

Club Management IN AUSTRALIA

Publication No PP227838/003

www.cmaa.asn.au

March 2013
Vol 120, No 245



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Scott Pape

Conference Speaker
Dr Louise Mahler



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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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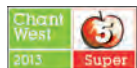


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THEDMGROUP HOST7343/CMM/FF

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IT WOULD be a major understatement to say that most club managers in Victoria have been disappointed by the migration to Intralot's new monitoring system. The first few months of operation have resulted in ongoing technical glitches and complaints of disastrous support and communication that has left some clubs out of pocket by tens of thousands of dollars. VCGLR figures for Victoria's network of gaming machines show a 6.18% downturn for December 2012 year on year, with some areas down by 25% to 30% ...



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THE INK hadn't dried on many insurance claim forms from the early 2011 Queensland flood disasters when nature again unleashed her fury. This year, she struck

on the Australia Day weekend. Her weapon was a cyclone named Oswald. Oswald spend much of its energy in the far north, but it still had plenty of clout as it perambulated down the east coast, south to as far as Sydney and beyond ...

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

Business in full swing with Expo days away

THE CMAA's annual Conference and Hospitality Expo – **March 12 & 13** – at the Sydney Convention & Exhibition Centre, along with the Members Annual General Meeting is almost upon us. I look forward to the professional development, networking and catching up with as many members and industry trade executives as possible during this first-class event. More than 110 companies, including many CMDA Career Development and National Bursary Program sponsor companies, have committed to making the Expo – one of the biggest and best in the history of this world-class showcase of industry products and services. CMDA Sponsor companies and the CMAA again are ramping up the level of support in 2013. All CMAA Members, Expo delegates and Expo exhibitors have the chance to win some superb prizes, just for joining us at Darling Harbour. There are spectacular trips to Hamilton Island for a lucky Expo exhibitor company and the winner of the *'Sponsors Passport'* promotion that proved so popular last year. Robert Oatley Vineyards, which recently stepped up from National Bursary Sponsor to Career Development Sponsor, is providing the accommodation on Hamilton Island,

while National Bursary Sponsor, CCM Travel, is providing the travel component. Another of those great prizes is tickets and corporate hospitality to a Sydney round of the 2013 State of Origin rugby league series and the NRL Grand Final at ANZ Stadium.

The Conference program – constructed by the CMAA's Industry Professional Development Manager Geoff Meston and the Board of Management Studies – is exceptional in content and in the calibre of presenters engaged over the two days. Scott Pape – *'The Barefoot Investor'* – and Dr Louise Mahler will be the Keynote Speakers. *'The Fork In The Road'* is the Conference theme with Scott and Louise tackling this essential business philosophy that follows on from last year's successful *'2020 VISION'* theme. Again, the cost of attending the two half days is very reasonable at less than \$290 per person. The CMAA again has heavily subsidised the Conference registration fee so that all levels of club managers can afford to attend. Remember that Activity Points apply to attending the AGM, Conference & Expo, so encourage your team to be there. If you are a manager out of the Sydney metropolitan area, ask your CMAA Zone Committee to help you and your colleagues to attend the Conference and Expo. Please investigate the Conference brochure on the CMAA website for details. Conference Registrations are open and there's time to commit to the event – the premier Conference and Hospitality Expo.

WHEN THE curtain went up on the 2011 ACE Awards dinner on March 21 last year, I realised how important this event is for so many people ... for the entertainers; for their agents and managers; for the clubs who support these remarkable performers; and, for

the Club Industry. But, more importantly, as I sat there as an audience member in the packed auditorium of The Juniors - Kingsford, thoroughly entertained by so many talented individuals and groups from across the club entertainment spectrum, I was reminded of how important it is to provide live entertainment for our club members and guests. The wonderful team at The Juniors, headed by Geoff Knight and Brad Stanford, put together a show and an entertainment event that attracted attention from Sydney's biggest media outlets. When the applause ended and we took stock of what had been achieved, the ACE Awards Committee realised that The Juniors auditorium would again be full in just 12 months, anticipating another entertainment spectacular. The 2012 theme is, *'Can You Feel It!'* and it is sure to be another memorable entertainment event on Wednesday, March 21. The ACE Awards Committee has stuck together and, with The Juniors - Kingsford team, come up with an amazing array of talent for this 15th ACE Awards event. This program is filled with the clubs and companies who have generously and enthusiastically stepped up with sponsorship of the ACE Awards categories and I'm proud that the CMAA and ClubsNSW again have joined forces to ensure the success and the future of this great event. Thanks also to Doug May and the team at Tooheys for their major sponsorship of this event.

THE 2012 CMAA Annual Report has – for the first time in 2013 – been published in an online version only. The Annual Report was posted on the CMAA website – www.cmaa.asn.au – in the third week of February. ■

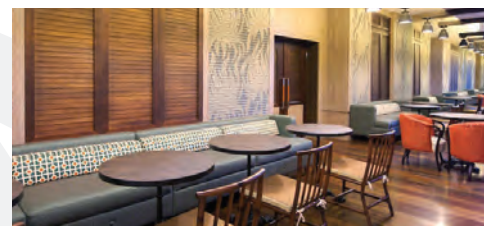
➤ **BILL CLEGG, ACCM**, is the CMAA Federal President, a CMAA Life Member & General Manager at Randwick Labor Club



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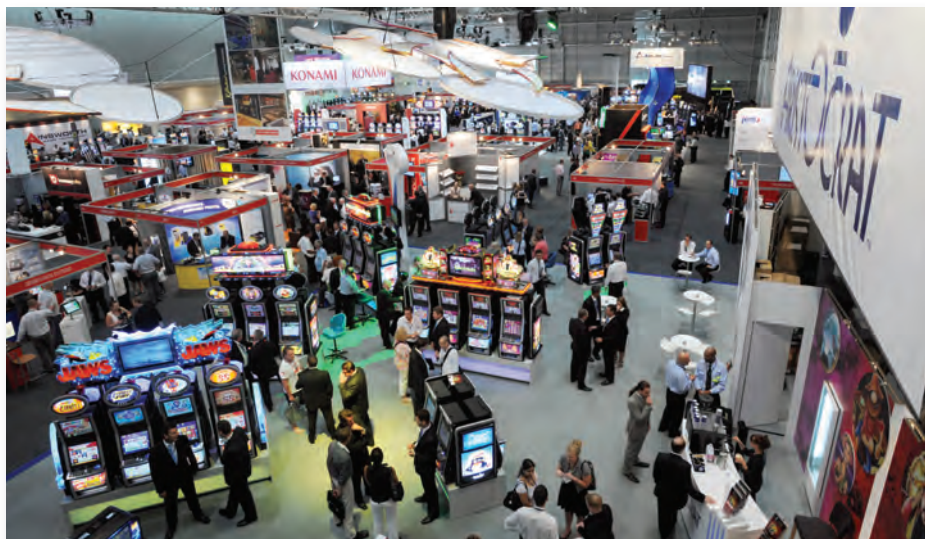


**The Executive
Officer's Desk**
with **RALPH KOBER**

Friends sit down to Dinner and a Federal Election

WELL, IT'S ON. The Federal Election date has been set and, no doubt, Clubs Australia will be doing its best to ensure that whoever takes over the 'reins' gives the Club Industry a fair shake. An example of what is planned to influence a more favorable outcome for clubs post-election is the upcoming *Parliamentary Friends of Clubs Dinner*.

Clubs Australia is hosting the *Parliamentary Friends of Clubs Dinner* on Wednesday, March 13, in the Great Hall of Parliament Canberra. The event is our industry's opportunity to showcase the unique and significant community work carried out by clubs across Australia to federal politicians. In addition to being a relaxed and entertaining evening, the *Parliamentary Dinner* is your Club's opportunity to network and raise issues with Federal Parliamentarians in an important election year. More than 60 politicians



have confirmed their attendance at the Dinner. The CMAA strongly supports this initiative and encourages managers to participate once they have visited the CMAA Conference and Expo at Darling Harbour, of course.

A REMINDER to CMAA Members that you still have time to register for the **CMAA AGM, Conference & Hospitality Expo** at the Sydney Convention & Exhibition Centre, Darling Harbour, on March 12 and 13. Your support of this important Association event is vital so, even if you don't attend the Conference then a visit to the Hospitality Expo over the two days will be appreciated. Visit www.cmaa.asn.au to register for all, or some, of the activities or, if it suits, registration for the Trade Expo can be completed on site just outside the Exhibition Hall 5.

NOMINATIONS FOR CMAA office bearer candidatures have been submitted to the Australian Electoral Commission (AEC) for vetting and, accordingly, ballot papers for the CMAA Elections will be sent to all eligible members on March 6. The ballot period will end on March 27. The AEC will announce soon afterwards results of the voting for Federal Executive Members and Federal Councillors. The CMAA Elections are held tri-annually and, while it is not compulsory for members to vote, members are encouraged to make their vote count.

THE 2012 CMAA Annual Report is now published online and can be accessed by visiting www.cmaa.asn.au.

