

# Club Management

Publication No PP227838/003 [www.cmaa.asn.au](http://www.cmaa.asn.au)

IN AUSTRALIA

May 2010  
Vol 89, No 214



## Perfect Couple

Club Life Keeps Lary & Sandra Dorman Smiling: P14



New Leadership Teams Take Reins After Federal Elections: P16 & 17

# TAKING DOUBLE DYNASTY TO THE NEXT LEVEL!

**NOW APPROVED**



# PHOENIX EMPRESS

## 凤凰女王

**1 CREDIT PLAYS 2 LINES**

Win up to 40 FREE GAMES and All & Chang



## PHOENIX EMPRESS

Also available as



- 2 x 50 line.
- 1 credit buys 2 lines.
- Any 3, 4 or 5 SCATTER across all 10 reels trigger 5, 10 or 20 free games respectively.
- Any 6 or more SCATTER across all 10 reels trigger 40 free games.
- During free game all LADY symbol turn into substitute, PHOENIX symbol giving stacked PHOENIX.
- During normal game play, LADY symbol stacks on all reels.
- Available in a number of variations ranging from 85.16% to 91.84%

AVAILABLE ON THE KONAMI FLEXIBLE GAME CHOICE PAYMENT PLAN





## Publisher CMAA

**Editor:** Peter Sharp  
 Phone: (02) 9643 2300  
 Mobile: 0410 140 036  
 Email: [sharpee1@maa.asn.au](mailto:sharpee1@maa.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](mailto:rayner@bigpond.net.au)

**Printing and Design:**  
 Daily Press Group  
 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 - [cmaa@cmaa.asn.au](mailto:cmaa@cmaa.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 Vice President



**Deborah Feening ACCM**  
 Federal Executive Member



**Michael O'Sullivan ACCM**  
 Federal Executive Member

# CLUB MANAGERS' ASSOCIATION AUSTRALIA

## OFFICE BEARERS

### CMAA FEDERAL EXECUTIVE

**President**  
 WILLIAM CLEGG, ACCM  
 Randwick Labor Club

**Federal Secretary**  
 ALLAN PETER, ACCM

**Federal Vice President**  
 DAVID O'NEIL, ACCM  
 Castle Hill RSL Club

**Executive Member**  
 DEBORAH FEENING, ACCM

**Executive Member**  
 MICHAEL O'SULLIVAN, ACCM  
 Milton Ulladulla Bowling Club

### 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**  
 Phillip Mallon, ACCM  
 General Manager  
 Cabarita Beach Sports Club

**Division F - Illawarra Shoalhaven Zone and Far South Coast Zone**  
 Matthew O'Hara  
 General Manager  
 Oak Flats Bowling 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

**Administration Assistant**  
 Tegan Cain

**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<sup>†</sup>  
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](http://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](http://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, RSER No. R1000757. This information is for illustrative purposes only and does not take into account any personal financial circumstances.

## Castle Hill RSL trials new volunteer program

The NSW Government is trialling a new program with Castle Hill RSL Club that will see skilled retirees fill the volunteer gap at local sports clubs.

Sport and Recreation Minister Kevin Greene said the Castle Hill RSL Club and the NSW Government would pilot the “*Hands Up!*” volunteer program during 2010 to take advantage of the experience and availability of retirees to help community sports clubs.

“While the number of people playing sport is increasing steadily, the number of people volunteering to help run community sports clubs has actually decreased,” Mr Greene said.

“The *Hands Up!* program tackles this issue by connecting interested retirees with suitable volunteering opportunities in local sports clubs.”

Participants will be provided with training, mentoring and ongoing support and recognition.

Following a successful information night held in June last year, several sports clubs in the Castle Hill area have already indicated their willingness to participate in the pilot which will run during the 2010 winter season.

Minister for Volunteering, Peter Primrose, said older citizens have a lot to give and to gain by volunteering.

“Volunteering in sport is a very rewarding way to give something back to the community, to stay connected with other locals, and to make good use of all those valuable skills developed over a lifetime,” he said.

“The NSW Government recognises the vital role of volunteers in running sporting clubs and we encourage more people to put their hands up.”

Castle Hill RSL Club President Warren Glenny said *Hands Up!* offered great opportunities for retired club members. “Nearly one third of our 37,000 members are at, or nearing, retirement age,” he said. “They have excellent skills and many would be willing to give some of their spare time to help community sporting clubs.”

Castle Hill RSL Club hosted three-hour training sessions for sports club officials last month. Anyone interested in participating in the pilot project is invited to register their interest at

[HandsUp@communities.nsw.gov.au](mailto:HandsUp@communities.nsw.gov.au)

## PAGE ADVERTISER / Editorial

Cover 1	Lary & Sandra Dorman
Cover 2	KONAMI
P 1	CMAA IMPRINT & ADMINISTRATION
P 2	CMDA CAREER DEVELOPMENT SPONSORS
P 3	CLUB PLUS SUPERANNUATION
P 4	CMA MAGAZINE MAY EDITION CONTENTS
P 5	INDEPENDENT GAMING
P 6	ARISTOCRAT
P 7	ARISTOCRAT
P 8	PAYNTER DIXON CONSTRUCTIONS + MAY EDITION POINTERS
P 9	MEI
P 10	MERIDIAN CONSTRUCTION + PRESIDENT’S PERSPECTIVE
P 11	ARUZE
P 12	HARLEY RUSSELL DAY + THE EXECUTIVE OFFICER’S DESK
P 13	JAMES CLIFFORD CONSTRUCTIONS
P 14	MANAGER PROFILE - Lary & Sandra Dorman
P 15	COMMUNITY FIRST CREDIT UNION
P 16	CMAA Federal Election 1
P 17	THOMPSON PLAYFORD CUTLERS + CMAA Federal Election 2
P 18	CMDA - F&B ALIVE BRISBANE 2010
P 19	CMDA - F&B ALIVE BRISBANE 2010
P 20	INDUSTRY ISSUES 1
P 21	INDUSTRY ISSUES 2
P 22	CLUB PROFILE - Singleton Returned Services Club
P 23	CMDA - MID YEAR CONFERENCE BROCHURE 1
P 24	CMDA - MID YEAR CONFERENCE BROCHURE 2
P 25	CMDA - MID YEAR CONFERENCE BROCHURE 3
P 26	CMDA - MID YEAR CONFERENCE BROCHURE 4
P 27	CMDA EDUCATION UPDATE
P 28	CMDA - EDUCATION CALENDAR - MAY & JUNE
P 29	IN THE ZONE - St George Cronulla Meeting
P 30	CMDA - CLUB F&B MANAGEMENT SUMMIT DVD OFFER
P 31	CMDA COURSES + IN THE ZONE - City Eastern Suburbs Meeting
P 32	CMDA - 2010 CLUB FINANCE CONFERENCE 1
P 33	CMDA - 2010 CLUB FINANCE CONFERENCE 2
P 34	IN THE ZONE - Gold Coast Zone Golf Day
P 35	IN THE ZONE - Manly Northern Suburbs AGM
P 36	CMDA - 2010 VISIONARY LEADERSHIP PROGRAM
P 37	IN THE ZONE - Great Lakes Meeting
P 38	CMAA 2010 DIARY & EVENTS CALENDAR
P 39	CMDA COURSES + IN THE ZONE - ACT Meeting
P 40	CMAA ZONE EDUCATION OFFICERS
P 41	IN THE ZONE - Inner West Zone Golf Day
P 42	INDUSTRY UPDATE - Clubs Qld Awards of Excellence
P 43	CMDA - NATIONAL BURSARY SPONSORS + ‘The Piano’
P 44	NORTHERN EXPOSURE - Easts Leagues Club 1
P 45	SLATER & GORDON + NORTHERN EXPOSURE - Easts Leagues Club 2
P 46	MARKET FORCES 1
P 47	MARKET FORCES 2
P 48	RAYNER SALES & MARKETING + INDUSTRY ISSUES 1
Cover 3	CMDA - 2010 COPORATE GOVERNANCE PROGRAM
Cover 4	AGE EXPO 2010
INSERTS	CLUB PLUS SUPER COMMUNITY FIRST CREDIT UNION

# Flexi-NET

TICKET IN TICKET OUT

## THE RE-PRINTABLE CARD TECHNOLOGY



- The best customer service in gaming
- New features include TITO POS Debit<sup>®</sup>, 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](http://www.independentgaming.com.au)



# Hyperlink meets the magic of the Far East

Asia's smash hit jackpot link arrives in New South Wales.

Fa Fa Fa™ brings together our best standalone games, a proven hyperlink formula, a stunning animated graphical theme and the widest ever range of jackpot options.

With a choice of four feature hit rates and over 30 approved jackpot settings, the Fa Fa Fa jackpots can be tailored to suit your individual venue's profile.

Designed to ensure maximum player appeal and to deliver the highest performance in your gaming room.

## Key Features of Fa Fa Fa

- 1c denomination for the largest player segment
- Supported by successful base games
- Interactive 2nd-screen Hyperlink feature
- Four configurable Hyperlink Feature Hit Rates
- Wide range of Jackpot settings to suit every venue
- Outstanding animated graphical package
- Range of overhead signage options
- Demonstrated global success



Match 3 symbols  
to win  
Jackpot  
prizes!





For more information about FA FA FA contact your Aristocrat Business Development Executive or call 1800 150 432

© 2010 Aristocrat Technologies Australia Pty Limited. Aristocrat, it's all in the game, Fa Fa Fa, 5 Dragons, 50 Dragons and the Aristocrat logo are trade marks or registered trade marks of Aristocrat Technologies Australia Pty Limited. NS1014

**ARISTOCRAT**  
it's all in the game™



➤ Pages 16 & 17

There are new faces on the CMAA Federal Executive and CMAA Federal Council following the 2010 elections. Due to ballots for positions on the Federal Executive, NSW State Executive and three Federal Council positions, ballot papers were issued on March 3 - in conjunction with the CMAA's AGM at Darling Harbour on March 8 as part of the annual Conference and Hospitality Expo. The ballots closed at 5pm on Wednesday, March 24, and Australian Electoral Commission Returning Officer Hugh Williams declared the results at 12pm on Friday, March 26...



➤ Pages 18 & 19

Interesting, bite-sized and extremely relevant ... that's how most people in hospitality want industry information and education. It was also the standard for developing **Food & Beverage Alive in Queensland**, a two-day seminar especially for the club industry held on March 23 and 24. This was just one of a series of training events which will be rolled out through 2010, designed by the **CMAA** and **Profitable Hospitality** for hospitality professionals from all disciplines, through the new **Clubs+** brand ...



➤ Pages 44 & 45

The Licensed Club Industry in South-East Queensland is ticking along nicely in the new millennium. If evidence is needed for that proposition, the Easts Leagues Club on Brisbane's south side certainly points that way. This club was not among the giants in the industry a few years ago but, under the guidance of General Manager Sharna McLean, a CPA with a Bachelor of Business, it has been going from strength to strength ...



**PAYNTER DIXON**

HOSPITALITY

**BUILDING SUCCESS**

**Outdoor Rooms making a difference.**

Maximise your earning potential by investing in an outdoor area which meets the needs of your customers.

Our specialist team at Paynter Dixon can assist you in developing the ultimate outdoor area.

**NSW 02 9797 5555**

**QLD 07 3368 5500**

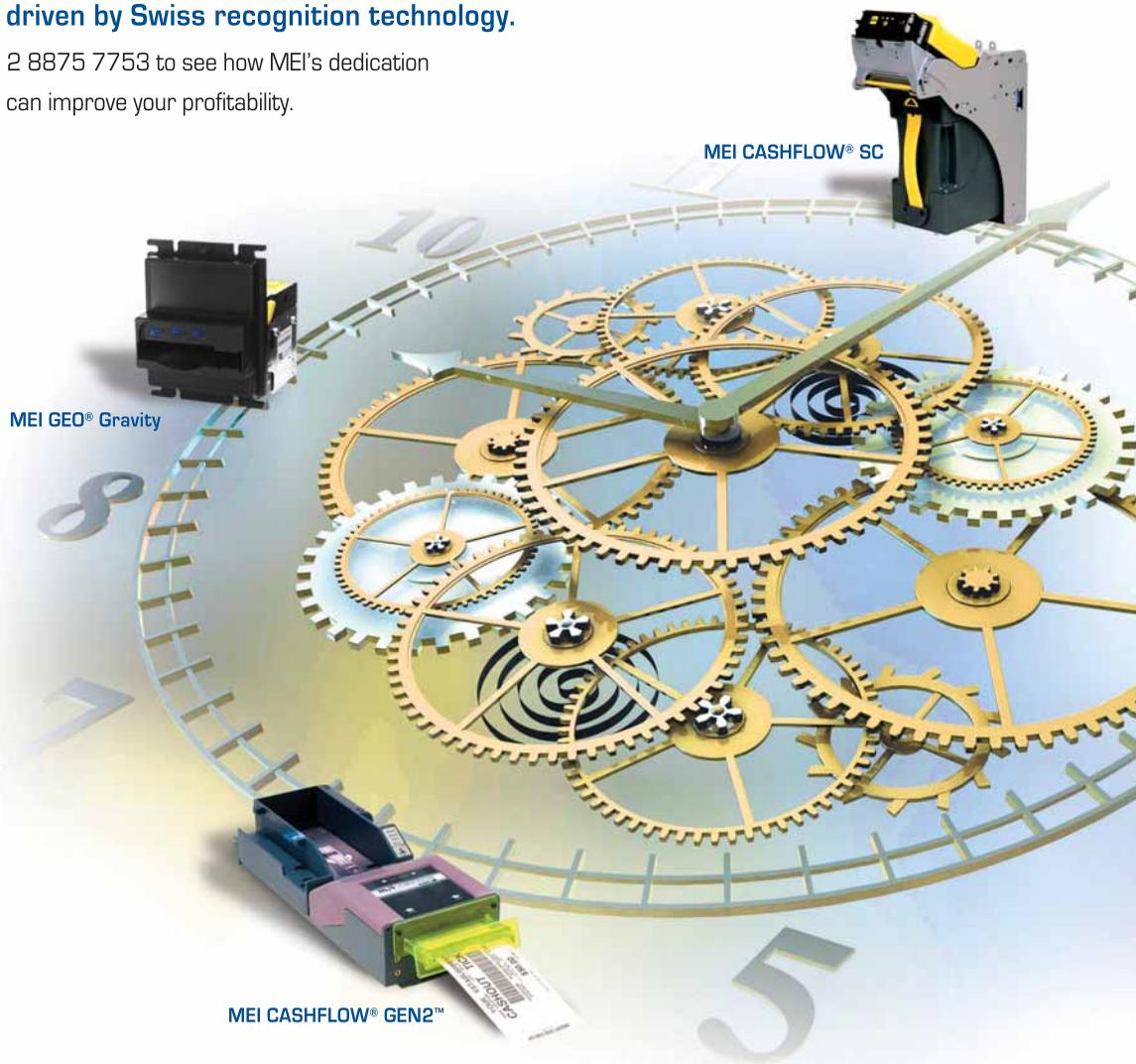
**www.paynterdixon.com.au**

**SIGNATURE DESIGNS  
MASTER PROJECTS**

# RUN LIKE CLOCKWORK WITH MEI

Accuracy and reliability are two attributes of a Swiss watch. It is no coincidence those words also describe MEI CASHFLOW®. Our products' unmatched security and acceptance is driven by Swiss recognition technology.

