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MANDATORY PRE-COMMITMENT LEGISLATION



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Registrations open for AGE

Club Managers and their management teams are expected to flock to the 2011 AGE in search of the latest in gaming technology and hospitality resources.

As the emphasis on differentiation of the venue offering continues club managers will look to Australia's showcase of hospitality innovation for new ways to exceed customer expectations. Whether it's the latest gaming products, food and beverage or improvements in back-of-house operations, AGE 2011 will impress.

The event - August 21 to 23 at the Sydney Convention & Exhibition Centre, Darling Harbour - is expected to attract more than 5,000 Australian and international visitors.

The AGE historically has been the primary platform for more than 150 trade exhibitors to launch new products. As the flagship exhibitors of the 22nd AGE the GTA member organisations - Ainsworth Game Technology, Aristocrat Technologies, Aruze Gaming Australia, Bally Australia, IGT (Australia), Konami Australia, Shuffle Master Australasia and WMS Gaming Australia - will combine to display more than 700 new gaming machines across their eight exhibition stands along with new poker machine software and gaming systems.

Hospitality suppliers of all shapes and sizes will exhibit uniforms, security, vending, promotions, food and beverage or HR and banking services.

Gaming Technologies Australia CEO Ross Ferrar said GTA members were looking forward to welcoming the Club Industry's leaders to the AGE. "The 2011 Gaming Expo will be an opportunity for Club Managers to experience innovations in technology and operations as well as exceptional networking with trade representatives and management peers," Mr Ferrar said. "The 22nd AGE again will be the benchmark in exhibitions for the Australian gaming and hospitality industry."

AGE 2011 registrations are now open and can be completed online at www.austgamingexpo.com or by calling the Gaming Expo Help Line, 1300 724 030.

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The CMAA Mid Year Executive Leadership Conference again will be presented at Jupiters Hotel, Gold Coast on July 6 to 8. Themed: **"Leading Modern Business in the 21st Century"**, the Conference will feature two dedicated streams focussing on **"Business Sustainability"** and **"People Sustainability"**. The CMDA has released full details of the Club Industry's most important professional development event with the Conference brochure published on pages 19-22 of this edition ...



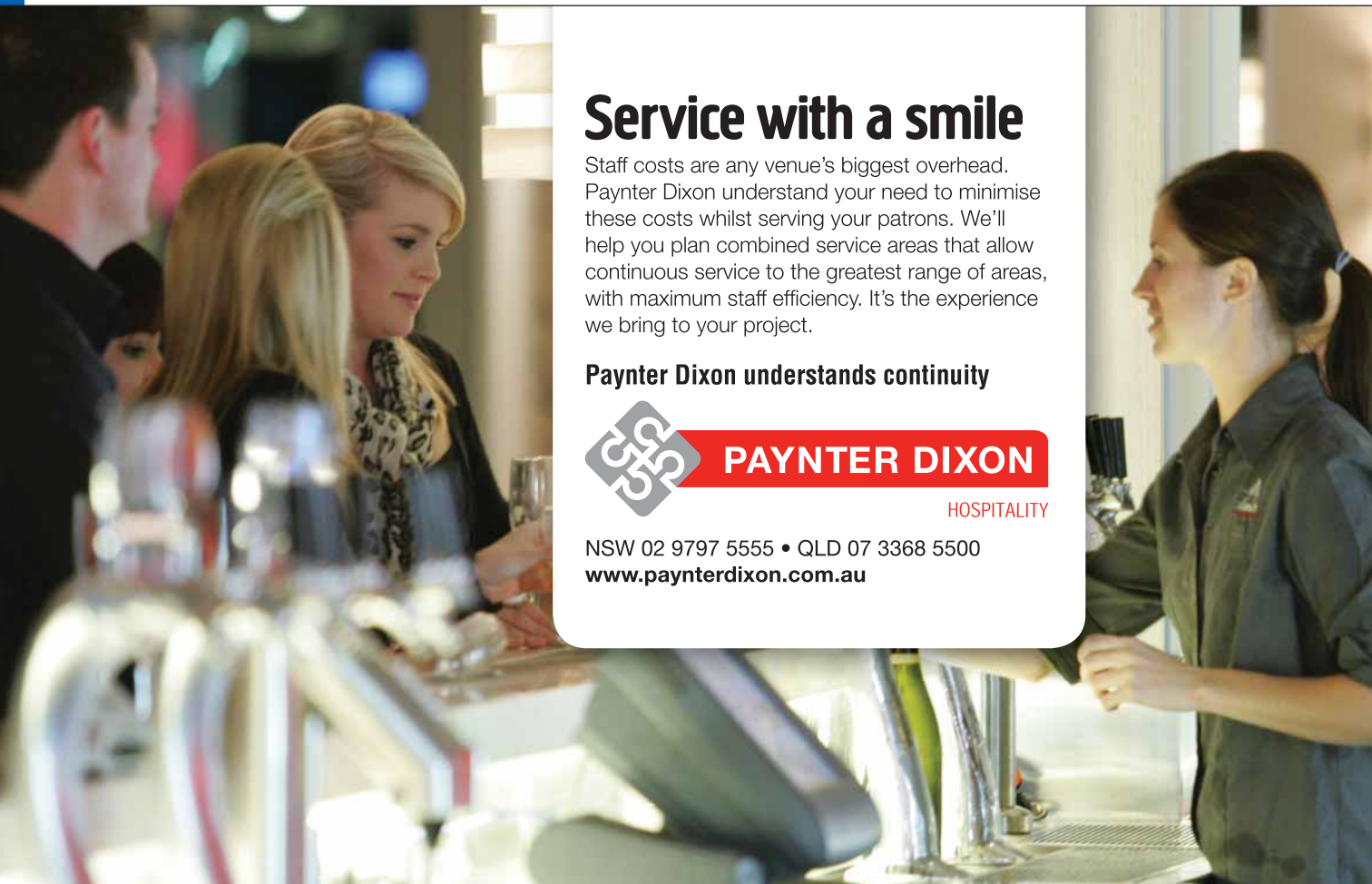
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South Tweed Sports Club CEO GORDON RHODES has invested a lot of time and energy to constantly enhance and upgrade his education and professional development. Gordon also has clocked up a lot of travel kilometres and hours attending university courses, lectures, conferences and CMDA education programs. Gordon recently represented the CMA Australia at the **84th World Conference and Club Business Expo** in Orlando, Florida and he reports on the event ...



➤ Pages 34-35

This year's floods and tempest have left a legacy of pain and suffering that Queenslanders will feel for a long time. Some may never fully recover from the loss of homes and treasured possessions, emotionally or financially. Certainly, no price can be put on the loss of life from these sudden devastating disasters. Queensland wasn't the only state to suffer nature's fury, of course. Unlucky licensed clubs are still suffering from the residue of recent episodes - and they're still looking to their mates for help ...



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More dramatic change ahead in political landscape

Since my last comments in *CMA Magazine*, the political scene - state and federal - has changed swiftly and dramatically.

A new Government has been swept to power with a massive swing against Labor in NSW and nationally, poker machines have become a hotter topic

than the environment, unemployment and the economy. After 16 years of Labor Government - arguably, at least a decade of that period at war with the Club Industry - a Coalition Government, led by new Premier Barry O'Farrell now is in power. Premier O'Farrell and Minister for Tourism, Major Events, Hospitality and Racing George Souris have been long-term friends of our industry.

This was overwhelmingly demonstrated with the Coalition's pre-election Memorandum of Understanding commitments for the Club Industry's future.

Clearly, this commitment was not a political electioneering stunt.

Making a commitment to reduce gaming machine duty, restructure the CDSE to Club GRANTS, pursue industry sustainability through training for Directors and Managers and - importantly for every Club Manager in NSW - introduction of a defence against prosecution under the Liquor Act. These were not vote-grabbing issues, nor would they have had any impact on the election outcome.

What this MoU commitment does show, however, is that we have a NSW Government that acknowledges the contribution that this industry makes to the social fabric of NSW.

This is a Government that starts its term with a good relationship and commitments to develop a better Club Industry - through consultation and advice from the industry.

With a committed partner in the Government, we can again focus on the future to improve our industry and our businesses.

For those members who attended the CMAA Conference at Darling Harbour on March 1 and heard now-Minister Souris's address, it is particularly pleasing that we have strong allies in the current and controversial fight with the Federal Government concerning mandatory pre-commitment technology for all poker machines in Australia.

Mr Souris put the Andrew Wilkie-inspired Federal debate in perspective when commenting on the possibility that our

unique system of Federalism may be tested on states' rights, over poker machines ... OVER POKER MACHINES!

In such a dramatic NSW political victory, there are always inadvertent casualties who do not deserve their fate.

Kevin Greene, the Gaming and Racing Minister for more than 21½ years, rebuilt the relationship with the industry that had suffered so damagingly after years of the taxation fight.

The Parliament - and NSW - needs good people like Kevin Greene.

When first meeting Kevin as the Minister we, as an Association, did not have to explain our role and the unique voice we have within the Club Industry. Kevin already knew that. He will be remembered as a close friend of the CMAA and the many Club Managers he encountered during his time as Minister.

Undoubtedly, there will be an ongoing legacy for the Club Industry and the community and we look forward to maintaining that strong relationship with Kevin in whatever role he may undertake.

Federally, again the industry - clubs and hotels - is fighting a battle it shouldn't be a part of.

More than enough has been said about "the deal" between Tasmanian Independent MP Andrew Wilkie with the Julia Gillard-led Labor Government - throw in the extensive and sensational reporting in all forms of media.

But what has had most significant impact is the campaign by local clubs.

I'm sure a lot of managers in what now are, at best, marginal Labor seats are getting the impression from local Members that there is not the political will to pursue the Wilkie agenda and there are more pressing and critical matters facing the nation and the Government.

Local clubs in the federal seats of Lyne and New England have put the case against the Wilkie deal to their Independent MPs Tony Windsor and Rob Oakeshott.

Knowing managers in those areas and their passion for their clubs, I feel some pity for the Independents.

If any good can come out of this fight, it will be our national leaders coming to realise and understand that a united Club Industry has a resolve that is more powerful than their political will.

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

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If only they truly understood what this policy means for the Club Industry

I'm confused. I know some of you that know me well won't be surprised to hear me say that. However, as Executive Officer of this Association for more than

16 years, I pride myself on keeping up with the issues, the policies and the politics that dictate outcomes affecting the Club Industry.

But this Andrew Wilkie thing - mandatory pre-commitment technology applied to every poker machine in Australia by 2014 - has me confused.

And Julia Gillard's back-flips, back-downs and outright failures on issues ranging from school buildings to laptops for every senior secondary student to "the nation's greatest moral challenge" with a carbon tax and on to our own problem gambling issue have me concerned more than confused.

I, as much as the next person, understand that politics is a difficult path to navigate ... remaining true to your political ethic, keeping your promises, building on an unsteady economic foundation, keeping faith with the support network that put you there. All of these machinations define the political challenge. If it was easy, everyone would be having a go at it.

I'm further confused because, like a lot of people, I believed Julia Gillard - an educated, articulate professional solicitor with a passion for education and who spent time working for the rights of union members around Australia - would deliver informed, commonsense policy and governance for all Australians.

My confusion extends to the fact that before the August 24 Federal Election Ms Gillard, a matter of weeks into her new leadership role, gave the Club Industry and undertaking - her word - that there would be no changes affecting our industry if Labor was re-elected.

Opposition Leader Tony Abbott gave the same undertaking on behalf of the Coalition.

When it came down to it - when it was about a desperate grab for power - Ms Gillard forgot about her commitment to the Club Industry and found an alliance with Mr Wilkie - a Tasmanian who had previously stood for election as a Liberal and Greens candidate, elected on less than 14,000 votes.

It didn't matter that Mr Wilkie would hold the Government to ransom for a problem gambling policy based on nothing more than his single-minded, ill-informed ambition.

I'm further confused by the fact that when asked about Mr Wilkie's threat to withdraw his support for the Government on this matter, Ms Gillard said a deal was a deal: "I've made an agreement with Mr Wilkie and I intend to honour that agreement," she said.

I'm confused as to why she chooses not to honour her agreement with the Club Industry?

Most of all, I'm even more confused about the position that Ms Gillard and the Government find themselves in due to Mr Wilkie's manic path because the Club Industry has always supported problem gambling strategies and policies - state and federal.

Club Managers know better than Andrew Wilkie and Julia Gillard - throw in Nick Xenophon - that people who play poker machines develop problem gambling behaviours.

That's why the Club Industry - perhaps the most regulated business in Australia - is bound by stringent guidelines on every aspect of gaming machine technology to player behaviour.

I understand why Mr Wilkie is taking this path in his crusade, but I'm confused as to why he and Ms Gillard have not acknowledged that the Club Industry has publicly and consistently stated its support for problem gambling policy. Perhaps it's best if I leave my final word on the matter to Wagga problem gambling counsellor Robyn Preston. Ms Preston says Andrew Wilkie's proposal to limit gambler spend on poker machines was unlikely to be effective in curbing problem gamblers and would cause huge damage to clubs. Ms Preston believes the proposal is more likely to deter social gamblers from having a flutter than decrease the number of problem gamblers. "I love that [the politicians] want to do something about it and it's good to have people talking about gambling but you can't help problem gamblers unless they're willing to help themselves. I think what really needs to be done is that we need to remove the stigma surrounding problem gambling ... there's so much shame around it."

