

Club Management

Publication No PP227838/003 www.cmaa.asn.au IN AUSTRALIA

CMDA welcomes HOSTPLUS



CMDA Major Sponsor Announced Full Report: p6

■ CMAA Federal President Bill Clegg, ACCM
with HOSTPLUS CEO David Elia

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Brochure & Preview:
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The Club Managers' Association Australia is registered as an industrial organisation of employees in the terms of the Fair Work Act 2009, and The Club Managers' Association is a registered Trade Union in the terms of the New South Wales Industrial Relations Act 1996. The CMAA is affiliated with the Australian Council of Trade Unions (ACTU).

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Subscription rate is \$60 a year.

ISSN 0045-7205



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THE CLUB Industry has battled major economic and political obstacles, but continues to realise its charter to serve members and communities with the best in facilities, services and support. That "never give in" philosophy was on show when 298 club managers, directors and CMDA Sponsor company executives attended the **CMAA's** annual **Mid Year Conference** at Jupiters on the Gold Coast last month.



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ROSS FERRAR best sums up the reality facing gaming and hospitality industry executives ... "The challenge for tomorrow's visionaries is to see what is possible and have the courage to turn their vision into reality." The GTA CEO is speaking about the **Conference** at **AGE 2012** at Darling Harbour from August 21 to 23. The Conference, co-ordinated and presented by the **HMDA** on behalf of GTA, is a two-day (August 21 & 22) gaming and hospitality industry professional development event.



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THE CMDA has adapted impressively to the education and professional development needs of the CMAA's more than 2,600 members around Australia. The range of regional events in the past 12 months shows how important it is to take the product to the people with major summits, seminars and workshops presented across the Association's 21 zones. **CMA Magazine** this month 'packages' the education and professional development pages into a special section that will be a feature of future editions.

COME AND SEE WHAT **WE'RE** MADE OF?

21-23 AUGUST 2012

ARISTOCRAT

it's all in the game™



CMAA welcomes HOSTPLUS as new CMDA Major Sponsor

THE CMAA has entered into a new major sponsorship with **HOSTPLUS**, one of Australia's largest superannuation funds.

CMAA Federal President Bill Clegg, ACCM, announced on July 1 that **HOSTPLUS** would become the Club Managers' Development (CMDA) Major Sponsor.

HOSTPLUS is an industry superannuation fund for the hospitality, tourism, recreation and sport sectors with close to one million members, more than 80,000 employers and more than \$10 billion in funds under management.

Included in that membership network is 4,400 clubs nationally and **HOSTPLUS** was one of six funds nominated in the Registered & Licensed Clubs Award 2010.

Mr Clegg said that with so many advantages for the Association, its members and the educational and professional development opportunities through the CMDA, the partnership with **HOSTPLUS** was an exciting new opportunity for both organisations.

"The **HOSTPLUS** national network offers important and impressive options for CMAA members, with administration offices and account managers in all states and territories," Mr Clegg added. "With CMAA members in all jurisdictions, and the potential for **HOSTPLUS** to engage the personal and professional needs of our members, I'm sure this will be a valuable partnership for everyone involved.

"The **HOSTPLUS** network, which extends beyond the Club Industry to Australia's hotel, hospitality and tourism labour force, offers important opportunities for the CMDA to market and develop the Hospitality Management Development Australia (HMDA) brand to more industry professionals."

HOSTPLUS CEO David Elia said his organisation was proud and pleased to become the CMDA's Major Sponsor.

Mr Elia said **HOSTPLUS** was committed to further strengthening its connection to the Club Sector by partnering with the CMDA. "We have been serving the hospitality, tourism and sports industries since 1988, and we're looking forward to building closer links with Club Managers through your industry peak body," Mr Elia added. "We believe this will help **HOSTPLUS** provide even better service to the thousands of clubs we already work with around the country."



"The CMAA and CMDA are greatly respected within Australia's Hospitality Industry for the level and quality of service and professional development to club managers," Mr Elia said. "Like the CMAA, **HOSTPLUS** is passionate about providing the best possible products and services for our members. And, like the CMAA, we are constantly looking for new and better ways to give our members better value. This new partnership achieves all of these goals for both organisations and we look forward to a long and mutually-beneficial relationship."

CMAA Executive Officer Ralph Kober welcomed the **HOSTPLUS** sponsorship and pointed to some of the unseen benefits in the new partnership. "**HOSTPLUS** offers its members access to financial planning as well as financial education presentations that CMAA members can utilise as a member benefit," Mr Kober added.

Mr Elia said that, with a 24-year history of service in the club sector, **HOSTPLUS** was far from a new player in this space. "We already have a strong connection with the Club Industry and its people," he added. "**HOSTPLUS** supports a number of associations and other bodies also representing the Club Sector."

HOSTPLUS has an impressive array of industry awards (the highest in their categories), including ...

- SuperRatings "Fund of the Year" in 2007, 2008 & 2009 and finalists in 2010 and 2011.
- Money Magazine's "Best of the Best" award for Best Super Fund Manager in 2007, 2008 & 2009.
- Money Magazine's 2011 GOLD "Top Performing Industry Super Fund" and "Super Fund of the Year".

HOSTPLUS also holds premium ratings ...

- AAA Fund Quality rating from Rainmaker
- Chant West's highest quality rating – 5 Apples
- SuperRatings Platinum Rating. ■

■ CMAA Executive Officer Ralph Kober (right) with the **HOSTPLUS** team at the CMAA Mid Year Conference (from left) Jon Shevket with Chris McManamon, Elishia Gauld, Darren Barton and Alison Lake.



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Conference inspiring and relevant for all managers

President's Perspective with BILL CLEGG, ACCM

I'M SURE the many members and supporters who attended the CMAA's Mid Year Leadership Conference at Jupiter's will agree that the education component was both inspiring and relevant to all of our businesses. Particularly impressive was the professionalism displayed by those managers that participated in the forums. The "Generals Panel" and "Specialists Panel" illustrated and highlighted the fact the great wealth of knowledge, that we refer to as the "knowledgebank", will never be lost to the Club Industry while managers at all levels are prepared to enter into the open sharing of experiences.

It's important to acknowledge the managers who participated ...

- Cameron Provost, CEO, Orange Ex-Services Club (NSW)
- Mario Machado, CEO, Hornsby RSL Club (NSW)
- Christie McIlroy, General Manager, Logan Diggers Club (Qld)
- Rob Morrison, General Manager, Frankston RSL Club (Vic)
- John Limbrick, CEO, Greenbank RSL Club (Qld)
- Debbie Marsden, Marketing Manager, St Johns Park Bowling Club (NSW)
- Carolyn Mason, HR Manager, Kedron Wavell Ex-Services Club (Qld)
- Carl Pozzato, Operations Manager, Ryde Eastwood Leagues Club (NSW)
- Scott Steele, Operations Manager, Arana Leagues Club (Qld)

Each brought credit to their clubs in the highest professional manner.

It's also important to acknowledge the clubs these managers represent and the CEOs who have supported the specialist managers in their attendance and guidance in their careers.

The Conference also allowed representatives from many CMDA Sponsor companies and managers the opportunities to network and build the relationships important to our industry.

On page 17 of this issue, is the

President's Report to the General Meeting attended by more than 160 Members.

It refers to the CMAA's Strategic Plan, our achieved short-term objectives of recent years and the Executive's focus for the future.

It's important that all Members are aware of other comments I made in my report to the General Meeting in addressing some of the speculation and misinformation about the selection of **HOSTPLUS** as the CMDA Major Sponsor.

It's been a long-held CMAA value that we do not actively market or canvass for sponsorship.

When approached, a level of due diligence is carried out on any prospective sponsor and reference checks are made of club managers and other who may have been used as referees.

Over the past three years, a number of tools have been used in preparing the CMAA's Marketing Plan, which is aligned with the Strategic Plan. Central to this plan is the strategy to research, create and administer an enhanced sponsorship program.

Everyone would be aware that over the past decade there has been an ever-evolving movement to the Federal arena. First, industrially, and, more recently, with the focus of gaming legislation. The future will see more legislation, particularly with online interactive gaming.

The CMAA is a national body with the primary object of supporting and providing professional development opportunities for all members, regardless of state or territory.

A recent example is the role the CMAA has played in Victoria in creating a Corporate Governance structure in the post-August 2012 era, which is seen as critical in reducing the bad public policies that seem to be driven by southern state politicians without full understanding of the value of a national Club Industry.

In particular, in relation to the decision to appoint **HOSTPLUS**, the CMAA prepared a Sponsorship Proposal where the key points included the investment,

term, area of services and financial products to be marketed to Members.

With more than 500 members reaching eligibility to retire during the next five years, it is important that members, through our relationships, can seek advice and make their own decisions on the widest range of products to help them through to retirement.

Generally, the terms were accepted by those parties approached.

With the financial matters accepted, the Executive's decision was influenced by the Association's strategic direction.

The CMAA did not, and would not, enter into a "Dutch auction", so the financial consideration alone was not a consideration in the final decision.

Each club manager makes decisions that impact on an organisation and, more importantly, the people who are the stakeholders in that business. It is expected that those decisions are made professionally and in the best interest of the club.

It is important, therefore, if the relationships the CMAA enjoys with so many Club Industry supporters is a true partnership and mutually beneficial, then, when a sponsor no longer seeks to have that relationship, the CMAA accepts that decision, however disappointed we may be. We have not - and will not - reacted in a way that may be viewed as petulant or, even worse, unprofessional. The CMAA expects the same.

For those people struggling to come to grips with the fact the CMAA will make decisions in the interests of its membership, without vested interests, and rely on anti-Hotel Industry sentiment or parochial attitudes, I encourage you to have a more open view of the Club Sector within the wider Hospitality Industry.

Would any manager not welcome a gaming machine or brewery representative into their club simply because they also service the Hotel Sector?

I reinforce the point made at the General Meeting ... that I welcome debate on this, or any, decision the Executive makes.

This decision is in the best interests of transparency and the direction of the CMAA. ■

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



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Jupiters Conference strikes chord voice of 2020 VISION

The Executive Officer's Desk with RALPH KOBER

CONGRATULATIONS TO the Board of Management Studies and the CMDA team for what arguably could be considered one of the best-received conferences presented to Members in recent memory. The positive feedback from members and sponsors has been overwhelming and the surge in last-minute registrations to just on 300 delegates cemented the event as a highlight in the Club Industry calendar for 2012. The Mid Year Conference sessions and associated social activities provided participants with the opportunity to network and be challenged by new concepts, ideas and ways of approaching difficult situations. I am already looking forward to the 2013 Conference and, if you weren't at the 2012 edition, we hope to see you then. There is a **14-page report** on the Conference and events starting on **page 14** of this edition.

DURING EACH Mid Year Conference period, the Federal Executive and the CMAA management team convene to measure the execution and development of the Association's Strategic Plan. The Association's strategic objectives with respect to the plan's three core pillars – membership; training & professional development; and industrial representation – are being well met. Evidence of the work being done in Membership has seen CMAA

membership in Queensland increase up to 40% since 2009, mainly due to the recruitment of a CMAA Queensland Membership Liaison Officer in 2010. The resurrection of a number of inactive CMAA Sub-Zones in northern Queensland also has seen the Association's profile among the 1,000-plus registered clubs in Queensland lift and, coupled with the first Queensland member to sit on the Federal Executive, this bodes well for the longevity of the Association as a national representative body. Further work in Membership in all other states, including NSW, Queensland, Victoria, the ACT and SA, will see emphasis placed on recruiting younger managers from the club and wider hospitality sectors, particularly on the back of the HMDA brand created by the Association a number of years ago to appeal to non-club managers, and the national profile new CMDA major sponsor **HOSTPLUS** has across the wider Hospitality Industry.

THE ASSOCIATION'S training and professional development offering is a key strength that provides a vehicle that attracts many members to joining the CMAA. The registered training organisation (RTO) status that the Association enjoys has seen tens of thousands of club personnel undertake nationally accredited qualification courses as well as a multitude of

industry-specific management topics, particularly in the corporate governance area. The strategic objective to roll out more and more training activities to CMAA Zones across Australia and the regional areas has been well received and will continue. There will be greater emphasis on the provision of financial management training and the CMDA's new major sponsor **HOSTPLUS** has a well-developed suite of financial courses across budgets, financial statements, accounting and the like that CMAA members can utilise as a member benefit. Industrial representation is the cornerstone of the Association's reason for "being" and a renewed emphasis on supporting our managers with information, guidance and products is under way. While the majority of Members may never have to utilise this service directly, it is one that inevitably affects their employment and career opportunities. It is the Association's strategic objective that all Members will be better protected and prepared to meet the challenges that club management presents. All in all, the CMAA is, to coin a well-used phrase, moving forward in its strategic objectives and, while some decisions made in this respect may not be palatable to some, the Federal Executive, as a voluntary body of elected club manager members, strives to ensure that the decisions made are in the best interest of all Members and the sustainability of the organisation.

IT IS with sadness I advise that popular CMAA Member Andy Timbs, the CEO at Balmain Tigers, passed away recently. To Andy's family, friends and his many colleagues, we extend our warmest condolences on his sudden passing. ■

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- Up to 4 levels

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- Flexi-Feature game, which advertises the "must be won before" value after every jackpot hit

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**3GAMES
IN 1**



Another great step forward for the CMAA

The Business End with SHANNON DONATO

THE RECENT Mid Year Conference at Jupiters was my first with the CMAA. Having been in my role for less than a year, however, I thought it was remarkable. It was definitely one of the best conferences I have attended, or been involved with. Talking to Conference delegates and, after reviewing the results from the follow-up feedback questionnaire, almost everyone who attended agrees with me. The presenters and content was world-class. There were various new forums for delegate involvement and participation, including pre-Conference workshops, SMS contributions and questions ... even MMS and email photo messaging for a bit of fun (everyone who sent in their MUGS shots know what I'm talking about – see page 34). There were also changes and improvements to the various networking events with the Poolside Cocktails proving to be a smash hit for all. The 'Footy Fever' State of Origin function also was also a blast. The highlight for many was the inaugural 'CMAA Footy Fever Garlo's Pie-Eating Contest' at half-time in the big game. The title (unlike the game) went to a NSW champion - David 'Black Caviar' Hiscox. No doubt, David will be keen to defend his title next year. Congratulations to everyone who participated in and contributed to the Conference.

New Major Sponsor - Expect More Benefits

IMMEDIATELY BEFORE the Conference, the CMAA announced **HOSTPLUS** as the CMDA's new Major Sponsor at the Members General Meeting. As outlined on **page 6** of this edition, **HOSTPLUS** offers the Association and our members a range of exceptional advantages, including national coverage, high returns and low fees (\$1.50 a week) ... as well as numerous other exclusive member-only benefits. I welcome **HOSTPLUS** to the CMDA Sponsor 'family' and I'm certain **HOSTPLUS** will be a partner who provides CMAA members - around Australia - with exceptional service, benefits and returns. We look forward to working with **HOSTPLUS** for the benefit of CMAA Members for many years to come.

Sponsor Spotlight

IN INTRODUCING HOSTPLUS, I thought it only fitting that I turn the '**Sponsor Spotlight**' on one of the friendly staff members you are sure to meet at future CMAA events. This month, let's get to know the always affable, smiling and friendly Jon Shevket ...

Name: Jon Shevket

Company: **HOSTPLUS**.