Time is money. Call +61 2 8875 7753 to see how MEI's dedication to quality and innovation can improve your profitability.



MEI GEO® Gravity

MEI CASHFLOW® SC

MEI CASHFLOW® GEN2™

**mei**®

[www.meigroup.com](http://www.meigroup.com)

Proven performance. Increased profits.

MEI is ISO 9001:2000 certified.



©2009 MEI. All rights reserved.



## Association's new team ready for challenges and opportunities of the next three years

The elections for the CMAA's Federal Executive, NSW State Executive and Federal Council have been determined. I want to express the Association's appreciation to members that actively participated by putting themselves forward for consideration and to the members who participated by taking the time to vote. And, on behalf of the people elected to these important roles, it's a great honour to be supported by your peers. I'm confident that everyone will make a significant contribution to the ongoing success and improvement of our Association. As I indicated at the AGM in March, the next term for the Federal Executive and the Federal Council will be one packed with challenges. It was the wish of the outgoing Executive that the Strategic Planning Session, scheduled for early July on the Gold Coast, would include the elected representatives for the eight Divisions. This session will reassess and determine the Association's short-term and longer-term goals and establish the CMAA's direction.

As CMAA Federal Secretary Allan Peter advised in his Industrial Relations Report to the AGM at Darling Harbour, a significant issue has arisen with the finalisation of the Licensed & Registered Clubs Award 2010. The Federal Executive had to make a policy decision on the provisions of the Award that now requires the payment of weekend penalty rates to managers. It has always been the CMAA's intention that the status quo would remain on the transitions of the Award to the federal system. This decision was taken with the best interests of the membership in mind and particularly considering the adverse impact on clubs. The Executive had to consider the consequences for, and impact on, the Club Industry if, as a consequence of Clubs Australia's action of having the Overtime Exemption loading reduced from 30% to 20% for all managers, we

were to actively promote the payment of weekend penalty rates. The Executive have made the decision to seek an application for a variation to the Award to correct these matters. The application requires the consent of all parties. It is hoped that commonsense prevails for the betterment of the Club Industry and that a resolution can be found. As late as last month, I indicated the issues confronting CMAA members and the industry as a whole in Victoria. At a time when the Association has identified, through the membership, the need for greater education and professional development to prepare this industry sector for the opportunity to grow and strengthen, it would be particularly disappointing and a blight on our industry as a whole if Clubs Victoria did not support a resolution on the Award issue. Members will be promptly and fully advised of the outcome of this Award variation application. If this matter cannot be resolved, the CMAA will be advising clubs Boards of Directors around the country that the new requirements were not the result of the actions of their management.



CHARLIE GIBSON

Most members would be aware of the sudden and sad passing of Charlie Gibson, OAM. Charlie was a club manager and, more recently, a director of ClubsNSW, holding an impressive array of industry positions. His close connection with the CMAA was maintained through his son Brett Gibson, the CEO at Port Kembla Golf Club, and son-in-law Paul Cahill, the CEO of Club Plus Superannuation, the CMDA's Career Development Centre Sponsor organisation. To Brett, Paul and Charlie's wonderful family, I extend the CMAA's sincerest sympathy on your personal loss and equally significant loss to the Club Industry.

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

## 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

# - ROCK YOU - QUEEN™

The world famous band, QUEEN rocks the casino.



**ARUZE GAMING**  
— AUSTRALIA —

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



**WHAT IS RESCUE SPIN?** RESCUE SPIN is a feature that guarantees free games and credits for those players that have not triggered a feature within a predetermined number of games.



## Bill Clegg returns as President to lead CMAA on to new frontiers and new challenges

Bill Clegg, ACCM, has been re-elected by the CMAA Federal and State Executive to lead the CMAA through the next three years.

At the CMAA Federal and State Executive meeting held on April 29, the newly elected Executives elected Bill unopposed to the President's role.

David O'Neil, ACCM, was elected to the position of Vice President and Allan Peter, ACCM, was elected to the position of Federal and State Secretary.

Bill has a new Federal Executive, NSW State Executive and three new Federal Councillors. I congratulate Milton Ulladulla Bowling Club General Manager Michael O'Sullivan on his election to the Federal Executive and NSW State Executive. Michael is a long-serving and hard-working CMAA supporter who is the Education Officer for the Far South Coast Zone. It's appropriate also to congratulate and welcome back Bill Clegg, Allan Peter, Debbie Feening and David O'Neil to another term on the executives.

Phillip Mallon and Matthew O'Hara are the new faces on the Federal Council. Phillip is the Cabarita Beach Sports Club General Manager and past Education Officer for Far North Coast Zone. Matthew, the Oak Flats Bowling Club General Manager and Illawarra Shoalhaven Zone member, won a three-way ballot for Division F - Illawarra Shoalhaven Zone, Far South Coast Zone. I congratulate these newly elected and returning members of the Executive and Federal Council. I look forward to working with them for the betterment of the CMAA and its members during their term in office.

The Executive and the Federal Council will conduct a Strategic Planning Meeting in conjunction with the Mid Year Executive Leadership Conference at Jupiters Gold Coast to formulate the Association's direction.

Personnel changes are healthy and important for any organisation as it moves forward and embraces the challenges and change that modern business and legislation brings. This is also true of the CMAA Zone structure with members taking the opportunity to make the CMAA stronger by taking on Committee roles across the Association. I have already attended meetings in NSW and Queensland and find that the trend of increasing attendance and support continues. From the strength of the Manly Northern Suburbs Zone to Geoff Long and his untiring efforts to build support in the ACT Zone,



Manly Northern Suburbs Zone Annual General Meeting

the CMAA is alive and well with members seeking information and support in industrial issues and expanding their education and professional status through the CMAA.

I am delighted to see that the organisers of the G2E Asia - the Global Gaming Expo Asia - have decided to honour one of the true gentlemen of our industry. G2E Asia will be held from June 8 to 10 at the Venetian Macao on the Cotai Strip. On June 9, Conference delegates will have the opportunity to hear from a gaming industry legend during the Keynote Session when Len Ainsworth receives the 2010 G2E Asia Visionary Award for his significant contributions to the industry in gaming technology. Len, the Executive Chairman of Ainsworth Game Technology, is a member of the CMAA's Hall of Fame as the first Industry Associate inductee in 1994. Ainsworth Gaming Technology has been a CMAA Career Development sponsor since Len founded the company and before that Aristocrat Leisure, which he founded in 1953. Len, a genuine and passionate supporter of the Club Industry, is acknowledged across the global gaming industry as the pioneer of the major design and technical innovations incorporated in gaming machines for 60 years. Len is universally respected for his outstanding contribution to the gaming machine industry in Australia and the financial prosperity and community standing it has brought to the Club Industry. Len built up Aristocrat, despite massive international competition, to become the second-biggest producer of casino-style gaming machines and gaming machine systems in the world. A year after he joined the CMAA Hall of Fame, he received the same honour from the American Gaming Industry. At his 80th birthday party, Len also was honoured with life membership of the Australasian Gaming Machine Manufacturers Association (AGMMA), now Gaming Technologies Association (GTA). ClubsNSW also accorded Len life membership in 2008.

Next month, I look forward to paying tribute to my good friend and ClubsNSW CEO David Costello who is about to retire. David has made a remarkable contribution to the Club Industry over many years. Many people won't be aware of how many people he has supported and assisted personally and professionally during his illustrious career.

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

### 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

When it  
comes to  
*club*  
*construction...*



**JAMES CLIFFORD**  
DESIGN ▶ MANAGEMENT ▶ CONSTRUCTION

**(02) 9601 5177**

[jamesclifford.com.au](http://jamesclifford.com.au)

# Dormans make the most of club life

When Lary Dorman asked a beautiful young lady if he could walk her home from the Yamba movie theatre on a perfect summer evening 47 years ago, he already had a fair idea where that walk might lead to. "I had never met Sandra but, as soon as I saw her, I had to introduce myself and ask if I could walk her home," the Paddington RSL Club General Manager recalled as he prepared dinner for them at their Bondi Junction home a lifetime later. "I don't know where it came from but, having known this girl for only a few minutes, I told her that I would marry her one day. It was ridiculous - and Sandra laughed out loud - but that's how it all started for us."

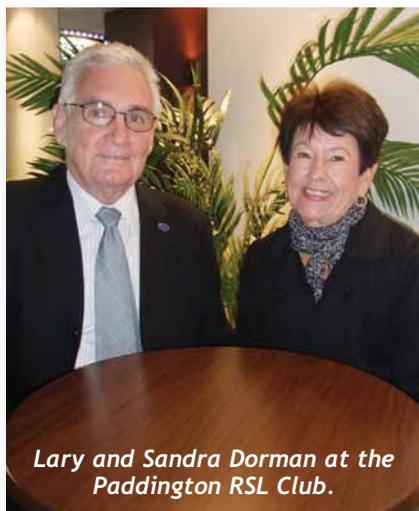
Sandra Dorman's eyes sparkle with the happiness and contentment of good life. "I had no idea what this fellow, whom I had just met, was going on about ... getting married," she says, "but here we are."

Like most couples, the journey has been a busy, challenging but fulfilling ride for Lary and Sandra, which took them from the NSW North Coast - Ballina, Yamba, Grafton, Uralla and Casino - back and forth to Sydney, a year working and travelling in England and, ultimately, to Bondi where they have made their home and the final chapter of their careers in the Club Industry.

On March 23, Sandra retired as Secretary Manager at Club Bondi Junction. She had worked there for almost 24 years - the last six years as the boss - starting in the office before becoming Administration Manager. She started her club management education with the CMAA and undertook the ACCM program, achieving her Certificate in Club Management through Southern Cross University. Sandra upgraded that to a Diploma a few years later and was half-way through an Associate Degree in Club Management when her busy club manager schedule intervened. She joined the CMAA as soon as she achieved management level. "I always had a passion for learning and change but, when I started working at the club and met all of those wonderful people, then began the ACCM education program, I realised the significance of clubs as a community asset and how important

the CMAA education program is for managers."

It's good to have a partner when you go through a learning program - especially when it arrives a little later in life. Sandra had to look no further than her husband. Lary, the City Eastern Suburbs Zone President, had also undertaken the CMAA education program to add status to his already vast and impressive professional background. It was nothing new for the Dormans. They had been in business together for most of their lives. Although she started out as an Engineering



*Lary and Sandra Dorman at the Paddington RSL Club.*

Draftsman with the Department of Main Roads at Maclean, Sandra had owned and operated businesses until they moved to Sydney. When Lary went to work for Bobby Horton at Bondi Junction RSL Club, it wasn't long before Sandra started in the office there.

Lary had moved to Sydney to help their son Shane get started in his money market job but, with Sandra back in Casino with second son, Todd, Lary didn't know how long he'd be in Sydney. "My first job was in the kitchen," Lary said with a laugh. "Bobby's chef had walked out and he had no-one to cook. I said I'd take a crack at it and was knocking up the food I'd prepare at home for Sandra and the boys ... it was simple food, but soon we had people queuing out the door at lunchtime for hamburgers. It was quite a baptism of fire to the Club Industry."

Although his passion for the kitchen

remains, Lary's background was in sales, administration and management, so it was a comfortable transition when he accepted Bobby's offer to come into the club as a supervisor, then Operations Manager - all the time advancing his learning through TAFE and CMAA study as soon as the "manager" status arrived. "Shane was going well and I was enjoying the club, so I went back to Casino to bring Sandra and Todd to Sydney and we have never looked back," Lary said. "I knew Sandra would enjoy the people and variety of work that club management offers and it was one of the great thrills of my life when, first we started working together again, then Sandra started moving through the management ranks ... I'm proud of what we have achieved because we both appreciate just how important clubs are in the lives of people and communities."

Had it not been for a broken ankle while working as a storeman for Richardsons in Armidale, this story might have been very different. Lary was a classy centre in the Lower Rivers rugby league competition and bound for big things. He was a powerful player and goal-kicker who had a contract to play with Wigan in the top-level English premiership. "I spent so much time training and playing and was looking forward to the Wigan opportunity. Sandra was coming with me ... who knows what might have happened." It took more than four years to get back on a football field and that was in a Sydney business competition, playing for the Sydney Harbour Bridge team alongside some Northern Rivers mates and bridge worker Paul Hogan. "It was a ton of fun, but I had missed my opportunity to make it as a footballer," Lary recalls.

Rugby League's loss was the Club Industry's gain. Lary and Sandra Dorman have brought an impressive level of professionalism and enthusiasm to clubs. While Sandra is very happy with her new "job", Lary has no retirement plans. "I have to keep Sandra in the style in which she has already become very comfortable," Lary concludes with a smile. They celebrated their 45th wedding anniversary on April 17.

**Like the Club Industry** we operate  
for the benefit of our Members



**To start a relationship today** Contact Jim Tzortzis,  
our Clubs Relationship Manager: **Mobile:** 0417 370 751  
**Phone:** 02 9735 1737 **Email:** [jtzortzis@communityfirst.com.au](mailto:jtzortzis@communityfirst.com.au)



# Three new faces for CMAA's new era



There are new faces on the CMAA Federal Executive and CMAA Federal Council following the 2010 elections.

Nominations for Federal and State Executive and Federal Council were called in January and a ballot was required for positions on the Federal Executive, NSW State Executive and three Federal Council positions.

Ballot papers were issued on March 3.

The ballots closed at 5pm on Wednesday, March 24, and Australian Electoral Commission Returning Officer Hugh Williams declared the results at 12pm on Friday, March 26.

Milton Ulladulla Bowling Club General Manager Michael O'Sullivan ACCM is the new Federal Executive member, joining the re-elected quartet of Bill Clegg ACCM, Allan Peter ACCM, David O'Neil ACCM and Debbie Feening ACCM.

