

# Club Management

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pages 29-31

**REGIONAL CARBON TAX SUMMIT FILLS IN THE GAPS: pages 32 - 23**

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**PAGE ADVERTISER / EDITORIAL**

COVER 1	COVER - CLUBS+: WEDDING & EVENTS SUMMIT
COVER 2	KONAMI
1	CMAA IMPRINT & ADMINISTRATION
2	CMDA CAREER DEVELOPMENT SPONSORS
3	AINSWORTH GAMING TECHNOLOGY
4	JULY EDITION CONTENTS & POINTERS
5	INDEPENDENT GAMING
6	JAMES CLIFFORD + INDUSTRY ISSUES
7	ARUZE GAMING
8	AGE EXPO 2012 + AGE CONFERENCE UPDATE
9	AGE EXPO 2012
10	PRESIDENT'S PERSPECTIVE
11	COMMUNITY FIRST CREDIT UNION
12	BEPOZ + EXECUTIVE OFFICER'S DESK
13	MAXGAMING
14	THE BUSINESS END
15	DATA CARD GROUP
16	CMDA CAREER DEVELOPMENT SPONSORS STATE OF ORIGIN EVENT
17	G L I
18	CMDA NATIONAL BURSARY SPONSORS APPRECIATION LUNCH
19	CHARTERS PAPER
20	INDUSTRY ISSUES
21	THOMSONS LAWYERS + INDUSTRY ISSUES
22	MARKET FORCES
23	SHARP EDGE RECRUITMENT + INDUSTRY ISSUES
24	MARKET FORCES
25	AGE 2012 CONFERENCE BROCHURE 1
26	AGE 2012 CONFERENCE BROCHURE 2
27	AGE 2012 CONFERENCE BROCHURE 3
28	AGE 2012 CONFERENCE BROCHURE 4
29	CLUBS+: WEDDING & EVENTS SUMMIT 1
30	CLUBS+: WEDDING & EVENTS SUMMIT 2
31	CLUBS+: WEDDING & EVENTS SUMMIT 3
32	CMDA UPDATE - REGIONAL CARBON TAX SUMMIT 1
33	CMDA UPDATE - REGIONAL CARBON TAX SUMMIT 2
34	CMAA 2012 MEETINGS & EVENTS DIARY
35	IN THE ZONE - SUNSHINE COAST ZONE AGM & LUNCH
36	IN THE ZONE - CMAA QUEENSLAND BURSARIES & BRISBANE ZONE MEETING 1
37	IN THE ZONE - CMAA QUEENSLAND BURSARIES & BRISBANE ZONE MEETING 1
38	CMDA - 2012 TRAINING CALENDAR
39	IN THE ZONE - VICTORIA ZONE AGM & LUNCH
40	IN THE ZONE - ST GEORGE CRONULLA ZONE AGM & LUNCH
41	HARLEY RUSSELL DAY +
	IN THE ZONE - MID STATE ZONE MEETING & DINNER
42	CLUBS+: SALES & MARKETING MANAGEMENT SUMMIT
43	CLUBS+: SALES & MARKETING MANAGEMENT SUMMIT
44	IN THE ZONE - FAR SOUTH COAST ZONE MEETING & DINNER
45	CLUBS+: TRAINING EVENTS CALENDAR +
	IN THE ZONE - MID NORTH COAST AGM
46	IN THE ZONE - ACT ZONE MEETING & LUNCH
47	CMDA NATIONAL BURSARY SPONSORS +
	IN THE ZONE - FAR NORTH COAST MEETING
48	CLUBS+: ADVANCED ONLINE MARKETING WORKSHOP
49	IN THE ZONE - HUNTER ZONE AGM & LUNCH
50	ZONE EDUCATION OFFICERS & BOARD OF MANAGEMENT STUDIES
51	RAYNER SALES & MARKETING + MARKET FORCES
52	OBITUARIES - MARK LOYD & JOHNNY GARFIELD
COVER 3	CLUBS+: FOOD&BEVERAGE WORKSHOP or WEBINAR
COVER 4	SHUFFLE MASTER AUSTRALASIA
INSERTS	MICROPOWER
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► Pages 16&18

**JUNE WAS** a time for the **CMAA** to thank the generous “family” of Sponsors who make it possible for the Association’s members to enjoy the best in education and professional development opportunities. The CMAA hosted **CMDA Career Development Sponsor** representatives and their club manager guests for the first **State of Origin** event at ANZ Stadium and hosted an **Appreciation Lunch** for **CMDA National Bursary Sponsor** representatives at the Career Development Centre at **Sydney Olympic Park**.



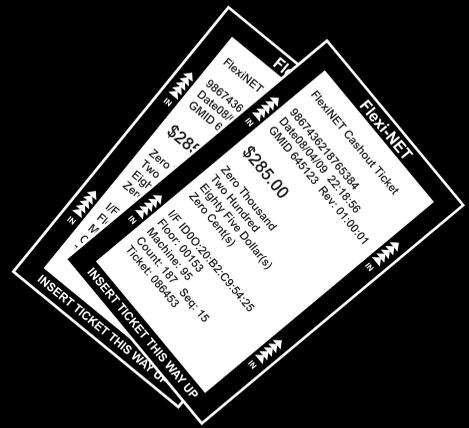
► Pages 29-31

**AS MORE** clubs recognise the potential revenue that their food and beverage, events and functions sectors can contribute to the bottom line, they also recognise the value of well-trained, motivated staff. At the recent **Clubs+ Weddings & Events Management Summit** event managers, functions co-ordinators, chefs and senior management, from clubs and hotels around Australia - even from across the Tasman - enjoyed what was voted “the best Summit ever” at the 5-Star Epping Club.



► Pages 32&33

**THE CMAA's RIVERINA MURRAY ZONE** recently approached the CMDA to put together a Summit on the **CARBON TAX** and its effects - plus strategies that clubs could take to minimise its impact. The information was presented to 58 club managers over two days last month at **Griffith Ex-Services Club and Griffith Leagues Club**. **GUS LICO**, the Griffith Ex-Services Club CEO and Zone President, along with Griffith Leagues Club CEO **DEAN McCARTHY** and their teams, turned on great hospitality and succulent food.



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## Victoria Government doubles Legacy Fee in brave new world

**VICTORIA'S HOSPITALITY** Industry is just over a month away from its "brave new world" of gaming machine ownership and management, but the State Government has doubled the machine monitoring fee.

Victorian Gaming Minister Michael O'Brien said clubs and hotels with poker machines would have to pay more than double the previous monitoring fee – known as the "Legacy Fee" – for the next five years. Venues will pay \$64 per poker machine per month instead of \$29, with the increased fees to cover the expenses of monitoring licence holder Intralot.

Under current legislation, clubs pay 58.43% and hotels pay 66.66% of poker machine earnings to the state and gaming operators - Tattersalls and Tabcorp - plus \$4,883 per year per machine to the state. Under the new venue operator system, clubs will pay between 0% and 50%, while hotels will pay between 8.33% and 58.33% tax, depending on the revenue made per machine - plus the \$4,883 fee per machine.

The new Intralot-managed era comes into effect on August 16.

It's reported that the Legacy Fee is due to Intralot not having the technology of its monitoring services predecessors.

"Intralot has had to pay a lot of money for the technology and, unfortunately, this has been passed on to local clubs and pubs," an industry executive said.

Mr O'Brien blamed the previous Labor Government for the Legacy Fee increase, claiming the invitation to apply for the monitoring licence was put out just days before the caretaker period for the 2010 State election. "The Coalition Government inherited from Labor a licensing process that was massively behind schedule," Mr O'Brien said. "Gaming machines cannot operate in Victoria unless they are connected to the monitoring system. The system is also essential to ensure the integrity of gaming and the correct calculation of tax payable."

Martin Pakula, the Shadow Minister for Gaming, said the blame for these fee increases remained with the Minister. "The Baillieu Government has been in power for 18 months and every day this Minister makes decisions of his own," Mr Pakula said. "He appointed the monitor, he sat on his hands during the Legacy Fee negotiations, and he imposed this extra charge. Michael O'Brien needs to start taking responsibility for his own decisions, rather than looking for a scapegoat every time he has to do something hard."

Mr Pakula says the increased fee will hit regional venues hard.

"For many low-turnover regional clubs, those extra charges will be simply unaffordable and for the Government to treat them all identically is bad policy and it will unfairly impact some of these community clubs," he added. "Many pubs and clubs are already struggling to survive during these difficult economic times and these massive fee hikes will be an extra burden on operators," he said. ■

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## Macau gaming revenue now five times Las Vegas

**GAMBLING REVENUES** soared in Macau by 42% last year, to \$32.5 billion - five times more than the amount gamblers spent on the Las Vegas strip last year.

Remarkably, this means the pace of gambling growth in Macau is starting to slow - since it climbed even faster in 2010, by 58%, driving a 26.4% rise in the city's gross domestic product.

*The Australian* newspaper reported that Macau, at the western end of China's Pearl River delta, is not resting on its laurels of luck, but is pushing to improve its accessibility to punters.

A new fast rail from Zhuhai, which borders Macau, to the Guangdong provincial capital, Guangzhou, was completed recently.

It takes 46 minutes to travel the 117km to Zhuhai from Guangzhou, which has a population of 13 million.

And a 50km, \$10.4 billion road link - including a 23km bridge - is being built across the delta from Hong Kong, set for completion in 2016.

PricewaterhouseCoopers published a report in December forecasting that some time next year, gaming revenues in Asia would overtake those in the US as a whole - with Singapore also becoming a major casino destination.

Macau has six licensed casino operators, including Melco Crown, the

joint venture between companies led by Australia's James Packer and Hong Kong's Lawrence Ho, which operates two large casino-hotels there - Crown Macau and City of Dreams - and is planning a third, Macau Studio City.

All six licensees are building or proposing to build in the next few years.

The PwC report forecast that Macau would almost double its 2011 revenues over the next five years, so it would then account for about 33% of all casino earnings worldwide.

Macau is ruled through a similar "one country, two systems" constitutional arrangement to Hong Kong.

But China is its sovereign, and Chinese citizens provide the overwhelming source of its gaming revenue.

Gambling is banned elsewhere in China, except via a limited number of state-run lotteries.

Beijing, concerned about the extent to which Macau has been used by Chinese officials and others to wash corruptly gained funds, has from time to time attempted to control access to

Macau - in 2009 imposing tightened visa restrictions, for example - but the spending has kept rising rapidly.

While high-rollers contribute about 66% of the money spent in Macau casinos, analysts expect future growth to come from the mass market.

The relentless gambling boom in Macau is perceived as both a reflection of China's boom, and an indication that people with access to big amounts of cash there are keen to export it as a hedge against a downturn. ■



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## CMAA's model for Qld has relevance in Victoria

**President's Perspective** with BILL CLEGG, ACCM

**THE CMAA** Federal Executive travelled to Brisbane recently to meet with Zone Executive and Committee members from Gold Coast, Brisbane and Sunshine Coast Zones.

This trip was organised specifically to review the strategies framed some time ago to enhance support for the Zones and to provide the ongoing commitment to further enhance CMAA membership services across Queensland.

It was particularly pleasing to have so many active club managers commit more time to the CMAA by travelling to Club Pine Rivers to meet and discuss the direction of the Club Industry in Queensland and provide the Federal Executive with much-valued input into the CMAA's strategic direction.

It's appropriate to acknowledge the contribution of CMAA Federal Executive Member and Gold Coast Zone President Steve Condren, Division G Federal Councillor Wayne Moffatt, Brisbane Zone President John Limbrick and, in particular, Kelvin Patch from Caboolture who has taken on the challenge with Susanne Long from Nambour RSL Club to reinvigorate the Sunshine Coast Zone and Les Nash from Ipswich/Darling Downs Zone.

All of these CMAA Members, in conjunction with the Zone Committees and members, provide the backbone to allow the Association to reach all members with support.

Our objects and goals in Queensland are being well supported by the CMAA's Queensland Membership Liaison Officer Justin McGurgan and, as an Executive, we



are confident that the CMAA will continue to expand its reach to all club managers across all areas.

The Executive's focus on coverage is not limited to the north.

Federal Secretary Allan Peter has taken on an expanded role and has spent much time and effort in providing support to members and, in turn, the legislators in Victoria as that state moves to the new era of gaming administration post-August 2012.

Of particular importance to the CMAA is creating the structure for a corporate governance model in this new era.

Our position has always been that this type of education needs to be completed co-operatively to ensure uniformity of approach.

The efforts of the Victoria Government and the CMAA on this much-needed governance model have been frustrated by various interest groups.

It is disappointing that the Club Industry in Victoria does not enjoy the same unity of clubs that exists across other major jurisdictions.

I am of the firm view that until the Club Industry does form a "one voice" approach, we will continue to see pressure from external anti-gambling groups and possible legislation that has the potential to impact on the wider Club Industry.

The CMAA's commitment to members in Victoria remains steadfast.

The success of our efforts and strategic model in Queensland will be considered for expansion into Victoria.



It would be a great injustice for the future good of the Club Industry in Victoria if the current fragmentation continued.

The current boardroom struggle between Echo and Crown ultimately will have an impact on an already struggling club sector in the immediate casino catchment area, if not the wider club community. From media reports, it appears that a second Sydney casino at Barangaroo is a fait accompli. It is also reported that this casino will not have pokies, of course.

We have to assess whether the threat to the Club Industry by another casino is as great as was the threat from the first casino, or if the next great challenge comes from deregulating internet gambling.

At two recent Conferences, internet gambling featured in presentations, bringing clubs up to date with what's happening overseas and the technological developments being made in this area.

It was particularly appropriate timing due to the review of the Interactive Gambling legislation.

Eventually, the Club Industry will have to decide what is in its best interest for the future.

Best to start that debate sooner than later. ■

➤ **BILL CLEGG, ACCM**, is the CMAA Federal President, a CMAA Life Member & General Manager at Randwick Labor Club



■ **FAR LEFT:** Ian Todd with Wayne Moffatt, Bill Clegg and Peter O'Grady.

■ **LEFT:** David Avery with Steve Lancaster, Sheryl McGregor and Justin McGurgan.

■ **ABOVE:** John Limbrick with Tracey Evans.

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## Regional clubs hit worst by global and domestic issues

The Executive Officer's Desk with RALPH KOBER

**THE 2012** edition of the PKF *Business and Population Monitor*\* report, written in conjunction with BIS Shrapnel, was presented recently at a PKF forum to a wide range of managers from different sectors, including the Club Industry.

The Monitor provides research with commentary and insight into Australia's economic, business and population trends. (\*Contact your local PKF Office - [www.pkf.com.au](http://www.pkf.com.au) - for a copy of the Monitor)

Of particular note in the report, the accommodation and food services industry of which the Club Industry is a part, is suffering the effects of weak in-bound tourism and the high Australian dollar, with the currency status an added blow as it makes it more attractive for Australians to holiday overseas.