The CMAA will not publish a 'hard copy' version of the 2012 Annual Report. ■

HUMBLE BEGINNINGS

Genesis & History of the CMAA - 1959 to 2005

In the early days of the Association it was common for Managers to work 96 hours a week without overtime and Committees were expecting them to work seven days a week.

However, two of the founding members 'Latchem' (Norman Robinson) and 'Snowy' (Arthur Justice) were not in the same position. Being former representative footballers who had had much experience with football club committees, their guidance was often sought in their recently created positions as Leagues' Club Managers. Both these men had virtually grown up with those men on their Committees – they had been their football confreres. As all were imbued with the same object – to make successes of their clubs. In addition to this, both 'Latchem' and 'Snowy' had previous trade union experience.

In 'Latchem's words, "As club became more successful, Committees and members became more overbearing and began to envy the position of the Manager, placing his job in jeopardy. They didn't hide their feelings – you know the sort of thing: "He's got a better job than I have and he's getting more money." And members adopted the attitude: "I'm keeping you in a job mate." Some who manoeuvred their way into Managers' positions found the job wasn't the sinecure

they had expected it to be."

According to the retiring Federal Secretary, Mr Lou O'Neil, this behaviour was still going on in some quarters and causing unnecessary friction, even though it was 1974.

At the Appreciation Luncheon held for the Foundation President, Norm 'Latchem' Robinson, retired Secretary Manager of Balmain Leagues Club; Arthur 'Snowy' Justice, Manager of St. George Leagues' Club and foundation Hon. Secretary of the C.M.A.; and Lou O'Neil, the first full-time Secretary of the C.M.A. and S.M.A., 'Snowy' said: "Club management is changing. A great deal still depends on commonsense, but a 'new breed' of Manager is taking over from those of the early days. Today's Manager has the advantage of greater knowledge through education – and experience of the pioneers of the club movement."

Lou O'Neil, who pioneered C.M.A. administered education programs, said: "We are proud of our role in helping establish the Club Executive Training Course at East Sydney Technical College and the C.M.A. Area Committees, which frequently have guest speakers on specialised subjects."

'Latchem' Robinson was relieved the 'good old days' of club management were gone and said that "club management is a career that any man could be proud of his son entering".



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CMAA UPDATE



**The
Business End**
with SHANE SKEEN

Big shoes to fill with challenges, new experiences

BEFORE I introduce myself, I think it's fitting that I acknowledge my predecessor, Shannon Donato, the man whose shoes I attempt to fill.

His return to his rugby league roots was a tough decision but, to pilfer one of his many quotes, he is now 'living the dream' and I, along with the CMAA management team and Federal Executive, wish him well in his new role at the South Sydney Rabbitohs. Like all great departures, life must go on and I am excited about taking on the role as Sponsorship & Membership Manager. My background over the past decade is predominantly in these two fields.

I worked with Shannon in the Corporate Partnerships Team at the Penrith Panthers; spent five years as a Business Development Manager, increasing membership across NSW/ACT at Medical Indemnity Protection Society; and was with the Teachers Credit Union before that in a similar role.

My sporting background is nowhere near as impressive as my predecessor. I was an amateur boxer in my younger days before being invited to trial with the Parramatta Eels. Unfortunately, I ruptured my ACL during the match and my career was over before it got started.

The icing on the cake was being dubbed handball champion at Patrician Brothers College, Blacktown, and nailing Rainbow Connection, dressed as Kermit at my first singing eisteddfod ... thanks mum, the scars remain.

I am married with three girls - even my pet schitzu is a female! I live at the foot of the Blue Mountains and am an avid Parramatta Eels fan.

Membership is a key focus in 2013 and I like the look of the '**Member Get Member**' promotion.

For each new member who joins, you will both receive a \$50 credit to go towards any upcoming Conferences or Summits.

The person who introduces the most new members will win a trip for two to Melbourne or the Gold Coast.

It's all happening in March as we look ahead to the CMAA Conference, AGM & Hospitality Expo on March 12 & 13 at Darling Harbour - a world-class event with world-class speakers.

Keynote speakers include Dr Louise Mahler - Australia's '*Vocal Intelligence*' expert; and Scott Pape - '*The Barefoot Investor*'. '*The Fork In The Road*' is the Conference theme with Scott and Louise tackling this essential business philosophy that follows on from last year's '**2020 VISION**' theme. The CMAA has enhanced its online booking facility to assist delegates and companies in identifying, booking and paying for their space and place at the 2013 Hospitality Expo. It's a 'one-stop shop' online service at www.cmaa.asn.au

Then comes the Australian Club Entertainment (ACE) Awards on March 20 at The Juniors - Kingsford, which is a chance to celebrate the Club Industry's best entertainers. Following the sell-out entertainment spectacular when the awards dinner moved to The Juniors last year, the club's management and events organising team are again working overtime to match the experience and occasion in 2013. Second round voting for the 2012 categories opened on January 7 and closed on February 15. The **ACE Awards** Committee has added two significant categories to the 2012 Awards ...

- **ClubsNSW Venue Award for Excellence & Commitment to Entertainment.** Clubs are making direct submissions for the Venue Award, which is being judged by an independent voting panel.
- **Touring International Artist Award.** Touring overseas artists have long been part of club entertainment programs and are still an important ingredient to the longevity of the industry.

Tickets to the gala presentation event went on sale on February 1, with the online booking link and direct phone contact available at the ACE Awards website - www.aceawards.com.au

I look forward to meeting members and sponsors of the 'CMAA Family' as I settle in to the role and continue to offer you the level of support you have become accustomed to with Shannon. ■



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It's 'count down' to CMAA Expo 2013



THE CMAA is in 'count down' mode for the **2013 CMAA AGM, Conference & Hospitality Expo - March 12 & 13 - at Darling Harbour.**

CMDA Sponsor companies and the **CMAA** again are taking support for CMAA Members to a new level in 2013 with more than 100 Club Industry companies showcasing their latest products and services during two days when Australia's club executives and board members get a first-hand look at best and brightest for their businesses. All CMAA Members and Expo Delegates will receive a **'Sponsors Passport'** offering the opportunity to win a Hamilton Island holiday for two - including flights and accommodation. By attending all **'Sponsors Passport'** Expo stands and having your **'Sponsors Passport'** stamped at the Expo stand, everyone will go into the draw to win the Hamilton Island holiday for two, along with an impressive range of other prizes provided by our generous Sponsors (**page 32**). **Robert Oatley Vineyards**, which recently stepped up from National Bursary Sponsor to Career Development Sponsor, is providing the world-class accommodation on Hamilton Island, while National Bursary Sponsor, **CCM Travel**, is providing the travel component. And the Expo Exhibitors are not left out, with the **'Expo Exhibitors Bonus'** (see inside back cover), which offers the same superb prize combination. The **'Expo Exhibitors Bonus'** prize will be drawn at the **CMAA Expo Cocktail Party** following Day 1 when the **Peter Cameron Award** and three inductees to the **CMAA Hall of Fame** will be announced.

If that's not enough to get you to the Expo, there's also a **Samsung Galaxy 'Tab2' 10.1** on offer as a Conference Registration incentive (**page 26**). The **'Tab2'** packs a 32-gigabyte multi-media communication and top Internet functionality in the one highly portable personal tablet device. Another of those great prizes is tickets and corporate hospitality to the Sydney round of the **2013 State of Origin** rugby league series and the **NRL Grand Final** at ANZ Stadium. It all starts at the **CMAA's 2013 AGM Conference & Hospitality Expo** next month, so be sure to log on to the CMAA website - **www.cmaa.asn.au** - and book your Conference registration or Hospitality Expo Trade Stand. Go to **page 30** for more information.

SCOTT PAPE - *'The Barefoot Investor'* - and Dr Louise Mahler will be the Keynote Speakers at the CMAA's annual Conference & Hospitality Expo. **'The Fork In The Road'** is the Conference theme with Scott and Louise tackling this essential business philosophy that follows on from last year's **'2020 VISION'** theme. **March 12 & 13** are the dates for the Club Industry's best Conference & Hospitality Expo. Delegates and exhibitor companies can simply go online to book and pay for their places at the event.

Most of the organisations forging ahead in business - many of them CMDA Career Development and National Bursary Program sponsors - already have booked their places at Darling Harbour. The CMAA has enhanced its online booking facility to assist Delegates and companies in identifying, booking and paying for their space and place at the 2013 Hospitality Expo. It's a 'one-stop shop' online service at **www.cmaa.asn.au** ■



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SPONSORS UPDATE

IGT brings bigger, brighter stars to Expo

IGT WILL bring bigger and brighter stars to the CMAA's 2013 Hospitality Expo with the release of a dazzling new theme bank – **'Diamond Strike'** – as well as a refreshed cabinet line-up and Systems offerings. With more than 40 games on show, which are all available to the market, IGT's customers have a large range of options for any venue.

IGT's 2013 headliner will be the **'Diamond Strike'** theme bank which has a clever substitute feature on the fifth reel and strong player-centric branding. **'Super Stacks'** was IGT's runaway success of 2012 and the product range has been broadened with the release of **'The Temple of Zeus 2'**, a high denomination derivative of IGT's proven performer **'Goddess of Gold'**. All games will be featured on IGT's bigger and brighter cabinet – the IGT **bluechip Neo-N**.

