving the ACCM in front of more than 350 fellow managers and CMAA members at the Association's Annual General Meeting adds to the sense of achievement and occasion. Three CMAA members - Patrick Crick, Andrew Lauridsen and Gerard Robinson enjoyed that remarkable sense of occasion when CMAA Federal President Bill Clegg, ACCM, presented their awards on Monday, March 8, as part of the CMAA's 2010 AGM at Darling Harbour. The CMAA's list of ACCM recipients continues to grow steadily as managers pursue their education and professional development program. The list of ACCM Awards since July 2009 includes ...

Jason McIlroy - Human Resources Manager at Logan Diggers Club

Owen Walker - CEO at South Tamworth Bowling Club

Dale Hunt - Operations Manager at Harbord Diggers Club (formerly Group Operations Manager at Richmond Club)

Ian Frame - CEO at Beresfield Bowling Club

Gerard Robinson - Operations Manager at Moama Bowling Club

Slade Wibberley - Beverage Manager at Logan Diggers Club

Garry Weston - General Manager at Marrickville Golf Club

Nathan Whiteside - Assistant Manager at Yamba Bowling & Recreation Club

Andrew Lauridsen - General Manager at Harbord Diggers Club

Darren Thornton - CEO at Doyalson Wyee RSL Club

Patrick Crick - Operations Manager at Armidale City Bowling Club

Tracey Watson - Central Bank Team Leader at Panthers Cardiff & Newcastle

1 - Patrick Crick accepts his ACCM Award from CMAA Federal President Bill Clegg.

2 - Andrew Lauridsen receives his ACCM Award during the CMAA AGM.

3 - Gerard Robinson accepts his ACCM Award in front of more than 350 members at the CMAA Conference at Darling Harbour last month.



CMAA's reason to be never more important than 2010

IR REPORT - Allan Peter, ACCM

The CMAA was formed almost 60 years ago to provide workplace and professional support to club managers experiencing the challenges of working with a board as their boss. Much has changed in the Club Industry in that time, but that Industrial Relations support that the CMAA provides remains an integral part of the working lives of club managers in 2010. In the evolution of the Federal Labor Government's new industrial relations regime, the Club Industry has emerged triumphant with an industry-specific Award - the Registered and Licence Club Award 2010. While this new Award clearly defines the scope of the club movement and its contribution to the members and communities they support, it has also delivered a new set of contract and workplace circumstances.

In presenting the Association's Industrial Relations Report to more than 350 members at the CMAA Annual General Meeting at Darling Harbour on Monday, March 8, Federal



CMAA Federal Secretary Allan Peter addresses members at the Darling Harbour AGM on March 8.

Secretary Allan Peter, ACCM, dedicated most of his report to the new IR laws and Award Flexibility Agreements - formerly Service Agreements - and the importance for members to ensure precise conditions and an employment protection clause.

"In the past 12 months the Association's main focus of Industrial Relation attention has been on the introduction of the Registered and Licence Club Award 2010 and our Service Agreement for members," Allan told members.

On March 6, 2009, after a long consultative period, the parties - Clubs Australia, LHMU (National Office) and the CMAA - agreed in principle to a Draft Award that was to be presented to the Australian Industrial Relations Commission (AIRC). On May 25, the Commission handed down a Draft Exposure Award that included the 30% Exemption Rate (NSW Award) and the pay rates applying to the Federal ACT Award.

"The CMAA was satisfied with this position," Allan said.

The AIRC Full Bench held a further round of consultation in June and Clubs Australia submitted to the Full Bench, that the lower rates of pay and exemption rates of the Victoria and Queensland awards should apply to all club managers throughout Australia.

"This component of the process was conducted without full consultation with the CMAA," he added.

The Full Bench handed down the final version of the Award in September,

which included the lower rates of pay and the 20% Exemption Rate.

"However, after reviewing the new Award, the Association found that Saturday and Sunday, public holidays, evening and other penalty rates would have to be paid to Managers at all salary levels," he said. "The CMAA Executive considered this situation and looked at the cost this would impose on clubs, balanced against what our managers would lose with the other changes."

The only way further Award changes can be made is if all parties agree to the changes. If one organisation which is party to the Award does not agree to the change, the Award remains unchanged.

"The CMAA has met with Clubs Australia and outlined the extra cost of the current Award to clubs," Mr Peter said. "The Association pointed out that if Clubs Australia agreed to have the exemption rate changed back to 30% that included all the wage penalties, we would agree to submit the changes to the Commission. If not, the Award remains the same. We hope commonsense prevails as we have considered both the managers' wages and the extra cost to clubs."

Award Flexibility Agreements

This new industry-specific award has highlighted the importance of the Association's Award Flexibility Agreements - previously termed Service Agreements for managers. It is more important than ever that members ensure precise conditions they require are in the Agreements. The most significant aspect of this new era is that an employment protection clause is included.

"In the past 12 months, we have participated in some industrial hearings that have been costly to the Association and that have impacted heavily on our financial year," Allan advised. "Also, members should remember that when you are reviewing your staff Award and changes, it's vital that managers treat staff fairly and reasonably."

If a member requires further information on the Award, contact Senior Industrial Relations Advocate Peter Cooper, Executive Officer Terry Condon or Federal Secretary Allan Peter to investigate and work through the relevant circumstances.

CLUB AUDITORS

HARLEY RUSSELL & DAY CHARTERED ACCOUNTANTS

We are a small firm specialising in auditing small to medium-sized clubs. Our boutique firm has the following advantages:

- Audit - Attendance at least quarterly
- Personalised service
- Cost competitive
- Preparing necessary returns
- Preparation of year end Financial Statements & Annual Report to Members

It is not difficult to change Auditors.

Contact: Garry Day

Ph: (02) 9744 6922

Fax: (02) 9744 6747

PO BOX 284

ASHFIELD, NSW 2131

CMDA steps up to education challenges



CMAA Assistant Executive Officer Ralph Kober delivers the Education Report to the Annual General Meeting.

CMDA REPORT

Over the past 12 months, the CMDA has worked hard to provide the membership with as many professional development opportunities and access to quality training as it could muster.

The CMDA trained more than 2,000 students either at the Career Development Centre in Auburn or off-site in the many Zone locations around the states.

This was achieved in what was a financial environment of uncertainty and rationalisation by many clubs.

It is you, our club managers, who are our customers so, when you contract your spending on training and development for yourself or your staff, it has a huge impact on the viability of the CMDA and the services it can offer.

2010 will present its own challenges.

In response to those challenges, the CMDA wants to work with club managers and their respective clubs to ensure that training is not going to fall off the side of the desk. Never before has training been more important in terms of creating a competitive edge.

New courses that the CMDA has developed over the past year are examples of the CMDA helping to meet this need. These courses include ...

- the only club-specific Club Secretary Manager Course, targeting aspiring and existing CEOs and Secretary Managers, saw more

than 250 senior managers attending in programs scheduled from Mildura to Armidale and Batemans Bay to Coffs Harbour.

- the Corporate Governance Program, developed with our partner Southern Cross University to assist CEOs and their boards in governance and best practice. This program has attracted more than 40 clubs with a number going on to engage the CMAA and Southern Cross University in a consultancy role, developing club strategy and board charters.
- a range of Food & Beverage management two-day summits that attracted managers from Darwin, Phillip Island and beyond.

I am pleased to announce that the CMDA is currently developing a number of management units to go online in a blended approach to E-Learning.

The units will address the needs of a number of our managers working towards their ACCM award and sit within the Advanced Diploma of Hospitality.

These include Marketing Strategies, Workplace Relations, Staff Appraisal, Financial Fundamentals and Recruitment & Selection.

Other units will be offered targeting operational level staff.

It is envisaged that these units will be ready for a pilot program in the coming months.

Conferencing in 2010 will also be a

challenge for the CMDA.

Apart from this current Darling Harbour Conference, the Mid Year Executive Leadership Conference at Jupiters Gold Coast from July 7 to 9 will be an exciting and beneficial experience for our members.

The education component of the three-day conference is rigorous and worthy of the executives attending.

I encourage you to support the industry's only manager-specific conference event.

Finally, I'd like to thank the Board of Management Studies team, the CMDA staff and you, the members, in supporting the Association in its honourable mission in up-skilling and making more professional club managers.

- CMAA Assistant Executive Officer **RALPH KOBER** presented this Education Report to the CMAA Annual General as **Federal Executive Member** and **Board of Management Studies Chairman** **DAVID O'NEIL**, ACCM, was indisposed due to illness.

Lining up now...
It won't be long before they're away...
RACING NOW



To make more money on your gaming machines try our new Horsin' Around Promotion from... The Game Show Factory



For more information contact Noel Sainty on
1300 367 698 or
noel@goldengames.com



Conference delegates embrace new format

The Club Industry chose to embrace the education and professional opportunities offered across the CMAA's 2010 Conference program at Darling Harbour.

Both days of the innovative "Gaming Management Certification Program" were booked out in Hall B of the Parkside Ballroom at the Sydney Convention and Exhibition Centre, while there was strong attendance at all workshop sessions.

The "Gaming Management Certification Program" was produced and presented in partnership with CMDA Career Development Sponsor and 2010 Conference and Expo Sponsor company Aristocrat and the Leagues Clubs Association's Gaming Manager Development Course (GMDC) to include educational sessions designed to help managers better understand gaming analysis reports along with solutions to variances and volatility. The program spanned two, half-day sessions with participants required to submit a workplace project, verified by a senior manager,

to an independent assessor within two weeks of attending the Conference to gain certification.

"In-Venue CCTV Best Practice" was the opening session in Ballroom 2 where outgoing CMAA Federal Vice President Danny Munk, ACCM, facilitated a panel of industry experts including police, security and legal experts offering opinion and case studies of the controversial subject. Eastern Commercial Lawyers Partner Tony Johnston, the legal representative on the CCTV workshop backed up to present the following session, "The Grey Shades Of Duty Of Care". Eastern Commercial Lawyers is a CMDA Career Development sponsor company and Tony used case studies and took questions from the floor to illustrate and define the vast topic.

Day 2 opened with a fascinating look behind the scenes of the resurrection of the Canterbury Bulldogs Rugby League Club. Sydney Rowers Club Operations Manager and CMAA Inner West Zone President Mathew Roper took delegates through an hour with Bulldogs CEO Todd Greenberg investigating how the club turned around its reputation and media profile as the "bad boys" of professional football. Greenberg has quickly established himself as one of the most astute administrators in professional sport and his commonsense, no-nonsense



Mathew Roper with Todd Greenberg, Bulldogs Rugby League Club CEO.



Tony Johnston from Eastern Commercial Lawyers.

philosophy was a revelation to club managers.

Todd then joined former Parramatta Leagues Club CEO Denis Fitzgerald, Southport Surf Lifesaving Club CEO Steve Condren and Annette Sharp, the Editor of "Sydney Confidential" in the *Daily Telegraph* newspaper to examine the media perception of the Club Industry and the experiences of these high-profile executives. CMAA Communication Services Manager Peter Sharp moderated the session

that asked the difficult question of whether the media will respond to anything but problem gambling and alcohol-related violence stories about clubs?

In the final session, Stephen Bladwell, the Indirect Tax Partner at PKF, a Career Development Sponsor company looked at the issue of whether clubs are paying too much GST. Stephen's work at PKF has revealed that clubs are over-paying GST and entitled to refunds.



Todd Greenberg, Annette Sharp, Denis Fitzgerald and Steve Condren.



**GOPHER GRAPHICS
DESIGN & PRINT**

Celebrating 20 years
of service to the
Registered Clubs industry

9798 3414

www.gopher.com.au



CMAA 2010 Bursary Award Recipients

The CMAA's 23 National Bursary Program Sponsors provide more than \$100,000 in education opportunities to Association members around Australia. On Monday, March 8 of the annual Conference and Hospitality Expo at Darling Harbour, MC Ralph Kober, the CMAA's Assistant Executive Officer and Education Manager, welcomed more than 75 sponsor company representatives, bursary recipients and their guests for the presentation of the bursaries. As Ralph read out the list of bursaries, CMAA Federal President Bill Clegg, ACCM, welcomed and thanked bursary sponsor company executives who presented certificates to the 28 bursary recipients.

1 - *PETER CLAREBROUGH MEMORIAL GAMING BURSARY - Cameron Louis from IGT with Paul Cousins.*

2 - *PETER CLAREBROUGH MEMORIAL GAMING BURSARY - Cameron Louis from IGT with John Flanagan.*

3 - *ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Russel Gartner from Shufflemaster with Mathew Roper.*

4 - *ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Greg Russell from Russell Corporate Advisory with Samantha Hockley.*





5 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Joe Trad from Global Coffee Solutions with Ben Williamson.

6 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Nak-Yoon Paik from LPK Cleaning with Bronix Wei.

7 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Les Clarke from GJW Consultancy with Geoffrey Holland.

8 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - David Hastie from ILG with Shay O'Connor.

9 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Garry Brown from Colorcraft Printing with Gina Skinner.

10 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Jacqui Matthews from Rawsuga with Cameron Provost who accepted on behalf of Guy Chapman.

11 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Ron McLean from Creating Synergy with James Smith.

12 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Dennis Mawson from One Stop Promotions with Steve Payk.

13 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Dennis Mawson from One Stop Promotions with Todd Morley.

14 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Merryl Freeman from Paltronics with Colin Murphy.

15 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Janelle Brown from CCM Travel with Allan Peter who accepted on behalf of Sharon Brawn.

16 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Geoff Craig from Club Partners with Glenn Wallace.



17 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - Russell Potts from Secom Technology with Ross Siragusano.

