

Club Management IN AUSTRALIA

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CMAA AUSTRALIA

March 2012
Vol 109, No 234

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- *2012 State of Origin tickets*
- *ACER Iconia A500 32gb Tablet*
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PAGE ADVERTISER / EDITORIAL

Cover 1	COVER -CMAA 2012 CONFERENCE & EXPO
Cover 2	KONAMI
P 1	CMAA IMPRINT & ADMINISTRATION
P 2	CMDA CAREER DEVELOPMENT SPONSORS
P 3	CLUB PLUS SUPERANNUATION
P 4	CMA MAGAZINE CONTENTS & POINTERS
P 5	AINSWORTH
P 6	PAYNTER DIXON HOSPITALITY + CMAA Update
P 7	CUSTOMERS ATM
P 8	MERIDIAN CONSTRUCTIONS + President's Perspective
P 9	I G T
P 10	The Executive Officer's Desk
P 11	MAXGAMING
P 12	HOUSE OF TICKETS + The Business End
P 13	VOYAGER GAMING + CMAA 2012 Conference & Expo
P 14	CMDA SPONSOR UPDATE - Micropower
P 15	JAMES CLIFFORD + Problem Gambling Self-Exclusion
P 16	CMDA SPONSOR UPDATE - Treasury Wine Estates
P 17	CARDFIX + ACT Clubs Take Pokies Trial
P 18	CMDA SPONSOR UPDATE - ClockOn
P 19	G L I
P 20	THOMSONS LAWYERS + ACE Awards 2011
P 21	CMAA - 2012 CONFERENCE & EXPO BROCHURE 1
P 22	CMAA - 2012 CONFERENCE & EXPO BROCHURE 2
P 23	CMAA - 2012 CONFERENCE & EXPO BROCHURE 3
P 24	CMAA - 2012 CONFERENCE & EXPO BROCHURE 4
P 25	OUR MANAGERS – Ray Agostino
P 26	CMAA 2012 HOSPITALITY EXPO FLOORPLAN
P 27	RAYNER ADVERTISING + 2012 EXPO EXHIBITORS
P 28	CMDA UPDATE – Big Dave Staughton 1
P 29	CMDA - NATIONAL BURSARY PROGRAM + Big Dave Staughton 2
P 30	CMDA - QUEENSLAND UPDATE w/ JUSTIN McGURGAN
P 31	2012 CMAA CONFERENCE & EXPO REGISTRATION
P 32	HARLEY RUSSELL DAY + ITZ - Manly Northern Suburbs Zone AGM
P 33	2012 CMAA EXPO 'SPONSORS PASSPORT'
P 34	ITZ - Mid State Zone AGM & Dinner
P 35	2012 CMAA CONFERENCE DELEGATES PRIZE
P 36	ITZ - Hunter Zone Social Day
P 37	CMDA - 2012 TRAINING CALENDAR
P 38	ITZ – Mid North Coast Zone Meeting
P 39	ZONE EDUCATION OFFICERS & BOARD OF MANAGEMENT STUDIES
P 40	CMDA SPONSOR UPDATE - CCM Travel
P 41	CMAA 2012 MEETINGS & EVENTS DIARY + Market Forces
P 42	CLUBS+: TRAINING EVENTS CALENDAR + Market Forces
P 43	CMAA HOSPITALITY EXPO EXHIBITOR BONUS
P 44	MARKET FORCES
Cover 3	2011 ACE AWARDS
Cover 4	SHUFFLE MASTER AUSTRALASIA
Insert	GOLD CREST SECURITY



► Page 25

RAY AGOSTINO is a humble man who says he owes any success in his career to “a lot of good people”. It’s an impressive list of Club Industry “champions” you would want on your side and Ray insists he’s lucky to have them in his corner. The CMAA Manly Northern Suburbs Zone President chalked up a remarkable 30 years at his much-loved Asquith Leagues Club last year and, earlier this month, was re-elected to his 15th term as Zone President.



► Pages 28-29

THE CMDA Board of Management Studies and the CMAA’s Industry Professional Development Manager Geoff Meston have worked hard to develop many new education and professional development initiatives for professionals across levels of the hospitality industry – clubs, hotels, casinos and restaurants. **BIG DAVE STAUGHTON** is one of the most dynamic and popular presenters in the business and his 2012 program offers something for every manager.



► Pages 32-38

IT’S FEBRUARY and the CMAA Zone Meeting “season” is back in full swing with Manly Northern Suburbs, Mid State, Mid North Coast, Hunter and Illawarra Shoalhaven zones opening the batting. North West State and Central Coast meet before the traditional break for the CMAA’s AGM, Conference & Hospitality Expo at Darling Harbour on March 12-13. Stay in touch with what’s happening **In The Zone** each month in *CMA Magazine*.

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Familiar faces step up to new roles

LIKE ANY other busy organisation, the CMAA is always adapting to change, whether it's IR laws, education and professional development, membership or staffing.

David Hiscox, one of the Association's most active and enthusiastic members, has taken another large step in his work for members and the CMAA.

David, the CEO at the busy and successful Dapto Leagues Club in Wollongong, already hold the roles of Illawarra Shoalhaven Zone President; CMAA Federal Councillor for Division F – Illawarra Shoalhaven Zone and Far South Coast Zone; and is Chairman of the CMDA Board of Management Studies.

CMAA Executive Officer Ralph Kober announced on February 15 that David had accepted the Federal Executive's invitation to fill the role of NSW State Executive Member.

This role became vacant when Ian Todd moved up to the Federal Member role with

Debbie Feening's resignation in November. This latest appointment means that David has stood down from the Board of Management Studies.

CMAA Federal President Bill Clegg, ACCM, said David Hiscox had played an integral role in the Association in developing the relationship with the Chartered Secretaries Association. "David also represents the CMAA on the Industry Panel considering future training needs for the Club Industry and I'm confident he will make a valuable contribution as an Executive Member," Bill added.

Orange Ex-Services Club CEO Cameron Provost stood down as CMAA Mid State Zone President at the Zone's recent AGM at Dubbo RSL Club to take on the role of Board of Management Studies Chairman.

Ralph Kober also announced that Canada Bay Club General Manager Douglas Kirkham had been appointed CMAA Federal Councillor for Division B - St George-Cronulla Sutherland Zone and Inner West Zone.

Douglas also is the CMAA Inner West Zone President and the Division B role became vacant when Ian Todd - also the St George-Cronulla Sutherland Zone President - was appointed to the CMAA NSW State Executive role, then to the Federal Executive. ■



■ DAVID HISCOX



■ CAMERON PROVOST

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Compulsory training offers brighter future for industry

President's Perspective with BILL CLEGG, ACCM

ARGUABLY, THE Club Industry is entering into a new, exciting era with the soon-to-be-introduced compulsory training for Directors and Managers. While it is now a NSW issue, almost certainly the training requirements will be adopted by all jurisdictions

Your Executive sees this as a time when the CMAA can actively participate in the development of the courses where competency will need to be demonstrated. The CMAA has, for many years, lobbied successive Governments to introduce compulsory training for managers. The IPART review identified the role the CMAA plays in professional development.

Regardless of position and years of experience, the requirement for ongoing education in the Club Industry is needed to ensure capability for the changes and need to adapt to the external pressures from the community. There will always be higher expectation on corporate governance through the concessions the industry enjoys in providing gambling and liquor services and products.

As with the most experienced club managers, directors - possibly entire boards - will dismiss the notion that they need training. Club decision-makers who refuse to embrace the next tranche of governance reforms will be setting their clubs up for failure.

In the February edition of *CMA Magazine*, CMAA Senior Industrial Relations Advocate Peter Cooper expressed his frustration when providing support to Association members who have "cut corners" in their governance ... only to be told that they are "too busy" to attend training.

Through experience I've seen a club forced into amalgamation due to a circumstance involving a "manager" who had received many offers to attend training only to find he was always "too busy" taking "short cuts".

While as an Association we will always support our members to ensure they are provided with industrial, professional and personal support, the CMAA Executive remains concerned about managers involved in matters surrounding integrity and governance.

This new era will eventually see best-practice professionalism in managing every club in Australia. Only then will we have iron-clad security from the industry's detractors.

I'M PLEASED that the CMAA Federal Executive has appointed Dapto Leagues Club General Manager David Hiscox to the vacant NSW State Executive position.

As Board of Management Studies Chairman, David has been integral in

developing the relationship with the Chartered Secretaries Association and represents the CMAA on the Industry Panel considering future training needs for the industry.

I'm confident that David will make a valuable contribution as an Executive Member.

The CMAA Federal Council also has welcomed Douglas Kirkham, the General Manager at Canada Bay Club, as Federal Councillor for Division B - St George-Cronulla Sutherland Zone and Inner West Zone. This position became vacant when Ian Todd, also the St George-Cronulla Sutherland Zone President, was appointed to the CMAA NSW State Executive role, then to the Federal Executive.

THE MANDATORY Pre-Commitment debate appears to have abated to a level where the clearer minds of calmer participants will deliver an outcome the Club Industry was calling for all along. That is a worthwhile and constructive policy to help all problem gamblers - not just poker machine players.

Andrew Wilkie's "one-trick pony routine" of targeting poker machines, mainly in clubs, was destined for failure as it failed to address nothing in particular. Problem gambling attaches itself to much more than poker machines and a national policy for problem gamblers should extend further than gaming rooms in clubs and hotels. ■

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

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Expo tops positive news for industry, managers

The Executive Officer's Desk with RALPH KOBER

AS YOU read this magazine, odds are that the CMAA AGM Conference and Hospitality Expo on March 12 and 13 at the Sydney Convention & Exhibition Centre at Darling Harbour will be little more than a week away.

The Conference and Expo are significant events on the CMAA calendar and the Federal Executive appreciates your support in attending either event - preferably both.

The 2012 Conference program promises to be packed with relevant industry information and tips for application in the workplace.

The quality of the Hospitality Expo continues in the tradition of providing managers with an array of innovative and cutting-edge products and services.

Many executives regard this event as the most important on the Club Industry calendar and it's common knowledge that almost all of the gaming machine manufacturers plan years out for the launch and release of new products at the show.

This year, registered CMAA Members and trade exhibitors will be rewarded with the chance to win some fabulous prizes by attending.

If you are coming to Darling Harbour, make sure you pick up your 'Sponsors Passport' when you collect your registration badge to go in the draw to win a trip to Hamilton Island - and more.

I hope to see you there and you still have time to register at www.cmaa.asn.au

THE INDUSTRY Corporate Governance Working Group, formed to assist in the development of the corporate governance reforms contained in the Clubs, Liquor and Gaming Machines Legislation Amendment Act 2011, met in late January.

The group reviewed the legislation and evaluated the potential impact on the Club Industry, particularly regarding the proposed mandatory training for directors and managers.

The Group acknowledged that this aspect of the legislation would be the most challenging in ensuring that the thousands of directors attend the training within the timeframe proposed over a phase-in period.

The "churn" of directors through elections, resignations and the normal course of events make it an enormous task to determine what will be the right length of time for a phase-in period and what can be realistically achieved by boards in meeting the legislation requirements.

From the management training perspective, there will be a course of instruction that will have in-built Recognition of Prior Learning and current competency with the provision for a small mandatory component to satisfy the legislation and the NSW Government that corporate governance objectives are fulfilled and our managers well prepared.

Members will up-dated as more information comes to hand.

THERE'S A BUZZ around the CMAA Head Office because there has been a tremendous amount of work and effort put in to the year's offering of education events and opportunities for CMAA members.

The CMAA's Industry Professional Development Manager, Geoff Meston, and the CMDA Board of Management Studies - made up of training-focused members - have developed an array of new courses and initiatives anticipated to be relevant and meet the needs of the membership.

An Advanced Duty Managers' Program - building on the popular and high-impact Duty Manager Program that the CMDA has been running for more than a decade and delivered to hundreds of duty managers - will be launched in the coming months and will fill the gap between basic shift management and senior management.

Other additions to the CMDA suite of courses is a nationally accredited

Diploma of Human Resource Management, targeting existing and aspiring HR professionals with a definite club flavour.

Add this to a range of Events, Sales and Marketing, Financial Management and Facilities seminars, webinars and online courses and you can see that the CMDA is serious about providing members with the best in professional development opportunities.

Contact Geoff Meston to discuss how you and your team can benefit from engaging with the CMDA on 02 - 97464199 or E: geoff@cmma.asn.au

I APPLAUD and support the Club Industry's latest initiative for problem gamblers who don't even have to enter a licensed club to exclude themselves from a venue. The ClubsNSW venture is a NSW-wide system for people to ban themselves from multiple clubs online through a counsellor.

The system is the first of its type in Australia and was rolled out on February 8, on the NSW Far North Coast with training for club staff and local gambling counsellors.