Nigel Turner, IGT's Head of Marketing said the CMAA Hospitality Expo provides IGT with a strong platform at the start of the year to showcase some of its 'brightest stars'.

"We've given the IGT **bluechip Neo** cabinet a mini-makeover with wider game screens and multi-coloured edge lighting that phases and pulses with the game," Nigel added.

"We've updated the name to make it the **bluechip Neo-N** where the **'N'** denotes the **'Next'** generation for our machine. It's based on the same technology so our back catalogue of **bluechip Neo** games is available on this.

"The introduction of IGT's **'Super Stacks'** game play last year has been a strong success. **'Goddess of Gold'** was a customer favourite and we have built on this to develop a suite of games, including **'The Temple of Zeus 2'** and **'Summer Queen 2'** which will be unveiled at the show.

"We have new game play features like **'Stacks Now'** on our **'Cashino'** game where additional substitutes are awarded during free game play when you hit the target zone. There's also the special feature on **'Magically Wild'** which transforms royals into substitutes during free game play.

"Our theme banks have always been good performers for our customers and so we expect **'Diamond Strike'** to be the same. This offers great game play with the chance to increase the number of substitutes on the fifth reel in line with the bet. We'll be launching three base games to start – **'King Fisher'**, **'The Golden West'** and **'Grand Panda'** – each with its own unique game play features."

When it comes to systems, IGT's **Advantage Club System** has become the preferred solution in venues across Australia, with more than 15 venues purchasing it to replace existing systems in the past six months. IGT's **Advantage Club** provides venues with a comprehensive solution that allows easy auditing, provides tools to strategically manage a game floor and enables personalised marketing campaigns. Additionally, IGT was the first in Australia with a voluntary pre-commitment module. ■



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including for content and structural repairs, should contact the Disaster Welfare Assistance Line
P: **1800 018 444**.

ClubGRANTS-eligible clubs affected by flood with damage to the premises can seek to apply Category 2 funds for capital and related expenditure on the repair or upgrading of the club building and facilities, provided that the facility is not commercial in nature, not related to replacement or repair of gaming machines and not operated on a for-profit basis. While not claimable under ClubGRANTS, Clubs also may wish to facilitate fundraising through their members by supplying collection tins in the club or by other appropriate means.

The ClubGRANTS scheme enables clubs to provide unlimited Category 1 and Category 2 funds for services to victims of natural or other declared disasters that occur in NSW.

There is no longer a requirement for the Minister for Tourism, Major Events, Hospitality and Racing to advise where disaster relief funds should be directed.

Clubs are encouraged to consider making a ClubGRANTS donation to assist relief efforts in areas affected by recent flooding across NSW.

For interstate disaster relief appeals, the amount claimed cannot exceed 10% of a club's total eligible ClubGRANTS expenditure and must be split evenly between Categories 1 and 2. The disaster and relief fund(s) must be approved by the Minister.

Clubs are encouraged to notify ClubsNSW of any support provided to assist disaster relief by contacting ClubsNSW Senior Media Officer Carissa Simons P: **02 - 9268 3069** or E: **csimons@clubsnsw.com.au** ■

➤ **Queensland survives the onslaught: p42-43**

CLUBS LOCATED in the following declared natural disaster zones (Local Government Areas) may be eligible for assistance ...

- Ballina Shire
- Bellingen Shire
- Byron Shire
- Clarence Valley
- Coffs Harbour City
- Kyogle
- Lismore City
- Nambucca Shire
- Richmond Valley
- Tweed Shire.

In the first instance, clubs affected by the flood should contact ClubsNSW who will assist as it can, including assessing eligibility for financial support and approaching the appropriate agency. For assistance, contact the Member Enquiries Centre P: **1300 730 001**.

- Loans of up to \$130,000 are available at a concessional rate to businesses affected by disasters and which meet certain eligibility criteria. The NSW Rural Assistance Authority administers this scheme. Clubs seeking assistance should call **1800 678 593** for further information.
- Assistance of up to \$12,000 is available for sporting clubs in meeting the costs of restoration of essential club facilities that have been damaged or destroyed. The NSW Treasury administers this scheme. Clubs seeking assistance

should call **02 - 9228 5181** for further information.

- Stamp duty relief on club-owned motor vehicles is available. If you replace a comprehensively insured vehicle that was written off as a result of a declared natural disaster, you may be eligible for a refund of duty paid on the registration of the replacement vehicle. The Office of State Revenue administers this scheme. Clubs seeking assistance should call **1300 139 814** for further information.
- Clubs that manage and operate on Crown Land may be eligible to receive specific disaster relief assistance from the NSW Department of Primary Industries – Catchments and Lands Divisions. Clubs seeking assistance should call **02 - 6883 3000** for further information.
- Clubs affected by recent flooding are encouraged to contact their relevant insurance provider as soon as possible to check their insurance policies.

Applications for disaster assistance must be made within six months of the declared date of the natural disaster.

Clubs seeking additional information about disaster assistance funding,

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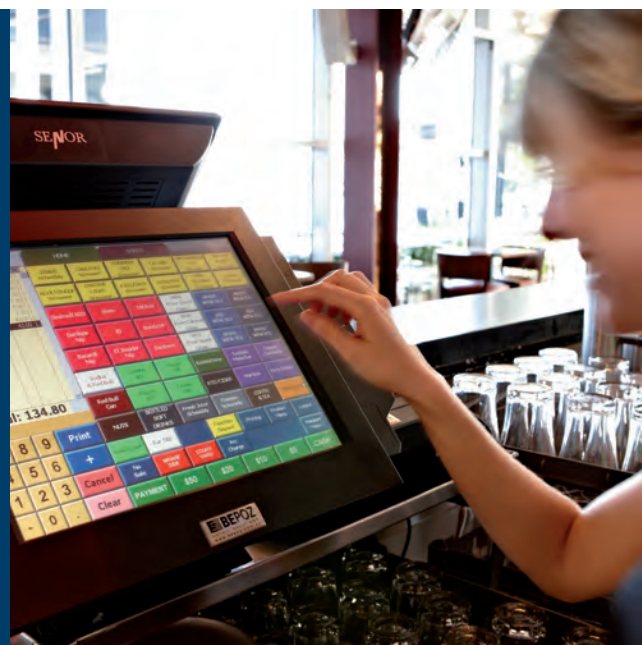
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By PETER SHARP

THE CMAA's Mid State Zone has made Dubbo RSL Memorial Club its home for meetings, workshops and social gatherings.

Managers know a good club almost as soon as they walk in the doors and the Mid State Zone members are more than comfortable with Geoffrey Holland providing the facilities and hospitality for their events. That faith has been backed up by the Dubbo community, the local Chamber of Commerce and the NSW Government in the past six months with some impressive awards and recognition of the club, the staff and the business success.

The highlight was the club, which employs more than 200 locals, becoming the first club in the impressive central western NSW town to win the Dubbo Chamber of Commerce 2012 Business Award. The 'Gold Rhino' was the major award at the 2012 presentation dinner and capped a night of memorable success for Geoffrey Holland, his Board, management team and staff.

The 'Rhino' statue is a symbol of business excellence and pays tribute to the success of the now internationally famous Western Plains Zoo on the outskirts of Dubbo. Other success on the night for Dubbo RSL Club included ...

- 'Silver Rhino' winner for 'Excellence in People Development'
- 'Silver Rhino' winner for 'Excellence for Presentation & Marketing'
- 'Silver Rhino' winner for 'Excellence for Products & Services' – Dubbo RSL Aquatic & Health Club
- 'Silver Rhino' winner for 'Excellence in Hospitality'. Dubbo RSL Club's One 7 Eight Restaurant also collected this award in 2011.

The 'Gold Rhino', selected by an independent panel of judges for the business with the most points across all standard categories, recognises Dubbo RSL Club as the town's most outstanding business for 2012. In fact, the club was a finalist in all eight categories.

"We are very proud of all of our awards, but particularly to be the first club in Dubbo to be the overall winner of the business awards," General Manager Geoffrey Holland said. "This is



Dubbo RSL Club rewarded for commitment to excellence

recognition and a tribute to the work of everyone at Dubbo RSL Club ... from the President and Board of Directors to the management team and the people who deliver the products and services that produce this level of recognition. I am very proud of the entire team."

Along with their impressive business and services, Dubbo RSL Club also is delivering on its charter of environment and sustainability. The club, in mid-January, was awarded 'Silver Partner' status in the NSW Government Sustainability Advantage Program. "We are the only business in Dubbo to achieve this status and the club has undertaken a number of projects and initiatives to achieve this recognition and status," Geoffrey added.

The club's best-practice operations include rain water harvesting, with tanks underneath the multi-story car park along with solar energy panels and a heat reclaiming system.

Dubbo RSL Club collected the Innovation & Sustainability Award at the 2012 Club of the Year Awards, hosted by ClubsNSW.