Michael, also the Far South Coast Zone Education Officer, beat Southport Surf Lifesaving Club General Manager Steve Condren, Moorebank Sports Club General Manager Tracey Van Rossum ACCM and Dapto Leagues Club General Manager David Hiscox ACCM for the fifth spot.

Both Tracey and David are members of the CMDA Board of Management Studies while Steve is the CMAA's Division G Federal Councillor.

All five Federal Executive members were elected to the NSW State Executive positions.

At the April Federal Executive Meeting at the CMAA's Head Office at Auburn, the Federal Executive members re-elected Bill Clegg to his second term as Association President.

Allan Peter also was returned as Federal and State Secretary for his third term in these roles

David O'Neil was elected Vice President.

Michael joins Debbie Feening as Executive members on the Committee.

Bill said he was honoured to be first re-elected to the Federal Executive, then to receive the support and endorsement of the Executive in returning him as President.

"It is a great honour to receive the support of the membership and the Federal Executive to again lead the Association for the next three years," Bill added.

"This is a wonderful organisation that continues to deliver practical industrial relations advice and support to almost 3,000 members across Australia.

"We were formed as a trade union more than 50 years ago and, despite the massive changes to the industrial relations landscape in the past decade, that role and philosophy has never been more important.

"As an education and professional development provider, the CMDA continues to make significant changes to meet the changing workplace environment and the increasing needs and expectations of our members.

"This is an exciting time of change and challenges for the Club Industry and for the Association and - with my fellow

- 
- 1 - CMAA Federal President **BILL CLEGG**
  - 2 - CMAA Federal Secretary **ALLAN PETER**
  - 3 - CMAA Federal Vice President **DAVID O'NEIL**
  - 4 - CMAA Federal Executive Member **DEBBIE FEENING**
  - 5 - CMAA Federal Executive Member **MICHAEL O'SULLIVAN**
  - 6 - **MARIO MACHADO**, Division A Federal Councillor
  - 7 - **IAN TODD**, Division B Federal Councillor
  - 8 - **MICHAEL WIEZEL**, Division C Federal Councillor
  - 9 - **STEPHEN BYFIELD**, Division D Federal Councillor
  - 10 - **PHILLIP MALLON**, Division E Federal Councillor
  - 11 - **MATTHEW O'HARA**, Division F Federal Councillor
  - 12 - **STEPHEN CONDREN**, Division G Federal Councillor
  - 13 - **GRANT DUFFY**, Division H Federal Councillor
- 



# and challenges

Executive members, the Federal Councillors, Board of Management Studies team, dedicated Zone Committees and Executive Officer Terry Condon, Assistant Executive Officer Ralph Kober and the CMAA administration team - I believe we can deliver on the Association's Strategic Plan and address the many and various issues as they arise."

There were three ballots for the CMAA Federal Council - Divisions E, F and G.

In Division E - Far North Coast Zone, Mid North Coast Zone, North West State Zone and Mid State Zone - Orange Ex-Services Club General Manager Cameron Provost, who is also the new Mid State Zone President and a CMDA Board of Management Studies member, contested the position with Phillip Mallon who is the General Manager at Cabarita Beach Sports Club and past Education Officer for Far North Coast Zone. Phillip won that ballot.

In Division F - Illawarra Shoalhaven Zone, Far South Coast Zone - sitting Councillor David Hiscox re-nominated for the position along with Michael O'Sullivan and Oak Flats Bowling Club General Manager Matthew O'Hara. Michael O'Sullivan polled the most votes but, because he had been elected to a higher position - Federal Executive member - the position went to the next highest polling candidate - Matthew O'Hara.

In Division G - Brisbane Zone, Gold Coast Zone, Sunshine Coast Zone, Ipswich Darling Downs Zone, Central &

Northern Queensland Zone - sitting Councillor Steve Condren defeated former Federal Councillor and Logan Diggers CEO Pam Shelton ACCM.

The full list of Federal Councillors ...

- > Division A - Mario Machado ACCM
- > Division B - Ian Todd ACCM
- > Division C - Michael Wiesel
- > Division D - Stephen Byfield ACCM
- > Division E - Phillip Mallon ACCM
- > Division F - Matthew O'hara ACCM
- > Division G - Stephen Condren
- > Division H - Grant Duffy ACCM



**"We were formed as a trade union more than 50 years ago and, despite the massive changes to the industrial relations landscape in the past decade, that role and philosophy has never been more important ..."**

## 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](mailto:brett.boon@thomsonplayfordcutlers.com.au)



Thomson  
Playford  
Cutlers

[www.thomsonplayfordcutlers.com.au](http://www.thomsonplayfordcutlers.com.au)

# 2010 Qld event serves up healthy slice of

Interesting, bite-sized and extremely relevant ... that's how most people in hospitality want industry information and education. It was also the standard for developing Food & Beverage Alive in Queensland, a two-day seminar especially designed for the Club Industry held on March 23 and 24. This was just one of a series of training events which will be rolled out through 2010, designed by the CMAA and Profitable Hospitality for hospitality professionals from all disciplines, through the new Clubs+ brand jointly owned by the CMAA and Profitable Hospitality. Next up is the inaugural Clubs+ Events & Functions Management Summit, in Sydney May 12 and 13. This will be followed by the annual Clubs+ Food & Beverage Management Summit, also in Sydney on September 8 and 9.

Day 1 of the 2010 Food & Beverage Alive in Queensland was staged at Fine Food Queensland, a popular initiative that introduced many CMAA members to Australia's premium food trade expo.

CMAA Assistant Executive Officer Ralph Kober said he was particularly interested in seeing such a high proportion of executive chefs in the F&B Alive group of more than 50 delegates, taking advantage of the full educational program and the experience of attending the Fine Food Show. "There has been outstanding feedback from the event, with many people asking when the CMAA and Profitable Hospitality will

be scheduling similar events in Queensland in the future," Ralph said. "In planning for next year, the CMAA invites any suggestions and ideas from Queensland members."

Day 1 of Food and Beverage Alive started with coffee, cake and networking, courtesy of *Hospitality Magazine*. Editor Rosemary Ryan was there to meet, greet and introduce guests to the Australia's leading publication on food and beverage. Following a relaxed beginning the serious work began with renowned Queensland chef David Pugh from Restaurant Two and food consultant Alison Alexander sharing their wide knowledge of local food, growers and how to make local produce a profitable part of the kitchen purchasing program.

How better to finish Day 1, with more than 60 guests dinner enjoying the vista across the Brisbane River at Café San Marco and excellent Peroni Beer courtesy of CMDA Career Development sponsor company Coca-Cola Amatil, and great food from chef Tony Davis?

Activities on Day 2 were focused on the Greek Club with an in-depth presentation on food options in clubs, including a sampling of the most succulent barramundi we've tasted in some time. It was an eye-opener to see the enormous range of fresh food produced in Queensland and distributed throughout Australia for a large part of the year. With



customers strongly attracted by local sourcing, they suggested using the location as part of the menu description e.g. granite belt tomatoes or Yamba prawns - it makes sense.

Marlene Murray from award-winning wedding venue Maleny Manor was the star guest for "Smart Online Marketing". She demonstrated how Maleny Manor uses its website as a powerful way to build both brand and reputation, turning inquiries into sales. Great photographs are a vital part of the website success - check [www.malenymanor.com.au](http://www.malenymanor.com.au)

The next winner in the line-up was Paul Dimattina, former Southport Sharks and Western Bulldogs AFL player, who shared his secrets behind the growth of the family restaurant chain. A focus on training and a deeply embedded service culture are key factors in the DiMattina Restaurant Group's success.

There were plenty of "ah hah" moments at the conclusion of Ken Burgin's "Profitable Menu Design" presentation. It was obvious that many in the audience would soon be adding another 50 cents to their menu prices, and moving the most profitable items to the "hot spots" on the menu page.

Wednesday morning at the Greek Club in South Brisbane started with a "Service Wake-up Call: How to Create a Food & Beverage Team that Rocks" from Paul Lyons, with dozens of great techniques to find, recruit and manage the best staff for the

KEN BURGIN



Greenbank RSL Services Club Financial Controller Sheryl McGregor, also the CMAA Brisbane Zone Secretary, said the feedback from Food & Beverage Alive in Queensland delegates has been impressive. "Everyone enjoyed Food & Beverage Alive and learned a lot. Our staff raved about it and have already implemented quite a few things they learned. Thanks for bringing the conference to Brisbane," Sheryl said.

# information

job. One of Paul's top suggestions ... spend more time assessing new staff for appropriate behaviour - it's easier to train for skills than attitude.

Next up, Michael Foulkes from Cabra Vale Diggers Club and Eddie Delves from Coffs Ex-Services Club brought their many years collective experience to the "Food Cost Smackdown". Michael explained how dealing directly with suppliers and manufacturers gives him the very best deals. Eddie revealed how the Coffs Harbour Club uses its range of slow-cooking ovens to turn inexpensive secondary cuts of meat into delicious and popular meals.

Cookbook author Annette Sym delivered a dynamic presentation on how to design healthy, popular menus for diners - young and old - with recipe examples and menu tips. Serving classic favourites such as spaghetti bolognese will always be popular with children. Annette showed how this could be made with very little fat so it's not just tasty but healthy, too. For some inspiration about how to appeal to the "young" market check Annette's very interesting presentation on the event website [www.FandBOnline.com](http://www.FandBOnline.com) "The Latest Online Marketing for Club Food & Beverage" with Ken Burgin was a big attraction, as club managers are increasingly becoming aware that their website is "the other front door" to their club. There's so much that can be done to attract new customers and return business. Clubs now need an appealing, useful and functional website and an attractive Facebook



Page so members and guests can share their positive experiences. Don't shy away from the new social media - it's time to join in.

From websites to menus, with the final presentation on "Winning Menu Strategies for Clubs", Dermot McEnroe from Northcliffe Surf Club and Peter Constance from City Golf Club in Toowoomba shared their tips on how to create popular, profitable choices that appeal to all their members and guests. Whether it's offering an all-day breakfast at the Gold Coast club or improving the food available on the golf course, they both inspired with their entrepreneurial approach to hospitality.

If you missed the Fine Food or the workshop sessions, don't miss many of the presentations online at [www.FandBOnline.com](http://www.FandBOnline.com) No-one was short of inspiration after these two days in Brisbane.



# Clubs seeks support with lock-out proposal

The Club Industry has asked Police and emergency authorities to recognise the exemplary safety records of its venues and exempt clubs from calls for a 1am lock-out for licensed venues and ban on shots and cocktails after 10pm.

Police records prove clubs are responsible operators and have not contributed to the increase in alcohol-related assaults over the past decade. ClubsNSW CEO David Costello said the rate of alcohol-related violence at clubs is lower in 2010 than it was a decade ago. "Clubs have a proven track record of showing zero tolerance for trouble makers," Mr Costello added. "That's why incidents at clubs have been falling while non-club incidents over that same time have increased by 37%. I understand

the frustration police and ambulance officers have. It's a hard job at the best of times, and late at night I can only imagine what they put up with. But it's important that responsible operators such as clubs not be unfairly caught up in their campaign for safer work environments."

The latest figures show just 14% of alcohol-related incidents occur at clubs and clubs account for more than 66% of all activity at licensed venues.

The NSW Government has, during the past 18 months, introduced measures aimed at making venues safer. While the full impact of these measures will take some time to take full effect, they are already reducing the number of alcohol-related incidents in licensed premises.

"The Police and State Government must, of course, prosecute irresponsible venues," Mr Costello added. "Indeed, they have ample powers now to do so. But where is the logic in treating all venues as problem venues when the vast majority are doing a great job ensuring the community have safe and affordable places to go out to at night?"

The Club Industry welcomed Police Minister Michael Daley's quick rejection of blanket lock-outs and bans on cocktails and shots. "The Minister is no doubt well aware of the excellent job clubs are doing in their service of alcohol as well as the need for individuals to share in the responsibility of reducing alcohol related violence," Mr Costello said.

**ClubsNSW David Costello accepted the invitation from the Sydney Morning Herald newspaper to write an article on behalf of the Club Industry, responding to the media campaign by the NSW Police Association, Australian Medical Association and NSW Nurses Association calling 10pm and 1am "lock-out" provisions for NSW clubs and hotels to deal with the issue of alcohol-related violence. This is Mr Costello's article ...**

Every Wednesday evening Central Coast locals flock to the Woy Woy Leagues Club for a game of club trivia. If you don't know the club, it's worth a visit. Meat raffles on a Sunday, darts on Tuesday, karaoke on Thursday, kids disco Friday, footy all weekend. It's a typical club, where the drinks are affordable, the meals tasty and the place full of laughter and cheer.

If the trivia master at Woy Woy would be so kind, I'd like to submit two questions to tonight's game. Feel free to play along at home.

**Question:** Where do 90% of all alcohol-related assaults occur?

**Answer:** The home.

A bonus meat tray for anyone who got that one correct. Despite the NSW Police Association, AMA and NSW Nurses Association calling for a state-wide lock-out on all clubs and pubs from 1am, the fact is 90% of all alcohol-related violence occurs at home. Figures supplied to ClubsNSW by the Bureau of Crime Statistics and Research (BOCSAR) reveal that clubs account for well under 1% of such crimes. And that number has been falling for 10 years. The number of assaults at clubs today is far lower than what it was a decade ago. So you can imagine club staff reading the front page of *The Daily Telegraph* yesterday



*ClubsAustralia CEO  
DAVID COSTELLO*

and wondering: "Why us? We're the good guys." And so to my second question for the Woy Woy Leagues Club trivia night.

**Question:** Do we have more bottle shops or clubs in NSW?

**Answer:** Bottle shops.

There are approximately 1,656 bottle shops against 1,400 clubs. Given how few people probably got the first question right ... a free meat tray for anyone who got the second question correct. I suspect most of you are none-for-two and better off sticking to football tipping competitions. Don't worry; the NSW Police Association scored a zero as well. How else could you describe their proposal to ban cocktails, shots and alcopops

at every club across NSW from 10pm every night of the week? How else could you describe a plan that says every club must lock out its members from entry at 1am? How else could you describe these measures when the average number of alcohol-related assaults is less than one-per-club per-year and the rate has been falling for years? I understand the NSW Police Association wanting to look after its officers. I've had the misfortune on the odd occasion to witness some of the hoons police have to deal with, usually in the early hours of the morning. It's a tough job and we are fortunate so many men and women elect to serve our community in this way. But pointing the finger at pubs and clubs when all evidence suggests otherwise does not make our community safer. Instead, we need to start looking at where the alcohol is purchased that accounts for the 90% of alcohol-related assaults. It's not purchased at clubs or pubs or restaurants or the casino, but at bottle shops. Bottle shops have become the ATMs of the alcohol world. You can keep withdrawing as long as there is money in your account. Until we start looking at how we drink alcohol in our homes, the blame game will continue, as will the violence.