It was successfully tested on the Central Coast and at Broken Hill.

The technology allows problem gamblers to complete a legally binding self-exclusion document in the presence of a gambling counsellor or a trained facilitator at their local club.

Previously, the individual had to visit each club individually.

Additionally, the problem gambler now can choose to ban themselves from multiple clubs rather than the time-consuming process of visiting each venue and repeating the process.

Shows what can be achieved when the industry is invited to participate. ■

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Kicking off strong in a big year for the CMAA

The Business End with SHANNON DONATO

IN THIS second edition of *CMA Magazine* for 2012 and, on the eve of our first major event of the year – the CMAA Conference & Hospitality Expo - I welcome three more Sponsors to the CMDA Sponsor Family ...

- **Micropower** - an Australian company that makes, sells and supports integrated software solutions for clubs - has joined as a Career Development Sponsor for the next three years. **See page 14.**
- **Treasury Wine Estates** - producing some of Australia's favourite labels, including Australia's most famous and collectable wine, Penfolds Grange - is a wine industry-leading company. **See page 16.**
- **ClockOn** - offering cost-effective management tools for large and small clubs - is an established IT company delivering an advanced employment system and range of payroll solutions for Australian clubs. **See page 18.**

We thank these new - and all - CMDA Sponsors for their support of the Association. As always, we ask our managers to support those companies who support us.

'Sponsors Spotlight'

INTRODUCING OUR latest sponsors provides a great segue for me to introduce a new feature to this column,

'Sponsor Spotlight', offering Members and fellow CMDA Sponsor organisations an insight into the people and personalities behind the brands and businesses who support the CMDA.

In our first **'Sponsors Spotlight'**, I will focus the spotlight on the CEO of our newest Career Development Sponsor company, **Micropower** ...

Name: Bill Owens

Company: Micropower.

Position: Chief Executive Officer.

First club client: It was 25 years ago... Horsham Golf Club. Since I joined Micropower ... Southport Sharks.

Best thing about working in the Club Industry: Community feel.

Best piece of advice you can offer or received: What goes around, comes around.

Worst piece of advice you received: That mandatory pre-commitment (a technical solution) will affect problem gambling (a social problem).

I wish I had a dollar for every time ... I've been told in the past 12 months that mandatory pre-commitment will solve problem gambling.

When not at work you can find me ... Doing a DIY project.

Favourite sporting team: Brisbane Lions ... go Lions!

My local club is: Kedron Wavell Services Club

Best thing about my local club: Good food, good variety of entertainment and lots of parking!

Stay On Top Of Your Game

I CONCLUDE this month by reminding all Members about the **2012 AGM, Conference & Hospitality Expo at Darling Harbour on March 12 and 13.**

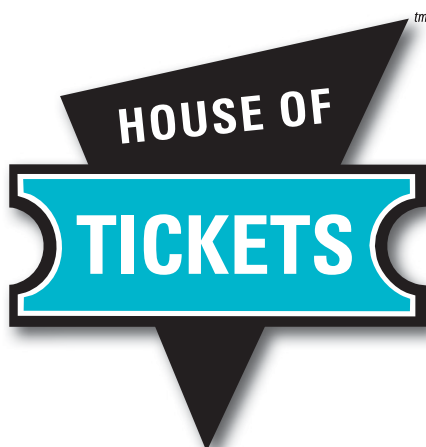
As the first major event on our 2012 Calendar, it provides an opportunity for all members to gain the latest industry insights from our Federal Executive - and the Conference Program is one of the best in many years.

The AGM & Conference is for all CMAA Members interested in the issues affecting their careers and committed to their professional development.

As a bonus, all CMAA Member Delegates will receive a **'Sponsors Passport'** that gives you the opportunity to win a **Hamilton Island** dream holiday for two - including flights and accommodation. By calling at participating Sponsor Stands at the Expo and having your **'Sponsors Passport'** stamped by the sponsor representative, you will go into the draw to win the **Hamilton Island** holiday for two and other great prizes - tickets and corporate hospitality to the Sydney **State of Origin** rugby league game and an **ACER Iconia A500 32GB Tablet**.

I hope to see you at the kick-off to the 2012 CMAA season! ■

➤ **SHANNON DONATO** is the CMAA's Sponsorship & Marketing Manager



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Sample bags overflowing with great prizes at Expo

CONFERENCE DELEGATES and Expo visitors – even Expo Exhibitors – have the chance to go home with sample bags overflowing from the CMAA's annual Conference and Hospitality Expo at Darling Harbour on March 12-13.

The CMAA – with CMDA National Bursary Sponsor companies **Robert Oatley Vineyards** and **CCM Travel** – will make sure a **registered CMAA Member** and an **Expo Exhibitor** go home dreaming about their holiday to **Hamilton Island**. **CCM Travel** is providing the return airfares and **Robert Oatley Vineyards** is providing the luxury accommodation and **Hamilton Island** holiday experience.

- And each holiday prize is for two people ...
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- daily buffet breakfast for two
- a round of golf for two
- \$150 worth of dining at Romano's Restaurant

The CMAA members prize is conducted through the Expo **'Sponsors Passport'** program. Registered Members visit each of the Expo Stands hosted by participating **CMDA Career Development** and **CMDA National Bursary** sponsor companies to have their **'Sponsors Passport'** stamped – see P33 for details.

The **2012 Expo VIP Bonus** automatically covers all of the Hospitality Expo exhibitor companies, with the winner drawn out of the hat – see **Page 43** for details.

In case that's not enough, everyone who registers to attend the 2012 Hospitality Expo goes into the draw for two corporate seats at the **2012 State of Origin** rugby league series game at **ANZ Stadium** on **June 13**. The package includes entry to a pre-game CMDA Sponsors event at Sydney Olympic Park.

The CMAA Conference is famous for providing world-class speakers and tackling the most challenging issues facing the Club Industry. The 2012 Conference has stepped up to the challenge with the **'2020 VISION'** theme.

Some of the Club Industry's most successful business executives and presenters will be on stage on March 12 & 13 to address the business strategy challenges facing clubs.

Their presentations are business "gold" and one lucky **registered Conference Delegate** will walk away with all of these presentations loaded onto a new **ACER Iconia A500 10" 32Gb Tablet**. The Acer Iconia A500 offers the combination of power from the dual-core NVIDIA Tegra2 CPU and HD-optimised graphics from the ultra-low power NVIDIA GeForce GPU with Flash 10.2 support delivers an entertainment experience that has to be seen to be believed.

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BILL OWENS



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Micropower's head office is located at
P.O. Box 683, Paddington, Queensland 4064.

By **PETER SHARP**

MICROPOWER has more than 25 years experience in providing clubs with highly integrated software applications to manage their business more productively.

As the leading software solutions provider to the Club Industry, Micropower CEO Bill Owens said the company had a proud record of supporting club Managers.

"We look forward to enhancing this relationship through our new partnership with the CMAA as a CMDA Career Development Sponsor," Bill added.

With a broad portfolio of offline and online products and services - including stock and POS, membership, financials, marketing and function bookings applications - Micropower provides the complete solution for the professional club manager.

Micropower's end-to-end automation and integration saves the club manager time by eliminating duplication of tasks.

Reduced labour costs mean the club saves money and improves the bottom line.

Micropower's Marketing Solutions, including Loyalty and e-marketing, deliver incremental revenue growth by enticing more members to visit the club more often.

The end result is an improved top-line performance.

An investment in Micropower's software solutions results in a return on investment of 12 to 18 months - with some clubs achieving this in even less time.

Micropower's solutions are already deployed in many of the top golf, private, social and sporting clubs across Australia.

Micropower's first club client was Horsham Golf Club in 1986.

Bills says the resolution to the Mandatory Pre-Commitment debate would offer clubs, boards and managers a clearer picture of what's ahead for the industry.

"I have always enjoyed working with clubs and club managers," Bill added. "I found it hard to understand how mandatory pre-commitment, which is a technical solution, could resolve problem gambling, which is a social problem."

Club managers are hard markers on the range of products and services that their community facilities offer to members and guests, but Micropower has long been proud of its reputation within the Club Industry.

Carina Leagues Club's Finance and Administration Manager Michelle Best said the club had struggled with processing general ledger, reporting and payroll in five working days. "With Micropower's applications and tight integration we now do this in less than a day," she said. "Our Board of Directors is blown away with the detail and timeliness of reporting."

Meantime, Victoria Golf Club General Manager Peter Stackpole said his club was a long-standing Micropower client with all of the club's software integrated and fully functional. "It is of great benefit in the management of our club," Peter added. "The back-up and support offered by Micropower is first-rate. Although rare, any issues or problems that we have are resolved in a very timely and thorough manner. I can comprehensively endorse this software and Micropower to any club considering their software."

Club Events is Micropower's new, web-based events registration solution.

With Club Events, members will be able to login and register for any club-based events from the comfort of home.

Club Events enhances the member experience by providing added convenience.

It also helps the club's event staff manage club functions with easy-to-use templates, reports and waitlist facilities. ■

"An investment in Micropower's software solutions results in a return on investment of 12 to 18 months - with some clubs achieving this in even less time."

Clubs offer online support for problem gamblers

PROBLEM GAMBLERS won't have to enter a licensed club before excluding themselves from a venue.

The Club Industry has initiated a NSW-wide system for people to ban themselves from multiple clubs online through a counsellor.

The system is the first of its type in Australia and was rolled out on February 8, on the NSW Far North Coast with training for club staff and local gambling counsellors. It was successfully tested on the Central Coast and at Broken Hill.

NSW Gaming and Racing Minister George Souris and the Office of Liquor Gaming and Racing (OLGR) were updated regularly on progress of the multi-venue self-exclusion trial.

Training in the use of the technology for the State's almost 250 Government-funded gambling counsellors will be completed as the program is introduced in the various regions.

The technology allows problem gamblers to complete a legally binding self-exclusion document in the presence of a gambling counsellor or a trained facilitator at their local club.

Previously, the individual had to visit each club individually.

Additionally, the problem gambler now can choose to ban themselves from multiple clubs rather than the time-consuming process of visiting each venue and repeating the process.

Problem gamblers are provided with the following self-exclusion options ...

- banning from the club
- banning from any area of the club with poker machines
- banning from any area of the club where gambling takes place such as poker machines, Keno and ClubTAB.

Development of the multi-venue self-

exclusion system will be expanded across NSW over the next 12 months and comes after 18 months development by ClubsNSW.

The roll-out of the program follows a six-month trial of the online system in 51 clubs in Broken Hill and the Central Coast.

Counsellors employed by Lifeline and UnitingCare Unifam oversaw the trials.

The online system – the first of its kind in Australia – will be provided free to NSW clubs and gambling counsellors to assist clients.

ClubsNSW CEO Anthony Ball said self-exclusion in combination with counselling is the best way of helping problem gamblers beat their addiction.

"During the six-month trial, 136 problem gamblers chose to ban themselves from a combined 569 clubs in Broken Hill and the Central Coast," Mr Ball added. "Under the previous system, it could have taken weeks - even months - for a problem gambler to visit each of those clubs and inform the staff they wanted to be banned from gambling." ■



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By **PETER SHARP**

TREASURY WINE ESTATES (TWE) is proud to be one of the newest members of the CMAA's family of CMDA Sponsors.

TWE is the latest CMDA National Bursary Program Sponsor and its link with trade associations, such as the CMAA, ensures that TWE keeps abreast of industry trends and changes, working together to nurture the growth of the wine industry.

In 2012, TWE will continue to work with its trade partners to ensure the TWE brands provide increased value for the wine drinker and our trade partners, alike.

It has been a time of transition for Treasury Wine Estates, beginning in 2011 as part of Foster's Australia, emerging in May 2011 as a proud, ambitious stand-alone wine company - the largest publicly listed wine company in the world.

As a stand-alone business, TWE has the freedom to do things differently, to fundamentally change the way it operates and work on aspects of the business that need to be improved.

Achieving this brave ambition will involve a raft of initiatives and take time to perfect ... much like a good wine.

TWE's mission to continue building value into its range of great brands is supported by a portfolio containing some of Australia's most-awarded wines.

TWE wines have been awarded 21 trophies and more than 100 gold medals in the past year, alone.

It's this excellence in quality that will ensure consumers continue to seek their favourite TWE brands.

In 2011, TWE achieved an overall medal success rate of 61%, against an industry average of 40%.

Brands are the lifeblood of the premium wine category and wine drinkers often will look to trusted brands to help navigate through what can be a complex and intimidating category.

Wine brands are important to the health and sustainability of the wine category.

From TWE's foundation brands ... Penfolds, Lindeman's, Wolf Blass, Rosemount and Yellowglen to its boutique brands; Coldstream Hills, T'Gallant, Seppelt, Devil's Lair and Matua

Valley ... TWE understands its enormous responsibility to nurture and grow these brands.