I've just finished looking at the brochure for the CMAA's Mid Year Executive Leadership Conference at Jupiters on the Gold Coast in July. Again, the Board of Management Studies with Assistant Executive Officer Ralph Kober and his CMDA team have put together another world-class Conference program of lectures, presentations, workshops and forums. The Members' General Meeting has always been an interesting and engaging experience and the social side of the event, including the "Footy Fever" State of Origin telecast on Wednesday night is a great way to kick back after Day 1. We are heading off for the excitement and spectacular entertainment of the Australian Outback Spectacular on Thursday night and if you want to extend your stay, there's a great day at the races on Saturday for the Gold Coast-Brisbane Combined Zones Charity Race Day at the Gold Coast Turf Club. The professional networking opportunity - not only with the presenters, but with fellow industry professionals - is one of the most valuable aspects of the three days in the focused learning and development environment. Put July 6 to 8 in your diary and go to the CMAA website to book your place at the Mid Year Conference.

Having had a pretty good crack at our federal politicians, I want to acknowledge two good men treading very different paths these days. The first is NSW Hospitality and Tourism Minister George Souris, the State National Party Leader and high-profile member of new Premier Barry O'Farrell's team. George, the Member for the Hunter, has long been a friend and supporter of the Club Industry. In Opposition for many years, he worked behind the scenes to support the industry in its fight against many of its major challenges. He was a prime mover in the initial Memorandum of Understanding and believes in the Club Industry. The position taken by Mr O'Farrell and Mr Souris against the Federal Government's proposed mandatory pre-commitment technology provides some hope that the fight is far from over. The other man I want to thank is outgoing Gaming and Racing Minister Kevin Greene. A major casualty of the March State Election, Kevin, like George, is a "club man". He fought hard in Cabinet for the Club Industry and always found time to listen to our position and offer his best advice in all situations. Kevin can walk away from his portfolio knowing he did his best for the industry. I wish him well in his future endeavours.

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

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Gillard dances to Wilkie's gaming reform tune

Prime Minister Julia Gillard has guaranteed she will honour her promise to reform poker machine laws.

The Prime Minister's vow came as Federal Opposition Leader Tony Abbott strengthened his support for the gaming industry, arguing the nation had only "a relatively small number" of problem gamblers and defended clubs and hotels as "an important part of our social fabric".

The two leaders sharpened their positions as the Club Industry continued its anti-Government advertising campaign opposing to the changes.

Independent Tasmanian MP Andrew Wilkie last year agreed to support Ms Gillard's minority Labor Government in exchange for her support for poker machine reforms - specifically mandatory pre-commitment technology on all poker machines in Australia - forcing gamblers to pre-set a maximum level of losses.

Mr Wilkie maintains that if his legislation conditions are not met, he will withdraw his critical one vote for the Government to maintain power.

The Government says it will sign up to the plan by the end of May.

But Mr Wilkie - and Ms Gillard - also needs the support of three fellow Lower House crossbenchers.

Queensland MP Bob Katter has stated he will support Mr Wilkie's proposal, while fellow-rural Independents Rob Oakeshott and Tony Windsor expressed serious concerns. WA crossbencher Tony Crook has

expressed reservations and Labor MPs with clubs in their electorates are growing more anxious about the scenario.

ClubsAustralia and The Australian Hotels Association (AHA) warn the controversial move will cost the sector \$3 billion.

Ms Gillard said although many Australians liked to bet, she did not believe people wanted to "see their fellow Australians suffer".

The Opposition Leader said he did not want to see Australians unable to feed their children because of their addiction to poker machines, but he said the Wilkie proposal seemed to be "an enormous amount of red tape and bureaucracy, given that there is a relatively small number of problem gamblers".

Mr Abbott said problem gambling was a big issue, "but we've got to address this in ways that don't further damage the social fabric; and clubs, and to a lesser extent pubs, are an important part of our social fabric".

ClubsAustralia has taken every opportunity to argue against mandatory pre-commitment with its "licence to punt" campaign and President Peter Newell clearly articulated that position when he addressed the National Press Club in Canberra on March 23.

Mr Newell's address prompted a response and media campaign from



PETER NEWELL



GEORGE SOURIS

Mr Wilkie - and fellow "anti-pokies" advocate South Australian Senator Nick Xenophon - when he addressed the Press Club a few days later.

Mr Wilkie's speech was difficult to follow and contained his usual contradictions and misrepresentations about clubs and ClubsAustralia.

It showed an alarming lack of basic knowledge about poker machines and the Club Industry in stating that Australia has 50% of the world's poker machines.

Mr Wilkie has also launched a petition via "GetUp!", an organisation that currently runs 35 online campaigns on various "progressive" issues.

The NSW Government is set to take on the Federal Government over the proposed legislation that threatens to cost the state budget \$1 billion in the first term of new Premier Barry O'Farrell's Government.

NSW Hospitality and Tourism Minister George Souris said he was concerned that clubs would be sent "bloody broke" by the policy, set to come into place in 2014.

"My concern is the clubs, rather than loss of revenue," Mr Souris said. "I'm concerned about the loss of turnover in the club movement which will see clubs go bloody broke."

"The NSW Coalition does not offer the rag-tag Federal Government 'carte blanche' approval with an Independent in Tasmania without any consultation."

The Victorian Government, with the introduction of its new "owner-operator" model coming into effect on January 1 next year, also has sounded a warning to the Gillard Government that it does not support Mr Wilkie's hard-line framework for problem gambling support.

Mr Wilkie maintains that if his legislation conditions are not met, he will withdraw his critical one vote for the Government to maintain power.



JULIA GILLARD



ANDREW WILKIE



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Kennett sounds alarm on pokies law

The Federal Government's deal with Andrew Wilkie to enforce mandatory pre-commitment gaming machine technology on all poker machines in Australia could send AFL clubs to the wall.

Hawthorn AFL Club President Jeff Kennett made the claim as ClubsAustralia claimed some AFL clubs would have to spend millions of dollars just to upgrade their machines to comply with the new law.

ClubsAustralia also claims AFL clubs collectively stand to lose tens of millions of dollars more once the reforms come in and poker machine revenue slumps.

According to Clubs Australia modelling, Hawthorn would have to spend \$1.125 million to upgrade its 75 machines to adopt a mandatory pre-commitment system. It found the Western Bulldogs - where Prime Minister Julia Gillard is the No.1 ticket holder - would have to spend about \$2.85 million on its machines, while Carlton would face a bill of \$4.35 million for 290 machines.

Mr Kennett said most AFL clubs did not have the money for the upgrades. The Hawks also were

worried about a loss of revenue once the reforms came in and were frustrated by the intervention of federal politicians into a state domain. "For government to keep changing the rules after people have entered into arrangements, in good faith, is an unacceptable procedure," Mr Kennett said.

ClubsAustralia Media Manager Jeremy Bath said the modelling was based on advice from gaming manufacturer International Gaming Technology (IGT). Older machines would have to be replaced at \$25,000 each, while the newer machines could be upgraded for \$5,000.

Mr Kennett called for a more proactive approach to helping problem gamblers, rather than punishing the majority who did not have a problem. He backed the Victorian Government's plan for voluntary pre-commitment because "it makes sense".

While full details of the Federal Government's proposed scheme have not been finalised, a report from a Parliamentary Inquiry and an expert panel is due to be tabled soon.

GTA sets record straight

Gaming Technologies Association has joined the debate about mandatory pre-commitment technology for gaming machines across Australia. Gaming Technologies Association (GTA), among its other activities, hosts and operates the Australasian Gaming Expo, held in August each year at the Sydney Convention and Exhibition Centre. GTA Chief Executive Officer Ross Ferrar said the Association was keen to address misinformation that has been publicised during the current debate.

First, Australia has 2.8% of the world's gaming machines, according to the independent "World Count of Gaming Machines" survey report, completed in January 2011. The report also shows that Australia does not have the most machines per-capita in the world.

Second, some so-called "experts" have claimed that Australian gaming machines are faster or "more intense" than machines anywhere in the world. This is not correct. Almost everywhere else in the world, the reel spin can be "fast forwarded" to tenths of a second, or even less. And, in many cases, the maximum bet is unlimited - or much larger - than in Australia.

Australian gaming machines are manufactured to exact technical, electrical and other standards. Australian gaming regulation is the toughest in the world. The only directly comparable gaming machines are in New Zealand clubs and hotels where they have a lower maximum bet and problem gambling levels are similar to Australia.

RSL boss backs campaign

RSL & Services Clubs Association Chief Executive Officer GRAEME CARROLL has weighed into the debate on mandatory pre-commitment for poker machines across Australia. In the lead-up to Anzac Day, Mr Carroll, in a Letter to the Editor, outlined his issues with the proposed legislation ...

If the current proposals by the Federal Government and Tasmanian Independent MP, Andrew Wilkie, for a "licence to punt" come to fruition, not only will RSL and services clubs close, but cities and towns across NSW will lose their Anzac culture on which this country is firmly based.

RSL and services clubs, because of their history, offer a unique contribution to the fabric of Australian life. They are steeped in the traditions of the Anzac spirit which are central to Australian society, the values of which are continually referred to and used by people from all walks of life - from politicians to sporting teams. Their

origins are unique, formed by our returned veterans to provide hospitality and comradeship for diggers.

In addition to now catering for a much wider community participation, RSL and services clubs continue to foster those original values forged at Gallipoli. It is on commemorative days, particularly Anzac Day, when RSL and services clubs become the focal point of people from every walk of life. It is a time when the Australian public joins in a single-minded objective to remember our fallen in every city, town and village across the nation. But the potential closure of RSL and

services clubs through the measures proposed [in the Federal Government's proposed mandatory pre-commitment gaming machine technology] would see these towns lose that Anzac culture of which we are so proud. These clubs deserve to maintain that unique place in Australian society and culture and not be destroyed by what is poor policy, rather than good government. There is simply no research that the proposal for mandatory pre-commitment to play a poker machine or the withdrawal limit of \$250 from ATMs in clubs will assist problem gambling.

No-one denies that we need to protect problem gamblers. However, the Government has to strike the right balance of harm minimisation, while not infringing on the basic rights and enjoyment of the vast numbers of people who gamble responsibly.

Duntroon 'bastardisation' scandal won't go away for Wilkie

Tasmanian Independent MP Andrew Wilkie remains at the centre of a storm over his conduct at the elite Royal Military College, Duntroon, 28 years ago, with accusations he victimised fellow cadets.

Mr Wilkie has conceded that he was a "larrikin" at Duntroon and accused of being among a group who allegedly ordered cadets to stand to attention and salute to commemorate Hitler becoming Germany's Chancellor on January 30, 1933. When one cadet refused, Mr Wilkie allegedly allowed other senior cadets to abuse and punish him.

The Denison MP issued a statement claiming he had no recollection of the alleged incident but admitted he was "caught up in the 1983 bastardisation scandal at Duntroon and like many cadets was disciplined for it at the time".

Mr Wilkie linked the claims to a campaign by ClubsAustralia against his anti-pokies stance. "In the past two days, I have received a death threat, been threatened with the existence of compromising photos and am having my past as a cadet at Duntroon nearly 30 years ago trawled over," Mr Wilkie said.

"Two days ago the pokies industry started its campaign against my reforms to reduce problem gambling, including a \$20 million public disinformation campaign.

"That some in the industry campaign against me is unsurprising.

"Moreover, the smear campaign shows that this industry, which profits enormously from human misery, will stop at absolutely nothing to prevent these historic poker machine reforms.

"While I do not intend to give a running commentary about each new accusation, what I will say is I was judged fit to graduate from Duntroon and went on to have a successful military career, reaching the rank of Lieutenant Colonel."

Mr Wilkie, who broke into federal politics after making his name as a whistleblower, refuses to meet the man making the allegations against him.

Former cadet Brendan Etches said he was disappointed to be rebuffed by Mr Wilkie after making an appointment to see him in Hobart.

At first, Mr Etches was assured Mr Wilkie would speak to him but later was told by advisers the MP would not discuss his time at Duntroon.

Mr Etches alleges Mr Wilkie and other senior cadets condoned, and sometimes inflicted, abuse on teenage cadets in 1983 and earlier.

"He was drilling us before breakfast," Mr Etches said. "I have a memory of him in a dressing gown, watching as the other senior guys were running around giving us a hard time.

"I refused to come to attention when they ordered the general salute."

ANTHONY BALL



Clubs demand Wilkie apology

The Club Industry had no prior knowledge of allegations that Tasmania Independent MP Andrew Wilkie ordered military cadets to commemorate Adolf Hitler's rise to power.

ClubsAustralia Executive Director Anthony Ball has demanded Mr Wilkie apologise over his claims of an orchestrated smear campaign against him.

Mr Wilkie all but blamed the clubs for a News Ltd story that alleges he bastardised junior cadets in the early 1980s when he attended the Royal Military College, Duntroon.

Former junior cadet Brendan Etches told News Ltd that Mr Wilkie, then a senior cadet, ordered the younger cadets to commemorate the 50th anniversary of Hitler's rise to power by giving a Nazi salute.

"I think it's disgraceful that someone could lob that hand grenade in and really smear an entire industry who are just going about their business," Mr Ball said.

"That's why I'm asking for him to apologise."



Agree or disagree, almost everyone has

Prime Minister Julia Gillard has guaranteed she will honour her promise to Tasmanian Independent MP Andrew Wilkie to reform poker machine laws to have mandatory pre-commitment technology fitted to every gaming machine in Australia. If nothing else, this issue has sparked plenty of comment. Here's some of what key players and Club Industry executives are saying ...