18 - ASIAN CLUB MANAGEMENT CONFERENCE & EXPO BURSARY - David Begg from Casella Wines with David Fenner.

19 - MELBOURNE RESTAURANT STUDY TOUR BURSARY - Ken Burgin from Profitable Hospitality With Aaron Ferey.

20 - BACHELOR OF BUSINESS IN CLUB & GAMING MANAGEMENT DEGREE BURSARY - Blayne Webb from the Barrington Group with Karl Reiter.

21 - BACHELOR OF BUSINESS IN CLUB & GAMING MANAGEMENT DEGREE BURSARY - Blayne Webb from the Barrington Group with Steve Rigney.

22 - CMAA VISIONARY LEADERSHIP PROGRAM BURSARY - Mike Burgess from Scott & Broad with Karren Howe.

23 - CMAA VISIONARY LEADERSHIP PROGRAM BURSARY - Mike Burgess from Scott & Broad with Narelle Bailey.

24 - CMAA JUPITERS CONFERENCE BURSARY - Lori Luhrmann from Enterprise Development Network with Lisa Pozzato.

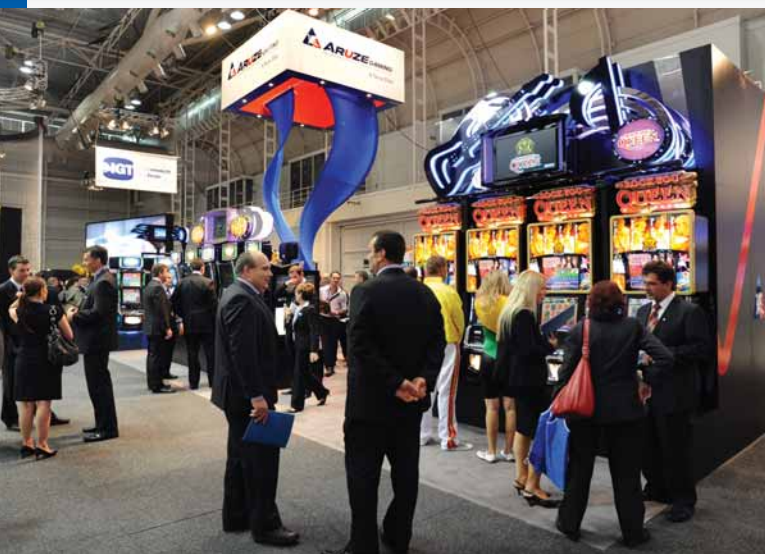
25 - CMAA JUPITERS CONFERENCE BURSARY - Lori Luhrmann from Enterprise Development Network with Wendy Smith.

26 - PROFESSIONAL DEVELOPMENT EDUCATION BURSARY - Bill Clegg from the CMAA with Natalie Thurston.

27 - PROFESSIONAL DEVELOPMENT EDUCATION BURSARY - Bill Clegg from the CMAA with Joanne Henderson.

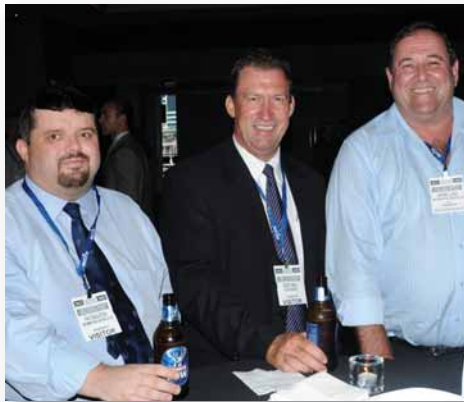
28 2010 CMAA Sponsors at the Expo

Thirty-one CMDA Career Development Sponsor and CMAA National Bursary Sponsor companies took stands at the 2010 Hospitality Expo.













'Girl power' numbers just too big

By KATIE CINCOTTA

Helen Reddy's girl power lyrics have hit a whole new note for clubs. According to ClubsNSW research, women club members now outnumber men, with 93% of women visiting a club at least once a year.

The shift has been gradual, buoyed it seems by "Generation X" mothers leading a more social existence, young mums looking for public meeting places - clubs like Ashfield Bowling Club which has its premises booked out once a week by two mothers' groups.

In a few decades, we've witnessed the decline of the men's-only domain - dark and smoky club rooms where blokes would drink beer and play billiards away from "the missus". In their place have emerged light, vibrant bistros, children's playgrounds and toy rooms along with al fresco courtyards with tranquil water features and live music.

Clearly, modern clubs are a diverse affair, catering for a growing band of females. But, are clubs doing enough to lure the matriarch, who continues to make 80% of purchase decisions?

Amanda Stevens, founder of female marketing group Splash Consulting, says that in order for clubs to access untapped female segments, they need to think more strategically about what women want. "We've



Female marketing group Splash Consulting founder AMANDA STEVENS.

done some research in this area, and some work with individual clubs," she says, "and the two female consumer segments where there's an opportunity is 28-to-40 year olds and the 50+ market."

With most women fiercely in control of the family social calendar, Amanda Stevens says it's important for clubs to realise that decision making for where to dine out and party most often rests with females.

"That's the hidden power of women," she added. "If you do a head count at your local club, you'll probably find a

50/50 split between men and women. The story that doesn't tell is who has made the decision to go there. That would definitely be skewed in the female's favour. And it's the influence and the decision-making that your marketing dollars need to speak to."

Amanda claims the ultimate myth that needs to be dispelled is that when a club appeals to women, it alienates men.

"The biggest mistake for clubs and venues is that they get scared," she said. "They look at their current client profile and, if it's very male dominated, they think if they start targeting females they'll lose those males. But, it's not an either/or proposition. If you attract women to your venue, men naturally follow."

What makes Splash's insights unique is the "Shevesdrop" program it offers to clients - intimate female focus groups set up like a dinner party with food and drinks served by waiters at a plush table. Amanda admits women are more likely to be open and honest in that kind of casual setting, rather than a stuffy room behind a two-way mirror.

One of the first clubs to use "Shevesdrop" to garner female insights was Dee Why RSL Club, who used the research to implement décor changes.

"They've woken up big-time to the female opportunity and they've done a great job of catering for the many moods of members in the same premises," Amanda added.

The 60-year-old club on the Northern Beaches made interior decor changes to catch the female eye and permeate conversation, earning themselves some "talkability".

"It's about creating a surprise factor and giving people something to talk about," Amanda added. "If it's a nice environment, and a nice menu, and just an okay experience, then that doesn't create talking points. It's doing things differently, exceeding expectations, not meeting them, that create wow factor and word of mouth."

A funky light fitting, a cocktail with a crazy name, decadent liquid soap in the toilets - these are the things that women notice and remember,

I am woman, hear me roar, In numbers too big to ignore ...



to ignore

Amanda says. Healthy, low-fat menu options - including vegetarian and "lite cut" meat portions - are another must-have for weight-conscious women.

"You have to make sure that your average 35-year-old weight-conscious girl, out with her girlfriends, has enough variety to choose from, rather than just having the token salad," Amanda added. "Because if you analyse the menu of a club or pub it tells you a lot about who they think they're catering for. If there's nothing on the menu for me, it feels like they're saying 'we don't want you here'."

Splash's research also reveals that specific seating arrangements can

help attract women, with booths and private corners providing a sense of intimacy.

"They don't want to be perched on a bar where they're being leered at," Amanda said. "Booths give you a sense of privacy, whereas stools can make you feel exposed."

And while everybody jokes about it, bathrooms also are a logical place to make a connection with women.

"If you do something amazing in the bathroom, you've got a captive audience - a group of girls together who will start talking, and carry on that conversation," she adds.

Despite female club managers still being in the minority, Amanda says that many male leaders are keen to learn about the female "psyche" to help grow their business.

"It's just a matter of them doing

what's required to bridge the gap," she said. "Little things like getting existing female members onto the advisory board. They're the ones walking the floor of the club. Have a look at it from their eyes. As management you can make all the assumptions you want, but you need to talk to the people that matter."

At the ClubsNSW Conference in May, Amanda Stevens will be selling her message to clubs that "girl power" is too big to ignore.

"Too many clubs are focused on what their Keno jackpot is going to be next week and what promotion they'll run on the spinning wheel," she concludes. "If they took just a little bit of that attention and focused it on their environment, they'd get better results ... more people walking through the door, spending more money."

Club Secretary Manager Program

The club industry's **ONLY** Secretary Managers Course

CMA Auburn Sydney

Session 1: 14 & 15 April

Session 2: 21 & 22 April

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:

- Enacting compliance with management & accountability provisions as set out in part 4 & part 4A of the Registered Clubs Act 1976
- Unpacking the Liquor Act & Registered Clubs Act, RCG & RSA Policy & Practice
- How to prepare and conduct Board Meetings, and more

Program Details:

Times 9.30am - 4.30pm all 4 days
Fee \$690 +GST - CMA Member
Fee \$890 plus GST - Non Member
Award Certificate of Attendance
ACCM points: 25 points awarded

To Register:

Register online today at
www.cmaa.asn.au

Gaming Analysis Program (GAP)

SITHGAM004A Analyse and report on gaming machine data

**Pre-requisite for the Gaming Manager Program*

Gold Coast Qld 19 & 20 May

Ideal Candidate:

Queensland Managers, Duty Managers and Supervisors.

Content Includes:

- Where to look for daily and weekly variances.
- Complete cash-flow reports
- Highlighting all possible problem areas in venues when it comes to gaming and gaming float reconciliation.
- Completing a manual gaming float reconciliation and learn the audit trail for all figures on the GFR.
- How to analyse all reports & identify abnormalities, and more

Program Details:

Times 9.30am - 4.30pm both days
Fee \$480 - CMA Member/CMDA Affiliate
Fee \$580 - Non Member
Award A Statement of Attainment on successful completion of assessment
ACCM points: 24 points awarded

To Register:

Register online today at
www.cmaa.asn.au



Manage Workplace Relations

SITXHR008A

CMA Auburn Sydney 16 -18 June

Ideal Candidate:

This unit deals with the skills and knowledge required to manage workplace relations from an industrial relations perspective. It focuses on the skills and knowledge needed by managers and human resource specialists and deals with the skills and knowledge required to perform the following:

Content Includes:

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

Program Details:

Times 9.30am - 4.30pm all days
Fee \$690 - CMA Member/CMDA Affiliate
Fee \$790 - Non Member
Award A Statement of Attainment on successful completion of assessment
ACCM points: 24 points awarded

To Register:

Register online today at
www.cmaa.asn.au





CMDA Training Program: April - May 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 * Email: training@cmad.asn.au

COURSES... <i>(Venue is CMAA Career Development Centre, Auburn unless otherwise noted)</i>	APRIL	MAY
Provide Responsible Service of Alcohol SITHFAB009A (LAB approved) 1 Day (ACCM Unit)	W 21 (Mounties)	W 19 (Mounties)
Provide Responsible Gambling Services SITHGAM006A (LAB approved) 1 Day (ACCM Unit)	Th 22 (Mounties)	Th 20 (Mounties)
Supervisor Boot Camp - 4 x 1 day Sessions For potential & existing team leaders & supervisors. Includes: Identifying the responsibilities & characteristics of an effective supervisor, personal values & style, time mgmt skills, communication & motivational techniques, delegation & problem solving, supervising service excellence & coaching skills.		(S1) M 3 (S2) M 10 (S3) M 17 (S4) M 24
Train the Trainer 1 Day (Coach others in job skills SITXHRM001A) Ideal for supervisors & managers who are responsible for on-the-job training of other staff members.		M 17
Plan & Establish Systems & Procedures 1 Day (Non accredited) This course enables participants to identify, plan, develop, establish and review workplace systems and procedures assisting in operational requirements for their club.		M 24
Develop & Update Legal Knowledge Required for Business Compliance SITXGLE001A 3 x 2 Day Sessions (ACCM Unit) Covers the range of legislative compliance issues including; Trade Practices, OH&S, Privacy, RSA, RCG and more.	(S1) M 19 & T 20	(S2) M 10 & T 11 <i>Continues June</i>
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 14 & Th 15 (S2) W 21 & Th 22	
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 13 & W 14	(S2) T 18 & W 19
Analyse & Report on Gaming Machine Data SITHGAM004A 2 Days (ACCM Unit) <i>(Prerequisite for Gaming Management Development Program)</i> Deals with the collection, analysis, reporting of EGM data per statutory requirements & variances through cash flow analysis.		Gold Coast W 19 & Th 20
Financial Management Program 1 x 2 Day Session & 1 x 3 Day Session (5 Days) (ACCM Units) <i>This is the final stage in the finance stream and covers working with budgets preparation of financial reports. (Includes Prepare and monitor budgets SITXFIN005A & Manage financial operations SITXFIN0008A.)</i>	(S1) W 7 & Th 8	(S2) T 4, W 5 & Th 6

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

REGISTER ONLINE TODAY - www.cmaa.asn.au

Club Finance Conference

When: May 19 & 20

Times: 8:30am-4:30pm

Where: CMAA Career Development Centre, Auburn

If you are a CFO, CEO, a Finance Manager or a senior manager who has deal with the “numbers” in your club, then this conference is a “must attend” event. The Club Finance Conference - presented by the CMAA and “Big Dave” Staughton includes two days of hard-hitting, high-level financial management topics designed to assist senior managers to keep up to date with the latest movements, trends, innovations and contemporary thinking in the dynamic area of business finance. This conference offers presentations, panel sessions and master-classes fronted by finance experts. Conference fee of \$475(+GST) per person includes two days of seminar content, catering, cocktail party and networking on Wednesday (May 19) night. If you’re from out of Sydney, nearby hotels are located at Sydney Olympic Park, Homebush and Bankstown. To book online, go to www.cmaa.asn.au and follow the **Club Finance Conference** link, or phone the CMDA - **02 9643 2300** - for more information. CMAA Members gain 24 ACCM Activity Points for attending this conference.