In its first 12 months as TWE, the company has worked to invest heavily in the development of its people so they are better placed to add value to each task they undertake.

TWE's "vintrepreneurial" spirit has seen employees make decisions with "one foot in the vineyard and one foot in the boardroom", while being wine merchants to the world.

Every employee is a "vintrepreneur", ensuring TWE brings the fun and theatre back into the wine business, as well as working to make incredible wines and delivering on TWE's commitment to customers and shareholders alike.

These include milestone wine events that are all critical to driving value and interest growth into the total wine category ...

- Penfolds Bins Release in February;
- Penfolds Luxury Wine Release in May;
- Wynnsday in August;
- Wolf Blass Luxury Wine Release in September.

With more than 11,000 hectares of vineyards, sales totalling more than 33 million cases of wine annually, and revenues of \$A1.8 billion, TWE employs more than 4,000 winemakers, viticulturists, sales, distribution and support staff across 12 countries.

The TWE portfolio includes iconic brands such as Beringer, Chateau St Jean, Lindeman's, Wolf Blass, Penfolds, Rosemount, Wynns Coonawarra Estate, Stags' Leap Winery, Matua Valley, Etude, Castello di Gabbiano, Seppelt, Coldstream Hills, and Devil's Lair.

For TWE, 2012 is gearing up to be an exciting and challenging year and the team is looking forward to strengthening relationships with its partners, bringing TWE's remarkable wines to customers across the Club Industry and to wine consumers around the world. ■

"TWE wines have been awarded 21 trophies and more than 100 gold medals in the past year, alone."

ACT clubs sign on for Fed Govt trial on pokies

CANBERRA CLUBS have agreed to trial the Federal Government's mandatory pre-commitment technology for poker machine, but remain unclear about full details of the process.

The technology requires gamblers to set limits on the amount of money they are willing to lose on high-betting machines which can chew through an average \$1200 an hour.

Prime Minister Julia Gillard walked away from a deal with Tasmanian Independent MP Andrew Wilkie to roll out the technology by 2014.

Instead, Ms Gillard moved to a trial limited in the ACT from January 2013 and offered \$37.1 million in compensation for the clubs involved.

ClubsACT met on February 16 to

decide whether to trial the technology and CEO Jeff House announced that members had given "in-principle agreement, subject to the further and successful negotiation of a range of matters".

But Mr House said he doesn't know precisely what the agreement involves, how it will impact revenue or if the compensation offered will be adequate.

"We don't know exactly what we'll be trialling beyond it being pre-commitment," Mr House said. "We don't know what exactly will be trialled. We don't know the assessment methodology. The purpose of this in-principle agreement is to set the conversation with the Federal Government on a more formal footing so we can identify those outstanding matters and hopefully reach agreement."

Mr House said until the trial is conducted clubs won't know what the financial impact is or if the compensation is sufficient. "If people stop walking through the door of clubs and don't come back once the trial is completed, how do clubs deal with that

revenue fall-off?" Mr House asked. "So long as the Commonwealth agrees with the principle - and I believe they have - that no club be financially disadvantaged through their participation in the trial, we'll be satisfied."

Minister for Families and Community Services Jenny Macklin welcomed the ClubsACT decision. "The Government wants to ensure that a staged, evidence-based approach is taken to implement changes in poker machine venues," she said.

Draft legislation was expected to be released on February 24.

"This is the first time in Australia's history that a Commonwealth Government has taken national action to tackle problem gambling," Ms Macklin added.

The Federal Government's revised problem gambling reform package includes an ACT trial of mandatory pre-commitment, dynamic warnings on machines and the introduction of a \$250 daily limit on ATM withdrawal. ■

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ClockOn for Clubs a long time coming, worth the wait

By **PETER SHARP**

THE CMAA is pleased to announce its latest National Bursary Program Sponsor, ClockOn Pty Ltd, a research and development IT company based on the NSW Central Coast.

ClockOn is an established IT company delivering an advanced employment system and a selection of payroll solutions for Australian business.

It offers cost-effective management tools for large and small employers and is configurable to a wide range of industries.

In 2000, ClockOn Pty Ltd was established with the help of a Federal Government Start Grant, when it commenced research and development on an advanced payroll and HR system affordable to small business.

Specialising in role and employee-based rostering, integrated labour cost management, award and EBA management, biometric devices for control of time and attendance, payroll processing and audited record keeping, ClockOn version 4 is a state-of-the-art rostering, time and attendance and payroll product setting a new benchmark for the Club Industry.

Progressively developed over a period of 10 years, ClockOn v4 is currently deployed Australia-wide in a diverse range of industries, including clubs, hotels, motels and IGA stores.

The latest release - ClockOn v4.1 - centres on the rostering function, with a focus on the particular requirements of clubs.

Managing Director Graham Mylne believes Australians deserve the best employment system available and, after 12 years of development, ClockOn v4.1 has met the original objective of the Federal Government grant to deliver that system.

Roster templates allow for variable trading conditions and special events.

Graphics-based roster construction operates with payroll rules in the background, enabling precision labour cost control and forecasting.

The use of biometric terminals enables accurate timekeeping and is integrated seamlessly with the software, simultaneously eliminating the use of paper timesheets and identity theft.

Enrolling employees on the high-end Sagem finger scanners is a speedy and simple function, built into the payroll software.

Selected security roles can be assigned to individual users, limiting access to specific functions and reports.

All records are fully audited and payrolls and payslips can be recreated for any individual over any time range.

Employees can access their timesheets, rosters and payslips using any web browser, including their smart phones, achieving a large time and cost saving in Human Resources management.

ClockOn is endorsed by a range of industry associations, including the Pharmacy Guild of Australia, the Australian Dental Association, the Australian Association of Practice Managers and Master Grocers Australia and is operational in organisations with up to 700 employees.

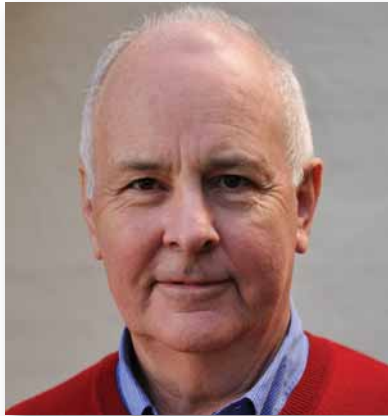
Benefits to managers include improved business visibility, the opportunity for compliance with awards and substantial savings in time and cost.

The combined elements of the product, including payroll, leave management and an array of departmental and consolidated reports, are integrated under one roof, permanently eliminating the need for dealing with disparate products and disconnected support services.

The product is supported by a telephone help desk, training videos, a current user manual and interactive group-based web training and refresher sessions.

It's been a long time coming, but we believe it's been worth the wait for this mature product.

Despite having just joined the CMDA "Sponsor Family", ClockOn will feature at Stand 114 at the CMAA's 2012 Hospitality Expo at Darling Harbour on March 12-13. ■



■ *ClockOn Managing Director*
GRAHAM MYLNE



ClockOn Australia

► For more information about the ClockOn range of products and services,
P: 02 - 4344 9444
E: sales@clockon.com.au
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ClockOn Pty Ltd's head office is located at
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ACE Awards highlight an entertaining March

MARCH IS a big month for the Club Industry. The CMAA Zones and ClubsNSW Regional meeting schedules are in full swing.

The CMAA's annual Conference and Hospitality Expo at Darling Harbour is one of the highlights of the industry's events calendar. If you have time for an international escape, there's the 85th World Conference on Club Management in Orlando, Florida.

Throw in the world-class entertainment at the 2011 Australian Club Entertainment (ACE) Awards and the diary is just about full.

With Prime Minister Julia Gillard walking away from the mandatory pre-commitment deal with Andrew Wilkie, there's a buzz of anticipation and action around clubs that good things are happening.

That sense of excitement will be a reason to celebrate at the 14th awards dinner – at The Juniors @ Kingsford on Wednesday, March 21. It's an event that's a highlight for talented and hard-working entertainers when their contribution to the Club Industry is acknowledged.

It's the first time the black-tie event has moved away from Canterbury Hurlstone Park RSL Club, but The Juniors management and events organising team, led by CEO Geoff

► For information on ACE Awards 2011 Sponsorship Packages, contact **Shannon Donato** (CMAA) P: 02 - 9746 4199 (W); 0434 185 414 (M); E: shannon@cmaa.asn.au or **Maria Pena** (ClubsNSW) P: 02 - 9268 3010 (W); E: mpena@clubsnsw.com.au

Knight and Marketing & Entertainment Manager Brad Stanford are putting the finishing touches on the show and the event.

Nominations in the 24 categories closed on December 31 and the judging panel has almost finalised who takes away the prestigious awards on the night.

The ACE Awards dinner, traditionally, is a sell-out show and a limited number of tickets are still available. Go to The Juniors @ Kingsford website – www.thejuniors.com.au – or P: 02- 9349 7555 for individual or table bookings.

The entertainment program for the night is finalised but remains a secret until awards night.

The CMAA and ClubsNSW have teamed up with the ACE Awards Committee to co-ordinate the 2012 event with major sponsor Lion heading the list of category sponsors.

CMAA Marketing & Sponsorship Manager Shannon Donato, who is also working with the organising group, said that although most award categories had been filled, there was still opportunity for sponsor companies and clubs to be part of the event. ■

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Our team (L to R): Brett Boon, Partner, Sherif Mouakkassa, Senior Associate, Vivienne Young, Senior Associate, David Brand, Special Counsel & Phillip Wade, Special Counsel.

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CMAA
Hospitality Expo

Monday 12th & Tuesday 13th of March - 2012
Sydney Convention & Exhibition Centre
Darling Harbour

www.cmaa.asn.au

Register: www.cmaa.asn.au

President's Message

On behalf of the Federal Executive, Federal Council and the Board of Management Studies, I welcome CMAA Members and eligible delegates to the CMAA's 2012 Conference and Hospitality Expo. This event



continues to be a spectacular success with more conference delegates and Trade Expo visitors attending than ever before. Your participation is greatly appreciated.

Thanks to our Conference Sponsor Aristocrat and wonderful trade suppliers who, again, will provide an impressive array of innovative and exciting products and services for management to review.

Bill Clegg, ACCM
CMAA Federal President

2012 Members AGM

9-10:15am Monday, March 12
Level 1, Parkside Ballroom.

ACCM Activity Points

CMAA Members receive 10 activity points for attending and signing the Register at the AGM. A further 20 activity points will be awarded for attendance at the Conference & Expo with an additional 10 activity points given for those Members travelling more than 100km from their club to attend the event.

CMAA National Bursary 2012 Winners Luncheon

12:30-2:30pm Monday, March 12
Level 1, Parkside Ballroom.

CMAA Cocktail Party

4-6pm Monday, March 12
Level 1, Parkside Ballroom.

The Conference Program:

2020 VISION - what will your club's business

"Neither a wise person nor a brave person lies down on the tracks of history"

Day 1: **Monday, March 12, 2012**

8am **Conference Registration** - Ground Floor Registration Desk

8:30am Doors Open for **CMAA Members' AGM** - CMAA Members only
Level 1, Parkside Ballroom

9am **CMAA Annual General Meeting**
Welcome - Conference Sponsor, Aristocrat
ACCM, 21-Year & 30-Year Service Awards

10:15am **Morning Tea** - Foyer

10:30-4pm **CMAA Hospitality Expo** - Hall 5

10:30-11:30 **Peter Ritchie, AO**
Corporate Strategy and the Business Lifecycle
Level 1, Parkside Ballroom

Peter Ritchie trained as an accountant before being approached in 1970 to join McDonald's and train in the United States. Peter was the first employee of McDonald's Australia and the first employee of the McDonald's system outside North America.

During the '70s and '80s he played a major role in every aspect of the company's development, from establishing raw product suppliers to the construction of new stores and the development of training programs. McDonald's Australia grew to more than 500 stores and 50,000 employees during his time as CEO. In 1983 and 1991 he was a member of the Board of the U.S. parent company, McDonald's Corporation, and helped establish McDonald's in most of the countries in Asia and the Pacific including Hong Kong, Singapore, Malaysia, Indonesia and New Zealand. He was a founding Board Member of McDonald's Hong Kong, Malaysia and New Zealand. In December 1995, Peter announced his retirement from an executive role at McDonald's Australia after 25 years with the company. Peter was non-executive Chairman of the Board from 1995 until his resignation in December 2001. Peter is Chairman of Mortgage Choice Australia Limited, Chairman of Reverse Corp Limited, Chairman of Culligan Australia Pty Limited and Deputy Chairman of the Seven Network Limited.