## Liquor licensing prosecutions fall sharply

The number of liquor licensing prosecutions brought after former NSW Premier Nathan Rees's crackdown on binge drinking has declined since September, falling sharply after the first two months of operations. But inspectors say it is a sign of the success they are having with the most violent venues.

The *Sydney Morning Herald* reported that the Office of Liquor, Gaming and Racing (OLGR) found 10 licensed premises in breach after inspections in July. Eleven were found to be in breach in August, but only five in September, three each in October and November, and one each in December and January. The numbers rose slightly in February to four and in March to seven.

Inspectors prosecuted 47 alleged breaches from July to March, including the World Bar in Kings Cross, the Mean Fiddler at Rouse Hill, the Ivanhoe Hotel in Manly and the Bristol Arms Retro Tavern in the city.

NSW Police Association Vice President Scott Weber said the Keneally Government was putting the profits of publicans before public interest and called for a return to regular random on-site checks. "The [report] confirms what operational police have reported from the field - that OLGR inspectors are nowhere to be seen," Mr Webber said. "Ms Keneally has continually parroted the 'personal responsibility' line of the Australian Hotels Association. Who ordered the OLGR to wind back its compliance activities and why? Who is pulling the strings?"

A licensing lawyer, David Sylvester, who successfully fought prosecutions against the Tea Gardens Hotel and the Gaslight Inn, said inexperienced inspectors had not even spoken to patrons they claimed were intoxicated.

However, an OLGR official said intensive case management of high-risk venues, where the Office focuses its efforts, had improved compliance and onsite inspections had not decreased.



NATHAN REES

## Maxgaming prepares for John's new role

John Newson will hang up his boots on June 25 - after more than 33 years in the gaming industry. One of the true gentlemen and professionals of the business, the Maxgaming NSW Sales Manager is looking forward to long, relaxing rides on his much-loved motorbike, gym sessions scheduled for later in the day and shopping trips with his beautiful wife Ruth. "I'm not sure about the shopping trips - it's tough keeping up with Ruthie when she's shopping ... but the rest sounds good," John says with a smile that a lot of people have come to appreciate. "Thirty-three years in this business is long time, but I've enjoyed every day with the great people who make the gaming, club and hospitality business such a special place to work." With John's retirement, announced in February, Maxgaming has made some changes for business without him. Shaun McCarthy is Divisional Sales Manager Maxgaming for Queensland and NSW. Shaun operates out of Queensland and will oversee sales in both states. Don Hammond moves up from Assistant State Sales Manager to State Sales Manager and continues to operate out of Maxgaming's Sydney offices.

➤ *CMA Magazine* will feature an article on John Newson in the June edition.



Shaun McCarthy with John Newson and Don Hammond on the Maxgaming stand at the CMAA Hospitality Expo at Darling Harbour in March.

## Victoria's hard line on liquor promotions

Consumer Affairs Minister Tony Robinson claims new guidelines on drink promotions and advertising will help make Victoria's licensed venues safer by encouraging the more responsible service of alcohol. The "*Guidelines for Responsible Liquor Advertising and Promotions*" were developed to clarify the Director of Liquor Licensing's powers to ban inappropriate alcohol advertising and promotions for licensees. "The Brumby Labor Government wants people to enjoy a night out in safety and is taking action to ensure alcohol is served responsibly in our pubs and clubs to help reduce alcohol-related

crime and violence," Mr Robinson said. "We've given the Director of Liquor Licensing the power to ban drink promotions and advertising because the way alcohol is sold and marketed can influence the way patrons drink and act, encouraging excessive drinking and antisocial behaviour. Making licensees serve drinks more responsibly will encourage more sensible drinking and reduce the potential for drunken violence and trouble in our pubs and clubs." The guidelines contain 16 principles setting standards for responsible alcohol promotions and advertising and provided examples of unacceptable practices.

# Sam inspires Singleton with his courage

Gerard McMillan has seen the NSW regional centre of Singleton grow steadily and impressively during his 31 years there. The quietly-spoken Singleton Returned Servicemen's Club General Manager has, during that time, made a significant contribution to that growth. The club, like most regional and remote centres across Australia, is a social and recreational centrepiece of its community in the NSW Hunter Valley. Also a proud member of the Rotary Club of Singleton, Gerard saw both aspects of his life as an opportunity to expand the horizons of the Singleton community by initiating an Inspirational Speaker Program that has brought some of Australia's quiet and great achievers to the town.

More famous for its Army base, Singleton also has become notable for the ever-growing list of personalities who have visited the town with their stories of adversity and triumph.

Sam Bailey, became a quadriplegic when, aged 19, he was terribly injured in a car accident. For many people, an injury of that magnitude is the bottom line to their life story. For Sam, it became the starting point of a journey that sees him running a farm in north-western NSW, driving cars and machinery, flying planes and puts him in front of groups around Australia telling his story and encouraging people to be everything they can be. Singleton was "just down the road" from Sam and Jenny Bailey's beef cattle grazing property at Coppa Creek, near Warialda, where they run a herd of around 150 Black Angus cows.

"Sam is a remarkable man and he made quite an impression on everyone he met during his two days in Singleton," Gerard said. "From school



*Sam Bailey with his wife Jenny and dog Jaffa on his trusty quad-bike.*

children to hard-worn Army officers and Rotary members, Sam created a powerful impression that anything is possible ... and that's very important for young people growing up in regional towns."

Gerard's first guest at Singleton RSC was Janine Shepherd, a Winter Olympian who was hit by a truck during a training accident, was confined to a wheelchair, but went on to get her pilot's licence and a new life. The list now includes author Bryce Courtney, Jon Coutis, Matt Martin, Matthew Reilly and Sanushka Mudaliar, Priya Cooper, John McGrath, Greg Wilson, Joy Smithers, Garry Frost, Li Cunxin, Father Chris Riley, Charlie Lynn and Sam.

"It's a remarkable group of people who have brought their even more remarkable life stories to the young and old people of Singleton ... it has been a wonderful journey with them," Gerard says. "Sam is an amazing person and is

hoping other clubs might follow Singleton RSC's example in getting him to speak to school children and at other functions."

In its first year, 1996, Singleton RSC received the Registered Clubs Association (RCA) "Youth Encouragement Award" as the best youth initiative in the Club Industry that year.

Sam Bailey came to Singleton in mid-February for his first speaking trip since breaking his leg in January. Singleton RSC sponsored Sam's two-day visit, speaking to Year 11 and 12 student groups at Singleton High School and St Catherine's School. He addressed 120 soldiers at Singleton School of Infantry. And at Singleton RSC for the 90 Years of Rotary celebrations for Singleton's two Rotary clubs - the Rotary Club of Singleton which has been operating for 70 years and Singleton on Hunter Rotary Club since 1990.

In Letters To The Editor of the *Singleton Argus* newspaper, King Street Public School Principal Lyle Gilmore wrote ... "Sam's story, demonstrating a high level of resilience and persistence to overcome a serious physical injury, was a real inspiration for the students and staff present. His story also carried a strong message about safety in cars and how easily a fun, carefree trip can turn to tragedy."

St Catherine's Catholic College Student Leader Loren Redgrove wrote ... "We would especially like to thank Mr Gerard McMillan and the Board of the Singleton RSC for organising Sam as our inspirational speaker for this year. We have taken his story into our own lives and learnt that nothing can stop us from reaching our dreams."



*GERARD McMILLAN*

**"It's a remarkable group of people who have brought their even more remarkable life stories to the young and old people of Singleton ...**



ARISTOCRAT  
Conference Sponsor



2010 Mid Year Executive  
Leadership Conference  
& Members General Meeting



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

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



## President's Message

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

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

**Bill Clegg, ACCM**  
*CMAA Federal President*

## Conference Details

### REGISTRATION FEES (workshops only)

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

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

### ACTIVITY POINTS

Delegates receive 20 Industry Activity Points for attending the Conference towards achievement or maintenance of the Active Certified Club Manager (ACCM) Award. 10 points will be awarded to delegates who attend and sign the register at the CMAA General Meeting. A further 10 points will be awarded to delegates who travel more than 100km from the radius of their club to attend the conference.

### CMAA MEMBERS GENERAL MEETING

**Wednesday 7 July (1pm - 2pm)**

Pavilion Convention Centre, Ground Floor, Jupiters Gold Coast.

### VENUES

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

### ENTERTAINMENT

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

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

Pavilion Convention Centre, Ground Floor, Jupiters Gold Coast. Select beverages will be available for purchase and complimentary 'Footy' finger food provided. Please indicate your interest in attending on the Conference Registration Form. Entry to the function is restricted to registered conference delegates only. Conference ID Badge required for entry on the night: **No Badge - No Entry!**

### NETWORKING & CHARITY

**Saturday 10 July (11:30am - 6pm)**

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

\$120 pp or table of 10 - \$1,100 includes GST

Book online & send cheques to CMA Gold Coast Zone PO Box 553 Southport Queensland 4215. The money raised will go to local charities. All inquiries contact: Steve Condren on: [steve.condren@sslsc.net.au](mailto:steve.condren@sslsc.net.au) M: 0418 766 689

Register online at [www.ccmtravel.com.au](http://www.ccmtravel.com.au) or [www.cmaa.asn.au](http://www.cmaa.asn.au)

## The Conference Program

### WEDNESDAY, JULY 7, 2010

12 - 1: Conference Registration

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

Pavilion Convention Centre, Ground Floor, Jupiters Gold Coast.

2:15 - 2:45: **30 minutes + with Peter Sharp**

3 - 4:30: **GAME ON! The Registered & Licensed Clubs Award 2010**

The Award Modernisation process has been protracted and at times confusing. Transitional arrangements are to be phased in before July 1 2014. Changes will start phasing in from July 1 2010. Fair Work Australia's first minimum wage review will occur on July 1 2010, a week before the CMAA Mid Year Conference. A panel of industrial relations specialists will discuss the implications, impact and give clarity to the review for clubs and their managers.

## Thursday, July 8, 2010

9 - 10:30

**Opening Presentation - Motivation - Special Forces Style! - Simon Treselyan**

Having the privilege and ability to lead some of the most Remarkable people in the most Extreme of circumstances to produce Extraordinary results is an art forged in the fires of Courage and Fortitude. Learn what it takes to be the Best no matter how high the challenge or how difficult the competition might be. Success is about applying the correct Team in the correct way with the appropriate Strategies and Skills at the right Time, but nothing works without the Motivation to be Number One. Be the Best and leave the Rest! Simon Treselyan spent 19 years as a British Special Forces Commander and Operational Covert Intelligence Operator. Few motivators have such a depth of experience or have such powerful resources to draw upon.

10:30 - 11 Morning Tea

11 -12:30 *Choose one workshop only this time spot*

**Workshop A í STRATEGIES: Social Media - Debbie Mayo Smith**

With so much happening in the arena of social media, it's hard to make complete sense of it all. Facebook, Bebo, LinkedIn, Stumble Upon, MySpace, Flickr, Friend Feed, You Tube, Digg, Slideshare. Then there's blogs, podcasts, videos. This funny, plain talking and practical session will explain how you can benefit from social media and how to make this the decade of developing your online database - friends, fans, connections, and followers through social media. Learn how to grow your membership base, populate your events and get more members back through the door.

**Workshop B People Glue: How to Motivate & Engage People To Do More With Less - Ian Hutchinson**

Now, virtually every business in the country is struggling with the challenge of how to continually engage people simply and easily so that they are motivated and as productive as possible. Strategies to employee engagement and getting your people to perform and do more with less are easier than you think. This program will help you: understand the highly researched vital 7 employee engagement drivers that really count, and what to do about them; identify the best low cost ways of engaging your talent in changing times; create your very own customised action plan.

**Workshop C Best practice corporate governance in the club industry - Dr Michael Singleton**

The club industry is in a climate of change with a major focus on corporate governance issues. Increasing regulation and a requirement that clubs conform to best practice shines a spotlight on the roles, functions and structure of club Boards and their relationship with executive staff. Do Board directors fully understand their responsibilities and the legal requirements in relation to corporate governance? Do they understand what comprises best practice corporate governance? This workshop will explore with participants what good corporate governance is all about and how to get it right.

12:30 - 1 Lunch

1 - 2:30 *Choose one workshop only this time spot*

**Workshop D í PROTECT: Social Media Risk Management - Debbie Mayo Smith**

Brand monitoring should be an essential everyday task for Clubs. Years ago, when people talked about your Club you would almost never find out about it. Today, most of these conversations are right in front of your eyes and that of your members and potential members. Further, the number of locations where your Club, your brand may be mentioned is vast. Conversations are being held on the web with or without your consent. They travel very fast and can wreak havoc along the way. This session will help you to: devise a club's reputation management system; learn what free tools are available; know how to use them.

**Workshop E Self-leadership: Unlocking Your Potential in Work & Life - Ian Hutchinson**

As busy professionals, we are all being asked to do 'more with less' in these times of constant change. In this environment we all need to take more responsibility for what we can control, rather than waste time and energy on what we can't control so that we can perform better, not only at work but also in life. This program will be personally inspiring and get you to think more productively about your work, life and the balance between the two so that you are better equipped to move forward not only more effectively, but with insightful purpose. Self-Leadership is now vital for any future personal and organisational success and you will walk away from this session with your very own action plan.

**Workshop F A RISK perspective on corporate governance - Dr Michael Singleton & Justin McGurgan**

Improvements to corporate governance are linked to better financial performance. Weak corporate governance often leads to financial losses. Clubs are finding more and more that there is a risk - related motivation for monitoring and improving corporate governance. Focus on improving internal control systems and risk management practices makes good sense when it comes to ensuring your club remains viable and complies with onerous Corporations Law where applicable and state legislation. This session will help you understand from a practitioner how you go about implanting a risk management culture in your club, how to devise strategies around risk, and how to control and monitor risk.

2:30 - 3 Afternoon Tea

PM Sessions continued over page

## Thursday, July 8, 2010 continued

### 3 - 4 Choose one workshop only this time spot

#### Workshop G *í* MARKET: How To Profit From Your Member Database - Debbie Mayo Smith

2010 is definitely the year to work smarter and not harder. A well rounded, maintained and 'worked' database has the potential to skyrocket Club income and member satisfaction when combined with the everyday tools you have at your fingertips. This session will motivate, delight and show Managers exactly how to: build & enhance their member and prospect database; discover cheap, easy and clever marketing ideas; run the campaigns using different communication modes.