Clubs+: Eat, Drink & Entertain

Events & Function Management Summit

When: May 12 & 13

Where: Bankstown Sports Club

This summit is another “must-attend” event for industry professionals who want to run more successful and profitable functions and events. Position your venue as a first choice for weddings, corporate bookings and entertainment. Hear first hand from a great line-up of event management experts and leading industry players ... inspiring presentations, in-depth master-classes and networking with colleagues and friends. The summit - presented by Profitable Hospitality and the CMAA - is set in the world-class facilities of Bankstown Sports Club. The Summit fee - \$475 per person - includes two days of seminar content, catering, dinner and networking on Wednesday (May 12) night. If you’re from out of Sydney, nearby hotels are located at Sydney Olympic Park, Homebush and Bankstown. To book online, go to www.cmaa.asn.au and follow the **Event & Function Management Summit** link or phone the CMDA - **02 9643 2300** - for more information. CMAA Members gain 24 ACCM Activity Points for attending the summit.

CMAA Mid Year Executive Leadership Conference

When: July 7 to 9

Where: Jupiters Gold Coast, Queensland

The CMAA will present its annual **Mid Year Executive Leadership Conference** - “Are You The Glue That Holds Things Together” at Jupiters Gold Coast. Conference education workshop sessions include ...

- 30 Minutes with Paul Lyons
- GAME ON! The Registered & Licensed Clubs Award 2010
- MOTIVATION - Special Forces Style
- STRATEGIES: Social Media
- PROTECT: Social Media Risk Management
- MARKET: How To Profit From Your Member Database
- PEOPLE GLUE: How to Motivate & Engage People To Do More With Less

- CREATING YOUR FUTURE VISION: Advanced Techniques
- SELF-LEADERSHIP: Unlocking Your Potential in Work & Life
- Best-Practice Corporate Governance In The Club Industry
- A RISK PERSPECTIVE On Corporate Governance
- ‘ORGANISATIONAL SUSTAINABILITY’ - What Is It And Why It Should Matter To Clubs
- CREATING SYNERGY - The Power Of Intent, Behaviour And Experience On Business
- CEO-CMAA Sponsor Forum
- THOUGHT LEADERSHIP- How To Leverage The Unique Intelligence Of Your Team To Unleash Valuable Ideas
- The Power To Influence

(The CMAA reserves the right to alter the content of the conference at its discretion)

Registration Fees (workshops only)

- **1 Delegate - \$900(inclGST)**
- **2+ Delegates - \$800(inclGST) each***

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

Apart from the packed schedule of workshops and panel sessions, the Conference offers superb professional networking opportunities and social events, including the annual CMAA Gold Coast-Brisbane Zones Races Day at the Gold Coast Turf Club on Saturday, July 10 to conclude the Conference on a high note. Registration for the Mid Year Conference is open at the CMAA website www.cmaa.asn.au

Upcoming Courses

The CMDA continues to work with the Zones to schedule a series of courses suitable for managers and operational staff. Remember that the CMDA can deliver most of its course offering in local Zones and in-house at clubs upon request. To view the full list of courses scheduled for metropolitan and regional areas, go to the CMAA website - www.cmaa.asn.au - and click on to the CMDA Training Calendar.

ACCM Education Units

If you are one of many industry executives looking for formal industry recognition for being a professionally developed club manager, then you must ensure you meet the ACCM’s Education Criteria to be eligible for the prestigious award. The CMDA Training Calendar features many of the units required to complete this criteria. Participants will not only receive a nationally recognised training qualification, but also Industry Activity Points to satisfy the second ACCM Award criteria. ACCM courses include ...

- Manage Workplace Relations
- Develop The Legal Knowledge Required For Business Compliance
- Prepare & Monitor A Budget
- Manage Financial Operations
- Roster Staff
- Develop & Manage Marketing Strategies
- Analyse & Report On Gaming Machine Data
- Gaming Management
- OHS Risk Management Consultation

If you are keen to achieve the ACCM Award, enrol now for any of the scheduled courses featured on the CMDA Training Calendar at a location near you. If you need assistance and advice, contact the CMDA today - **02 9643 2300**

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

CMAA - Southern Cross University's

Corporate Governance Program

As a CEO you have the onerous responsibility to ensure that you and your board are demonstrating compliance with Corporations Law, are viewed as being socially, environmentally and ethically responsible to your community and the WORLD!!!!

If you have spoken to any of the Program's past participants then you will know how good this Program is!

www.cmaa.asn.au



STEP UP to 2010 with the industry's only university level Corporate Governance Program, acknowledged as being the MOST appropriate course for the industry's MOST senior managers and board members.

Everybody talks about corporate governance these days and for good reason. There's no doubt that effective corporate governance is essential to the success of any business including clubs. But what, exactly, is it?



It's about a number of things. It's about having a system of checks and balances in place that ensures sustainability. It's about being accountable not only to stakeholders but also to the wider community and acting in ways that are socially and environmentally responsible. And it's about conforming to an increasingly onerous regulatory framework that demands more of clubs and club directors and CEOs than it ever has before.

The CMAA - Southern Cross University Corporate Governance Program is unique as it is a unit within the MBA program offered by Southern Cross University's Graduate College of Management Tweed Heads Campus. Registrations for the Program require two reps from the one club - one senior manager (preferably the CEO) & one director (preferably the President). Fees cover 2 people

Club Cost & Inclusions	Total Cost for <u>2 people</u> per club GST incl	4 Day Course, Workbooks, Readings & CD ROMs pp	4 x Flights Ex Syd / Ex GC Sessions 1 & 2 pp	Twin Towns Resort 2 x Single Rooms 4 nights	All catering, including breakfast, lunch, dinner and course catering
1 x Manager 1 x Director	\$9,900	✓	✓	✓	✓

Dates for the three Cohorts (Scholastic Group) offered in 2010:

Cohort 1 Session 1: Tues 13 & Weds 14 April Session 2: Tues 18 & Weds 19 May	Cohort 2 Session 1: Tues 20 & Weds 21 July Session 2: Tues 24 & Weds 25 August	Cohort 3 Session 1: Tues 19 & Weds 20 October Session 2: Tues 16 & Weds 17 November
---	---	--

To join the many clubs who have received great benefit from attending the program contact Ralph Kober at the CMDA (02) 9643 2300 or simply go to www.cmaa.asn.au and click on the Corporate Governance button on the Training Calendar.

Familiar faces in Far South Coast leadership change

There is new leadership in the CMAA's Far South Coast Zone following Mark Bellette's decision to step down from the presidency. Mark's move out of the Club Industry paved the way for a vote at the Zone's February Meeting at Milton Ulladulla Ex-Services Club. Craig Clark accepted the nomination and unanimous support of the meeting's 25 members to move from the Secretary-Treasurer role to replace Mark as President. Bermagui Country Club Secretary Manager Caleb Price then accepted the nomination and unanimous vote to fill the Secretary-Treasurer vacancy. Michael O'Sullivan retains the Zone Education Officer role but nominated for the CMAA Federal Executive, NSW State Executive and Federal Councillor for Division F - Illawarra Shoalhaven Zone and Far South Coast Zone - at the recent CMAA elections. CMAA Communication Services Manager Peter Sharp was in Ulladulla to present the Head Office Report and conduct the election for the two positions. Peter paid tribute to Mark for his enthusiastic commitment to the Zone and his uncompromising support of the CMAA ethic. In an auspicious start to his term as president, Craig was able to welcome four members to their first Far South Coast Zone Meeting ...

- Dominic Connaughton - Narooma Golf Club
- Merran Blair - Milton Ulladulla Ex-Services Club
- Darryl Bozicevic - Queanbeyan Australian Football Club
- Noel Robertson - Pambula-Merimbula Golf Club

At contrasting levels of CMAA membership, Merran was one month into a management traineeship, while Dominic is a past CMAA Federal Councillor for Division E. In General Business, Zone Committee member John Weir moved that the Zone make contact with ACT Zone to invite reciprocal visits to meetings and events due to the "common ground" and geographical challenges for both zones. On the night before the Meeting, host club General Manager Shelley Payten welcomed 68 guests to a spectacular three-course dinner in the club's new and impressive reception area. Far South Coast Zone's next dinner and meeting is scheduled for Tomakin Sports & Recreation Club on May 25-26, with the AGM dinner and meeting at Bermagui Country Club on August 24-25.

1 - Far South Coast Zone's new members (from left) Dominic Connaughton, Darryl Bozicevic, Merran Blair and Noel Robertson.

2 - Craig Clark with John Weir and Arthur McGill from Customers ATM.

3 - Host club General manager Shelley Payten with Todd Oxborough (Mollymook Golf) and Tafline Tenkate (Queanbeyan Tigers Aussie rules club)

4 - At the Zone Dinner (from left) Craig Clark, Rhett Davis, Russell Banks and Darcy Nelson.

5 - Far South Coast Zone's new Secretary-Treasurer Caleb Price with new President Craig Clark.



40 CMAA Diary - 2010 Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone
APRIL				
EASTER	02-05/04/2010	EASTER	EASTER	EASTER
Thursday	08/04/2010	11:00	Belconnen Soccer Club, Hawker	ACT Zone Meeting
Tues - Wed	13-14/04/2010		SCU Tweed Heads Campus	Corporate Governance Cohort 1 - Day 1 & 2
Wednesday	14/04/2010	10:00	Camden Haven Golf Club	Great Lakes Zone Meeting
Sat-Sat	17-24/04/2010		Singapore	Club Mangers' Conference - Singapore
Monday	26/04/2010		ANZAC DAY	ANZAC DAY
Thursday	29/04/2010	09:30	Auburn	CMAA Executive Meeting
MAY				
Tuesday	04/05/2010	10:30	Woolgoolga Golf Club	Mid North Coast Zone Golf Day
Friday	06/05/2010	07:00	TBA	Manly Northern Suburbs Zone Golf/Bowls Day
Friday	07/05/2010	12:00 / 18:30	Mulgrave Country Club	Victoria Zone AGM & Awards Dinner
Tuesday	11/05/2010	11:00	Southport RSL Club	Gold Coast Zone Meeting
Wednesday	12/05/2010	11:00	Wyong Leagues Club	Central Coast Meeting
Tues - Thurs	11-13/05/2010		Marriot Hotel, Surfers Paradise	Leagues Club Assn Gaming Conference
Tues - Wed	18-19/05/2010		SCU Tweed Heads Campus	Corporate Governance Cohort 1 - Day 3 & 4
Tuesday	18/05/2010	11:00	Nambour RSL Club	Sunshine Coast Zone Meeting
Saturday	22/05/2010	15:30	Cobar Golf & Bowling Club	Mid State Zone Zone Meeting
Sat - Tues	22-25/05/2010		Las Vegas & Chicago	NRA Show & Study Tour
Tuesday	25/05/2010	07:00	The Coast Golf Club	City Eastern Suburbs Peter Cameron Golf Day
Tuesday	25/05/2010	11:00	St George Rowing Club	St George Cronulla Zone Meeting
Tues - Wed	25-26/05/2010	09:00	Tomakin Sports & Social Club	Far South Coast Zone Meeting & Dinner
Wednesday	26/05/2010	11:00	Redcliffe Leagues Club	Brisbane Zone Workshop & Meeting
Wednesday	26/05/2010	11:00	Adamstown RSL Club	Hunter Zone AGM
Thursday	27/05/2010	09:00	Auburn	CMAA Executive Meeting
Mon - Tues	31/05-01/06/2010		Twin Towns Services Club	RSL & Services Clubs Annual Conference
JUNE				
Tuesday	08/06/2010	10:00	Macksville RSL Club	Mid North Coast Zone Meeting
Tues - Thurs	08-10/06/2010		Hong Kong & Macau	G2E Asia - www.asiangamingexpo.com
Wednesday	09/06/2010	11:00	Casino RSM Club	Far North Coast Zone Meeting
Monday	14/06/2010		Queen's Birthday Holiday	Queen's Birthday Holiday
Tuesday	15/06/2010	10:00	Canada Bay Club	Inner West Zone Meeting
Tues - Wed	15-16/06/2010	09:30	Narrabri RSL Club	North West State Zone Dinner & AGM
Thursday	17/06/2010	11:00	Blacktown Workers Club	Nepean Zone Quarterly Meeting
Tuesday	22/06/2010	11:00	NSW Leagues Club	City Eastern Suburbs Zone Meeting
Thursday	24/06/2010	09:30	Auburn	CMAA Executive Meeting
JULY				
Wednesday	07/07/2010	14:00	Conrad Jupiters, Gold Coast	CMAA Fed Executive / Fed Council Meeting
Thursday	08/07/2010	16:00	Conrad Jupiters, Gold Coast	CMAA General Meeting
Wed-Friday	07-09/07/2010	09:00	Conrad Jupiters, Gold Coast	CMAA Mid-Year Conference
Saturday	10/07/2010	11:00	Gold Coast Turf Club	Gold Coast-Brisbane Zone Charity Race Day
Tues - Wed	20-21/07/2010		SCU Tweed Heads Campus	Corporate Governance Cohort 2 - Day 1 & 2
Tuesday	20/07/2010	09:30	Wagga RSL Club	Riverina Murray Zone Meeting
Thursday	29/07/2010	11:00	Forestville RSL Club	Manly Northern Suburbs Zone Mid-Year Meeting
Friday	30/07/2010	11:00	Bomaderry Bowling Club	Illawarra Shoalhaven Zone Meeting
AUGUST				
Monday	02/08/2010	07:30	The Grange Golf Club	Illawarra Shoalhaven Zone Charity Golf Day
Tuesday	03/08/2010	11:00	Coffs Harbour Catholic Club	Mid North Coast Zone Meeting
Tuesday	03/08/2010	11:00	Gympie RSL Club	Sunshine Coast Zone Meeting
Wednesday	04/08/2010	10:00	Forster Bowling Club	Great Lakes Zone AGM
Tuesday	10/08/2010	07:30	Fox Hills Golf Club	Nepean Zone Charity Golf Day
Wednesday	11/08/2010	11:00	TBA	Victoria Zone Meeting
Sunday - Tues	15-17/08/2010	09:30	Darling Harbour, Sydney	AGE 2008 www.austgamingexpo.com
Tues - Wed	17-18/08/2010	09:30	Inverell RSL Club	North West State Zone Dinner & Meeting
Tues - Wed	24-25/08/2010	09:00	Bermagui Country Club	Far South Coast Zone AGM & Dinner
Wednesday	25/08/2010	11:00	TBA	Hunter Zone Meeting
Thursday	26/08/2010	09:30	Auburn	CMAA Executive Meeting
Tuesday	31/08/2010	11:00	Broncos Leagues Club	Brisbane Zone Meeting