Peter will share with us his thoughts on corporate strategy, including:

- Some insights into the background of the McDonald's business model success from the 1970s to now.
- His thoughts on what brought about the recognition of the need for their change in strategy in the late 1990s and early 2000s, and at what point was the formal decision made to change.
- The indicators of the needed for change, and how the new strategy was determined.
- How the major stakeholders were won over.

11:30-12:15 **Paul Lyons**
Organisational Psychologist: Developing the Mindset for Embracing Possible Change

"A person who buries his head in the sand offers an engaging target." - Mabel A Keenan
One of the hardest things to do when operating a business is to say: *"this doesn't work anymore, we need to change or we may not be around much longer"*. Paul lends his expertise to the problem of dealing with our own internal change demons.

12:30-2:30 **CMAA National Bursary 2012 Winners Luncheon**
Level 1, Parkside Ballroom

4pm **Hospitality Expo Closes**

Register: www.cmaa.asn.au

model look like in a decade?

to wait for the train of the future to run over them." - Dwight D. Eisenhower

Day 1: **Monday, March 12, 2012** (continued)

4-6pm **CMAA Hall of Fame Cocktail Party with Exhibitors & Delegates**
Level 1, Parkside Ballroom

All accredited Conference Delegates and Expo Exhibitors are welcome to mingle, network and relax post Day 1 of the Conference. There will be inductions to the CMAA Hall of Fame and presentation of the 2012 Peter Cameron Award.

Day 2: **Tuesday, March 13, 2012**

9-10:30am **In the Face of Inexorable Change, Five Industry Experts Consider the Club Industry in 2020**
Level 1, Parkside Ballroom

- **The Customer:** David Halliday - General Manager of Sales (Licensed) for *Coca-Cola* - shares some research into the profile of the 2020 customer. What will they want? What will attract them? What entertainment will they like?
 - **The Number Cruncher:** Greg Russell - Director, Russell Corporate Advisory. In the face of reducing margins and possible negative community perceptions, Greg talks about how to review core business strategy and competitive positioning.
 - **The Banker:** Sidney Lin - Senior Relationship Manager (Hospitality), St George Bank - discusses how banks determine lending risk profiles for the industry. Do banks look at the business, the strategy, or the Board and Management? Where is the weak link?
 - **The Lawyer:** Brett Boon - Partner, Thomsons Lawyers - looks at the legal issues arising from strategic diversification matters.
 - **The Builder:** Lindsay Verdon - Head of Hospitality & Entertainment Venues, Paynter Dixon - discusses the question: *"If a club burned down tomorrow, what would you build in its place to meet the market needs of 2020?"*
- Take this opportunity to ask every question you have about strategy.

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

10:30-4pm **CMAA Hospitality Expo** - Hall 5

10:45-11:35 **Workshop 1 - The Management Consultant**
The Mechanics of Strategic Choice and the Primary Reasons for Strategic Failure

Greg Bell - from PKF - discusses the scenario "My club is earning about 20%-25% EDITDA currently but I expect we will not be able to sustain that in the long term because of demographic change in my area, margin reductions due to competition and effects of pre-commitment gaming. Who do I call for professional help and advice? What do I ask? Where do I start? What is the general process for strategy review? Where do I find new ideas? Should I get a quote from these professionals? How will I know if I can afford the changes that I might envisage?"

11:40-12:30 **Workshop 2 - The Change Manager**
Change the Strategy and the Bricks and Mortar, but What About the Constituents?

Ron McLean - from Creating Synergy - discusses the most often neglected assets and aspects of business strategy - PEOPLE. Ron will look at the planning, processes and tools required to transform a workforce to support and enhance a new business model.

4pm **Hospitality Expo Closes**

Conference & Expo Overview

Conference Investment

CMAA reserves the right to restrict admission to the Conference

\$250pp (incl GST) for Staff, Management and Directors of: Clubs, Hotels, Casinos, Restaurants and Caterers.

Hospitality Expo Visitor Policy

Admission to the Expo is free for accredited persons as listed below

Visitors to the CMAA Hospitality Trade Expo and associated functions will be restricted to the following accredited persons:

- CMAA Members
- Management, Directors and Staff of Registered Clubs & Hotels
- Trade Exhibitors & Staff
- Accredited Trade Representatives

Trade Representatives not exhibiting will be required to pay an entrance fee of \$1000 plus GST.

Non-accredited Trade Representatives will be denied access to the Trade Expo and removed if found to be in the Trade Show.

Conference Sessions

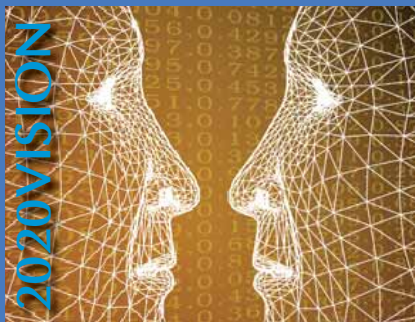
Conference sessions both days will be held on Level 1, Parkside Ballroom.

** Speakers may change due to unforeseen circumstances.*



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Wednesday, March 14
at CMDA Career Development Centre
Sydney Olympic Park

Workshop Investment: \$500 (incl GST)

"A man who misses his opportunity, and monkey who misses his branch, cannot be saved." - Hindu proverb

Day 3: Wednesday, March 14, 2012

9am-12:30 Chartered Secretaries Australia & CMDA presents ...
Not-for-Profit Officers, Directors & the Board

Strategic change is best ushered in by Officers and Boards who have a full understanding of their duties, obligations, and rights under Commonwealth and State laws. This is a great opportunity to kick-start your Certificate in Governance for Not-for-Profits proudly offered by the CMDA and our partner, Chartered Secretaries Australia.

1:15-2:45pm PKF
*Strategic Steps (No. 1) **

"A journey of a thousand miles begins with a single step." - Lao Tzu

A practical examination of the processes required to assess your current business model. Run the financial and operational ruler over your current strategy before looking for new ones. There may be lots of scope for change with what you already have. PKF will give a practical insight into reviewing your business systems, processes and procedures to measure their effectiveness and efficiency within your environment. Look at strengths and weaknesses before starting to make decisions.

3-4pm Russell Corporate Advisory
*Diversifying Your Business? Let's Talk Feasibility Studies **

It is estimated that only 1 in 50 business ideas are commercially viable. Therefore, a business feasibility study is an effective way to safeguard against wasting further investment and resources.

(http://bestentrepreneur.murdoch.edu.au/Business_Feasibility_Study_Outline.pdf)

** These are practical courses involving group work, discussions and you will be provided with resources you can implement immediately back at your venue.*





Ray always proud to be part of an impressive team

■ *Asquith Leagues Club CEO Ray Agostino, with Hans Sarlemyn (left) and Terry Condon, recently celebrated 30 years with the club and 15 years as CMAA Northern Suburbs Zone President.*

By **PETER SHARP**

RAY AGOSTINO is a humble man who says he owes any success in his career to “a lot of good people”.

People such as Cindy Bunyan, his loyal deputy at Asquith Leagues Club, his predecessor John Cook, former CMAA Executive Officer Terry Condon, Leagues Clubs Australia boss Peter Turnbull and ClubsNSW “heavyweights” David Costello, Peter Newell and, more recently, Anthony Ball. It’s an impressive list of Club Industry “champions” you would want on your side and Ray insists he’s lucky to have them in his corner.

The CMAA Manly Northern Suburbs Zone President chalked up a remarkable 30 years at his much-loved Asquith Leagues Club last year and, earlier this month, was re-elected to his 15th term as Zone President. So, while he might generously offer his gratitude to others, there are a lot of people who believe in 57-year-old Ray Agostino and how he does business.

“The CMAA has been a big part of my life and my career,” Ray says of his more than 35 years in the Club Industry. “I’ve worked with and met good people and they have helped me maintain my love of the industry and of my club.”

Ray says he was encouraged early on in his career by his boss, Asquith Leagues Club General Manager John Cook to undertake his Active Certified Club Manager (ACCM) studies. “I actually missed it the first time, but John insisted I continue,” Ray added.

It was one of the proudest days of his career when he accepted his ACCM Award with 21 other managers at the Albury SS&A Club in 1988. “It was a big occasion in those days and we travelled from our clubs to Albury to receive our awards ... it was a very big achievement for me and a big occasion in my career.”

John Cook was instrumental in Ray’s move from the club floor

to management and ultimately the role of CEO when John moved on in 1991. “John was a visionary leader and, with men like Peter Saez, Peter Strachan and Hans Sarlemyn, was instrumental in the remarkable work that the CMDA was able to achieve for club managers across the Association,” Ray added.

John Cook came to Asquith from the Rich River Golf Club and had the courage to identify that Asquith was in trouble financially, initiating the club’s management by Ferrier Hodgson from 1984 to ’89 when it was able to again trade successfully. “It was a big call and a brave call by John, but it saved the club and allowed us to grow again,” Ray recalls.

Ray also clearly remember being “terrified” the day he walked into the club as CEO, talking over from John and realising the “buck stopped with him” when it came to managing the club.

It all started in 1979 when Ray started working part-time at Willoughby Legion Club while doing his Diploma in Club Management at Ryde TAFE along with CMAA Life Member and Mounties CEO Greg Pickering and North Ryde RSL Club General Manager Chris Jones. “It was a good group of people who went on to successful careers so, very early on, it underlined the importance of continuing to upgrade my professional development status.”

There was change and growth at Asquith Leagues Club and the cellarman at Willoughby had moved on and suggested he could arrange an interview for Ray for a casual bar job. The interview went well. Ray moved from casual to permanent, then into management training. Soon he was in a Supervisor role and, under John Cook’s mentoring, was appointed Assistant General Manager. “All along, education and professional development with the CMAA and the CMDA have played a pivotal role in my progress,” Ray added.

The club celebrated Ray’s 30 years with events last November, including a gathering with family, directors, colleagues and with letters of congratulations from CMAA Executive Officer Ralph Kober, Clubs Australia President Peter Newell and testimonial speeches from Club Chairman Phil Murray and others. “It was quite an emotional and humbling experience,” Ray added.

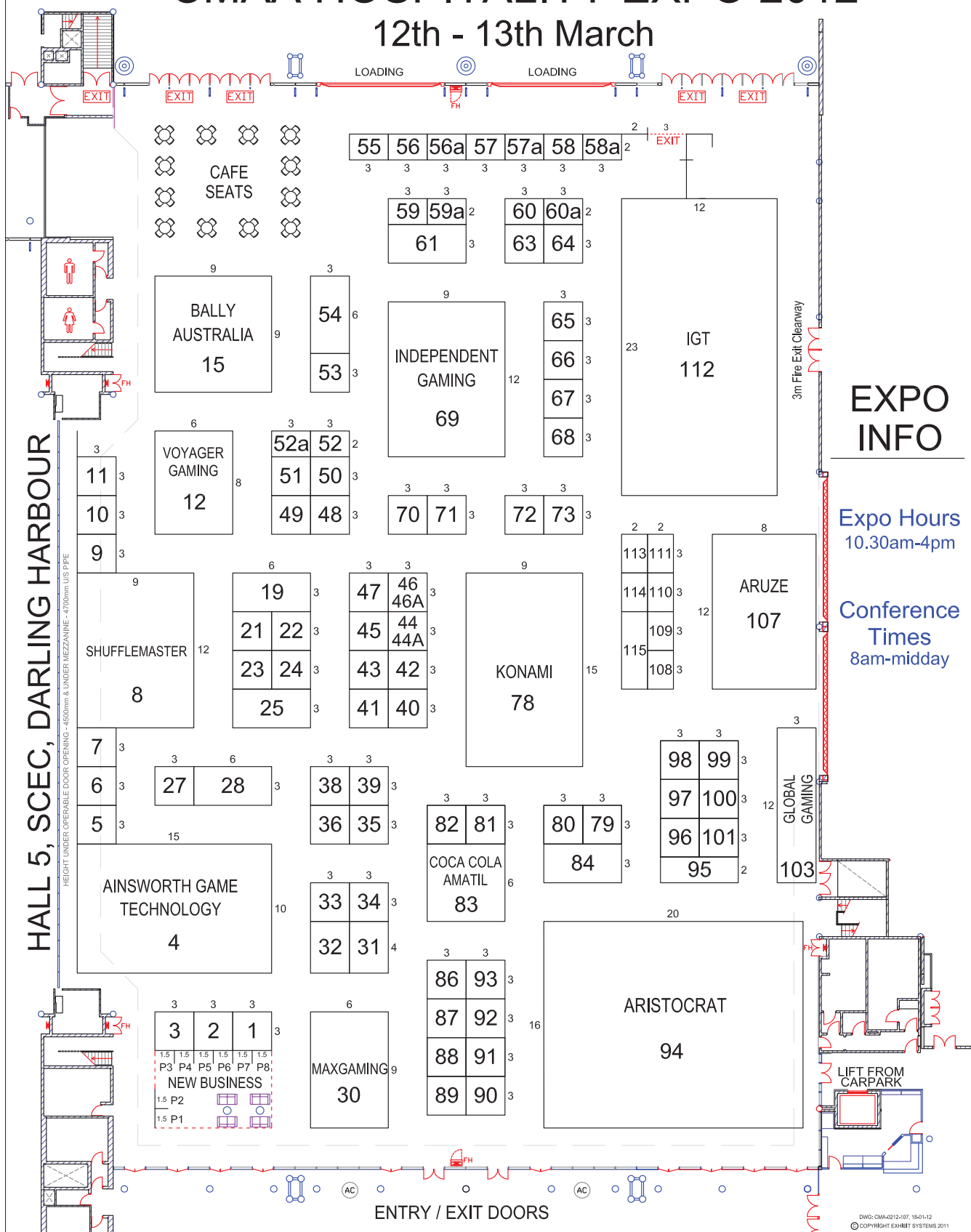
There was also a presentation to Ray at the Zone Christmas Lunch where Ralph spoke about Ray’s dedication to Asquith Leagues Club and the Club Industry.