Tasmanian Independent Member for Dennison, Andrew Wilkie: "If the reform is reasonably crafted and the implementation managed well and explained well, this will be a vote winner for the Government - not a vote loser."



ANDREW WILKIE

Canterbury League Club CEO Jonathan Brain said the proposed legislation "would do much more harm than good". "We run a big club here with enormous overheads and that sort of revenue slide could not be absorbed. It would devastate our Bulldogs football club as well, to say nothing of all the community services we provide."

Prime Minister Julia Gillard: "My electorate is in a part of Melbourne where we know what it's like to see people who put so much money into poker machines that they break the family budget, they can't feed the kids, they end up with their houses being repossessed by the bank. That kind of problem gambling causes human misery. I don't think we want to see anybody profiting on human misery."

Revesby Workers Club CEO Edward Camilleri said the income loss would cause a cutback in community support and would end subsidised food and beverages: "We believe that voluntary pre-commitment is the more feasible option."

South Australian Independent Senator Nick Xenophon underlined his support for Tasmanian MP Andrew Wilkie in light of his claims of threats and intimidation by the Club Industry: "As the industry gets more desperate, it is going to get uglier. Most politicians want to share the love, but given the abuse that will be heaped on Andrew

Wilkie, I told him that I wanted to share the hate."

Bankstown Sports CEO Mark Condi warned of a 70% drop in poker machine revenue this year, coupled with another 40% fall forecasted with the introduction of the mandatory pre-commitment system, could sound the death

knell for his club: "There's been no cost benefit analysis on this and to be honest, another major drop in gaming machine revenue at Bankstown Sports could have dire consequences."

Federal Opposition Leader Tony Abbott said he did not want to see Australians unable to feed their children because of their addiction to poker machines, but he said the Wilkie proposal seemed to be "an enormous amount of red tape and bureaucracy, given that there is a relatively small number of problem gamblers". "We've got to address this in ways that don't further damage the social fabric; and clubs, and to a lesser extent pubs, are an important part of our social fabric."

Ballina RSL Services Club General Manager Bill Coulter said the scheme, if it went ahead, could put an end to the region's smaller clubs: "And this is because Mr Wilkie, who got just 14,000 votes, is trying to do a deal with Prime Minister Julia Gillard. We've got 16,500 members, so Mr Wilkie got less votes than the membership of the Ballina RSL Club."

Federal Community Services Minister Jenny Macklin: "They [the Club

Industry] are jumping the gun. It would look better if we were able to keep working together and talk through the issues. We understand how important those small clubs are to those communities."

Campsie RSL Club CEO Craig Love said mandatory pre-commitment would cost his club around \$5 million to implement and would result in a drop in revenue of between \$4.6 million and \$7 million annually: "With over 20 years of experience in working in both clubs and hotels, I believe this single decision will decimate both industries over the coming decade."

Federal Member for New England Tony Windsor said he had concerns about the workability of a mandatory pre-commitment for poker machines, and its impact on community-based clubs in country areas: "There is no doubt in my mind, after talking with smaller club managers, that if some of the proposals being talked about come to fruition, they would potentially wipe out some clubs. I'm not convinced that some of the proposals will have the effect of reducing problem gambling. I will obviously wait to see the legislation if and when it reaches the Parliament but unless substantial changes are made to the proposal, I will not support anything that will wipe out community-based organisations."

ClubsNSW Newcastle Councillor Jon Chin says the proposed poker machine restrictions would "annihilate" hotels and clubs in the Hunter, leaving hundreds of people out of work: "The cost of

implementing the new technology in the Hunter would surpass \$100 million. This figure does not include the 40% drop in revenue clubs would experience once the restrictions were imposed. This means Hunter clubs will lose another \$100 million, making it impossible for us to sustain our businesses."



JULIA GILLARD

an opinion

A friend of Tasmanian Independent MP Andrew Wilkie describes him as “crazy brave” and doesn’t care if this brings down the Gillard Government or costs him his seat: “He lost his career at ONA by becoming a whistleblower because he thought it was the right thing to do. He thinks this is the right thing too.”

Australian Hotels Association Hunter sub-branch Vice President Bruce Woods said there was no evidence to suggest the restrictions would discourage people from gambling. “This won’t help pathological gamblers at all but it will lead to a loss of jobs. We support the clubs’ campaign against this, it will affect pubs just as much as clubs.”

University of Sydney Professor of Psychology Alex Blaszczynski says problem gambling has moved away from the traditional picture of a person sitting for hours on end at a poker machine. “Whilst we are still seeing these clients, we are seeing

that young men in particular are turning to gambling on sports. These young men are reporting difficulties controlling their internet-based sports betting in increasing numbers.”

Laurieton United Services Club General Manager Robert Dwyer says the proposal will be very expensive for his venue, which is one of the largest employers in town. “It’s going to be a lot of money to implement and have a lot of impact on people who aren’t problem gamblers, which is 99.4% of our population.”

Lifeline Central West CEO Alex Ferguson said it was simplistic to believe the reforms would solve problem gambling. Mr Ferguson said problem gambling was not exclusive to poker machines and covers the whole gamut of gambling including horse racing and sports. He said of the problems seen by his organisation that poker machines were in the majority but problem gamblers’ issues were likely to be not confined to poker machines.

NSW Hospitality and Tourism Minister George Souris said he was concerned

clubs would be sent “bloody broke” by the policy. “My concern is the clubs rather than loss of revenue. I’m concerned about the loss of turnover in the club movement which will see clubs go bloody broke.”

Orange Ex-Services Club CEO Cameron Provost said the reforms would place not only the future of the club, but the future of the industry in jeopardy. The cost to set up mandatory pre-commitment at Orange Ex-Services Club would be approximately \$2.67 million. It would lead to a 40% reduction of revenue that would put a \$4.39 million black hole in the club’s finances each year. “That cost would virtually spell the end of the Orange Ex-Services Club.” Mr Provost said the club would be unable to continue to support community causes and events. The reforms would also see the club shed jobs. Orange Ex-Services Club last year employed 185 people at a cost of \$5.85 million. “If you halve that, it’s over 100 staff out of work. We’d certainly question the future of our club if this is implemented.”

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Hospitality bosses need to be 'Gen Y-savvy'

Tech-savvy Gen Y hospitality employees are willing to forgo higher wages in return for greater flexibility and more time on their mobiles at work, according to new research. The three-year study, a joint project between The University of Queensland and Hospitality Training Association (HTA), has confirmed some popular perceptions of Gen Y workers, such as their desire for greater recognition, responsibility and job variety early in their careers. However, HTA CEO Phillip Charlton said that the study's findings might surprise some in the hospitality industry. "There is a perception that Gen Y employees are a generation of job-hoppers, or that they don't value job security as much as their older co-workers do," Mr Charlton said. "But this study has found that since the GFC, job security rates very highly among the Gen Y cohort." The study, led by UQ's Dr David Solnet, makes 10 key recommendations for hospitality employers to hire, train and retain Gen Y hospitality workers, including relaxing policies about mobile use at work, and training them to place stock orders or read basic financial reports to keep

them engaged. Mr Charlton said with the industry's skills shortages expected to worsen, it was important for employers to take on board the report's findings. "By 2020, the proportion of Gen Y employees in the workforce will reach 42%. This will obviously have a significant impact on the hospitality industry, which relies so heavily on the 'human factor' for success," he said. "Cold hard cash is not necessarily the prime motivator for Gen Y. They are more interested in job variety, a flexible roster and recognition from supervisors." More than 900 Queensland hospitality workers of all ages were examined for the study, which set out to gain a better understanding of the particular challenges and quirks of Gen Y hospitality workers. "There are a lot of assumptions and misconceptions in the industry about the attitudes and behaviours of Gen Y workers, but very little scientific evidence to back them up until now," Mr Charlton said. "This report finally provides hard evidence about what makes this generation of workers tick, particularly those in the hospitality industry."

Tassie smoking ban angers industry

The hospitality industry has reacted angrily to the Tasmanian Government's plan to ban smoking in all outdoor dining areas. The legislation also would make it illegal to smoke within 20 metres of outdoor sporting events and in bus and pedestrian malls. Steve Old from the Hospitality Association says the Government has not listened to the industry's concerns. "My question to the government is, when are you actually going to start standing up for the hospitality industry, instead of kicking it?" Health Minister Michelle O'Byrne says the changes are designed to make smoking appear abnormal. "I make absolutely no apologies for wanting people to give up smoking," she said. The Cancer Council has welcomed plans to ban smoking in more public places in Tasmania.



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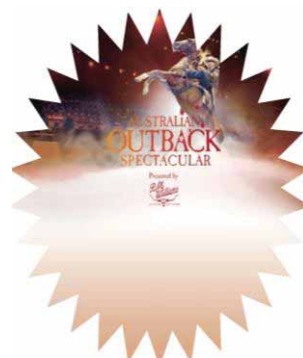
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2011 Mid Year Executive Leadership Conference



Leading Modern Business in the 21st Century



Conference Dinner Special

6 - 8 July 2011 @ Jupiters Gold Coast,
Queensland

Register: www.cmaa.asn.au

President's Message



Bill Clegg ACCM
CMAA Federal President

On behalf of the Federal Executive, Federal Council and the Board of Management Studies, it gives me great pleasure to welcome Delegates and Sponsors to the CMAA's Annual Mid Year Executive Leadership Conference 2011. This event continues to be a highlight in the club industry calendar as it is the only conference dedicated to the professional development of club managers. The support given by club managers in attending this event is greatly appreciated by the Association and sustains its longevity and relevance. Thank you.

REGISTRATION FEES (workshops only)

1 Delegate \$900 incl GST 2 + Delegates \$800 each* incl GST **Discount applies multiple managers/directors from the same club*

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 6 July (1pm - 2pm) Pavilion Convention Centre, Ground Floor, Jupiters Hotel Gold Coast.

VENUES

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

ENTERTAINMENT

Wednesday 6 July (7:30pm - 10:30pm)

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

Pavilion Convention Centre, Ground Floor, Jupiters. 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!**

Thursday 7 July (6pm - 9:30pm)

Australian Outback Spectacular - \$100pp (incl gst)

Discover the Outback Spirit with **Australian Outback Spectacular** - an evening dinner show presented by R.M. Williams, filled with outback music, drama and action! The permanent attraction on the Gold Coast is set in a giant 1,000 seat arena with a cast of larger than life characters and amazing animals. Ticket includes return coach travel from Jupiters Hotel, 3-course dinner and a stockman's hat. Tickets limited to 150 people.



NETWORKING & CHARITY

Saturday 9 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 M: 0418 766 689 Register online at www.ccmtravel.com.au or www.cmaa.asn.au



Sponsors Fosters Group & Rohrig

WEDNESDAY 6 JULY

12 - 1pm Conference Registration

1 - 2pm CMAA Members General Meeting - CMAA Members Only

Pavilion Convention Centre, Ground Floor, Jupiters Gold Coast.

2:15 - 4pm

Risky Business: What's your personal liability as a manager when the Board blames you for the club's financial woes?

The pressure is on! Secretary Managers have always been charged with the responsibility of ensuring that their boards are properly informed and advised on legal, compliance and financial matters arising from running the organisation. What happens though when the Board seeks compensation from the manager for acting on the club's behalf when things go wrong? Hear from Tony Johnston EC Commercial Lawyers and Mike Burgess Scott & Broad Insurers as to what you can do to protect yourself professionally and personally.

Thursday 7 July

Register: www.cmaa.asn.au

9 - 10am

BOUNCE! : Sam Cawthorn

Life sometimes throws us a crises which we neither expect, nor have the know how to deal with. It is in these challenging times we are asked to confront challenging mindsets and emotions, overcoming new fears, and allowing our true inner strength to immerge. When everything is crashing around us, we are asked to identify who we really are and rebuild our lives through re-evaluating what we believe to be truly important. In crises situation we often feel clouded in our thinking and unable to gain clarity around what steps we need to make, in order to 'Bounce Back'. Sam's 'Bounce' presentation, focuses on encouraging audiences, to learn how to find the light at the end of the tunnel, through determining what really counts and what decisions need to be made in order to recover from a crises stronger, wiser and greater than before.

Conference Workshops: select either stream

Business Sustainability Stream**10:15 - 11:30 Principle 7 - Recognise and manage risk**

Does your Board recognise the importance of a sound framework of risk oversight, risk management and internal controls to good corporate governance? Has your Club put in place a formal ongoing process for identifying, assessing, monitoring and managing the material business risks faced, or potentially exposed to, by the Club in pursuing its objectives? Does your Board continually review the adequacy and effectiveness of this process?

Hear from *Aristocrat Leisure Industry's Risk and Audit Manager* as to how this publicly listed company manages its risk.

11:45 - 12:30 Understanding the Who, What and How of pursuing your Club's Sustainability Goals

It seems that everyone is talking about sustainability, the impact of the carbon tax, the environment, the climate and more, and how businesses are going to and should react to these issues. When you and your Board want to find out what you can do and how to get government funding who do you turn to and ask?

Simon Wright of Simply Sustainable will provide a range of projects which clubs can embark on and how to get the process started.