Education, elections and politics on agenda by the lake

Illawarra Shoalhaven Zone President David Hiscox welcomed 35 members to the first Quarterly Meeting of 2010 at Club Windang on February 26. Nathan Reiker from Berkeley Sports Club and Michelle Chapman from Wollongong RSL Bowling Club got a warm reception to their first Zone Meeting. Zone Education Officer Dennis Skinner was the host club manager for the day on the southern shores of Lake Illawarra. CMAA Assistant Executive Officer Ralph Kober made the trip south for the meeting to present the Head Office Report. Ralph focused on the CMDA's comprehensive education program for 2010, including the annual Club F&B Management Summit, Events Summit and Finance Conference in Sydney and the annual Mid Year Executive Leadership Conference at the Gold Coast. Ralph also went into detail about the CMDA's exciting new online E-Learning project that is expected to be available to members across the Association by May. Ralph also discussed the Registered & Licensed Clubs Award 2010, the Productivity Commission's Draft Report Into Gambling In Australia - with its controversial recommendations for the Club Industry - and the upcoming CMAA Federal Executive, NSW State Executive and Federal Council elections. Following the Meeting, Dennis welcomed more than 60 managers, directors and industry trade representatives, including National Bursary Program and CMDA Career Development sponsor company representatives, to lunch beside the picturesque entrance to Lake Illawarra. Illawarra Shoalhaven Zone's next event will be Charity Golf Day at St Georges Basin Country Club on Monday, June 7, with the next Quarterly Zone Meeting at Bomaderry Bowling Club on Friday, July 30. The "northern leg" of the Zone golf events will be at The Grange Golf Club, Kembla Grange, on Monday, August 2.



1 - John Wilkins with Nathan Reiker and Neil Bayo at the Illawarra Shoalhaven Quarterly Zone Meeting at Club Windang.

2 - The Illawarra Shoalhaven Zone Committee (from left) Phil Ryan, Dennis Skinner and David Hiscox.

3 - Gary Wilbraham with Brett Hills and Anthony Field at the February meeting.

Govt announces 'Hassle Free Nights' project

The NSW Government has announced a trial initiative - "Hassle Free Nights" - to further reduce alcohol-related violence in city precincts. The trial, which will run for 12 months, will start in selected areas of the state - Manly (The Corso and surrounds), Wollongong CBD, Sydney Central (George Street South; Kings Cross; Oxford Street; The Rocks), Newcastle and Hamilton CBD. These areas have been identified through Bureau of Crime Statistics and Research (BoCSaR) data on assaults as priority areas to activate the trial initiative. Among other matters, the trial will ...

- introduce secure late-night bus services and secure taxi ranks in these precincts

- establish new Precinct Liquor Accords to bring together licensed venues and other late-night trading businesses such as fast-food outlets, with local councils, police and other relevant State Government agencies
- introduce alcohol-free zones in public areas to reduce the incidence of public drunkenness
- amend Section 54 of the Liquor Act 2007 to provide Communities NSW with the power to reduce or vary a venue's trading hours.

The Government will assist in the funding of these arrangements with establishment of a \$1 million precinct Liquor Accord Fund.



12-13 May 2010 at Bankstown Sports Club

A must for managers and industry professionals who want to run more successful, profitable functions and events. Position your venue as the first choice for weddings, parties, corporate bookings and entertainment. Hear first-hand from a great line-up of event management experts and leading industry players: inspiring presentations, in-depth masterclasses and networking with colleagues and friends. All set in the world-class facilities of Bankstown Sports Club.

Day 1: Wednesday 12 May

8:30-9:00 | ARRIVAL

Coffee & registration

9:00-9:10

Welcome and Summit Opening

9:10-10:00 | Session 1

A Good Time: that's what you remember! How clubs in Australia can tap into the event industry. **Bill O'Toole**, Events Development Specialist

10:00-11:00 | Session 2

Latest Wedding Trends and Marketing – hear first-hand from two leaders in the wedding business. **Catherine Williams**, Manly Golf Club and **Alvin Kan**, Gosford Golf Club

11:00-11:15 |
Morning Break

Enjoy coffee, tea and catching up with colleagues

11:20-12:20 | Session 3

MASTER CLASS – Small Group Discussions with Industry Specialists
Super Fast Function Training

A training expert demonstrates his 'tricks of the trade' to build confidence and expertise in your function staff. **Bill Shirley**, Club Trainer

Adding the WOW factor to table settings and decoration – how to make a big impact on a small budget. **Diane Lancaster**, Bankstown Sports Club

Smart Design & Technology - ensure your function space is up to the minute. Learn about the latest AV and equipment for great sound, lighting and visual effects. **Stefan Elliot**, Swerve Design

Fabulous Function Cocktails – Ideas and inspiration to add extra profit and pizzazz to event bar service. **Mixxit Team** from Coca Cola

12:20-1:20 | LUNCH

Lunch Break and Networking

1:30-2:30 | Session 4

MASTER CLASS – Small Group Discussions with Industry Specialists. Classes are also repeated in the afternoon.

Super Fast Function Training

A training expert demonstrates his 'tricks of the trade' to build confidence and expertise in your function staff.

Bill Shirley, Club Trainer

Adding the WOW factor to table settings and decoration – how to make a big impact on a small budget.

Diane Lancaster, Bankstown Sports Club

Smart Design & Technology - ensure your function space is up to the minute. Learn about the latest AV and equipment for great sound, lighting and visual effects. **Stefan Elliot**, Swerve Design

Fabulous Function Cocktails – Ideas and inspiration to add extra profit and pizzazz to event bar service.

Mixxit Team from Coca Cola



2:40-3:30 | Session 5

Meet the Award Winners: Successful Function Strategies from leading clubs.

Peter Saez, The Epping Club, **Christine Haynes**, Diggers @ the Entrance and **Phil Wheaton**, Armidale Bowls Club

Afternoon Tea and Coffee

3:30-4:30 | Session 6

3 Great Events and How We Created Them – One of Australia's leading clubs takes you behind the scenes in the function department.

4:30 -5:15 | Session 7

How to Present a Popular Beer Dinner or Event – Presented by Australia's famous **Beer Diva**, **Kirrily Waldhorn**

5:15pm

Beer tasting and Drinks – Enjoy the taste of boutique beers with **Beer Diva Kirrily Waldhorn**

6:30pm

Dinner with WOW! at Bankstown Sports Club

Dinner is included in your registration – extra guests \$75 per person.

Day 2: Thursday 13 May

8:30-9:00 ARRIVAL

Coffee & registration

9:00-10:00 | Session 8

Winning Ways with Sales and Negotiation – How the experts turn inquiries into confirmed, high value bookings – great information for clubs large and small, city and country. **Megan Bale**, **The Avocado Group**, caterers at City Tatts Club and many other venues plus **David Raiti**, Canada Bay Club

10:00-11:00 | Session 9

The Future of Events – What are guests looking for? A stimulating look at future trends to guide your function and facility development. **Jeremy Garling** - Great Southern E-vents. **Ian Stuart** – Business Events Sydney.

11:00 11.15 | Morning Break

Morning Coffee & Refreshments – *Sponsored by Allied Foods*

11:30-12.30 | Session 10

MASTER CLASS – Small Group Discussions with Industry Specialists.

Classes are also repeated in the afternoon.

The Business of Functions – understanding the dollars and cents of function costs and profits. **Big Dave Staughton**.

Understanding the Corporate Market – changing needs and expectations. How to make your club a desirable venue for corporate customers.

AccessNSW event planning service.

Latest Web Marketing for Functions & Events – Smart online tactics to drive more inquiries and high-value sales. **Ken Burgin**, Profitable Hospitality.

12:30-1:45 | LUNCH

Lunch Break and Networking

1:45-2:45 | Session 11

MASTER CLASS – Small Group Discussions with Industry Specialists.

The Business of Functions – understanding the dollars and cents of function costs and profits. **Big Dave Staughton**.

Understanding the Corporate Market – changing needs and expectations. How to make your club a desirable venue for corporate customers.

AccessNSW event planning service.

Latest Web Marketing for Functions & Events – Smart online tactics to drive more inquiries and high-value sales.

Ken Burgin, Profitable Hospitality

2.45 15 min.

Afternoon Tea and Coffee

3:00-4:00 | Session 12

How to Sell Your Space – **Big Dave Staughton** shares the secrets to filling your function rooms 365 days a year.

4:15 PM

FINISH

Registration \$475 per person, includes 2 days of Seminars, Dinner on Wednesday night, lunch and refreshments.

BOOK ONLINE – don't delay! Go to www.cmaa.asn.au

Phone CMAA on 02-9643 2300 for more information



Activity Points - CMAA Members and CMDA Affiliates receive 20 Industry Activity Points for attending the Club Events & Functions Management Summit 2010 towards achievement or maintenance of the Active Club Manager Award (ACCM). For members who travel more than 100km from the radius of their club a further 5 Activity points will be awarded.

Wendy, Tracey step into the spotlight at Easts

Wendy Smith and Tracey Watson were in the spotlight for all the right reasons at the Hunter Zone Meeting at Easts Leisure & Golf Club at East Maitland in late February where Zone President Tony Mulroy welcomed 37 members. Wendy, the CEO at Windale Gateshead Bowling Club, was unable to receive her 21-Year Service Award at the CMAA's Conference and Expo at Darling Harbour in March, so CMAA Division D Federal Councillor Stephen Byfield presented Wendy with her pin. Stephen also presented Panthers Central Bank Team Leader Tracey Watson with her Active Certified Club Manager (ACCM) Award, pin and certificate. Tony was also able to welcome and introduce five members to their first Hunter Zone Meeting ...

- Matthew Morgan - Merriwa RSL Club
- Nick Xerokis - Royal Motor Yacht Club
- Dane Seymour - Cardiff RSL Club
- Ray Duncan - Shortland Waters Golf Club
- Luke Green - Wallsend Diggers Club

CMAA Communication Services Manager Peter Sharp travelled to East Maitland to present the Head Office Report with the CMAA's introduction of online E-Learning program attracting a lot of interest and conversation from the members. Peter also discussed the Productivity Commission's Draft Report Into Gambling In Australia, the Registered & Licensed Clubs Award 2010 and the CMAA Federal Executive, NSW State Executive and Federal Council elections. The Zone hosted a CMDA "Monitor Staff Performance" course on March 15-16 and is working with Ralph Kober to present the popular Secretary Manager Course in the Zone during 2010. Host club Manager Scott Driffield welcomed 54 guests, including CMDA Career Development and National Bursary Program sponsor company representatives, to lunch before 32 players took to the impressive East Maitland layout for nine holes of afternoon golf. Hunter Zone's next meeting will be the AGM at the Adamstown Club on May 26 with a breakfast meeting at Wallsend Diggers Club on August 25.

1 - Division D Federal Councillor Stephen Byfield presents Tracey Watson with her ACCM Award.

2 - Hunter Zone President Tony Mulroy with five new members (from left) Nick Xerokis, Matt Morgan, Luke Green, Dane Seymour and Ray Duncan.

3 - Jason Stokes (centre) with Arthur McGill from Customers ATM and Craig O'Loughlin from Club Plus Superannuation.

4 - Wendy Smith accepts her 21-Year Service Award from Stephen Byfield at the Hunter Zone Meeting.

5 - Easts Leisure and Golf Club Manager Scott Driffield with Zone Secretary Paul Cousins.



Limbrick leads new Committee into 2010

There was a changing of the guard at Redcliffe Leagues Club for the Brisbane Zone AGM on March 16. CMAA Executive Officer Terry Condon presented the Head Office Report, conducted the election of office bearers for 2010 and made presentations to long-serving committee members who did not seek re-election. John Limbrick remains in the President's chair with Scott Steele moving up from the Committee to Vice President, replacing Jan Walters. Wendy Varley switched from Treasurer to Zone Education Officer, replacing Jason Lynch, while Sally Dickinson becomes the new Treasurer.

Brisbane Zone Committee for 2010 ...