Ray cites his time as Manly Northern Suburbs Zone President, winning the CMAA’s prestigious Peter Cameron Award, Asquith Leagues Club being named ClubsNSW Club of the Year in 2000 and being honoured for his 30 years of service at his club as the highlights of a dedicated and impressive career. “The trip to Las Vegas and New York with IGT for winning the Peter Cameron Award was a major landmark in my career,” Ray said. “I was able to take my wife along for the trip of a lifetime. I knew Peter Cameron personally, so winning the award that honours his memory added to the entire experience.”

From what he describes fondly as the “old tin shed” that was his first encounter at Asquith Leagues Club to a modern, successful business, Ray has witnessed the struggles and triumphs that the Club Industry has faced during his career. “Just when it seems that we have faced and survived one major challenge, another arrives on the horizon,” he says. “But this is an industry led by strong, capable people at the CMAA, ClubsNSW, Leagues Clubs Association, RSL & Service Clubs Association and our supporters and when you take on the clubs you better be ready for a fight.” ■

CMAA HOSPITALITY EXPO 2012

12th - 13th March



Stand	COMPANY	Stand	COMPANY	Stand	COMPANY
38	A B Note Australia	72	Daily Press Group	86	Pernod-Ricard Australia
36	Abacus Cash Systems	45	enableHR/Time Target	47	Phatsourcing
4	Ainsworth Game Technology	89	Europa International	34	PKF
19	Allpride Signs & Marketing	46	Fabsmart	27	Plantscaping Solutions
94	Aristocrat	50	Flexicast	39	Premier Hospitality
107	Aruze	98	Global Coffee Solutions	PB 8	Quantum Technical Services (QTS)
113	Australian Interior Landscapes	103	Global Gaming Industries	44	Rawsuga Loyalty
15	Bally Australia	31	Gopher Graphics	91	Retail Systems Australia
63	Banktech	46A	GSL	28	Ricmar Commercial Furniture
80	Barringtons	112	IGT	42	Robert Oatley Vineyards
97	BEPOZ Retail Solutions	69	Independent Gaming	82	Rohrig Hospitality
111	Bingo 21	66	Infoprint Solutions	40	Russell Corporate Advisory
35	Bite Size Coffee Treats	25	J Tech Australia	88	Sanyo Pos/ICU Security Cameras
41	Boden Projects	54 & 54A	James Richardson Corporation	8	Shuffle Master Australasia
96	Caltex Starcash	49	Jensen Data Systems	65	Sprintquip
67	Capital Design Works	60A	Kappalyn Technology Solutions	71	Sunblest Cleaning Services
53	Cardfix	70	Karo Australia	52A	Sustainability by Butler's
44A	CCM Travel	78	Konami	92	TechnoPROM
61	Chain & Associates	73	LRS (Long Range Systems Australia)	110	Thorn Equipment Finance
1	Circle Solutions	33	Mailezy	95	TJS Services/FM Solutions
114	ClockOn	30	Maxgaming	32	Tricorp Gaming / Paladin Bases
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55	CMAA	115	Nufurn	59 & 109	GO GREEN
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Staffing & teambuilding workshops	<input checked="" type="checkbox"/>	Staffing & teambuilding workshops (cont)	<input checked="" type="checkbox"/>
Stepping up to supervision – how to learn to lead people. <i>Designed for new supervisors and potential supervisors</i> <ul style="list-style-type: none"> • Develop the confidence and assertiveness needed to supervise staff • Leadership skills for brand new leaders – moving from buddy to boss (first 90 days) • Learn coaching and counselling skills to modify staff behaviours 	<input type="checkbox"/>	Developing a sales culture - how to teach your staff to sell more. <i>Designed for, managers and supervisors that want more up selling, add-ons and repeat sales</i> <ul style="list-style-type: none"> • The why, what and how of “serving & selling skills” for front line staff • Practical sales games & competitions to train and motivate your team. • Using rewards, recognition, praise & appreciation to incentivise your team to sell 	<input type="checkbox"/>
Improving recruitment & retention - how to find & keep great staff. <i>Designed for managers and supervisors</i> <ul style="list-style-type: none"> • Where to find great staff, how to attract them and what to look for • Using personality profiling to pick winners and understand people • Latest recruitment & selection tips & techniques – outside the box ideas! 	<input type="checkbox"/>	Improving teamwork in your brigade - how to manage your kitchen. <i>Designed for chefs, cook, managers and supervisors</i> <ul style="list-style-type: none"> • finding & keeping the best kitchen staff – dishwashers, kitchen hands, cooks & apprentices • Teambuilding and motivation techniques for busy kitchens. • Improving team communication and results in the kitchen and venue 	<input type="checkbox"/>
Developing a sales culture - how to teach your staff to sell more. <i>Designed for, managers and supervisors that want more up selling, add-ons and repeat sales</i> <ul style="list-style-type: none"> • The why, what and how of “serving & selling skills” for front line staff • Practical sales games & competitions to train and motivate your team. • Using rewards, recognition, praise & appreciation to incentivise your team to sell 	<input type="checkbox"/>	Skills development workshops Time & life skills for busy managers - how to be more effective. <i>Designed for managers and supervisors.</i> <ul style="list-style-type: none"> • Setting your personal & business goals for 2012 – get clear! • How to plan better, focus and prioritise effectively (say NO! more often). • World-class ideas & tips on how to get more done in less time and improve your life. 	<input checked="" type="checkbox"/>
Turning grumpy into great - how to re-engage & inspire your team. <i>Designed for managers and supervisors</i> <ul style="list-style-type: none"> • Learn how to improve your workplace culture and re-engage disengaged staff • Using strengths-based leadership, coaching & counselling skills to optimise behaviour • Harnessing the power of purpose, positivity & optimism to improve productivity 	<input type="checkbox"/>	Effective expense reduction & buying better - how to make profits. <i>Designed for managers and purchasing/accounts dept</i> <ul style="list-style-type: none"> • Smart purchasing strategies for hospitality and how to find the best suppliers • Where and how to buy better and save money Cost reduction strategies for hospitality – reduce, re-use, recycle and request more!	<input type="checkbox"/>
Working with Gen Y & matures - how to manage & motivate your team. <i>Designed for managers and supervisors</i> <ul style="list-style-type: none"> • Leading and understanding the different generations (values & motivations) • Improving workplace communication between generations – text vs talk • Effectively using rewards & recognition, praise & appreciation to motivate 	<input type="checkbox"/>	Handling difficult people - how to deal with customers from hell. <i>Designed for managers, supervisors and front of house staff</i> <ul style="list-style-type: none"> • Handling and preventing customer complaints – removing the OUCH! Factor • Understanding people and what makes some people difficult . • Strategies for managing even the most difficult customers. 	<input type="checkbox"/>

CMDA proudly presents Big Dave Staughton's Professional Development Half day Workshop Series for 2012

Skills development workshops Cont'd



Practical presentation skills - how to pitch & present like a pro. *Designed for anyone giving presentations – managers, team leaders*

- Learn world class stagecraft, tips & tricks of presenters to get your ideas to be "stickier".
- Develop and project more confidence by using storytelling & metaphors effectively.
- Creating presentations that get buy-in and fully engage and inspire your audience.



Negotiation skills - how to negotiate better & be a great dealmaker. *Designed for anyone in hospitality that does buying or selling eg. Managers.*

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- Fun negotiation games & role plays to build confidence and deal making skills.



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Queensland 'Connection' growing with opportunities

with JUSTIN McGURGAN *

WITH THE sun coming out after a very wet end to January, there has been a flurry of activity from Queensland Members and Zones. Members reported mixed results, depending on their location, however many generally suggested their figures were up on last year, with the final week's rain driving their customers indoors for a good final result. Due to this, the mood has become more positive as they shake off some of the early concerns regarding the Wilkie-Gillard mandatory pre-commitment deal. General optimism seems to be returning and it's refreshing to be talking to managers about their refurbishment and upgrade plans. Interestingly, those clubs who confidently went ahead with major building works during the recent uncertain political period are reaping the benefits now with clubs such as Caboolture Sports Club and Nambour RSL Club looking great and performing better. This is reward for their confidence, optimism, and belief in their product and people.

New Qld Major Sponsor

AS MEMBERS would know, CMAA Qld has a new Major Sponsor in Mailezy, a local design, print and mail company run by Nathan and Kim Koina. Kim has worked in clubs marketing management roles – Parramatta Leagues Club, Mingara Recreation Club, Merrylands RSL Club, and CMP Marketing (consulting to clubs). Mailezy is your one-stop shop to communicate with members and prospective members. Owned and operated on the Sunshine Coast, Mailezy specialises in graphic design, printing and bulk mailing. Whether it is a What's On brochure/magazine, member's birthday letters, membership renewals, promotional letters, or simply general printing, Mailezy has it covered. Having worked with many clubs throughout Queensland for a number of years and with extensive club-based experience on



staff, Mailezy has the knowledge and understanding of club marketing goals and reporting systems so they can assist with your next design, print and/or mail job. Mailezy is qualified as a Bulk Mail Partner of Australia Post so your job is being handled by the best.

Nathan and Mailezy are very popular on the Sunshine Coast where Nathan and I recently toured the region over two days, visiting 10 CMAA member venues. We met with the managers and I hope to return and catch up with those we missed this trip. Thanks to the managers who provided input on issues such as access to professional development opportunities and events, networking through regular local Zone Meetings, Active Certified Club Manager (ACCM) recognition and providing opportunities for the next generation of club managers. For those of us, including me, whose career was supported and nurtured by the CMAA network, now is an ideal time for you to provide the same support to others. More senior managers attending and sharing Zone Meetings and activities will mean more junior managers attending and the industry's next leadership group will grow in confidence. Consider joining your Zone Committee and giving back a little to assist the next generation.

Gold Coast Zone Study Tour 2012

CONGRATULATIONS TO the Gold Coast Zone, especially Education Officer Bryan Jones from Coolangatta SLSC, for putting together an impressive initiative for Gold Coast Zone Members. Bryan has put

■ *The Mailezy team -
CMAA Queensland Major Sponsor*

together a three-day tour to the 2012 CMAA AGM, Conference & Hospitality Expo at Darling Harbour on March 12-13. This enjoyable and educational Study Tour includes a hosted tour of some of Sydney's best clubs on Sunday, March 11, followed by dinner that evening. Conference registration, flights, twin-share accommodation, and tour costs on Sunday, including lunch and dinner are subsidised by the Gold Coast Zone for the first 15 members to book. This Study Tour is subsidised and sponsored by the Gold Coast Zone, offering more than \$900 value for only \$500 thanks to Zone. For those seeking or continuing their ACCM status, Study Tour participants receive 40 ACCM points for attending all events listed. Considering that to attain and/or maintain ACCM active status a minimum of 50 Industry Activity Points is required in each two-year period, this 40 potential points looks too good to resist.

This impressive initiative is a great way of continuing manager professional development in your Zone and I welcome the opportunity to assist any Queensland Zone with ideas and suggestions for similar initiatives. ■

* **Justin McGurgan, CCM**
CMAA Queensland
Membership Liaison Officer
M: 0417 632 311
E: justin@cmaa.asn.au



You still have time to register for the CMAA's 2012 AGM, Conference & Hospitality Expo March 12 & 13 @ Sydney Convention & Exhibition Centre, Darling Harbour

Club Industry & Expo Exhibitor Cocktail Party

- CMAA 2012 Hall of Fame Inductions
- 2012 Peter Cameron Award
- The Club Industry's biggest networking event

CMAA Members AGM

- 21-Year & 30-Year Service Awards
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- CMAA Delegates 'Sponsors Passport' Prize to Hamilton Island
- Conference Delegates ACER Tablet Prize
- Expo Exhibitor Bonus Prize to Hamilton Island

Delegates & Exhibitors can **register online** today at
www.cmaa.asn.au

Ray back at the helm for 15th term as President

MANLY NORTHERN Suburbs Zone has re-elected President Ray Agostino for his 15th term at the helm of the successful northern Sydney group.