1 - 4pm

Staff Engagement module

Staff engagement is a powerful aspect of any sustainability program & can be a determining factor in the success of your sustainability goals. This workshop will help you integrate staff ideas and enthusiasm into your sustainability initiatives. The workshop is adaptable, allowing you to build and pursue an engagement strategy that meets your club's needs and culture. Learning outcomes:

- *motivating your staff to achieve your sustainability goals*
- *engaging your staff in different sustainability efforts*
- *developing a program that involves staff in planning, implementing and evaluating sustainability priorities*

Facilitated by Sonja Duncan on behalf of the NSW Government Department of Environment 'Sustainability Advantage Program'

OR**People Sustainability Stream**

10:15 - 4pm

all day
workshop**Creating an Organisational Culture for Sustainability**

One of the most common definitions of organisational culture is "the way we do things around here". This workshop is designed to de-mystify the and clarify the key elements and contributors for building a constructive and sustainable organisational culture - one which contributes positively to the individuals within your Club, the teams in which they function, and the Club's business and commercial goals and objectives. Core to building a sustainable organisational culture is a true understanding of why individuals behave or act in the way they do around the tasks that they are given, how people work together in teams to deliver on common goals, and the impact of "leadership" on your culture.

Your facilitators will take you on a highly interactive journey to explore the fundamentals of culture and leadership at an individual, team and organisational level. This back to basics approach is designed to cater for delegates who are new to this field as well as a timely refresher for those who have "heard it all before" and are in need of a health check on their progress.

Facilitated by Wayne Forrest, a former Club GM who has consulted to major international companies for many years on individual and team development and organisational culture issues.

Friday 8 July



Conference Workshops: select either stream

Business Sustainability Stream

- 9 - 10 **Maximising Security Audits & Planning**
An area of a club's operation which is often taken for granted and is not given enough importance till 'after the event' is the sensitive area of club security. If your club has fixed times when cash is counted, exposed offices where cash is counted, predictable and set systems which former employees know off by heart (and the list goes on...) what you need to do is to revisit your security function and tighten it up so that you minimise the risk of fraud, theft and assault. **Facilitated by Bob McDougall**, a former Fraud and Armed Robbery Police investigator with many years experience in advising licensed premises on how to make themselves a no go target for thieves both internal and external.
- 10 - 11:15 **IT Disaster Recovery**
It's not a matter of IF but WHEN your club will suffer data loss & you as the senior manager will have to ensure that the plans you have in place will avert disaster! Learn what works and what doesn't, when planning for a disaster so that your club doesn't compromise service levels, revenue & your customer's experience.
Facilitated by Russell Potts, co principal of Secom Technology.
- 11:30 - 12:30 **Building Management Systems Sustainability**
Clubs have a choice when it comes to renovating or building and the type of materials, equipment and energy saving systems they can utilise.

One of the most expensive and impactful areas of energy consumption in any operation is the air conditioning, the chiller/refrigeration facilities, heating and power utilities.

What do you look for when evaluating these? Where do you go to research the best option? What are the costs and savings ratios? This session will assist managers in better understanding the technical aspects of facilities management.
Panel includes Paynter Dixon, &TJS Services

OR

People Sustainability Stream

- 9 -12:30 **Play a BIGGER Game**
Sustainable growth is critical to business survival. The need to move faster, be smarter and achieve more is not just a pursuit for high performing individuals, but for every competitive team or organisation.

In his "Play a Bigger Game- Master class" organisational execution strategist and serial entrepreneur Rowdy McLean reveals the 18 critical elements needed to play your biggest game. Throughout the Master class Rowdy will walk you through the rules of playing a bigger game, specifically designed to help you, your team and your organization: **achieve more, be more, do more, and have more**. The path to successful sustainable growth, is continually PLAYING A BIGGER GAME. This dynamic, interactive presentation will show you how to prepare, execute and evaluate the **biggest game possible** for yourself, your team and your organisation.
- 1-2:30 **Health is Wealth - Gretchen Lumsden**
Our motto is "**Health before wealth**". A healthy workforce is productive. People worried about health and wellbeing have lower productivity - sometimes as low as 50%. This session allows people to take control over their health and wellbeing.

This is a **proactive** approach to health. It's a worthwhile investment for you and your staff - its self sustainability!!

Register: www.cmaa.asn.au

2011 Club+: Wedding & Event Summit

May 17 & 18

2011 is the year for big breakthroughs with club revenue and reputation - particularly with weddings, functions and events. These are a too-often neglected cash cow and a great way to use every metre of your space - seven days a week. On May 17-18, the CMDA's inaugural **Clubs+: Wedding & Events Management Summit** will be presented at **Bankstown Sports Club**. This event follows on from the popular 2010 Event Management Summit that attracted more than 120 industry professionals. The requests from many of these managers prompted the CMDA to develop this special event. After two days of innovative, motivational and proven content, delivered by some of the most successful players in the world of weddings and events, managers will be primed to seize opportunities and motivated to launch plans that have been waiting in the wings. This is a remarkable opportunity to hear from the best and most successful people in the business. Go to the CMAA website - www.cmaa.asn.au - to register and pay to attend the **Clubs+: Wedding & Events Management Summit**.

2011 Club Finance Conference

May 25 & 26

If you are a CEO, a Finance Manager or a senior manager who has to deal with the "numbers" at your club, then this conference is a must-attend opportunity. The **Club Finance Conference** - presented by the CMAA and **Big Dave Staughton** - includes two days of hard-hitting, top-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. Go to the CMAA website - www.cmaa.asn.au - for full details of this event and where you can register and pay to attend.

2011 Mid Year Executive Leadership Conference

July 6 to 8

The CMAA Mid Year Executive Leadership Conference again will be presented at **Jupiters Hotel, Gold Coast**. Themed: "**Leading Modern Business in the 21st Century**", the Conference will feature two dedicated streams focussing on "**Business Sustainability**" and "**People Sustainability**". The Conference content covers ...

- DiSC, Individual, Team & Organisational Culture & Leadership
- Crisis Management Planning, Tri & Co Generation, Dept of Environment: Staff Engagement Module, Security, IT Auditing, Building Sustainability and more.


The three-day 2011 Conference is a world-class educational program of workshops, panel sessions and industry leaders. The CMDA has released full details of the Club Industry's most important executive conference with the Conference brochure published on **pages 19-22** of this edition. The brochure also is available online at the CMAA website - www.cmaa.asn.au - where you can register and pay to participate in this event.

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	SIT courses are nationally recognised & accredited training units. Upon successful completion of SIT unit assessment requirements, participants will be issued with a Statement of Attainment Qualification. NACC signifies non accredited course. Participants will receive a Statement of Participation.	D:days	MAY	JUNE
SUPERVISION... Supervisor Boot Camp SITXMG001A Monitor work operations SITXHRM001A Coach others in job skills For new & existing supervisors. Covers communication skills, delegation, techniques, problem solving & more. A great course to help prepare supervisors for the rigors of management.		4D	S1: M2 S2: M9 S3: M16 S4: M23	
Train The Trainer SITXHRM001A Coach others in job skills Prepare your supervisors & key line staff to be able to induct & train your staff in-house.		1D	M16	
Food Safety Supervisor Mandatory course for managers of food handlers under the NSW Food Act 2003. Presented by Fisher:Kidd License No. 24351. Don't forget you have until October to get at least one person in your venue certified!		1D	T31 T17 Paddo RSL	T21
Deal With Conflict Situations SITXCOM003A Everyday interaction with customers, staff & management can often lead to conflict. Help your staff understand how they can resolve & deal with conflict before it escalates & becomes a real issue.		2D	W18 & Th19 Cardiff	
MANAGEMENT... Duty Manager Program SITXCCS003A Manage quality customer service ACCM UNIT , SITXHRM003A Roster staff ACCM UNIT , SITXHRM005A Lead & manage people Covers basic cost control, rostering, sexual harassment legislation, risk management, leadership, problem solving, delegation techniques, organisational culture, self management, managing others in a customer service environment & more. High impact & proven!		6D 2 ACCM UNITS		Ulladulla S1 Date TBA Contact us
Roster Staff SITXHRM003A Roster staff ACCM UNIT Learn how to utilise the base roster for maximum flexibility and effect from a management perspective.		1D ACCM UNIT		Ulladulla Date TBA Contact us
Lead & Manage People SITXHRM005A Lead & manage people Based on the highly successful Human Synergistics' cultural and behavioural Life Style Inventory model of behaviour, this program helps supervisors and managers to identify the 12 common styles of employee behaviour and provides strategies in how to manage them for positive outcomes. Includes problem solving, delegation, time management and more....		2D		Ulladulla Date TBA Contact us
Develop Legal Knowledge Required for Business Compliance SITXGLC001A Develop and update legal knowledge required for business compliance Legal issues are a big part of a manager's job. Deals with compliance & legislation that clubs face day to day.		6D ACCM UNIT	S2: M2 – T3 S3: M23 – T24	
FINANCE... Financial Fundamentals SITXFIN003A Interpret financial information SITXFIN004A Manage finances in a budget E- LEARNING UNIT – NOW ONLINE - 1 day in the training room the rest of the course online! How to interpret the types of financial information used by operational supervisors & managers in their day-to-day work activities, & the knowledge required to take responsibility for budget management where others may have developed the budget.		Online		F2F W15 Registration closes W8
GAMING... Analyse & Report on Gaming Machine Data SITHGAM004A Covers legislation & OLGR regulation preferred procedures, daily & weekly variances, problem areas in gaming float reconciliation. Complete a manual gaming float reconciliation & learn the audit trail for all figures on the GFR & to analyse all reports.		2D ACCM UNIT		T7 & W8
MARKETING... Develop & Manage Marketing Strategies SITXMPR005A E- LEARNING UNIT – NOW ONLINE - 1 day in the training room the rest of the course online! Building on Marketing Fundamentals, this high level strategic management course identifies the knowledge required to develop and manage marketing strategies, including developing a marketing plan, implement and monitor marketing activities and conduct ongoing evaluation		Online ACCM UNIT		T7
Manage Workplace Relations SITXHRM008A E- LEARNING UNIT – NOW ONLINE - 1 day in the training room the rest of the course online! Create a harmonious industrial relations climate in your club. Better understand what procedures & processes are in place for proper methodology in handling employment issues such as unfair dismissals et al.		Online ACCM UNIT		F2F M6 Registration closes M30 May
Monitor Staff Performance SITXHRM006A E- LEARNING UNIT – NOW ONLINE - 1 day in the training room the rest of the course online! Deals with the skills & knowledge required of supervisors & managers to monitor staff performance within the framework of an established performance management system. Participants will learn how to conduct structured performance appraisals & formal counselling sessions.		Online ACCM UNIT		F2F M27 Registration closes M6 June
The Effective Operational Manager Program Sits between the Duty Manager program & the Secretary Managers course. For middle, department, assistant & operations managers. Covers self leadership, project mgt. Finance, HRM, workflow analysis, executive communication & conflict techniques and more.		6D	S1: T24 – Th26	S2: T21 – Th23
Manage Physical Assets SITXFIN007A For managers who have to : Develop strategies for systematic maintenance, repair & purchase of physical assets, monitor the condition & performance of physical assets in the workplace & coordinate financing of physical assets.		4D ACCM UNIT	S1: W4 & Th5	S2: Th2
Weddings & Events Management Summit (NACC) A must for managers and industry professionals who want to run more successful, profitable functions and events. Great line-up of event management experts and leading industry players		2D	T17 & W18 Bankstown	
Club Finance Conference (NACC) 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.		2D	W25 & Th26	

City members enjoy Zone education incentives



City Eastern Suburbs Zone President Lary Dorman was a happy man when he was able to hand out \$12,500 in Zone Education Bursaries at the Zone Meeting at Paddington RSL Club on March 29. The 14 members who attended at least three Zone Meetings during 2010 were the beneficiaries of the Zone's Bursary Program. Lary also announced that nine Zone clubs were eligible to send two managers to a Zone-sponsored CMDA program that will be presented later this month. The successful clubs are Alexandria-Erskineville Bowls Club, Bowlers Club of Sydney, Club Rose Bay, Combined Services Club, Club Bondi Junction, Matraville RSL Club, Paddington RSL Club, Randwick Labor Club and Malabar RSL Club. "I'm very pleased with the result of our efforts to involve CMAA members in our Zone Education program and I believe it will be an incentive for members to attend meetings and reap the benefits of the CMDA's education opportunities," Lary added. The Zone meeting, with 18 members present, endorsed the program, which will be repeated in 2011-2012. CMAA Executive Officer Terry Condon presented the Head Office Report, with CMAA Federal President Bill Clegg, the Randwick Labor Club General Manager and City Eastern Suburbs Zone member, adding his comments to the major issues affecting the Club Industry, including the Andrew Wilkie-inspired campaign for legislation to implement mandatory pre-commitment technology to all poker machines in Australia. Bill and Terry also spoke about Clubs Australia President Peter Newell's



presentation to the National Press Club in Canberra on March 23. The day opened at 11 o'clock with a free Education Workshop - "*The Psychology of Hospitality & Gaming Design*" - presented by Michael Sadubin, the Managing Director of Innersphere, a CMAA National Bursary Program company sponsor. Michael outlined how to make improvements to a club venue from a psychological viewpoint. City Eastern Suburbs Zone's next event will be a Networking Cocktail Party on June 21 with a Zone Meeting at Randwick Labor Club on September 20 and the Christmas Luncheon and Meeting on November 29.

Ballina RSL's support

Ballina RSL Club has announced one of its biggest ever donations to a local charity, with \$50,000 pledged to the Northern Rivers Community Cancer Foundation's Our House Project.