Position: *Manager, New Business.*

First Club Client: *Penrith Panthers.*

Best thing about working in the Club Industry: *Our core values are aligned - delivering great service and benefits to members.*

Best piece of advice you can offer/have received: *Live for a cause, not for applause.*

Worst piece of advice you received: *Good things come to those that wait.*

I wish I had a dollar for every time: *It rained.*

When not at work you can find me: *Working on our house or traditional cooking with the family.*

Favourite sports team: *Penrith Panthers (NRL).*

My local club: *Warrarah Bay Recreation Club.*

Best thing about my local club: *Views and sunsets across the lake, great service and member meals. ■*



■ JON SHEVKET



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Conference delivers on quality sessions, speakers, networking

WHEN THE going gets tough, the tough get going. It's been used as a motivational tool in almost every field of modern endeavor and has applied to the Club Industry for too many years, now.

The Club Industry has battled major economic and political obstacles, but continues to realise its charter to serve members and communities with the best in facilities, services and support.

That "never give in" philosophy was on show when 298 club managers, directors and CMDA Sponsor company executives attended the CMAA's annual Mid Year Conference at Jupiters on the Gold Coast last month.

Gaming tax, smoking laws, a legislative rollercoaster and, most recently, the mandatory pre-commitment agenda all have taken a toll of the industry. But, just as Members are overwhelmingly supporting Zone Meetings to network with fellow managers and receive information and direction from the Association, so too is the club sector supporting the CMAA's schedule of conferences.



More than 160 members attended the Members General Meeting (**page 16**) on Day 1 of the Conference. Almost 300 members signed the register for the CMAA's AGM at Darling Harbour in March. "This has been an impressive Conference from every aspect and shows that our members, their club directors and our industry business partners will support an event that addresses the issues facing the Club Industry," CMAA Executive Officer Ralph Kober said.

But it's not all bad news. In fact many clubs are reporting increasing membership, strong revenue streams and making plans for important capital works to enhance their community assets.

That good news extended to the CMAA where Federal President Bill Clegg, in his President's Report to the General Meeting (**page 17**), formally announced the Association had just signed a three-year partnership with HOSTPLUS to become the CMDA Major Sponsor. HOSTPLUS is one of Australia's biggest and most successful superannuation funds with more than 80,000 employers and more than \$10 billion in funds under management. Included in that membership network is 4,400 clubs nationally and HOSTPLUS was one of six funds nominated in the Registered & Licensed Clubs Award 2010.

"This was a major decision for your Federal Executive, but a decision made solely with the best interests of the membership as the motivating factor," Bill said. "We welcome the HOSTPLUS team and look forward to the benefits that a respected and national organisation can bring to our members through

■ **LEFT:** Club managers, directors and CMDA Sponsor representatives packed the presentations and workshops during the three-day Conference.

■ **BELOW LEFT:** Dave Staughton and Dr Louise Mahler were among the high-profile presenters at the Conference.

■ **BELOW RIGHT:** ACT Zone President Geoff Long (front centre) with the contingent of 11 managers who travelled to the Gold Coast for the Mid Year Conference.

professional development opportunities and services to our members, their families and their clubs."

The Conference presentations and workshops, followed the theme, **'Planning & Strategy: It's All About People'** (**pages 22-23**). Keynote Speakers Warwick Merry (**'Be A Goal Getter, Not Just A Goal Setter'**), Dr Louise Mahler (**'Giving Your Vision A Unique Voice'**) and Dave Staughton (**'Professional Marketing Materials On A Shoestring Budget'**) set the pace and tone for interesting and engaging sessions.

Socially, the Conference included the traditional 'Footy Fever' State of Origin Game 3 broadcast (**page 26**). However, there were new events, including the inaugural Garlo's Pies Eating Contest (**page 27**) at half-time in the big game, the Poolside Cocktails networking event (**page 24**) to conclude Day 2 and the first CMAA Queensland Networking Lunch (**page 28**) that brought together Federal Executive, Federal Council, CMAA staff and representatives from Brisbane, Gold Coast and Sunshine Coast Zones. ■



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MORE THAN 160 members signed in for the General Meeting to open the CMAA's 2012 Mid Year Conference at Jupiters on the Gold Coast last month.

Following on from the AGM at Darling Harbour on March 12, it means that more than 450 members have attended the Association's most important Meetings in 2012.

CMAA Federal President Bill Clegg, ACCM formally opened the Meeting at 1pm and acknowledged the Association's Life Members, including recent past Executive Officer Terry Condon, CCM, who was in the audience. The full membership of the CMAA Federal Executive attended the Meeting.

Bill went on to present his President's Report (**see page 17**) before Federal Secretary Allan Peter, ACCM outlined the industrial issues facing the Association, particularly in Victoria and Queensland, in his report (**see page 18**).

CMAA Executive Officer Ralph Kober took Members through the Association's mid-year Financial Report and outlined the changes and innovation in the CMAA

and CMDA structure and delivery of services and professional development.

CMAA Industry Professional Development Manager Geoff Meston, CCM then looked further into the CMDA's education and professional development in his CMDA Report. Geoff said the CMDA had successfully presented several industry-specific summits and seminars to address the membership's changing education requirements. Geoff reported that the CMDA had presented many of its major workshops and education events away from the Sydney region and that support for these events showed there would be more decentralised professional development in coming years.

CMAA Sponsorship & Marketing Manager Shannon Donato finished the reports with his summary of new sponsors and events in the past 12 months, including the CMDA Bursary Sponsors Appreciation Lunch and Career Development Sponsors Origin rugby league event.

During Bill Clegg's report, he announced that the CMAA had agreed to a new three-year sponsorship arrangement with **HOSTPLUS**, one of Australia's biggest superannuation funds. **HOSTPLUS** takes over as CMDA Major Sponsor from Club Plus Superannuation, who were CMDA Career Development Centre Sponsors for the past three years. Several **HOSTPLUS** representatives attended the seminars, workshops and social events across the three days at Jupiters. Chief Financial Officer Sam Sicillia showed the depth of the **HOSTPLUS** "talent pool" when he entertained and informed more than 250 members, delegates and CMDA sponsor company representatives with his Day 1



presentation, **'Our Current Business Environment'**, when he broke down the implications and consequences of the global financial landscape on business and investment in Australia.

Bill invited comment and questions on the Executive's decision to switch to **HOSTPLUS** and CMAA Hall of Fame Manager John Turnbull, the Nepean Zone President and CEO at Liverpool Catholic Club, took the opportunity to express his opinion and concerns about the Association's strategy in taking on new sponsor partners.

In acknowledging his comments, Bill assured John, members present and the CMAA membership that the decision brings focus directly on the Association's strategic direction and how its relationships and partnerships help achieve its objectives.

Following the General Meeting, Bill called on David Ronson, Sales Manager – Australia for Aristocrat Technologies to officially open the Conference. Aristocrat has been the CMAA's Conference Sponsor for more than five years and David wished delegates and fellow-CMDA Sponsor representatives well in enjoying the networking opportunities that the program offered. ■



CMAA reaffirms commitment to its strategic objectives

CMAA FEDERAL President Bill Clegg, ACCM presented his report to more than 160 Association Members at General Meeting at Jupiters on July 4 ...

EACH YEAR at this Conference, the Executive considers the CMAA's Strategic Plan, reviews the progress and possible realignment for the future. I want to reaffirm those main Strategic Objectives. There are five broad Columns of Support consider are critical to the CMAA ...

- Member Development / Zone Support
- Increased Hospitality Industry Relevance
- RTO Status / Education / CMDA
- Sponsorship / Branding
- Sustainability / Financial Security

This Executive's three-year target was to ...

- Transition the Executive Officers position
- Build relationships with the expected changes in Governments in NSW, Queensland and Victoria
- Develop the CMAA's partnerships and support base

Generally, we are pleased that these three priorities will be achieved in the next few months and as we enter the next election term.

Executive Officer Ralph Kober and his team continue to service the membership's needs and, as an Executive, we are particularly pleased how the transition, from the old to the new, has been received.

At the AGM and during the Financial Report it was made clear the importance of the partnerships that provide the funding for Member professional development.

Over the past 12 months, the focus was on one of the main pillars of the strategic plan – sustainability. This area ensures the Association's financial ability to maintain and improve the level of Member support and provide the resources to achieve professional

development objectives.

Various research tools indicated there was a need to ensure that our partnerships had to be based on a professional footing, balancing the commercial needs of our supporters with our strategic objectives and improving and growing our relationships with them for the overall betterment of the Association.

I'm sure most members would be aware, but I take this opportunity to announce a new CMDA Major Sponsor in **HOSTPLUS**.

Partnering with **HOSTPLUS** was deemed in the best interest of all Members, being a true national sponsor that can provide services and benefits for all our Members across all jurisdictions.

I'd be pleased if this decision created a level of debate because the focus will be directly on the Association's strategic direction and how our relationships and partnerships help achieve our objectives.

HOSTPLUS management and service team members will joining us during the next few days, so I encourage you to discuss with them what this new relationship means to you and how you can gain personally from the opportunity.

Since our last meeting, we have continued to pursue our objects across individual areas of importance ...

NSW - the new Competency Card regime has seen significant increases in training activity and strains on the Association's resources. We are pleased that the NSW Government is proceeding with training for boards and managers. The CMAA will have direct input into the levels of requisite training. As soon as the regulations are announced, we will be able to provide further information.

Queensland - The efforts of the strong team in Queensland, led by Federal Executive Member Steve Condren, Federal Councillor Wayne Moffatt, Brisbane Zone President John Limbrick, the CMAA's Membership Liaison Officer Justin McGurgan and the respective Zone Committees will see a reinvigoration of Zones and a widening of our reach and support for managers across the state.

Victoria - As I reported at the AGM, Federal Secretary Allan Peter has been working closely with legislators in Victoria to create a corporate governance model in the post-August 2012 gaming era. It's disappointing that, due to various self-interest groups, there won't be a

clear path to follow and the efforts of the Victoria Government and the CMAA have been frustrated. Our commitment to our Victoria Members remains and we will continue to work with the Victoria Government.

National - Again, as an Association, we congratulate every Manager who contributed to the Mandatory Pre-Commitment debate. The Clubs Australia campaign and led by the ClubsNSW team again showed the Club Industry's strength when it speaks with a united voice. This is a lesson the interest groups in Victoria need to learn. We continue to monitor the passage of the National Gambling Reform Bill, although it appears it is not on the Federal Government's legislation priorities. Also federally, the Association welcomes the introduction of the Fair Work (Registered Organisations) Amendment Bill, introduced by Minister Bill Shorten – clearly an outcome of the Health Services Union fiasco. We welcome the transparencies this Bill will introduce to all “member-governed registered organisations”. It will produce a restructure to accounting procedures for the Association and CMAA Zone in the best interests of reporting and accountability. ■



■ Bill Clegg addresses the Members General Meeting at Jupiters.

Victoria changeover has major consequences for clubs, managers

CMAA FEDERAL Secretary Allan Peter, ACCM presented his Industrial Report to more than 160 Association Members at General Meeting at Jupiters on July 4 ...

VICTORIA

The Association has a number of issues in Victoria.

From August 16, venues across the state will be able to purchase their own poker machines, whereas previously they purchased the machines from Tabcorp or Tattersalls.

A new gaming machine monitoring service also will come into effect. This monitoring service is currently being installed, which will give the venues instant access to the financial reporting data on their machines.

A new Legacy Fee (poker machine tax) has been introduced.

This Legacy Fee which will have a major effect on a number of clubs.

The first payment is due in August and, if a club is unable to pay the Legacy Fee first installment, they will have until November to pay - with interest added.

A number of clubs will struggle to pay this Legacy Fee - which recently jumped from \$29 to \$64 per machine per month - and will have to either close or amalgamate.

This will, of course, affect a number of CMAA Members.

Added to this, ATMs will have to be moved off licensed premises by the end of the year.

QUEENSLAND

The Association continues to have issues with Sub Branches of RSL Clubs trying to take over the licensed building.

Also, we have Surf Clubs with a similar problem with the premises they rent.

Minor industrial problems are still occurring and we strongly recommend that Queensland Members closely look at Service Agreements to cover your position.

NSW

There continues to be a number of industrial problems, however we have overcome the majority of these due to Members having a Service Agreement in place.

Related Matters

A review of the Modernised Award, which is in its second year of operation, is under way. This is because the Award, in its current form, is not operating as intended. Several technical problems need to be resolved during the review process - **see page 68.**

2012 Annual Wage Review

The Full Bench of Fair Work Australia handed down its most recent decision on June 1, awarding a 2.9% increase in Award rates. NSW members are into the third year of downward transition. Industrial information bulletins are being circulated to Members in NSW, Queensland, Victoria and the ACT.



■ CMAA Federal Secretary Allan Peter presents his report to the General Meeting.

Fair Work (Registered Organisations) Amendment Bill 2012

The main parts of this Bill ...

- Requires the rules of all registered organisations deal with disclosure of remuneration, pecuniary and financial interest.
- Increases the civil penalties under the Act. This aspect will affect Zone Committees with the management of their finances.
- Enhances the investigative powers available to Fair Work Australia.
- Requires education and training to be provided to all officials of Registered Organisations regarding their governance and accounting obligations. ■

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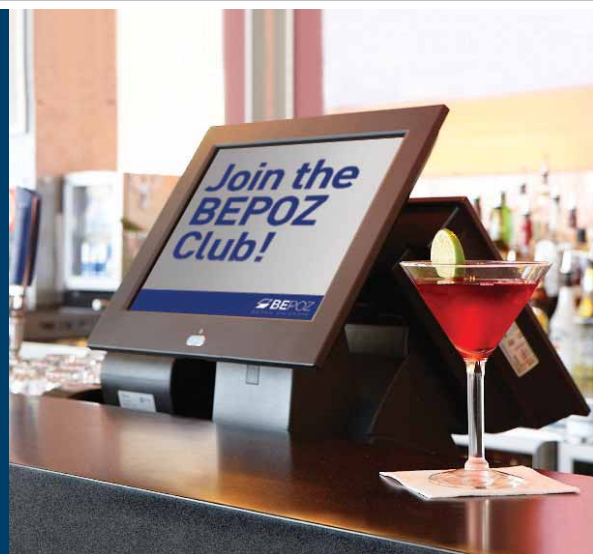
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Cas & Jonesy prove looks can be deceiving

JUSTIN JONES and James Castrissian are relatively unassuming looking young men. In stylish suits and R.M. Williams boots, they look more than comfortable on the main stage of the Pavilion Convention Centre at Jupiters.

It's 9am on Thursday, July 5 – Session 1 on Day 2 of the CMAA's annual Mid Year Conference – and more than 250 club managers, directors and CMDA Sponsor executives are curious about what these two blokes have to offer the club business.

An hour later, after laughter, tears and stunned silence, "Jonesy & Cas" held their audience spellbound with an inspiring and frightening insight into one of the most remarkable feats of human endeavor and survival – the longest unsupported polar expedition of all time.

On January 26 this year, they completed an 89-day, 2,275km walk from the edge of

Antarctica to South Pole – and back.

Four years earlier, they Crossed the Ditch, paddling 3,318km unassisted across the Tasman Sea, braving 10-metre swells, howling winds, enduring severe food and sleep deprivation and adverse winds and currents.

Their story, supported by video taken before and during the trek, provided an insight into two ambitious Aussies, totally inexperienced in the polar environment and its ever-present life-threatening dangers and challenges. From health and fitness issues, to "white-outs" where there was no night, day or horizon and the emotional and mental trauma that such an imposing venture delivers, Jonesy and Cas gave a new dimension to pushing personal limits.