The original Dubbo Soldiers Club was established in 1946 in Macquarie Street as a meeting place for men. Times have changed for the better and Dubbo RSL Memorial Club continues to make its mark as the social, sporting and community hub of the golden west. ■



- **TOP:** Dubbo RSL Club is the town's first club to be the overall winner of the Dubbo Chamber of Commerce business awards.
- **ABOVE:** Dubbo RSL Club General Manager GEOFFREY HOLLAND.

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Victoria Managers unconvinced by Intralot's shaky start

By KATIE CINCOTTA

IT WOULD be a major understatement to say that most club managers in Victoria have been disappointed by the migration to Intralot's new monitoring system. The first few months of operation have resulted in ongoing technical glitches and complaints of disastrous support and communication that has left some clubs out of pocket by tens of thousands of dollars.

VCGLR figures for Victoria's network of gaming machines show a 6.18% downturn for December 2012 year on year, with some areas down by 25% to 30%. A state-wide glitch on Friday, February 1, shut down 33% of Victoria's 27,500 old VLC machines – with some managers unable to speak with Intralot for 48 hours.

Victoria Zone Education Officer Stephen Hodge, the General Manager at the Morwell Australian Italian Club, reports eight of his machines were out for two hours that day. However, the incident was minor compared to the disastrous 36-hour changeover that cost his club \$25,000 in gaming revenue.

Mr Hodge says Intralot's new system has required 40 master resets, averaging around five resets a week because machines keep locking up. "A lot of the hyperlinks are freezing in the middle of the game," Mr Hodge added. "Then we have to check what jackpot they've won and then do a hand payout. We're all going backwards."

Jess Feather, the General Manager at Morwell Bowls Club has purchased six new gaming machines which have been working intermittently ... the problem still undiagnosed. "Intralot is going through a process of elimination, but the most frustrating thing is nobody is sure why these machines are dropping down," Mr Feather said. "The biggest issue is that we can't get through to Intralot. Email seems to be the best way. We're just not getting clear communication to the venues, which is what we're used to. Let's hope that sooner or later we can move some steps forward because customers are coming in and asking what machines are down today?"

In Warrnambool, a fire in November destroyed 60,000 lines at the Telstra exchange which compounded the problems for Rick Scott at City Memorial Club who had no gaming for a week - and 28 of his 38 EGMs offline randomly for a month since migration to the Greek gaming giant.

"We lost 213 hours ... approximately \$113,668 gross revenue," Mr Scott lamented. "We are paying Intralot a monitoring fee of \$74 per EGM per month ... that's \$2,812 for a system that is not working properly. If this

was a contractor we would not pay until they got it right."

Mr Scott was forced to reconcile wildly inaccurate trading figures from Intralot that suggested the club turned over \$40,593,155.16 in one day – that's against the club's own tally of \$108,808.

He is logging the daily issues, which he has compiled in a letter to the Gaming Minister Michael O'Brien and the new Intralot CEO Frank Makryllos, the former CEO of Tatts Pokies, who met with CCAV Club members in January to allay concerns.

Yarraville Club General Manager Chris Bryne says it'll be crunch time come midnight on February 15 when the Tatts and Tabcorp systems shut down.

"There is no plan B. But the talk is that most clubs are across," Mr Byrne added. "There have been more problems than what we would like, but Frank Makryllos assures us that they are fixing it."

Mr Bryne has delayed a refit of his gaming floor until he's confident that Intralot is operating smoothly and patrons can be assured of a good playing experience.

"I'm confident that it'll improve," he added. "We just have to give them the opportunity to come up to speed. We have to focus on what we have control of, like our customer service standards. When there are problems if you can be sympathetic and give someone a cappuccino or a soft drink then that can make all the difference."

Mr Makryllos was not available for comment when the writer sought a response to the matters referred to in this article. ■

Down, But Not Out

LGA	December 2012	December 2011	Change in %
City of Ballarat	\$4,543,803.73	\$4,796,873.13	-5.57%
Greater Bendigo	\$3,915,881.57	\$3,910,855.38	0.13%
Greater Dandenong	\$9,578,487.71	\$10,181,408.87	-6.29%
Hobson's Bay	\$3,962,278.30	\$4,427,689.83	-11.75%
City of Knox	\$6,332,810.19	\$7,314,565.03	-15.50%
City of Monash	\$9,786,785.98	\$10,912,510.48	-11.50%
City of Port Phillip	\$2,125,970.97	\$2,383,164.44	-12.10%
City of Whittlesea	\$8,133,567.57	\$8,762,703.53	-7.74%
City of Wangaratta	\$663,641.68	\$685,284.04	-3.26%
City of Mildura	\$1,950,993.43	\$2,149,117.53	-10.16%
Shire of Mitchell	\$1,225,796.87	\$1,297,043.59	-5.81%
Shire of Nilumbik	\$636,283.69	\$838,757.27	-31.82%
Shire of Gippsland	\$1,749,840.34	\$2,042,688.69	-16.74%
Shire of Yarra Ranges	\$2,178,003.89	\$2,735,021.97	-25.57%
City of Wyndham	\$7,516,701.00	\$7,732,273.63	-2.87%
Greater Geelong	\$9,146,213.07	\$9,853,828.77	-7.74%
City of Latrobe	\$3,693,935.98	\$4,147,098.32	-12.27%
City of Maroondah	\$5,381,212.21	\$5,627,007.28	-4.57%



■ **TOP:** Morwell Australian Italian Club General Manager STEPHEN HODGE.

■ **ABOVE:** Yarraville Club General Manager CHRIS BRYNE.

* Table Source: VCGLR figures + Frontier Hospitality



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Dismissed worker's conduct 'frustrated' re-employment: Tribunal

A TYRE FITTER who argued that he should be released from an agreed settlement of his unfair dismissal claim because his former employer had not carried out a commitment to reinstate him has had his case dismissed because his own behaviour 'frustrated' his re-employment.

Fair Work Commissioner (FWC) John Ryan dismissed the former Tyrepower worker's unfair dismissal application after taking into consideration the implications of a deed of settlement reached after FWC conciliation of his case, which included a three-week payout in lieu of notice.

The worker argued that the deed of settlement had become void as the company had not re-employed him as agreed.

However, Commissioner Ryan said he was satisfied that the company had been unable to re-employ him because of his own actions after his dismissal: "Notwithstanding the denial by the [worker] that he did not make nuisance calls to the [company's] business, I consider, on the balance of probabilities, that the [worker] did engage in the conduct which was asserted by [the company representative] in his application for an intervention order."

Commissioner Ryan said that while the deed of settlement had been "frustrated in relation to the term which required

the [worker] to be given his job back, I am satisfied that it is the actions of the [worker] which led to that frustration". He also ruled that simply labeling a worker an 'independent contractor' is not sufficient if the person is, in effect, performing the role of an employee.

Commissioner Ryan said the FWC, its predecessor and the courts had "looked at a range of indicia to help answer the question" of whether a person is an independent contractor, or employee.

"In cases where the facts can point either way, the careful examination of a range of indicia can assist in obtaining the correct answer," he said. "However, the 'elephant or duck test' can be appropriate where the relationship is very clear. The elephant test is simple: 'an animal too difficult to define but easy to recognise when you see it'. The duck test is similar: if it quacks like a duck and waddles like a duck, it's most likely a duck." Commissioner Ryan found that the worker had not had an ABN, or been paid in response to his own invoices, had been required to wear a company uniform and to work when directed by his employer, Tyrepower Diamond Creek.

"The nature of the work, the method of allocating work, the interaction between 'employees' and 'independent contractors' all strongly point to an outcome where the [tyre fitter] is nothing more than a servant of the [company]," Commission Ryan found. "Calling the [worker] an 'independent contractor' is the same as calling a duck a rooster. The name cannot change the reality." As a result, Commissioner Ryan upheld the former worker's argument that he had been employed by the company for some 18 months and, therefore, met the qualifying period under s383. ■

** Andrew Gautam v Preseight Pty Ltd T/A Tyrepower Diamond Creek [2013] FWC 656 (29 January 2013)*

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IT WAS a day of winners when the CMAA hosted its first Ladies Race Day at Canterbury Park in Sydney on February 13. The CMAA arranged for CMDA Career Development Sponsor companies to invite a club manager – preferably female – to the seven-race meeting that included a delicious smorgasbord lunch. Robert Oatley Vineyards, which recently moved up to Career Development Sponsor status, was the host of the day's activities with prizes and gifts for the guests. CMAA

President Bill Clegg described the day a great success and the start of what he hopes will become a major event on the CMAA's social calendar. ■

➤ **Go to the CMAA's Facebook page to view all photographs from this event.**

- **ABOVE:** Val Clegg, Judy Rayner, Mariana Kinsey and Rosy Dever.
- **TOP RIGHT:** Bill Clegg with Chris Whitworth and Ralph Kober.
- **NEXT RIGHT:** Fashions in the Field winner Lee Fitzgerald (middle) with Maria Iliasiewicz (left) and Mariana Kinsey.
- **NEXT RIGHT:** Don Moseley and Melissa Day.
- **RIGHT:** Annissa Smart representing Race Day sponsor Robert Oatley Vineyards.