Having just been to the CMAA Sunshine Coast, Mid North Coast, Far South Coast Zones and other regional centres presenting the Association's Head Office Report and networking with members, it is more than apparent to me that this research is "on the money".

The impact of weak tourism, the high dollar AND the constant inundation up and down the coast where the seemingly ceaseless rain is deterring people holidaying at caravan parks, enjoying sport activities such as golf and bowls, all are having a devastating impact on

regional clubs' revenue and patronage.

No doubt the day-to-day challenges of club management are made more difficult in this context when the strong dollar, increased household savings versus spending, the inclement weather and weak tourism all conspire against it.

The Monitor suggests a number of strategies that clubs could consider to address these challenges and take on opportunities ...

- The global economy is going to remain volatile for a few years, yet. Be prepared for waves of negative confidence. Also, consider term or other forms of funding rather than just short-term credit lines from banks and lenders. This will provide certainty around funding cost and availability.
- Energy prices will rise – with, or without, the Carbon Tax. High energy users should be looking for opportunities to implement energy-saving practices.
- The population is aging. This, combined with continued economic recovery, will make labour - particularly skilled labour - harder to find. This is a real issue in regional areas where population is not only aging, but also stagnant. Get innovative with what labour you need and when.
- Consider the impact of increased compulsory employer superannuation

contributions on labour costs and remuneration when setting wages over the next few years.

- Consider the implication that demographic change will have on the demand for different goods and services.

Club managers - especially those from the regional areas - can be better positioned to protect their clubs from the negative impacts of the high Aussie dollar, reduce costs and boost output and profitability through attending education and engaging in the many industry summits, forums, training and conferencing the CMAA offers.

Of particular note, the CMAA and Ken Burgin, of Profitable Hospitality, will convene the **Clubs+ Regional Club Management Sales & Marketing Summit** from September 18 - 20 at Armidale where a range of strategies, tips and solutions to boosting club sales and marketing outcomes will be presented.

A CMAA Members-Only Forum on the Tuesday (September 18) will encourage discussion around issues unique to regional and non-Metropolitan club managers. The summit will be set in the unique rural surroundings of Armidale City Bowling Club and the beautiful heritage-listed Saumarez Homestead, in Armidale, north-western NSW. It will be great event targeting country and regional club managers and staff. I look forward to seeing you there.

**ON A** sombre note, it is with sadness I advise that popular CMAA Member Dean Maher, the CEO of Finley Returned Solider Club, passed away recently. To Dean's family, friends and colleagues, we extend our warmest condolences on Dean's passing. ■

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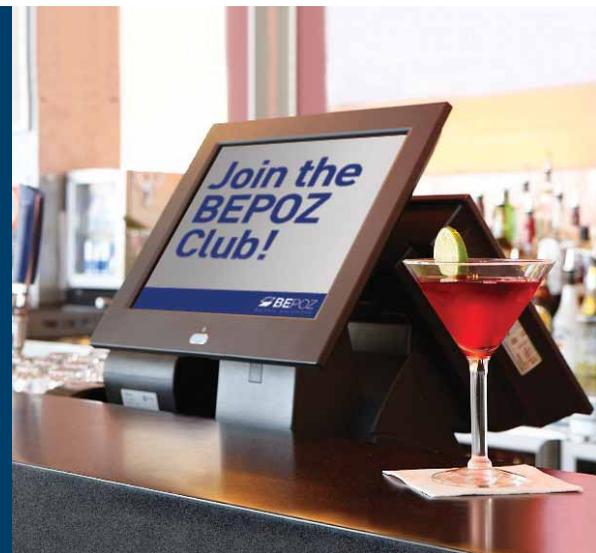
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## Winners and Losers ... it's all just fun and games

**The Business End** with SHANNON DONATO

### CMAA Sponsors On A Winning Ticket

**ON JUNE 13**, we held the inaugural CMAA State of Origin Function for CMDA Career Development Sponsors at the Association's Sydney Olympic Park headquarters. It was a terrific night attended by more than 75 CMDA Sponsors and their guests – CMAA Members, one and all - which was held before kick-off in the main game – NSW v Queensland at ANZ Stadium - and included great tickets/seats to the match. There was plenty of our great sponsors' product flowing at the function, provided by CUB, Lion, Garlo's Pies along with a wide variety of *Coca-Cola* Amatil products, including the very popular Jim Beam ... although it was a toss-up between the drinks and Party Crew as to which were the favorites. We had plenty of give-aways, NSW Blues 'Canadian Club' beanies for everyone and lucky door prizes. The major prize was a limited edition '25 Years of Origin Greats' Blues jersey going to the lucky Tony Luu, the NSW Account Executive with Shuffle Master Australasia. Former Origin star, Clive Churchill Medal winner and two-time NRL Grand Final winner Luke Priddis gave guests an insight into how the Blues prepare for the game and was right on the money with his tip of a narrow NSW win. There were plenty of other winners on the night but my 'man



■ David Marsh, Lawrence Shepherd, Tom Kutle and Shannon Donato at the CMAA State of Origin Function last month.

of the match' award goes to a member of the losing team - Aaron Power from Barringtons for bravely admitting in a room full of Blues supporters that he is a QUEENSLANDER! Aaron got fairly torrid pre-match 'warm-up', but came out smiling. Don't forget that the third State of Origin game will be a CMAA Mid Year Conference function - with around 400 guests – at Jupiters on July 4. An honorable mention in 'man of the match' voting to my good mate Lawrence Shepherd from Independent Gaming who showed remarkable stamina in keeping pace with the action throughout the function and the big game. It was a pleasure to have the sponsors and our CMAA members together for this occasion and I can't wait for the decider at Jupiters.

### Charity & Members The Big Winners

**SPEAKING OF** great nights and signs of great sportsmanship, I recently enjoyed the company and hospitality of Far South Coast Zone Members at their meeting and dinner at Tomakin Sports Club on June 5. The dinner was sensational and the "entertainment" just as enjoyable. The Zone Committee did a wonderful job in entertaining the 80-plus guests with a mix of fines and light-hearted jibes. I was fined for still having a soft spot for the struggling Penrith Panthers NRL team (probably fair enough, on their current form). But the 'Lionheart' award goes to *CMA Magazine* Editor Peter Sharp. After being fined for a few indelicate "offences", Sharpee finished up as winner of the dinner fund-raiser "last card in the deck" prize pool of \$370 - then immediately donated the prize back to the Zone and the preferred charity, the Snowy Mountains Care Flight Helicopter Service. After driving four hours to cover the meeting for the CMAA, only to be fined and heckled all night - then to donate the \$370 back - I reckon Sharpee certainly earned his 'Lionheart' award. As usual, it was great night and great fun. Well done to President Craig Clark and his team.

### Sponsor Spotlight



**THIS MONTH**, Sponsor Spotlight shines on Catherine Mancuso, Managing Director of CCM Travel. Catherine and her CCM Travel team have ensured thousands of CMAA Members have enjoyed almost countless Conferences and events with us over the years. So, in the month of our Mid Year Conference at Jupiters, it's over to Catherine ...

**Name:** Catherine Mancuso.

**Company:** CCM Travel.

**Position:** Managing Director.

**First Club Client:** Gregg Levett at Canterbury Leagues Club.

**Best thing about working in the Club Industry:** Loyalty and respect - both in business and personally.

**Best Piece of advice you can offer/have received:** Always think before you speak as you can never take back the spoken word (my father).

**Worst Piece of advice you have received:** Don't go with your first instinct.

**I wish I had a dollar for every time:** Someone asked me what time does the bus leave.

**When not at work you can find me:** Relaxing in my favourite destination - my home at Drummoyne.

**Favourite sporting team:** The Wallabies.

**My local club is:** Drummoyne Sailing Club.

**Best thing about my local club:** The view, the people and the Italian restaurant - Ecco. ■

➤ **SHANNON DONATO** is the CMAA's Sponsorship & Marketing Manager  
**M: 0434 185 414;**  
**W: 02 - 9746 4199;**  
**E: shannon@cmaa.asn.au**

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**WITH THE** combatants less than 500 metres away, there was a buzz of excitement in the room when the CMAA hosted its first State of Origin Sponsors Dinner on June 13. CMAA Marketing & Sponsorship Manager Shannon Donato welcomed 75 guests to the CMAA's Sydney Olympic Park administration centre for pre-game drinks, a bite to eat and a chat with former Origin star, Clive Churchill Medal winner and two-time NRL Grand Final winner Luke Priddis. Luke offered an insight into just how the players were preparing and feeling with the games less than an hour from kick-off. The CMAA invited CMDA Career Development Sponsors to attend the function and the big game and to invite a CMAA Member as their guest. The night was a huge success with plenty of sponsor product providing the all-important hospitality with delicious party pies and sausage rolls from Garlo's Pies, along with a range of *Coca-Cola* Amatil products, including Jim Beam and Canadian Club. There was NSW Blues Canadian Club' beanies for everyone on a chilly winter night. Sponsors Lion, CUB and Robert Oatley Vineyards supplied the beer and wine for dinner guests. Shannon introduced CMAA Executive Officer Ralph Kober who welcomed all guests and thanked the generous sponsors for the support of the event. Then it was on to the big game and Blues win. It will be an even bigger night at Jupiters on July 4 when the CMAA hosts its annual 'Footy Fever' broadcast of Game 3 as part of the 2012 Mid Year Conference when more than 300 guests will enjoy the occasion and the networking opportunities. ■



- 1: Darren Pressley with CMAA Executive Officer Ralph Kober.
- 2: Former State of Origin player Luke Priddis with Shannon Donato.
- 3: Jim Beam hostess Caitlin with prize winner David Brace.
- 4: Darren Pressley from Coca-Cola.

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**THE CMDA** National Bursary program provides more than \$100,000 in education and professional development opportunities for the more-than 2,600 CMAA members around Australia. CMAA Marketing & Sponsorship Manager Shannon Donato this year has introduced innovative events to properly acknowledge and thank the “family” of CMDA National Bursary Sponsors. The first was the Bursary Sponsors Lunch at the CMAA’s annual Conference & Hospitality Expo at Darling Harbour in March, when sponsor company representatives lunched with their bursary winning managers and directors from their clubs. The most recent event was a Bursary Sponsors Appreciation Lunch at the CMAA’s Sydney Olympic Park administration offices on May 31. Shannon and Industry Professional Development Manager Geoff Meston thanked sponsor company representatives for their generous support of the CMDA Bursary Program and presented a framed certificate with photos from the March lunch with CMAA Federal President Bill Clegg and the winners of their bursaries. Maroubra RSL Club General Manager Brett Gibson, who had just returned from Singapore on his Shuffle Master Australasia-sponsored bursary to the Asian Club Managers’ Conference, spoke to the gathering about the significance of the opportunity and experience that the national bursary program offers. ■



- **1:** CMAA Industry Professional Development Manager Geoff Meston (middle) with CMDA National Bursary Program Sponsor company representatives.
- **2:** CMAA Marketing & Sponsorship Manager Shannon Donato.
- **3:** John Lawson with Campbell MacLeod.
- **4:** Lori Luhrman with Ken Burgin.
- **5:** Catherine Mancuso with Lisa Colella
- **6:** Shannon Donato with David Begg and Geoff Meston.
- **7:** Kylie Grimwood with Douglas Kirkham.
- **8:** Robert Jaen with Brett Gibson.
- **9:** Peter Hosking with Kylie Grimwood and Shannon Donato.



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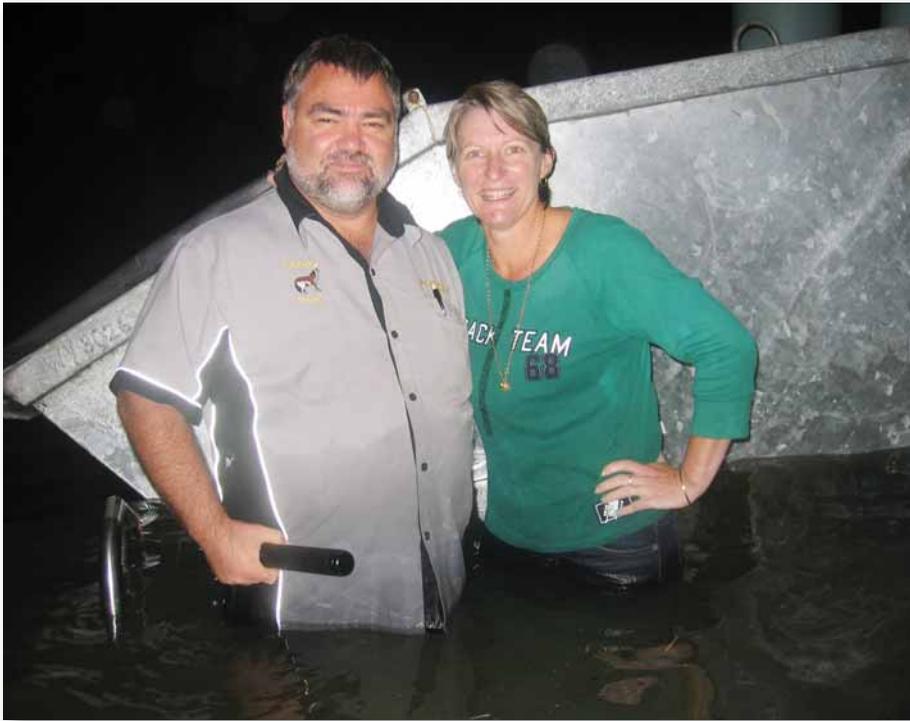
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- **ABOVE:** Some of the inundation in the club's kitchen.
- **LEFT:** Ken Strudwick from Strudwick Security and Pam Mitton manage a smile during the club's flood in 2009.
- **BELOW LEFT:** Club Urunga CEO Thane Duncan.
- **NEXT PAGE:** Club Urunga's new dining area.

## Thane's dream emerges from Urunga's devastating floodwaters

**IT'S BEEN** more than three years since the Urunga Bowling Club was inundated by flood waters on March 31, 2009.

The Club was overwhelmed with an average of 850mm of water throughout the Club premises.

A total of 770mm of rain fell in a 2½-hour time frame in conjunction with an extraordinary high king tide, did not allow the storm-water to disperse from the club.

Club CEO Thane Duncan, ACCM, recalls the unusual situation of walking around his club in waist-deep water, wondering when the flood levels would fall so that he could begin the clean-up process and the club become operational again - and the uncertainty that lingers with such a disaster.



In a period of just three days, Thane was able to have a back bar operational and two bowling green's fit for action.

So, to the pleasant surprise of most members, they were able to still enjoy some of the club then-limited facilities.

Nine days later, the kitchen began trading and, 21 days later, the first 21 of 53 gaming machines were back in action.

Basically, the process of surviving had begun and, during the next three years - trading from a 60% reduced floor capacity - Thane and his team were able to maintain a positive cash flow and a viable club premises that was enjoyed and well patronised.