Throughout their story, both men maintained that only their preparation



and planning stood between their triumph and the terrible alternative.

There's a book, of course, written by James, that will be on the shelves later this year and if you want more information on these remarkable young Australians, go to www.casandjonesy.com.au ■

■ **TOP RIGHT:** James Castrissian and Justin Jones at the CMAA Mid Year Conference at Jupiters.

■ **BELOW LEFT:** Cas and Jonesy with Riverina Murray Zone Secretary Treasurer Greg Roberts.

■ **BELOW RIGHT:** Geoff Meston with Cas and Jonesy.





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Jupiters builds on tackling the big issues facing clubs



THE CMAA Board of Management Studies built on its year-long **2020 VISION** concept with the Mid Year Executive Leadership Conference at Jupiter from July 4 to 6.

The theme of the Jupiters Conference was **Planning & Strategy: It's All About People** and built on the issues and challenges of change within the Club Industry as it moves towards the end of the decade.

There were several innovations at the 2012 Conference, including the introduction of 'value-added' optional pre-Conference courses.

The first was **Human Resources Management Development**, presented in two sessions over seven hours, beginning on Tuesday, July 3, (1pm to 5pm) and Wednesday, July 4 (9am to 12pm). It was a free course only for registered Conference delegates and covered a course unit from the CMDA's new Diploma in Human Resources Management: **Manage Human Resources Services (BSBHRM501A)**.



The second optional (paid) course was part of the Corporate Governance Professional Development program, **Meetings, Minutes & Resolutions**, provided by the Chartered Secretaries Association (CSA).

Following the Members General Meeting, Keynote Speaker Warwick Merry focused on the process of making better choices to deliver more energy to personal and working lives. Warwick also facilitated the first of the **Stories From The Frontline** panel sessions on Day 2.

After CMAA Federal President Bill Clegg announced the Association's new three-year sponsor partnership with **HOSTPLUS**, Sam Sicilia, the superannuation fund's Chief Investment Officer ended Day 1 with **Our Current Business Environment** and taking delegates on a common sense analysis of the global financial landscape and how it impacts on Australia.

If delegates were carrying any niggling injuries after the 'Footy Fever' State of Origin gathering, then Day 2 Keynote Speakers, James Castrission and Justin Jones, soon made them forget their minor discomfort. 'Cas and Jonesy' took the packed audience on a journey of remarkable endurance and courage when they recounted their 2,275km return walk – the longest unsupported polar expedition in history – across Antarctica to the South Pole.

'The Generals' - John Limbrick, Rob Morrison, Christie McIlroy, Mario Machado and Cameron Provost – offered the first of the **Insights Into Business Planning** before rawsuga marketing Director Jacqui Matthews investigated the marketing strategies to **Retaining & Acquiring Customers**.

CMAA Queensland Sponsor Mailezy Director Nathan Koina tackled the issue of **Distribution Channels** before Dave Staughton helped clubs consider **Professional Marketing Materials On A Shoestring Budget** with an impressive list of overseas website and resources providers to minimise the cost of keeping pace with social media and online marketing.

Profitable Hospitality Director Ken Burgin's 30-minute interview with Tony Lines, the Human Resources Manager at Village Roadshow Theme Parks on the Gold Coast, provided a fascinating insight into the HR issues facing one of Australia's biggest customer service providers and the philosophy that ensures client expectations are met – and exceeded – every day.

Club Moorebank General Manager Tracey Lentell and hospitality expert Bill Shirley then tackled the challenging topic **Reprogramming Your Organisation's Customer Service Brain** with a hands-on workshop to devise a game plan to tackle the attitudinal and operational dynamics of good, consistent service.

Day 3 opened with *'The Specialists'* and the second panel session in the *Insights Into Business Planning* topic. Dave Staughton was the facilitator, with Debbie Marsden and Carl Pozzato with Carolyn Mason and Scott Steele providing the observations and case studies.

Harry Mantzouratos and Emma Madders, from PGD Financial Services, spoke to delegates about personal finances and superannuation before Dr Louise Mahler, one of Australia's most exciting and interesting speakers hit the stage and grabbed the spotlight. The former opera performer lifted her audience with *Giving Your Vision A Unique Voice*. Louise is working around the world with her award-winner PhD research on 'Vocal Intelligence'. It certainly struck a chord with the Jupiters crowd.

Dave Staughton returned to put the three days of work into a final package in *Assembling Your Pieces Of the Puzzle ...* getting all of the personalities, ego and stakeholders on the same page, then maintain enthusiasm and monitor performance.

The next CMAA major event is **SMARTER, FASTER, STRONGER** - the Conference at AGE 2012 at the Sydney Convention & Exhibition Centre at Darling Harbour on August 21 & 22. Go to www.cmaa.asn.au and click on the Conference tile to register. ■



- 1: Dr Louise Mahler.
- 2: Warwick Merry.
- 3: Debbie Marsden and Carl Pozzato with Carolyn Mason and Scott Steele.
- 4: Ken Burgin with Tony Lines
- 5: Bill Shirley.
- 6: Jacqui Matthews.
- 7: Cameron Provost.
- 8: Sam Sicilia.
- 9: John Limbrick, Rob Morrison, Christie McIlroy, Mario Machado, Warwick Merry and Cameron Provost.
- 10: Emma Madders and Harry Mantzouratos.

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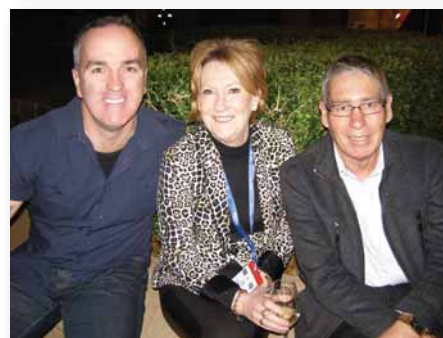
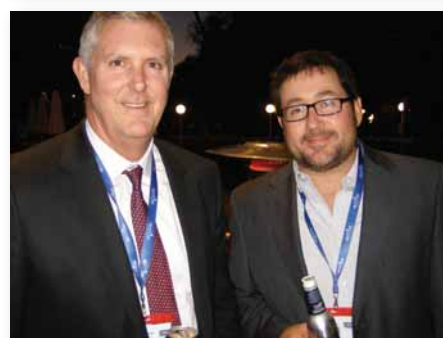
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Poolside debrief perfect way to end busy day

IT WAS another change in format when delegates and CMDA Sponsor representatives got together for Poolside Cocktails to end Day 2 of the 2012 Mid Year Conference. It was a perfect winter evening as more than 200 guests filed into the poolside entertainment area at Jupiters. Drinks and finger-food flowed for two hours as old and new friends caught up after a busy day that included a memorable presentation from Justin Jones and Andrew Castrission about their terrifying Antarctic adventures. Selena Bedford provided the entertainment and it was the perfect time and place for a "debrief" before heading off to dinner. ■



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EACH YEAR, NSW Blues supporters arrive, full of enthusiasm and hope ... Blues jumpers, scarves, caps and beanies resplendent. It is 7:45pm on Wednesday, July 4. Less than an hour north of the Jupiters Casino, the players are in their final moments of preparation for Game 3 of the 2012 State of Origin rugby league series. Can NSW break Queensland's six-year reign as Australia's rugby league champions? As CMAA Marketing & Sponsorship Manager Shannon Donato interviews Gold Coast Titans and former NSW Origin front-rower Luke Bailey, around 250 Mid Year Conference delegates and CMDA Sponsor

representatives have organised themselves into tables and groups for this now-traditional event. It's a 'Footy Fever' occasion, so it's hotdogs, pies, sausage rolls and chips with the best from **Lion** and **CUB** wrapped in **Aristocrat** blue coolers. Queensland leads 16-8 at half-time. A few moments to regroup, reassess and prepare for the climax ... but the inaugural 'Footy Fever' Pie Eating Contest might be bigger than Origin, itself. The roars thunder through Jupiters as the outcome is decided by a Cooper Cronk field goal for the ages – 21-20 ... it's Queensland for the seventh straight year. ■



David inspires Blues only win

IT WAS more like a demolition derby, than a display of sporting excellence by finely tuned athletes, but the inaugural Footy Fever Pie Eating Contest was a memorable event. CMDA Sponsor **Sean Garlick** showed up with a dozen of his famous **Garlo's Pies** and CMAA Marketing & Sponsorship Manager Shannon Donato organised the teams. It was half-time in Game 3 of the NSW v Queensland State of Origin event at Jupiters on July 4 when the gladiators took the stage. John Weir, David Hiscox and John Campbell represented the Blues, up against Steve Lancaster, Peter Hurley and Richard Berry for the Maroons. When Sean said "go", it was culinary pandemonium with more than 250 guests cheering the action. When the smoke cleared, it was David Hiscox first, chomping NSW to a historic win ... daylight was second. David celebrated the win with a second-half pie and a beer. **Garlo's Pies** were the big winners. ■



■ 1: John Weir raises David Hiscox's arm in triumph.



■ 2: Sean Garlick presents David Hiscox with the prize.



■ 3: The CMAA Mid Year Conference Footy Fever Pie Eating Contest in full flight.

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Qld initiative an impressive start

ANOTHER INNOVATION at the 2012 Mid Year Conference was the CMAA Queensland Zones Forum and Lunch. More than 60 Members joined CMAA Federal Executive Members and CMAA Executive Officer Ralph Kober with his Conference team for a meeting and working lunch following the final Conference session on July 6. CMAA Federal President Bill Clegg welcomed guests and spoke about issues discussed during the Federal Executive and Federal Council meetings a few days earlier. Bill congratulated Steve Condren, the Gold Coast Zone President and Queensland's first Federal Executive Member, on the goals that had already been achieved in Queensland since his election and the appointment of Justin McGurgan as the CMAA's Queensland Membership Liaison Officer. Other CMAA Federal Executive members at the gathering were Vice President Michael O'Sullivan and Federal Secretary Allan Peter. Steve Condren spoke to the gathering about the significance of Queensland members in the Association's growth and development before CMAA Division G Federal Councillor Wayne Moffatt, the CEO at Club Pine Rivers, added his comments and support for the CMAA's ambition for Justin to increase membership and expand education and professional development opportunities for Queensland members. Brisbane Zone President John Limbrick and Sunshine Coast Zone Education Officer Matthew Rafton represented their Zone



Committee at the lunch. "This is a wonderful initiative and I look forward to this becoming a bigger and more significant aspect of the Mid Year Conference in the years to come," Bill said. ■

- COMBINED ZONES CHARITY RACE DAY: PAGES 64-65

■ **TOP:** Michael O'Sullivan, Allan Peter, Matthew Rafton, Wayne Moffatt, Bill Clegg, Steve Condren, John Limbrick and Ralph Kober.

■ **BELOW LEFT:** Wayne Moffatt speaks to guests at CMAA Queensland Lunch.

■ **BELOW RIGHT:** CMAA Industry Professional Development Manager Geoff Meston outlines the CMDA education program.



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Sponsors kept the 'troops' refreshed

WITH MORE than 300 managers, directors, CMDA sponsors and their company representatives registered for the three days of Mid Year Conference workshops and presentations, it was the perfect opportunity for networking with the Club Industry's decision-makers. Apart from providing resources in the CMAA Conference 'showbags', including pens and notepads from **HOSTPLUS** and **Shuffle Master Australasia**, several CMDA Sponsors took the opportunity to showcase their products and services and, at the same time, help delegates enjoy their Jupiters experience.

Darren Pressley, from **Coca-Cola** ensured there was plenty of refreshments during and between the sessions with a fridge filled – and emptied almost daily – with **Coke**, water and 'Mother' energy drinks. **Leigh Fitzgerald** and **Gary Leech** from **Global Coffee Solutions** got everyone off to the right start each day with a freshly brewed coffee in the foyer. **Anissa Smart**, from **Smart Exposure**, hosted a Day 2 Morning Tea and 'Lolly Bar' for **Russell Corporate Advisory** and ensured all delegates went home with a range of **Robert Oatley Vineyards** 'piccolos' to enjoy with family and friends. **Robert Oatley** also supplied the prizes for the Conference "Mug Shots", with **Green Frog** providing the souvenir coffee mugs. **Aristocrat**, the Conference Sponsor, also provided beer holders for the 'Footy Fever' State of Origin Game 3 broadcast, when **Sean Garlick** served up his famous **Garlo's Pies** for the inaugural 'Pie Eating Contest'. ■



- 1: Darren Pressley with Michael O'Sullivan and David Hiscox.
- 2: Tony Snowsill with Mark German and Ron McLean.
- 3: Norris Goudy with Catherine Mancuso and Adam Harley.
- 4: Leigh Fitzgerald with Gary Leech.
- 5: Tracey Lentell enjoys the Russell Corporate Advisory Morning Tea.
- 6: Duncan Cassar with Jon Shevket and Marianna Kinsey.

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■ Networking and an old-fashion chat were a big part of the Jupiters experience for managers, directors and CMDA Sponsor company representatives during the CMAA's Mid Year Conference. There was an impressive "buzz" around all of Conference sessions and social events, including the breaks during the day.



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Mugs a big shot

MUG SHOTS might be something you associate with being on the wrong side of a close encounter of the police kind, but for Mid Year Conference delegates it was part of the Jupiters experience. CMAA Marketing & Sponsorship Manager Shannon Donato worked with **Green Frog Marketing** to provide each

Conference delegate with a mug to promote and remember the event. During the three days of seminars, workshops and presentations, Shannon invited delegates to take innovative an "mug shot" with a mobile phone and send it to Conference Organiser Evonne Bosnich. **Anissa Smart**, from **Robert Oatley Vineyards**, shouted a dozen bottles of wine for the creative winners across the three days. ■



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

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



AGE 2012 Conference Message

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

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

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

They'll need to take up the mantle and generate a future which will satisfy global and local audiences.

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

All of the Gaming

Day 1: Tuesday, August 21

8am
Conference Registrations
Ground Floor Registration Desk

8:30am
Doors Open for AGE Conference
WELCOME

9:05-9:50am

Keynote: RACHEL BOTSMAN

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

9:50-10:10am

MORNING TEA

10:10-10:55am

CHRIS DOWNY - Executive Director, Australian Casinos Association

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

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

11:10-12pm

Cybercrime & Gambling

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



Rachel Botzman



Chris Downy



Jason Drew

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

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

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



Ross Ferrar
Chief Executive Officer
Gaming Technologies
Association Limited

Conference Investment

\$550 per person (inclGST)
AGE 2012 Expo: FREE

Venue: Bayside Terrace

To register for the AGE 2012 Expo & Conference go to https://secure.tradevent.com.au/age_conf2012



JASON DREW – Director, Secom Technology
‘Securing Your Business Data Assets From Within And Without’

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

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

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

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

Day 2: Wednesday, August 22

8:30am Doors Open for AGE Conference

9-9:05am WELCOME

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

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

9:50-10:10am MORNING TEA

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

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

11:05-12pm LUKE BRILL - Former Head of Marketing & Gaming at Centrebet
‘Online Gambling: What Opportunities & Threats May Be Ahead For Traditional Gaming Venues?’

12-12.30pm AGE 2012 Conference Special Guest

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

* Speakers may change due to unforeseen circumstances.



Sidney Lin



Geoff Knowles



Danielle Rayner



Bill Owens



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- ❖ National Network of Club Managers & Zone Meetings
- ❖ Club Management in Australia (CMA) Magazine



Visionaries turn that vision into reality at AGE

GAMING TECHNOLOGIES Association CEO Ross Ferrar best sums up the reality facing gaming and hospitality industry executives ... "The challenge for tomorrow's visionaries is to see what is possible and have the courage to turn their vision into reality."