The Our House Project will be a place where cancer patients and their families, and families of children in hospital, can stay at low cost and benefit from one another's fellowship and support. The much-needed facility on the North Coast will be built opposite Lismore Base Hospital, on the corner of Hunter Street and Shepherd Lane. Ballina RSL Club General Manager Bill Coulter said the decision to make the significant donation

was made on behalf of the Club's Board, which represents 16,000 club members. "Everyone in the community at some point in time has either been affected directly or indirectly by a relative or friend suffering from cancer and there are no such facilities in the region," he said. Northern Rivers Community Cancer Foundation representatives briefed the Board on the Our House project and immediately felt the need to contribute to the Ballina Shire Our House Fundraising Committee's efforts. Club Chairman Gary Hooley said under the Club's Community Development Support Expenditure (CDSE) program, the Board annually provided a wide range of financial and in-kind support to more than 300 community groups.

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:

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26 CMAA Diary - 2011 Zone Meetings & Industry Functions

Day	Date	Meeting	Venue	Zone
MAY				
Tuesday	03/05/2011	10:30	Woolgoolga RSL Golf Club	Mid North Coast Zone Golf Day
Thursday	05/05/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Sat - Sat	07-14/05/2011		Hong Kong & Macau	Club Managers' Conference Tour - Singapore
Sun - Tues	08-10/05/2011		Hong Kong	Asian Club Management Conference & Expo
Mon-Tues	09-10/05/2011		Twin Towns Services Club	RSL & Services Clubs Association Annual Conference
Tues - Wed	10-11/05/2011	09:00	Cooma Ex-Servicemen's Club	Far South Coast Zone Dinner & Meeting
Wednesday	11/05/2011	08:00	Shelly Beach Golf Club	Central Coast Zone Breakfast Meeting
Tuesday	17/05/2011	11:00	Caloundra RSL Club	Sunshine Coast Zone Meeting & Luncheon
Friday	20/05/2011	11:00	Mulgrave Country Club	Victoria Zone AGM & Luncheon
Sat-Tues	21-24/05/2011		McCormick Place, Chicago	National Restaurant Association Show
Wednesday	25/05/2011	11:00	The Adamstown Club	Hunter Zone AGM & Luncheon
Thursday	26/05/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Friday	27/05/2011	19:00	Sydney Convention & Exhibition Centre	ClubsNSW Awards of Excellence
JUNE				
Thursday	02/06/2011	11:00	Belconnen Soccer Club Hawker	ACT Zone Meeting & Luncheon
Tuesday	07/06/2011	11:00	Kingsgrove RSL Club	St George Cronulla Zone Meeting & Luncheon
Tues-Thurs	07-09/06/2011		The Venetian Resort, Macau	G2E Asia - www.asiangamingexpo.com
Wednesday	08/06/2011	11:00	Casino RSM Club	Far North Coast Zone Meeting & Luncheon
Wednesday	08/06/2011	10:00	Broncos Leagues Club	Brisbane Zone Meeting & Luncheon
Monday	13/06/2011		QUEEN'S BIRTHDAY HOLIDAY	QUEEN'S BIRTHDAY HOLIDAY
Tuesday	14/06/2011	10:00	Macksville Ex-Services Club	Mid North Coast Zone Meeting & Luncheon
Wednesday	15/06/2011	17:00	Dubbo RSL Club	Mid State Zone Meeting & Dinner
Tuesday	TBA/06/2011	10:00	TBA	Inner West Zone Meeting & Luncheon
Thursday	16/06/2011	11:00	St Johns Park Bowling Club	Nepean Zone Quarterly Meeting & Luncheon
Tuesday	21/06/2011	11:00	Nerang RSL Club	Gold Coast Zone Meeting, Workshop & Luncheon
Tuesday	21/06/2011	16:00	TBA	City & East Zone Networking Cocktails
No Meetings - June 27 to July 17				
JULY				
Wednesday	06/07/2011	14:00	Conrad Jupiters, Gold Coast	CMAA Fed Executive / Fed Council Meeting
Thursday	07/07/2011	16:00	Conrad Jupiters, Gold Coast	CMAA Members General Meeting
Wed-Friday	06-08/07/2011	09:00	Conrad Jupiters, Gold Coast	CMAA Mid-Year Conference
Saturday	09/07/2011	11:00	Gold Coast Turf Club	Gold Coast-Brisbane Zone Charity Race Day
Sun - Mon	17-18/07/2011	09:30	Club Barham	Riverina Murray Zone Dinner & Meeting
Thursday	21/07/2011	11:00	TBA	Manly Northern Suburbs Zone Meeting & Luncheon
Friday	29/07/2011	11:00	Bomaderry Bowling Club	Illawarra Shoalhaven Zone Meeting & Luncheon
Thursday	28/07/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
AUGUST				
Monday	01/08/2011	07:30	The Grange Golf Club	Illawarra Zone Charity Golf Day
Tues - Wed	02-03/08/2011	09:00	Merimbula RSL Club	Far South Coast Zone Dinner & AGM
Tues - Wed	09-10/08/2011	09:30	Lightning Ridge Bowling Club	North West State Zone Dinner & Meeting
Tuesday	09/08/2011	11:00	Maroochy RSL Club	Sunshine Coast Zone Meeting & Luncheon
Tuesday	09/08/2011	07:30	Fox Hills Golf Club	Nepean Zone Charity Golf Day
Wednesday	10/08/2011	10:00	Tuncurry Bowling Club	Great Lakes Zone AGM & Luncheon
Sunday - Tues	21-23/08/2011	09:30	Darling Harbour, Sydney	Australasian Gaming Expo - AGE 2010
Thursday	18/08/2011	11:00	Canberra Southern Cross Club Woden	ACT Zone Meeting & Luncheon
Friday	19/08/2011	10:00	Carlton Brewhouse, Abbotsford	Victoria Zone Meeting & Luncheon
Thursday	25/08/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Wednesday	31/08/2011	07:30	Cardiff Panthers Club	Hunter Zone Breakfast Meeting
SEPTEMBER				
Sunday - Wed	04-07/09/2011		Grand Hyatt Hotel, Melbourne	RSL & Services Clubs Assn Annual Conference
Tuesday	06/09/2011	11:00	St George Masonic Club	St George Cronulla Zone Meeting & Luncheon
Tuesday	06/09/2011	11:00	Burleigh Bears Club	Gold Coast Zone Meeting, Workshop & Luncheon
Thursday	08/09/2011	11:00	Redcliffe RSL Club	Brisbane Zone Meeting, Workshop & Luncheon
Tues-Wed	13-14/09/2011	11:00	TBA	Far North Coast Zone Meeting & Luncheon
Thursday	15/09/2011	11:00	Ingleburn RSL Club	Nepean Zone Quarterly Meeting & Luncheon
Tuesday	TBA/09/2011	11:00	TBA	Inner West Zone Meeting & Luncheon
Tuesday	20/09/2011	16:30	Randwick Labor Club	City Eastern Suburbs Zone Cocktail Party
Wed - Thurs	21-22/09/2011	09:00	Kooindah Waters Resort, Wyong	Central Coast Zone AGM & Conference
Friday	TBA/09/2011	11:00	TBA	Sunshine Coast Zone Charity Bowls Day
Thursday	22/09/2011	07:30	Kogarah Golf Club	St George Cronulla Zone Golf Day
Thursday	29/09/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
OCTOBER				
Monday	03/10/2011		LABOR DAY PUBLIC HOLIDAY	LABOR DAY PUBLIC HOLIDAY
Tues - Thursday	04-06/10/2011		Sands Expo & Convention Centre	Global Gaming Expo - G2E
Sunday - Tuesday	08-11/10/2011		Gold Coast Convention Centre	ClubsNSW Annual Conference & Trade Expo
Wednesday	19/10/2011	17:00	Dubbo RSL Club	Mid State Zone Meeting & Dinner
Thursday	27/10/2011	08:00	Sydney Olympic Park	CMAA Federal Executive Meeting
Friday	28/10/2011	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM & Luncheon

Old crew back at the helm in Brisbane

It was a big and busy start to 2011 for Brisbane Zone members with the Annual General Meeting, Education Workshop and Networking Luncheon at Redcliffe Leagues Club on March 23.

Zone President John Limbrick welcomed 47 members to the AGM where all of the incumbent committee members were re-elected to their positions unopposed.

The Brisbane Zone Committee for 2011 is

- President: John Limbrick - Greenbank RSL Club
- Vice President: Scott Steele - Redcliffe Leagues Club
- Secretary: Sheryl McGregor - Greenbank RSL Club
- Treasurer: Sally Dickinson - Broncos Leagues Club
- Education Officer: Wendy Varley - Logan Diggers
- Committee: Branka Fejzic - Sunnybank Sports Club; Christie McIlroy - Logan Diggers; Justin Charlish - Redcliffe Leagues Club; Martin Weir - Redcliffe RSL Club; Samantha Litfin - Carina Leagues Club; Wayne Moffatt - Club Pine Rivers

CMAA Assistant Executive Officer Ralph Kober made the trip to Redcliffe for the day to present the Head Office Report and conduct the Election of Office Bearers. The meeting tackled the ongoing topic of mandatory pre-commitment technology for all poker machines in Australia with the gathering staged the same day as ClubsAustralia President Peter Newell addressed the National Press Club in Canberra on the same subject. The debate maintained the Club Industry consensus that clubs strongly supported the issue of assisting community members who suffer from all forms of problem gambling but that anything other than a voluntary policy would have little or no consequence for people with a gambling problem. The CMAA's Queensland Membership Liaison Officer Justin McGurgan attended the meeting and spoke to members and spoke about specific issues involving Queensland managers. Following the Meeting there was a presentation and overview of the CMA Brisbane website.

The numbers grew to 60 for the free hour-long Education Workshop - *"Managing Your Board - The Unspoken Challenge"*, presented by Steve Koman and Frank Balzary from Jacaranda Advisory. This session focused on understanding the principals of developing and implementing strategies to create win-win outcomes with the Board.

From the Meeting and Workshop, Managers and Directors moved to the dining room where Master of Ceremonies Paul Martell - winner of *"Best Comedy Act"* at the recent 2010 Australian Club Entertainment Awards - welcomed more than 140 guests for the luncheon. CMDA Career Development sponsor companies Lion Nathan, Foster's Group and Coca-Cola Amatil joined former sponsor Tyrrell's Wines to provide the beverages for the luncheon.

Brisbane Zone's next event will be the Brisbane Zone Bursary Luncheon and Meeting at Broncos Leagues Club on June 8, with Redcliffe RSL Club hosting the September 8 Meeting, Workshop and Luncheon and the annual Christmas Luncheon and meeting at Logan Diggers Club on November 18.

Brisbane Zone and Gold Coast Zone will combine forces to host the annual Charity Race day at Gold Coast Turf Club on Saturday, July 9, as part of the CMAA's Mid Year Executive Leadership Conference at Jupiters Gold Coast.



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Alcohol ban for SA

A closing time will be enforced for licensed venues in South Australia, in a move the SA Government says will help curb alcohol-fuelled violence. Hotels and clubs will have to close between 4am and 7am under proposed changes to be put to State Parliament. Consumer Affairs Minister Gail Gago said there was a clear message that anti-social behaviour would not be tolerated. "People will still be able to enjoy drinking for 21 hours for every day of the week," the Minister said. "We need to strike a balance between having a vibrant, international city and having a safe night out and we think this legislation strikes the right balance." Adelaide Casino will be exempt from the alcohol restrictions.

Welcomes, farewell and honours at Port

Great Lakes Zone hosted a successful meeting Port Macquarie Panthers Club on March 23. The Executive Committee, led by President Larry Collins (Port City Bowling Club) has been active recently in delivering better services and support to Zone members. Education Officer Jason Stone has been busy and for this meeting arranged two worthwhile Education Workshops.

The first was from CMAA National Bursary Program sponsor company Innersphere Managing Director Michael Sadubin, a highly respected design consultant who has delivered impressive results for clients in their gaming rooms and general club spaces. Michael shared some of his thoughts on how we can “Profit by Design” and members took away good ideas and were armed with a fresh enthusiasm for reviewing how clubs are designed.

Next, CMDA Education Coordinator Geoff Meston spoke about the progression of education qualifications from Certificate IV, to Diploma, Advanced Diploma and Degree in Club and Hospitality Management. It is important to be reminded of the importance of education as managers can get bogged down in the day-to-day machinations and forget about reinvesting in the club’s most important asset - the Manager. Members also discussed ACCM and CCM qualifications and their growing respect in the Club Industry, which further motivated many Zone members to progress the path to this significant professional recognition.

Following the workshops, President Larry Collins welcomed new member Andrew Lloyd from Port Macquarie Golf Club. Larry also recognised Janette Hyde, from Port Macquarie Panthers, and presented her CMAA 21 Year Service Award. It was also an occasion to celebrate Janette’s retirement after 33 years of dedicated service to her club and the industry. Janette is passionate about the Club Industry and her support will continue beyond her working career.

With ClubsAustralia President Peter Newell addressing the National Press Club in Canberra on the same day, Geoff Meston also presented the CMAA Head Office Report with the members discussing the mandatory pre-commitment legislation deal between the Gillard Government and Tasmanian Independent MP Andrew Wilkie and the importance of lobbying our local MPs, especially with local MP Rob Oakeshott playing such an important role in federal politics and this decision.

To close the Meeting, the Committee announced the Zone Study Tour would be to Queensland for the Mid-Year Executive Leadership Conference at Jupiters Gold Coast - July 6 to 8. The Committee has put together a five-day package, including transport, tours of several south-east Queensland clubs and the XXXX brewery, the Conference, most meals, accommodation and tickets to the State of Origin rugby league series between Queensland and NSW at Suncorp Stadium. The Zone Study Bursary Fund and Zone sponsors will help to subsidise the Study Tour, which will be a valuable professional development opportunity for all tourists.