In fact, the entire Zone Committee was re-elected unopposed at the Zone AGM at Asquith Leagues Club on February 7.

CMAA Executive Officer Ralph Kober attended to present the Head Office Report and conduct the election of office bearers for 2012.

The Manly Northern Suburbs Zone Committee is ...

- President: Ray Agostino – Asquith Leagues Club
- Vice Presidents: Chris McCarthy - Ryde Eastwood Leagues
Paul Crowley - Pittwater RSL Club
- Secretary: Brad Browne - Ryde Services Club
- Treasurer: Cindy Bunyan - Asquith Leagues Club
- Education Officer: Carl Pozzatto -
Ryde Eastwood Leagues Club
- Publicity Officer: Steve Rigney - Hornsby RSL Club

In his Head Office Report, Ralph congratulated Ray and the Committee on its good work for members and its support of the CMAA and CMDA.

Ralph spoke about regional and country Zones providing cost incentives for members to attend the Darling Harbour and Jupiters conferences. There was also questions and debate on the Corporate Governance changes to the Act and the right of privacy for clubs, Directors and Managers.

In his President's Report, Ray spoke about the success of the Bursary Golf Day at Mona Vale Golf Club, along with the Mid-Year & Christmas meetings at Ryde Eastwood Leagues Club and The Epping Club where more than 180 members, guests and industry trade representatives attended. Ray thanked both clubs and their CEOs, Chris McCarthy and Peter Saez for hosting the Zone events.

Ray advised that 2012 events included ...

- Zone Bursary Golf Day on at Bayview Golf Club on March 30
- Mid Year Meeting and Lunch on July 19 with the venue yet to be decided
- Christmas Meeting and Lunch at Hornsby RSL Club on December 6

Members unanimously supported Ray's proposal that the Zone AGM be incorporated into the Mid Year Meeting and Lunch.

Ray thanked his Zone Committee members and industry trade companies for their support of Zone events. He also paid tribute to Zone Treasurer Cindy Bunyan for her tireless work to ensure Zone events are a success.

In his Education Report, Carl Pozzatto requested support for the three Zone Bursaries to the Mid Year Executive Leadership Conference at Jupiters Gold Coast – July 4-6; encouraged members to support the CMAA 2012 Conference at Darling Harbour – March 12-13; and indicated that the Zone plans to conduct a CMDA training events at a reduced rate for its members. ■



■ **TOP:** (from left) Jan Svendy, Carl Pozzatto, Ray Agostino, Tony Snowsill, Angus Rimmer, Paul Crowley and Morgan Stewart at the Manly Northern Suburbs Zone AGM last month.

■ **MIDDLE:** Steve Rigney with Carl Pozzatto.

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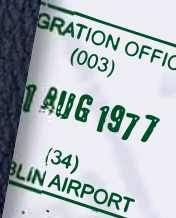
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How about **5 SUPERB DAYS** on **HAMILTON ISLAND** with **airfares included**?

What about **CORPORATE TICKETS** to a **2012 STATE OF ORIGIN RUGBY LEAGUE** game at **ANZ Stadium**?



The CMAA – with CMDA National Bursary Program Sponsors Robert Oatley Vineyards and CCM Travel – are offering CMAA Members who attend the 2012 Expo the chance to enjoy the delights of **Hamilton Island** with flights from **CCM Travel**.

And **EVERYONE** who registers for the Expo could have the best seat in the house for the 2012 **State of Origin** series in Sydney.

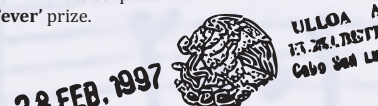
All you have to do to be in the running for these prizes is ...

- Collect your **'Sponsors Passport'** at the **Registration Desk** when you complete your **CMAA Expo Registration** on the day
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- Have each of the **'Sponsors Passport'** spots stamped by the participating Sponsor's company representative
- Drop your stamped **'Sponsors Passport'** in the Entry Box at the **CMAA Stand – No.55** (beside the Expo Cafe)

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- **ONLY CMAA Members** who register for the 2012 **Hospitality Expo** are eligible for the **Hamilton Island 'Passport To Paradise'** prize.
- **EVERYONE** who registers to attend the 2012 **Hospitality Expo** is eligible for the **State of Origin 'Footy Fever'** prize.
- **Terms & Conditions** of Entry and prize usage are detailed in the **'Sponsors Passport'**.



Rachel heads new team 'giving it a go' out west

A **NEW** crew is steering the ship in the CMAA's Mid State Zone.

The AGM at Dubbo RSL Club on February saw the previous Committee – President Cameron Provost, Secretary-Treasurer Guy Chapman and Education Officer Geoffrey Holland - stand aside for new leadership.

Cameron, the CEO at Orange Ex-Services Club, has taken over from newly-elected CMAA NSW State Executive Member David Hiscox as Chairman of the CMDA Board of Management Studies.

Oberon RSL Club General Manager Rachel Sharp took up the challenge and accepted the nomination to become President.

Former Zone President Chris Chapman has returned to the Committee as Secretary-Treasurer.

CMAA Industry Professional Development Manager Geoff Meston travelled to Dubbo to present the Head Office Report and conduct the Election of Office Bearers.

The Mid State Zone Committee is ...

- President: Rachel Sharp – Oberon RSL Club
- Vice President: Natalie Thurston – Coonamble Bowling Club
- Secretary-Treasurer: Chris Chapman – Gilgandra Services Club
- Education Officer: Dean Cafe – Young Services Club

"Everyone in the Zone appreciates the work that the outgoing Committee has done but the new group is keen to give it a go and, hopefully, make some changes that will encourage more managers in our region to join the Association and participate in Zone events," Rachel said. "It was a good meeting, with strong conversation about issues affecting clubs and managers. Our workshop with Jason Drew also was very good."

Rachel said Forbes Ex-Services Club General Manager David Fitzgerald had agreed to an informal role of assisting the Committee with any social events and activities.

Geoff Meston's focus during his Head Office Report was on the CMAA's upcoming Conference and Hospitality Expo at Darling Harbour, the Mid Year Conference at Jupiters, Gold Coast in July and the exciting new education and career development opportunities being offered through the CMDA. Geoff underlined the greater opportunities for managers in regional and country areas being able to maintain their education through the online program of courses.

Because the Zone conducts a subsidy program through its education funds, Dean Café raised the option of Mid State Members taking a study tour to the 2012 Mid Year Conference as Great Lakes Zone members did last year.

Following the Meeting, CMDA National Bursary Program Sponsor company Managing Director Jason Drew provided an interesting Education Workshop on the important topic, "What Every Club Manager Should Know About IT".

Zone Meetings will continue to be held at Dubbo RSL Club as per the 2012 diary, with the next meeting re-scheduled to June 13. ■



■ **TOP:** Mid State Zone members participated in an Education Workshop with CMDA National Bursary Program Sponsor company executive Jason Drew at Dubbo RSL Club for the Zone AGM.

■ **BOTTOM:** CMAA Industry Professional Development Manager Geoff Meston (right) with members of the Mid State Zone Committee (from left) Dean Cafe, Rachel Sharp, Natalie Thurston and Chris Chapman.

Casella's 2012 Vintage smooth sailing

AUSTRALIA'S WINE producers are at Mother Nature's mercy and, fortunately for most, she has been kind so far, and the 2012 grape harvest is off to a cracking start. CMDA National Bursary Program sponsor company Casella Wines, known for its famous [yellow tail] label, is one of the largest wine producers in the country, sourcing fruit from 30 different GI regions across South Eastern Australia. The weather conditions have been good and the fruit is ripe for the picking. A cool start to spring eased the vines out of winter and into a bout of warm weather that kick-started budburst then flowering. December saw a shift back to cooler conditions for much of the east coast - December being the third-coolest on record - which slowed ripening and allowed for steady flavour development and low disease pressure. Despite reports of abundant rain in the north, south-eastern Australia has been spared. Casella Wines Managing Director John Casella said rain had come at the right time for optimum ripening and fruit development.

THIS TABLET IS GOOD FOR YOU

The CMAA's annual Conference is famous for providing world-class speakers and tackling the most challenging issues facing the Club Industry.

The 2012 Conference has stepped up to the mark with the '**2020 VISION**' theme, dealing with the issue, '*what your club's business model will look like in a decade*'.

PETER RITCHIE, OA, is the **Keynote Speaker** and will offer an insight into the corporate strategy that has built the **McDonald's Restaurants** empire. **Peter Ritchie** helped to make that success possible.

Some of the Club Industry's most successful business executives and presenters will be on stage on **March 12 & 13** to address the business strategy issues facing clubs.

Their presentations are business "gold" and one lucky **Conference Delegate** will walk away with all of these presentations loaded onto a new **ACER Iconia A500 10" 32Gb Tablet**.

The **ACER Iconia A500** offers the combination of power from the dual-core NVIDIA Tegra2 CPU and HD-optimised graphics from the ultra-low power NVIDIA GeForce GPU with Flash 10.2 support delivers an entertainment experience that has to be seen to be believed.



WINNING IS AS EASY AS REGISTERING FOR THE 2012 CONFERENCE ... WE WILL TAKE CARE OF THE REST.

The winner of this great prize - with the Conference presentations pre-loaded - will be announced at the end of the final session on March 13.

Key Features ...

- 10.1" multi-touch screen
- NVIDIA T250 processor Android Honeycomb full touch
- NVIDIA® GeForce GPU with Flash 10.2 support
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• **ONLY Delegates** who register for the **2012 CMAA Conference** are eligible for the **ACER Iconia A500 10" 32Gb Tablet** prize.

Hunter recruits hit trail for Singleton experience

IT WAS a day to be on deck, on time and with your wits about you when the CMAA Hunter Zone shaped up and shipped out to the Singleton Army Barracks.

Stalwart CMAA member Gerard McMillan had been planning this event for some time and was proud to host 50 managers and industry trade representatives who had bussed in from around the Hunter for the day on February 15.

Gerard hosted this same CMAA Hunter Zone event more than 20 years ago and his Singleton Diggers Club is closely involved with the Singleton base.

The bus pick-up scheduled started at spot on 0800 hours from Toronto Workers Club with stops at Cardiff Panthers (0815), Wallsend Diggers (0830), Beresfield Bowling Club (0850) and Maitland City Bowls, Sports & Recreation Club (0915), arriving at the Singleton Army Barracks at 1000hrs.

Zone members and industry trade representatives required a photo I.D. to enter the barracks and, following a brief military welcome, the group was divided and sent on their way. "Alpha" Group headed off on a bus tour of the facility, while "Bravo" Group took aim on the camp's rifle range. The groups switched duties and hour later.

At noon, Alpha and Bravo groups "fell in" for a tour of the new Small Arms Museum, which will be open to the general public by the end of 2012, where they met up with Infantry Museum Curator John Land and Regimental Sergeant Major (RSM) Darren Murch.

Following the interesting and informative tour, the hungry recruits were back on the bus and headed for the Sergeants Mess for lunch at 1300hrs and tall tales of marksmanship with the base's Commanding Officer, Lieutenant Colonel Andrew Lowe.

RSM Murch farewelled his band of temporary, if not enthusiastic, recruits at 1500hrs when they made the return journey to Toronto Workers Club.

Zone President Paul Cousins described the day as a great success and a privilege to visit the museum and get an insight into the culture of the armed forces.

"It was remarkable and quite inspiring to see close-up what our military are involved in," Paul added. "Gerard McMillan is passionate about the relationship with the Singleton barracks and I think everyone came away with a healthy respect for our military personnel. The museum is an amazing experience and the equal of anything I have seen."

Hunter Zone's next event will be their Annual General Meeting and Lunch at Windale-Gateshead Bowling Club on Wednesday, May 30, at 1100hrs. ■



■ **1:** The Vietnam War exhibit at the Infantry Museum at Singleton Army Barracks which will soon be open to the general public.

■ **2:** Infantry Museum Curator John Land and Regimental Sergeant Major Darren Murch with Singleton Diggers CEO Gerard McMillan.

■ **3:** Craig McLoughlin from Club Plus Super with Mitch Reece from Toronto Workers Club, Arthur Kyreakou from Cardiff/Newcastle Panthers and Steve Shaw from EBet enjoy a chat at the Sergeant's Mess at the Lone Pine Barracks.