Mr Ferrar was speaking about the world-class Conference component of the **2012 Australasian Gaming Expo**, to be presented at the Sydney Convention & Exhibition Centre at Darling Harbour from August 21 to 23.

The Conference, co-ordinated and presented by **Hospitality Management Development Australia (HMDA)** on behalf of GTA, is a two-day (August 21 & 22) gaming and hospitality industry professional development event.

This will be the third of three of Australia's most prestigious club, hospitality and gaming industry conferences encompassing the year-long theme, **'2020 VISION'**.

HMDA is the hospitality arm of **Club Manager Development Australia (CMDA)**, which is a Registered Training Organisation (RTO) providing specialised education and professional development for the **Club Managers' Association of Australia (CMAA)** and the hospitality industry in general.

The CMAA has been the peak body for more than 2,600 professional club managers in 21 Zones around Australia for more than 55 years, with its administration offices located at Sydney Olympic Park. CMAA can now also represent all management across the hospitality industry.

This **AGE 2012 Conference** - in the year of the London Olympic Games - focuses on the need for the hospitality and gaming industry to be **'SMARTER, FASTER, STRONGER'** in every management, operational, and technical aspect of their business to remain innovative, relevant and competitive in a very turbulent operating environment.

CMAA Executive Officer Ralph Kober said the HMDA had, at AGE 2011, made a strong impression as the Conference

provider and he expected a bigger and better 2012 event.

"We have had great success with our **'2020 VISION'** conferences this year - at our own annual Conference at Darling Harbour in March and our Mid Year Conference at Jupiters Casino in July - so we are looking forward to building on that success at **AGE 2012**," Mr Kober added.

Mr Ferrar said industry leaders had to take up the mantle and generate a future to satisfy global and local audiences. "That process starts now, at the **AGE 2012 Conference**, for delegates whose foresight will be rewarded by their attendance."

Conference registration opens at 8am, with Keynote Speaker Rachel Botsman opening this high-powered event at 9 o'clock.

Rachel Botsman is a social innovator who writes, consults and speaks on the power of collaboration and sharing through network technologies. She wrote the influential book, *'What's Mine is Yours: How Collaborative Consumption Is Changing The Way We Live'*. TIME magazine recently called *Collaborative Consumption* one of the "10 Ideas That Will Change The World". Rachel's thinking on how technology will change how we work and live has been published in *WIRED*, *The Guardian*, *Harvard Business Review*, *New York Times*, *The Economist* and *Fast Company*. Rachel has a monthly future tech trends column in the Australian Financial Review.

Australian Casinos Association (ACA) Executive Director Chris Downy follows with *'The Changing Business Model Of The Casino & Gaming Industry'*. The ACA represents the 13 Australian and six NZ casinos and Chris will provide an overview of how the casino industry is adapting to the changing economic environment and the dynamics of leisure and tourism.

Online commerce and information-sharing transactions open up a new world of risk and liabilities. Two experts in the area of cyber-risk - Jason Drew and Sidney Lin - will discuss two major issues. Jason Drew, a Director with Secom Technology, looks at *'Securing Your Business Data Assets From Within & Without'*, while Sidney Lin from St



George Bank will offer *'A Bank's-Eye View Of Cyber Fraud'*.

Other speakers across the two days will include Independent Gaming Manager, Geoff Knowles; GSL Solutions Director, Danielle Rayner and

Micropower Group CEO, Bill Owens.

More than 160 companies have reserved their exhibition stand at AGE 2012, making it the biggest event in the Southern Hemisphere and one of the larger trade shows operating in Australia.

All of the GTA's member companies are represented on the exhibition floor - including Ainsworth Game Technology, Aristocrat Technologies, Aruze Gaming Australia, Bally Gaming Australia, IGT (Australia), Konami Gaming Australia, Shuffle Master Australasia and WMS Gaming. Most of these organisations are CMDA Career Development Sponsors.

For more information on the **AGE 2012 Conference**, go to the **AGE 2012 website - www.austgamingexpo.com**

The Australasian Gaming Expo is a trade-only event and entry to the exhibition is complimentary to gaming industry executives, courtesy of the GTA.

However, trade suppliers are not eligible to attend the exhibition unless they are exhibiting.

This means that all visitors are required to register to attend.

Registration is easy to complete online at **www.austgamingexpo.com** or call the Gaming Expo Help Line P: **1300 724 030**. ■



■ **RACHEL BOTSMAN**

Ainsworth showcases QX32

AINSWORTH UNVEILS its latest line-up of link packages from its **World of Jackpots** range with the innovative **QX32 Progressive Jackpot Controller** at AGE 2012. The **QX32 Progressive Jackpot Controller** provides ultimate flexibility, operating up to eight linked banks at once and up to 32 individual progressive pools across a mix of “mystery” and symbol-driven progressives with a wide range of denominations with one single jackpot controller.

Ainsworth Group General Manager Strategy & Development Scott Clarebrough said the **QX32 Progressive Jackpot Controller** provides venues with a cost effective, easily extendable jackpot solution. “The innovative **QX32 Progressive Jackpot Controller** offers managers the flexibility to implement tailored jackpot pools suitable to their venue, whether symbol-driven, mystery or a combination of both,” Scott added.

The **World of Jackpots** library will be enhanced with three symbol-driven themes - **Jackpot General**, **Jackpot Zone** and **Year of the Dragon** - with more innovative brands due for release in 2012-13. **Jackpot General** is Ainsworth’s newest three-level link 50-line progressive product designed for 1c play. Available on the triple screen **Super A560** cabinet, **Jackpot General** rewards players with progressive and bonus prizes. The excitement levels builds with 10 free games, a bonus sixth reel and up to three-times multipliers. **Jackpot Zone** is Ainsworth’s three-level link progressive package providing an interactive feature where players trigger scatter wins during the feature to enter the “Zone” with guaranteed jackpot rewards. **Jackpot Zone** is designed for the 2c, 4c and 5c market. **Year of the Dragon** summons the magic of the show with another market-first concept as scatter combinations trigger the free games feature and simultaneously reveal any one of three potential stand-alone progressive levels. **Year of the Dragon** is designed for the 1c, 2c and 5c market.

Expo visitors are welcome to call at **Booth 3300** where the Ainsworth team will showcase the latest in gaming technology. ■

For more information, contact Ainsworth’s NSW Sales Manager Don Moseley P: 02 - 9739 8000; E: sales@ainsworth.com.au or visit www.ainsworth.com.au

The 3D King comes to AGE

IGT BRINGS another Australian industry first to AGE 2012 by launching the 3D gaming technology, MLD (Multi-Layer Display). Paired with this launch is the unveiling of **Elvis The King**, now available on the IGT bluechip Neo Tower Top cabinet after successful launches in other global markets.

With demand from venues and players for more innovation in gaming, IGT’s 3D MLD screens take gaming to another dimension in play - without 3D glasses.

The 3D effect is simulated because the content exists on two separate LCD panels, one in front of the other giving a depth of field with game elements appearing and moving between the front and back screens, creating new game play options and heightened entertainment.

Head of Marketing Nigel Turner said IGT’s research showed the majority of players are entertainment seekers attracted to iconic brands, as long as the game plays well. “We have brought this with **Elvis The King**, which we’ve adapted to suit the style of Australasian players,” Nigel added. “The MLD capabilities with **Elvis The King** provides venues with a strong differentiator to broaden gaming appeal and provide something special for players. **Elvis The King** is packed with multiple features and iconic songs, provides great opportunities for IGT’s customers to put together special themed promotions and marketing campaigns.”

The line-up of more than 50 games at AGE 2012 reflects IGT’s re-invigorated game design strategy with **Siberian Storm**, **Dangerous Beauty** and **Goddess of Gold**.

New games include **Black Widow**, a low-denomination game with a “web capture” feature during free

games for the chance to accumulate additional credits.

Dakota Thunder is a new spin on the barnstorming success of **Siberian Storm** and **Sumatran Storm**, featuring the **Thunder Shudder**.

There’s a new progressive link, with the re-birth of a true gaming classic, **Great Escapes**, which is now back as **Classics Platinum**.

As the world’s largest gaming supplier, IGT provides a holistic solution to the industry and its strength in gaming management systems, services and new interactive technologies will be showcased at AGE.

IGT’s **Advantage Club System** will be demonstrated with innovative technologies such as **Service Window**, which

enables a small window to appear on the left-hand side of the screen without disrupting game play.

This can be used for personalised player messaging and for service requests, adding a unique level of service for venues with the IGT system.

Nigel said Profit Per Gaming Machine Rankings from the NSW OLGR showed IGT **Advantage Club** venues have grown positively year on year. “Forster Bowling Club leapt 89 positions on the ranking report one year after the IGT system was implemented. Broken Hill Demo Club jumped up 71 positions in the past 11 months,” he added.

Additionally, IGT’s strength in the latest interactive technologies will be on display at the show.

The IGT Theatre will host industry experts who will present a range of topics, including game floor design, customer service and systems.

For more details on these free business seminar sessions visit www.igt.com.au/AGE12 ■





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It's All In The Game for Aristocrat

'IT'S ALL IN THE GAME' is a campaign that defines Aristocrat's direction for AGE 2012 and beyond.

Trevor Croker, Aristocrat's Managing Director Australia & New Zealand, said **'It's All In The Game'** references Aristocrat's approach to aiding the long-term development of the highly competitive gaming market.

"At Aristocrat we believe that games are core to our business and we are focused on making the greatest games for the Australian and New Zealand jurisdictions," Trevor said. "Our unique offering is built on a number of pillars, including history, category and innovation. We also recognise that continued focus on long-term partnerships with our customers is essential for driving both parties to mutual success.

"Our business has an established footprint and, while it remains a high priority, we are also focussed on building for the future. Aristocrat is building a diverse and insight-driven portfolio that caters to established, emerging and developing segments.

"Keeping ahead of industry change and investing in its development is what **'It's All In The Game'** is all about."



■ TREVOR CROKER

The **'Legends'** product range will continue to be a cornerstone of Aristocrat's portfolio but will share equal footing with a range of new products.

The portfolio for 2012 includes new **'Legends'** product and, at the forefront, will be the launch of the **'Big Red Legends'**, an iconic game enhanced by

the latest Viridian Widescreen technology.

"As a business, we played a lead role establishing the link category and we will continue to innovate in this segment," Trevor added. "At AGE we will showcase **'Keys of Fortune'** which reinforces our innovation focus.

"We aim to consistently introduce new player experiences and our **'Jackpot Reel Power'** range is a great example."

Aristocrat recently introduced **'Inca Fortune'** to the market, to be followed by the **'Jade Mountain'** launch, which meets the growth trend within 1c and 2c SAP segment.

Aristocrat's expansion into the mid-denomination progressive segment will continue via further extensions to the **'Silver & Gold Jackpots'** range. **'Wild Africa'** and **'Prosperity'** are two examples and, like their successful



predecessors, will feature double stand-alone progressive jackpots (DSAP) across a common jackpot theme.

In line with Aristocrat's focus on innovation, it will deliver games that provide a different gaming experience.

Aristocrat will showcase **'King Penguin'**, the much-anticipated follow-up to **'Stuntman Sam'** and **'Imperial House'** that offers a unique new feature.

"We have continued to see strong results from **'Player's Choice'**, our multi-game range and we intend to build on this," Trevor added.

Aristocrat's multi-game offers many benefits to venues and players with flexibility central to this.

A must see at AGE 2012 is **'Players Choice Grand'** - Aristocrat's first multi-game in widescreen format.

Trevor extends an invitation to AGE 2012 guests to visit Aristocrat's System Section of the Expo Stand. "A visit to the System section will provide an insight into the products we have developed to assist the day-to-day operations of a venue, especially our **'Eco'** and **'Atom'** product range," Trevor added.

'It's All In The Game' will be launched as the theme of the Aristocrat stand on August 21. ■

IGT has the advantage for clubs



■ CAMERON LOUIS

THE IGT Advantage Club system provides venues with a comprehensive gaming business solution, with tools to strategically manage their gaming floor, implement effective marketing campaigns and loyalty programs and strengthen gaming revenues.

According to annual and quarterly data published by the NSW Office of Liquor, Gaming and Racing (OLGR) ranking NSW's top clubs, in terms of

profitability, venues that have implemented IGT's Advantage Club system have seen an average rise of 15 positions on the list over the last quarter. These clubs also have more than quadrupled their per-gaming-machine

profit ranking, compared to those on other systems or with no system in place.

Cameron Louis, IGT's Sales Manager (ANZ) – Strategic Systems Solutions, said the last four State Profit Per Gaming Machine Rankings from the OLGR showed IGT Advantage Club venues have grown positively in every reporting period – year on year.

"Great examples of this are customers like Forster Bowling Club. Exactly one year after purchasing their system, this venue has leapt 89 positions on the ranking report and Broken Hill Demo Club has jumped up 71 positions on the list in the past 11 months," Cameron said.

"Venues with the IGT Advantage Club systems are seeing significant benefits from their systems implementation and we look forward to working with other NSW venues to provide them with a business system that will provide them with the right solutions now and in the future." ■



Be a 'goal getter' not just a 'goal setter'

ARE YOU affected by “BSOs”, or as they are known, Bright Shiny Objects? If so, you are not alone. Most people have a strong idea of what they are after and then as they set off toward their goal they are distracted if not completely side tracked by BSOs.

So how do you stay on track? How do you remain focused on what you are really after? How can you be a Goal Getter and not just a Goal Setter? This was the subject of much discussion at the recent CMAA Mid-Year Leadership Conference on the Gold Coast. First, it was the subject of the opening keynote and then later it was the subject of several corridor conversations during the course of the Conference.

Even now, as they read this, there will be several people who were at the Conference who have forgotten all about it, and the lessons they learned there. They will have come back to the mountain of email and bulging in-tray of issues that demand their attention NOW!

So let's look at the five Key Elements of how you can be a Goal Getter.

FIRST ... you HAVE to understand 'What' your goal is - and write it down. It's good to take action but it needs to be relevant to what you are after. Knowing it is a great start, but it's not enough. Have clarity about it, too. *“Increase Sales”* is very different to *“Sales in the Meals area of \$3 million”*. Place the written goal somewhere where you can see it daily. This assists in minimising the impact of the BSO!

SECOND ... you HAVE to know the 'Why' behind the goal. A goal on its own is not enough of a driver. The goal won't speak to you as strongly as the **'Why'** behind the goal. That is where the emotion is and where your commitment and drive will come from. For example, *“To have \$1 million by the time I'm 40”* will not drive you as much as ... *“Have paid off investments worth \$1 million by the time I'm 40 so I can retire at 50”*. The **'Why'** will get you out of bed in the morning when you don't really want to go. The stronger the **'Why'** the more likely you will be to achieve the goal.

THIRD ... you have to take 'Daily Action' towards your goal. This is the key difference between a Goal Getter and a Goal Setter. Goal Setters write lists of goals and then wait for them to magically appear. Goal Getters take at least one piece of action each day to bring them closer to their goal. The one step maybe to register for next year's Jupiters Conference as you work towards a senior leadership position. It could be to smile more and show gratitude to your staff as you work towards having a preferred place of employment. Whatever it is, you need to take daily action towards your goal and maintain your focus on the bigger picture.