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Customers Limited – CMDA Career Development Sponsor company **Customers ATM**. With more than 6,700 ATMs nationally, Customers ATM had a total Australian market share of around 22%. **Direct Cash Payments** is Canada's largest ATM deployer and boasts a global ATM network of more than 19,000 ATMs in Canada, the USA, Mexico, United Kingdom – and now in Australia and New Zealand. The Australian company was renamed from **Customers ATM** to **DC Payments Pty Ltd** in November 2012. Utilising the synergy of the international operation, **DC Payments** is streamlining its business to improve service and technology. During the next 12 months **DC Payments** will launch exciting new and interesting transaction-based products to complement its ATM network. ■

➤ For more information on the **DC Payments** range of products and services contact **DC Payments NSW State Manager Larry Warren ...**
B: 02 – 9438 9007; M: 0421 754 161; F: 02 -9438 9001;
Toll Free: 1300 305 600; E: lwarren@dcpayments.com.au
or go to www.dcpayments.com.au

SEE US AT
THE CMAA
HOSPITALITY
EXPO 2013 AT
STAND 13A!

A tailor-made solar energy solution keeps more money in your club. Take control of your power bills with SolarFund Commercial.

SolarFund Commercial is your ultimate solar system solution. Catering to businesses big and small, we offer a complete quote-to-installation service that is built to the individual needs of your club. You can start saving money immediately.

Working with us is stress-free and economical; just look at what we did for this registered club in NSW:

Case Study | Registered Club, Gosford NSW

Average monthly energy bill before installation	\$25,000
Gross cost of system (including solar rebate):	\$134,645
IRR:	22.0%
Payback period:	< 5 years
Total savings over life of system*:	\$769,358

* Savings calculated over a 25-year period.

Contact us today for an obligation-free assessment, or visit our stand at the CMAA Hospitality Expo 2013. We'd love to hear from you.

THE CMAA'S 2013 Hospitality Expo at the Sydney Convention & Exhibition Centre, Darling Harbour already has attracted 108 companies to the Club Industry's premier trade show. Expo Business Coordinator Judy Rayner said business response to the Expo – on March 12 & 13 – had been impressive and positive with the latest products and services on show.

For more information on the **CMAA 2013 Hospitality Expo**, or to book a stand, contact **Judy Rayner** at **Rayner Sales & Marketing** P: 02 – 9332 2363 or 02 – 9360 6177; F: 02 – 9361 5142; E: rayner@bigpond.net.au



Stand	COMPANY	Stand	COMPANY	Stand	COMPANY
51	Abacus Cash Systems	17	Global Coffee Solutions	19	Paynter Dixon Constructions
67B	Paladin Bases	33	Global Gaming Industries	16	Pernod-Ricard Australia
117	Advance Design	7	Go Green	28	Planet Entertainment
2	Ainsworth Game Technology	68	Gold Crest Security	84	Plantscaping Solutions
65	Allpride Signs & Marketing	3	Golden Games	35	powerPerfector Australia
22	Aristocrat	9	Gopher Graphics	52	Premier Hospitality / Bevcon
76	Aruze Australia	91	Grace Information	113	RaffleTV Digital Signage Networks
66	Australian Interior Landscapes	81A	GSL - Gobsmacked Loyalty Solutions	108	Recovery Partners
115	Bally Australia	20	H&L Australia	6	Rhinoplay
10	Barringtons	96	HOSTPLUS	48	Ricmar
104	BEPOZ Retail Solutions	83	IGT	82A	Robert Oatley Vineyards
127	Big Screen Video	103	Independent Gaming	23	Rohrig Hospitality
21	Bingo Australia	124	Indigopop	111	Roxset
77	Bite Size Coffee Treats	123	Infosign	82	Russell Corporate Advisory
49	biz4mobi Apps	55A	Innersphere	110	Sebel Furniture
95	Blufi / Boomerang Paging	86	Instore Vision	57	SHFL entertainment
81	Boden Projects	88	InteractCard	78	Silver Chef Limited
107	Brintons Carpets	61	Jensen Data Systems	130	Simtech Gaming Products
106	Capital Design Works	5	Kappalyn Technology Solutions	79A	Smart Exposure
70	Cardfix	119	Karo	11	Smart Watts
64	Cashpoint ATM	36	Konami	13A	SolarFund Commercial
89	CAV Audio Visual Security	21A	Loyalty Print	50	Southern Cross University
81B	CCM Travel	62	LRS (Long Range Systems)	26	Sprintquip
24	Cellar Control	1	Maxgaming	35A	Starwell International
116	Charlies Cookies	112	McWilliams Wines	92	Strategic Rewards
63	Circle Solutions	25	MEI	69	Sunblest Cleaning Services
73	ClockOn Australia	34	Methodical Services	52A	SUPAGAS
4	Club & Hotel Joinery	12	Micropower	85	SWS Signage
126	Club Managers Association	15	Micros Fidelio Australia	27	TechnoPROM
	Asutralia	87	Multistream Media	79	Transcity
75	Community First Credit Union	14	Network Refurbishments & Constructions	67A	Tricorp Gaming
72	Daily Press Group	74	Nufurn Commercial Furniture	59	Whitecliffe Carpets
18	DC Payments	29	Odour Control	80	Wymac Gaming Solutions
93	EP&T Global	55	Orion Art	131	ZigZag Apparel
46	eBet				
71	Gasser Chair Company				

THIS TABLET IS GOOD FOR YOU

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

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

CONFERENCE DELEGATES will be in the running to **WIN** a **Samsung Galaxy 'Tab2' 10.1**

Pre-loaded with the Conference presentations.

WINNING IS AS EASY AS REGISTERING FOR THE 2013 CONFERENCE ... WE WILL TAKE CARE OF THE REST.

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

REGISTER ONLINE at www.cmaa.asn.au

• ONLY Delegates who register for the 2013 CMAA Conference are eligible for the Tablet prize.



Course assessment & RPL evidence rules

Don't let pride hinder getting your qualifications.

I BEGIN with an apology for not being my normal loquacious self in each monthly magazine lately. Things have been very hectic for us at CMDA in recent months as we review and upgrade our compliance mechanisms for our Registered Training Organisation (RTO).

As a part of that work, we have extensively changed nearly all our documentation, courses, and their corresponding assessment activities to ensure they are adequate to enable us to assess whether a student is competent or not yet competent in the area they are studying.

The reason for the change in assessments is that the Government demands '**substantial physical evidence of assessment**' be collected by RTOs to ensure students have grasped all the knowledge and skills required for each subject.

To that end, we often have managers say things such as ... *"I've been a club manager for 10 years and know all this backwards anyway, so I don't think I should have to do that work" ... OR ... "I'm not going to ask someone junior to me to sign off on my log book"*.

While I can understand these comments in some circumstances, they won't get you your qualification, anymore. If we, as the issuing RTO, do not get all assessments fully completed and assessed as satisfactory, we cannot legally

deem a person to be competent and, therefore, cannot legally issue a qualification or statement of attainment.

The law is inflexible in this regard and there is a regime of criminal offences now available to the RTO Regulator to use as mechanisms to enforce compliance.

Going hand in hand with this substantial and physical **evidence-based** gathering approach, we must also apply the same standard to any applications for RPL (Recognition of Prior Learning). The CMAA hired Jason Thomas last year to oversee our RPL processing work and he has completely redesigned our procedures, forms, and requirements for assessment of this type.

Under the old state regulatory regime, before a recent changeover to a federal Regulator, a detailed CV was often all that was required to prove RPL – but not now. Jason will be requesting very detailed and specific evidence from a variety of sources to help him assess an applicant's competency, and if sufficient evidence cannot be produced, the applicant may have to attend a full (or part thereof) course.

While we have appeals mechanisms in place if applicants believe they have been unfairly assessed, we are legally obliged to enforce the *National Vocational Education Standards* – and will do so to protect the integrity of CMDA's RTO registration.

While the new assessments are far more comprehensive than previous and will require 'back at work' projects to complete, I believe the outcomes for students will be very much greater in terms of new skills learned, which then can be applied more successfully in the workplace.

This also underlines the old maxim of '*appreciating things much more when you had had to work hard for it*'. ■

Stay ahead of the game with our specialised gaming degree...

Our Bachelor of Business in International Hospitality Management with a major in Gaming can help you develop the leadership, business and industry skills you need to succeed.

Distance education and part-time study options are available for 2013 enrolments.