- President: John Limbrick - Greenbank RSL Club
- Vice President: Scott Steele - Redcliffe Leagues Club
- Secretary: Sheryl McGregor - Greenbank RSL Club
- Treasurer: Sally Dickinson - Broncos Leagues Club
- Education Officer: Wendy Varley - Logan Diggers
- Committee: Anthony Beier - Greenbank RSL Club, Branka Fejzic - Sunnybank Sports Club, Christie McIlroy - Logan Diggers, Martin Weir - Redcliffe RSL Club, Morgan Price - Hamilton Bowls Club, Tanya Kimber - Carina Leagues Club and Wayne Moffat - Club Pine Rivers

Past President Morgan Price returns to the Committee with Branka Fejzic, Christie McIlroy, Martin Weir, Tanya Kimber and Wayne Moffat the new faces.

The day opened with a free education workshop - "Human Potential Training & Development" - with Simon Treselyn, who will be one of the presenters at the CMAA's Mid Year Executive Leadership Conference at Jupiters Gold Coast in July. Peter Morris from The Academy,

the CMDA's education partner in Queensland then spoke about "Team Development". With Billy J Smith as Master of Ceremonies for the luncheon, there were presentations to Jan Walters, who has spent the past decade working in various positions including Treasurer, Secretary and President along with Jason Lynch who spent eight years on the Committee. Two Zone Bursaries to the Mid Year Conference at Jupiters Gold Coast in July - including Conference costs and accommodation worth \$1,200 each - were drawn with Steve Lancaster from Carina Leagues Club and Martin Weir from Redcliffe RSL Club the lucky members. There was also a presentation to Roger Barratt from Clubslink for his raffle efforts at the Zone Golf Day in February. Comedian Nigel rounded out the day with some entertaining lines and the auction of an Angels guitar.

1 - Brisbane Zone President John Limbrick presents Jan Walters with an appreciation gift during the Brisbane AGM Luncheon at Redcliffe Leagues Club last month.

2 - Jason Lynch accepts his appreciation gift from John Limbrick after Jason decided not to stand for the Zone Education Officer position on the 2010 Brisbane Zone Committee.



5 reasons to attend:

1. You want to increase your productivity & profitability
2. You seek lasting professional development
3. You'd like to attract and keep talented staff
4. You'd prefer practical tools and tips to academic theories
5. You want a values-based plan for your business and life



About your Facilitator

Karynne Courts, who is one of Australia's leading values specialists, actively coaches executives and designs and facilitates values-based processes for large groups and individuals.

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.

www.valuesconnection.com



What is the VLP?

This program provides you with **practical steps** to be a **values-based, Visionary Leader** and enables you to **develop powerful growth strategies** to achieve **extraordinary results** for **yourself** and your **organisation**.

Who should attend?

Leaders and future leaders integral to the successful implementation and execution of your organisation's vision

What will I learn?

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

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: 4/5 November & 2/3 December 2010

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

Time: 8:30am – 4:30pm

Venue: CMA Education Centre, NSW

Investment: \$2915 per person (incl gst). Fee includes all meals, program materials including texts, and a comprehensive Leadership Development workbook based on the results of a values inventory completed online. Details are in the enrolment pack.

To reserve your place:

E: leadership@valuesconnection.com

T: ValuesConnection +61 2 9983 0755

CMA: Ralph Kober +61 2 9643 2300

"Ever stop to think how values create who you are? or how you engage those values to inspire others? Karynne has, and she is more than willing to inspire you to understand those values as strengths. Strengths that will elevate you, your team, or your organisation to levels you only ever imagined. Karynne has the knowledge, energy and understanding to take you on a journey with your values. A journey that will realise balance, well being, presence - and help you understand the genius of you." – Greg Pickering, CEO, Mounties Group

New members start with a taste of Glen Innes haggis

A mini trade show, dinner and haggis ceremony with Robbie Burns poetry are all part of the tradition and fun of the North West State Zone's annual Dinner and Meeting at the Glen Innes District Services Club. Host Manager Pat Lonergan again turned on a first class event with more than 130 guests for dinner in the auditorium where the local theatre group entertained with Monty Python and "The Bird Cage" movie skits before the impressive haggis ceremony that precedes the Zone Dinner. Glen Innes is Australia's "Celtic Capital" and the Burns "Address To A Haggis" with carving ceremony and bagpipes-herald parade adds a wonderful atmosphere to a three-course dinner that starts with a sampling of the mysterious haggis. Many of the CMAA Career Development and National Bursary Program sponsors set up stands for the mini trade show that runs in conjunction with the dinner. The following day, Zone President Phil Wheaton welcomed 29 members - including four new faces - back at the club for the Meeting. Natalie Poulton and Kylie Willmore from Armidale Ex-Services Club, Grant Walden from Manilla Bowling Club and Chris Lacey from Walgett RSL Club have increased Zone membership to 54. Wests Group (Tamworth) Gaming Manager Geoff Shanley then provided a comprehensive presentation - "Gaming ... Threats & Opportunities" - where he outlined the group's impressive gaming policy, particularly related to problem gambling and the self-exclusion program. Following Geoff, CMAA Communication Services Manager Peter Sharp delivered the Head Office Report, touching on the CMDA's upcoming online E-Learning program, the Productivity Commission's Final Report and the ballot for positions on the CMAA Federal Executive, NSW State Executive and three Federal Council positions. Peter focused on the contest for Division E - between Phil Mallon and Cameron Provost - for the position vacated by Gordon Rhodes. Walgett RSL Club General Manager Paul Sills then presented his report from the Zone Bursary that allowed him to travel with the CMAA tour to Vancouver and the 2009 Global Gaming Expo - G2E - in Las Vegas last November. Although he virtually knew no-one on the tour, Paul said that apart from the remarkable insights into some of the world's biggest and most successful hospitality venues, he had made "friends for life" who had already become valuable and important professional networking associates since the tour. "It is the most important and memorable experience of my career and I thank the Zone and the CMAA for making this possible," Paul said. Returning to General Business, Phil suggested - with the unanimous support of members - that the Zone sponsor a visit by Reverend Chester Carter to the next Zone Meeting at Narrabri RSL Club on June 15 and 16. Rev Carter is the organiser of the CMAA CARE service that provides counselling and support to CMAA members whether they need assistance with issues in the personal or professional lives.

1 - Zone President Phil Wheaton with new members (from left) Chris Lacey, Natalie Poulton, Kylie Willmore and Grant Walden.

2 - Zone Education Officer Patrick Crick (centre) with workshop presenter Geoff Shanley and Zone Bursary winner Paul Sills.

3 - The North West State Zone Committee (from left) Paul Gordon, Patrick Crick, Margaret McGrath, Tim Palmer and Phil Wheaton.



CMAA ZONE EDUCATION OFFICERS

ACT

Paul Lander
Canberra Southern Cross Club
P.O. Box 53 WODEN ACT 2606
P: (02) 6283 7200 F: (02) 6283 1553

NSW

CENTRAL COAST

Craig Ellis
Tuggerah Lakes Golf Club
Shelley Beach Road SHELLEY BEACH 2261
P: (02) 4332 3400 F: (02) 4334 3621

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

Michael O'Sullivan, ACCM
Milton Ulladulla
Bowling Club
P.O. Box 1 ULLADULLA NSW 2539
P: (02) 4455 1555 F: (02) 4454 0539

INNER WEST

Michelle Dennington
West Suburbs Leagues Club
P.O. Box 877 ASHFIELD NSW 2131
P: (02) 8752 2067 F: (02) 9799 3696

HUNTER

Ben Hamilton, ACCM
Cardiff RSL Memorial Club
P.O. Box 61 CARDIFF NSW 2285
P: (02) 4945 0766 F: (02) 4956 6627

ILLAWARRA SHOALHAVEN

Dennis Skinner
The Windang Club
Judbooley Parade WINDANG NSW 2528
P: (02) 4296 4044 F: (02) 4296 4920

MANLY NORTHERN SUBURBS

Luke Simmons
North Sydney Leagues Club
12 Abbott Street CAMMERAY NSW 2062
P: (02) 9202 8888 F: (02) 9955 7619

MID NORTH COAST

Glenn Buckley, ACCM
Woolgoolga RSL&A Club
17 beach Street WOOLGOOLGA NSW 2456
P: (02) 6654 1234 F: (02) 6654 0156

MID STATE

Geoffrey Holland, ACCM
Dubbo RSL Memorial Club
P.O. Box 736 DUBBO NSW 2830
P: (02) 6882 4411 F: (02) 6882 4471

NEPEAN

Joseph Bayssari, ACCM
Seven Hills Toongabbie RSL Club
P.O. Box 67 SEVEN HILLS NSW 2147
P: (02) 9622 2800 F: (02) 9621 8121

NORTH WEST STATE

Patrick Crick
Armidale City Bowling Club
P.O. Box 251 ARMIDALE NSW 2350
P: (02) 6772 5666 F: (02) 6772 3811

RIVERINA MURRAY

Paul Barnes, ACCM
Moama Bowling Club
P.O. Box 19 MOAMA NSW 2731
P: (03) 5480 9777 F: (03) 5480 9888

SOUTHERN RIVERINA

Craig Muir
Coomealla Memorial Club
P.O. Box 42 DARETON NSW 2717
P: (03) 5027 4505 F: (03) 5027 4350

ST GEORGE CRONULLA

Stuart Jamieson, ACCM
Club Rivers
P.O. Box 445 RIVERWOOD NSW 2210
P: (02) 9533 3144 F: (02) 9533 3812

THE GREAT LAKES

Jason Stone
Port Macquarie Panthers
P.O. Box 59 PORT MACQUARIE NSW 2444
P: (02) 6580 2300 F: (02) 6580 2301

QUEENSLAND

BRISBANE

Wendy Varley
Logan Diggers Club
42-48 Blackwood Road WOODRIDGE 4114
P: (07) 3387 3111 F: (07) 3209 5410

GOLD COAST

Bryan Jones
Coolangatta Surf Lifesaving
Supporters Club
P.O. Box 826 COOLANGATTA QLD 4225
P: (07) 5536 4648 F: (07) 5536 1322

IPSWICH DARLING DOWNS

Paul Phillips
Goondiwindi RSL Club
23 Albert Street GOONDIWINDI QLD 4390
P: (07) 4671 1269 F: (07) 4671 3330

SUNSHINE COAST

Kym Nunan-Squier, ACCM
Maroochydore RSL Club
Memorial Avenue MAROOCHYDORE 4558
P: (07) 5443 2211 F: (07) 5443 8105

BUNDBERG

Michael Hughes
RSL (Qld Branch) Maryborough Club
165 Lennox Street MARYBOROUGH 4650
P: (07) 4122 2321 F: (07) 4121 2571

ROCKHAMPTON GLADSTONE

Will Schroeder, ACCM
Yaralla Sports Club
P.O. Box 8008 SOUTH GLADSTONE 4680
P: (07) 4972 2244 F: (07) 4972 6355

VICTORIA

Jim Smith, ACCM
The Hawthorn Club
627 Glenferrie Road Hawthorn 3122
P: (03) 9818 1331 F: (03) 9815 1080



Fatigue Management Plan can reduce work injury risk

To minimise workplace injuries due to human error, Pro-Visual Publishing is urging RSL, rugby league, rugby union, bowling and golf clubs to implement a Fatigue Management Plan. The 2010 edition of the *Clubs Industry Guide to Workplace Safety*, which is being distributed free, draws attention to the symptoms of fatigue, emphasising that fatigued workers are less able to respond effectively to changing circumstances, leading to increased risk of injury. Excessively long working hours, consecutive night shifts, hard physical labour and outside work activities such as second jobs and family commitments can all cause worker fatigue. A Fatigue Management Plan takes a systematic approach to the management of fatigue-related risks, leading to improved safety, efficiency, productivity and operational flexibility, while also satisfying a company's duty of care to its employees and the public. Pro-Visual Publishing's CEO John Hutchings urged all club industry employers to implement a Fatigue Management Plan, ensuring shift lengths, roster designs and other risk factors are being considered to minimise worker fatigue. The guide is directed to RSL, rugby league, rugby union, bowling and golf clubs around Australia. Additional copies are available and, through sponsorship, all guides are produced and distributed free to clubs. For further information, or to obtain additional copies of the Clubs Industry Guide to Workplace Safety Chart, phone (02) 8272 2611, email enquiries@provisual.com.au or go to the Pro-Visual Publishing website www.provisual.com.au

Change for Far North Coast as Darren leads new Committee

It was a big day for the CMAA's Far North Coast Zone when Darren Schipp took over as Zone President. With long-serving President Jon McGregor and hard-working Zone Secretary Gordon Rhodes not seeking re-election at the 2010 AGM staged at Kingscliff TAFE College on March 17, it meant a new era for the Zone. CMAA Executive Officer Terry Condon was on hand to present the Head Office Report to 40 members and conduct the election of office bearers. Terry paid tribute to the enthusiasm and commitment of both Jon and Gordon, who had also decided not to stand for re-election as the CMAA's Division E Federal Councillor. Jon, who was on holidays, missed out on a presentation from the Zone but Gordon spoke on behalf of both men after accepting his appreciation gift during lunch. Darren, the General Manager at Casino RSM Club, moved from the Vice President position to become President. Phil Mallon switched from Education Officer to Vice President, while Roger Hong takes over from Gordon as Secretary and Ted Hoddinott, who was an apology for the AGM, joins the Committee as Education Officer.

Far North Coast Zone 2010 Committee ...