#### Workshop H Creating Your Future Vision: Advanced Techniques - Ian Hutchinson

Most people know what they don't want, fewer know what they really do want - especially when it comes to creating an inspiring personal future vision. This session will build on Ian's previous sessions and take you through a more advanced amazing process to help you personally get real inspiring clarity about your future.

#### Workshop I 'Organisational Sustainability' what is it and why it should matter to clubs - Dr Michael Singleton

Organisational sustainability is about meeting the needs of today's organisation in such a manner as not to compromise the ability of future generations to meet their own needs. Sustainability has three dimensions: economic, environmental and social. Club managers and boards have a responsibility to ensure that they are planning and enacting practices that will leave their club in a better shape than when they left it. This session will help you: understand how you can aid the development of your club's sustainability, be introduced to sustainability reporting and increase your reputation in your community as a good corporate citizen who actually 'walks the talk'.

## Friday, July 9, 2010

### 9 - 10:30

#### Workshop J Creating Synergy - the power of intent, behaviour and experience on business - Ron Mclean

Have you ever wondered why some organisations or teams struggle for years and then suddenly rise above the competition. Creating Synergy between their intent, their behaviours and the resulting experiences creates an alignment that delivers remarkable results. The power of Synergy occurs when the individual elements come together to create an outcome that is greater than the sum of the elements. In this workshop Ron shares with you the key elements and strategies to creating alignment of these three business drivers so that they deliver significant value to the bottom line.

#### CEO/CMAA Sponsor Forum Session 1

Open to Secretary Managers, CEOs, General Managers and CMAA Sponsors only. This forum provides the most senior managers of registered clubs the opportunity to discuss industry issues with senior representatives of the CMAA's Sponsors. If you are eligible and want to attend this session indicate your intent on the Conference Registration Form.

### 10:30 - 11 Morning Tea

### 11 - 12:30

#### Workshop K Thought Leadership - how to leverage the unique intelligence of your team to unleash valuable ideas - Ron Mclean

A thought leader is recognised by peers, customers and industry experts as someone who deeply understands the business they are in, the needs of their customers and the broader marketplace in which they operate. They have distinctively original ideas, unique points of view and new insights. A thought leader is able to shift people's perspectives and get them to adopt new ways of thinking about an issue. Why is this useful? Thought leaders are the innovators of business, the market leaders and the "go to" people of an industry. They "know first, be first and profit first". Ron has been a mentor to Thought leaders across the globe for the past 6 years. This workshop explores the 9 essential skills of thought leadership.

#### CEO/CMAA Sponsor Forum Session 2

Open to Secretary Managers, CEOs, General Managers and CMAA Sponsors only. This forum provides the most senior managers of registered clubs the opportunity to discuss industry issues with senior representatives of the CMAA's Sponsors. If you are eligible and want to attend this session indicate your intent on the Conference Registration Form.

### 12:30 - 1 Lunch

### 1 - 2:30

#### Closing Presentation - The Power to Influence - Simon Treselyan

Communication is a particularly Human concept especially in the areas of influencing behaviour and persuasion. The best leaders lead not from edicts and orders but by a magical mixture of Charisma, Trust, Persuasion and Perfect Example. It is this mixture which we term Persuasion Dynamics or 'The Art of Allowing Others to get Your Way!' Simon's experience as an Interrogator, Hostage Negotiator and Agent Handler has given him a massive range of communication tools to influence, persuade, encourage and garner trust in individuals. These tools, once the 'Dark Arts' of communication can now be used to positively give you the Edge.

### Conference Close

## RSA & RCG Courses

A reminder to all club managers that the CMDA is an approved training provider of the LAB RSA & RCG courses. The CMDA can deliver either course in your club at competitive prices. What sets the CMDA apart from other providers is the use of current club and hospitality managers in delivering the courses. This means your staff get someone who understands your business and your challenges. To inquire about either course contact Estelle McDonald Birch by email at [estelle@cmaa.asn.au](mailto:estelle@cmaa.asn.au)

## Club Finance Conference

**When:** May 19 & 20

**Where:** CMAA Career Development Centre, Auburn

**Times:** 8:30am to 4:30pm

**Cost:** \$475(+GST) per person

To book online go to [www.cmaa.asn.au](http://www.cmaa.asn.au) and follow the **Club Finance Conference** link or phone 02 9643 2300 for more information.

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”. 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 finance area of business. This conference offers presentations, panel sessions and master classes fronted by finance experts. The Conference includes two days of seminar content, catering, cocktail party and networking on Wednesday night. If you're from out of Sydney, then nearby hotels are located at Sydney Olympic Park Homebush and Bankstown. 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

**Cost:** \$475(+GST) per person

To book online go to [www.cmaa.asn.au](http://www.cmaa.asn.au) and follow the **Event & Function Management Summit** link or phone 02 9643 2300 for more information.

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. Presented by the CMAA and Profitable Hospitality, this event is delivered in the world-class facilities of Bankstown Sports Club and includes two days seminar content, catering, dinner and networking on Wednesday night.

If you're from out of Sydney nearby hotels are located at Sydney Olympic Park Homebush and Bankstown. CMAA Members gain 24 ACCM Activity Points for attending this Conference.



## Mid Year Executive Leadership Conference

**When:** July 7 to 9

**Where:** Jupiters Gold Coast

**Cost:** Registration fees (workshops only)

1 Delegate: \$900(inclGST)

2+ Delegates: \$800 each\*(inclGST)

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

This three-day Conference features the Members' General Meeting, entertainment, networking, Activity Points and the Brisbane-Gold Coast Zones Combined Charity Race Day at the Gold Coast Turf Club. The Education Workshop sessions include ...

“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”

“Thought Leadership - How To Leverage The Unique Intelligence Of Your Team To Unleash Valuable Ideas”

“The Power to Influence”

CEO/CMAA Sponsor Forum

Registration for the **Mid Year Executive Leadership Conference** - “Are You The Glue Holding Everything Together” are open now at [www.cmaa.asn.au](http://www.cmaa.asn.au)

## Upcoming Courses

The CMDA has worked 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 click on to the **CMDA Training Calendar** at [www.cmaa.asn.au](http://www.cmaa.asn.au)



## CMDA Training Program: May - June 2010

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

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

COURSES... <i>(Venue is CMAA Career Development Centre, Auburn unless otherwise noted)</i>	MAY	JUNE
<b>Provide Responsible Service of Alcohol SITHFAB009A</b> (LAB approved) 1 Day (ACCM Unit)	W 19 (Mounties)	W 16 (Mounties)
<b>Provide Responsible Gambling Services SITHGAM006A</b> (LAB approved) 1 Day (ACCM Unit)	Th 20 (Mounties)	Th 17 (Mounties)
<b>Clubs+Events &amp; Functions Mgt Summit 2 days</b> 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.	W 12-Th 13 Bankstown Sports Club	
<b>Club Finance Conference 2 days</b> If you are a CEO, a Finance Manager or a senior manager who has to deal with the 'numbers' in your club then this conference is a MUST to attend. Presented by the CMAA and Big Dave Staughton.	W19- Th 20	
<b>Supervisor Boot Camp - 4 x 1 day Sessions</b> 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	
<b>Train the Trainer 1 Day</b> (Coach others in job skills SITXHRM001A) Ideal for supervisors & managers who are responsible for on-the-job training of other staff members.	M 17	
<b>Plan &amp; Establish Systems &amp; Procedures 1 Day (Non accredited)</b> This course enables participants to identify, plan, develop, establish and review workplace systems and procedures assisting in operational requirements for their club.	M 24	
<b>Manage Workplace Relations SITXHRM008A 3 Days (ACCM Unit)</b> This unit deals with the skills and knowledge required to manage workplace relations, from an industrial relations perspective.		W 16, Th 17 & F 18
<b>Club Secretary Manager's Course 2 x 2 Day Sessions</b> 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 9 & Th 10 (S2) W 23 7 Th 24
<b>Analyse &amp; Report on Gaming Machine Data SITHGAM004A 2 Days (ACCM Unit)</b> <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	T 15 & W 16
<b>Gaming Management Development Program - 2 x 3 Day Sessions (ACCM Unit)</b> (Develop and manage gaming activities SITXGAM005A) Ideal for Gaming Supervisors and Managers. Covers; EGM install and floor layouts, LAB, Gaming, HR issues, gaming promotions, advanced analysis, poker machine fraud and minor gaming activities.		(S1) M 7, T 8 & W 9 (S2) M 21, T 22 & W 23
<b>Monitor Staff Performance SITXHRM006A 2 Days (ACCM Unit)</b> <i>Deals with the skills and knowledge required to monitor staff performance, includes skills in performance appraisal and counselling.</i>		T 1 & W 2
<b>Develop &amp; Manage Marketing Strategies SITXMPR005A 2 x 2 Day Sessions (ACCM unit)</b> * Marketing Fundamentals is the prerequisite for this program.		(S1) T 29 & W 30 <i>Continues July</i>

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@cmaa.asn.au](mailto:estelle@cmaa.asn.au).

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

# 'Big Guns' take a close look at industry's new Award

Tim McAleer was able to showcase the Tradies Caringbah RSL Club when the St Cronulla Zone held its annual Breakfast Meeting there on March 24. Traditionally, the breakfast has been held at the Gynea club, but the RSL Club, focus of the merger more than 12 months ago, was at its finest for the 7.30am start. Ten Tradies Group managers (see P48) were on deck for the breakfast and Industry Forum sponsored by CMDA Career Development Sponsors Tooheys and IGT, along with 2010 National Bursary Program Sponsor Secom Technology. Tim welcomed more than 80 guests to a sumptuous fruit, pancakes and hot breakfast start to the day before moving into moderator mode the forum topic, "Industrial Relations - The New Award". Four of the Club Industry's high-profile I.R. experts - David Brand from Thomson Playford Cutlers, CMAA Senior Industrial Relations Advocate Peter Cooper, ClubsNSW Executive Manager Workplace Relations Richard Tait and Tradies Group HR Manager Joneen Thompson - took the stage to analyse and advise the gathering on the best and worst of the legislation that came into the lives of club managers and the industry more than four months ago and takes full effect on July 1. Richard's positive and supportive comments on the Overtime Exemption loading reduced from 30% to 20% in the new Award drew a "can I get that in writing?" response from CMAA Executive Officer Terry Condon. With questions from the floor answered, the room moved into meeting mode with Zone President Ian Todd welcoming 30 members, including CMAA Life Member and past Federal President Les Evennett. Peter Cooper stayed for the meeting, along with CMAA Communication Services Manager Peter Sharp, while Terry Condon presented the Head Office Report. Terry congratulated Ian Todd on being named the 2010 recipient of the CMAA's prestigious Peter Cameron Award, which was announced and presented at the CMAA's 2010 Conference and Hospitality Expo Cocktail Party on March 8. St George Cronulla Zone's next event will be a Zone Meeting at St George Rowing Club on Tuesday, May 25 with the annual golf day at Kogarah Golf Club on Tuesday, September 28. The Zone Christmas Meeting and Luncheon again will be at St George Motor Boat Club on Tuesday, December 7, with a cruise on the Georges River.

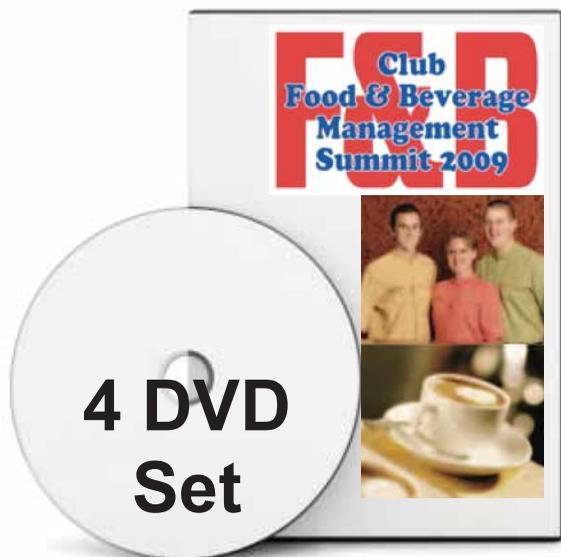
1 - CMAA Executive Officer Terry Condon (right) and Senior Industrial Relations Advocate Peter Cooper with the St George Cronulla Zone Committee (from left) Stuart Jamieson, Shawn Morris, President Ian Todd, Gary Baudinette and Tracey Van Rossum.



# Club Food & Beverage Summit 2009

## Special DVD of Summit Highlights

...more than 7 hours of quality video content on 4 DVDs



An excellent record of the **Club Food & Beverage Management Summit**, held in Sydney 8-9 September 2009. Perfect for sharing with colleagues, staff training and reviewing content. Great for briefing managers, chefs, directors and staff.

**See DVD Contents on rear of this brochure >>>**

**Buy 1 for  
\$195 or  
2 for \$295**

**PLUS: add last year's 4 DVD set for an extra \$50!**

Summit presented by Club Managers Association of Australia and Profitable Hospitality

**ORDER NOW: Fax** this form to CMAA on (02) 9643 2400 to secure your copy

**Post:** CMAA 67-73 St Hilliers Rd, Auburn NSW 2144 Phone (02) 96432300.

Name \_\_\_\_\_

Position: \_\_\_\_\_ Business: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

ORDER: please circle: 1 x 2009 DVD Set at \$195 (inc GST)    2 x 2009 DVD Sets at \$295 (inc GST)

PLUS: \_\_\_\_\_ 2008 DVD Sets at \$50 each (inc GST)

Total payment enclosed: \$ \_\_\_\_\_    ( ) Visa    ( ) Mastercard    ( ) Amex    ( ) Cheque

Credit Card N<sup>o</sup>: \_\_\_\_\_    Expiry date: \_\_\_\_ / \_\_\_\_

Name on card: \_\_\_\_\_    Signature: \_\_\_\_\_

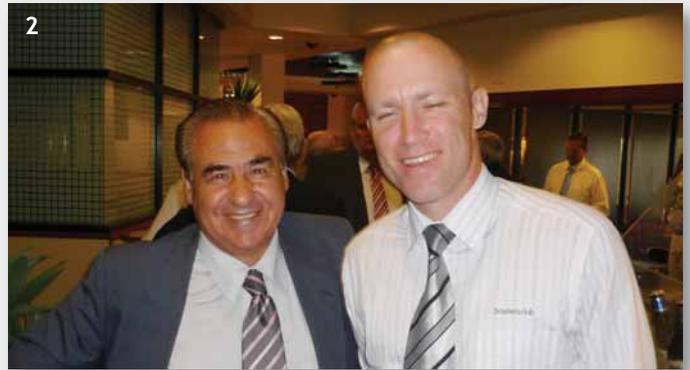
Please allow 28 days for dispatch. Payment must accompany order.