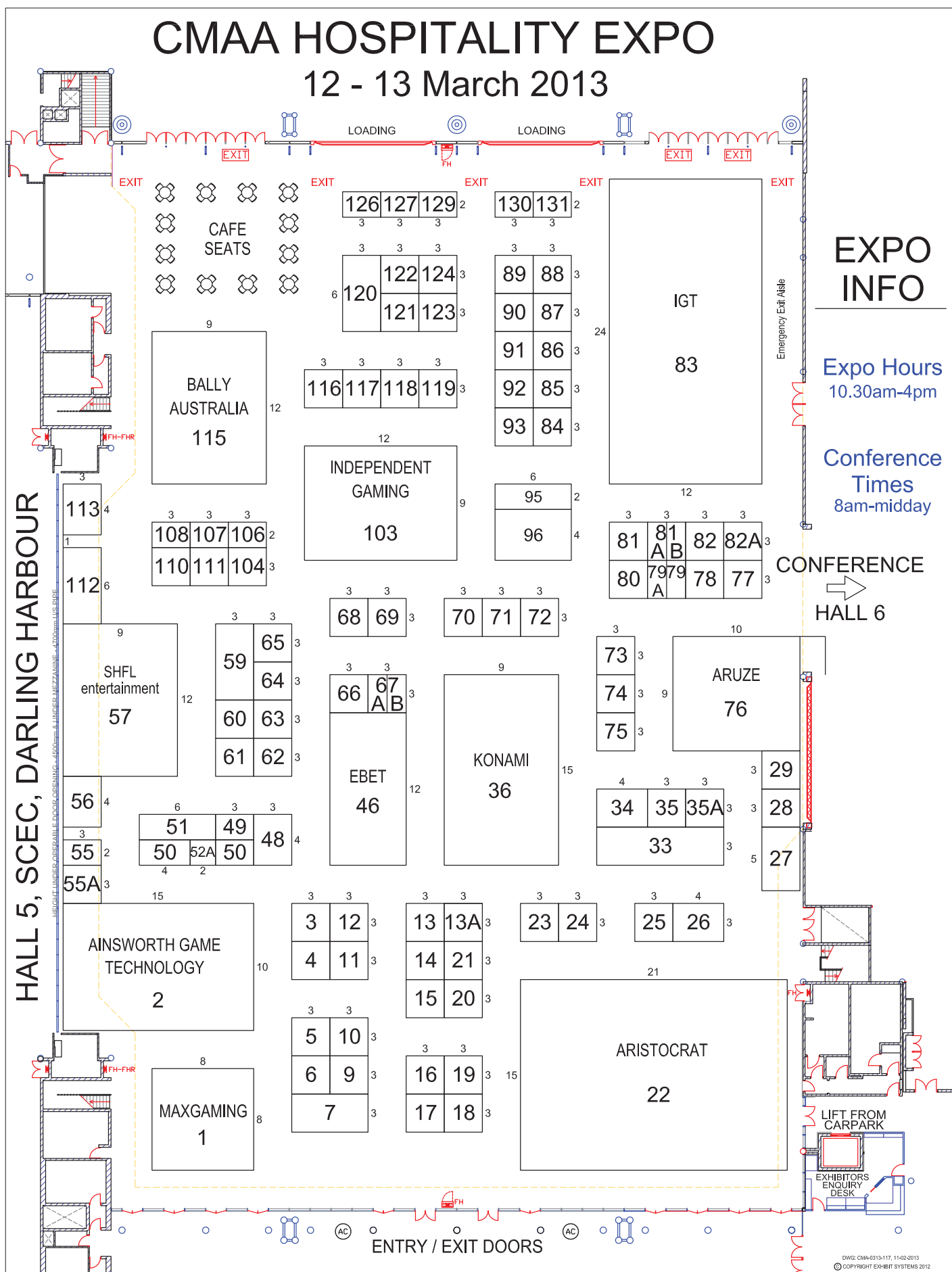
Get ahead of the game and explore your study opportunities at scu.edu.au/tourism or contact our Corporate Recruitment Officer at simon.black@scu.edu.au.

School of Tourism and Hospitality Management

It's all about U
scu.edu.au/tourism

CRICOS Provider: NSW 01241G, QLD 03135E, WA 02621K

 **Southern Cross**
University



All Enquiries to : Rayner Sales & Marketing
Tel: (02) 9332 2363 or (02) 9360 6177
Email: rayner@bigpond.net.au Fax: (02) 9361 5142

OVER THE past 18 months, the Registered Training Organisation (RTO) sector has been coming to terms with its new federal regulatory 'boss' ASQA (Australian Skills Quality Authority). You may have heard over the past few years of irregularities in the vocational education sector, particularly with regard to some RTOs ripping off overseas students and others who flagrantly flouted the spirit of the many government training grant opportunities available. This has resulted in some sectors being awash with 'qualified' persons who are not competent in their area of alleged education. ASQA's job has been to clean up the industry and they are going about that business with unapologetic determination. This situation makes for a tough environment for all RTOs as ASQA favours no-one ... big, or small.

At the CMDA, we have been working on continuous improvement activities with ASQA over the past few months and we are a lot better training organisation for doing so. One issue which came up in discussions with ASQA was the big size of CMDA's 'scope of registration'. This means the subjects and qualifications for which the CMDA is legally allowed to teach and issue qualifications and statements of attainment. As many of you may know, we have always been registered to deliver six qualifications from Certificate 1 through to Advanced Diploma in the Hospitality training package (SIT). This is made up of 47 sequential subjects or 'units of competency'. What this means is that a student has to complete each of the six qualifications to attain the highest level, which is the Advanced Diploma. This 'progression' rule is different to other training packages; for example, in the Business Services training package (BSB), a student can complete just 8 to 10 subjects and be awarded a diploma in business without any prior studies.

Due to the way that CMAA Members historically have utilised the CMDA for education, we were never required – or requested – to deliver any subjects in Certificate 1, 2 and most of Certificate 3 and 4. However, we were still legally obliged to have all documentation and resources for these subjects on hand, up to date, and ready to teach at any time. Maintaining up-to-date materials and documenting continuous improvement activities for them is prohibitively expensive (in time and money) for a small RTO such as the CMDA – and almost pointless, if we don't deliver them at all.

Therefore, we decided to apply to change our 'scope of registration' with ASQA in December 2012, by deleting the six qualifications and retaining 21 individual units which make up the core demand of our hospitality training business. This allows us to free up time to develop other more-exciting qualifications in the Business Services package which we believe will far better serve the future education needs of our club manager members. To make this change in scope, we took the opportunity to redesign each of the courses – except RSA and RCG – and all course assessments. In most cases we sourced professionally written and published material from other suppliers and we will build our courses around them. You will also notice that some of the course durations have changed (generally a day extra) to add extra 'rigour' to the education process and outcomes. From an assessment point of view, most of our courses now will be assessed using a 'triumvirate of test types', including multiple-choice questions; short-answer written questions; more detailed after-course projects, including log book recording. Our ASQA application required lodging all these materials with ASQA for consideration, and it has since been authorised.

You may also notice that we have retained, but changed, the names of some of our older, but highly demanded courses that no longer fully comply with current course design rules. They are now non-accredited (but still excellent) and we will clearly mark those on our website to avoid confusion.

We have made a lot of changes that will be noticed in the coming year and can resume developing new qualifications such as the Diploma of HR and Diploma of Business which have been held up by our change processes. We look forward to improving club manager professional development with much greater effect. ■

CMDA 2013 National Bursary Program Sponsors

Support the companies that support YOUR Association



CMAA Hospitality Expo 2013

Sydney Convention & Exhibition Centre - Darling Harbour

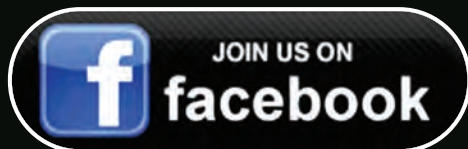
Tuesday, March 12 & Wednesday, March 13 2013

BOOK NOW

Please call the Rayner Sales & Marketing Team – Judy, Sue, Jacqui

E: 02 - 9360 6177 or 02 - 9332 2363

or E: rayner@bigpond.net.au



itunes.apple.com
iphone app
android app



The Fork in the Road
GETTING TO 2020

Clubs rethink approach to training in growing their own managers



Becoming An 'Employer Of Choice'

SOME QUEENSLAND clubs are rethinking the way they approach training, are recreating career paths, and revisiting entry level pathways such as school-based trainees in a quest to 'grow their own' managers of the future.

They are finding that outside the Queensland regional areas experiencing the current resource boom, the two-speed economy is very evident. While they have quite a number of job applicants, the quality is not what is necessary to provide a high level of service and venue management.

So some managers have decided it is far better to 'grow their own' and investing in coordinated training programs that offer clear pathways to new and existing team members.

The hospitality industry has always suffered from obstacles to competition for talent with other industries. With a struggling industry image, high turnover, perceived low wages, no structured career path, and highly regulated, it is little wonder that often clubs don't know which direction to turn in addressing even half of the issues they are faced with today.

There also seems to be plenty of training providers offering many courses, but no one solution for the myriad of issues listed above.

So ... how do we attract and retain the best staff?

Why Attract Staff?

- ✓ Decrease labour shortage
- ✓ Decrease turnover costs
- ✓ Increase skill base of current staff
- ✓ Stay Competitive
- ✓ Stay Profitable

Why Retain Staff?

- ✓ Grow from within & increase skill base
- ✓ Increase loyalty
- ✓ Increase productivity & motivation
- ✓ Return on investment – turnover costs
- ✓ Career paths

High turnover provides excessive costs for hospitality businesses.

An article published in the *Tourism & Transport Forum 2006 Australia (TTF Australia)* stated that the cost of replacing and training (i.e. turnover costs) a manager or supervisor in a hotel could equate to a cost of \$109,909 or an operational staff member at a cost of \$9,591.