FOURTH ... 'Celebrate Success'. If you can make celebrating success a habit, then success becomes a habit. It doesn't have to be for major successes, either. It can be that small thing you have achieved that you acknowledge. Perhaps you got to the first check point of a project, or perhaps you got successfully gave up sugar for the day. Larger events such as promotions, bonuses, engagements and building openings need celebration too. Whatever your achievement is, be sure



■ WARWICK MERRY

to celebrate with the appropriate size celebration. Why not create a Celebration Shopping List and match the celebrations to your current to do list? Feel free to use this template as a place to start as you create your own <http://bit.ly/CelebrateList>

FIFTH ... be accountable. The same way it is easier to exercise when you have made arrangements to meet a friend at the gym, or on the corner first thing in the morning, it's also easier to achieve your goal when you are accountable for it. You may choose to commit to certain checkpoints and share them with your accountability partner. The accountability partner's role is to check if you have met your commitment and not judge you if you have or have not met that commitment. Use your colleagues, leader, partner, friends or even coach as an accountability partner. You will be surprised how powerful it is to share your goal with someone and have accountability check points to meet. It is far more powerful than simply stating, *“one day I'd really like to...”*

Using these five elements you will quickly move from being a Goal Setter to being a fully-fledged Goal Getter. While all five elements are equally important, it is imperative that you spend time really getting in touch with your **'Why'**. The stronger the **'Why'** the more likely and more quickly you will be able to make the goal happen and not be side-tracked by the BSOs. ■

➤ **WARWICK MERRY** is the “Get More Guy”, an expert in getting more out of your work and your life. For more information, or to sign up to his weekly motivator, “The Get More Goer” visit www.warwickmerry.com

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

Welcome
BBQ hosted by
CMAA North
West Zone



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

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

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

Day 1

2:30 – 3:15

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

3:15 – 5:15

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

OR

3:15 – 5:15

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

5:15 – 6:00

Free time at the Club!

6:00 – 9:00

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

Day 2

From 7:30

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

8:30 – 9:30

Session 1

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

9:30 – 10:30

Session 2

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

10:30 – 10:45

10:45 – 11:45

Session 3

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

11:45 – 12:45

Session 4 - 1

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



11:45 – 12:45

Session 4 - 2

Teach your Staff How to Sell.

Fast training techniques to improve sales and service skills – building a culture of quality and results. David Ferrier, Resultzcorp

12:45 – 1:15

Sponsor Showcase

1:15 – 2:00

Lunch

2:00 – 3:00

Session 5

Our Calendar for 12 Months of Success – Innovative Clubs show how they achieved great results in their marketing and promotions, plus a few lessons learned for next time.

Adele Zeaiter, The Epping Club, Peter Vlahandreas, The Eastern Golf Club.

3:00 – 4:00

Session 6

Building Results with the Tourist Dollar. Rod Laing of Wests Tamworth shows us how his club uses tourism to go from strength to strength, and how your club can build visitor spending. Rod Laing, Wests Tamworth

6:30

Country Flavours – Showcase Dinner. Head Chef Kevin Jones brings us the best of Australia in a personal selection of great food and wine.

Day 3

9:00 – 10:00

Session 7

Saumarez Homestead

How To Stay Ahead Of The Pack Using Green Screen Marketing and YouTube To Market Your Events.

Marketing wizard Max Hitchins (#1 in the 2011 World's Top 30 Hospitality Gurus) shows us simple but effective ways (that no one else is using) to make a big impact with club and event promotion.

Max Hitchins, The Hospitality Doctor

10:00 – 11:00

Session 8 - 1

What Smart Marketing Managers Do. Success guide for managers who take on this important role, in small and large clubs.

Lucy Carpenter, Orange Ex Services Club, Melissa Gillooly, The Epping Club, Peter Vlahandreas, The Eastern Golf Club.

10:00 – 11:00

Session 8 - 2

A Picture's Worth 1000 Words. Smart use of photographs for all areas of club marketing – print, posters, Facebook, websites and video.

Mark Burgin, professional photographer

11:00 – 11:15

Morning tea

11:15 – 12:15

Session 9

Reaching Different Demographics. How to understand and reach more people in your local community - families, seniors, young males and females. Modern, old-fashioned, thrill seekers or comfort lovers.

Cameron Provost, Orange Ex Services Club, Patrick Crick, Armidale City Bowling Club, Peter Vlahandreas, The Eastern Golf Club.

12:15 – 1:15

Session 10

Online Marketing Shortcuts. How to reach, impress and connect with more members and visitors, using your website, Facebook, YouTube and even Twitter. Ken Burgin, Profitable Hospitality with the Winner of the 2012 Clubs+ Online Marketing Award.

1:15 – 2:15

Farewell Lunch

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

\$685 + GST per person

Don't delay – book online at www.CMAA.asn.au

For more information visit www.ProfitableHospitality.com or call Tegan at CMAA on 02-9746 4199 or Profitable Hospitality on 1800-001 353

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



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Cricket legends on lunch menu

AUSTRALIAN CRICKET champions Doug Walters and Len Pascoe will be the headline celebrities for the first *'Biggest Ever Blokes Lunch'* in NSW at Blacktown Workers Club on Friday, August 17. The *'Biggest Ever Blokes Lunch'* – with all net proceeds going to Prostate Cancer Foundation of Australia – kicks off at 12:30pm with MC Chris Joscelyne and featuring singer Mike McClellan, JacksonAces comedy magic act, nine-time Mo Award winner Rikki Organ and a chat with prostate cancer survivor Jack Fraenkel. The two-course meal with beverages and whisky tasting costs \$75 per person and includes raffles, silent auction and open auction.

Book online at
www.workersclub.com.au or
P: 02 - 9830 0600. ■

How to get Professional Development in your Zone

AS THE CMAA's geographical base of membership expands, we have revisited the "Sydney-centric" nature of many CMDA course delivery opportunities. This centrality has not always been the case, as up until about four years ago, a substantial number of well-attended courses were routinely scheduled across many regional areas. Around that time, the smoking laws started to take effect on Club Industry revenues and cost structures; and gaming tax increases were substantially impacting bottom lines. Whenever profitability is threatened, labour and its associated costs are often the first to feel the sharp edge of management's razor gang. It could be argued that this applies to most industries and companies in a downturn as they take the knife to the most critical asset (people) and asset maintenance program (training) in their business to reduce costs. Another reason for the drop in course numbers could be that the market demand for the available courses offered by CMDA was satisfied. Thus, the demand for regional education dried up quite rapidly and contracted back to Sydney.

Over the past 12 months, we have done a lot of research and asked a lot of questions of Members to find out what they need from a Professional Development point of view. I've touched on them briefly before, but they can be summarised this way ...

- preference for face-to-face, but will have a go at online training if really necessary;
- keep class times as short as possible;
- courses don't have to be accredited;
- make sure the information is topical and current;
- bring it out to the zones;
- keep it cheap ... no, not a big ask!

Instead of the CMDA "assuming" what regional and interstate members need in the way of information, knowledge and skills, it sounds like common sense to change the way we go about addressing education "demand". In the

"Live as if you were to die tomorrow. Learn as if you were to live forever."

- Mahatma Gandhi

regional course scheduling strategy I mentioned earlier in this article, the CMDA used what could be called a "Push Demand" strategy whereby we researched courses, designed them, then marketed and scheduled them to create consumer demand. While this works well in "golden eras" of minimal competition and high demand, it doesn't work that well in more competitive markets or where the market is saturated (with training organisations) and satisfied (with available course products).

To continue using the marketing parlance, a better way for us to satisfy Member needs is to adopt a "Pull Demand" strategy, whereby we advertise what professional development products and services we can offer, and then Members (via their Zones) ask us (pull) to deliver professional development when, what, and where they want. A great example of this method was the recent Carbon Tax Summit we put together for the Riverina Murray Zone. The Zone Committee, via the Zone Education Officer, approached the CMDA and said: "We want info on the Carbon Tax and what we can do about it." We also discussed an appropriate location to hold the event and a range of dates that would work for the Zone. The CMDA then investigated, arranged speakers, organised venues, catering, and provided a price quote - which was accepted. The Zone got what they needed; the CMDA got to do what we are in business to do; and the outcome was excellent ... 58 very happy managers know more about Carbon Tax and ways to combat it. A good two days work!

The flowing diagram below is a great model to discuss at your next Zone Meeting to get Professional Development to YOUR zone. ■

Contact **CMAA Industry Professional Development Manager Geoff Meston** at the CMDA P: 02 - 9746 4199 or E: geoff@cmaa.asn.au to discuss your Zone's needs.

Getting Professional Development Away From Sydney

1. Discussion: Members raise training requirements at Zone Meeting

2. Decision: Training Wants & Needs; preferred dates; budget; commitment from Members for attendance numbers

3. Organisation: ZEO coordinates with CMDA; provides dates (range); approximate numbers; details what information, knowledge and skills are needed.
CMDA sources materials, presenters, designs contents, provides quotation price.

CMDA delivers: Where you want, when you want, in the format you want

Advanced Online Marketing Workshop OR Webinars Commencing 8th AUGUST

Great, your club has a website, Facebook page and an email newsletter. Now it's time to use them ... and a host of other powerful online marketing ideas and tools, to drive membership and more traffic through your door!

A creative Workshop or Webinar series, for those whose job it is to make online promotions work. Of special interest if you've done the previous Clubs+ Dynamic Online Marketing Workshop, or are already familiar with online marketing activity.

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- Using Pinterest, Instagram, Twitter and other exciting NEW initiatives to Promote your Club
- Monitoring Tools to Protect your Club's Reputation
- Upgrading your Club's Website with new Features
- Adding E-commerce for Membership & Event payments
- Improve the Reach and Effectiveness of Email Marketing
- Effective SEO methods – keeping up with Google
- Automated online posts – more reach in less time
- PLUS 3 x Masterclasses – implementation advice, Q&A plus interviews with people successfully using online marketing



Choose the convenient way to gain this valuable information:

One-day Workshop: 8 August at CMAA Training Rooms, Sydney - 9.30am-4.00pm plus 3 online Masterclasses
OR

Online Webinar series: starting 14 August – 5 x 1-hour Webinars 10am-11am plus 3 online Masterclasses
Webinars are held in the comfort of your office. They include the **same content** as the one-day event - a fantastic option if time or distance are an obstacle. Webinars are easy – we'll show you how!

REGISTER NOW:

One-day Workshop: 8 August at CMAA, Sydney: 9.30am - 4.30pm
...plus 3 Online Masterclasses

OR

Online Webinars: start 14 August – 5 x 1 hr Webinars: 10am -11am
... plus 3 Online Masterclasses

Investment: The cost for the Sydney Workshop, 3 Masterclasses and 12-months special Profitable Hospitality 1st Class Membership for Clubs, **OR** 5 Online Webinars, 3 Masterclasses and 12-months special Profitable Hospitality 1st Class Membership for Clubs just **\$485 + GST per person**

More Information: www.ProfitableHospitality.com or www.CMAA.asn.au

How the RPL process works for you



THE CMDA offers Members the opportunity to apply for recognition of prior learning (RPL) for a wide range of educational initiatives - from single units of competency to full qualifications, including our own ACCM Accreditation. So, how does it work?

STEP 1

First thing you should do is contact the CMDA's new **RPL Administrator Jason Thomas** to discuss your current situation. Items up for discussion may include your years of industry experience; where you have worked and what you have done; why you want to undertake the RPL process; and, most importantly, what's involved from your end. From here, we will explain what RPL means, our process towards it, and outline our two-part payment structure that includes our Administration and RPL fees. If you choose to undertake this process, we will direct you to go to our RPL website and where you can read our Terms & Conditions and disclaimer. You will also be able to download some sample RPL packs based of specific units of competency, as well as the all-important Self Evaluation Form. This form is designed for you to select the most appropriate units of competency you wish to RPL for and indicate to the RPL Administrator what it is you are wishing to achieve. You must complete this form to prepare for Step 2.

STEP 2

Once you have downloaded and completed your "Self Evaluation Form" and selected what units of competency you feel you may be able to provide adequate evidence of RPL, you will need to submit this form to the RPL Administrator via email. Once the RPL Administrator receives your email, you will be invoiced for the Administration Fee which was discussed at Step 1 and promoted in our pricing guide online. Once this invoice is paid and confirmation received via receipt, the RPL Administrator will begin Step 3.

STEP 3

Now that the RPL Administrator has your Self Evaluation Form and has

confirmed payment of your Administration Fee, your customised RPL Application Pack will be developed based on the units of competency you have indicated you wish to RPL in your Self Evaluation Form, and your student file will be created. These packs then will be sent to you via email within seven working days of receipt being posted.

STEP 4

You should now have an RPL pack for each unit of competency you have indicated your intention for RPL submission. Now it's now time to gather your evidence. To help you identify what is appropriate evidence, each pack will include an "Evidence Guide" to assist you in identifying the appropriate documents you will require to support your submission; a "Third Party Report" for your employer, or person of senior position within your establishment to complete; the Unit of Competency Descriptor and where possible various activities and assessments that may choose to do as an alternative to supplying various documents. It is important that you read through these documents so you can decide which units are appropriate for you and your RPL process, based on a revised inspection of the requirements set out in each pack. If you are in doubt, you are encouraged to contact your RPL Administrator to discuss your concerns before payment upon submission. Once you are comfortable with your submission, you will email or post the packs back to the RPL Administrator with the relevant payment for each unit of RPL. As soon as a receipt of payment has been issued, the RPL Administrator will move to the fifth and final step.

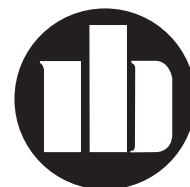
STEP 5

Once the RPL Administrator has received your submission of evidence for RPL and has confirmed payment of fees by way of receipt, he will proceed to investigate and map your evidence against the National Qualification Framework and units of competency. As part of this process, the RPL Administrator will make arrangements with you to

discuss and validate the various forms of evidence submitted via a telephone conference. At this time, or shortly thereafter, you will be notified of your outcome for RPL via email from your RPL Administrator. In the cases where gaps in evidence have been identified, you will have further opportunity to present evidence to the fact. Should you be successful in your application, notification will be sent via email to you and your relevant documentation posted.