# Lary challenges members for bursary ideas

President Lary Dorman has set City Eastern Suburbs Zone members a challenge. At the Zone Meeting at Paddington Woollahra RSL Club on March 30, Lary asked members to send ideas - via email - to boost participation in the Zone Bursary program. Lary welcomed 20 members to the Meeting where CMAA Assistant Executive Officer Ralph Kober presented the Head Office report and spoke about the many education and professional development opportunities being offered by the CMDA. CMAA Federal President Bill Clegg, a Zone member and General Manager at Randwick Labor Club, shared the reporting with Ralph and discussed the evolving situation of the Registered and Licensed Clubs Award 2010 that comes into full effect on July 1. During General Business, Bill also indicated that organiser Paul Dalton had indicated that the Zone's Peter Cameron Golf Day would return to the fairways of The Coast Golf Club later in the year. Following the meeting, 64 guests, including club directors and industry trade representatives enjoyed a delicious lunch in the club's dining area. City Eastern Suburbs Zone's next event will be the Zone Meeting at the NSW Leagues Club on Tuesday, June 22.

1 - Zone President Lary Dorman with GJW Consulting executive Les Clarke and CMAA Federal President Bill Clegg at City Eastern Suburbs Meeting at Woollahra RSL Club.

2 - City Eastern Suburbs Zone Vice President Rock Massaria and Bowlers Club of NSW General Manager with his Operations Manager Michael Bolger.



## Club Secretary Manager Program

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

CMA Auburn Sydney  
Session 1: 9 & 10 May  
Session 2: 23 & 24 May

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](http://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, Queensland - May 19 & 20**

**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

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



## Manage Workplace Relations

SITXHR008A

CMA Auburn, Sydney - June 16 -18

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

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



# 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



Conference Sponsor

8:30 Registration & coffee on arrival  
9 Welcome

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**

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](http://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.

# Big field at Robina Woods for Gold Coast event

CMAA Gold Coast Zone President Steve Condren welcomed 92 players to Robina Woods for the annual golf day. XXXX, Coca-Cola and Tyrrell's Wines were major sponsors, with hole sponsors and clubs across the Zone making it an entertaining day with lots of networking opportunities for managers and industry trade representatives. Odyssey Gaming took the major prize in the four-person Ambrose competition and event organiser Paul McGuire said they were blessed with the weather because gentle rain started to fall a few minutes after the final group stepped off the course. Paul, the Zone Secretary, will host Gold Coast's next event with a meeting at Southport RSL Club on Tuesday, May 11.



# CMAA Executive team at Manly Northern Suburbs AGM

There was no lack of top-level CMAA support when The Manly Northern Suburbs Zone conducted its AGM at Asquith Leagues Club on March 23. President Ray Agostino welcomed Division A Federal Councillor Mario Machado, CMAA Federal Secretary Allan Peter, Federal Executive Member and CMDA Board of Management Studies Chairman David O'Neil and Executive Officer Terry Condon - a vast resource of support and information for the 40 members who attended. While Terry delivered the Head Office Report, Allan spoke in detail about the implications and developments within the Registered & Licensed Clubs Award 2010 that will come into full effect on July 1. Terry also spoke about the success of the annual Conference and Hospitality Expo at Darling Harbour and invited members to participate in the Mid Year Executive Leadership at Jupiters Gold Coast from July 7 to 9. Following Ray's President's Report, the Treasurer's Report from Kim Blackburn and Education Report, delivered by Ray in the absence of Luke Simmons, Terry Conducted the Election of Office bearers for 2010. Ray thanked the Zone's "Premium" sponsors, Foster's Australia, Coca-Cola, Tooheys and Pernod Ricard Australia - all CMDA Career Development sponsor companies - for their support during the year. Mario Machado also held a Vice-President's role with the Zone, but with Secretary Jason Read and Luke Simmons, did not seek re-election. Paul Crowley from Collaroy Services Club was elected to replace Mario, Shannon Bridger from West Pennant Hills Sports Club replaces Jason, while Carl Pozzato from Ryde-Eastwood Leagues Club, also a member of the Board of Management Studies, replaces Luke.

The Manly Northern Suburbs Zone Committee for 2010 ...

- President: Ray Agostino, ACCM - Asquith Rugby League Club
- Vice President: Chris McCarthy, ACCM - Ryde Eastwood Leagues Club & Paul Crowley, ACCM - Collaroy Services Club
- Secretary: Shannon Bridger - West Pennant Hills Sports Club
- Treasurer: Kim Blackburn - Asquith Rugby League Club
- Education Officer: Carl Pozzato, ACCM - Ryde-Eastwood Leagues Club
- Publicity Officer: Cynthia Bunyan - Asquith Rugby League Club

The Zone hosted a Secretary Manager Course at Asquith Leagues Club over four days during March and the Zone's next event is the Bursary Golf Day at Mona Vale Golf Club on Friday, May 7, with the Mid-Year Meeting and Luncheon at Forresterville RSL Club on Thursday, July 29.

1 - CMAA Federal Executive Member and Board of Management Studies Chairman David O'Neil (right) with the Manly Northern Suburbs Zone Committee for 2010 (from left) Carl Pozzato, Shannon Bridger, Cindy Bunyan, Ray Agostino and Paul Crowley.

2 - CMAA Federal Secretary Allan Peter talks about the industrial relations situation to Manly Northern Suburbs Zone members at the AGM in March.

3 - President Ray Agostino and CMAA Executive Officer Terry Condon at the Manly Northern Suburbs Zone AGM.



## 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](http://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](mailto: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*

## Paul sets tone for busy and enjoyable day at Camden Haven

The Great Lakes Zone Meeting at Camden Haven Golf Club covered almost all professional and social bases for CMAA members. There was a free Education Workshop, Zone Meeting, working lunch and 18 holes of golf - the Budweiser Classic. The April 14 schedule opened at 9.30 with popular presenter and workplace psychologist Paul Lyons delving into the delicate subject of "Eliminating Sexual Harassment From Your Club". The one-hour workshop covered topics including the code of conduct, defining harassment and his insight into real cases in the club environment. A key point was ensuring clubs have a relevant framework to deal with and prevent sexual harassment and aiming to develop a workplace culture that allows no-one to put up with any form of sexual harassment. "While most managers are familiar with the 'touchy-feely' topic of sexual harassment, it can be a minefield if it goes bad," Paul told the 35 managers and directors who attended. He said that while managers have a duty of care to staff, he reiterated that club boards have equal responsibility in this regard. Following the session, most managers agreed that a workshop for their staff and board would be beneficial in building a culture that eliminates sexual harassment in the workplace. Zone President Tim McAlister welcomed 25 members for the Zone Meeting where CMAA Assistant Executive Officer Ralph Kober presented the Head Office Report, including the Registered & Licensed Clubs Award 2010, the CMAA Mid Year Conference at Jupiters and future training courses available at the CMAA in Auburn. More than 50 managers, directors and industry sales representatives took to the Camden Haven fairways for the Budweiser Golf Classic following lunch. Aristocrat's Phil Walsh, who has recently relocated to the Mid North Coast from Canberra, was playing his first round since a motorcycle accident more than two years ago. Jason Strong and Kylie Crossfield took home the main trophy in the two-person Ambrose event, while the Wauchope RSL Club management team collected the Bradman Trophy after four-putting on four consecutive holes.

1 - Paul Lyons presents the Great Lakes Zone Education Workshop at Camden Haven Golf Club.

2 - Peter Hemmingway with Deneice Merryful and Steve Talbot.

3 - Paul Lyons with Zone Treasurer Allan Hudson.



# 38 CMAA Diary - 2010 Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone
<b>MAY</b>				
Tuesday	04/05/2010	10:30	Woolgoolga Golf Club	Mid North Coast Zone Golf Day
Friday	06/05/2010	07:00	Mona Vale Golf Club	Manly Northern Suburbs Zone Golf/Bowls Day
Friday	07/05/2010	12:00 / 18:30	Mulgrave Country Club	Victoria Zone AGM
Tuesday	11/05/2010	11:00	Southport RSL Club	Gold Coast Zone Meeting
Wednesday	12/05/2010	11:00	Wallarrah Bay Recreation Club	Central Coast Meeting
<b>Tues - Thurs</b>	<b>11-13/05/2010</b>		<b>Marriot Hotel, Surfers Paradise</b>	<b>Leagues Club Assn Gaming Conference</b>
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
Wednesday	19/05/2010	11:00	Adamstown RSL Club	Hunter Zone AGM
Saturday	22/05/2010	15:30	Cobar Golf & Bowling Club	Mid State Zone Zone Meeting
<b>Sat - Tues</b>	<b>22-25/05/2010</b>		<b>Las Vegas &amp; Chicago</b>	<b>NRA Show &amp; Study Tour</b>
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
Thursday	27/05/2010	09:00	Auburn	CMAA Executive Meeting
<b>Mon - Tues</b>	<b>31/05-01/06/2010</b>		<b>Twin Towns Services Club</b>	<b>RSL &amp; Services Clubs Annual Conference</b>
<b>JUNE</b>				
Tuesday	08/06/2010	10:00	Macksville RSL Club	Mid North Coast Zone Meeting
<b>Tues - Thurs</b>	<b>08-10/06/2010</b>		<b>Hong Kong &amp; Macau</b>	<b>G2E Asia - <a href="http://www.asiangamingexpo.com">www.asiangamingexpo.com</a></b>
Wednesday	09/06/2010	11:00	Casino RSM Club	Far North Coast Zone Meeting
<b>Monday</b>	<b>14/06/2010</b>		<b>Queen's Birthday Holiday</b>	<b>Queen's Birthday Holiday</b>
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
<b>JULY</b>				
Wednesday	07/07/2010	14:00	Conrad Jupiters, Gold Coast	CMAA Fed Executive / Fed Council Meeting
Thursday	08/07/2010	16:00	Conrad Jupiters, Gold Coast	CMAA General Meeting
Wed-Friday	07-09/07/2010	09:00	Conrad Jupiters, Gold Coast	CMAA Mid-Year Conference
Saturday	10/07/2010	11:00	Gold Coast Turf Club	Gold Coast-Brisbane Zone Charity Race Day
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
<b>AUGUST</b>				
Monday	02/08/2010	07:30	The Grange Golf Club	Illawarra Shoalhaven Zone Charity Golf Day
Tuesday	03/08/2010	11:00	Coffs Harbour Catholic Club	Mid North Coast Zone Meeting
Tuesday	03/08/2010	11:00	Gympie RSL Club	Sunshine Coast Zone Meeting
Wednesday	04/08/2010	10:00	Forster Bowling Club	Great Lakes Zone AGM
Tuesday	10/08/2010	07:30	Fox Hills Golf Club	Nepean Zone Charity Golf Day
Wednesday	11/08/2010	11:00	TBA	Victoria Zone Meeting
<b>Sunday - Tues</b>	<b>15-17/08/2010</b>	<b>09:30</b>	<b>Darling Harbour, Sydney</b>	<b>AGE 2008 <a href="http://www.austgamingexpo.com">www.austgamingexpo.com</a></b>
Tues - Wed	17-18/08/2010	09:30	Inverell RSL Club	North West State Zone Dinner & Meeting
Tues - Wed	24-25/08/2010	09:00	Bermagui Country Club	Far South Coast Zone AGM & Dinner
Wednesday	25/08/2010	11:00	TBA	Hunter Zone Meeting
Thursday	26/08/2010	09:30	Auburn	CMAA Executive Meeting
Tuesday	31/08/2010	11:00	Broncos Leagues Club	Brisbane Zone Meeting
<b>SEPTEMBER</b>				
Wednesday	01/09/2010	11:00	Southern Cross Club, Woden	ACT Zone Meeting
Tuesday	07/09/2010	11:00	Engadine RSL & Citizens Club	St George Cronulla Zone Meeting
Tuesday	07/09/2010	11:00	Burleigh Bears Club	Gold Coast Zone Meeting
<b>Tues - Wed</b>	<b>07-08/09/2010</b>	<b>09:00</b>	<b>CMAA Training Centre, Auburn</b>	<b>2010 Club F&amp;B Management Summit</b>
Tuesday	14/09/2010	14:30	Randwick Labor Club	City Eastern Suburbs Zone Cocktail Party
Tues - Wed	14-15/09/2010	11:00	Lismore Workers Club	Far North Coast Zone Conference
Thursday	16/09/2010	11:00	Campbelltown Catholic Club	Nepean Zone Quarterly Meeting
Tuesday	21/09/2010	11:00	Dooleys Waterview, Silverwater	Inner West Zone Meeting
Wed - Thurs	22-23/09/2010	09:00	Koondah Waters Resort, Wyong	Central Coast Zone Meeting & Conference
Friday	24/09/2010	11:00	Bribie Sports Club	Sunshine Coast Zone Charity Bowls Day
Tuesday	28/09/2010	07:30	Kogarah Golf Club	St George Cronulla Zone Golf Day
Thursday	30/09/2010	09:30	Auburn	CMAA Executive Meeting

# Geoff confident ACT Zone can be strong again

Geoff Long says the CMAA's ACT Zone is on the verge of a big step towards increased participation in the CMDA's training and professional development program. The ACT Zone President and CEO of the Belconnen Soccer Club Group said new Zone Education Officer Lisa Pozzato was doing a "first class job" in making members more aware of the education program being offered and the opportunity to make steps towards achieving Active Certified Club Manager (ACCM) status. "Lisa is doing a great job down here making managers who have not had contact with the Association previously, or for a long time, aware of what the Association offers and how they can move towards achieving their ACCM - a significant professional status for any manager," Geoff said following the ACT Zone Meeting at Belconnen Soccer Club's Hawker property on April 8. "I know that ACT Zone has struggled for some time, but I'm confident that we will have the support across the ACT to begin to build and become strong again." CMAA Executive Officer Terry Condon flew to Canberra for the meeting and luncheon, delivering the Head Office Report and responding to a range of questions from members covering the Federal Government's new Fair Work Act and the Registered & Licensed Clubs

Award 2010, the success of the CMAA's annual Conference and Hospitality Expo at Darling Harbour in March and results of the CMAA's Federal Elections for the Federal Executive, NSW State Executive and Federal Council. Terry informed the meeting that Michael O'Sullivan from the Milton Ulladulla Bowling Club had been voted on to the Federal Executive, while Numurkah Golf & Bowls Club General Manager Grant Duffy had been re-elected as Federal Councillor for Division H, which covers the ACT Zone. Terry congratulated Lisa Pozzato on being selected for the CMAA Mid Year Executive Leadership Conference Bursary, sponsored by Enterprise Development Group. The Conference is at Jupiters Gold Coast from July 7 to 9. Geoff also welcomed Yass Soldiers Club General Manager John Weir to the Meeting. A member of the Far South Coast Zone, John moved a motion at their previous meeting that members of both zones should make an effort to support each other's meetings. ACT Zone's next event will be the Zone Meeting at Southern Cross Club, Woden on Wednesday, September 1, with the Meeting and Bowls Day at Weston Creek Labor Club, Sterling, on Friday, November 19.