Training costs make up only a small portion of these figures and include on-the-job training structured training and the compulsory regulatory training costs for example liquor licensing, gaming and workplace health and safety.

Business Challenges ...

- ✓ Difficulty in ...
 - Attracting, retaining, motivating & achieving acceptable performance levels
 - Maintaining positive staff attitudes, making time for training & development
 - Getting measurable results from training & development.

Clubs need to be looking for a proactive, holistic approach to creating a learning culture for a business in the hospitality industry. By holistic, we mean looking at the business needs as a whole with a strategic approach to creating a learning culture.

To create a tailored program, training providers should work with a business and identify issues of greatest needs. This may include consistent, tailored, structured training such as a monthly training calendar; increased staff retention, skills and motivation; and increased profit.

Just as importantly, training should address business risk management issues wherein training will decrease exposure through informed, knowledgeable employees. In addition, these 'grow your own' training programs also provide the employee or potential employee the building blocks of a career in hospitality. It shows a clear career path that can be tailored to the individual.

The program can offer new and existing staff in the industry 'job ready' status, including government-funded traineeships that can reduce the cost of

the program significantly. Alternatively, the program can offer existing supervisors, or managers, courses that improve their business acumen, management skills, or tools and information to manage their compliance issues.

With such a training program in place a club can focus on other parts of their business, watch their satisfied, motivated, staff grow. Managers may even be able to relax (a little) on regulatory, compliance issues, knowing they have informed and trained staff.

For more information of becoming an 'Employer of Choice' and growing your own managers of the future ... give me a call. ■

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
CMAA Queensland Membership
Liaison Officer
M: 0417 632 311
E: justin@cmaa.asn.au

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PASSPORT to Paradise

ROBERT OATLEY
VINEYARDS



It's important in this busy business world to make time to keep pace with the Club Industry's latest products and services.

That's why you will be at the **CMAA 2013 Conference & Hospitality Expo** at **Darling Harbour** on **March 12 & 13**.

But, when the work is over ... don't you deserve the holiday of a lifetime?

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

What about **CORPORATE TICKETS** to a **2013 STATE OF ORIGIN RUGBY LEAGUE** game at **ANZ Stadium?**

The CMAA – with CMDA National Bursary Program Sponsors **Robert Oatley Vineyards** and **CCM Travel** – are offering **CMAA Members** who attend the 2013 Expo the chance to enjoy the delights of **Hamilton Island** with flights from **CCM Travel**.

And **EVERYONE** who registers for the Expo could have the best seat in the house for the 2013 **State of Origin** series in Sydney.

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

- Collect your '**Sponsors Passport**' at the **Registration Desk** when you complete your **CMAA Expo Registration** on the day
- Visit each of the Expo Stands hosted by **CMDA Career Development** and **CMDA National Bursary Program** sponsor companies listed on the '**Sponsors Passport**'
- Have each of the '**Sponsors Passport**' spots stamped by the participating Sponsor's company representative
- Drop your stamped '**Sponsors Passport**' in the Entry Box at the **CMAA Stand – No.126**

WINNING IS THAT EASY.

Anyone who registers for the **CMAA 2013 Conference** also will be in the running to win a Samsung Galaxy 'Tablet2' 10.1 - to be drawn on March 13 after the last conference session

REGISTER ONLINE at
www.cmaa.asn.au

- **ONLY CMAA Members** who register for the 2013 **Hospitality Expo** are eligible for the **Hamilton Island 'Passport To Paradise'** prize.
- **EVERYONE** who registers to attend the 2013 **Hospitality Expo** is eligible for the **State of Origin 'Footy Fever'** prize.



HAMILTON ISLAND
GREAT BARRIER REEF AUSTRALIA



THERE'S NO doubt. With dozens of reservations already, the **2013 Clubs+ Events Management & Marketing Summit** will be another winner... and so will those who come along for the experience.

The content is **NEW**, brimming with ideas and quality information; most importantly, you will be provided with the **HOW TO DO IT...** not just the **WHAT TO DO**. We have listened to what you say you want and based on feedback from delegates who have attended over many years – we have some coming back for their fifth Events Summit – the program is fresh, vibrant and full of great ideas.

In two days of non-stop learning, networking, entertainment and fun, you will have access to enough inspiration and initiatives to keep your club jumping for the next couple of years.

You will learn how to **'How to Create Events That Rake in the Dollars'**. This session will demonstrate what really determines bottom line profitability. Based on actual club events, you will have the chance to do the numbers yourself – bring along your iPhone, or a calculator. Budget forecasts, profit targets, hidden costs and how to monitor progress – this session is applicable for clubs large and small. Rob Morrison, the General Manager of the highly successful Frankston RSL Club in Melbourne, is our presenter for this session. Rob has the runs on the board.

Appointed to the position of Manager of the Frankston RSL Club in 2006, when it was a struggling business, lacking in direction and leadership, in a very short time Rob turned it into a vibrant successful business. Frankston RSL Club was named Sub-Branch of the Year in 2011, again in 2012, but this time with a subtle difference – Rob himself was announced 2012 RSL Sub-Branch Manager of the Year. Frankston RSL Club enjoys a well-deserved reputation as a local 'employer of choice' and a very popular 'venue of choice'. It is also one of the area's largest employers. The man knows how to generate a winning streak and how to bring in the punters.

'Walking The Marketing Talk: Where Customer Perceptions Clash With Your Reality' – the event marketing job doesn't stop at the ticket sale. You can run a fantastic event in a tin shed and deliver an



2013 Events Summit overflowing with ideas, innovation, world-class speakers

object failure in a fairytale castle ... the difference is generally in the performance of your people. So add another 'p' for people to your marketing mix to make sure your outcomes meet your customer expectations. Discover the secrets about what really makes for the level of service that makes the difference, particularly related to events, and membership/community interaction with CMAA Industry Professional Development Manager Geoff Meston.

Do you know how to design a **'Marketing Campaign for Club Events'**? This session will put campaigns under the spotlight, with two operators, including Linda Joannides, a club marketing expert. Linda is facilitator, creator and author of **'Your Marketing Mentor'**, a unique advisory and mentoring service specifically created for the Club Industry to provide all the tools, resources and support you'll need to make your club's marketing **more productive, more effective** and – importantly – **more profitable**.

Linda spent more than **10 years in the Club Industry** as a leading Senior Marketing Manager or Group Marketing Manager. During this period she won 12 business and ClubNSW industry awards working with some of the foremost venues. Linda has worked with leading advertising agencies, and has provided design and creative consultancy for a direct marketing and sales promotion agency specialising in loyalty programs and marketing initiatives for companies such as News Limited, Nine Network, KFC, ACP Magazines, 2UE, 7-Eleven, Coca-Cola, Westfield, Caltex and McDonald's.

From Linda and others you will discover how you should run an integrated marketing campaign for a special event, from start to finish – based on the assumption that your club is

■ **Events Summit** presenter Ross Morrison (middle) with Summit Co-ordinator Ken Burgin (right).



A few comments from delegates at the 2012 event ...

"The whole experience was exceptionally well organised and presented"

"Loved the generosity of the presenters to pass on and share their knowledge, thank you!"

"Priceless information. So good that the class shared their stories!"

entering this type of event business for the very first time.

This is yet another spectacular program for CMAA members developed by Ken Burgin, from **Profitable Hospitality**, in collaboration with the CMAA. With his finger on the pulse, Ken is committed to bringing you the latest innovative and effective management tools to create more time and more efficiency as you run a profitable and successful business – with less stress.

Your Event Management Toolbox will introduce you to the latest project management systems, online manuals, booking services, social media management and costing tools!

Once more, this fabulous event will be at **The Epping Club** on April 30 and May 1, 2013. Book online at **www.CMAA.asn.com** ... visit **www.profitablehospitality.com** or call **1800 001 353** for more information. ■





Big Events Diary Dates

The Fork in the Road Conference Series

2013

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	1	2
3	4	5	6	7	8	9

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
24	25	26	27	28	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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28	29	30	31	1	2	3
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August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
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25	26	27	28	29	30	31
1	2	3	4	5	6	7

September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2	3	4	5
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27	28	29	30	31	1	2
3	4	5	6	7	8	9

November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11



Darling Harbour March 12 & 13 - Getting to 2020

Checks & balances you need when preparing for unknown territory; things to know about yourself & your major stakeholders.



Jupiters July 17 - 19 The Road Less Travelled? - Breaking New Ground

Social media strategies; DiSC & other behavioural tools to align yourself & your team; More customer service; More economic updates.



AGE Darling Harbour August 13 - 15

Technology is the key to the gaming revenue lock of the future - we'll keep you updated!



Future Leaders Summits

With CMAA Executive Officer Ralph Kober and experts. Giving you the tools & the networks to navigate your way to the top of your heap. Coming to an area near you (dates to be confirmed in consultation with Members).

Albury **April 15-16** ;
Dubbo **May 14-15**; Illawarra **June 4-5**;
Qld **July 15-16**; Newcastle **July 22-23** ;
Northern Rivers **Aug 6-7**; Sydney **Sept 17-18**.