On Saturday, May 5, 2012 the newly named Club Urunga (formerly the Urunga Bowling Club) was declared officially open.

After protracted negotiations with the insurance company following the March 2009 flood event, it was decided to rebuild the club on an existing bowling green.

Due to the lengthy and, at times, difficult consultations with the insurance company, it became apparent the best

option for the long term was to erect a totally new building.

Currently, Stage 1 - the clubhouse building - has been completed. Stage 2 - the demolition of the old building and construction of the second bowling green - has started.

The first step was to employ a quantity surveyor and Trevor Jeffrees officially took on the role of the club's project manager.

Then an architect firm was contracted and Doug White, from EJE Architecture, was appointed.

The next stage was to appoint a builder and, eventually, Club Constructions, based in Newcastle, was appointed to the project

Works began after Easter in 2011.

Final cost of the new building and fit-out was \$7.6 million.

Club Urunga CEO Thane Duncan says he will remember with pride the process ▶

**I'm proud and honored to have been part of such an exciting project that lays such an important role in the lives of people in and around Urunga.**

► of rebuilding the important community asset. "For me, being involved from concept, planning, design and the fit-out provided every opportunity to be in a unique situation of building a club where everything belongs," Thane said.

"I feel very proud to have staff who have willingly taken on different roles - often multiple roles - to help reduce the burden of wages during the construction process. Like any great team, its leader is only as good as those around him and Club Urunga staff members are a testament to this philosophy."

Thane says he is "very excited" to be part of Club Urunga as it launches into its bright, new future.

"We have so much to offer ... from the new Barista Coffee facilities, outdoor barbecue area, children's playground area, modern function room, state-of-the-art kitchen and cooking appliances.

"This is allowing the club to expand and realise its potential, providing for new clientele, providing a new experience for members who have remained loyal and true to the club.



"It is very satisfying to see three years of dedication and long hours culminate in a building that will be enjoyed by many different age groups for many different reasons. Club Urunga is now 'awake' after a three-year hibernation

with reduced trading, but I plan to make up for lost time and opportunities. I'm proud and honored to have been part of such an exciting project that lays such an important role in the lives of people in and around Urunga." ■

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## Ainsworth takes players to future at AGE 2012

**PLAY THE FUTURE** at AGE 2012 with Ainsworth's strong, diverse product portfolio. New products again will demonstrate the creative and innovative edge Ainsworth brings to its product design and development. Debuting at AGE 2012 will be Ainsworth's latest addition, the **A560st** - an engineering masterpiece and a classic entertainer. The **A560st** provides state-of-the-art technology with a dual wide-screen LCD platform, powerful **Quadtronic** processor, compact storage, premium sound system and intuitive player interface supporting a 15-button play deck with a programmable button option. The **A560st** offers high-resolution graphics game content and imaginative themes synonymous with the **GamePlus** range. Ainsworth CEO Danny Gladstone said the **A560st** was set to provide a high-impact gaming experience! "The **A560st** is an extraordinarily engineered cabinet for a spectacular presentation, no matter where it is placed on the gaming floor," Danny added.

Ainsworth also will unveil its latest line-up of link packages from its **World of Jackpots**, followed by an increasing

range of brands and games from the **GamePlus** library.

The **World of Jackpots** library will be enhanced with two themes - **Jackpot General** and **Jackpot Zone**. And there are more innovative brands due for release in 2012-2013.

Scott Clarebrough, Ainsworth's Group General Manager Strategy & Development, said Ainsworth had been building for the future and was ready to further raise the performance bar with more leading-edge brands and exceptional game titles. "Ainsworth is committed to delivering players with quality unique entertainment experiences," Scott added.

**Jackpot Zone** is Ainsworth's new three-level link progressive package, providing an exciting player interactive feature. **Jackpot Zone** is a 20-line or 25-line game for the 4¢ and 5¢ market, available in the triple screen **Super A560**.

Ainsworth **Premium Plus** titles **Inca Reef Grand**, **Red Wolf**, **Tower of Fortune** and **Reels of Wheels** will be released in the all new **Mega Top A560** and **Wide Boy A560** cabinets featuring a 32" LCD top box.

Ainsworth's **GamePlus** game library also will have innovative updates to the **Double Shot** range with link progressive "pick your feature" **Double Shot Favourites & Classics**, **Triple Shot**, **Quadshot**, **Dollar Games** and **Play 100Lines / 50Lines** and **Thunder Dragon**.



Look out for new stand-alone **Hummin** Link Mystery and **Multiplay** multigame/multi-denomination series.

To make the AGE 2012 experience memorable, drop by the **Ainsworth** stand (**No. 3300**) for the Ainsworth team to present the latest star attractions.

For more information, contact **Ainsworth National Sales Manager Peter Black** P: 02 - 9739 8000; E: [sales@ainsworth.com.au](mailto:sales@ainsworth.com.au) or go to [www.ainsworth.com.au](http://www.ainsworth.com.au) ■

## Oak Flats bowlo is no place for bad language

**AT THE** Oak Flats Bowls & Recreation Club the rule is simple - swear and you're out. Fed up with bad language and behavior, club CEO Matt O'Hara has taken a "zero tolerance" stand to four-letter patrons in a bid to make it more family friendly. Since 2002, when it was ranked the fourth most-troublesome venue in the Illawarra for alcohol-related violence, Matt and his staff have suspended 800 patrons. Their record was banning 66 people in six weeks.

"The majority of these suspensions were for minor issues such as swearing in public and not leaving when asked to," Matt said. "If a supervisor hears a member or guest swearing, they will ask that person to leave. You get a one-month suspension for swearing that can be heard by another table. If you swear at a staff member, it's a three-month suspension. There are two pubs in the area that tolerate that language."

The club now is one of the lowest on the list of troublesome



■ **MATT O'HARA.**

venues. "We had to draw up a standard on what we believed was tolerable in our club," Matt added.

To make up for the anti-social patrons they lost, Matt has shifted his target market to include families. "I can genuinely say for every anti-social person we have turned away, I'm convinced 20 good ones walk back through the door," he said. "Our community is quite strongly behind us. We get a lot of support from our

members who are pleased with the stance we have taken. We wanted to make our club a family-friendly club and we have gone out of our way to do that."

The club's impressive turn-around is in line with the new statistics that reveal assaults in registered NSW clubs are at an all-time low. According to the latest Bureau of Crime Statistics and Research (BOCSaR) data, the number of assaults in clubs last year was almost 15% lower than in 1995, the first year the bureau collated data.

## International flavour at Mid Year Conference

**DURING 2012**, the overall theme of CMAA Conferences is **'2020 VISION'** ... taking a look at how the Club Industry – and clubs specifically - will look, feel and function as the calendar ticks over on the first decade of the 21 Century. Strategic plans will evolve, buildings will change shape with renovation, but the people who deliver the products and services to members and guests will remain the cornerstone of the success – or failure – of club business around Australia. **'Planning & Strategy : It's All About People'** is the theme of the CMAA's Mid Year Conference at Jupiters on the Gold Coast from July 4-6. The CMDA is offering two Conference courses – **'Human Resource Management Development'** (July 3-4) and **'Corporate Governance Professional Development'** (July 4) – with pre-registration essential at [www.cmaa.asn.au](http://www.cmaa.asn.au)

The Mid Year Conference opens with the CMAA Members General Meeting at 1pm on July 4 and the first session at 2pm with Keynote Speaker Warwick Merry's **'Be A Goal Getter, Not Just A Goal Setter'** presentation. One of the compelling topics on the three-day Conference program is on day 2 (July5) in the Workshop Series 2: **Revenue Maximisation – 'Customer Service: The Unbeatable Competitive Advantage'**.

**Profitable Hospitality Managing Director Ken Burgin** will interview respected Gold Coast hospitality HR executive

**Tony Lines** to investigate the top, **'Why Is Good Service So Hard to achieve when it's so easy to do?'** **Tony Lines** is the Human Resources Manager for the Movie World Business Unit of Village Roadshow Theme Parks (VRTP) and provides HR advice for *Warner Brothers Movie World, Wet'n'Wild Water World, Australian Outback Spectacular, Paradise Country* and *Village Roadshow Studios*. There are more than 1500 staff employed in these businesses.

Tony has worked with VRTP for 19 years, holding a variety of positions in Human Resources and the role of Entertainment Manager for three years. Overall, his HR career has spanned almost 30 years, in addition to working as a regional manager in the finance industry for three years.

Tony's areas of speciality include Industrial and Employee Relations, Learning & Development and Performance Management. He studied Training & Development at the University of SA and holds a Certificate IV in Training and Assessment and Diplomas in Management and Tourism.

During his time in the tourism industry, Tony served on the Tourism Training Queensland Executive and was part of the Tourism Australia Working Party to develop competency standards for the industry. He served on the board of the Australian Amusement, Leisure and Recreation Association (AALARA) for 14 years and is the Association's President.

It's sure to be an interesting and revealing 30 minutes with one of the most accomplished executives in the hospitality and entertainment business. ■

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# System integration gives clubs winning edge in saving OPEX

**TRADITIONALLY, CLUBS** have used software packages such as Quickbooks, or MYOB in Accounts, Excel in F&B and CRM in Membership Service as function-specific tools.

Although these tools work well in their functional environments, they do not easily talk to each other, which means staff have to extract information or files from one system and enter or upload it into another when completing cross-functional club processes such as stock-take, membership renewals or functions bookings.

This is time consuming, costly and error-prone, particularly when on average, a club runs at least seven disparate applications to support its business.

With the onset of secure broadband infrastructure, reliable interfaces, smart software applications and devices, the era of truly integrated business solutions has arrived.

An integrated business system automatically transfers data from one system to another, which mitigates the need for staff to manually re-enter data or transfer files.

More importantly, the focus of management's attention shifts from monitoring the accuracy of manual processing to analysing output data to scrutinise business performance in a given area.

This change in focus can mark the difference between profitable and loss-making club operations.

There are at least two mission-critical club processes that should be integrated as a matter of priority, including bank reconciliation and inventory control.

## Bank Reconciliation

A typical manual bank reconciliation process involves, in the first instance, reconciling the cash drawer contents for each PoS terminal, and back office payments, separating different types of payments such as cash, cheques, EFTPoS and BPAY. These reconciliations are then recorded using spreadsheets, or other methods. Accounts staff then prepare bank deposits as well as manually posting the consolidated data to the general ledger, journaling amounts to the correct account. In contrast, an integrated platform automates the daily banking process of all sales transactions originating from back office terminals, online and from Point of Sale (PoS) units. Revenue from these locations including monetary splits (cash, cheque, EFTPoS and BPAY) is transferred automatically to the banking clearing account reducing the end-to-end process to one hour a week. Applying average casual labour rates to the hours saved

With the onset of secure broadband infrastructure, reliable interfaces, smart software applications and devices, the era of truly integrated business solutions has arrived.



■ *Micropower CEO Bill Owens (left) with sales executive Richard Berry.*

represents an OPEX reduction of around \$300 a week, delivering a return on investment (RoI) on a typical integrated banking solution of PoS and financials within months.

## Inventory Control

In a manually operated inventory control system, an inventory list is updated when stock is receipted. At designated time periods a stocktake is completed and the difference between stock listed and counted is reconciled against F&B sales in the respective journals in the general ledger. Manual inventory systems are vulnerable to leakage. Automating this process reduces routine stocktake time by 50%, provides continually up-to-date stock value figures, improves accuracy and reduces the risk of leakage. In an integrated environment, the PoS automatically decrements stock items when sold. Hand-held PDEs accelerate the physical stock count and automates the stock balance to the system. Using the same calculations as in the previous example, automating the inventory control process would represent a labour saving of around 12 hours a month delivering an RoI in short order.

Other club processes that benefit from integration and deliver significant OPEX savings include membership renewals and payments, payroll, event bookings and functions administration.

For more information on this and other systems options, contact CMDA Career Development Sponsor company **Micropower** representative **Richard Berry**  
M: 0432 628 006. ■

- Next time ... how integration can drive up top-line performance.



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### AGE 2012 Conference Message

Welcome to the Australasian Gaming Expo 2012 Conference from the Gaming Technologies Association.

The Gaming Technologies Association welcomes dignitaries and VIPs, exhibitors, trade show visitors and Conference delegates to the 2012 Australasian Gaming Expo.

The challenge for tomorrow's visionaries is to see what is possible and have the courage to turn their vision into reality.

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That process starts now, here at the Australasian Gaming Expo Conference, for delegates whose foresight will be rewarded by their attendance.

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# AGE 2012 Conference Program

## 2020 VISION - SMARTER • FASTER • STRONGER

August 21 & 22 Sydney Convention & Exhibition Centre, Darling Harbour

*"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change." - Charles Darwin*

### Day 1:

### Tuesday, August 21

8am  
Conference Registrations  
Ground Floor Registration Desk

8:30am  
Doors Open for AGE Conference

9-9:05am  
WELCOME

9:05-9:50am

**Keynote: RACHEL BOTSMAN**

Rachel Botzman is a social innovator who writes, consults and speaks on the power of collaboration and sharing through network technologies. She wrote the influential book, *What's Mine is Yours: How Collaborative Consumption is Changing The Way We Live*. TIME magazine recently called *Collaborative Consumption* one of the "10 Ideas That Will Change The World". Rachel's thinking on how technology will change how we work and live has been published in WIRED, The Guardian, Harvard Business Review, New York Times, The Economist and Fast Company. Rachel has a monthly future tech trends column in the Australian Financial Review. Rachel has presented at high-profile events, including WIRED, The Clinton Global Initiative, TEDx, HP, Google and No.10 Downing Street. She was recently named by Monocle as one of the top 20 speakers in the world. A former director at President Clinton's Foundation, Rachel is a partner in the Collaborative Fund, a leading source of seed capital and strategic support for creative entrepreneurs who want to change the world. She received her BFA (Honours) from the University of Oxford, and undertook her postgraduate studies at Harvard University.

9:50-10:10am

**MORNING TEA**

10:10-10:55am

**CHRIS DOWNY - Executive Director, Australian Casinos Association**

*"The Changing Business Model Of The Casino And Gaming Industry"*

The ACA represent the 13 Australian and six NZ casinos currently operating. Chris will provide an overview of how the casino industry is adapting to the changing economic environment and the dynamics of leisure and tourism.

11:10-12pm

**Cybercrime & Gambling**

Online commerce and information-sharing transactions open up a new world of risk and liabilities. Two experts in the cyber-risk area discuss these issues...



**Rachel Botzman**



**Chris Downy**



**Jason Drew**



Technologies Association's members are proudly represented on the exhibition floor - Ainsworth, Aristocrat, Aruze, Bally, IGT, Konami, Shuffle Master and WMS.

We congratulate Hospitality Management Development Australia (HMDA) on their achievement in bringing this conference to the Australasian Gaming Expo.