- Russell Cooper, Zone Publicity Officer



1 - Great Lakes Zone President Larry Collins presents a CMAA 21-Year Service Award to Janette Hyde.

2 - CMAA Great Lakes Zone members watch ClubsAustralia President Peter Newell's address at the National Press Club in Canberra.

3 - Hard-working Zone Secretary Damian Clements during the Meeting.

The Club Finance Conference

25 -26 May 2011

CMA Sydney Olympic Park Homebush Bay



BOOK ONLINE - [The Club Finance Conference](#)

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 25 May Operational Improvements - Things that affect P&L

8:30 - 9 Registration & coffee on arrival & Welcome

9:10 -10

I Session 1 Presentation

THE BIG PICTURE - 2011/12 Banking Outlook & Future financial forecast

Presented by Paul Cahill - CEO Club Plus Superannuation

A popular annual update on the big economic picture for Credit, Interest Rates, Oil prices & Inflation and review of last year's predictions! 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

SHOW ME THE MONEY - The opportunity cost of money

Money costs money and for some - money is too tight too mention. Make sure you are making the most of your funds.

Learn how to understand Present Value vs. Long term Value and Good Debt Vs Bad Debt. Find out about the difference between Loans Vs Investment Accounts. PLUS Tips for finding Money, Credit and Loans at the best price!

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.

\$ PAY NOW OR LEASE LATER? - LIFTING THE LID ON LEASING ARRANGEMENTS

Learn how to get a better deal on your club leasing. Tax effective strategies, Lump sum, balloon payouts. What are the benefits of leasing and the strategies for success?

\$ WHAT'S HOT IN GAMING - STRATEGIES THAT WORK!

Volatility in the latest club rankings indicate that some clubs are being pro-active in maximising their gaming facilities. Join this popular animated update on the things that are working in the club marketplace - covers analysing and making meaning from your gaming numbers, player loyalty programs, design tips, ideas for improving your outdoor and indoor gaming areas, and adjusting your player focus - games for recreational or serious players.

\$ SAVE A DOLLAR TO MAKE A DOLLAR - EXPENSE REDUCTION

Clever Ideas for Cutting Costs in Clubs

Tips and Tricks for Buying Better - Clever buying can save you hundreds of thousands of dollars. Be a tougher dealmaker to save your club money.

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.

\$ PAY NOW OR LEASE LATER? - LIFTING THE LID ON LEASING ARRANGEMENTS

\$ WHAT'S HOT IN GAMING - STRATEGIES THAT WORK!

\$ SAVE A DOLLAR TO MAKE A DOLLAR - EXPENSE REDUCTION

2:40-3:30

I Session 5 Presentation

THINGS TO KEEP YOU AWAKE AT NIGHT - Minimising Risk.

Audits, Risk & Compliance update - The case for an Audit PLUS New Rules and Regulations applicable to clubs.

3:45-4:30

I Session 6 Panel

Are you Working SMARTER and not HARDER with Word® & Excel®? [Technology Productivity Tips/Tricks for Busy Financial People]

Think you might be doing things the quickest way??

Reckon you have Excel & Word under control....you'd be surprised...often we don't know what we don't know!

Don't miss this opportunity, one tip alone could save you hours!

This presentation removes the mystery & shows you how to capitalise on Excel & Word's many features to **TURBO CHARGE** your productivity.

4:30 - 6 Cocktail Party and Networking

Day 2 follows overleaf

Day 2: Thursday 26 May

Longer Term Improvements - Scenario planning, Investments, Diversification & Capital Expenditure

8:30 Coffee on arrival

9 -10

I Session 7 Presentation

PUMP UP YOUR CLUB PROFITABILITY & SUCCESSFUL STRATEGIES FOR CLUB DIVERSIFICATION

Learn how to increase the profitability of your club by making the most of all your valuable resources. Find out how to maximise your profit from gaming, functions, bar, food and entertainment. Discover novel strategies for making additional profit from all your club activities by investing and diversifying into other asset classes that create synergy and add value for your club.

10 -11

I Session 8 Panel

FEASIBILITY STUDIES - MANAGING FUTURE RISKS & DEVELOPING PROBABLE SCENARIOS IN INTERESTING TIMES.

Uncertainty about changing Regulations and effects on the economy is causing major investment decisions to be stalled and delayed. Find out how you can assess the long and short term impact of your critical business decisions.

Learn about techniques like discounted cash flow analysis, payback periods & present value analysis to make informed decisions about upcoming investments. Learn tips and techniques from other club CFO's on how they make large and crucial investment decisions.

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.*

\$ INVESTING IN SWEAT! - MAXIMISING YOUR GYM & SPORTS FACILITIES INVESTMENTS

Many clubs have developed large fitness facilities with great benefits for the club and outstanding financial results.

What are the keys to success in fitness facilities? How can you maximise the financial results from your own sports facilities? How can you attract more gym members and what are the benefits for the club? Should you subcontract the space or do it yourself? What are the upsides and downsides? Join a panel of sensational club managers operating fitness facilities to find out the answers.

\$ PLAY AND STAY! - INVESTING IN ACCOMMODATION & PROPERTY DEVELOPMENT FOR CLUBS

Learn how you can manage your biggest assets better. This lively session covers property development and improvement ideas, timing the market and ways to add more value to your club by developing accommodation like hotels, motels, cabins or a caravan park.

\$ MANAGING YOUR LABOUR COSTS - Right people, Right Time, Right Place? -

Wages are your biggest expense - Learn how to make the most of your valuable human resources by sharing your best rostering Ideas. Learn Tips and Tricks for controlling wages 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.*

\$ INVESTING IN SWEAT! - MAXIMISING YOUR GYM & SPORTS FACILITIES INVESTMENTS

\$ PLAY AND STAY! - INVESTING IN ACCOMMODATION & PROPERTY DEVELOPMENT FOR CLUBS

\$ MANAGING YOUR LABOUR COSTS - Right people, Right Time, Right Place?

2:40 -3:30

I Session 11 Presentation

HANDLING FINANCIAL CATASTROPHE - STRATEGIES FOR SURVIVAL - RECENT LESSONS

In turbulent times and with the many recent natural disasters, clubs need to find better ways to manage Risk and protect cash flow in times of calamity. Learn about the impact of different insurance policies, reading the fine print and the financial effects of recent 'flood damage' claims in Queensland.

3:30 - 4pm

I Overview Conference Wrap up

MAKING REAL CHANGE WHEN CHANGE IS HARD - MAKING A BIG DIFFERENCE!

Making a change is more than deciding and making a resolution. Learn how to turn your ideas into action with these great techniques for implementation. Make the most of what you have to make more dollars and make a BIG difference.

4

I Close

Registration Details:

\$590 + 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 - [The Club Finance Conference](#) link Phone: 02 97464199 for more information -

CMAA Members gain 24 ACCM Activity Points for attendance at the conference.

Sydney Mayor, Police under fire

The Australian Hotels Association (AHA) NSW has accused Sydney's Lord Mayor and Police of using out-of-date statistics to confuse the issue of alcohol-related violence and unnecessarily tarnish the reputation of licensees.

On February 24, the Bureau of Crime Statistics and Research (BOCSAR) released figures that indicate more assaults occur near licensed premises, including restaurants, small bars and bottle shops, than other commercial premises, sparking a war of words between the AHA and the City of Sydney. Lord Mayor Clover Moore said the results vindicated her calls for tough new powers to deal with the problem. However AHA NSW President Scott Leach said the "schizophrenic policies of Cloverland" were doing no-one any favours. Mr Leach questioned Ms Moore's policy of encouraging more licensed premises - generally small laneway bars - with one hand, while trying to shut down existing licensed premises with the other. The BOCSAR figures found that while 3% of the Sydney Local Government Area (LGA) is within 20 metres of a liquor outlet, 37% of assaults occur in this area. More than half of the assaults recorded by Police in the Sydney CBD occur within 50 metres of a liquor outlet. Assaults were found to be highly concentrated around licensed premises clustering around George

Street in the CBD, Darlinghurst Road in Kings Cross, Oxford Street in Darlinghurst, King Street in Newtown and Glebe Point Road in Glebe.

AHA NSW CEO Sally Fielke said it was hardly surprising that more assaults took place where people actually congregate at night. "I would be surprised, for example, if assault rates outside an office block at night were higher than in an entertainment precinct where thousands of people gather," she said. "What is disappointing is the Police Union using three-year-old figures to trot out their tired old mantra of earlier closing hours - despite the fact that no times are mentioned in the BOCSAR study. "The Sydney Lord Mayor is also indulging in total hypocrisy by attacking the late-night economy while, at the same time, offering grants of up to \$30,000 on a dollar-for-dollar basis to create new bars. "Our Lord Mayor loves to be all things to all people but the hypocrisy here is mindboggling. Her bizarre argument that small bars are somehow exempt from causing problems are inconsistent with the Melbourne experience where crime and assault figures have risen over the past 10 years. "For the Lord Mayor and Police Union to damage the international reputation of Sydney with sensationalist claims are irresponsible in the extreme and serve only their narrow agendas."

Aust halts Japan food imports

Australia's food standards regulator has ordered a halt to Japanese food imports amid rising radiation concerns. The Australian Quarantine and Inspection Service (AQIS) is implementing a holding order on all foods from the Fukushima, Gunma, Ibaraki and Tochigi prefectures. Their major production is in milk, milk products, fresh fruit and vegetables, and both fresh and frozen seaweed and seafood. Food Standards Australia New Zealand (FSANZ) said the holding order was only a precaution, given Australia did not import any milk or fresh food from Japan. The risk of irradiated food arriving here from Japan was negligible. Australia's main imports were sauces and seaweed products. The move is in line with the United States, which restricted some dairy and vegetable imports. Europe is being urged to do the same, while Japan itself has stopped some of its own food exports from areas surrounding the damaged Fukushima nuclear power plant. Tests have revealed vastly elevated levels of radioactive iodine and caesium. But Australians have been given the go-ahead to buy Japanese foods currently on the shelves, given they were imported before the earthquake and tsunami.

Matt Price's climb in the entertainment business continues to take impressive steps with his recent appearance at the Australian Club Entertainment Awards and nomination for a Mo Award later this month. Matt returned from a month overseas in time to perform in the opening number - "Brand New Day" - at the ACE Awards Presentation Dinner at Canterbury Hurlstone Park RSL Club on March 9. He said it was exciting news to be nominated for an entertainment industry MO Award, with the winner being announced on May 24. "If I am lucky enough to win, the MO Award statuette is going 'straight to the pool room'," Matt said with smile. Music has always been a big part of Matt's life and he grooved out to Stevie Wonder's "Superstition" from the age of 3 - and still does. Formally trained in voice, guitar, drums and self-taught on piano/keyboard,

Matt's star on the rise



Matt lists his biggest influences ranging from Jack Johnson, John Butler, David Grey, Scott Matthews, Live and John Mayer to George Benson, Sting, Toto and Stevie Wonder. For more information on Matt's music and performances, go to www.mattprice.com.au

Matt performs at venues across Sydney and beyond. Matt won many music-related awards at school and had Patricia "Little Pattie" Thompson as his vocal coach. He won a scholarship to study the three-year Popular Music & Performance Degree course at JMC Academy in Sydney, which he will complete this year. Matt, who moved to Cole Clark Guitars and now incorporates live percussive guitar looping into his performances, performed his original song, "Something More", live on ABC National Radio and plans to release his inaugural EP this year.

Worth every moment of the 15,000km investment

South Tweed Sports Club CEO GORDON RHODES has invested a lot of time and energy in achieving a status as one of the most credentialed and accomplished executives in the Club Industry. To constantly enhance and upgrade his education and professional development Gordon has also clocked up a lot of travel kilometres and hours attending university courses, lectures, conferences and CMDA education programs. Gordon recently represented the CMA Australia at the 84th World Conference and Club Business Expo in Orlando, Florida and this is his report on the event ...

After attending the 2009 New Orleans conference as a proud winner of the Peter Cameron Award, I vowed to come back again. Having made such a bold statement in front of my family, they held me to it and in 2010 we started planning a work-family holiday around the 2011 event in Orlando, Florida.

I later discovered that US event clashed with the annual CMAA AGM, Conference and Hospitality Expo at Darling Harbour. So, instead of being a "paying guest", tagging along with the CMA group, I became the Association's sole official representative. To represent President Bill Clegg and Executive Officer Terry Condon was a privilege, though somewhat daunting - particularly given Terry's status amongst our International colleagues.

The start

Traditionally with such conferences, a networking night is held prior to the official opening and is a great "ice-breaker", particularly for international visitors. This was no exception as we headed to a private opening of "The Wizarding World of Harry Potter", a new themed area/rides within Universal Studios. Mind you, mixing food, drink and rollercoasters is not always a wise decision. Needless to say my kids were spellbound - as were the adults.

The Speakers

A vast array of speakers and topics were spread across five days - Thursday to Monday - and, as we have adopted, multiple sessions running concurrently. This meant that occasionally you had to make a call and choose one out of up to four options.