■ **4:** Karen Stout, Liisa Eloranta and Katrina Jones from Singleton Diggers Club.

■ **5:** Regimental Sergeant Major Darren Murch with CMAA Hunter Zone President Paul Cousins from Cessnock Supporters Club.



Program	Date(s)	Location	Price Type	Amount
Lead & Manage People	6/03/2012 - 7/03/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$660.00
			Non Member	\$725.00
RSA	6/03/2012 - 6/03/2012	Bass Hill RSL Club	Member	\$135.00
			Non Member	\$140.00
2020 Vision Conference 2012 Day 3 Workshops	14/03/2012 - 14/03/2012	CMDA - Sydney Olympic Park (SOP)	One price	\$500.00
RSA	15/03/2012 - 15/03/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$135.00
			Non Member	\$140.00
RCG	16/03/2012 - 16/03/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$95.00
			Non Member	\$100.00
Duty Manager Development Program	19/03/2012 - 4/04/2012	North Haven Bowling Club	Member	
		Contact ZEO (Great Lakes)	Non Member	
RCG	19/03/2012 - 19/03/2012	Bass Hill RSL Club	Member	\$95.00
			Non Member	\$100.00
RCG	20/03/2012 - 20/03/2012	Bass Hill RSL Club	Member	\$95.00
			Non Member	\$100.00
Monitor Work Operations	20/03/2012 - 27/03/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$270.00
			Non Member	\$350.00
Supervisor Boot Camp	20/03/2012 - 17/04/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$750.00
			Non Member	\$950.00
Monitor Work Operations	20/03/2012 - 27/03/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$270.00
			Non Member	\$350.00
Interpret Financial Information	21/03/2012 - 22/03/2012	CMDA - Sydney Olympic Park (SOP)		
RSA	26/03/2012 - 26/03/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$135.00
RSA	26/03/2012 - 26/03/2012	CMDA - Sydney Olympic Park (SOP)	Non Member	\$140.00
RSA	26/03/2012 - 26/03/2012	Merimbula RSL (contact Far South Coast ZEO)	Zone	
RCG	27/03/2012 - 27/03/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$95.00
			Non Member	\$100.00
RCG	27/03/2012 - 27/03/2012	Merimbula RSL (contact Far South Coast ZEO)	Zone	
Coaching Skills	3/04/2012 - 3/04/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$220.00
			Non Member	\$240.00
RSA	3/04/2012 - 3/04/2012	Woolgoolga (contact mid north coast ZEO)	Zone	
RCG	4/04/2012 - 4/04/2012	Woolgoolga (contact mid north coast ZEO)	Zone	
RCG	4/04/2012 - 4/04/2012	Bass Hill RSL Club	Member	\$95.00
			Non Member	\$100.00
Plan & Establish Systems & Procedures	17/04/2012 - 17/04/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$240.00
			Non Member	\$290.00
Recruit & Select Staff	23/04/2012 - 24/04/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$480.00
			Non Member	\$580.00
RSA	30/04/2012 - 30/04/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$135.00
			Non Member	\$140.00
RCG	1/05/2012 - 1/05/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$95.00
			Non Member	\$100.00
Prepare & Monitor Budgets	14/05/2012 - 15/05/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$330.00
			Non Member	\$380.00
Financial Management	14/05/2012 - 6/06/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$1,000.00
			Non Member	\$1,100.00
Duty Manager Development Program	21/05/2012 - 5/06/2012	Wollongong Golf Club	Member	\$1,560.00
			Non Member	\$1,690.00
Roster Staff	22/05/2012 - 22/05/2012	Wollongong Golf Club	Member	\$330.00
			Non Member	\$365.00
Clubs+: Weddings & Events Mgt Summit	22/05/2012 - 23/05/2012	The Epping Club		TBA
RSA	28/05/2012 - 28/05/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$135.00
			Non Member	\$140.00
Manage Quality Customer Service	28/05/2012 - 28/05/2012	Wollongong Golf Club	Member	\$330.00
			Non Member	\$365.00
RCG	29/05/2012 - 29/05/2012	CMDA - Sydney Olympic Park (SOP)	Member	\$95.00
			Non Member	\$100.00

Mid North Coast Zone kicks off 'season' with impressive combination

IT WAS an impressive combination of business, education and pleasure when CMAA Mid North Coast hosted its first Zone Meeting and Lunch for 2012 at Nambucca Heads RSL Club on February 14.

Zone President Glenn Buckley welcomed 25 members for morning tea when Ainsworth Game Technology Northern NSW Manager Glen Coleman took on the controversial topic of the manufacturer's perspective on the recent mandatory pre-commitment debate with the Federal Government, then spoke about gaming machine room design and what's happening in the market place.

Craig McHatton from TJS Services – like Ainsworth, a CMDA Career Development Sponsor company – followed Glen with an Introduction to the range of from TJS Facilities Management products and services.

CMAA Executive Officer Ralph Kober, who travelled north for the Meeting and lunch also was able to introduce members to a new CMDA Career Development Sponsor company, Micropower.

CEO Bill Owens and Craig Frew spoke about Micropower's range of products and services for the Club Industry.

In his Head Office Report, Ralph responded to some of Glen Coleman's comments on mandatory pre-commitment.

Ralph then discussed the 2012 Conference and Hospitality Expo on March 12-13, with 10 Zone Members indicating they would be at Darling Harbour.

Ralph also encouraged the Zone to consider travel incentives to attend the Mid Year Conference at Jupiters Gold Coast (July 4-6).

In General Business, President Glenn Buckley said he was keen to reprise the Zone Study Tour to the 2012 Conference and Expo in Sydney.

"It's been a while since we did it and I'm hoping Members will take the opportunity to attend the Conference and Expo with a few club visits thrown in," Glenn added.

Mid North Coast has arranged with CMAA Industry Professional Development Manager Geoff Meston for the Zone to sponsor an RSA and RCG training day for financial members at Coffs Harbour on April 2 and 3.

The Zone Golf Day will be at Woolgoolga Diggers Golf Club on Thursday, May 10.

The Zone also is discussing the idea of a combined meeting and dinner with far North Coast Zone to coincide with their major Zone event in September. "It will be an interesting opportunity for members in both zones to network and perhaps help each other with common problems and ideas," Glenn added.

The Mid North Coast AGM will be at Club Coffs on June 12.

Following the meeting, 40 members, Directors and Club Industry trade representatives enjoyed lunch as the sun shone through. ■



■ **TOP:** Ainsworth Game Technology Northern NSW Manager Glen Coleman with Mid North Coast Zone President Glenn Buckley.

■ **MIDDLE:** Glenn Buckley with CEO Bill Owens and Craig Frew from Micropower and Zone Secretary-Treasurer Daphne Parker.

■ **MIDDLE:** Glen Coleman from Ainsworth conducted a free education workshop at the Mid North Coast Zone meeting last month.

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CMAA Mid Year Conference

@ Jupiters, Gold Coast - July 4-6

Registrations open April -

www.cmaa.asn.au

Gold Coast-Brisbane Zones Race Day

@ Gold Coast Turf Club - July 7

CCM Travel celebrates 15 years in style

CCM TRAVEL celebrated 15 years in the business with an entertaining night of fun at Drummoyne Sailing Club last month.

Managing Director Catherine Mancuso and her staff entertained more than 100 guests at the club's Echo eatery with finger food and beverages supplied by Doug May from Lion and Campbell McLeod from Robert Oatley Vineyards – both CMDA Sponsor companies.

"It was a wonderful way to celebrate 15 years in the business with the people who have made it all possible, our clients who are our friends," Catherine said. "We had a lot of fun and laughs and sent a few people home very happy with some great prizes. Rather than a promotion around Christmas, we decided on the party and it was a great success."

There was a business aspect to the event with Catherine promoting CCM Travel's three main tours for 2012 ...

- G2E Asia at Macau in May
- The National Restaurant Association (NRA) Show at Chicago in May
- G2E 2012 at Las Vegas in November



► For more information on CCM Travel's international and domestic packages to club and hospitality industry events, contact Catherine Mancuso P: 02 - 9439 5100; E: catherine@ccmtravel.com.au or go to www.ccmtravel.com.au

"These are always successful and valuable trips for the industry professionals and our 2012 tours are already selling very well," Catherine added.

Retired CMAA Executive Officer Terry Condon handled the MC duties and there was a huge roar when *CMA Magazine* Advertising Manager Judy Rayner was announced as the main winner of the business card draw. Judy won airfares and four nights staying at The Venetian in Hong Kong and Langham Place in Macau.

Other winners included ...

- City of Sydney RSL Club executive Dennis O'Dwyer, who won a weekend to Singapore staying at Marina Bay Sands Resort;
- Di Thornett, the partner of prominent Sydney Hotelier Jack Daly, who won a weekend in New Zealand staying at The Langham;
- Ian Cox from ING Bank, who won a Gold Coast weekend staying at the Sheraton Mirage;
- Club Merrylands CEO Neil Watts, who won a three-day accommodation package at the Sheraton Waikiki in Honolulu;
- CMAA Marketing & Sponsorship Manager Shannon Donato, who won a weekend accommodation package for Aloft in Bangkok. ■



Shuffle Master strikes gold with Maxmillions

MAXGAMING AND Shuffle Master Australasia recently made a big splash in NSW clubs with *Maximillions Gold*. This swashbuckling adventure combines state-wide Linked Jackpots with quality base games, including currently available titles “Clover All Over”, “Monkey Power” and “Hey Presto”.

Many clubs already are reporting performance at more than twice their floor average with *Maximillions Gold*, the new No.1 linked jackpot product in NSW. *Maximillions Gold* hit the ground running with a string of success stories in clubs.

In its first weeks, *Maximillions Gold* appeared in the Top 25 new games report on Maxmobile and hit the No.1, No.2 and No.3 spots in Week 51 of 2011 for games with at least five EGMs in the market.

Daniel Grady, from Wests Campbelltown, said: “*Maximillions Gold* is performing at 165% of floor average over the first three weeks”.

Stewart Graham, from St Mary's Leagues Club, said: “So far, in the first 20 days, the product has performed

extremely well at 2.5 times the floor average.”

Paul Miller, from Club Rivers RSL, said: “Our customers have been very happy with the new product. This has been shown by a very high occupancy rate on our three machines since installation.”

With colourful and engaging state-of-the-art graphics and thunderous sound, *Maximillions Gold* is a high-seas jackpot product sure to leave a lasting impact and keep the gaming floor buzzing. With the power of two SAP jackpots and two SWL jackpot levels, this pirate-themed product allows players to win multiple jackpot prizes during the explosive jackpot feature, as blasting cannons explode symbols on the reels to reveal coins that correspond with the jackpot prize levels.

Maximillions Gold made its debut at the AGE 2011 expo and left a lasting impression on many innovative club managers who installed *Maximillions Gold* in their venues. Their vision has paid off as many of the early adopters are now seeing just how successful this contemporary product has become on their floor.

Maximillions Gold is available to NSW clubs.