We wish every conference delegate an enlightening, enjoyable and inspirational event.



Ross Ferrar  
Chief Executive Officer  
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Association Limited

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*‘Securing Your Business Data Assets From Within And Without’*

SIDNEY LIN – Senior Relationship Manager at St George Bank  
*‘A Bank’s-Eye View Of Cyber Fraud’*

GEOFF KNOWLES - General Manager, Independent Gaming  
*‘Future Directions For TITO Technology’*

An industry expert’s perceptions on what role TITO will play in the gaming rooms of the future. How far can we go with TITO?

*“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.” - Bill Gates*

## Day 2: Wednesday, August 22

8:30am Doors Open for AGE Conference

9-9:05am WELCOME

9:05-9:50am DANIELLE RAYNER – Director, GSL Solutions  
*‘Growing Your Market Share’*

Technology’s role in building and broadcasting customer allegiance and value perception. Our customers have a much greater choice; we have more-intense competition - how do we make sure the customers choose ‘us’?

9:50-10:10am MORNING TEA

10:10-11am BILL OWENS – CEO, Micropower Group  
*‘Integrating Your Technology & Services’*

Integration: automating business processes works your data harder, which is good for business, but also mandatory for good corporate governance. Integrating your management systems saves time, saves money but also creates the required corporate governance platform to run your venue.

11:05-12pm DON HAMMOND – State Sales Manager, Maxgaming  
*‘The Internet & WAN Gaming’*

What can communications technology deliver if legislation allows?

12-12.30pm AGE 2012 Conference Special Guest

*“The world is changing very fast. Big will not beat small any more. It will be the fast beating the slow.”*  
- Rupert Murdoch

\* Speakers may change due to unforeseen circumstances.



Sidney Lin



Geoff Knowles



Danielle Rayner



Bill Owens



Don Hammond



## CMDA & HMDA Professional Development Services



- ❖ Advanced Diploma of Hospitality
- ❖ Diploma of Human Resources Management
- ❖ Registered Training Organisation No.6984
- ❖ Nationally accredited qualification provider
- ❖ Customised current industry-specific course design & delivery
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- ❖ Conference & Seminar design & delivery
- ❖ Classroom & Internet-based delivery formats
- ❖ Career path formation & succession planning

### Contact **GEOFF MESTON**

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**Did You Know?**  
If you are a Chef, a F&B Manager or Catering Manager, or Manager in a Hospitality venue, you are eligible to join Australia's premier hospitality management association, Club Managers' Association Australia, and take advantage of a vast range of education and professional development opportunities, representation and networking with fellow professionals.

### What services do we offer?

- ❖ Industrial Advice & Professional Legal Coverage
- ❖ Representation on Government & Industry Committees
- ❖ CCM/ACCM Industry Recognition Awards
- ❖ National Network of Club Managers & Zone Meetings
- ❖ Club Management in Australia (CMA) Magazine



### CMAA 2013 Conference & Hospitality Expo

MARCH 4 & 5

@ Sydney Convention & Exhibition  
Centre, Darling Harbour



### CMAA 2013 Mid Year Executive Leadership Conference

JULY 3, 4 & 5

@ Jupiters, Gold Coast



### AGE 2013 Conference

AUGUST 13 & 14

@ Sydney Convention &  
Exhibition Centre,  
Darling Harbour



## Epping Club gives Summit delicious taste of Bollywood

**AS MORE** and more clubs recognise the potential revenue that their food and beverage, events and functions sectors can contribute to the bottom line, they also recognise the value of well-trained, motivated staff. Investment in training and professional career development has come a long way in a short time.

The relevance of the training options brought to Club Managers Association members is spreading. The CMAA and Profitable Hospitality have blazed a new path in presenting exciting, relevant and innovative training events under the **Clubs+ Eat, Drink & Entertain** banner. It's exciting to see that the comprehensive and value-packed **Clubs+** calendar of Summits, Workshops and Webinars now is also on the radar for hotels and restaurants keen to up-skill their teams.

At the recent **Clubs+ Weddings & Events Management Summit** event managers, functions co-ordinators, chefs and senior management, from clubs and hotels around Australia - even from across the Tasman - enjoyed what was voted "the best Summit ever" at the 5-Star Epping Club.

Held just two weeks later, the **Clubs+ Chefs Two-Day Management Summit** - the first **Clubs+** event specifically for these masters of the culinary world - attracted chefs from clubs, restaurants, training institutions and hotels in NSW, Queensland and Victoria to

explore the opportunities and benefits of ongoing professional development.

As one Club Manager put it so succinctly: "We're all over gaming ... we've done it to death. We want to learn about the new opportunities for business success. Whether big or small, our clubs are our business and we need to know how to optimise business success in every realm of club management."

In addition to the upcoming **Clubs+ Food & Beverage Workshop & Webinars** series this ▶



I attended the Weddings & Events Summit for the first time and it exceeded my expectations. From the informative sessions, useful take-home documentation, valuable reinforcement of the direction we are taking at our club to the spectacular Indian Banquet, the Summit offered excellent value.



► month, and the **Clubs+ Advanced Dynamic Online Marketing Workshop & Webinars** in August, there is an event coming up which no club interested in business growth can afford to miss.

The next big Summit will be the **Clubs+ Regional Club Management Sales & Marketing Summit** at Armidale in September.

This major event will bring industry experts in sales and marketing with some phenomenal insights into how to change the fortunes of your club.

CMAA executive Officer Ralph Kober has a particular interest in this event. "The **Clubs+ Regional Club Management Summit** in Armidale is an exciting initiative bringing regional and country club managers and staff together in a rural setting in recognition of the great work that clubs do outside the metropolitan areas," Ralph said. "The Summit will also offer a dedicated **CMAA Members Forum** on Tuesday, September 18, where regional and country managers can come together to discuss issues challenging them, which are unique to non-metropolitan club managers. It's an exciting concept and a wonderful opportunity for these country and regional managers to connect and network."

Each of these events presents huge opportunities for all clubs to expand their business to become more profitable and competitive through better business and management skills, creative sales and marketing and well-managed, highly sought function spaces.

The CMAA earlier this year recognised Ken Burgin's great contribution by inducting him into the CMAA Hall of Fame as an Association Associate for his support of clubs and the CMAA. ■



#### SUMMIT FEEDBACK ...

"First, and foremost, a huge thanks to the Clubs+ team. I felt most welcome at the Weddings & Events Summit. The friends and contacts I have made will be a huge help as I strive to deliver our club to the next level of service. New Zealand has nothing comparable to these events, and the speakers you provided could not have been better chosen. I believe with the skills and new knowledge I received in such a short time, that I can now develop and implement a plan to take us far beyond our competitors.

Karynne Courts ... one hour with her justified my trip. Learning how to deal with staff and develop a positive culture is a tough issue every manager struggles with. The skills and understanding I received from Karynne are invaluable and the way the Master Class was adapted to our requirements was fantastic. I can now approach staff culture positively and confidently and turn my team into more proactive professionals.

I can't wait for next year's event and will definitely be recommending this to others. We may even get a few more Kiwis to fly in next time!"

- **GRANT NICHOLAS, Remuera Golf Club, New Zealand**

"I enjoyed this year's Summit hugely. I brought a colleague this time also, so twice the fun. Prior to this year's event, I completed some budget figures, and want you to know that our Wedding/Events have improved 38% since attending the 2011 event. So a big thank you and we are looking forward to improved figures again in 2012-2013 following this year's great program."

- **STACIE GOULD, South Newcastle Leagues Club**

"Great couple of days of days. Participation enables you to reflect on your operations and re-energises you to go back to work and make a difference."

- **ANTHONY BIASOTTO, Canterbury League Club**

"This Summit was fantastic and offered great value. The venue and staff at the Epping Club were first class, as were the sessions. I found **Better Systems For Busy Managers** especially informative ... good ideas for systems we can use. I also gained good insights on how to get the most from suppliers and valuable information that we can put in place to increase turnover."

- **BRAD WHITTAKER, Tweed Heads Bowls Club**

"I had heard that last year's event was really good and this year's Summit really lived up to my expectations. The sessions offered great value and I came away from this well organised and successful event with so many ideas to develop other business opportunities."

- **CHRIS GOODMAN, Tweed Heads Bowls Club**

"This was the third Events Summit I have attended ... it was brilliant. I gained so many great ideas and valuable information. Please pass on my congratulations to the Clubs+ team."

- **RITA MUSCAT, Huskisson RSL Club**

"I found everything within the Summit program extremely useful. All the speakers were so informative and generous. I thought the **Smart Choices With Function Equipment & Set-Up** offered terrific opportunities to see how simple products can create such a fantastic atmosphere."

- **MEL LOGAN, Huskisson RSL Club**

"Brilliant! CMAA and Profitable Hospitality have done wonderful job. **Developing A Positive Staff Culture**, and **Better Systems For Busy Managers** were especially worthwhile. I would definitely like more of this at next year's Weddings & Events Summit. Well done - can't wait for 2013 event!"

- **BRONWYN NEWMAN, Dapto Leagues Club**



#### SUMMIT FEEDBACK ...

"The *Function Package & Costing* session was very informative and full of practical ideas. I have gained invaluable knowledge on so many topics through attending this Summit. The Epping Club did a fantastic job with the Indian Banquet. Congratulations to Chef Bikky and Adele and her team. Job well done!"

- **MARNIE TREVETT, Griffith Leagues Club**

"I attended the **Weddings & Events Summit** for the first time and it exceeded my expectations. From the informative sessions, useful take-home documentation, valuable reinforcement of the direction we are taking at our club to the spectacular Indian Banquet, the Summit offered excellent value. The staff at the Epping Club are impeccable and inspirational."

- **KATHY STEIN, Tocumwal Golf Club**

"Great sessions. *How The Epping Club Tells Its Story* from Melissa Giloolly and Peter Saez; and Mark Bell, Airlie Beach Hotel's *Life of the Party* were stand-outs for me. The *Master Classes* presented by Peter Vlahandreas from Eastern Golf Club were also fantastic. *How to Create a Bridal Fair* offered so many great ideas and the *Function Package & Costing* made you reassess what you are currently doing."

- **ANNA-MAREE VAN DER STEEN, Coffs Harbour Ex-Services Club**

"This Summit exceeded all expectations - fantastic value for money and definitely one of the best I have attended. I would have to say all sessions, though different, had something of worth to take away. Many great tips and hand-outs."

- **SUSAN BALL, Springwood Sports Club**

"*Spirit Of Leadership* was a great way to commence the Summit. *How The Epping Club Tells Its Story* was another excellent session. Seeing how a very successful club plans its marketing and targets its audience was so valuable. Peter Vlahandreas was the highlight of the Summit for me, providing such in-depth, beneficial information! Another GREAT Summit. Well done! I feel refreshed and positive. Thank you and looking forward to next year."

- **KATE WATERS, Canberra Southern Cross Club**

"The presenters were great and the Summit was very uplifting. I will return to work with enthusiasm and a different way of looking at things. *Developing A Positive Staff Culture* was great ... a different way of looking at staff and their abilities. They can all perform to a different level - if trained and coached."

- **RICK BAHAROGLU, Ryde Eastwood Leagues Club**

"I enjoyed the *Back of House Tour* very much. I loved the generosity of the staff at the Epping Club and the Summit presenters. Thank you all for being so willing to share your knowledge."

- **BENITA REARDON, Club Sapphire, Merimbula**

"Thank you for another informative and awesome event. I found plenty of ideas and information to take home. I will definitely recommend this event to others and will be back next year."

- **THERESE KIERNAN, City Golf Club, Toowoomba**

"The **Weddings & Events Summit** has been fantastic in every aspect. I have gained a lot and am returning to work with some inspiring ideas, particularly around *Developing A Positive Staff Culture* and *Function Packaging & Costing*."

- **KERRY McAULIFFE, Coolool Beach SLSC**





## Managers take a closer look at Carbon Tax implications for clubs

with **GEOFF MESTON**

**THE CMAA'S** Riverina Murray Zone recently approached the CMDA to put together a package of information on the mechanics of the **Carbon Tax** and its effects - plus strategies that clubs could take to minimise its impact.

The information was presented to 58 club managers over two days last month at Griffith Ex-Services Club and Griffith Leagues Club.

Thanks to Griffith Ex-Services Club CEO and Zone President GUS LICO along with Griffith Leagues Club CEO DEAN McCARTHY and their teams for great hospitality and succulent food...

GREG RUSSELL, from Russell Corporate Advisory, presented on the mechanics of the tax and indicated that the Club Industry has faced far tougher challenges in the past, but strongly suggested all clubs undertake some type of operational review to discover and address inefficiencies and wastage that will compound the increase in expenses due to the tax. Most of us would, no doubt, be aware that the key drivers of our profitability (and losses) lie in labour cost and cost of goods sold, so these will be the best places to start along with a good critical assessment of our utilities usage and equipment performance. Additionally, Greg advised a review of revenue sources and their effective capture; particularly with how we set pricing levels to ensure we generate sufficient margins to maintain viable profitability. Greg also presented on projects and financing strategies for clubs as they seek to maintain viability in the turbulent competitive markets they now operate.

One point that Greg did impress upon the audience: Not-for-Profit does NOT mean clubs shouldn't generate profits. Without regular profits each year, a club cannot reinvest in equipment and facilities nor properly maintain existing assets, he told his audience. Failure to do so will drive new customers (and profitable existing ones) to better, more-modern venues with more up-to-date products, services and attitudes.

Our next presenter - MICHAEL ALEXANDER, of Reporting Solutions Australia - provided an insightful view into strategic gaming management. Of particular interest was his dissection of average daily turnover into its two key drivers of occupancy (time played) and average bet which helps make more informed decisions when using popularity reporting as a criteria for EGM purchasing. Michael also provided case studies of clubs that have undertaken different "operationally holistic" strategies to address their current competitive position.

Our legal expert - TONY JOHNSTON, of Eastern Commercial Lawyers - updated the audience in three important areas regarding compliance, risk and opportunities for clubs ...

- **Bullet-Proofing Your Board** - How your constitution can help your club change strategy when and if required
- **Preventing Workplace Litigation** - How to avoid getting sued by club staff.

Tony's clear and easily understood explanations of sometimes complex legal machinations and terminology were well received by the audience, particularly his use of case studies to demonstrate his arguments.

The Regional Carbon Tax Summit organiser - DAVE STAUGHTON, of Big Hat Professional Services - provided a series of highly energised operational sessions for managers covering marketing, customer service, leadership and improving productivity and processes with which to address the revenue generation and expense reduction necessities of the carbon tax impact.

If you wish to contact any of our four presenters, their details are at the end of this article.

### Okay, So What Is This Carbon Tax All About?

From July 1, 2012 around 500 of the biggest emitters of carbon pollution - carbon dioxide, methane, nitrous oxide and perfluorocarbons from aluminium smelting - will be required to pay a \$23 tax, via a permit system on every tonne released into the atmosphere.