- President: Darren Schipp - Casino RSM Club
- Vice-President: Phil Mallon, ACCM - Cabarita Beach Sports Club
- Secretary: Roger Hong - Evans Head Bowling Club
- Treasurer: Mark Bannerman - Maclean Lower Clarence Services Club
- Education Officer: Ted Hoddinott - Casino RSM Club
- Publicity Officer: Nathan Whiteside, ACCM - Yamba Bowling & Recreation Club

The day began with 30 members and directors attending a workshop by Innersphere Hospitality and Gaming Design Director Michael Sadubin. Following the AGM, Tammy Papalia gave a brief presentation on the Certificate III in Events Course at Kingscliff TAFE before members rejoined directors and industry trade representatives for the traditional luncheon at the TAFE's Caldera Restaurant. The Zone's first meeting of the year is held at Kingscliff TAFE and offers Diploma of Hospitality and Catering Management students a chance to showcase their knowledge and skills. One of Darren's first official duties was to present the Zone Bursary to Evelina Piga who was the Best Performed Student in the Diploma of Hospitality at Kingscliff TAFE College. It was also an important day for Zone Publicity Officer Nathan Whiteside, who received his ACCM award from Terry Condon during the luncheon. Career Development Sponsor companies, Foster's, Lion Nathan and Pernod Ricard help make the event a success.

1 - Zone President Darren Schipp with Kingscliff TAFE Bursary winner Evelina Piga.

2 - The Far North Coast Zone's new Committee (from left) Roger Hong, Nathan Whiteside, Darren Schipp, Mark Bannerman, Phil Mallon. New Education Officer Ted Hoddinott was absent from the meeting.

3 - Gordon Rhodes receives an appreciation gift from new Zone President Darren Schipp and CMAA Executive Officer Terry Condon.

4 - Nathan Whiteside (centre) receives his ACCM Award from Terry Condon with Darren Schipp.



The Club Finance Conference



19-20 May 2010

Sydney@ the CMAA Career Development Centre Auburn

If you are a CEO, a Finance Manager or a senior manager who has deal with the 'numbers' in your club, then this conference is a **MUST** attend. The Club Finance Conference presented by the CMAA and Big Dave Staughton includes two days of hard hitting, high level financial management topics designed to assist senior managers in keeping up to date with the latest movements, trends, innovations and contemporary thinking in the dynamic finance area of business. This conference offers presentations, panel sessions and Master-classes fronted by finance experts.

Day 1: Wednesday 19 May

8:30 Registration & coffee on arrival
9 Welcome



Conference Sponsor

9:10 -10

I Session 1 Presentation

Banking Outlook - Future financial forecast - An update on the big economic picture for Credit , Interest Rates & Inflation
Presented by Paul Cahill - CEO Club Plus Superannuation

The Financial world has changed. Australia is leading the industrialised countries out of the downturn and is "a case study of one". Hear the latest financial ideas from the Club Industry perspective about the effects of fast growth developing nations (BICI) and Sovereign debt (PIIGS) on the world and local financial markets. As CEO, Paul is responsible for Club Plus' global economic and financial strategies. He will deliver a well researched presentation on Australian and global economic trends & policy issues.

10 -11

I Session 2 Panel

Finding Funds and being "Finance-able"- where & how to finance in turbulent times

Funds will be harder to get in 2010 and the price of credit and risk is going up. Ensure your club can secure lines of credit and rollover loans at attractive rates. Join our panel in discussing the tips, tricks and techniques for getting the funds you need to expand and secure your future.

11:30-12:30

I Session 3 Master-classes - Small Group Discussions with Industry Specialists

Choose 1 this session - topics repeated in the afternoon session - make your selection online after enrolling.

\$ Cutting Costs by Expense Reduction and Buying Better: Clever buying can save you hundreds of thousands of dollars. Learn about purchasing systems and ways that you can be a better dealmaker to save your club money.

\$ Managing club finances during large construction & renovation projects: A large construction project places considerable strain on club operations and financial obligations. Building works can affect customers and staff and have a significant impact on income. Learn some tips and techniques from CFO's that have been through the experience.

\$ Long term gaming trend analysis - What's the future of gaming revenue?: How long will the gaming revenue income stream continue? What are the long-term risks associated with Government legislation changes, ageing and technology. Research based analysis of current and future trends to help you plan, organise, lead and control your club's financial future.

1:30-2:30

I Session 4 Master-classes - Small Group Discussions with Industry Specialists

Choose 1 this session - topics repeated from the morning session - make your selection online after enrolling.

\$ Cutting Costs by Expense Reduction and Buying Better: Clever buying can save you hundreds of thousands of dollars. Learn about purchasing systems and ways that you can be a better dealmaker to save your club money.

\$ Managing club finances during large construction & renovation projects: A large construction project places considerable strain on club operations and financial obligations. Building works can affect customers and staff and have a significant impact on income. Learn some tips and techniques from CFO's that have been through the experience.

\$ Long term gaming trend analysis - What's the future of gaming revenue?: How long will the gaming revenue income stream continue? What are the long-term risks associated with Government legislation changes, ageing and technology. Research based analysis of current and future trends to help you plan, organise, lead and control your club's financial future.

2:40-3:30

I Session 5 Presentation

The role of financial & numerical analysis and prudent financial decision making in developing best-practice club strategy:

How can clubs really predict the future? Before you work on your strategy, design your master plan or build your dream club - there is work to be done! In turbulent financial times in a high risk situation you need more than "Gut feel" and bravado. Learn how to develop your long-term strategy based on analysing changing Demographics, Psychographics and Lifestyle trends. If you're chasing future gaming markets you really need to understand the effects of Ageing on club membership and the impact of the Baby Boomers, Gen X & Gen Y consumers. Learn about Bill Friedman's analytical casino design principles to build a better club not a monument to the past!

3:45-4:30

I Session 6 Panel

Audit, Risk & Compliance update - Who carries the burden of compliance at your club?

With the list of new legislation ever increasing and the compliance burden falling to boards and club management - can we be ever be "fully compliant" and escape the "Blamestorming" trap that inevitably follows being caught out by incidents, accidents or inspectors. This panel will discuss topical issues including the Fair Work Bill, Carbon Trading, Sustainability, GST Audits? and hot OHS case studies - like Armed Robbery and Bullying.

4:30 -6 **Cocktail Party and Networking**

Day 2: Thursday 20 May

8:30 Coffee on arrival

9 -10

I Session 7 Presentation

Making a dollar or making a difference? Maximising your assets and increasing your ROI and ROE of your club

How does a club balance money-making activities with charitable donations and supporting the community? Should you make a big profit from your non-gaming activities or subsidise them? What's are the options for diversification into non-core business activities? How can you find suitable and profitable opportunities in other industries?

From Age Care to Icemaking, Gyms to Hotels & Property Development, Clubs continue to reduce their reliance on gaming revenue by finding alternative income streams - but do these ventures really add value or do they risk the future viability of the club?

10 -11

I Session 8 Panel

Don't just TREAD Water! - What to do when you are in the financial deep-end and the sharks are circling.

This panel of specialists with considerable industry expertise in "turnarounds" will discuss the legal ramifications, pitfalls and problems of being short of funds and trading whilst insolvent. The panel will also discuss ways to assist struggling clubs and lessons from Case Studies of clubs in trouble.

11:30-12:30

I Session 9 Master-classes - Small Group Discussions with Industry Specialists

Choose 1 this session - *topics repeated in the afternoon session* - make your selection online after enrolling.

\$ Working the numbers - how can CEOs & CFO's communicate better with the board: How can you get the board and other managers more interested in the numbers - are they really disinterested or just bored? Learn how you can use colours, charts, benchmarking and interaction to make financial presentations come alive and be the highlight of board and management meetings. Find out about setting motivational budgets, using stretch targets (like GE) and how to appeal to other people's multiple intelligences.

\$ Maximising Your Club's Property Assets

Most clubs have land and building assets that are under-utilised. Learn how you can manage your biggest assets better. Covers property development and improvement ideas, timing the market and ways to add more value

\$ Using Financial Ratios & Technology: Ratios and benchmarking can improve your club performance. There are many different financial ratios for measuring club performance - Learn which ones are most useful and what they all mean. There are financial ratio sensitivity software tools used by banks to assess loans - learn how you can use the same software to improve your club. Learn about Interrogation Technology Software: How can we draw down all our operational data on a daily basis and have it reported in a detailed useful format? What are the latest ideas on software and technology that can make your life easier.

1:30-2:30

I Session 10 Master-classes - Small Group Discussions with Industry Specialists

Choose 1 this session - *topics repeated from the morning session* - make your selection online after enrolling.

\$ Working the numbers - how can CEOs & CFO's communicate better with the board: How can you get the board and other managers more interested in the numbers - are they really disinterested or just bored? Learn how you can use colours, charts, benchmarking and interaction to make financial presentations come alive and be the highlight of board and management meetings. Find out about setting motivational budgets, using stretch targets (like GE) and how to appeal to other people's multiple intelligences.

\$ Maximising Your Club's Property Assets

Most clubs have land and building assets that are under-utilised. Learn how you can manage your biggest assets better. Covers property development and improvement ideas, timing the market and ways to add more value

\$ Using Financial Ratios & Technology: Ratios and benchmarking can improve your club performance. There are many different financial ratios for measuring club performance - Learn which ones are most useful and what they all mean. There are financial ratio sensitivity software tools used by banks to assess loans - learn how you can use the same software to improve your club. Learn about Interrogation Technology Software: How can we draw down all our operational data on a daily basis and have it reported in a detailed useful format? What are the latest ideas on software and technology that can make your life easier.

2:40 -3:40

I Session 11 Presentation

Getting things done - Overcoming 'Busyness' to get down to the business of Implementing your club's financial strategy

Strategic planning retreats are used to decide the future of your club but the industry is littered with failed ideas and dusty master plans. How can you turn your ideas into action using Implementation Tools? Find out what's really stopping us from turning strategy into tactics by considering the potential roadblocks, scenarios and consequences. Learn about cutting-edge Action planning tools like Grove Visual planning and One Page Plans. Find out about Organisational Change programs that really work by involving the whole team to get "Buy In" and agreement.

4

I Close Coffee and Networking

Registration Details:

\$475 + GST per person includes 2 days seminar content, catering, cocktail party & networking on Wednesday night.

If you're from out of Sydney nearby hotels are located at Sydney Olympic Park Homebush and Bankstown.

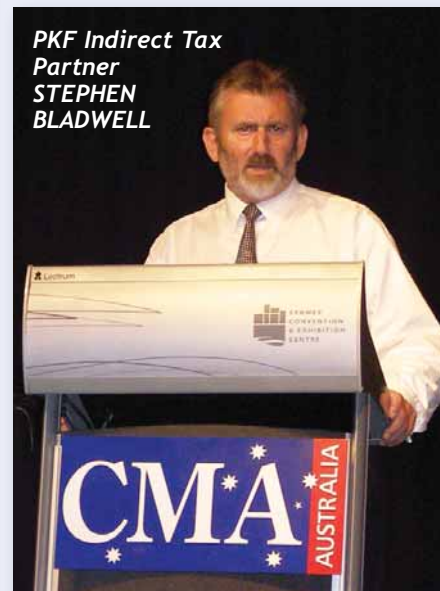
BOOK ONLINE - go to www.cmaa.asn.au follow: **The Club Finance Conference** link Phone: 02 9643 2300 for more information - CMAA Members gain 24 ACCM Activity Points for attendance at the conference.

Is your club overpaying on GST?

STEPHEN BLADWELL is an Indirect Tax Partner with PKF, a CMDA Career Development sponsor organisation. Stephen has been steering clubs on the correct path when it comes to making appropriate and accurate GST payments. At The CMAA's 2010 Conference and Hospitality Expo at Darling Harbour last month, Stephen conducted a workshop for more than 150 delegates on the topic. GST is an accounting challenge, but it can be mastered ...

It's my experience that all licensed clubs operating poker machines calculate their Goods and Services Tax (GST) incorrectly. Further, most - 14 out of 15, to date - overpay, as opposed to underpay, GST and are therefore entitled to refunds. These statistics might seem a little startling ... even unbelievable to anyone working within the Club Industry. That is, until the reasons why these errors occur is understood. Some of the reasons are unique to the Club Industry, while others can be found across a number of other industries. The primary reason for GST errors is that gambling supplies and patron rewards have a GST treatment that is not automatically catered for in most commercially available accounting systems. At least, not without considerable manual manipulation. Indeed, it's usually the case that - GST aside - profit-and-loss and balance sheet figures will be accurate even when the accounting system is

"producing" Business Activity Statement (BAS) figures that are incorrect. The primary goal of all accounting systems is to produce P&L and balance sheet figures that provide a true and fair view of the organisation's financial performance and position. Most club systems achieve this, even while throwing up figures that result in an incorrect GST calculation. Indeed, there is a potential conflict between the correct GST treatment for certain transactions and the treatment most appropriate for asset protection. This conflict is readily resolved - once the reasons behind the correct GST treatment are understood. Another reason why errors occur is that most clubs enter into a number of transactions where the GST treatment varies, depending on the GST status of the person on the other side of the transaction. This fact means that the person responsible for inputting data needs at least some



knowledge of how GST works. None of the reasons for GST over-calculation errors are insurmountable. All can be addressed ... mostly by simple changes to existing accounting. The important point to note is that there is generally a sizeable refund available as a "reward" for getting GST right. If you have concerns about whether your club's GST is being correctly calculated, contact a club specialist adviser, such as PKF - a CMDA Career Development Sponsor company and industry supporter.

CMAA 2010 National Bursary Program Sponsors

Support the companies that support your Association



Nepean adds Andrew Gardner to 2010 Zone Committee

Andrew Gardner is the new addition to the Nepean Committee following the Zone Annual General Meeting at Mounties last month. The Walacia Mekong St Johns Park Club General Manager is the new Vice President (Publicity Officer), joining the long-serving Zone Executive headed by John Turnbull. CMAA Executive Officer Terry Condon and Assistant Executive Officer Ralph Kober attended the March 18 meeting to deliver the Head Office Report and conduct the election of office bearers for 2010.