PLEASE NOTE: Payment of the RPL fee does not guarantee success – only the evidence you provide does. ■

For more information, contact the CMDA's **RPL Administrator & Assessor, Jason Thomas** P: 02 – 9746 4199 or E: jason@cmaa.asn.au



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August to November Professional Development events

Program Name	Dates	Location	Price Type	Amount	Start Time	Finish Time
Club Secretary Manager Course	07/08/2012 - 15/08/2012	CMDA Olympic Pk	Member	\$690.00	09:30am	05:00pm
			Non Member	\$890.00	09:30am	05:00pm
Clubs+: ADVANCED Online Marketing: Webinars plus Masterclasses (online)	01/08/2012 - 27/09/2012	Online	Standard	\$533.50	09:30am	04:00pm
RSA	27/08/2012	CMDA Olympic Pk	Member	\$135.00	09:30am	04:00pm
			Non Member	\$140.00	09:30am	04:00pm
RCG	28/08/2012	CMDA Olympic Pk	Member	\$95.00	09:30am	05:00pm
			Non Member	\$100.00	09:30am	05:00pm
Duty Manager Development Program	03/09/2012 - 19/09/2012	CMDA Olympic Pk	Member	\$1,560.00	09:30am	12:00pm
Roster Staff	04/09/2012	CMDA Olympic Pk	Non Member	\$1,690.00	09:30am	12:00pm
			Member	\$330.00	09:30am	05:00pm
Lead & Manage People	10/09/2012 - 11/09/2012	CMDA Olympic Pk	Non Member	\$365.00	09:30am	05:00pm
			Member	\$660.00	09:30am	05:00pm
Manage Quality Customer Service	12/09/2012	CMDA Olympic Pk	Non Member	\$725.00	09:30am	05:00pm
			Member	\$330.00	09:30am	05:00pm
Supervisor Boot Camp	18/09/2012 - 26/09/2012	CMDA Olympic Pk	Non Member	\$365.00	09:30am	05:00pm
			Member	\$750.00	09:30am	05:00pm
Monitor Work Operations	18/09/2012 - 19/09/2012	CMDA Olympic Pk	Non Member	\$950.00	09:30am	05:00pm
			Member	\$220.00	09:30am	05:00pm
RSA	24/09/2012	CMDA Olympic Pk	Non Member	\$245.00	09:30am	05:00pm
			Member	\$135.00	09:30am	04:00pm
Coaching Skills	25/09/2012	CMDA Olympic Pk	Non Member	\$140.00	09:30am	04:00pm
			Member	\$220.00	09:30am	05:00pm
RCG	25/09/2012	CMDA Olympic Pk	Non Member	\$240.00	09:30am	05:00pm
			Member	\$95.00	09:30am	05:00pm
Analyse & Report on Gaming Data	16/10/2012 - 17/10/2012	CMDA Olympic Pk	Non Member	\$100.00	09:30am	05:00pm
			Member	\$480.00	09:30am	05:00pm
RSA	29/10/2012	CMDA Olympic Pk	Non Member	\$580.00	09:30am	05:00pm
			Member	\$135.00	09:30am	04:00pm
RCG	30/10/2012	CMDA Olympic Pk	Non Member	\$140.00	09:30am	04:00pm
			Member	\$95.00	09:30am	05:00pm
Australian Gaming Expo AND Conference	21/08/2012 – 22/08/2012	Darling Harbour Exhibition Centre	Non Member	\$100.00	09:30am	05:00pm
			Standard	\$550 (GST incl)		
Facilities Management Summit	11/09/2012	CMDA Olympic Pk	Mark this date in your diary!			
Sales & Marketing Summit Armidale	18/09/2012 – 19/09/2012	Armidale	\$685(+GST)pp OR Buy 3 for the price of 2			
Finance Summit	13/11/2012 – 14/11/2012	Sydney	Mark these dates in your diary!			

Jason joins CMDA team

MY NAME is **Jason Thomas** and it is my great pleasure to be joining CMDA as your RPL (Recognition of Prior Learning) Administrator.

My main role will be to help facilitate the progress and support of our industry members through the RPL process towards either their ACCM Accreditation or towards a variety of nationally recognised qualifications.

In conjunction with this, not only will I be assisting CMDA to ensure that the regulations set out by the National VET (Vocational Education and Training) Regulatory bodies are adhered to, but promoting the values and benefits of undertaking educational programs within the hospitality industry.

Prior to my arrival at CMDA, I have enjoyed more than 10 years hospitality experience across its wide and varied career paths.

I have always held a strong passion for

education which has led me to the CMDA.

I have worked for various private RTOs in NSW, working closely with regional clubs across the state to assist and develop their frontline staff.

My most recent role was Project Officer with Service Skills NSW Industry Training Advisory Body (ITAB), acting as the voice of the Hospitality Industry across NSW in the areas of Vocational Educational, promoting funding arrangements and advice towards the development of the new SIT12 version (a five-yearly upgrade) of the hospitality training package.

With an Advanced Diploma of Hospitality Management, Certificate IV in Workplace Training and Assessment and Bachelor's Degree in Training & Development, along with numerous other certificates and qualifications, it has been my career motto to never stop moving forward for fear of moving backwards.

I hope to foster this philosophy at the CMDA and hope that you, too, will see the benefits of undertaking your RPL process with us, while working towards



■ CMDA RPL Administrator
JASON THOMAS

the future of the Club Industry together.

For more information or assistance, contact me at the CMDA P: **02 - 9746 4199** or E: **jason@cmaa.asn.au** ■

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Qld managers make most of Jupiters networking

CONGRATULATIONS TO Geoff Meston and the rest of the CMAA and CMDA team for an awesome Mid Year Conference at Jupiter's on the Gold Coast.

It was three days of absolutely fantastic professional development sessions combined with networking opportunities. Those Queensland managers that were able to attend greatly appreciated the opportunity to catch up with their mates from down south and especially rub it in over another State of Origin series win.

CEO Ralph Kober also assisted the Queensland contingent by adding a Queensland managers networking lunch on the last day. As well as the 30 Queensland managers that were registered for the whole conference, another 20 took advantage of a one-day special supplement organised by Ralph and the Queensland Zone Presidents.

A very enjoyable informal meeting and lunch was held with members of the Executive and Head Office team members also in attendance.

It was great way to finish the three day conference.

Since the early July event I have had the opportunity to address groups of club managers and club committees in

Mackay, Bundaberg, and Toowoomba. The message was the same.

CMAA membership provides professional development opportunities for the clubs current and future leaders.

As Queensland clubs are smaller in size when compared to NSW, it is essential that at least the two most senior managers of very club are members of CMAA. That way clubs can be assured that the current leader and future leader of their club are experienced, active and educated business managers.

Similarly it is essential that current CMAA members encourage their junior managers to attend CMAA Zone Meetings and events and have their future career assisted and nurtured by a strong CMAA membership group.

I would ask that every CMAA member reading this article place a post-it note on the front cover after you have finished, list the names of all your other managers, and ensure this magazine is distributed widely. It is a valuable resource of information that should read by all managers. I will be on the road again this coming month and I welcome the opportunity to assist any Queensland CMAA Zone with ideas and suggestions for initiatives that can be conducted in your zone.

Let's get every Queensland Zone active and benefiting the club managers they represent. ■

➤ **JUSTIN MCGURGAN**, CCM is the CMAA's Queensland Membership Liaison Officer M: **0417 632 311**
E: justin@cmaa.asn.au



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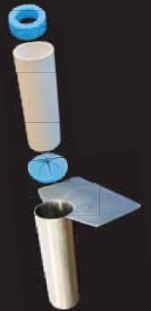
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Biggest Zone just got a little bigger

NEPEAN ZONE, the biggest in the CMAA Association, added one more member at the Mid Year Zone Meeting at Cabra-Vale Diggers Club.

Zone President John Turnbull welcomed Cheryl D'Agostino, from Castle Hill RSL Club, among the 65 members on June 21.

It was another full and busy day for Nepean members with John Gould, from Voyager Gaming, starting the activities with an extended Education Workshop from 9am for 45 members. John's topic, *'Are You Getting The Best Out Of What You Have?'*, looked at local markets, gaming data, server-assisted downloadable gaming, housie and bingo market along with internal promotions.

When John called the Zone Meeting to order at 11.30, CMAA Executive Officer Ralph Kober and Marketing & Sponsorship Manager Shannon Donato combined to deliver the Head Office Report and discuss the main issues facing the Club Industry at this time. Although it was only a matter of weeks away, Ralph encouraged members not already registered for the Mid Year Conference at Jupiters to consider the opportunity.

Following the Meeting, members joined CMDA Sponsors and industry trade representatives for a delicious lunch with more than 110 guests enjoying the company, the networking and the humour of Ray Seagher.

Nepean Zone's next event is the annual Charity Golf Day at Penrith Golf Club on September 9, with the next Quarterly Meeting at St Marys Band Club on September 20 and John Turnbull hosts the traditional Christmas Lunch at Liverpool Catholic Club on December 13. ■



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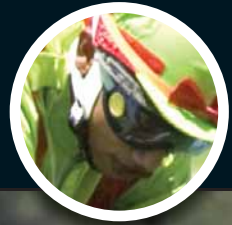
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Hardy souls swap the chills for golf thrills at Carnarvon

INNER WEST Zone was back at Carnarvon Golf Club for its annual day of fun and fundraising. It was a brisk 6 degrees when the barbecue fired up for the obligatory sausage sizzle with registration and organising teams for the 4-person Ambrose event. The Global Coffee Solutions stations was working overtime as the golfers used all means to warm up and get comfortable. When the shotgun was fired an hour later, 42 hardy souls and true sportsmen started firing their best shots around the picturesque layout. They were back in the comfort of the clubhouse four hours

later with club General Manager Owen Madden laying on a delicious and much-appreciated lunch for these weary warriors. Zone President Douglas Kirkham reported that the Aristocrat team took first prize, with his Canada Bay Club at the opposite end of the result sheet. "It was a great day and we had a ton of fun, thanks to our organising group and our great sponsors," Zone President Douglas Kirkham said. "The less said about my golf, the better, but it was a wonderful opportunity for everyone to spend some time relaxing together." ■



AGE Conference rego a 'winner'

ONE LUCKY delegate at the **AGE 2012 Conference** will enjoy the sights and sounds of Melbourne, thanks to **CMDA National Bursary Sponsor CCM Travel**. Anyone who registers to attend the two-day Conference component (August 21-22) of the annual **Australasian Gaming Expo** (August 21-23) has a chance to win this great prize. **CCM Travel Managing Director Catherine Mancuso** said the **AGE 2012 Conference Prize** winner would enjoy ...

- 2 nights accommodation at the Crown Complex in a deluxe room
- 2 economy class tickets (Sydney-Melbourne-Sydney) on Qantas Airways
- Return limousine transfers (Melbourne Airport-Crown- Melbourne Airport)

The AGE Conference, co-ordinated and presented by **Hospitality Management Development Australia (HMDA)** on behalf of **Gaming Technologies Association (GTA)**, is a major gaming and hospitality industry professional development event. This will be the third of three of Australia's most prestigious club, hospitality and gaming industry conferences encompassing the year-long theme, **'2020 VISION'**. To register for the **AGE 2012 Conference** and be in the running for this Melbourne travel package from **CCM Travel**, go to **www.cmaa.asn.au** and click on the **AGE 2012 Conference** tile. ■

- The Melbourne Travel Package prize will be drawn at 12:30pm, August 22. The winner must be present to collect the prize. This prize cannot be taken in holiday or peak event periods, including the Melbourne Cup, AFL Finals series, Australian F1 GP etc, and is subject to availability.

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Coast Mayor makes new friends at Nerang

GOLD COAST Mayor Tom Tate won himself a few new friends when he spoke to CMAA Gold Coast Zone Members and trade representatives at Nerang RSL Club on June 26. Mr Tate has taken over from his long-serving predecessor Ron Clarke, the Olympian and world champion distance runner.

During his lunch-time address to more than 100 guests, Mr Tate offered his opinions on casinos and a cruise ship terminal for the Gold Coast.

The day opened at 10am with the Zone Meeting where President Steve Condren, Queensland's first CMAA Federal Executive Member, welcomed 35 members and CMAA Executive Officer Ralph Kober, who delivered the Head Office Report with contributions from Justin McGurgan.

Following the meeting, Jason Fullerton, Executive Manager – Clubs for the Barrington Group, a CMDA Career Development and National Bursary sponsor organisation, presented an hour-long workshop for 50 guests, dealing with compliance and security for clubs.

Host club manager Tracey Evans, the Gold Coast Zone Secretary-Treasurer, then invited guests to lunch where CMAA Queensland Membership Liaison Officer Justin McGurgan was MC for Mr Tate's talk and several presentations, including 10 bursaries from Odyssey gaming to attend the recent CMAA Mid Year Conference at Jupiters.

Former Australian Test cricketer Greg Ritchie was another lunch-time guest speaker.

Ralph Kober presented Steve Condren with his Active Certified Club Manager award before Zone Education Officer Bryan Jones accepted his ACCM and the prestigious Lew Cooper Bursary,



sponsored by Aristocrat. Bryan was on an overseas holiday when the bursary was announced at the Queensland Bursaries Lunch at Greenbank RSL Club on June 6, but he proudly thanked the CMAA for the bursary. "To receive an award named in honour of a man like Lew Cooper, a CMAA Life Member and living legend of the Queensland Club Industry, is a great thrill," Bryan said. Gold Coast Zone's next event is a Zone Meeting at Burleigh Bears Club on September 11. ■

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- 1: Ralph Kober presents Steve Condren with his ACCM award.
- 2: Bryan Jones accepts his ACCM from Ralph Kober.
- 3: Bryan Jones accepts his Aristocrat-sponsored Lew Cooper Bursary from Nick Bainbridge.
- 4: Gold Coast Mayor Tom Tate addresses the CMAA Gold Coast lunch at Nerang RSL Club.
- 5: Justin McGurgan was master of ceremonies for the lunch.
- 6: Former Test cricketer Greg Ritchie provided the laughs over lunch.



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Les and Michelle determined to make Qld Zone work for Members

ALL OF the CMAA's Zone will remind you that they had to start somewhere.

In the Association's more than 55 years in serving the needs of members, Zone have struggled to get started, flourished and battled for survival all over again.

With more than 2,600 members in 21 Zones, attendance at Meetings is strong – perhaps never stronger – as members seek support, information, networking and professional development opportunities through the Association.

So it is with the few, but enthusiastic, members of the Ipswich-Darling Downs Zone Committee.

Zone Treasurer Les Nash, from Gatton RSL Services Club, reported that six current members attended the Zone Meeting at Club Glenvale in Toowoomba on July 18.

"Although we only had six Members at the meeting, three other managers joined us and indicated that they would be

joining the CMAA ... I'd be surprised if their applications aren't with you there at the office," Les said.

Due to family issues, Kevin Stoddart has been unable to take up the role of Zone President, so Les Nash and Vice President Michelle Hogan, from City Golf Club in Toowoomba, are working to steadily rebuild the membership and, with that, comes opportunities for networking, education and professional development.

"Although we can come to Brisbane Zone meetings, we have enough clubs in our Zone area to have an active membership and we will do everything we can to make that happen," Les added.

"The fact that we had three new members at the last Meeting shows there is potential for the Zone to work well."

Les said he had been able to identify some Zone funds and there would be a \$1,500 Zone Bursary for a member to attend the 2013 AGM Conference and

Hospitality Expo at Darling Harbour. "That's what the money is for and, while there's not a lot of money, making sure someone gets to the Conference next year will be an incentive for other managers to think about re-joining or joining our Zone," Les said.

Ipswich-Darling Downs Zone will hold another joint meeting with Clubs Queensland in November but Les said he hoped to organise a stand-alone CMAA Zone Annual General Meeting in September to elect a new Committee and increase support for the Committee's efforts. ■

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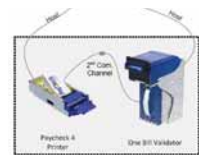
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More members sign on at Club Barham

LIKE SO many regional zones that are part of the CMAA, Riverina-Murray Zone is thriving thanks to a hard-working and enthusiastic Committee.

President Gus Lico welcomed 45 members – including two new members – to the Mid Year Zone Meeting at Club Barham on July 17.

The meeting was part of a two-day event that included workshops, dinner and a cocktail party hosted by CMDA Career Development Sponsor company Aruze Gaming on Sunday, July 15, that followed nine holes of golf for the early arrivals. Aruze Gaming, CUB and DeBortoli Wines were sponsors of the event.

Tony Toohey, from Ebet/Williams, started the education program on Day 1 with *'Gaming Technology Into The Future'*, with Matthew Greene from



Paynter Dixon looking at *'Sustainable Clubs'*.

CMAA Industry Professional Development Manager Geoff Meston concluded the day's education and professional development at 3.30 with *'The Five Generic Competitive Strategies: Compare & Contrast'*.