Industry categories affected include electricity generation, stationary energy producers, mining, business transport, waste and industrial processes.

The \$23 per tonne will be indexed to inflation and will rise to \$24.15 in 2013-2014 and \$25.40 per tonne in 2014-2015. From July 1, 2015 the price paid per tonne will be set by the market, via a cap and trade system.

A price on carbon will not apply to fuel for off-road and on-road light transport by agriculture, forestry and fisheries. Households and small business also will be exempt from a carbon price on fuel. Although a 6¢ reduction in the off-road diesel fuel rebate will cause general pain for junior miners and for rural and regional business. There will also be a delay in the application of a carbon price on heavy on-road transport.

A number of new Federal Government bodies will be established and funded to oversee the carbon tax implementation, ►

Analyse your current pricing and assess how the additional costs may impact your profit margins. You need to justify any price increases - not only to your customers, but also to the ACCC if asked.

▶ including a Climate Change Authority, which will advise the Government on carbon tax implementation and a Clean Energy Regulator, established to administer the scheme.

In addition, a newly formed Clean Energy Finance Corporation will invest \$10 billion over five years in new clean energy technology, while the Australian Renewable Energy Agency will consolidate \$3.2 billion in existing federal programs to fund renewable energy projects. There is also a raft of other compensation and development funds focused on biodiversity, low-carbon agriculture, small business grants and support for indigenous communities

\*<http://www.bigpondmoney.com.au/the-carbon-tax-at-a-glance>

**A Quick Summary**

1. A two-stage approach: The carbon price will be fixed for the first three years (like a tax), starting at \$23 per tonne and rising at 2.5% per annum in real terms. From July 2015, the price will be set by the market (known as the Emissions Trading Scheme - ETS) and will become flexible (not like a tax), at which point the price may rise or fall.
2. While a carbon price is not a tax on households or small to medium business, there will be flow-on effects and it is these effects that the Government's Clean Energy Future Plan, through a range of support, offset and other mechanisms, intends to minimise.
3. SMEs will have no direct obligation under the carbon price, nor will they be required to undertake any compliance activity or additional paperwork.



<http://au.smallbusiness.yahoo.com/a/-/13330925/how-will-the-carbon-tax-impact-your-business-part-1-of-3/>

**Some Steps To Prepare For The Carbon Tax**

1. Review your current expenses and those incurred over the past year, identifying energy-intensive costs that will be affected by the inevitable energy price rises. Direct costs may be fuel, electricity and gas, and indirect costs may be business travel, freight and waste removal.
2. Gain a deeper understanding of where additional costs may be incurred by asking suppliers about the effect on their business and when they will be able to tell you their price impacts.
3. Consider locking in contracts with key suppliers now, at pre-carbon tax rates.
4. Review your important business processes and identify areas where you could be operating more efficiently by, for example, changing processes, upgrading equipment and re-training staff.
5. Analyse your current pricing and assess how the additional costs may impact your profit margins. You need to justify any price increases - not



only to your customers, but also to the ACCC if asked.

<http://www.mybusiness.com.au/news/six-steps-to-carbon-tax-preparedness>

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  - **Michael Alexander** - Reporting Solutions Australia . M: 0438 018 913
  - **Dave Staughton** - M: 0408 375 100; E: [bigdave@bigpond.com.au](mailto:bigdave@bigpond.com.au) ■
- ▶ **GEOFF MESTON** is the CMAA's Industry Professional Development Manager & a former Club Manager

■ *BELOW LEFT: CMDA Regional Carbon Tax Summit Convenor Dave Staughton.*

■ *BELOW RIGHT: Tony Johnston, Michael Alexander and Greg Russell.*



Day	Date	Meeting	Venue	Zone
<b>JULY</b>				
Tuesday	03/07/2012	14:00	Conrad Jupiters, Gold Coast	CMAA Federal Executive Meeting
Wednesday	04/07/2012	10:00	Conrad Jupiters, Gold Coast	CMAA Federal Council Meeting
Thursday	04/07/2012	16:00	Conrad Jupiters, Gold Coast	CMAA Members' General Meeting
Wed - Fri	04-06/07/2012	09:00	Conrad Jupiters, Gold Coast	CMAA Mid-Year Conference
Saturday	07/07/2012	11:00	Gold Coast Turf Club	Gold Coast-Brisbane Zone Charity Race Day
Mon - Tues	16-17/07/2012	09:30	Club Barham	Riverina Murray Zone Dinner & Meeting
Thursday	19/07/2012	11:00	Pittwater RSL Club	Manly Nth Subs Zone Mid-Year Meeting & Lunch
Sunday	22/07/2012			Clubs + Food & Beverage Workshop
Thursday	26/07/2012	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
Friday	27/07/2012	11:00	Bomaderry Bowling Club	Illawarra Shoalhaven Zone Meeting & Lunch
<b>AUGUST</b>				
Thursday	02/08/2012	11:00	Casino Golf Club	Far North Coast Zone Golf Day
Thursday	02/08/2012	08:00	Nudgee Golf Club	Brisbane Zone Charity Golf Day
Monday	06/08/2012	07:30	The Grange Golf Club	Illawarra Zone Charity Golf Day
Tuesday	07/08/2012			Clubs + ADVANCED Online Marketing Workshop
Tues - Wed	07-08/08/2012	09:30	Armidale City Bowling Club	North West State Zone Dinner & Meeting
Wednesday	15/08/2012	10:00	Country Club Wauchope	Great Lakes Zone AGM & Lunch
Tues - Thurs	21-23/08/2012	09:30	Darling Harbour, Sydney	AGE 2010
Wednesday	29/08/2012	07:30	TBA	Hunter Zone Breakfast Meeting
Thursday	30/08/2012	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
<b>SEPTEMBER</b>				
Sun - Wed	02/09-05/09/2012		The Park Hyatt, Canberra	RSL & Services Clubs Assn Conference
Tuesday	04/09/2012	11:00	Oatley RSL Club	St George Cronulla Zone Meeting & Lunch
Tuesday	04/09/2012	07:30	Penrith Golf Club	Nepean Zone Charity Golf Day
Tues - Wed	04-05/09/2012	09:00	Pambula Merimbula Golf Club	Far South Coast Zone Dinner & AGM
Tuesday	11/09/2012	11:00	Burleigh Bears R.L.F. Club	Gold Coast Zone Meeting & Lunch
Friday	11/09/2012	11:00	TBA	Inner West Zone Meeting & Lunch
Tues - Wed	11-12/09/2012	09:00	Yamba Bowling Club	Far North Coast Zone Mini-Conference
Thursday	18/09/2012	07:30	Kogarah Golf Club	St George Cronulla Zone Golf Day
Wed - Thurs	19-20/09/2012	09:00	Rafferty's Resort, Doyalson	Central Coast Zone AGM & Conference
Wed - Thursday	19-20/09/2012			Clubs + Sales and Marketing Summit
Thursday	20/09/2012	11:00	Club Pine Rivers	Brisbane Zone Meeting, Workshop & Lunch
Thursday	20/09/2012	11:00	St Marys Band Club	Nepean Zone Quarterly Meeting & Lunch
Tuesday	25/09/2012	16:30	Club Rose Bay	City Eastern Suburbs Zone Meeting & Lunch
Thursday	27/09/2012	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
<b>OCTOBER</b>				
Monday	01/10/2012		(NSW/ACT) Public Holiday	(NSW/ACT) Labour Day Public Holiday
Tues - Thursday	01-04/10/2012		The Sands Expo & Convention Centre	Global Gaming Expo - G2E 2012
Sun - Tuesday	06-09/10/2012		Gold Coast Convention Centre	ClubsNSW Annual Conference & Trade Expo
Wednesday	17/10/2012	17:00	Dubbo RSL Club	Mid State Zone AGM & Dinner
Wednesday	24/10/2012	10:00	TBA	Bundaberg Zone
Thursday	25/10/2012	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
Friday	26/10/2012	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM & Lunch
<b>NOVEMBER</b>				
Thurs - Sunday	09-11/11/2012		Sheraton Mirage, Gold Coast	Leagues Club Australia Annual Conference
Friday	TBA	14:00	Carlton Brewhouse, Abbotsford	Victoria Zone Meeting & Xmas Lunch
Friday	TBA	11:00	TBA	ACT Zone Meeting & Bowls Day
Friday	23/11/2012	11:00	Arana Hills Leagues Club	Brisbane Zone Meeting & Xmas Lunch
Tuesday	27/11/2012	11:00	Matraville RSL Club	City East Zone Meeting & Xmas Lunch
Tuesday	TBA	11:00	TBA	Sunshine Coast Zone Xmas Lunch
Wednesday	28/11/2012	11:00	TBA	Hunter Zone Meeting & Xmas Lunch
Friday	30/11/2012	09:00	Brighton Le Sands	CMAA Federal Executive Meeting
Friday	30/11/2012	10:30	Brighton Le Sands	CMAA Federal Council Meeting
Friday	30/11/2012	12:00	Brighton Le Sands	CMAA Sponsors Luncheon
<b>DECEMBER</b>				
Tuesday	04/12/2012	11:00	St George Motor Boat Club	St George/Cronulla Zone Meeting & Xmas Lunch
Tuesday	04/12/2012	18:00	Story Bridge Hotel	Brisbane Zone Sponsors Cocktail Party
Tues - Wed	04-05/12/2012	09:30	West's Leagues Club, Tamworth	Nth West State Zone Xmas Dinner & Meeting
Tues - Wed	04-05/12/2012	09:00	Milton Ulladulla Ex-Services Club	Far South Coast Zone Xmas Dinner & Meeting
Wednesday	05/12/2012	10:00	Crescent Head Country Club	Great Lakes Zone Meeting & Golf Day
Thursday	06/12/2012	11:00	TBA	Manly Nth Suburbs Zone Meeting & Xmas Lunch
Friday	07/12/2012	11:00	TBA	Inner West Zone AGM & Xmas Lunch
Friday	07/12/2012	11:00	TBA	Central Coast Zone AGM & Xmas Lunch
Friday	07/12/2012	12:00	Collegians, Balgownie	Illawarra Shoalhaven Zone Xmas Lunch
Friday	TBA	12:00	TBA	Brisbane-G Coast Zone Xmas Lunch
Wednesday	TBA	11:00	TBA	Far Nth Coast Zone Meeting & Xmas Lunch
Tuesday	11/12/2011	11:00	TBA	Mid North Coast Zone Meeting & Xmas Lunch
Wednesday	12/12/2012	11:00	Evans Head Bowling Club	Far North Coast Zone Meeting & Xmas Lunch
Thursday	13/12/2012	12:00	Liverpool Catholic Club	Nepean Zone Xmas Lunch
Friday	14/12/2012	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting

# New Committee has Sunshine Coast Zone back in business

**THE CMAA's Sunshine Coast Zone is back in business.**

After a challenging start to 2012, an Annual General Meeting was organised for May 29 at Nambour RSL Club and more than 30 CMAA Members attended.

CMAA Executive Officer Ralph Kober, Division G Federal Councillor Wayne Moffatt and the CMAA's Queensland Membership Liaison Officer Justin McGurgan attended the meeting where a new Committee was elected unanimously and plans formulated for the balance of 2012.

"I'm delighted with the outcome of the AGM and the genuine enthusiasm for the CMAA to have a strong, effective presence in the region," Ralph Kober said following the Meeting. "I'm impressed with the enthusiasm of the new Committee and thank them for taking on the role of reviving the CMAA Zone Meeting program and the all-important education and professional development opportunities for members."

Ralph spoke to members about the importance of a strong CMAA network to foster the professional development of young managers and to ensure managers' rights are protected within their workplaces.

Ralph and Justin presented the Head Office Report and conducted the Election of Office bearers for 2012-2013.

The Sunshine Coast Zone Committee is ...

- PRESIDENT: Kelvin Patch, Caboolture Sports Club
- VICE PRESIDENT: Andrew Hewett, Noosa Yacht & Rowing Club
- SECRETARY: Suzanne Long, Nambour RSL Club
- TREASURER: John Brittain, Bribie Island RSL Club
- EDUCATION OFFICER: Matthew Rafton, Caboolture Sports Club
- COMMITTEE: Janelle Barraud, Bribie Island RSL Club

Brisbane Zone President John Limbrick joined Wayne Moffatt and eight Brisbane members on the trip to Nambour for the meeting to show their support and discuss options for joint events, meetings and education opportunities.

Following the Meeting, Suzanne Long, the General Manager at Nambour RSL Club, welcomed 65 guests, including representatives from CMDA Career Development and CMDA National Bursary Program sponsor companies, for lunch.

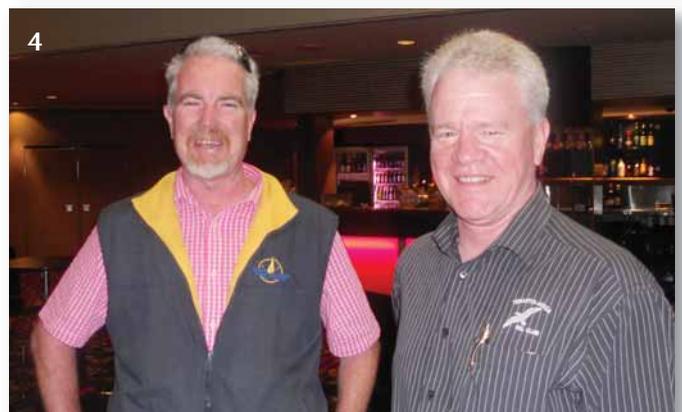
The Sunshine Coast Zone Committee will meet during July to map out a meeting and events schedule for the balance of this year. ■

■ **1:** *The Sunshine Coast Zone Committee (from left) John Brittain, Suzanne Long, Kelvin Patch, Janelle Barraud, Andrew Hewett and Matthew Rafton.*

■ **2:** *John Limbrick with Justin McGurgan and Ralph Kober.*

■ **3:** *New Zone President Kelvin Patch with John Brittain.*

■ **4:** *Andrew Hewett with Phil Stephenson.*



# CMAA celebrates rich history with Qld Bursary winners

**THERE WAS** a history lesson and a look at the future of the Club Industry when the CMAA Brisbane Zone combined its mid year meeting with the 2012 Queensland Bursary Awards at Greenbank RSL Club on June 6.

Brisbane Zone President John Limbrick welcomed 48 members, including new member Phill Charlwood, the General Manager at Club Rochedale, to the Zone Meeting before two Workshops and the Bursary Lunch.

CMAA Executive Officer Ralph Kober travelled to Brisbane to present the Head Office Report to the Zone meeting and assisted Greta Silk in presenting the Ian Silk Memorial Bursary to Brisbane Zone Secretary Sheryl McGregor during the lunch.

CMAA Federal Executive Member and Gold Coast Zone President Steve Condren and CMAA Division G Federal Councillor Wayne Moffatt, the General Manager at Club Pine Rivers, also attended the Meeting.