## Corporate Governance Program

In conjunction with Southern Cross University

Registrations are open for the remaining two 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](http://www.cmaa.asn.au)

or contact **Ralph Kober**  
Assistant Executive Officer  
P: (02) 9643 2300  
E: [ralph@cmma.asn.au](mailto:ralph@cmma.asn.au)

**2010 - Cohort 2 - 2 x 2 days**  
Session 1: July - 20<sup>th</sup> & 21<sup>st</sup>  
Session 2: August - 24<sup>th</sup> & 25<sup>th</sup>

**2010 - Cohort 3 - 2 x 2 days**  
Session 1: October - 19<sup>th</sup> & 20<sup>th</sup>  
Session 2: November - 16<sup>th</sup> & 17<sup>th</sup>

## Club Supervisors Boot-camp

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

### CMA Auburn Sydney

S1: 3 May S2: 10 May

S3: 17 May S4: 24 May

### Ideal Candidate:

The Supervisor Boot-camp 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

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



## Gaming Management

*SITHGAM005A Develop and Manage Gaming Activities*

### CMA Auburn, Sydney

Session 1: 7 - 9 June

Session 2: 21 - 23 June

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

### Content Includes:

- Develop & Manage a Club's 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

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



## CMAA ZONE EDUCATION OFFICERS

## ACT

Lisa Pozzato  
 Canberra Labor Club  
 P.O. Box 167 BELCONNEN ACT 2616  
 P: (02) 6251 5522 F: (02) 6253 1059

## 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

Carl Pozzato, ACCM  
 Ryde-Eastwood Leagues Club  
 P.O. Box 163 West Ryde NSW 2114  
 P: (02) 9807 2444 F: (02) 9809 7462

## MID NORTH COAST

Glenn Buckley, ACCM  
 Woolgoolga RSS&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

## BUNDABERG

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

Jobs opportunity  
for clubs and  
indigenous workers

An opportunity has arisen for clubs to access trained employees for entry level positions. The Federal Government has launched the Australian Employment Covenant (AEC), an employment and training program that aims to create 50,000 new jobs for indigenous Australians. The AEC is a partnership between business and the government. Clubs are invited to participate. The program aims to increase the living standards of indigenous Australians by offering them training and employment opportunities. The government covers the cost of training for the indigenous participants when businesses can guarantee jobs for them on the completion of their training. Interested employers are asked to specify the skills and training required for the entry-level positions they will make available to indigenous workers and then guarantee those workers employment. Employers also assign a workplace mentor to each indigenous employee to help them through the employment process. Participating businesses are offered support from the government, including providing cultural awareness training for managers and other employees. Employers participating in the AEC should ensure that workplace practices are non-discriminatory and support the recruitment, retention and development of indigenous employees. The types of jobs currently advertised through the scheme include security staff, bar workers, store managers and miners. The AEC can provide clubs with names of already-qualified workers, saving clubs the cost of advertising for positions. Participation in the AEC will help Australia's indigenous community, while also giving clubs access to workers who have been trained specifically to work in clubs. Participation in the scheme is a great way to support the community and increase your club's community service profile. For more information, visit [www.fiftythousandjobs.com.au](http://www.fiftythousandjobs.com.au)

# No excuses for great golf at Carnarvon

Carnarvon Golf Club was in perfect condition on a beautiful autumn day for the annual Inner West Zone Golf Day in late March. Inner West Zone President Mathew Roper and his hard-working Committee organised another relaxing and enjoyable day of golf, networking and more-than entertaining dinner to end the activities. The four-person Ambrose event, which was an afternoon start for the first time, attracted 70 players, including many of the CMAA's Career Development and 2010 National Bursary Program sponsor company representatives and their guests. For the record, the Shuffle Master team won the major trophy, which was presented during the dinner. Inner West Zone's next event will be the Zone Meeting at Canada Bay Club on Tuesday, June 15.



# Mark Henley and Kedron-Wavell Services shine at Qld awards



Brothers Leagues Club Ipswich CEO MARK HENLEY

Mark Henley and Kedron-Wavell Services Club were the big winners at the IGT-sponsored Clubs Queensland Awards for Excellence at Jupiters Gold Coast last month. There were awards in 34 categories, recognising excellence in all aspects of community club operation. Kedron-Wavell Services Club received five awards in the 2010 winners list...

- Club of the Year
- Best (Large) Licensed RSL Services Club
- Best Club - Brisbane North
- Best Club Redevelopment (over \$1 million)

The club also was inducted into the awards Hall of Fame for being named Best Entertainment Venue for three consecutive years.

CMAA stalwart and Brothers Leagues Club Ipswich boss Mark Henley received the highest individual honour being named Club Manager of the Year. Brothers Leagues Club Ipswich also won Best (Large) Football Club.

There were two State Government-sponsored special achievement awards ...

- Responsible Gambling - Brothers Leagues Club, Townsville
- Responsible Service of Alcohol - Caboolture Sports Club



## The full list of winners ...

- Best Community Service by a Licensed Club (Small) - Mossman Memorial Bowls Club; (Large) - Magpies Sporting Club
- Best Licensed RSL and/or Services Club (Small) - Mareeba RSLA Services Club; (Large) - Kedron-Wavell Services Club
- Best Bowls Club Venue (Small) - Edge Hill Memorial Bowls Club; (Large) - Paradise Point Bowls Club
- Best Golf Club, Venue and Facilities (Small) - Redland Bay Golf Club; (Large) City Golf Club
- Best Football Club (Small) Dalby Leagues Club; (Large) Brothers Leagues Club, Ipswich
- Best Lifesaving Supporters Club (Small) - Noosa Heads Surf Lifesaving Supporters Club; (Large) - BMD Northcliffe Surf Lifesaving Supporters Club
- Best General Sports Club (Small) - Club Glenvale; (Large) - Yaralla Sports Club
- Best Social Club (Small) - Moreton Bay Boat Club; (Large) - Yaralla Sports Club
- Best Casual Dining (Small) Bribie Island Surf Lifesaving Supporters Club; (Large) - Magpies Sporting Club
- Best Club Café/Coffee Shop - Southern Suburbs Football Club (Mackay)
- Best Gaming Venue - Sunnybank Community & Sports Club
- Best Club Redevelopment (over \$1million) - Kedron-Wavell Services Club
- Best Club Redevelopment (under \$1 million) - Mossman Memorial Bowls Club
- Best Entertainment Venue - Caboolture Sports Club
- Best HR Practices in a Club - Cowboys Leagues Club
- Best Club Innovation - Currumbin-Palm Beach RSL & Services Memorial Club
- Environmental Best Practice Award - City Golf Club
- Best Keno Operation - Cazaly's, Cairns
- Best Keno Co-ordinator - Nicole Middleton, Magpies Sporting Club
- Best TAB Operation in a Club - Frenchville Sports Club
- Responsible Gambling Award - Brothers Leagues Club, Townsville
- Responsible Service of Alcohol - Caboolture Sports Club
- Best Club in a Rural Community - Warwick RSL Services & Citizens Memorial Club
- Best Club: Far North Queensland - Brothers Leagues Club, Cairns
- Best Club: North Queensland - Cowboys Leagues Club
- Best Club: Central Queensland - Magpies Sporting Club
- Best Club: Wide Bay - Rainbow Beach Surf Lifesaving Club
- Best Club: Darling Downs & South-West Queensland - Club Glenvale
- Best Club: Sunshine Coast - Maroochydore RSL & Ex-Services Club
- Best Club: Gold Coast - BMD Northcliffe Surf Lifesaving Supporters Club
- Best Club: Brisbane North - Kedron-Wavell Services Club
- Best Club: Brisbane South - Sunnybank Community & Sports Club
- Young Manager Encouragement Award - Jade Cameron, Carpentaria Buffalo Club
- Club Director of the Year - Graeme Brady, Frenchville Sports Club
- Club Secretary-Manager of the Year - Mark Henley, Brothers Leagues Club, Ipswich

- Club of the Year - Kedron-Wavell Services Club
- 2010 Hall of Fame: Best Entertainment Venue 2007, 2008, 2009 - Kedron-Wavell Services Club
- 2010 Hall of Fame: Best Bowls Club Venue 2007, 2008, 2009 - Club Helensvale

# Students symphony music to Rick's ears

By KATIE CINCOTTA

Warrnambool's City Memorial Bowls Club lived up to its motto of "Everyone's Club" when it decided to assist young music students with perfecting their craft.

General Manager Rick Scott hired a grand piano in November and invited the town's most-talented pianists to play in the bistro on Saturday nights. "One of the problems the students have is once they reach a certain level of competency, to progress to the next level they need to perform in front of a live audience," Rick says.

Voila! The local club delivered them an enthusiastic crowd. As several of the music students were also gifted singers, the bistro was brought to a reverent silence - a rare occasion on a rowdy Saturday night.

"On one night, two students sang several songs, such was the power and quality of their voices the bistro literally stopped talking to listen," Rick added.

The coastal club manager says one of the community music-fests turned into a mini concert with 20 performing students. The dining crowd were so delighted by the repertoire they began moving from their tables to the lounge to enjoy the live music by local children.

Rick says the simple act of providing entertainment with a



local focus worked well to encourage people to stay longer in the club. "We had bowlers who had played pennants that day stop much longer than usual to listen and applaud," he added.

Rick says because the students had the support of their family - from mum and dad to grandparents, uncles and aunts - the event brought new faces in the club, many of whom had not ventured there for years.

During February the live music training program kicked off again and has been such an overwhelming success, Rick is urging other clubs to take up the initiative. "The students did not want to stop playing ... it's not often they get to play a grand piano," he added. "The acceptance was so overwhelming that it leaves you with that great feeling you get when helping people achieve their goals."

The club is considering how else the music program could benefit members and locals. "Why not open it up to members, anyone in the community who wants to play a grand piano, any time of the day? Invite retired people to come and listen or play, have morning melodies and there's no reason why students and their teachers couldn't play during the day, or after school," the enthusiastic Rick concluded.

## CMAA 2010 National Bursary Program Sponsors

*Support the companies that support your Association*



# Ever-evolving Easts now playing in Brisbane's

By HENRI LACH

The Licensed Club Industry in South-East Queensland is ticking along nicely in the new millennium. If evidence is needed for that proposition, the Easts Leagues Club on Brisbane's south side certainly points that way.

This club was not among the giants in the industry a few years ago but, under the guidance of General Manager Sharna McLean, a CPA with a Bachelor of Business, it has been going from strength to strength, shrugging off such adversary as disastrous flooding and a protracted unsuccessful legal battle with its

insurers that almost closed its doors in 2000.

Today, it is in the throes of completing a multi-million dollar refurbishment that would be the envy of its nearby contemporaries. It also reached 280-machine status in October last year with the addition of 70 poker machines, thanks to a shrewd forward-thinking - and very fortuitous - application made and approved before the moratorium on gaming machines in Queensland kicked in.

"We're now up there with the other 280 machine clubs," Sharna said. "In the current political climate, I'm not

sure that there will be too many more 280 machine clubs in the future."

The club building has attained a clean, modern look inside and out. Futuristic lighting is a feature, with a bright welcoming new foyer and an expanded coffee shop that does a brisk business throughout the club's open hours.

With the expenditure on the additional machines, and development of a new functions area and offices nearing completion by June, \$12 million will have been spent. A level will be added to the car park to provide room for another 100 vehicles and 55 more car parking space will be developed at the back of the club. The final bill will be about \$14 million.

Work began in April last year and Sharna hopes it will all be finished by September.

"The response from members has been fantastic," she said. "The club was originally built for 14,000 members - we now have 32,000. We've been desperate for extra floor space. All our previous renovations have just been to upgrade existing areas, but we'll now have extra floor space."

After the disastrous flood in 2000 that nearly closed the club, plans were made to relocate the club to higher ground. However, these ambitions have been foiled. The club owned eight properties up the hill, fronting Old Cleveland Road where a new club could have been built. "We wanted to have street frontage up there on freehold land," Sharna said.

Plans were for the current club footprint to be converted to a car park. In the blink of an eye, however, the freehold properties were resumed by the State Government for its Eastern Bus Way Terminal.

Meantime, flood mitigation work has eased the threat of another crippling inundation. Recent heavy

## Awards, recognition keep rolling in

While the huge upgrade of the Easts Leagues Club is nearing completion, it - and club General Manager Sharna McLean - are still basking in the glow of another year of multiple excellence awards. In 2009, Easts achieved the "Queensland Club of the Year" award "back-to-back". It also won the "Best Coffee Shop" award and the National "Chef's Table". For Sharna McLean, there was a personal achievement ... she was named "Club Manager of the Year". She also celebrated her 10th year as General Manager at Easts. Is she looking forward to another 10 years at the helm? "I don't know about another 10 years," she says with a laugh, "but, obviously, it's been great to see the club reach the 280-machine status and to see all these renovations in place. Now, the only way we can go now is up." She meant that literally ... "There are plans for the future for

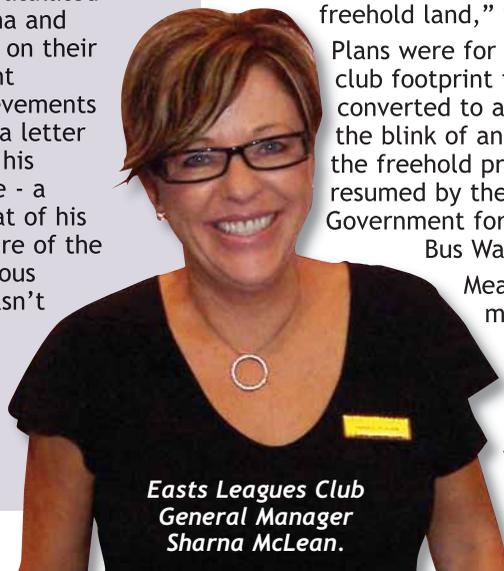


The club's proud achievements are there for all to see.

administration and a new function area for the upper level," she explained. Like all club executives, Sharna is apprehensive about the ramifications of the Productivity Commission's Final Report Into Gambling In Australia. Meantime, Prime Minister Kevin Rudd, who is the local Federal Member for the area, is a regular attendant at the club. Mr Rudd's staff organise functions there for him. He officially congratulated Sharna and Easts on their recent achievements with a letter from his office - a repeat of his gesture of the previous

year. However, he hasn't backed off from his oft-repeated statement that he hates poker machines.