The Dinner on Monday night is a highlight of the Zone calendar and Club Barham

CEO Paul Biddlestone welcomed more than 150 guests for the food, the fun and the entertainment.

It was an early start on the Tuesday for the CMAA Zone Meeting where CMAA Executive Officer Ralph Kober presented the Head Office Report, including the success of the recent Mid Year Conference at Jupiters of the Gold Coast and information on industry and legislative change in Victoria, NSW, Queensland and developments in the Federal Government's proposed trial of mandatory pre-commitment technology with ACT clubs.

Marketing & Sponsorship Manager Shannon Donato reported on the Association's decision to partner with

HOSTPLUS as the CMDA Major Sponsor. Shannon and Ralph responded to questions and comments from members regarding the Federal Executive's decision not to extend the sponsorship with Club Plus Superannuation. Geoff Meston, who presented the Day 1 Workshop, also updated members on the CMDA's program of education and professional development courses, along with the upcoming Regional Sales & Marketing Summit at Armidale on September 18-20 and invited Zone members to participate in the rural/regional theme of the three-day event.

President Gus Lico welcomed two new members to the Club Barham Meeting – Griffith Leagues Club General Manager Dean McCarthy from and Finley Returned Soldiers Club General Manager Sharen Parmley.

Gus also asked Ralph Kober to present the Active Certified Club Manager (ACCM) Award to Luke Stephenson from Deniliquin RSL Club.

Riverina Murray Zone's next meeting will be at Leeton Soldiers Club in February. ■

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- 1: Luke Stephenson (left) accepts his ACCM Award from CMAA Executive officer Ralph Kober.
- 2: Luke Stephenson speaks to Riverina Murray Zone Members after accepting his ACCM Award.
- 3: Fishing for answers at the Riverina Murray Zone Dinner.
- 4: CMAA Industry Professional Development Manager Geoff Meston during his workshop at Club Barham.



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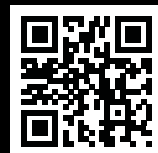
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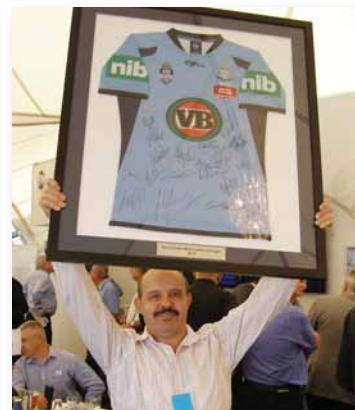
UNLESS THEY build a bigger venue, the Combined Zones Charity Race Day just can't get much bigger or much better. It was a perfect winter day at the Gold Coast Turf Club on July 7 and The Dome function facility was overflowing with club industry professionals and supporters to enjoy the racing, the fashions and the fun – and there was plenty. Steve Condren and John Limbrick, with their Gold Coast and Brisbane Zone teams, did another spectacular job in bringing together more than 370 guests for the perfect way to end the CMAA's Mid Year Conference week. Master of Ceremonies Mark Forbes kept the function and the fundraising flowing across the 10-race program with the Gold Coast PCYC and AEIOU Foundation from Brisbane benefitting from the generosity and support. Tommie Matthews, from TechSet, picked up the raffle major prize and took the \$2,000 cash rather than the Melbourne Cup trip. Sponsors and clubs donated a dais full of impressive prizes, while the auction of State of Origin rugby league jerseys, a gaming machine conversion from Ainsworth Game Technology and other items was fast and furious. Many of the CMDA Sponsor companies were represented with CUB the Race Day & Beverage Sponsor, while Diageo and Bundaberg Distilling took the Raffle Sponsorship. ■

■ **1:** Race day raffle major prize winner Tommie Matthews from TechSet.

■ **2:** Shannon Donato with Martin Lang.

■ **3:** Steve Condren with John Limbrick.

■ **4:** Ralph Kober and Jane Kelly with Shirley and Bob Ryan.





Stars drop in for lunch at Pittwater

MANLY NORTHERN Suburbs Zone Vice President Paul Crowley was host manager for the Mid Year Meeting and Lunch at Pittwater RSL Club on July 19.

Paul welcomed Zone President Ray Agostino and more than 40 members to his club where CMAA Executive Officer Ralph Kober presented the Head Office Report, with CMAA Marketing & Sponsorship Manager Shannon Donato briefing the Meeting on the latest developments, including **HOSTPLUS** becoming in the CMDA Major Sponsor for the next three years. CMAA Federal President Bill Clegg formally announced the **HOSTPLUS** partnership at the Members General Meeting at the CMAA Mid Year Conference at Jupiters on July 4. Ralph also spoke about the sponsorship, along with the success of all aspects of the Mid Year Conference. Like Bill Clegg at Jupiters, Ralph said he welcomed questions and comment on the new three-year sponsorship as the



Association had, at all times, conducted transparent and professional negotiations with past sponsor Club Plus Superannuation but had chosen **HOSTPLUS** because of several important reasons that would better benefit the Association's national membership.

Following the Meeting, Paul invited Club Industry trade representatives - mostly CMDA Career Development and National Bursary Sponsor companies - to join members on the Peninsula Grill Terrace for pre-lunch drinks and canapés. Pittwater RSL Club has a new Executive Chef and more than 140 guests - representing 22 clubs across the Zone - sat down to a delicious lunch in the Auditorium where former Newcastle Knights, NSW and Australia champion halfback Andrew Johns, now Channel 9 commentator, was the guest speaker. Shannon Donato spoke to Andrew about the importance of team building in the sporting and business environment.

CMDA Sponsor companies CUB, Tooheys, Pernod Ricard and Coca-Cola are premium sponsors of the Manly Northern Suburbs Zone and their products were a highlight of the lunch.

The Zone's Day Sponsors for the event were Independent Gaming (platinum), The Beach Club, Collaroy (gold), Bally Technologies (silver) and Procure Property Services (bronze). Independent Gaming Managing Director Lawrence Shepherd was at the lunch and his company sponsored the lunch entertainment with Glenn Cunningham, one of the high-profile acts on "Team Delta" during the recent debut hit series, *The Voice*, performing some popular songs.

The Manly Northern Suburbs Christmas Meeting and Lunch will be at Hornsby RSL Club on Thursday, December 6. ■

■ **1:** Ray Agostino, Ralph Kober and Zone Secretary Brad Browne at the Manly Northern Suburbs Zone meeting at Pittwater RSL Club.

■ **2:** CMAA Marketing & Sponsorship Manager Shannon Donato interviews former Newcastle Knights, NSW and Australia champion halfback Andrew Johns.

■ **3:** Glenn Cunningham from *The Voice* performs at the Zone Lunch.

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Lycra is Doug's strong suit in ride for cancer research

AS HE does with almost everything in his life, Canada Bay Club General Manager Douglas Kirkham, has taken the bull by the horns - or more to the point, the bike by the handle bars - with this year's Club Grants Community Funding Scheme.

"I have felt for a while that there was a bit of a disconnection between supporting a cause and participating in a cause" Douglas said when we caught up with him just before an 80-kilometre training ride. "I have yet to come across a cause that isn't worthy and I have always enjoyed shepherding an application through the Club Grants process to a successful end. But, for me, there was a component missing in the participation process."

For Douglas, the Sun Super Ride to Conquer Cancer supporting the Professor Chris O'Brien Lifehouse at RPA seemed to fit the bill.

This event sees participants depart Sydney Olympic Park on

October 13 for the first 100km stage of the ride. That stage ends in Camden with an overnight stay in a tent city. Riders back up again the next morning for the 100km return stage to Sydney Olympic Park.

Canada Bay Club started Douglas's fundraising with a healthy donation of \$2,000.

The club also has supported him with a mail-out to other NSW clubs seeking support for his ride.

Douglas, the CMAA Inner West Zone President and Division B - Inner West & St George Cronulla Sutherland Zone - Federal Councillor, hopes to raise \$20,000 for this great cause and will cover more than 2,000km in training for the event. By mid-July, he was well on the way to both goals with more than \$12,500 pledged for his effort.

To donate to Douglas Kirkham's ride, go to www.conquercancer.org.au and follow the links. ■



Casella to manage distribution in WA



CASELLA WINES has taken over the West Australian distribution of its own beverage products from Casama/Lionel Samson. The change took place last month with the motivation to simplify Casella's national distribution model. Casama/Lionel Samson has managed distribution of Casella's wine products,

including the popular [yellow tail] label, in WA for the past 10 years. WA distribution now will be through wholesalers such as Australian Liquor Marketers (ALM), Liquid Mix, Hotel Liquor Wholesalers (HLW) and Liquor Traders Australia (LTA). Casella Wines Australasian Sales Manager Bob Powell said the move to an in-house distribution model through wholesalers was designed to simplify Casella's sales in WA as it expands its product range. Casella Wines, a CMDA National Bursary Sponsor company, manages the distribution of [yellow tail] wine in all other states around Australia. "Last month, we launched a new premium lager, **ARVO**, so now that we have two beverage brands, we feel it is important to establish one consistent sales model across the country," Bob said. Casella has also welcomed two new staff members to its WA sales team, with the appointments of Steve Leopold and Marg Matthews. Steve is Casella's new WA State Manager and brings more than 20 years in the hospitality and liquor industry. He joins the company from Casama/Lionel Samson where he was Liquor Manager, overseeing brands such as [yellow tail]. Prior to this role he was with Foster's Group for almost 10 years. Marg Matthews, the new WA Area Manager, is well-placed following her seven years at wine distributors red+white, and two experience as a brand ambassador for [yellow tail]. Prior to this she was with Sterling Wine Auctions. ■

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Review of Modernised Awards (2nd year of operation)

This review is only to consider evidence that the Modern Award is not operating as intended, due to anomalies or technical problems, with the effect that it is no longer meeting its objective. Clubs Australia has filed an application for the retention of the NSW part-time provisions. This matter is yet to be listed for hearing.

Fair Work Act Review

In June, Bill Shorten, the Minister for Employment and Workplace Relations, received a report by the three-member panel reviewing the Act, with details yet to be made public. Apart from proposed amendments to the Act, the Minister has introduced a Bill to amend the Act in light of the Health Services Union controversy. Details of the Bill and the ACTU submission are outlined below.

Fair Work (Registered Organisations) Amendment Bill 2012

ACTU Supplementary Submissions ...

- 1 The ACTU supports in principle the Fair Work (Registered Organisations) Amendment Bill 2012. The ACTU supports a legislative regime that promotes the operation of accountable, democratic and effective trade unions that are member-governed. The provisions of this Bill are consistent with that objective.
- 2 Public commentary on the affairs of the HSU, one of the 119 organisations registered under the Fair Work (Registered Organisations) Act, has resulted in significant public interest in the governance of registered organisations. In our view, the provisions of this Bill have the potential to assist in altering any perception that poor standards of governance are widespread amongst registered organisations providing for greater transparency. The provisions do not prejudice the effective operation of unions, and impose no unreasonable regulatory burden on them.
- 3 The most direct regulatory effects of this Bill on the organisations we represent will be ...
 - to require persons involved in the financial management of unions to receive approved training relevant to that role;
 - to require unions to develop and implement policies regarding their expenditure;
 - to require union officers to disclose their remuneration and their material interests and interests of their family and spouses (such as they own or operate a business that union might contract with);
 - to require the disclosure of payments made by the union to persons or bodies in which the officers of the union (or their relatives or spouses) have an interest;
 - to require the disclosure of payments made by the union to related parties.
- 4 None of these requirements impose any unreasonable burden on unions. We note the Bill makes provision for model rules or guidelines in respect of many of these obligations and we would be pleased to consult with government as to their terms. Many unions are already making the disclosures referred to above in some form and already have robust policies and procedures relating to their financial management, however the model provisions may lead to more uniform practices so that members can better understand the rules under which their union functions, even if they change jobs and become a member of another union.

5 We note that the disclosures required by the Bill are cast such that they can be co-ordinated with existing reporting obligations in Division 5 of Part 3 of Chapter 8 of the Act. This ensures that when union members attend their union meetings to discuss the financial report, auditing report and operating report they will also be able to review the disclosed information and ask questions in relation to it. As democratic organisations, we support such accountability and transparency.

6 In respect of the penalty and enforcement mechanisms, the ACTU is on record as having a zero tolerance approach to corruption. Union members deserve better. In that regard, we equally support the enhanced penalty, investigative and enforcement provisions proposed by the Bill.

7 The framework of obligations on officers of registered organisations, including as proposed to be amended by the Bill, is comprehensive. As well as the specific commands in relation to financial management, disclosure and record keeping, there are general duties regarding care and diligence, good faith, misuse of position and misuse of information. Contraventions of the penalty provisions need only be proved to the standard of the balance of probabilities. Where contraventions are proved, not only are civil penalty orders available, but uncapped compensation is available and the court is free to make any order it considers appropriate. Court orders are backed by the ordinary enforcement mechanism that sees non-compliance an offence of contempt, and enables the execution of judgments upon the personal assets of a judgment debtor. More broadly, the criminal law (for example offences of fraud or obtaining property/financial advantage by deception) applies.

8 The increase in civil penalty amounts proposed by the Bill adds to the deterrent effect of these provisions. The maximum penalties for contraventions of all current civil penalties constitute a threefold increase for body corporate (including unions) and individuals. Employee and employer organisations are directly funded by membership fees and serve a very different purpose to companies engaged in commercial activities. It is therefore appropriate that the Bill provides a separate penalty regime for registered organisations that is consistent with the penalties contained in the Fair Work Act.

9 The enhancement to the investigative provisions will enable the regulator to cast a wider net in terms of the persons it may compel to produce information or attend for questioning, while ensuring that those individuals have the appropriate rights and protections associated with participation in those processes. The Bill also ensures that the regulator can release relevant information obtained during an investigation to other regulators or police to assist law enforcement. We support these measures.

Details of the Bill

The Bill passed the upper house in the last sitting of the Federal Parliament before the winter recess ...

- requires that the rules of all registered organisations deal with disclosure of remuneration, pecuniary and financial interests;
- increases the civil penalties under the RO Act;
- enhances the investigative powers available to Fair Work Australia under the RO Act;
- requires education and training to be provided to officials of registered organisations about their governance and accounting obligations.

FWA to have greater investigative powers

The Act also seeks to improve FWA's powers to investigate breaches of the RO Act, with Mr Shorten saying the proposed amendments were a response to problems with the current provisions raised publicly by the Tribunal General Manager during the HSU East investigations. The Bill required the Tribunal to conduct investigations "as soon as practicable". It also required the FWA General Manager to follow up 12 months later when an organisation's reporting unit had been notified of a contravention.

Mr Shorten said "conduct by a small number of officials in some parts of one organisation has dented public confidence in all registered organisations in this country". ■

Dad & Partner Pay becomes a reality

THE PAID Parental Leave and Other Legislation Amendment (Dad & Partner Pay) Bill 2012 was passed on June 27.

The ACTU, on behalf of the union movement, has campaigned for Paid Parental Leave, including paid secondary carer's leave, for more 30 years.

Dad & Partner Pay (DaPP) will provide two weeks Government-funded payment (at the National Minimum Wage) and two weeks employer-provided unpaid leave for secondary carers of new-born children.

DaPP can be taken concurrently with the primary carer's 18-week Government-funded Paid Parental Leave (PPL).

DaPP must be taken within the first 12 months of the birth or adoption of a child and is provided on a "use it or lose

it" basis, which cannot be accumulated or taken in conjunction with any other paid leave or paid work.

DaPP is available to ...