The opening Keynote Speaker, Dan Clark, was worth flying the 15,000 kilometres for his presentation alone. I've been fortunate to hear some great motivational speakers, but this was something special. At one time he brought tears to my eyes - along

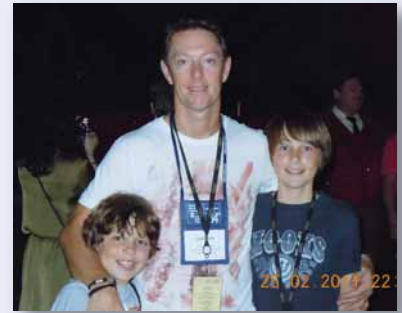
with most of the almost-2,000 delegates in the room - and maintained an intense engagement for the entire 90 minutes. Interestingly, he argued (successfully) that it is not necessary to look "outside the square". More so, the answers are there ... we just have to ask the right questions. It is easy to use the words "passion, creativity and imagination" but it's another to demonstrate it to the point of capturing an entire audience for that period. Dan Clark certainly demonstrated this and more. His story is worth reading - at his website www.danclarkspeaks.com

The afternoon Keynote Speaker - unfortunately for him - had to follow Dan and, I suspect, some in the audience were unfairly comparing them. Nonetheless, I found Jim Kane to be informative and entertaining. He did a good job at the conclusion of a long day. As a leading researcher and consultant in the science of loyalty he took us on a journey using his own experiences in a brilliant slideshow of imagery, anecdotes and statistics. His key message was that loyalty isn't about our "brand" or "reward programs" and isn't just satisfaction. He discussed loyalty as making the customer's life easier, better and that feeling that you are there for the customer. He encompassed this into three words ...

- **trust** (competent, character, consistent, capacity to deliver)
- **belonging** (recognition, personalisation)
- **purpose** (vision, fellowship, commitment)

You can find more information at www.jameskane.com

My other favourite presentation was Lee Silber's "Think Like Einstein" seminar which was a walk through Einstein's unique perspective on creative, imaginative thinking. Silber's message was universal among a host of US and international managers.



South Tweed Sports Club CEO Gordon Rhodes with his sons Mason (left) and Mackenzie.

Using Einstein's habits, we were led to explore the possibilities of problem solving through solution-orientated "big thinking". Take a look at www.leesilber.com

The International Symposium

A highlight for international guests is this invitation-only round-table seminar and forum. One manager stood out. For those that know Tim McAleer ... imagine Tim at 200% and you'll recognise Gregg Patterson from The Beach Club in Santa Monica, California. Gregg and other managers entertained us with a one-on-one "debate" with both "arguing" contrasting opinions. Gregg had a number of catch phrases but one really stayed with me ... "Ask **why** five times and you'll get the right answer". Not surprisingly, there was a session on *Social Media* and it was interesting to see and hear how some of these almost-century-old private golf clubs are adapting - or not - to this ever-growing method of communication.

Conclusion

I would highly recommend this conference to Australian managers - particularly with a few days and nights in Las Vegas before heading home. The CMA America staff are so supportive of the international visitors, while our fellow-international and American club managers are a fascinating bunch to meet and get to know. Yes, the American clubs are different - mainly private golf clubs - but we do share many common problems and circumstances. The speakers are excellent and I'd be amazed if after attending you didn't return brimming with ideas and enthusiasm for your club, staff and your own professional development.

Consequences and threat of disasters will continue

By HENRI LACH

This year's floods and tempest have left a legacy of pain and suffering that Queenslanders will feel for a long time.

Some may never fully recover from the loss of homes and treasured possessions, emotionally or financially. Certainly, no price can be put on the loss of life from these sudden devastating disasters. Queensland wasn't the only state to suffer nature's fury, of course. We had a double dose of floods and a cyclone, but there was also horrific flooding in north-western Victoria and northern NSW, as well as home and property-consuming fires in Western Australia.

In our near neighbourhood across the Tasman, an earthquake almost flattened the picturesque city of Christchurch with terrible loss of life. It had a profound impact on residents here - many working in the licensed Club Industry - who have friends and relatives in New Zealand.

As we were shaking our heads and asking: "what next?", the question was answered with an event of nightmare proportions on March 11: tens of thousands dead and whole cities wiped out by an earthquake and tsunami in northern Japan. Again, there are many Australians and Queenslanders with connections where that disaster struck, grieving for friends, relatives and business associates.

As we were shaking our heads and asking: "what next?", the question was answered with an event of nightmare proportions on March 11 ...



Flood waters lapped the front steps, but went no further.

Back home, unlucky, hapless licensed clubs are still suffering from the residue of recent episodes - and they're still looking to their mates for help.

Their mates have big hearts. They're continuing to contribute funds and resources to those in need. Many stories of assistance and comradeship undoubtedly will continue to emerge in the months ahead.

Meanwhile, there are tales of club executives who've seen it all before - and did their best at the time to minimise the risks posed by nature.

At Ipswich, as the Bremer River threatened the city, Brothers Leagues Club General Manager Mark Hennelly and his team weighed up their options. A quick decision was made to move stock from the club's cellars to higher ground.

The club proved to be out of the flooding river's reach, but Mark has no regret about the time and effort required to move the goods. "Better to be safe than sorry," he said.

Mark's rescue operation fades into relative insignificance, however,

compared with what was happening at the East Leagues Club in Brisbane.

There, a military-style operation was under way, driven by memories of the past.

Sharna McLean will never forget her first year as boss at Easts. The massive storm that hit Brisbane late on Friday, January 22, 2000, left a trail of destruction. A wall of water cascading down the hill tore through the club, causing massive damage.

In the aftermath, the club lost a protracted battle with insurers and almost forced out of business.

The weather

warnings early in February this year were ominous. There were dire predictions that the Brisbane River would reach the historic levels of the 1974 flood. Sharna was not going to be caught out a second time. A meeting of staff and committee put an action plan in place.

On Tuesday, February 8, Easts closed its doors and gave notice that the closure would stay in force until the flood emergency was over, so that club-goers would not hamper preventative operations.

"We had a problem in 2000 with patrons refusing to leave as flood waters were rising," Sharna recalled. "Some ended up being rescued by emergency services boats."

On the following Wednesday, an army of staff, committee members and players from both the senior and junior football teams swung into action.

Their mission was to ensure the safety of the club's full complement of 280 gaming machines. Seventy-seven of the machines had been installed only three weeks earlier when the club's \$14 million extension and refurbishment project was completed. *[Approval for the extra machines was gained before November 2008, when the Queensland Government applied a state-wide cap on poker machine numbers.]*



Easts Leagues Club General Manager Sharna McLean.

to haunt us

A semi-trailer was commissioned to move the machines to safer ground, to the Easts Juniors Club, on higher ground at Holland Park, about 5km away.

It was a labour-intensive operation. After the machines were disconnected they were ferried one by one on hand trolleys to the club's loading dock where they were moved onto the truck.

Space was found for 180 machines inside the junior club. The other 100 remained on the semi's trailer under weatherproof tarpaulins and strict security in the car park.

By late Thursday, it was obvious that the Brisbane River - and its little tributary Norman Creek close to the club's border - had failed to reach the level predicted by the doomsday media. Water lapped at the front steps of the Easts Club, but the inside remained dry and unaffected.

On the Friday, the Easts' team again swung into action, reversing the process. One by one the gaming machines were restored to their



The club's new wing is above all known flood levels.

operative posts.

The club re-opened its doors on Saturday, February 12, after a full four days of closure, to cheers from members and patrons. There were plenty of members to lead the applause. The recent renovations, including a \$3.1 million new wing built above all known flood levels and housing administrative offices and function rooms that double as bingo halls during the week, are attracting new membership at the rate of 1,500 a month, according to Sharna. She estimates that, conservatively, the club lost more than \$200,000 in

revenue during the four days of the flood emergency. This didn't deter the club from making a \$10,000 cash donation to the Queensland Premiers' Disaster Appeal.

Sharna but makes no apology for the measures taken to protect the club's gaming machines.

"We are covered under our new insurance policy for most things," she explained. "The machines are a different matter."

Clearly, it was the application of the adage, "prevention is better than cure". Sharna agreed.



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Gold Coast takes lead in ongoing battle



By HENRI LACH

Competition for the entertainment dollar has been fierce between Gold Coast licensed clubs and their rivals south of the border in the Tweed since Queenslanders were granted the freedom of access to gaming machines on their home turf in the early 1990s.

There was a traumatic initial period when clubs on the NSW side suffered badly as revenue from the north dried up. Some clubs once thought of as industry giants reached the brink of oblivion. Recovery became the name of the game and it would be fair to say that it's been achieved. It's also fair to say that honours are now shared between the north and the south in the quest for club-goers' disposable income.

But there's another area of competition that's swinging the Gold Coast's way - that's the game of bowls.

In some ways it's been a David and Goliath struggle.

The Tweed was recognised for many years as the home of bowls in this part of the world, with the Tweed Bowls Club hosting major completions and players such Kelvin Kerkow from the South Tweed Bowling Club - South Tweed Sports - sweeping all before him in national and international events. For a while there Kelvin had a playing mate - you could call him an understudy - named Brett Wilkie, a former Victorian devoted to the game.

Brett caught the eye of Len Brunt, the General Manager at what then was trading as the Helensvale Bowls Club on the Gold Coast. It was not a big and powerful club, but one catering for its community.

"We had decided that we wanted to

become a strong bowls club and we wanted a Bowls Development Manager, so we employed Brett in 2002," Len said. He smilingly dismissed the term "head hunted".

Paradoxically, the following year the club changed its trading name to Club Helensvale to, as Len put it, "appeal to a wider section of the community".

The club's bowling aspirations continued, however, with Brett Wilkie living up to expectations - and way beyond. As well as providing guidance and training for playing members, Brett was carving out a very high profile career for himself.

A Google search of his achievements makes for interesting reading for any bowls enthusiast. And, as this issue went to press, Brett was on the shortlist of three to be named Male



Bowls champion Brett Wilkie shows his form under the watchful eye of Len Brunt.

Bowler of the Year at Bowls Australia's inaugural Awards Night held at Melbourne's Crown Entertainment Complex.

Brett's aim is to qualify for the World Bowls in Adelaide in 2012 where five men and five women will represent each of about 20 countries taking part. He is almost certain to be chosen in the lead-up to World Bowls - the Asia Pacific Games - also in Adelaide later this year.

Len Brunt and Brett Wilkie present an impressive team, driven by mutual respect.

"Brett is a wonderful ambassador for bowls and for the club," Len said.

For his part, Brett is quick to acknowledge the club's role in enabling bowlers to reach their potential.

"The players here would not have reached their level without the club's support," Brett said. "The club's backing enabled the players to spend the time and have the opportunity to play in major events. This helped them get to the level where they are."

Len pointed out that players employed by the club - Brett, Lynsey Armitage and Nathan Rice - continue to be paid salaries while at training camps and competitions. Member bowlers are paid an incentive of \$500 for taking part in State competition and \$1,000 for national participation. Len puts this cost at conservatively \$500,000 a year.

"A number of our top bowlers have been approached by big NSW clubs, but they're decided to stay put because of the support we give them" Len said.

Club Helensvale certainly has reaped what it has sown.

Its youngest protégé Lynsey Armitage, 27, who began playing bowls at the club when she was 12, is not only Queensland's but Australia's leading female bowler, with a string of international and national titles, as well as gold from the 2006 Commonwealth Games.

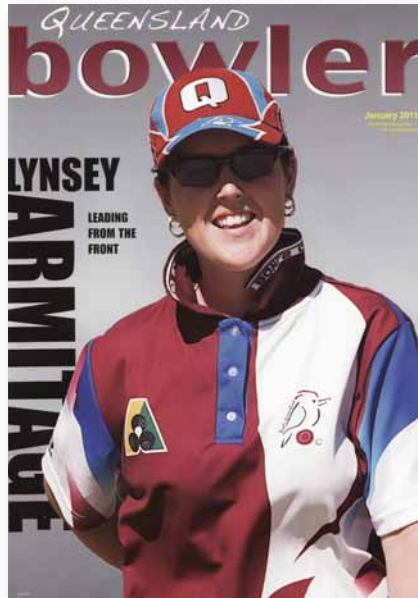
Playing member Mark Casey also has a 2006 gold medal to his credit, while staffer Nathan Rice has a bronze.

Club Helensvale team have swept all before them as Queensland

of the bowl

representatives. They were undefeated in taking out the 2010 Australian Premier League final.

Len Brunt will tell you without hesitation that he believes his club is



Club Helensvale champion bowler Lynsey Armitage.

Australia's top bowls club. He and his board are working on a five-year master plan that may incorporate covered rinks, which have proved a great success at other clubs, including the nearby Paradise Point Club. "Covered rinks are a hedge against melanomas as well as against the weather," Len said. "We didn't play bowls for here a week during the wet spell over Christmas."

The club certainly has the clout to be able to consider major capital works. It's only one of three bowls clubs on the Gold Coast that stand on freehold land. Musgrave Hill and Paradise Point are the other two. The parcel at Helensvale has a mega-million dollar price tag since Gold Coast real estate prices soared.

Meantime, with its 592 playing members ... all champions and potential champions, according to Len and Brett; 15,100 social members, 160 gaming machines and well-patronised dining facilities - \$4



The all-conquering Club Helensvale team took out the 2010 Australian Premier League.

lunches offered during the summer months - the bottom line is extremely healthy.

Len also points out that his is the only bowls club on the Gold Coast with a TAB facility, which is another drawcard. Len Brunt has no doubt that the future is looking very rosy for Club Helensvale. "We're expecting a great 2011 for both bowls and for the club," he said.