- HENRI LACH



Easts Leagues Club General Manager Sharna McLean.

# 'big league'

rain in the Brisbane area were proof of that ... the club escaped unscathed.

And the sweetener now is that the club will become part of what will be known as the Langlands Park Precinct, adjoining the new eastern busway terminal. It will include a gymnasium, retail shopping and offices, as well as parking. Undoubtedly, this will bring the club closer to the general public.

This, Sharna feels, will contribute to the continuing success of Easts and that this is part of the whole reason for a positive future. "Clubs are getting much more involved in their local communities," she said

She cites the club's recent special project as an example of community involvement. The club funded the production of an anti-violence video on behalf of the Matthew Stanley Foundation. *[Matthew Stanley, 15, died after he was bashed outside a teenagers' party in suburban Brisbane in September, 2006. Matthew's*



*Easts Leagues Club's bright new façade.*

*parents Paul, Kay and his brother Nic created the Mathew Stanley Foundation, with the help of their local community.]*

The video - designed for showing in schools, clubs and sporting organizations - is part of the foundation's "One Punch Can Kill Campaign".



*The new foyer is busy in the evening.*



**Slater & Gordon**  
Lawyers



## 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](mailto: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](http://www.slatergordon.com.au)

# G2E Asia Study Tour puts Macau on show

The team at CCM Travel is pleased with the itinerary for the annual Asian Gaming Study Tour to Macau for G2E Asia - the Asian Gaming Expo next month.

CCM Travel's Managing Director Catherin Mancuso said she was very pleased with the agenda for the two versions of the same tour with the Expo on June 8 to 10 at the Venetian Macau Resort Hotel Convention Centre. "The Asian Gaming Expo Study Tour has developed impressively through the Expo's growth and significance for the industry in Asia," Catherine said. "This rapid development with the dramatic success and expansion of the gaming industry in Macau and the club industry in Singapore is reflected in the popularity of this tour."

A CMAA national Bursary Program Sponsor company, CCM Travel is offering two versions of the G2E Asia tour. The first, a nine-day tour - from June 4 to 12 - takes in Singapore and Macau. The second tour, over six days - from June 7 to 11 - visits Macau only. Tour 1 departs Sydney at 8.05am on June 4, stopping in Singapore on the harbour front at the Marina Bay Sands Hotel and Casino - the newest and most exciting casino to open worldwide in 2010 - for the next three days. Marina Bay Sands features three cascading hotel towers topped by an extraordinary sky park, "floating" crystal pavilions, a lotus-inspired Museum, retail stores, celebrity chef restaurants, theatres, the hottest night clubs and a Las Vegas-style casino. The



Singapore leg includes a city and club tour on June 5, taking in The Raffles Club and Cricket Club.

The group will tour Resorts World at Sentosa, a combination of hotels, casino and Universal Studios on Sunday, June 6.

The following day, the tour moves on and, after landing in Hong Kong, travels by turbo jet ferry to Macau and Venetian Resort and Casino, located on the Cotai Strip that will be "home" for the next five days. The Venetian Macao was the first of the "Vegas-style" casinos to open on the Strip and plays a major role in making Macau one of Asia's most exciting entertainment destinations and pre-eminent convention and exhibition venues.

G2E Asia accreditation will be allocated at check-in before a casual dinner in Fogo Samba, a fantastic Brazilian restaurant in the Venetian Macau.

Then it's down to business for the next three days during G2E Asia, with a 9-to-5 Conference-only start to the event and the trade show opening on June 9.

There will be an Opening Ceremony at 9:30am with the Trade Expo from 10am to 4:15pm and the G2E Conference program running from 11am to 4:30pm over the next two days.

The tour groups will enjoy a Farewell Dinner at Portofino, one of the newest and most-popular restaurants in the Venetian.

There's time for some last-minute shopping the next day before the turbo ferry departs Macau at 2pm for the return journey to Sydney.

The six-day tour flies Sydney-Hong Kong direct, joining the expanded tour group at the Venetian Macau for the same accommodation and study tour itinerary.

## Singapore-Macau Study Tour ...

- \$3,850 per person twin share ex-Sydney
- \$1,150 single room surcharge
- \$4,150 business class surcharge
- \$580 registration to G2E Asia Conference sessions

## Macau only Study Tour ...

- \$2,590 per person twin share ex-Sydney
- \$670 single room surcharge
- POA business class surcharge
- \$580.00 G2E Asia 3-day Conference session

For more information on these **G2E Asia Study Tour** packages, contact **CCM Travel** - P: (02) 9439 5100 or go to [www.ccm.travel.com.au](http://www.ccm.travel.com.au)



## Jem clicks with industry's IT needs

Jem Computer Systems is an Australian-owned company, located at Unit 7 at Enterprise Park, 9 Hoyle Avenue, Castle Hill in Sydney. Since opening its doors in 1997, Jem has quickly become an information technology (IT) leader, covering a range of disciplines in the club and hospitality industries. Jem specialises in the integration and support of IT hardware and infrastructure, always striving to provide clients with the highest quality of service. A CMAA 2010 Hospitality Expo exhibitor company, Jem recently added to its long list of services by becoming an authorised Telstra Dealer. This enables Jem to continue providing clients with the latest in communications technology. With its priority technical support service and team of experienced technicians, JEM Computer Systems has the expertise required to provide the complete solution. For more information, contact Jem on **1300 JEM COM** or go to [www.jemcomputers.com.au](http://www.jemcomputers.com.au)

## Noel's still making magic with games

Come on down! It was 30 years last month that Noel Sainty created his first game show promotion for the NSW Club Industry. A long-time supporter of the CMAA, Noel said he could not believe how fast those three decades had flown by. Noel's company - The Game Show Factory - was the first to introduce "Scratch Cards" as a promotional concept to reward poker machine players and later, more amazing Game Show concepts that so many club members are familiar with. Noel, who was an exhibitor at the CMAA's 2010 Hospitality Expo at Darling Harbour, works hard at his labour of love in creating new promotional ideas for club patrons. "There is nothing better than to see so many happy faces when they win prizes on one of my Game Shows," Noel said. "I'm really looking forward to the next 30 years." To be in touch with the best and brightest promotional ideas in the Club Industry, contact Noel at The Game Show Factory on **1300 367 698** or email [noel@goldengames.com](mailto:noel@goldengames.com)

# Customers ATM expands Sydney operations

A new, larger office on Sydney's North Shore marks Customers ATM's increasing strength in the national ATM marketplace. Over the past decade, Customers ATM, a CMDA Career Development sponsor company, has steadily built Australia's largest ATM network. Opening a new Sydney office earlier this year was another step in the ATM provider's growth, allowing it to better service metropolitan Sydney and regional NSW.

Customers ATM already has more than 5,600 ATMs nationwide and more than 1,500 terminals operating across NSW.

Customers ATM Managing Director Tim Wildash said the new office would allow NSW State Manager Larry Warren and his dedicated team to build on this impressive position. "Moving from the smaller office in Crows Nest to the new, larger building in Sydney's major commercial district of Chatswood on the North Shore marks a step up for us," Tim said. "Not only is it a more pleasant environment for our Sydney team, close to the CBD, it gives us the space to grow in line with our overall nationwide growth plans. We're already the largest ATM



LARRY WARREN



network in the country with more bank-branded ATMs than other independent providers. As an ASX 300 company, we plan to continue sustainable growth mainly through our ATM network but also through diversification."

The new Sydney office has an on-site warehouse, which is important for Customers ATM's superior customer service promise.

"Our ATM network has market-leading network reliability - our ATMs are up and running more than 99% of the time," Tim added. "This is very important to us because it's important to our customers. We're able to achieve it by staffing our own 24-hour technically trained helpdesk and operating a network of factories and spare parts warehouses throughout Australia."

Customer ATM's head office is in Melbourne, with the company having offices and sales people throughout Australia. For more information contact Larry Warren and the team on P: (02) 9438 9009 or E: [sales@customersatm.com.au](mailto:sales@customersatm.com.au)

## Suppliers keen on AGE

The Australasian Gaming Expo - AGE 2010 - is gearing up for another impressive event at Darling Harbour on August 8 to 10. A look through the list of exhibitors - at [www.austgamingexpo.com](http://www.austgamingexpo.com) - shows 50% more than the same time last year and confirms the AGE as the region's biggest hospitality and gaming equipment exhibitions. The leading hospitality and gaming suppliers have booked more, mostly larger, stands for the 2010 Expo. The result is a comprehensive line-up of more than 130 of the world's most-respected gaming suppliers, whose high-profile product launches, networking opportunities and spread of "total gaming solutions" again will provide a strong focus on the tools required for success in the gaming business. GTA CEO Ross Ferrar said the diversity of products and services on show was one of the things that makes the AGE such a success each year. "Apart from the latest and best gaming machines and games, which are always exciting to see first, there's a renewed focus on signs and displays," Ross added. "Some new equipment will be on show for the first time, including the latest in LCD technology direct from South Korea." New trends and the result - new equipment - will also be showcased by exhibitors specialising in furniture, security systems, point-of-sale equipment, cash-handling equipment and building services. Visitors will need their walking shoes to get the best out of AGE 2010 with 15,000 square metres of new and exciting products and services designed and presented to benefit hospitality gaming operators. Entry to the Expo is complimentary for gaming industry executives, who can register online at [www.austgamingexpo.com](http://www.austgamingexpo.com) or call the Gaming Expo Help Line on 1300 724 030.



## IGT game buttons 'alive'

IGT has changed the role of gaming machine buttons with by launching Dynamic Buttons in Australia on its IGT bluechip Neo machine. Traditionally, buttons have had to carry plastic inserts to indicate the number of lines or bets to be played. This can cause problems when a game is changed as the venue may put the wrong pay or line inserts into a button, which can lead to confusion and complaints from players. It also greatly limits the flexibility of machines, especially when downloadable games come to Australia and a gaming machine can have several different games automatically loaded onto it at different times of the day. IGT's dynamic buttons become an animated display with small LED screens in each button. Dynamic Buttons become part of the game and eliminate the problem of the buttons having the wrong inserts. The buttons "come alive" with animations or graphic sequences relevant to the game in play. IGT Product Manager Chris Gialouris said the dynamic buttons really come into their own with Multistar games. "Until now, machines featuring a multi-game package have been limited to games of the same play styles as the buttons needed to remain consistent," Chris said. "Dynamic Buttons allow the buttons to change according to the game, so you can have games with different denominations, different line and/or pay configurations. This provides great value for a venues gaming investment."



The Tradies team had a big “home ground advantage” for the St George Cronulla Zone Breakfast Meeting and Industry Forum at the Tradies Caringbah RSL Club on March 24. In fact team “captain” Tim McAleer, the Tradies Group CEO suited up 10 club managers for the event - (back row) Tony O’Connor, Joneen Thompson, Jason McMaster, Lyndall Carter; (front row) Donna Stevenson, Kathryn Tanner, Tim McAleer, Joumana Jacob, Lindell Trehear. Tradies amalgamated with the RSL Club 12 months ago and has done a spectacular job in giving the property a Tradies “makeover”. The now-traditional breakfast meeting was another big success with Tim taking the microphone to moderate the Industry Forum, “*Industrial Relations - The New Award*”, featuring I.R. experts David Brand from Thomson Playford Cutlers, CMAA Senior Industrial relations Advocate, ClubsNSW Executive Manager Workplace Relations Richard Tait and Tradies Group HR Manager Joneen Thompson.

## Changes to new Act take heat off the kitchen

Historically, clubs have been required to provide food in accordance with Responsible Service of Alcohol (RSA) regulations. The minimum type of food required included bar snacks and confectionary and packets of chips dispensed by vending machines. However, with the introduction of the Liquor Act (2007) and changes to the Registered Clubs Act, the requirement for the provision of food was removed from club-related legislation. Clubs are encouraged to continue to follow responsible service of alcohol guidelines and ensure there is always food available for sale when alcohol is being served. Under these guidelines, clubs do not need to serve fully prepared food. Pre-packaged snacks in vending machines and heated pies and sausage rolls sold over the bar are sufficient. Clubs have reported instances where Police and Government inspectors have requested that clubs provide more than pre-packaged food, confectionary and snacks. Clubs are advised to provide food as detailed above but are reminded that they are not legally required to serve prepared, restaurant-style food under current liquor and registered club laws.

# 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](mailto:rayner@bigpond.net.au)

Check out our website: [www.raynersalesmarketing.com.au](http://www.raynersalesmarketing.com.au)

## 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](http://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 two Cohorts (Scholastic Group) offered in 2010:

<b>Cohort 2</b> Session 1: Tues 20 & Weds 21 July Session 2: Tues 24 & Weds 25 August	<b>Cohort 3</b> 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](http://www.cmaa.asn.au) and click on the Corporate Governance button on the Training Calendar.

Australasian  
**GAMING  
EXPO**

**Come and see  
the latest in  
Hospitality  
and Gaming  
Technology!**

**Trade Exhibition  
8 - 10 August 2010**

The Australasian Gaming Expo includes the region's largest gaming equipment Trade Exhibition and an important Gaming Machine Briefing.

The AGE Trade Exhibition involves more than 150 exhibitors over 15,000 square metres of exhibition space, showcasing the latest in gaming and related equipment and systems.

To register visit:

[www.austgamingexpo.com](http://www.austgamingexpo.com)

or call the Gaming Expo

Help Line 1300 724 030

in conjunction with:  
[www.nzgamingexpo.com](http://www.nzgamingexpo.com)

New Zealand  
**GAMING  
EXPO**

**8 - 10 August 2010**

Sydney Convention and Exhibition Centre,  
Darling Harbour NSW Australia [www.austgamingexpo.com](http://www.austgamingexpo.com)

brought to you by GTA  
[www.gamingta.com](http://www.gamingta.com)

**gta**  
GAMING TECHNOLOGIES ASSOCIATION