Ralph presented Tim Wright, General Manager at Greenbank RSL Club, with his

Active Certified Club Manager Award during the Meeting.

It was a full and busy schedule with the Zone Meeting kicking off at 10.15 before the Workshops at 11 with 60 guests enjoying the first topic – **Liability Insurance Premiums, Excesses and the Removal of Problem Patrons ... What We Can Do About It** – presented by Don Tickle from Rivers Insurance Brokers and Tim Wright from Greenbank RSL Club.

Workshop 2 was an insight into the Club Industry’s living history with “The Golden Oldies” – CMAA Life Member Lew Cooper, Geoff Lord and Wally Day, with the session facilitated by Frank Balzary. These legends of the Club Industry discussed the challenges and the evolution of clubs.

Following networking drinks on Top Deck, the Southern Cross Restaurant was full for the lunch and Bursary presentations where John Limbrick formally welcomed Steve Condren, Ralph Kober, Lew Cooper, Greta Silk, Wally Day, Geoff Lord, Rob Smith and Kel Patch, new President of CMAA Sunshine Coast Zone.

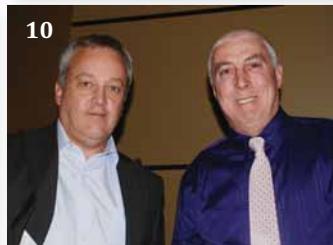
John also welcomed Nathan Koina, from CMAA Queensland Major Sponsor Mailezy, along with CMDA Career Development and Nation Bursary Sponsor company representatives Chris Gorry, from Micropower; Garry Leech, from Global Coffee Solutions; Kath Brassington and Brett Mitchell, from Robert Oatley Vineyards; Ash Hicks, from Customers ATM; Andrew Franklin, from Rohrig; John Cannon, from Thorn Equipment Finance; Kathy Bakker, from Treasury Wine Estates.

CMAA Brisbane Zone Education Officer Wendy Varley was Master of Ceremonies for the Bursary presentations, with Zone Committee Member Christie McIlroy behind the camera for the photos.

Hard-working Zone Secretary Sheryl McGregor was the most surprised person in the room when she was announced as the deserving winner of the prestigious Ian Silk Memorial Bursary.

Major events on the CMAA Queensland Calendar include the Mid Year Conference at Jupiters from July 4 to 6 and the Combined Gold Coast Zone & Brisbane Zone Race Day at Gold Coast Turf Club on July 7.

Brisbane Zone will host its annual Golf Day on August 4 with its next Zone Meeting at Pine Rivers Memorial Club on September 20. ■





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**THE WINNERS**

Maxgaming – CMAA Education Development Bursary - presented by Jeremy Norton  
Lee Hall - Senior Duty Manager, Kedron Wavell Services Club

Ainsworth – CMAA Darling Harbour Conference Bursary - presented by Glen Coleman  
Rod Browne - Operations Manager, Pine Rivers Memorial Club

Tyrrell's Wines - Study Bursary - presented by Paul Creedy  
Mark Halls - Beverage Manager, Brothers Leagues Club Ipswich

CMAA Brisbane Zone – Mid Year Conference Bursaries - presented by John Limbrick  
Trudi Towers - Finance Manager, Kedron Wavell Services Club

Phill Charlwood - General Manager, Club Rochedale  
Brett Holland - General Manager, Surfers Paradise Golf Club  
Steve Lancaster - General Manager, Club Springwood

Q Clubs - Mid Year Conference Bursary - presented by Michael Mercer  
Trevor Spice - Operations Manager, Redcliffe RSL Club

Jacaranda Advisory - Mid Year Conference Bursary - presented by Steve Koman  
Aaron Muirhead - General Manager, Redland Bay Golf Club

Samuel Smith & Son - Mid Year Conference Bursary – presented by Jeff Smith  
Kerry Mason - Operations Manager, Geebung-Zillmere RSL Club

Total Workplace Solutions - Mid Year Conference Bursary - presented by Danielle Peters  
Carolyn Mason - HR Manager, Kedron Wavell Services Club

Academy Hospitality – Education Development Bursary - presented by Justin McGurgan  
Sharlene Hall - Operations Manager, Currumbin RSL Club

Konami – Australasian Gaming Expo & Conference Bursary - presented by Bob Cutmore  
Wayne Miller - Gaming Compliance Manager, Redcliffe Leagues Club

Finlease – Australasian Gaming Expo & Conference Bursary - presented by Phil Horton  
Brett Mackay - HR Manager, Brothers Leagues Club, Ipswich

Lion Bsw – Overseas Study Tour Bursary - presented by Angus Hudson  
Steve Condren - General Manager, Southport Surf Club

Aristocrat – Lew Cooper Overseas Study Tour Bursary - presented by Nick Bainbrigge  
Bryan Jones - General Manager, Coolangatta Surf Club

CMAA Brisbane Zone – Ian Silk Memorial Award – presented by Greta Silk  
Sheryl McGregor – Finance Manager, Greenbank RSL Club

- 1: "The Golden Oldies" ... Lew Cooper, Wally Day, Geoff Lord and Frank Balzary, the facilitator.
- 2: Brisbane Zone members at the workshops.
- 3: Jeremy Norton from Maxgaming with Lee Hall.
- 4: Glen Coleman from Ainsworth with Peter O'Grady who accepted for Rod Browne.
- 5: Paul Creedy from Tyrrells Wines with Mark Halls.
- 6: CMAA Brisbane Zone President John Limbrick with Trudi Towers.
- 7: CMAA Brisbane Zone President John Limbrick with Phill Charlwood.
- 8: CMAA Brisbane Zone President John Limbrick with Brett Holland.
- 9: CMAA Brisbane Zone President John Limbrick with Steve Lancaster.
- 10: Michael Mercer from Q Clubs Buyers Group with Trevor Spice.
- 11: Steve Koman from Jacaranda Advisory with Aaron Muirhead.
- 12: Wally Day, representing Samuel Smith & Son, with Kerry Mason.
- 13: Danielle Peters from Total Workplace Solutions with Carolyn Mason.
- 14: Justin McGurgan from The Academy with Sharlene Hall.
- 15: Bob Cutmore from Konami with Wayne Miller.
- 16: Phil Horton from Finlease with Brett Mackay.
- 17: Angus Hudson from Lions with Steve Condren.
- 18: Greta Silk, Sheryl McGregor and CMAA Executive Officer Ralph Kober.

## CMDA Course Schedule for July – September 2012

Want to run a course in your Zone? Contact Geoff Meston at CMDA P: 02 - 9746 4199

Program Name	Occurrence Date	Location	Type	Amount	Start	Finish
Analyse & Report on Gaming Data	16/07/2012 - 17/07/2012	Sydney Olympic Park	Mem	\$480.00	09:30am	05:00pm
			Public	\$580.00	09:30am	05:00pm
Develop & Update the Legal Knowledge Required for Business Compliance	23/07/2012 - 18/09/2012	Sydney Olympic Park	Mem	\$1,320.00	09:30am	05:00pm
			Public	\$1,490.00	09:30am	05:00pm
RSA	23/07/2012 - 23/07/2012	Sydney Olympic Park	Mem	\$135.00	09:30am	04:00pm
			Public	\$140.00	09:30am	04:00pm
RCG	24/07/2012 - 24/07/2012	Sydney Olympic Park	Mem	\$95.00	09:30am	05:00pm
			Public	\$100.00	09:30am	05:00pm
Clubs+ Food & Beverage Workshop plus Master Classes (online)	25/07/2012 - 25/07/2012	Sydney Olympic Park	Mem	\$533.50	09:30am	05:00pm
			Public	\$533.50	09:30am	05:00pm
Effective Operational Manager Program	30/07/2012 - 15/08/2012	Sydney Olympic Park	Mem	\$1,560.00	09:30am	05:00pm
			Public	\$1,690.00	09:30am	05:00pm
Club Secretary Manager Course	07/08/2012 - 15/08/2012	Sydney Olympic Park	Mem	\$690.00	09:30am	05:00pm
			Public	\$890.00	09:30am	05:00pm
RSA	27/08/2012 - 27/08/2012	Sydney Olympic Park	Mem	\$135.00	09:30am	04:00pm
			Public	\$140.00	09:30am	04:00pm
RCG	28/08/2012 - 28/08/2012	Sydney Olympic Park	Mem	\$95.00	09:30am	05:00pm
			Public	\$100.00	09:30am	05:00pm
Duty Manager Development Program	03/09/2012 - 19/09/2012	Sydney Olympic Park	Mem	\$1,560.00	09:30am	12:00pm
			Public	\$1,690.00	09:30am	12:00pm
Roster Staff	04/09/2012 - 04/09/2012	Sydney Olympic Park	Mem	\$330.00	09:30am	05:00pm
			Public	\$365.00	09:30am	05:00pm
Lead & Manage People	10/09/2012 - 11/09/2012	Sydney Olympic Park	Mem	\$660.00	09:30am	05:00pm
			Public	\$725.00	09:30am	05:00pm
Manage Quality Customer Service	12/09/2012 - 12/09/2012	Sydney Olympic Park	Mem	\$330.00	09:30am	05:00pm
			Public	\$365.00	09:30am	05:00pm
Supervisor Boot Camp	18/09/2012 - 26/09/2012	Sydney Olympic Park	Mem	\$750.00	09:30am	05:00pm
			Public	\$950.00	09:30am	05:00pm
			Mem	\$750.00	09:30am	05:00pm
Monitor Work Operations	18/09/2012 - 19/09/2012	Sydney Olympic Park	Public	\$350.00	09:30am	05:00pm
			Mem	\$270.00	09:30am	05:00pm
			Mem	\$135.00	09:30am	04:00pm
RSA	24/09/2012 - 24/09/2012	Sydney Olympic Park	Mem	\$135.00	09:30am	04:00pm
			Public	\$140.00	09:30am	04:00pm
Coaching Skills	25/09/2012 - 25/09/2012	Sydney Olympic Park	Mem	\$220.00	09:30am	05:00pm
			Public	\$240.00	09:30am	05:00pm
RCG	25/09/2012 - 25/09/2012	Sydney Olympic Park	Mem	\$95.00	09:30am	05:00pm
			Public	\$100.00	09:30am	05:00pm

Updating your strategic plan? Find out what's on the gaming horizon at the Australasian Gaming Expo (AGE 2012) & Conference – August 21 & 22 @ Darling Harbour

## RSA and RCG updates overdue

ON AUGUST 22, 2011, a new Responsible Service of Alcohol (RSA) and Responsible Conduct of Gambling (RCG) photo competency card replaced paper certificates for new graduates of either approved course.

The Office of Liquor Gaming & Racing has advised that paper certificates won't be issued for courses completed on or after that date. Existing paper RSA and RCG certificates will

continue to be valid as evidence of competency until they are phased out over the next five years. RSA or RCG certificates issued before January 1, 2001 expired on July 1, 2012.

Certificate holders wishing to renew accreditation must complete an RSA or RCG course with an approved training organisation and obtain their photo competency card (or interim certificate) by June 30, 2012. The CMDA conducts both RSA and RCG courses (program above). Contact CMAA Industry Professional Development Manager **GEOFF MESTON** P: 02 – 9746 4199 or E: [geoff@cmaa.asn.au](mailto:geoff@cmaa.asn.au)

# Victoria managers counting down to new era in gaming

**CMAA VICTORIA** Zone President Erin Langman best summed up the feeling of most of Victoria's club managers when she pointed out that there were 61 days before the gaming industry new dawn breaks. In her opening remarks to 15 members at the Victoria Annual General Meeting at Mulgrave Country Club on June 15, Erin echoed the thoughts of club managers in saying that while this day – August 16 – was almost upon them, there was still a lot to do and to be organised.

Clubs managing their own gaming machines was a landmark decision by the Victoria Government and there is much to be enthused about, but the Government's recent announcement of a Legacy Fee on gaming machines for the next three years during the phasing-in period has hit clubs in the hip pocket. The amended Legacy Fee is a \$64 per month per machine payment for the next three years while Intralot takes control of new regime. "The Legacy Fee certainly is not something clubs had budgeted for, something that was not discussed and something that will force everyone to rethink their situation," Erin said following the Meeting.

A man with some answers to those questions was Intralot Director Arthur Baoustanos, who spoke to members following the AGM. The Victoria Government controversially awarded Intralot the Gaming Machine Monitoring Licence in Victoria over the bids of Tabcorp and Tattersalls.

IGS (Intralot Gaming Services) will provide the electronic monitoring system for all hotel and club gaming machines in Victoria. Under the EGM Monitoring Licence, IGS also will provide data and information on gaming machines for regulatory, taxation and research purposes.

CMAA Federal Secretary Allan Peter has spent a lot of time in Victoria in the past few years representing the interests of CMAA members and the Club Industry at industry and government levels, including the Responsible Gambling Ministerial Advisory Council. Allan attended the AGM and conducted the Election of Office Bearers. The incumbent Committee was re-elected unopposed in all positions.

CMAA Victoria Committee for 2012-2013 ...

- PRESIDENT: Erin Langman, ACCM – Echuca Workers Club
- SECRETARY: Kerry Scarlett – Mulgrave Country Club
- TREASURER: Grant Duffy – Numurkah Golf & Bowls Club
- EDUCATION OFFICER: Stephen Hodge – Morwell Italian Australian Club ■



- **1:** CMAA Federal Secretary Allan Peter with the CMAA Victoria Committee for 2012-2013 (from left) Kerry Scarlett, Erin Langman and Stephen Hodge.
- **2:** Rod Drill with Jim Smith and Julie Dosser.
- **3:** Wayne Flood and Andrew Breeden-Walton.
- **4:** Bendigo Stadium Manager Jason Wallace with Micropower Business Development Manager Dale Micallef.
- **5:** Chris Byrne with Intralot Director and Meeting Guest Speaker Arthur Baoustanos.
- **6:** Numurkah Golf & Bowls Club Assistant Manager Kevin Morland.

# Abbey joins 'old hands' to steer St George Zone into interesting waters

**THERE ARE** two changes and one new face on the St George Cronulla Sutherland Zone following the Annual General Meeting at St George Rowers Club on June 5.

Outgoing Vice President Gary Baudinette, from Engadine Bowling & Recreation Club, and Secretary Alicia Upton, formerly at Kurnell Community Sports & Recreation Club, did not seek re-election when CMAA Executive Officer Ralph Kober conducted the Election of Office Bearers.

Tracey Lentell, from Moorebank Sports Club, moves from Zone Education Officer to replace Gary as Vice President, while Jamie Neill, from Club Rivers, moved from the Committee role to replace Tracey.

Abbey Cadell is the new face on the Committee as Zone Publicity Officer.

Ian Todd, a member of the CMAA Federal Executive, was re-elected unopposed as President, while his Kingsgrove Sports Club colleague Debbie Harris also was re-elected unopposed as Treasurer.