Nepean Zone Committee for 2010 ...

- President: John Turnbull - Liverpool Catholic Club
- Vice President: Douglas Kirkham - Building Workers Club (Mt Druitt)
- Vice President (Publicity): Andrew Gardner - Wallacia Mekong St Johns Park Club
- Secretary: Antoinette Sultana - Liverpool Catholic Club
- Treasurer: David Marsh - Ingleburn RSL Club
- Education Officer: Joe Bayssari - Seven Hills RSL Club

Terry also was able to present Zone Education Officer and Seven Hills RSL Club General Manager Joe Bayssari and Liverpool Catholic Club Manager Joe Caccamo with their 21 Year Service Awards in front of 109 Association members and fellow managers. John Turnbull also welcomed one new member and two long-serving members - Andrew Terry and Steve Payk - to their first Nepean Zone Meeting. For Tracey Quinn from Cabra Vale Diggers Club it was her first Zone meeting, but Andrew was the former CEO at Albury SSA Club and a Riverina Murray Zone member, while Steve has moved from Rosnay Golf Club and Inner West Zone to join Andrew at New Brighton Golf Club.

It was a 9 o'clock start to the day when new CMAA National Bursary Program sponsor company Casella wines "opened the batting" with a 90-minute free education workshop ... "Management In A Dynamic Marketplace - The Casella Wines Story". The Casella Wines NSW sales team were on deck for the presentation with National Sales Manager Bob Powell taking 80 guests through the remarkable Australian business success story that is Casella Wines.

Then it was Charlie Sala's turn to expand on another great success story with Club Plus Superannuation - the CMDA Career Development Centre Sponsor. Host club CEO Greg Pickering, a CMAA Life Member and past CMAA Federal Executive member, welcomed more than 150 guests to lunch in the Starz Room.

1 - Nepean Zone Education Officer Joe Bayssari (second from left) with the Casella Wines team following their Education Workshop at Mounties last month.

2 - CMAA Executive Officer Terry Condon presents Joe Bayssari with his 21 Year Service Award.

3 - Joseph Caccamo accepts his 21 Year Service Award from Terry Condon.

4 - CMAA Assistant Executive Officer Ralph Kober with Club Plus Superannuation representatives Charlie Sala and Craig Whyte.



'Son' of Burleigh Bears rules with

By HENRI LACH

There are many tales in the Club Industry of small clubs rising again from the ashes of liquidation. But the story of the Burleigh Sports Club on the Gold Coast has to be up there among the "Top Ten".

The sports club began life as the home of the Burleigh Bombers Australian Rules Club - a team that played in what could be described as the "second division" of AFL football on the coast.

The Burleigh Waters-located club was headed for oblivion, until an astute operative from the neighbouring - and well-to-do - Burleigh Bears Leagues Club tested the financial winds and convinced his committee that they could be on a winner here.

In a "big daddy" move in 2005, General Manager Ian Amos put a proposal to the Board that the Burleigh Bears club buy the Bombers club assets - or what was left of them. The Bears set about drawing up plans for a revitalisation that would allow the Bombers to keep playing, under the patronage of its leagues club "white knight".

A union of AFL and rugby league might seem unlikely but this, undoubtedly, has been a favourable and happy marriage of convenience.

The plan was not of refurbishment, or upgrading the old club premises ... it was bulldozer time.

Justifiably dubbed "The Tin Shed", the old building was demolished in two sections, before a modern, attractive structure rose in its place.



Club Manager Ron Ferris (left) and his boss Ian Amos go way back.

The end result is an extremely eye-pleasing building that smacks of opulence and quality. Those qualities continue internally. Modernistic murals decorate the reception area. The open plan provides an airy, bright ambiance with floor-to-ceiling glazing providing views across the playing field and a deck from which home games can be watched in comfort. A functional sports bar and TAB area provide a haven for punters.

The gaming room and its 60 machines is tucked away behind the reception area, with its own easily accessible smokers' retreat.

Ian Amos is pleased with the overall result and believes it was \$3 million very well spent. Any worries he may have had about a negative impact of the new club on the revenue of the "parent" club, the Burleigh Bears, have been dispelled. "The big thing is that our club hasn't lost any business," Ian says. "I was thinking that a lot of trade would come down

here, but our trade has actually increased at the Bears. What's happened is that we've taken a lot from the hotels and the surrounding clubs."

He admits that the acquisition of the old club had an element of self preservation. "We looked at it as a protection for our back door when we bought it," he says, "we didn't want someone else to move in and do the same thing."

The club is located right in the middle of a strictly residential area, with a current population of more than 10,000, which is growing rapidly.

"The locals have warmed to the club," Ian added. "It's innovative and it's worked out a treat. It's become a very big dining venue. They come here, they dine and there're out."

The club's in-house restaurant provides lunch and dinner every day. It seats 170 and reports a full house many days of the week - particularly at weekends. "We can squeeze 200 in if we have to," Ian said.

A special \$12 luncheon menu includes a glass of wine or beer and choice of seven items, with favourites such as bangers and mash. The a la carte menu is full and varied. As this issue goes to press, the club's record for the number of diners served on any one night stood at 240.

Total social membership of the two clubs is more than 17,000 and allows rights to both clubs.

The clubs have the maximum number of 280 machines under Queensland legislation, between the two of them.

An administrative peculiarity in Queensland is that the two clubs operate under one gaming licence, but under individual liquor licences.

Since its completion and opening last December, the sports club has quickly lived up to its title. As well as hosting the former Aussie rules team, local cricketers have found a new venue.

"We put a turf wicket in for them and they formed the Burleigh Cricket Club," Ian said. "It started with one team, now there are 19 teams of seniors and juniors. They can't keep up with the numbers that want to play."

As well as AFL seniors and juniors, the club now has a dragon boat club

The Burleigh Sport Club ... a modernistic building where a "tin shed" used to be.



the locals

who use Lake Orr, which borders the club grounds, along with a golf club, fishing club and AFL Old Boys Club.

Ian Amos's long-time associate Ron Ferris, who's about to join the CMAA ranks, is the Sport Club Manager and responsible for its day-to-day running.

"It's a great honour and opportunity," Ron said.

"Ron and I played front row together in Group 1 ... that was a long time ago," Ian says with a former prop's crooked smile. "We were front row partners, now we're partners in crime."

So how's the new club's bottom line looking? "It's starting to pay its way," Ian says with a satisfied club manager's crooked smile.

Four is enough for Ian and the Bears

The Burleigh Sports Club is not the only additional responsibility Ian Amos and his Burleigh Bears Club have undertaken recently. "The Gold Coast Council last year approached us to take over the management of Firth Park at Mudgeeraba, so we're looking after the sporting groups out there as well, club General Manager Ian Amos says. "They weren't making any money before. It's amazing what a difference it makes when you get some money in the till." Then, in December with the sports club set to open, the Bears were approached to take over the administration of the Gold Coast Lawn Bowls Club at Broadbeach Waters.

"We pretty well let the bowlers run that one ... we just look after the bar," Ian added. Are there any more challenges in the wind? "Four's enough. I don't want a handful," Ian said.

- HENRI LACH



Corporate Governance Program

In conjunction with Southern Cross University

Registrations are open for the three **Cohorts** (study group) scheduled for 2010. Each Cohort is restricted to a maximum of **12 clubs**, so don't delay in registering your club's interest in attending the industry's premier **Corporate Governance** program.

For a full description of the program, testimonials, costs and inclusions, refer to the brochure and you can register online by clicking on the **CMAA-SCU Corporate Governance** tile on the CMAA's website www.cmaa.asn.au

Or contact Assistant Executive Officer Ralph Kober on (02) 9643 2300

2010 - Cohort 1 - 2 x 2 days
Session 1: April - 13 & 14
Session 2: May - 18 & 19

2010 - Cohort 2 - 2 x 2 days
Session 1: July - 20 & 21
Session 2: August - 24 & 25

2010 - Cohort 3 - 2 x 2 days
Session 1: October - 19 & 20
Session 2: November - 16 & 17



Club Supervisor Bootcamp

*SITXMG001A Monitor work operations, &
SITXHRM001A Coach others in job skills.*

CMA Auburn Sydney

S1: May 3 S2: May 10
S3: May 17 S4: May 24

Ideal Candidate:

The Supervisor Bootcamp is designed for potential & existing team leaders & supervisors. This course is viewed as a first step before participating on the CMDA Duty Manager Program.

Content Includes:

- Responsibilities & characteristics of an effective supervisor,
- personal values & style,
- time management skills,
- communication & motivational techniques,
- delegation & problem solving,
- supervising service excellence
- Train the Trainer
- Plan systems & procedures

Program Details:

Times 9.30am - 4.30pm all 4 days
Fee \$690 +GST - CMA Member
Fee \$890 plus GST - Non Member
Award Certificate of Attendance
ACCM points: 25 points awarded

To Register:

Register online today at www.cmaa.asn.au



Gaming Management

SITHGAM005A Develop and Manage Gaming Activities

CMA Auburn Sydney

Session 1: June 7 - 9
Session 2: June 21 - 23

This six -day course targets managers who aspire to or currently manage gaming in their operation.

Content Includes ...

- Develop & Manage Club Gaming Activities
- Advanced Gaming Analysis
- Develop & Manage Club Gaming Promotions
- Manage Club Gaming Security.

Program Details:

Times 9.30am - 4.30pm all 6 days
Fee \$1,320 +GST - CMA Member
Fee \$1,490 plus GST - Non Member
Award Certificate of Attendance
ACCM points: 25 points awarded

To Register:

Register online today at www.cmaa.asn.au



‘Are **YOU** the glue that holds everything together?’

July 7 - 9, 2010 @ Jupiters Gold Coast, Queensland

2010 Mid Year Executive Leadership Conference & Members General Meeting



Conference Details

REGISTRATION FEES (workshops only)

1 Delegate \$900 includes GST
2 + Delegates \$800 each* includes GST

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

- ACTIVITY POINTS
- ANNUAL GENERAL MEETING
- ENTERTAINMENT
- NETWORKING
- CHARITY RACE DAY: CMAA Gold Coast / Brisbane Zones Race Day at Gold Coast Turf Club

EDUCATION WORKSHOP SESSIONS:

- 30min + with Australian Paralympian Gold Medallists
- GAME ON!! The Registered & Licensed Clubs Award 2010
- Motivation -Special Forces Style!
- **¡** STRATEGIES: Social Media
- **¡** PROTECT: Social Media Risk Management
- **¡** MARKET: How To Profit From Your Member Database
- People Glue: How to Motivate & Engage People To Do More With Less
- Creating Your Future Vision: Advanced Techniques
- Self-leadership: Unlocking Your Potential in Work & Life
- Best practice corporate governance in the club industry
 - A RISK perspective on corporate governance
- ‘Organisational Sustainability’ what is it and why it should matter to clubs
- Creating Synergy-the power of intent, behaviour and experience on business -
 - CEO/CMAA Sponsor Forum
- Thought Leadership-how to leverage the unique intelligence of your team to unleash valuable ideas
 - The Power to Influence

(The CMAA reserves the right to alter the content of the conference at its discretion)

Registrations Open Soon: www.cmaa.asn.au

Poker machine tax regime continues to hurt NSW clubs

The NSW economy will sustain a \$1.6 billion hit over the next five years as the State Government's poker machine tax increases on clubs reverberates throughout NSW. The KPMG report, commissioned by ClubsNSW late last year, assesses the financial health of clubs in light of the State Government's significant increases in poker machine tax rates for clubs. The report estimated that by 2014, the effect of the poker machine tax increases combined with the downturn caused by the indoor smoking bans could result in ...

- An approximate decline of \$1.6 billion in gross state product (GSP)
- An approximate average of 3,912 jobs lost in the NSW economy annually

The report also found ...

- 190 clubs may face the prospect of closure in the period to 2012 (105 clubs already have closed or amalgamated since the tax rates were increased in September 2004)
- Club contributions to community groups and charities may be reduced by between \$219 million and \$343 million over the period to 2012.

ClubsNSW Acting CEO Anthony Ball said the report was compiled using data from Government and more than 500 clubs, including financial histories of clubs who volunteered their books for analysis and staff for interview.



NSW Premier
KRISTINA KENEALLY

"This report shows that the tax increases forced on clubs by 2014 could cost the NSW economy \$1.6 billion," Mr Ball said. "By over-taxing, the Government has actually hurt the NSW economy and their own financial coffers. Since the tax rates were increased, 105 clubs have closed or amalgamated and 8,431 jobs gone from the Club Industry."

Since the report's findings were published, the industry has met with NSW Premier Kristina Keneally seeking that some tax increase be wound back. "Even before the tax rates

were increased, NSW clubs were already the third largest tax payer in the state," Mr Ball added. "Unfortunately, by overtaxing, the State Government has sent club employment, capital investment and support for community and charities into a rapid decline. We are fast approaching the point of no return for many clubs."

The KPMG report shows that by 2012, even some of the largest clubs may be at a level that places them in, or at risk of financial distress. "Every town, every

suburb has lost at least one club in the past few years, each one leaving an economic and social hole in the local community," Mr Ball said. "The evidence is there for all to see. Clubs should be growing their business and supporting their local and state economies. Instead, clubs are cutting staff and selling land ... all just to pay their tax bills."