For more information, visit Stand 30 at the CMAA's 2012 Hospitality Expo, go to www.maxgaming.com.au or contact your Maxgaming Account Manager. ■



CMAA DIARY - 2012 ZONE MEETINGS & INDUSTRY FUNCTIONS

Day	Date	Meeting	Venue	Zone
MARCH				
			* NO MEETINGS - MARCH 8 to 16	
Thursday	01/03/2012		VICTORIA - The Local Taphouse - St Kilda	Clubs + How to Create a Great Beer Venue
Thurs - Sun	01-04/03/2012		Melbourne	Clubs + Melbourne Food and Wine Bursary Tour
Tuesday	06-07/03/2012	09:00	Inverell RSM Club	North West State Zone Dinner & Meeting
Wednesday	07/03/2012	08:00	Gosford RSL Club	Central Coast Zone Breakfast Meeting
Sun - Tues	11-13/03/2012		Brisbane	Fine Food Brisbane
Sunday	11/03/2012	18:00	Darling Harbour	CMAA Fed Executive & Fed Council Meetings
Monday	12/03/2012	09:00	Darling Harbour	CMAA Annual Conference & Trade Expo
Monday	12/03/2012	09:00	Darling Harbour	CMAA Annual General Meeting
Monday	12/03/2012	16:00	Darling Harbour	CMAA Cocktail Party & Hall of Fame Awards
Monday	12/03/2012		(Vic) Labour Day Public Holiday	(Vic) Labour Day Public Holiday
Tuesday	13/03/2012	09:00	Darling Harbour	CMAA Annual Conference & Trade Expo
Wednesday	14/03/2012	10:00	Woodgate Bowls Club	Bundaberg Zone Meeting
Thurs - Fri	15-16/03/2012	09:00	Barrier Social & Democratic Club, Broken Hill	Riverina Murray Zone Dinner & AGM
Wednesday	21/03/2012	10:00	Redcliffe Leagues Club	Brisbane Zone AGM, Workshop & Lunch
Wednesday	21/03/2012	18:30	The Juniors @ Kingsford	2011 ACE Awards Dinner
Monday	26/03/2012	07:00	Campsie RSL Club	Inner West Zone Breakfast Meeting
Tuesday	27/03/2012	09:30	Moorebank Sports Club	St George Cronulla Zone Breakfast Meeting
Tuesday	27/03/2012	11:00	Paddington RSL Club	City/East Suburbs & Inner West Zone Meeting & Lunch
Tues - Wed	27-28/03/2012	09:00	Eden Fishermen's Club	Far South Coast Zone Dinner & Meeting
Wednesday	28/03/2012	10:00	Port City Bowling Club	Great Lakes Zone Meeting & Lunch
Wednesday	28/03/2012	11:00	Kingscliff TAFE	Far North Coast Zone AGM & Lunch
Thursday	29/03/2012	11:00	St Johns Park Bowling Club	Nepean Zone AGM & Lunch
Thursday	29/03/2012	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
Friday	30/03/2012	07:00	TBA	Manly Northern Suburbs Zone Golf Day
APRIL				
Monday	TBA	07:00	Concord Golf Club	Inner West Zone Golf Day
Wed - Fri	18-20/04/2012		Singapore Expo	Asian Club Managers' Conference & FHA Expo
Wednesday	25/04/2012		ANZAC DAY	ANZAC DAY
Thursday	26/04/2012	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting

IGT announces new roles for top executives

IGT HAS appointed Col Bentley as State Sales Manager for NSW & ACT. Cameron Louis has been appointed Sales Manager (ANZ) – Strategic System Solutions, a new position focusing on systems and emerging technologies, and encompassing strategic partnerships with key industry associations in ANZ.

IGT's Sales Director ANZ Andrew Neagle, said Col takes over from Cameron who, in the past four years, was instrumental in guiding IGT to a leadership position in NSW and ACT. "Cameron's depth of knowledge of the industry, customers and their business imperatives is unrivalled, so he was the obvious

choice for the new position of Sales Manager (ANZ) – Strategic System Solutions," Mr Neagle said. "He will continue to have a significant impact in further growing IGT's systems customer base and harnessing IGT's global expertise in emerging technologies and working with key partners in the ANZ market."

As NSW & ACT State Sales Manager, Col Bentley will grow IGT's long-term customer relationships and increase IGT's presence at the forefront of the gaming industry in casinos, clubs and hotels. Formerly the Metropolitan Sydney Sales Manager, Col has been at IGT for 10 years. Col joined IGT from Lion Nathan where he was NSW Business Development Manager and held brand management roles. "Col starts his new role at an exciting time as we continue to invest heavily in the Australian market," Mr Neagle added. ■

CLUBS 
EAT+DRINK+ENTERTAIN

12-MONTH CALENDAR Training Events



MAY

Clubs+ Weddings & Events Management Summit: 22nd – 23rd May 2012

Position your venue as the first choice for weddings, parties, corporate bookings and entertainment. Hear first-hand from a great line-up of wedding and event management experts: inspiring presentations, in-depth masterclasses and valuable networking. All set in the world-class facilities of The Epping Club.

Clubs+ Online Marketing Competition 2012: Launch 22nd May 2012

Is your club making an impact with a great website? Are you using the latest social media - sharing photos on Facebook, conversations on Twitter, inspiring stories on a blog or high impact email campaigns? You could win an Apple iPad and other great prizes. Winner announced at the Clubs+ Sales & Marketing Summit in September.

JUNE

Clubs+ Two-Day Chefs Hands-On Workshop: 5th – 6th June 2012

Day One will be working with a high-profile club chef looking up-close at food preparation, cooking and supply management. Day Two covers management issues such as food costing, menu planning, time management and productivity.

JULY

Clubs+ Food & Beverage Workshop OR Webinar series: Commences: 25th July – 5th Sept 2012

Offered in two formats - a One Day workshop and three follow-up Masterclasses **OR** a series of five Webinars and the three Masterclasses.

Option A: Join this One Day workshop - hear from leading industry experts on cost control, menu design and trends, equipment, purchasing, staff and reputation management: major challenges for club catering. Includes three online Masterclasses, plus Q&A.

Option B: Covers the same content over five weekly webinars, available at your location anywhere in Australia. Includes three online Masterclasses plus Q&A.

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.



CMAA Hospitality Expo

Monday 12th & Tuesday 13th of March - 2012

Sydney Convention & Exhibition Centre, Darling Harbour

2012 EXPO VIP BONUS

We think you deserve a special reward after 2 busy days doing business at the CMAA 2012 Hospitality Expo ...



ROBERT OATLEY
VINEYARDS



The CMAA – with Robert Oatley Vineyards and CCM Travel - is offering CMAA 2012 Hospitality Expo exhibitors the chance to experience the world-class luxury of Hamilton Island.

All companies at the CMAA 2012 Expo go into the draw for the Expo Exhibitor VIP Bonus Package – drawn at the CMAA Expo Cocktail Party on March 12.

➤ The Expo Exhibitor VIP Bonus Package includes ...

- 5 nights accommodation for Two (2) adults in a Coral Sea View room
- Dinner at Romanos Restaurant valued at \$150
- Daily buffet breakfast for two (2) adults
- A round of golf for two (2) adults on Dent Island
- Use of catamarans, paddle skis, windsurfers and snorkelling equipment; use of the gym, spa, sauna, tennis and squash court hire; unlimited use of scheduled island shuttle service
- VIP transfers return Hamilton Island airport to hotel

To book a 2012 Expo Stand go to www.cmaa.asn.au or contact JUDY RAYNER at Rayner Sales & Marketing 02 – 9360 6177 or 02 – 9332 2363

The Club Industry's Premier Hospitality Expo

A Galaxy of Options with Ainsworth @ CMAA 2012

AINSWORTH IS committed to delivering innovative and entertaining gaming content to meet the demands of operators and players. Ainsworth's latest line-up of link packages from its "World of Jackpots", followed by an array of unique brands and games from the "GamePlus" range, will be unveiled at the CMAA's 2012 Hospitality Expo.

"World of Jackpots" is the first of its kind in the industry, offering different game titles and players many different overall jackpot themes. The extensive "World of Jackpots" product library provides super-store quantities of linked progressive-centric brands, with three themes – "Year of the Dragon", "Rio Grande Rapids" and "Jackpot Zone". More new progressive brands will be released during 2012.

Ainsworth's will present its four-level SAP, "Quad Shot" range, featuring "Hotter Than Hot", "Moon Money", "Paws Galore", "Electric Nights" and "Starfire". Incorporating a strong 50-line math model, "Quad Shot" is an exciting innovation.

Also making a statement at CMAA 2012 is Ainsworth's new three-level stand-alone progressive, "Thunder Dragon" with another market-first concept as scatter combinations trigger the free games feature and create a double excitement hit by simultaneously revealing any one of three potential stand-alone progressive levels. Bonus prizes can be won and, during the free games, the appearance of scatters ramp up as they hit rapidly, continuing to triggering more free games and more progressives all at the same time.

Mega Top, Ainsworth's newest A560 cabinet, reaches for the stars is the stylish new 32" LCD top box with event-driven LED



lighting. Standing more than two metres with six levels of progressives, the Mega Top range offers an imposing centrepiece for any gaming floor. Mega Top launches with the new progressive brand, "Players Paradise Platinum" – the next extension in Ainsworth's successful "Players Paradise" jackpot series.

Ainsworth is set to expand its successful "GamePlus" range with new stand-alone games, including two-level and three-level stand-alone progressive brands – "Double Shot", "Play 50Lines" / "Play 100Lines", "Mega Multiplay", "Multiplay Big Time", "Hot Reel" and "Triple Shot" – along with a new high-denomination game range.

Inspect Ainsworth's portfolio of products at Stand 4 at Darling Harbour on March 12 and 13. For more information, contact Ainsworth National Sales Manager Peter Black P: 02 - 9739 8000, E: peter.black@ainsworth.com.au or go to www.ainsworth.com.au ■

IGT lifts lid on 'Ancient Secrets' games at Expo



THE 2012 CMAA Hospitality Expo again will be the launch pad for IGT's latest games and systems innovations.

IGT has 29 games planned for its stand – No.112 - including a new theme bank game for the IGT bluechip Neo Tower Top cabinet – "Ancient Secrets" – and a new systems application, Service Window. "Ancient Secrets" features inventive game-play, striking graphics and a stylised common bonus feature where the "Ancient Secret" amulets unlock the doors to reveal a mix of jackpots and bonuses, including "MAXI" and "MINI" jackpots with free games or bonus prizes. The winning prize is selected when a search flashlight stops on the win. Each "Ancient Secrets" base game has its own game-play feature and takes players to different destinations, with the first two ports of call being China and Egypt.

Other highlights will be an additional 11 new games covering all denominations and a multitude of game-

play styles, including IGT's latest theme bank addition, "Eastern Gems", which follows on from the success of "Gold Fever", featuring an interactive bonus feature, proven math formula and two games - with more to follow. The storm twins – "Siberian Storm" and "Sumatran Storm" – join the line-up. "Siberian Storm" has been topping the performance charts and providing some venues with figures not seen before.

IGT also will preview the latest addition to its Advantage Club system. Cameron Louis, IGT Sales Manager (ANZ) – Strategic System Solutions, said that Service Window provides a selection of service options conveniently available to players at the gaming machine. "The menu opens up as a window on the game screen and provides a consistent player interface to deliver promotional messaging, food and beverage options and custom-designed applications across the gaming floor," Cameron added. ■



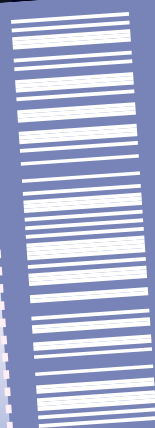
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CMDA Proudly presents: The 2012 Paul Lyons Workshop Series



Paul Lyons is an organisational psychologist who works with many large companies including Qantas. He also delivers high value, real life and practical knowledge and skills workshop packages to the club industry.

Developing Leaders

By the end of this course participants should be able to:

- explain the Managers role as leader and how it impacts on team performance
- explain the concept of leadership and its importance to effective business performance
- adapt their leadership style to suit individual team member needs and working preferences
- improve overall workforce commitment from their team members
- build a culture that promotes trust, integrity, high performance



Difficult Conversations

By the end of this workshop participants will be able to:

- Understand the importance of dialogue and staying in dialogue
- Be aware and focused of what you and others really want
- Analyse and observe both your own and other's feelings and behaviours
- Establish a safe environment and identify when safety is at risk
- Actively listen and speak persuasively
- Turn conversations into actions and results.



Managing Change

By the end of the program you will be able to:

- Define change at your Club
- Recognise the reasons for change
- Identify the factors that create successful change
- Be aware of people's responses to change
- Respond and act on the role they play in change
- Apply the elements of the change framework to change initiatives



High Performance Teams

By the end of this workshop participants will be able to:

- Learn more about yourself and your colleagues
- Develop Profiles and discuss implications
- Review and fine tune how we work
- Understand the factors that make up a high performance teams



Mentoring

By the end of this workshop participants will be able to:

- What is Mentoring?
- definitions
- conceptual overview
- Developing a Mentoring Program
- Mentoring, leadership, & profitability



Dealing with Difficult People

By the end of this workshop participants will be able to:

- Types of Difficult People
- Exploring the basis of power at work
- Dealing with difficult customers
- Dealing with difficult colleagues



Emotional Intelligence

By the end of this workshop participants will be able to:

- What is EQ? (The conceptual framework)
- Business case for EQ: Why would you or your organization care about EQ?
- EQ Toolkits
- 4 steps of a high EQ event
- 15 EQ skills
- 6 EQ based leadership styles
- Exercise: use EQ to solve your leadership and organizational problems



Anti-Discrimination, harassment and bullying

By the end of this workshop participants will be able to:

- Better understand the definitions of Discrimination, Harassment and Bullying
- The Laws
- Rights and Responsibilities
- Dealing with the Issues arising from these



Counselling Skills

By the end of this workshop participants will be able to:

- The five basic human needs
- The difference between "emotionally driven" and "behaviour driven"
- Learning how to "switch" to success
- Towards competence
- Giving feedback



Interviewing and Selection Skills

By the end of this workshop participants will be able to:

- What makes up the "right type" for a staff member
- Developing clear selection criteria
- Other forms of assessment
- Behavioural Interviewing
- Probity and Reference Checks



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3.5 hour introductory workshops can be scheduled. *Please contact Geoff Meston on 02 9746 4199 or at geoff@cmaa.asn.au.*



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