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IGT delivers a fight to the jackpot

IGT's theme banks have created a trend on gaming floors across Australia and IGT has a new theme bank, with a fighting twist, *"Duelling Progressives"*. The "twist" adds another dimension to progressive jackpots as it has competing "mini" and "maxi" jackpots, ensuring there is always a good jackpot up for grabs - even after one has been won. The two sets of jackpots increment at different rates, providing players with the opportunity to win the highest "mini jackpot" during standard games and the highest "maxi jackpot" during free games. *"Duelling Progressives"* includes side-light signs and has been released with two new oriental themed games - *"Imperial Lion"* and *"Lotus Flower"*. IGT Product Marketing Manager Chris Gialouris said *"Duelling Progressives"* takes jackpots to a new level. "Players can enjoy the individual game-play styles of our two new games," he said. *"Imperial Lion"* features our 'MultiWay' play and an up to 20-times multiplier. *Lotus Flower* has extra substitutes for more chances to win. Team these games with *Duelling Progressives'* competing jackpots, and player entertainment continues even after a jackpot has been won." With more games on the way, *"Duelling Progressives"* offers players strong entertainment, and venues with a powerful ongoing investment. Meantime, Forster Bowling Club is the



latest customer for IGT's gaming systems solution, *IGT Advantage Club*. Forster has 72 gaming machines and all machines now have Ticket In Ticket Out (TITO) capability. Forster will use IGT's solution to better manage their gaming floor and marketing promotions. Additionally, Forster has IGT's *Xtra Credit* module that enables players to redeem their reward points at a gaming machine for bonus playing time. *Xtra Credit* offers a voluntary pre-commitment solution that forward-thinking clubs can add to the services for members. Forster Bowling Club CEO Damian Clements said after looking at the market, his club chose IGT's *Advantage Club* as it

best suited its needs. "We now have TITO on all our machines, which is a better solution for members and more efficient for us," Damian said. "The *Xtra Credit* addition is a unique way of reducing our reward points liability while providing entertainment for members. During and after the installation, the professional service from the team at IGT has been outstanding ... nothing was ever a problem."

IGT Systems General Manager Colin Gray said the company was delighted that Forster chose its solution that further demonstrates IGT's capability in delivering high-quality solutions and service to clubs irrespective of the venue's size or location.

Beam, CCA extend Aussie partnership

Beam Global Spirits & Wine, the premium spirits business of the US-based Fortune Brands, has announced a 10-year incentive-based agreement with *Coca-Cola Amatil* (CCA) in the Australian market. The new deal is an expansion of the arrangement established with Beam Global in 2007 where CCA managed all the sales and distribution function of Beam Global's spirits portfolio on behalf of Pacific Beverages, CCA's joint venture with brewer SABMiller. CCA will continue to be responsible for manufacturing Beam Global's ready-to-drink (RTD) products, as well as the sales and distribution of the entire Beam Global Spirits & Wine portfolio in Australia. Beam Global will handle new product innovations, advertising, sponsorship and promotions for Beam Global's brand portfolio. "Over the past four years we have cultivated a dynamic partnership with *Coca-Cola Amatil* that has driven significant momentum for Jim Beam and our premium spirits portfolio in this very important market," Beam Global President, Asia-Pacific/South America Phil Baldock said. "*Coca-Cola Amatil's* retail market expertise and distribution reach, along with Beam Global's brand-building power and innovative consumer communication, is a powerful combination that will give us a winning competitive edge in the marketplace." Beam Global has an extensive premium portfolio of products in the Australian marketplace, including Jim Beam RTD products, Canadian Club and Canadian Club RTDs, Maker's Mark Bourbon, Courvoisier Cognac and Laphroaig Scotch Whisky. CCA Group Managing Director Terry Davis said the company was delighted to sign this new, 10-year agreement with Beam Global. "Not only does it represent a more valuable long-term partnership with the makers of some of the world's premium spirits brands, it cements a relationship which, in a very short period of time, has been very successful for both partners," he added.

Foster's receives judgment in Full Federal Court

The Full Federal Court of Australia has delivered judgment in favour of Foster's Group on appeals by the Australian Commissioner of Taxation (the Commissioner) in relation to disputed tax assessments relating to the financing of the Elders Finance Group in the 1980s and 1990s. The Commissioner has the right to apply to the High Court of Australia for special leave to appeal the Full Federal Court's decision. Pending any decision by the Commissioner to seek an appeal to the High Court,

Foster's does not expect any change in its financial position. "We welcome the Full Federal Court decision," Foster's Chief Financial Officer Tony Reeves said. "We have always been confident of our position and hope that the matter will now be brought to a conclusion." In the event the demerger of Foster's proceeds, the potential impact predominately relates to the Beer business and is outlined in the Demerger Booklet dated March 17, 2011.

'Doylo' maximises renovation success

A combination of smart design, good management and a proactive construction team has resulted in a positive renovation experience and an outstanding result for Doyalson Wyee RSL Club - the "Doylo".

The \$4 million renovation finished in March and gives the club a fresh, new look and facilities that meet the needs of members and club management.

Club CEO Darren Thornton is delighted with the fact the club did record trade in December and January while the new facilities were being constructed.

Project architect Doug White, from EJE Architecture, said the club had become cluttered over the years and needed more room for a "social heartland".

By creating a new open-plan dining, bar and lounge area, the club has regained an effective social area and is easier for staff to manage.



The club is well positioned for future success with its new facilities and the renovation process was managed to protect income streams and maintain member comfort.

Rohrig Hospitality, with extensive experience in club refurbishment, understood the importance of tackling the gaming room first and minimise disruption.

They knew it was important to program around club trading, be invisible and let the club trade to the maximum.

"Rohrig promptly constructed a temporary kitchen that allowed us to trade through the renovation in managed stages, minimising disruption to members," Darren said.

For clubs considering their own major renovations there are a few lessons for maximising success.

"Look into the resource strains as the time required can be high," Darren added. "If the project would take focus away from the club's day-to-day operations, I'd suggest appointing a project manager.

"The club appointed Anthony Pollitt to liaise



between the club and Rohrig, saving us time and money."

From the design perspective, it's important that areas are combined to reduce labour requirements.

"In this case, combining the separate bar, coffee shop and bistro enabled the club to roster more effectively," architect Doug White said.

Appointing a builder that understands the club environment also is essential.

"Apart from maximising income opportunities during renovation, a good builder can contribute to improving future income opportunities and reducing maintenance costs," Rohrig's National Business Development Manager David Vokes said.

Darren said the most important judges of any club renovation were the members: "Doyalson Wyee RSL Club members are unanimous in their enthusiasm for the new look and layout ... everyone loves it."

Concise reports

The Corporations Act 2001 states that a Concise Financial Report may be provided to members instead of the Full Financial Report. However the amended Corporations Act states that this does not apply to a company limited by guarantee, such as clubs. A company limited by guarantee however may still be able to issue a Summary/Concise Financial Report provided members elect in writing to receive a Summary instead of a Full Financial Report. Such Summary Financial Statements may not be stated to be in accordance with the Corporations Act 2001 or Accounting Standard AASB 1039: Concise Financial Reports as a result of the amendment. - PKF

One Supplier, One contact, One team, One invoice

One Stop Promotions is an industry-recognised supplier offering a uniquely diverse product range and innovative creative services to build loyalty, satisfaction and enjoyment among club customers. One Stop's club customer base extends from the Sydney metropolitan area to the Central Coast and Wollongong. Driven by a professional team with more than 40 years of experience One Stop specialises in promotions, bingo, raffles, giftware, hamper products and host management. Country Fresh Foods is One Stop's superior provider of meat products, including beef, lamb, pork, chicken, and turkey, supplying only to the Club Industry. All One Stop Promotions products remain within all safe food and HACCP-handling guidelines and ensure One Stop maintains the highest standards in presentation and delivery.





Tuesday 17 and Wednesday 18 May at Bankstown Sports Club

A must for managers and industry professionals who want to run more successful, profitable functions and events. Position your venue as the first choice for weddings, parties, corporate bookings and entertainment.

Hear first-hand from a great line-up of event management experts and leading industry players: inspiring presentations, in-depth masterclasses and networking with colleagues and friends. All set in the world-class facilities of Bankstown Sports Club and brought to you by CMAA and Profitable Hospitality.

Day 1: Tuesday 17 May

8:30-9:00 | ARRIVAL
9:00-9:05

Coffee and Registration

Welcome & Housekeeping from Ralph Kober and Ken Burgin. Announcement of the Winner and finalists of the Clubs+ Online Marketing Award for 2011.

9:05-10:00 | Session 1

The Power of Business Networking: How to increase your chances of achieving outstanding business results.

Robyn Henderson, Networking to Win

10:00-11:00 | Session 2

Wedding Market Trends for 2011: Latest Concepts and Themes in Australia and Overseas. **Tim & Victoria Van Brugge**, www.i-do.com.au

11:00-11:15

Morning Coffee and Refreshments

11:20-12:30 | Session 3

Master Classes with Industry Specialists

Please choose from the following session choices:

Smart Choices with Function Equipment & Furniture – function and kitchen staff from Bankstown Sports Club with the how-and-why of their latest table settings, food service equipment and furniture choices.

Dianne Lancaster, Bankstown Sports Club.

Audio-Visual Essentials for a Popular Venue – how to get more from the equipment you have and planning affordable upgrades.

Dragan Jancic, Tecsound.

Using Facebook & Social Media to leverage your Wedding Business –

Ken Burgin, Profitable Hospitality and successful finalists from the Clubs+ Online Marketing Award.

12:30-1:20

Lunch Break and Networking

1:20-2:30 | Session 4

Master Classes with Industry Specialists

Please choose from the following session choices:

Smart Choices with Function Equipment & Furniture – function and kitchen staff from Bankstown Sports Club with the how-and-why of their latest table settings, food service equipment and furniture choices.

Dianne Lancaster, Bankstown Sports Club

Audio-Visual Essentials for a Popular Venue – how to get more from the equipment you have and planning affordable upgrades.

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Using Facebook & Social Media to leverage your Wedding Business –

Ken Burgin, Profitable Hospitality and successful finalists from the Clubs+ Online Marketing Award.



WIN AN iPad!!

Is your club making an impact with creative online marketing? **Enter the Clubs+ Online Marketing Award 2011 and tell us about your success.** Entries close on April 22nd - the winner will receive an Apple iPad 3G, the must-have marketing accessory of 2011.

Plus free attendance at the Clubs+ Weddings & Events Management Summit on 17-18 May 2011.

Runners up wins free attendance at the Summit. Enter at www.ProfitableHospitality.com



- 2:30-3:30 | Session 5** **How to Promote your Club as the Wedding & Events Experts.** What's needed with staff, sales experience and marketing.
JF (Jean-François) Célèrier, award winning Nathania Springs Receptions
- 3:30-3:45** **Afternoon Tea and Coffee**
- 3:45-4:45 | Session 6** **Tapping the Ethnic Market: Do you do Indian, Vietnamese or Greek Functions?** The challenge and rewards of expanding your market.
Kathy Apostolidis, Nightingales Wedding Designers
- 5:00-6:00pm | Happy Hour** **Happy Hour** – join us for lively networking, beer, wine and gourmet platters. Share insights from the day then team up with your colleagues for dinner afterwards.



Day 2: Wednesday 18th May

- 8:00-8:45pm | BOH** **Back of House Tour** with a focus on kitchen equipment.
- 8:30-9:00 | ARRIVAL** **Coffee & registration**
- 9:00-10:00 | Session 7** **Effective Selling, even if you're not in the Sales Business**
Marlene & Simon Murray, award winning wedding venue Maleny Manor
- 10:00-11:00 | Session 8** **Using Software for Managing your Weddings and Events**
 Making the Best Choice with Event Planning Software
Debbie Russell, EventPro Software
- 11:00-11:15** **Morning Coffee and Refreshments**
- 11:20-12:30 | Session 9** **Master Classes with Industry Specialists**
Please choose from the following session choices:
Lighting & Design for Wedding & Event Spaces: latest trends, upgrades and makeovers. **Michael Sadubin**, Innersphere.
Wedding and Banquet Menus – smart design & proper costing
Venue Makeover – upgrading the old and adding the new
Bronwyn Newman, Dapto Leagues Club
- 12:30-1:20** **Lunch Break and Networking**
- 1:20-2:30 | Session 10** **Master Classes with Industry Specialists**
Please choose from the following session choices:
Lighting & Design for Wedding & Event Spaces: latest trends, upgrades and makeovers. **Michael Sadubin**, Innersphere.
Wedding and Banquet Menus – smart design & proper costing
Venue Makeover – upgrading the old and adding the new –
Bronwyn Newman, Dapto Leagues Club
- 2:30-3:45 | Session 11** **Essential Legal Protection – when good events go bad**
 Don't miss this important presentation on how to protect your club's reputation and assets with proper contracts, agreements and systems.
Tony Johnston, Eastern Commercial Lawyers
- 3:45 – 4.00 | FINISH**



PRICE: \$590 plus GST per person includes two days of quality seminars, catering, happy hour and networking on Tuesday night.

BOOK NOW: Don't delay - book online at www.CMAA.asn.au. Phone CMAA on 02-9746 4199 for more information.

Activity Points - CMAA Members and CMDA Affiliates receive 20 Industry Activity Points for attending the Clubs+ Weddings and Events Management Summit 2011, towards achievement or maintenance of the Active Club Manager Award (ACCM). For members who travel more than 100km from the radius of their club, a further 5 Activity points will be awarded.

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