The St George Cronulla Sutherland Zone Committee

- PRESIDENT: Ian Todd, ACCM - Kingsgrove RSL Club
- VICE PRESIDENT: Tracey Lentell, ACCM - Moorebank Sports Club
- SECRETARY/ TREASURER Debbie Harris - Kingsgrove RSL Club
- EDUCATION OFFICER: Jamie Neil - Club Rivers
- PUBLICITY OFFICER: Abbey Cadell - Cronulla RSL Club

The day opened at 10 o'clock with a Free Education Workshop presented by David Vokes, the Business Development Manager for CMDA Career Development Sponsor company Rohrig. David's discussion topics included ...

- Master Planning
- Building Project Life Cycle, including a summary of procurement methods
- Renovating In An Existing Operating Venue
- Efficient Food & Beverage Design

In his Head Office Report, Ralph spoke about the slow-moving process of the Gillard Government's Mandatory Pre-Commitment technology trial with ACT Clubs and the CMAA's role on regulatory bodies. Ralph encouraged members to consider attending the CMAA's Mid Year Conference at Jupiter on the Gold Coast (July 4-6) and the Conference component at AGE 2012 at Darling Harbour on August 21-22.

CMAA Marketing & Sponsorship Manager Shannon Donato also addressed the Meeting regarding the Association's work with CMDA Career Development and National Bursary sponsor companies to enhance the sponsor-member relationship.

CMDA Board of Management Studies Member Tony Lycakis was the host manager for the day and welcomed more than 60 guests to lunch overlooking the Georges River on a perfect early-June day.



The next Zone events are ...

- September 4: Meeting & Lunch at Oatley RSL Club
- September 18: Annual Charity Golf Day at Kogarah Golf Club
- December 4: Meeting & Christmas Lunch at St George Motor Boat Club. ■

■ **1:** CMAA Executive Officer Ralph Kober (left) with the St George Cronulla Sutherland Zone Committee (from left) Jamie Neill, Tracey Lentell, Debbie Harris, Abbey Cadell and Ian Todd.

## Mid State membership continues to increase

**LIKE MANY** other CMAA Zones, Mid State continues to build its membership and Meeting participation numbers with two new faces among the 20 at Dubbo RSL Club on June 13.

It was rugby league State of Origin 2 game night and the meeting and workshop finished in time for members and industry trade representatives to settle in for a meal in the Cocktail Lounge of Geoffrey Holland's club, then kick-off in the big game.

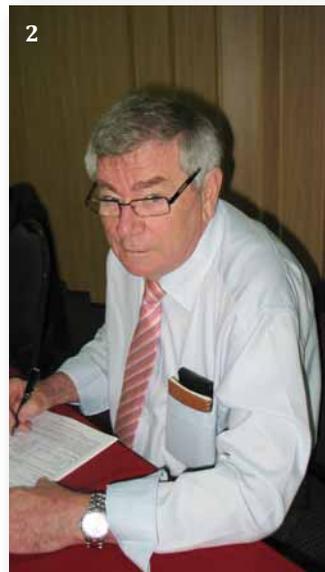
Zone President Rachel Sharp invited Tere Sheen, from Gulgong RSL Club, and Scott McLeod, from Dubbo City Bowling Club, to introduce themselves to their Mid State Zone colleagues when the Meeting opened at 5.30.

Following reports from the President, Treasurer Chris Chapman and Education Officer Dean Café, CMDA Board of Management Studies Chairman Cameron Provost presented the Head Office Report on behalf of Executive Officer Ralph Kober.

Following General Business, David Fitzgerald, from Forbes Services Club, spoke about his experience with an Austrac Audit of his club. Barringtons, a CMDA Career Development and CMDA National Bursary sponsor company, takes care of Austrac compliance for Forbes Services Club. Barringtons have committed to a review of Austrac compliance for the clubs of all CMAA Mid State Zone members.

Following the Meeting – and before the Origin game - there was a birthday celebration (number undisclosed) for President Rachel Sharp.

Mid State Zone will hold its AGM and dinner at Dubbo RSL Club on October 17. ■



■ 1: Mid State Zone President Rachel Sharp with new members Tere Sheen and Scott McLeod.

■ 2: Bob Walsh.

■ 3: Rachel Sharp celebrates her birthday with CMAA colleagues at Dubbo RSL Club.

■ 4: Rachel Sharp with John McWhirter.



### CLUB AUDITORS HARLEY RUSSELL & DAY CHARTERED ACCOUNTANTS

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Our boutique firm has the following advantages:

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Contact: Garry Day Ph: (02) 9744 6922 Fax: (02) 9744 6747  
PO BOX 284, ASHFIELD, NSW 2131

**Clubs + Regional Club Management  
Sales & Marketing Summit**  
18 – 20 September 2012



Sales and marketing designed to revolutionise your Club's reputation, membership, catering and entertainment. Hear from sales & marketing experts, experienced club managers, and other industry authorities with great success stories to share. Masterclasses and networking, plus a special focus on regional clubs' needs and strategies - this three-day summit will be one of a kind!

In recognition of the great work that clubs do outside the big cities a dedicated CMAA member forum will encourage discussion around issues unique to non-Metropolitan club managers.

Set in the unique rural surroundings of Armidale City Bowling Club and the beautiful heritage listed Saumarez Homestead, Armidale, NSW.

**Day 1**

2:30 – 3:15

**Sales & Marketing for Modern Clubs.** The Club of the Future: Revising the concepts of Sales, Marketing and Promotions to drive your strategies.  
Geoff Meston, CMAA

3:15 – 5:15

**Sales & Marketing for Modern Clubs.**  
Understanding the essentials for successfully growing membership, reputation and profits.  
David Ferrier, Resultzcorp

OR

3:15 – 5:15

**CMAA Members Forum.** Regional and country managers come together to discuss issues challenging them, which are unique to non-metropolitan clubs. Hosted by Ralph Kober, CEO, CMAA

5:15 – 6:00

**Free time at the Club!**

6:00 – 9:00

**Welcome Barbecue, Drinks & Country Music.** Armidale City Bowling Club. With special thanks to the North West CMAA Zone.

**Day 2**

From 7:30

**Bush Breakfast at Saumarez Homestead.**  
Start the day in country style with bacon & egg rolls, fresh fruit and great coffee or tea.

8:30 – 9:30

Session 1

**Developing a Sales Culture in your Club.** Building skills, enthusiasm and financial achievement.  
David Ferrier, Resultzcorp

9:30 – 10:30

Session 2

**How to Develop a Sales & Marketing Plan.** Sales is different to Marketing, and both must work together for successful results.  
Melissa Gillooly and Adele Zeaiter, The Epping Club.

10:30 – 10:45

**Morning tea**

10:45 – 11:45

Session 3

**Networking for Success.** How to build sales connections in your town, region and the big city – move out of your comfort zone.  
Robyn Henderson, Networking to Win

11:45 – 12:45

Session 4 - 1

**Making Sport Sponsorship Really Work.** How clubs of all sizes can get value for money and build lasting loyalty with local sporting groups.  
Melissa Gillooly, The Epping Club  
Patrick Crick, Armidale City Bowling Club



- 11:45 – 12:45** **Teach your Staff How to Sell.**  
**Session 4 - 2** Fast training techniques to improve sales and service skills – building a culture of quality and results. David Ferrier, Resultzcorp
- 12:45 – 1:15** **Sponsor Showcase**
- 1:15 – 2:00** **Lunch**  
**2:00 – 3:00** **Our Calendar for 12 Months of Success** – Innovative Clubs show how they achieved great results in their marketing and promotions, plus a few lessons learned for next time.  
**Session 5** Adele Zeaiter, The Epping Club, Peter Vlahandreas, Eastern Golf Club.
- 3:00 – 4:00** **Building Results with the Tourist Dollar.** Rod Laing of Wests Tamworth shows us how his club uses tourism to go from strength to strength, and how your club can build visitor spending. Rod Laing, Wests Tamworth  
**Session 6**
- 6:30** **Country Flavours – Showcase Dinner.** Head Chef Kevin Jones brings us the best of Australia in a personal selection of great food and wine.
- Day 3** **Saumarez Homestead**  
**9:00 – 10:00** **How To Stay Ahead Of The Pack Using Green Screen Marketing and YouTube To Market Your Events.**  
**Session 7** Marketing wizard Max Hitchins (#1 in the 2011 World's Top 30 Hospitality Gurus) shows us simple but effective ways (that no one else is using) to make a big impact with club and event promotion.  
 Max Hitchins, The Hospitality Doctor
- 10:00 – 11:00** **What Smart Marketing Managers Do.** Success guide for managers who take on this important role, in small and large clubs.  
**Session 8 -1** Melissa Gillooly, The Epping Club, Peter Vlahandreas, Eastern Golf Club.
- 10:00 – 11:00** **A Picture's Worth 1000 Words.** Smart use of photographs for all areas of club marketing – print, posters, Facebook, websites and video.  
**Session 8 - 2** Mark Burgin, professional photographer
- 11:00 – 11:15** **Morning tea**  
**11:15 – 12:15** **Reaching Different Demographics.** How to understand and reach more people in your local community - families, seniors, young males and females. Modern, old-fashioned, thrill seekers or comfort lovers.  
**Session 9** Patrick Crick, Armidale City Bowling Club, Peter Vlahandreas, Eastern Golf Club
- 12:15 – 1:15** **Online Marketing Shortcuts.** How to reach, impress and connect with more members and visitors, using your website, Facebook, YouTube and even Twitter. Ken Burgin, Profitable Hospitality with the Winner of the 2012 Clubs+ Online Marketing Award.  
**Session 10**
- 1:15 – 2:15** **Farewell Lunch**

Includes two full days of seminars and masterclasses, afternoon classes, AND a complimentary ½ day session on Day 1; a Bush Breakfast at the Saumarez Homestead on Day 2; plus dinner on Days 1 and 2, lunches and refreshments.

**\$685 + GST per person**

Three or more from your Club? Early bird special: pay for two @ \$685 + GST per person, and add one more person Free. But you MUST pay before 15 August 2012.

Don't delay – book online at [www.CMAA.asn.au](http://www.CMAA.asn.au) For more information visit [www.ProfitableHospitality.com](http://www.ProfitableHospitality.com) or call Tegan at CMAA on 02-9746 4199 or Profitable Hospitality on 1800-001 353

*A good plan today is better than a perfect plan tomorrow.*



## WIN AN iPad!!

**Clubs + Online Marketing Award** ... sponsored by **tic technologies**. Tell us about your success with Online Marketing. The winner will receive an Apple iPad 3G, the must-have marketing accessory for 2012, PLUS free attendance at the Clubs+ Sales & Marketing Management Summit, 18-20 September 2012. Runner up wins free attendance at the Summit. Enter at [www.ProfitableHospitality.com](http://www.ProfitableHospitality.com). **Entries close August 30th 2012.**



# Bleak weather fails to dampen spirits for Tomakin 'occasion'

**THE CMAA** Far South Coast Zone Dinner and Meeting has become something of an event for members and industry trade representatives across the region.

The latest venue was Tomakin Sports & Social Club where host club manager Graham Wise, the Zone Secretary Treasurer, turned on the best in hospitality for the June 5-6 occasion.

More than 80 guests turned out on a cold, wet winter evening to enjoy the fun and company over a delicious dinner and drinks provided by CMDA Career Development Sponsor companies Lion, Coca-Cola and DeBortoli wines.

Zone President Craig Clark and Education Officer Darryl Bozicevic kept the fun and entertainment rolling with a game of "last card" while "Sergeants at Arms" Darcy Nelson and John Weir were merciless in dealing out the fines during an entertaining few hours that raised more than \$1,000 for the Snowy Mountains Rescue Helicopter Service, the Zone's preferred charity for 2012.

The following morning, 26 CMAA members, including new members - Matthew Waters and Michael Kane - rolled up for the Zone Meeting where *CMA Magazine* Editor Peter Sharp, CMAA Marketing & Sponsorship Manager Shannon Donato presented the Head Office Report.

Matthew Waters is the Operations Manager at Yass Soldiers Club, while Michael Kane is a Duty Supervisor at Ulladulla Ex-Services Club.

CMAA Federal Vice President Michael O'Sullivan, a Zone member and General Manager at Milton Ulladulla Bowling Club, added to the report with information from the recent Federal Executive and Federal Council Meeting in Brisbane. Michael also reported on the recent CMDA National Bursary tour to the Asian Club Managers' Conference in Singapore.

During General Business, Darryl Bozicevic raised the matter of CMDA professional development and CMAA conference options with a view to implementing an incentive program to financially assist members undertaking study or attending conferences.

Far South Coast Zone's next meeting and dinner is scheduled for September 4-5, but the Committee is reviewing the venue, which is likely to be Goulburn. John Weir said the change of venue would provide the opportunity to invite ACT Zone members to attend. ■



■ 1: CMAA Federal Vice President Michael O'Sullivan (middle) with Far South Coast Zone new members Matthew Waters and Michael Kane.

■ 2: Far South Coast Zone Committee members Craig Clark, Graham Wise and Darryl Bozicevic.

# Wet weather returns for Mid North Coast Committee re-election

**IT RAINED**, but didn't flood, and it's a case of 'steady as she goes' for the CMAA Mid North Coast Zone with the incumbent committee re-elected unopposed at the Annual general Meeting on June 12. This time last year, the Mid North Coast was virtually under water. Five members turned up for the AGM and there were 14 guests for lunch at the same venue – Club Coffs on High in Coffs Harbour. The rain - but not the floods - was back again for the 2012 AGM when 18 members unanimously returned the incumbent committee for another term.

The Mid North Coast Zone Committee is ...

- PRESIDENT: Glen Buckley - Woolgoolga RSS&A Club
- SECRETARY / TREASURER: Daphne Parker - Woolgoolga RSS&A Club
- EDUCATION OFFICER: Wendy Mills - Nambucca Heads RSL Club

Although Glenn was on a well-deserved holiday, he made it in time for lunch and to receive news of his re-election. CMAA Executive Officer Ralph Kober travelled north to present the Head Office report and conduct the Election of Office Bearers. During General Business, Zone Secretary Treasurer Daphne Parker, who chaired the Meeting in Glenn's absence, announced the Ainsworth Bursary winners – Gary Lewis, Thane Duncan, Lorraine Christopher, Neil Hatch and Mick McKay – for the Combined Zones (Mid North Coast and Far North Coast) Meeting in September at Yamba Bowling Club. Following the AGM, CMDA National Bursary Program Sponsor company GSL Solutions Managing Director Danielle Rayner conducted a free education workshop on the subject, *If Cash Is King, The We're His Twin Brother*. The workshop focused on the traditional loyalty schemes in the Club Industry versus the GSL Solutions



product that provides a comprehensive pre-paid card-based loyalty program to increase gaming revenue and incentivise member behaviour in clubs and casinos. ■

- 1: Daphne Parker and Ralph Kober conduct the Mid North Coast Zone AGM at Club Coffs on High in Coffs Harbour.