Slater &
Gordon
Lawyers

CMA
AUSTRALIA
CLUB MANAGERS'
ASSOCIATION
AUSTRALIA

Lawyers for the Club Managers' Association across Australia

Slater & Gordon is proud to be the preferred legal service provider for the Club Managers' Association Australia and its members. We have offices throughout Australia and offer preferential rates and service to members of the Association and their families.

Contact Stephen Moss on (02) 82670618 or stephen.moss@slatergordon.com.au for a complimentary assessment of your club's legal needs.

Legal Services for Clubs

- ▶ Dispute resolution
- ▶ Property and planning
- ▶ Organisational issues
- ▶ Commercial advice
- ▶ Liquor licensing
- ▶ Dealing with regulators and Government

Personal Legal Services

- ▶ Litigation and compensation claims
- ▶ Conveyancing
- ▶ Wills and deceased estates
- ▶ Family law
- ▶ Motor vehicle claims
- ▶ Employment



Free first consultation 'No Win No Fee' arrangements available*
Out of hours appointments

Home/hospital visits available. Non English speaking service available.

*Conditions apply. Does not include other party costs. May not include out of pocket expenses.

Call our Legal Help Line - Freecall

1800 555 777

Reputation & Results™

www.slatergordon.com.au

Anti pokies camp ridicules Govt gambling figures

Anti poker machine campaigners have ridiculed new State Government reports and figures showing that problem gambling has fallen to less than 1% in NSW and Victoria.

The NSW Government recently released the results of the NSW Population Health Survey that found NSW has the lowest rate of problem gambling prevalence of any state in Australia - equal with South Australia and Queensland. The study interviewed more than 9,400 NSW adult residents, making it the largest problem gambling prevalence study ever completed in NSW.

The study found ...

- A problem gambling prevalence rate of 0.4% down from 0.8% in 2006. Victoria now has the highest rate of problem gambling at 0.7%
- That 70% of respondents engaged in at least one type of gambling in the previous 12 months. Gaming machines were played by 25% of respondents, compared with lotteries at 51% and raffles at 44%
- 89% of respondents never bet more than they can afford to lose
- 95% of respondents never chase their losses
- 97% of respondents never have financial problems because of their gambling
- 95.8% of NSW's adult population are non-problem gamblers, 2.5% are low-risk gamblers, 1.3% are moderate-risk gamblers and 0.4% are problem gamblers.

NSW Gaming and Racing Minister Kevin Greene said the study shows that



KEVIN GREENE



NICK XENOPHON



JOHN BRUMBY

gambling does not negatively impact on most NSW residents. "These findings are very encouraging and we hope it's a sign that our high-quality counselling services and strict harm minimisation laws are making a real difference," Mr Greene added.

South Australian Independent Senator Nick Xenophon, with Victoria's Family First Senator Steven Fielding, has waged an aggressive and relentless campaign against the club and hotel industries since they joined forces in the Federal Senate in 2007.

Senator Xenophon was quoted in the media querying "how a telephone survey could accurately gauge the level of problem gambling in the community?", saying "many problem gamblers were either in denial or had had their landlines disconnected".

Telephone surveys are universally used and accepted by the world's most respected polling agencies as one of the most effective and accurate forms of research. In fact, every significant problem gambling prevalence survey undertaken by state and territory governments and the Productivity Commission has been telephone based.

The Club Industry is maintaining its campaign to ensure that Federal MPs, Senators and decision-makers are

aware of the encouraging findings in virtually every state that confirms the general downward trend in problem gambling rates in the past decade.

In Victoria, Government claims that problem gambling has fallen by 66% since Labor came to power have

been ridiculed by researchers and advocates for problem gamblers.

The Brumby Government claimed its policies since coming to office had been successful, "with the prevalence of problem gamblers dropping from 2.14% to 0.7%".

But the Government's comparison of 1999 Productivity Commission research with 2009 figures commissioned by the State Government has been derided by researchers. "It's the usual spin," said Dr Charles Livingstone, of Monash University's Health Science Department. "I think they are being disingenuous and I also think they are choosing the numbers that suit them. The evidence to me suggests that [problem gambling] is a continuing problem at at least the same rate and probably at a higher rate," he said.

Mark Zirnsak from the InterChurch Gambling Taskforce said "it is a gross exaggeration to suggest that it's a two-thirds drop ... I just think that is a nonsense".

Opposition Gambling Spokesman Michael O'Brien described the claim of problem gambling having been cut by two-thirds as "patently false" and [showing] the Brumby Government is "prepared to lie" about the issue.

Stargames is now ShuffleMaster Australasia

ShuffleMaster has made a major rebranding push during the CMAA's annual Conference and Hospitality Expo at Darling Harbour last month. The familiar Stargames

branding has made way for the new, but similar parent company ShuffleMaster Australasia logo and branding. The partnership is four years old and Stargames remains one of the subsidiary brands, along with Rapid Table Games and

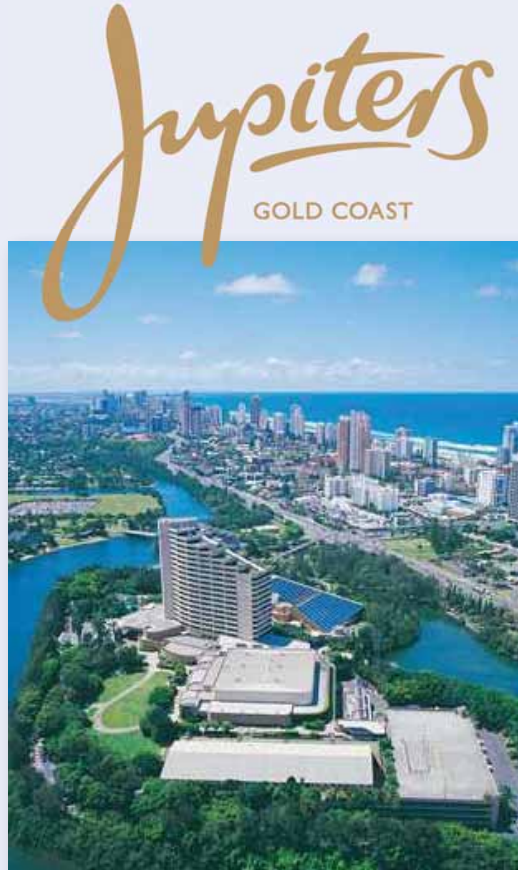


Vegas Star. ShuffleMaster's advertising states ... "We still have the same great products. We still have the same great people. We still have the same

commitment to making our customers profitable. The only thing we've changed is our name and our logo." For more information, contact ShuffleMaster at - E: shufflemaster.au@shufflemaster or call 02 - 97730 299.

Tabcorp, WORLDHOTELS add two more Australian casino hotels

Two more Australian casino hotels, operated by Tabcorp have joined the WORLDHOTELS group. As of April 10, Conrad Treasury Brisbane is being rebranded as Treasury Casino & Hotel as Conrad Jupiters Gold Coast changes its name to Jupiters Hotel & Casino. WORLDHOTELS operates 450 affiliate properties in 250 destinations and 65 countries world-wide. The Jupiters rebranding follows completion of Conrad's 20-year management agreement with the Tabcorp casino hotels. Jupiters Gold Coast is home to CMAA's annual Mid Year Executive Leadership Conference - July 7 to 9, 2010. Set in six hectares of landscaped gardens in the Gold Coast hinterland, with sweeping views across the Pacific Ocean, it features 594 guest rooms, 29 suites and two penthouses with seven restaurants and eight bars. Brisbane's Treasury Casino & Hotel occupies two of Australia's grandest heritage buildings. The hotel is situated in the Lands Administration Building while the



casino is in the Treasury Building. Treasury Casino & Hotel and Jupiters Hotel & Casino join sister casino hotels Star City Hotel & Apartments in Sydney and Jupiters Townsville in Northern Queensland as WORLDHOTELS affiliates. Tabcorp's partnership with WORLDHOTELS began in December 2009 with the acquisition of the Sydney and Townsville casino hotels. Tabcorp's partnership with Conrad ended with contracts for Conrad Treasury Brisbane and Conrad Jupiters Gold Coast expiring on April 10, 2010. WORLDHOTELS Asia Pacific Vice President Roland Jegge said the partnership with Australia's leading gaming and entertainment group is going from strength to strength. "The stable of four of Australia's premier casino hotels is an exciting attraction for both our leisure travel and MICE market," Mr Jegge said. Tabcorp Casinos Chief Executive Larry Mullin said Tabcorp and Conrad shared a great partnership over 20 years. "We are now looking forward to a successful long-term strategic partnership with WORLDHOTELS," Mr Mullin added.

Rayner

SALES & MARKETING

PTY LIMITED

Let us help you to book
and arrange your
advertisement in
Club Management in
Australia magazine:

Call Judy or Sue at

Rayner

Sales & Marketing Pty Ltd

Ph: 02 9360 6177

Email: rayner@bigpond.net.au



DAVID COSTELLO



ANTHONY BALL



PETER NEWELL

Ball takes reins as Costello retires

ClubsNSW CEO David Costello has announced his retirement at the end of June. The ClubsNSW Board has unanimously appointed Anthony Ball as the new CEO. ClubsNSW Chairman Peter Newell, OAM, said David Costello had made an outstanding contribution not only in leading the ClubsNSW team, but through his passion, dedication and exemplary work ethic, had achieved many major and what will no doubt be, enduring achievements for the Club Industry. "David has literally spent a lifetime serving the Club Industry, spanning back to 1967," Mr Newell said. Mr Costello, a CMAA Hall of Fame Member, came to ClubsNSW in late 2002 after serving as CEO of the Leagues Clubs Association for more than five years. He had virtually no time in his new CEO role when he faced what became the protracted tax fairness campaign that was waged from June 2003 to March 2006.

"During this period, David displayed a dogged resolve to fight for our industry, no doubt at a high personal cost to himself and his family, as he worked tirelessly to obtain a fair tax outcome," Mr Newell added. Apart from his ClubsNSW achievements, Mr Costello will be remembered for his great compassion through leadership of Club Industry fund-raising projects such as the Boxing Day Tsunami,

Victorian Bush Fire Appeal and the stroke treatment Interventional NeuroRadiology unit at Westmead Hospital. "David can be very proud of his time with ClubsNSW and I am sure every member club wishes him, his wife Helen and their family every happiness for a long and enjoyable retirement," Mr Newell added. Mr Ball is the ClubsNSW Executive Manager of Policy and Government, having started with the organisation in 1999 where he was responsible for national policy issues. During his decade with ClubsNSW, he has established high respect from member clubs for his expertise in formulating Club Industry policy position on a range of complex issues and for vigorously prosecuting the industry's case with all levels of government and the bureaucracy. "Anthony's work in co-ordinating the industry's response to the current Productivity Commission Inquiry into Gambling has been nothing short of outstanding," Mr Newell said of the new CEO. Mr Ball has a Bachelor's degree in Economics from the Australian National University, a Graduate Certificate in Public Affairs from the University of Sydney and is a graduate of the Public Affairs and Advocacy Institute run by the American University in Washington, DC.

Industry pushes for IPART to fast track plans

To date, only three of the 69 IPART recommendations have been passed by the NSW Parliament. The Registered Clubs Act has been amended to ...

- Allow clubs to issue seven-day temporary memberships
- Remove limits on the number of members a club can have
- Allow clubs to operate commercial catering operations off premise

The Liquor Act has been amended to ...

- Allow liquor license conditions imposed by a local court to be varied without having to return to court
- Improve the process for handling neighbourhood complaints so that a conference of the parties and lawyers are not necessarily required.

The Club Industry has petitioned NSW Gaming and Racing Minister Kevin Greene to expedite the processing of the other 66 IPART recommendations and has asked that the following recommendations be tabled during the 2010 Parliamentary term ...

- The Registered Clubs Act 1976 be changed to limit Club Board numbers to a maximum of nine members
- A majority of Club Board members to complete core training modules
- Three-year rolling elections
- Appointment of up to three directors
- Standard format for financial reporting
- Define core features of various types of clubs
- Local councils to make provision to establish clubs on "Greenfield" sites

Victoria's pokies feeling pinch

Victorians spent less money on poker machines last year. According to gaming giant Tabcorp's latest results, revenue earned from Victoria's poker machines fell by \$6 million to \$542.4 million in the six months to December 2009. Tabcorp CEO Elmer Funke Kupper said there were a few factors behind the decrease, including a softer economy and new rules that halved the maximum

amount of money that could be put into the machines at a time. The maximum spend has been reduced to \$5 from \$10. "Last year the economy was stimulated by the Federal Government and like all retailers, we benefited from that," Mr Kupper said. However the money from the stimulus package has now gone and people were spending less money, he said. Tabcorp supplies poker machines to clubs and hotels. Its profit for the six months to December 2009 declined by 2% to \$257.9 million.



CMAA AGM, Conference & Hospitality Expo

March 8 & 9, 2010

SYDNEY CONVENTION & EXHIBITION CENTRE, DARLING HARBOUR

Club Managers' Association Australia

thanks

Exhibitors, Delegates & Visitors
for your ongoing support of the Club Industry's
premier hospitality trade expo

For further information contact Rayner Sales & Marketing

P: (02) 9360 6177

E: Rayner@bigpond.net.au

三國時代

SAN GUO SHI DAI

Select one of the 5 ancient Chinese military generals, and unite the country with your strategy.



Counts only the same symbols appearing from the leftmost reel.



Any 3 or more  win triggers the FEATURE CHOICE.



Select a Free Game option of your choice from 5 selections.

ARUZE GAMING
AUSTRALIA

23-27 Bourke Road
Alexandria NSW 2015 Australia
telephone 612 9699 9133 facsimile 612 9698 4669