- The child's biological father;
- The partner of the child's birth mother (including same-sex partner);
- An adoptive parent of the child.

Eligibility for DaPP is the same as for Paid Parental leave (PPL). Parents must be in paid employment and have ...

- Been engaged in work continuously for at least 10 out of the 13 months before the birth or adoption of the first child;
- Worked at least 330 hours in the 10-month period (an average of one day per week);
- Earned less than \$150,000 taxable income in the previous financial year;
- Be an Australian resident.

Full-time, part-time, casual, seasonal, contract and self-employed workers are entitled to DaPP so long as they meet the eligibility criteria.

Secondary carers are entitled to DaPP, irrespective of the primary carer's work

history or access to paid PPL.

As with PPL, DaPP may be transferred between carers. However, as in PPL, a secondary carer will only be able to take a maximum of 18 weeks combined PPL and DaPP.

DaPP claims can be lodged from October 1, 2012.

Payments will be made via the Department of Human Services beginning January 1, 2013.

PPL Equity & Consistency

In drafting the original PPL legislation, the Government did not adopt some key the aspects proposed by the ACTU, and has similarly not adopted them in the DaPP model - in particular ...

- Payment is not at the full income replacement rate;
- Employers are not required to make superannuation contributions during the DaPP period;
- Entitlements do not accrue during the DaPP period;
- The DaPP eligibility criteria do not align with the NES parental leave and eligibility criteria. ■

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BLACKTOWN WORKER'S CLUB has shown they understand the importance of energy use, the issue of waste and sustainability, and how they can improve the performance of their infrastructure for their members by installing the EP&T Global **EDGE Intelligent System**. Clubs Sustainable Futures (part of Paynter Dixon) Head of Sustainability Matthew Greene says their company looks at a building for potential sustainability opportunities, and provide an audit for water, energy and waste. "Blacktown Workers Club was very keen to install the EDGE system," Matthew said. "We first say to all clients they need to find where their energy is being used. We then make recommendations to introduce sustainability management systems."

EP&T Global's Commercial Manager Mark Swindell said the key focus of the system was to reduce waste consumption without affecting how the club operates or the comfort of the club members. "The EDGE system identifies waste consumption in utilities via a combination of our technology and processes," Mark said. "We take into account the club's daily use of water compare this with their ideal schedule of use. We then fine tune the utility consumption to suit the club."

The technology can only achieve its potential with the support of the on-site teams and club General Manager Neale Vaughan has championed the sustainability cause and brought all his staff on the journey to work towards the common goal of making the club sustainable for its members and the community organisations that benefit from its grants programs.

As a result of installing the

■ *Blacktown Workers Club General Manager Neale Vaughan with EP&T Global's Commercial Manager Mark Swindell.*

system, Blacktown Workers Club has been able to achieve significant outcomes ...

- Real and sustainable savings in energy and water use
- Provide a solid case study that highlights what other clubs can achieve by focussing on the savings potential within existing infrastructure before spending on large scale upgrades

Having installed the EDGE Intelligent System in November, the results in May 2012 are ...

- Electricity: 20% Saving
- Water: 31% Saving
- Gas: 25% Saving

As a new CMDA National Bursary Sponsor, EP&T Global is keen to engage with clubs focussed on getting the best out of existing infrastructure and reducing operating costs through operational efficiencies.

The EDGE Intelligent system is installed across more than 500 buildings in the commercial, retail, hotel and health sectors in Australia and the UK and has saved building owners more than \$21.4 million in utility costs, 120,000 tonnes of CO₂ emissions and 700 million litres of water in 2011. ■

For more information, contact Mark Swindell at **EP&G Global** on P: 02 - 8422 6000; E: mark.s@eptglobal.com or go to www.eptglobal.com



Cabramatta bowls members over with new green

CABRAMATTA IS the new home to a state-of-the-art lawn bowls facility, designed and constructed by Paynter Dixon Constructions, in consultation with Australian Bowls Construction and MakMax Australia.

Cabramatta Bowling Club has long been a training ground for Australia's Commonwealth Games team members and its new under-cover synthetic green is tipped to attract international and state bowls competitions.

The Club's 3300 members and local residents will now be able to enjoy a day on the green – rain, hail or shine. A translucent white fabric roof structure provides 100% weather protection, as well as UV protection, while allowing natural light to illuminate the green.

The fabric stretches out over four impressive white steel trusses spanning 40m to form the roof, 9m-high above the playing surface.

Cabramatta Bowling Club CEO Barry Watkins said the new covered green is the first of its kind in the Sydney metropolitan area. "It complements our two other open-air greens and can be enjoyed for social bowls year-round, while providing a first class facility for elite bowls training and competition," Barry added.

The new facility also boasts lighting for night bowls on the eight covered rinks, as well as stadium seating for viewing the nation's best at play. There is also provision to telecast bowls events externally and live to screens throughout the club.

Paynter Dixon Project Manager Justin Clark said the structure was a major milestone for Cabramatta Bowling Club. "Guaranteed usability of the green year-round is an important financial benefit to the club and the first class facilities will contribute to increased revenue from competition days," he said. ■

Financial strategies that work

PGD FINANCIAL SERVICES

launched its CMDA National Bursary Sponsor partnership with a presentation, **Financial Strategies For Success**, at the CMAA's Mid Year Conference at Jupiters last month. PGD Principal Harry Mantzouratos, well-known to CMAA Members and club managers over many years, and Client Service Manager Emma Madders took Conference delegates through the challenging path of wealth protection and superannuation investment success.

Begin With The End In Mind ...

When embarking on a financial strategy it is important to have a clear vision of how your strategy will benefit you and your family in the long term (not just short-term tax deductions) and protecting your health and wealth.

Protecting Wealth ...

Your health and preserving your current assets are the foundations of your financial wealth. Without solid foundations, you cannot build wealth without being vulnerable when your physical goes wrong. Personal insurances strengthen your foundations protecting you are your family e.g. in the unfortunate event of death. We focused on trauma cover, arguably the most important personal insurance. Only 2.7% of Australian's have trauma insurance, although 1-in-2 women and 2-in-3 men will suffer a critical illness during their working life. Trauma pays a tax-free cash lump sum upon diagnosis. Trauma covers you for more than 50 conditions although 89% of claims are for cardiovascular disease (e.g. heart attack), cancer and stroke. A trauma claim will maintain your financial lifestyle, which in turn reduces stress allowing you to solely focus on your health. Trauma insurance gives you access to the best medical advice and financial security by providing you with the best possible chance of returning to quality of life.



■ *Harry Mantzouratos and Emma Madders during their Financial Strategies For Success presentation at Jupiters.*

Create Cash Flow Using Low Levels Of Debt For Investment Purposes ...

Jack and Jill, retiring in 20 years, purchase a \$400,000 investment property with their superannuation (SMSF). Due to an existing super balance of \$200,000, their mortgage is significantly less than if they bought outside super. After approximately 10 years, the tax deductible debt inside super had been paid with no impact on their lifestyle and cash flow. This is achieved by using Super Contributions Guarantee and interest accumulated to pay off the debt. After 20 years, Jack and Jill's property more than doubled in value to \$1 million. They were able to retire with the \$1 million property returning \$40,000 in net rent. If they sold the property held in super in retirement, CGT would be \$0 (saving them over \$100,000). If you begin with the end in mind, protect wealth and create cash using low levels of investment debt, you will have a solid financial plan. ■

If you have a financial question, or would like information on a particular matter, contact **PGD Client Service Manager Emma Madders** on P: 02 - 9299 5099; E: enquire@pgdfs.com or go to www.pgdfs.com

- Any advice in this article is of general nature only. Before acting on this advice you should consider whether it is appropriate having regards to your personal objectives, financial situation and needs. Please seek personal advice prior to acting on this information.

LED-Signs announces new AV team

LED-SIGNS CEO Richard Soussa has announced the expansion of the business to include integrated Audio Visual systems and solutions. This specialist business unit comes to the market with extensive product knowledge of large-format displays and digital advertising and will be supported by LED-Signs experienced project management and software development engineers.

"It is our plan to extend our AV product offering by building on the momentum gained following the successful launch of our multi-panel LCD video walls last year," Richard said. "This momentum, coupled with the demand for high-quality recreation and entertainment facilities in the hospitality sector will result in an increase in the need for customised AV solutions that can attract and entertain patrons."

The LED-Signs AV offering will be a total solution, from design and manufacture to installation, training and on-going service. Hardware will include multi-panel LCD video walls, high-resolution LED screens and free-standing LCD totem displays, supported by a content creation, management and distribution service.

A highlight of the LED-Signs AV range is its revolutionary transparent bezel, multi-panel LCD series. "This innovative series of LCD panels feature an ultra-thin, transparent bezel which gives the impression of a completely seamless screen that allows the content to be the hero of the display," Richard added.

LED-Signs is an established provider of digital sign technology in Australia, specialising in providing end-to-end solutions to the hospitality, retail and advertising sectors. ■

For more information on the range of LED Signs products and services, P: 1300 553 555 or go to W: www.led-signs.com.au



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

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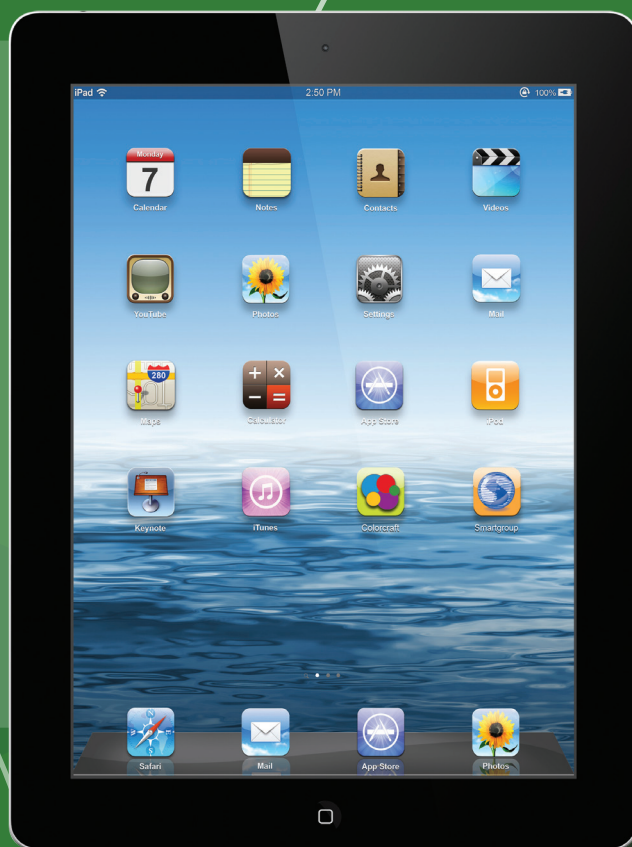
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AGE 2012

IGT's **King** Theatre Seminar Sessions

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INFORMATION

TUESDAY - August 21st

- 11:45am** Strategies for Effective Systems Implementation
- **Carl Pozzato, Operations Manager - Ryde Eastwood Leagues Club**
- 12:30pm** Part of the Solution - Industry's role in addressing problem gambling
- **Josh Landis, Executive Manager Government Relations - ClubsNSW/ClubsAustralia**
- 1:15pm** Interactive Gaming - What it means for our industry
- **Cameron Louis, Sales Manager - Strategic Systems Solutions - IGT**
- 2:00pm** Latest Trends in Game Floor Design
- **Tony Donnelly, Director - Donnelly Design**
- 2:45pm** A Fresh Approach to Customer Service
- **Mary O'Neill, Director - Mary O' Corporate Services**

WEDNESDAY - August 22nd

- 11:45am** Part of the Solution - Industry's role in addressing problem gambling
- **Jonathan Chew, National Affairs Manager - ClubsNSW/ClubsAustralia**
- 12:30pm** Being Brave - Embracing new media and pushing marketing boundaries
- **Caroline Lumley, Group Marketing and Communications Manager - Mounties**
- 1:15pm** Interactive Gaming - What it means for our industry
- **Cameron Louis, Sales Manager - Strategic Systems Solutions - IGT**
- 2:00pm** Moving with the Times
- **Simon Cook, CEO - Wests Ashfield Leagues Club**
- 2:45pm** Latest Trends in Game Floor Design
- **Tony Donnelly, Director - Donnelly Design**

THURSDAY - August 23rd

- 11:45 am** Part of the Solution - Industry's role in addressing problem gambling
- **Jonathan Chew, National Affairs Manager - ClubsNSW/ClubsAustralia**
- 12:30pm** Interactive Gaming - What it means for our industry
- **Cameron Louis, Sales Manager - Strategic Systems Solutions - IGT**
- 1:15pm** Latest Trends in Game Floor Design
- **Tony Donnelly, Director - Donnelly Design**

To book your seats and experience this year's exciting line up at IGT's King Theatre, contact **Charmaine Hutton** via email on **charmaine.hutton@igt.com** or call **(02) 8345 3500**. Please ensure that you advise the date and session time(s) that you wish to attend and provide your name and mobile number so that we can keep you updated on theatre sessions.

www.igt.com.au/AGE12



Carl Pozzato, Operations Manager, Ryde Eastwood Leagues Club presenting:

Strategies for Effective Systems Implementation

Venues planning to implement or upgrade their systems need to ensure they have effective strategies in place to ensure a smooth transition. Being prepared, understanding the project installation process and monitoring progress are key to a successful installation. Carl will discuss the strategies for effective systems implementation, providing insights from his own venue. Be proactive and learn from Carl's unique knowledge.

Mary O'Neill, Director, Mary O' Corporate Services presenting:

A Fresh Approach to Customer Service

The best technology and product does not always achieve the desired results. Only staff can deliver the results through customer care. In this lively and information packed session, Mary will discuss the key components you need for staff to achieve better customer care with customers, externally AND internally.

Simon Cook, CEO, Wests Ashfield Leagues Club presenting:

Moving with the Times

In this session Simon will share his knowledge and experiences in running a modern forward thinking venue in times of change and how technology can be used to successfully manage change and drive business improvements across a venue's operations. He'll also touch on the people skills required plus the outlook for the industry.

Cameron Louis, Sales Manager Strategic Systems Solutions, IGT presenting:

Interactive Gaming - What it means for our industry

Online and mobile gaming is growing exponentially worldwide and presents challenges to Australasian venues. In this session Cameron will explain the latest in online gaming and the future threats and opportunities which might arise for Australasian venues and examine strategies to cope with these new technologies coupled with a new approach from governments.

Josh Landis, Executive Manager Government Relations / Jonathan Chew, National Affairs Manager, ClubsNSW/ClubsAustralia presenting:

Part of the Solution - Industry's role in addressing problem gambling

In this session Josh/Jonathan will discuss the federal regulatory environment post the Gillard-Wilkie agreement, demonstrate how industry can lead discussion on meeting its responsibility to its patrons, and identify what other political challenges the industry is likely to face in coming years.

Tony Donnelly, Director, Donnelly Design presenting:

Latest Trends in Game Floor Design

Tony is recognised as one of Australasia's foremost experts on gaming room design. He'll illustrate the latest trends in game room design in Australia and globally - with insights on how technology is changing floor layouts. His case studies will shine a light onto the unique design challenges for small, medium and large venues.

Caroline Lumley, Group Marketing and Communications Manager, Mounties presenting:

Being Brave

With venues competing for the leisure dollar and trying to find new ways to reward and recognise members, Caroline will discuss how to embrace new media, use the power of data and to push the boundaries of a loyalty program. A must attend session to bring yourself up to speed on marketing your venue.



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