**CLUBS**   
EAT+DRINK+ENTERTAIN

**12-MONTH CALENDAR  
Training Events**

## AUGUST

**Clubs+ ADVANCED Online Marketing Workshop OR Webinars:** Commences 8th August – 27th September 2012

New content and in-depth development for those with solid knowledge of online marketing. Suitable for those who have completed the first Dynamic Online Marketing Seminars.

**Option A:** Join this One Day workshop and hear from leading industry experts. Includes three online Master-classes, plus Q&A.

**Option B:** Five webinars will cover the same topics as the one-day workshop in Sydney. Available at your location anywhere in Australia. Includes three online Masterclasses plus Q&A. Recordings of all sessions will be available for participants, plus individual website and social media reviews.

## SEPTEMBER

**Clubs+ Sales & Marketing Summit:** 19th – 20th September 2012

This Summit will be one of a kind! The two-day event will have a brilliant selection of top experts and authorities, with guest speakers, Masterclasses and great networking. It will focus on innovative ways for you to market your club's food, beverage, entertainment, membership, community engagement and media skills.



# Geoff still smiling after ACT's biggest Meeting

**IT TOOK** days for Geoff Long's smile to fade.

After years of inviting, encouraging, pleading with – even hounding – club managers across the ACT to attend a CMAA Zone Meeting, 43 managers rolled up to the Vikings Erindale Club on May 24. It was Geoff's dream come true.

CMAA Executive Officer Ralph Kober, Industry Professional Development Manager Geoff Meston and Marketing & Sponsorship Manager Shannon Donato were there to share Geoff's joy at seeing a meeting room full of club managers, hearing about and talking about the big issues facing the Club Industry and their clubs.

Geoff Meston was in Canberra as facilitator of a CMDA Duty Manager Program that was well supported by 20 managers from ACT clubs.

Ralph presented the Head Office Report and there was extensive discussion about the latest developments in the Federal Government's plans for a trial of Mandatory Pre-Commitment technology on gaming machines in ACT clubs. Ralph encouraged members to consider attending the CMAA's Mid Year Conference at Jupiters (July 4-6) and/or the Conference component of the Australasian Gaming Expo (AGE 2012) at Darling Harbour (August 21-22).

Geoff Long also offered a comprehensive overview of new Liquor Licensing Laws affecting all hospitality venues across the ACT.

Shannon presented a detailed report on the Association's program of events to extend and enhance the relationship with Career Development sponsors, National Bursary Program sponsors and the Association, individual Zones and the membership.

As an incentive for members – and new members – to attend the Vikings Meetings, the Zone had proposed to give away one bursary to attend the Mid Year Conference. However, with so many members on deck - and with the legendary Darcy Nelson, from Ainsworth Gaming Technology, in control of the fund-raising activities for the day – it was decided to draw four bursary winners for the Jupiters event. The winners were Matthew Walshe and Laura Dennis (Canberra Southern Cross Club), Lisa Pozzato and Karl Reppin (Canberra Labor Club).

Following the Meeting, industry trade representatives boosted the numbers to more than 60 for lunch.

ACT Zone's next event will be a Meeting and Bowls Day in November. ■

- **1:** CMAA ACT President Geoff Long with CMAA Executive Officer Ralph Kober.
- **2:** ACT Secretary Treasurer Matthew Walsh with Marek Bilski.
- **3:** Ralph Kober chats with CMAA Industry Professional Development Manager Geoff Meston at the ACT Meeting.
- **4:** More than 70 guests enjoyed lunch at the Vikings Erindale Club.



# Heads together on energy management

CMAA FAR North Coast Zone President Phil Kelly welcomed 28 members to the Zone Meeting, Workshop and Lunch at Casino RSM Club last month.

Zone Vice President Phil Mallon was host club manager for the day and Publicity Officer Ian Wills reports that it was another interesting, entertaining and informative day for Zone members. Phil also is the Division E Federal Councillor and was able to discuss aspects of the recent Federal Executive/Federal Council Meeting in Brisbane.

Before the meeting, there was a brief presentation by Ryan Johnson from TJS Services before the group moved into a workshop format with Tweed Heads Bowls Club CEO Gerard Robinson and the club's Facilities Manager Ken Howell leading the discussion on energy management in the club sector.

"Ken has already done a lot of research into the subject with a view to the club being properly equipped to deal with the carbon tax and any implications, so it was a very worthwhile hour for everyone at Casino," Ian added.

The Zone Golf Day will be at Casino Golf Club on Tuesday, August 2, at 11am.

Far North Coast Zone's next meeting is a combined 'mini conference' with Mid North Coast Zone at Yamba Bowling Club on September 11-12.



The Christmas Meeting and Lunch will at Evans Head Bowling Club on Wednesday, December 12. ■

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# Hunter AGM all business (with some relaxation) at Windale Gateshead

**THE CMAA** Hunter Zone must have decided to see how much could be squeezed into a Workshop, Annual General Meeting and lunch when they got together at Windale Gateshead Bowling Club on Wednesday, May 30.

Four companies, including EP&T Global a recent CMDA National Bursary Sponsor organisation, provided representatives to address issues facing the Club Industry with the arrival of the Federal Government's controversial Carbon tax legislation. In an hour-long workshop, Mark Swindell, from EP&T Global; Emil Novak, from Exact Energy; Matt Forwood, from NEEQ; and Barry Winter, from Solar PV Commercial examined the detail of the legislation and the implications for clubs.

Between the Workshop and the AGM, three CMDA Sponsor companies – Danielle Rayner, from GSL Solutions; Robert Jaen, from ClockOn Australia; and Dean Broadwood, from TJS Services – gave a briefing on their company's range of products and services.

Hunter Zone President Paul Cousins welcomed 49 members to the AGM, where CMAA Industry Professional Development Manager Geoff Meston conducted the Election of Office Bearers for the next year and combined with CMAA Marketing & Sponsorship Manager Shannon Donato to deliver the Head Office Report.

While there are two changes in roles, there is only one new face on the team with Sharon Appleby, from Cessnock Rugby League Supporters Club, being elected as a Committee member. Sharon takes the place of Ian Frame, from Wangi District Workers Club, who moved from the Committee to the Zone Education Officer role, replacing Catherine Handcock, from Toronto RSL Club, who did not seek re-election.

The rest of the Committee was re-elected unopposed.

The Hunter Zone Committee is ...

- PRESIDENT: Paul Cousins, Cessnock Rugby League Supporters Club
- VICE PRESIDENT: Arthur Kyreakou, Panthers Newcastle Club
- SECRETARY: Andrew Walker, ACCM, Pelican Flat RSL Club
- TREASURER: Lynette Harrison, The Adamstown Club
- EDUCATION OFFICER: Ian Frame, ACCM, Wangi District Workers Club
- PUBLICITY OFFICER: Dane Seymour, Club Lemon Tree
- COMMITTEE: John Hume, Wallsend Diggers Club; Ian Martin, Maitland City Bowls Club; Phillip Ticehurst, ACCM, Beresfield Bowling Club; Sharon Appleby, Cessnock Rugby League Supporters Club

Host club General Manager Wendy Smith was the successful bidder in the Zone Silent Auction for an Ainsworth Game Technology conversion, which company representative Trevor Crowe presented during the lunch.

Following the Meeting, Wendy welcomed 80 guests to lunch where the Hunter Zone Bursaries, including the Tony Mulroy World Gaming Bursary, were announced.



Past President Tony Mulroy was on hand to present Joanne Henderson, from Telarah Bowling Club, with the bursary to attend the Global Gaming Expo (G2E) Tour to las Vegas in November.

David Cann, from the Royal Motor Boat Club at Toronto, and Shane Armstrong, from Club Lemon Tree, were winners of bursaries to the CMAA Mid Year Conference at Jupiters (July 4-6).

There were four bursaries for \$1,000 worth of CMDA education and professional development going to Andrew Walker, from Pelican Flat RSL Club; Coleen Inskip, from Wangi District Workers Club; Rebecca Murtagh, from Panthers Newcastle Club; Paul Cousins, from Cessnock Rugby League Supporters Club.

During lunch, former Newcastle Knights rugby league stars Matthew Gidley – now the Knights CEO - and Mark Hughes sat down for a chat, with Matthew discussing life at the helm of the Knights and what's involved in running a Newcastle professional sports organisation under the private ownership of mining magnate Nathan Tinkler. ■

- 1: Tony Mulroy presents Joanne Henderson with the Tony Mulroy World Gaming Bursary.
- 2: Matthew Gidley with Paul Cousins and Mark Hughes.
- 3: Paul Cousins with Mark Swindell.
- 4: Andrew Walker with Trevor Crowe.
- 5: Rebecca Murtagh with Trevor Crowe.
- 6: Matthew Gidley and Mark Hughes during their interview.

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## West's Ashfield gets the IGT Advantage

**WESTS ASHFIELD** Leagues Group has chosen IGT Advantage Club for its gaming management solution. The Group will implement the IGT system at West's Ashfield Leagues Club and West's Sports Club - managing 530 machines across its gaming floors. Key to the West's' decision to purchase Advantage Club were IGT's strength in providing the latest in business intelligence and marketing tools ...

- iView- a real-time graphical view of a venue's gaming floors to flag any machine "events" that occur and better understand player/machine activity levels.
- iKnow- a data analysis tool enabling venues to understand and predict player behaviour patterns and deliver effective marketing campaigns.
- Xtra Credit - allows venues to create a personalised incentive program for players, rewarding loyalty and allowing players to convert points on the machine.
- Service Window - an on-screen application enabling venues to communicate with players in real-time on the gaming machine without affecting game play.

West's Ashfield Leagues Group CEO Simon Cook said the group spent months completing an exhaustive due diligence of the systems available in NSW. "It was evident that IGT's Advantage Club System provided us with the best solution to meet our short, medium and long term objectives," he said. "IGT's globally supported systems research and development



■ West's Ashfield Group CEO Simon Cook (middle) with IGT's Andrew Hely (left) and Andrew Neagle.

teamed with their local systems experience and support also played a key role in the decision-making process. These decisions, along with the level of investment, are made on behalf of our members for the long term, making the right choice critical to our executive team and myself."

Cameron Louis, IGT Sales Manager ANZ - Strategic Systems Solutions said IGT's strategic partnership with West's Ashfield Leagues Group for the Advantage Club systems solution was a testament to the product, implementation services and ongoing local support. "Our strong growth with clubs in the NSW market is because we have the most innovative and strongly supported product in the market and we're delighted that an industry leader such as the West's Ashfield Group chose our solution above our competitors," Cameron added. ■

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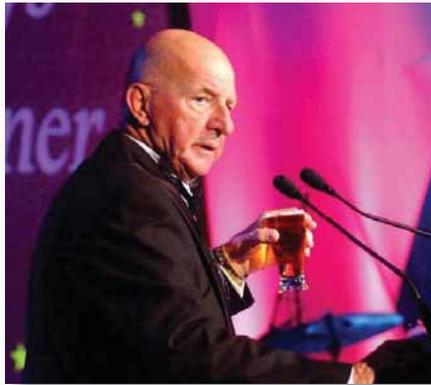
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## Garfield would have loved his final bow

**JOHNNY GARFIELD** would have roared with laughter at the humour and the irony of his final bow at his beloved Northcliffe Surf Club. Respected as Australia's "King of Comedy" for more than 50 years, "Garfield", as he was known to friends, passed away on the Gold Coast last month.

"He was certainly one of the best this nation has produced, being able to reduce audiences all around Australia to fits of laughter with his quick-witted, larrikin brand of humour," former CMAA Executive Officer Terry Condon said.

The Northcliffe Surf Club was asked, as a final tribute, to spread Johnny's ashes in the waters off the Gold Coast beach. It was fitting that the ceremony was carried out in a surfboat, "Johnny Garfield", named in his honour for his remarkable charity work for organisations around Australia.



When the crew of the Garfield rowed out into heavy seas to scatter the ashes behind the breakers, a big wave upturned the boat, the crew - and the ashes.

"It wasn't how it was planned, but Johnny would have enjoyed that ending," Northcliffe Surf Club General Manager and the club's Surf Lifesaving Executive Officer Dermot McEnroe said of the occasion. "He was a generous human being and a great friend of this surf club and so many charities on the Gold Coast," Dermott added.

In his "heyday", no major entertainment

package was complete without the services of Johnny Garfield as the headline act or master of ceremonies.

Johnny spent his later years on the Gold Coast, where he adopted Northcliffe Surf Club as his home base and he worked tirelessly for the club's success.

Speakers at the Memorial Service were Jacki Garfield, Greg Doolan, Bobby Wise, Terry Jackman, Australian Test cricketer Ian Healy, Steve Alison and Billy J Smith. Everyone had a special "Garfield moment".

Johnny starred in the movies *'Caddie'*, *'Starstruck'*, and *'The Odd Angry Shot'* and had the lead roles in successful the musicals *'Oklahoma'*, *'Brigadoon'* and *'South Pacific'*.

As a favourite support act for major overseas entertainers, Johnny worked with Sammy Davis Jnr, Neil Sedaka, Matt Monroe, Burl Ives, The Platters, Lovelace Watkins and Debbie Reynolds.

To complete his genuine talents, Johnny recorded seven albums, including *'John's Just Joking'*, *'John's Truck 'n' Beer'* and his *'Revesby Raving'* (volumes 1 & 2). ■



## Mark Loyd did it all – his way

THE ENTERTAINMENT business - around the world - is blessed with remarkably talented people, whether in the spotlight, or back stage. Every inch of Mark Loyd was an entertainer and he loved every moment of his 55 years in the business, whether behind a drum kit, recording a hit record, performing or directing another successful show. Mark adored his beautiful wife Debbie Graham Loyd and - together - they were one of the most successful and respected entertainment teams in the business. Mark passed away on the evening of April 4 surrounded by the people who loved him most. In a loving tribute to her husband, Debbie sent out an email inviting Mark's family, friends and colleagues to his funeral service in The Camellia Chapel at Macquarie Park Cemetery & Crematorium on April 11 ... "Debbie Graham

Loyd wanted to let you know of the peaceful passing away of her beloved husband and soul mate. Mark was a great man - a loving husband, adoring father, caring grandfather, charismatic and creative man - to all who knew him. He was and always will be an inspiration to many as he was truly one of a kind." There was a celebration of Mark's life at the Taste of Tuscany Italian restaurant at Carlingford after the service. Mark's first paid gig was as a singer/drummer in 1958. Mark first came to Australia for just a few weeks as an "import act" in 1977. He loved Sydney and was also looking at the Asian market. After fulfilling contracts in England, he came back in 1979 and made Sydney his home. Mark's first Act in Australia was 'Mark Loyd and Vanity Fair' and in 1985, he met his Debbie, one of Australia's leading choreographers. ■



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