Clubs+: Summits with Ken Burgin

- **April** - Events Management & Marketing Summit
- **September** - Chefs Management Summit
- **October** - Social Media Summit
- **October** - Webinars - Social Media Christmas Campaign

Peter joins well-supported Gold Coast Zone Committee

CMAA GOLD Coast Zone Members added a new face to its Committee when more than 30 members supported the AGM at The Surf Club Coolangatta on February 12. Peter Idder, from Southport Australian Football Club, is the new Committee Member with all members of the previous Committee returned unopposed ...

- President: Steve Condren, Southport Surf Club
- Vice President: Dermot McEnroe, Northcliffe Surf Club
- Secretary-Treasurer: Tracey Evans, Nerang RSL Club
- Education Officer: Bryan Jones, Coolangatta Surf Club
- Committee David Avery, Nobby's Beach Surf Club; Peter Idder, Southport Australian Football Club; Rob Aldous, Kurrawa Surf Club

It was a breakfast meeting where Steve Condren - a CMAA Federal Executive Member - doubled up in the role to present the CMAA Head Office Report. Following the 8am AGM, industry trade executives joined members at 8:30 for breakfast where more than 70 guests also enjoyed Guest Speaker Danielle Rayner's presentation. The Gobsmacked Loyalty Solutions Managing Director provided a workshop on loyalty, rewards and technology, discussing the transition from yesterday's reward offerings to the loyalty- driving techniques of today and the next five years. Gold Coast Zone will join Brisbane Zone for a Combined Meeting before the annual Queensland Bursaries lunch at Kedron Wavell Services Club on June 6. ■

- **TOP:** The Gold Coast Zone's new committee (from left) David Avery, Bryan Jones, Steve Condren, Tracey Evans, Dermot McEnroe and Peter Idder.
- **MIDDLE:** Gold Coast Zone Vice President Dermot McEnroe (left) and CMAA Queensland Membership Liaison Officer Justin McGurgan (right) with new member Trent Condren.
- **BOTTOM:** Zone Workshop guest speaker Danielle Rayner from Gobsmacked Loyalty Solutions.



Indisposed Rachel sends her apologies for AGM absence

CMAA MID State Zone President Rachel Sharp had a reasonable excuse for missing the Zone AGM on February 6. The Oberon RSL Club General Manager was nursing an extremely uncomfortable broken leg when 18 members gathered at Dubbo RSL Club. Zone Vice President Natalie Thurston and Secretary Treasurer Chris Chapman stepped up, presenting the various reports, including Rachel's President's Report. Natalie also welcomed three new members to the AGM ...

- Tessa Cormie (Coonamble RSL Club)
- Stephen Millar (Parkes Leagues Club)
- Kate Willett (Macquarie Bowling Club, Dubbo)

CMA Magazine Editor Peter Sharp travelled to Dubbo to present the CMAA Head Office Report and assist with interesting discussion about the Zone's opportunities for professional development and study tours. Following the meeting, Zone members joined industry trade representatives for a delicious three-course dinner that was free for members. Mid State Zone will meet next at Dubbo RSL Club on June 5. ■

- **TOP:** Mid State Zone Vice President Natalie Thurston (second from right) with new members (from left) Stephen Millar, Tessa Cormie and Kate Willett at the Zone AGM.
- **MIDDLE:** Dubbo RSL Club CEO Geoffrey Holland (middle) with Paul Pearson (left) and Scot McLeod.
- **BOTTOM:** Mark Swindell from EP&T Global with Steve James and Maureen Hayward from Club Mudgee.



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Hear first-hand from a great line-up of guest speakers, industry experts and smart function managers working in clubs large and small. Inspiring Presentations, Masterclasses, Interactive Sessions, and Networking with colleagues. Prepare for big improvements in menus, marketing, staff training, planning, event design, weddings, entertainment, corporate connections and smart selling.



Tuesday, April 30

8:30-9:00 ARRIVAL & REGISTRATION

Session 1 Walking the marketing talk: where customer perceptions clash with your reality. The event marketing job doesn't stop at the ticket sale. Discover the secrets about what really makes the difference.

Session 2 Marketing Campaign Design for Club Events. This session will put two club examples under the spotlight to run an integrated marketing campaign for a NEW special event, from start to finish.

Session 3 Masterclasses:

ABC of Event Service Training. How to develop your function service training plan from start to finish, and document it. A hands on session to create a professional template.

ABC of Sales & Marketing Plans. Step by step to create your sales & marketing plan. How to develop integrated sales and marketing campaigns for corporate events, wakes, sporting dinners, weddings & conferences.

Lunch & Networking

Session 4 Masterclasses:

Your Event Management Toolbox. Project management systems, online manuals, booking services, social media management and costing – how to create more time and more efficiency with less stress.

Take Your Events Calendar to the Next Level. How to create more popular attractions for members and visitors: build on regular events such as Valentine's Day, Mother's Day, Melbourne Cup and Christmas. Plus new event ideas!

Session 5 Small Club, Big Success ... How one small vibrant club is building improvements year on year in event sales and profitability. Investing in staff and training, doing what they do best, and finding more profits every day.

Session 6 Who are Your Customers & How To Reach Them? Analyse the numbers: who are your customers; demographic research; and how to target different markets.

Happy Hour, drinks & networking

Dinner at The Epping Club: a fantastic dining experience.

Join us for a superb meal & great networking.



Wednesday, May 1

	Back of House Tour at the Epping Club. See behind the scenes at Sydney's only 5 star Club
Session 7	How to Create Events That Bring in the Dollars! Working with actual club examples to demonstrate what must be considered in determining bottom line profitability.
Session 8	Our Best Events & Entertainment ... How your venue can attract more locals and visitors 365 days of the year – featuring small and large clubs.
Session 9	Masterclasses: More Success with Bridal Fairs. Whether you run a bridal fair in-house, or join one in your area, there are proven tactics that ensure the best results. Party Table Competition & Setup. Working with one of Sydney's leading party suppliers, you'll learn new ways to create magic and success at themed events.
	Lunch & Networking
Session 10	Masterclasses: Party Table Competition & Setup. Working with one of Sydney's leading party suppliers, you'll learn new ways to create magic and success at themed events. Website Improvements to Drive Sales. How three clubs have upgraded their websites and boosted function and event sales – real examples and inspiration you can use.
Session 11	Action Stations for 2013 & beyond ... Hear from our panel about plans for the year ahead in some very motivated clubs: smarter marketing, fresh menus, clever use of facilities, greater efficiency, new sales techniques, more popular events and terrific staff.
	Finish

Clubs+ Events Management & Marketing Summit 2013: April 30 – May 1, 2013

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Activity Points - CMAA Members and CMDA Affiliates receive 20 Industry Activity Points for attending the Clubs+ Events Management & Marketing Summit 2013, towards achievement or maintenance of the Active Club Manager Award (ACCM).

For members who travel more than 100km from the radius of their club, a further 5 Activity points will be awarded.



Notice of Annual General Meeting

The **Annual General Meeting** of the Members of the
Club Managers' Association Australia
will take place at **9am** on **Tuesday, March 12, 2013**.

The **Annual General Meeting** will be conducted in the Conference area in **Hall 6**
of the **Sydney Convention & Exhibition Centre, Darling Harbour, Sydney**.

Members will receive **10 Activity Points** for attending the **Annual General Meeting** and signing the **Members' Register**.

- **ALLAN PETER**, *Federal Secretary, CMAA*

NOTICE TO MEMBERS OF PENDING ELECTIONS **CLUB MANAGERS ASSOCIATION AUSTRALIA ELECTION** **CLUB MANAGERS ASSOCIATION (NSW STATE) ELECTION**

This notice relates to both the Federal Organisation and the State Organisation

FEDERAL ELECTION NOTICE

FEDERAL EXECUTIVE MEMBERS (5) **FEDERAL COUNCIL MEMBERS (8)**

One Federal Councillor from each of the following divisions:

- (A) Division A – City/Eastern Suburbs Zone and Manly/Northern Suburbs Zone
- (B) Division B – St.George/Cronulla Sutherland Zone and Inner West Zone
- (C) Division C – Nepean Zone
- (D) Division D – Hunter Zone, Central Coast Zone and Great Lakes Zone
- (E) Division E – Far North Coast Zone, North West State Zone, Mid State Zone and Mid North Coast Zone
- (F) Division F – Illawarra Shoalhaven Zone and Far South Coast Zone
- (G) Division G – Gold Coast Zone, Brisbane Zone, Ipswich Darling Downs Zone, Sunshine Coast Zone and the Central & Northern Queensland Zone
- (H) Division H – Victoria Zone, Riverina Murray Zone and the ACT Zone

The Australian Electoral Commission will be calling for nominations, which must be in writing and comply with the organisation's registered rules, and which may be made at any time from Wednesday, January 16, 2013 and will close at 5pm on Wednesday, February 6, 2013. Nominations can be withdrawn within 7 days of the close of nominations.

NOMINATION FORMS WILL BE POSTED TO ALL ELIGIBLE MEMBERS ON WEDNESDAY, JANUARY 16, 2013

Ballot: If a ballot is necessary for the Federal organisation, voting material will be posted on Wednesday, March 6, 2013 to eligible members at the address shown in the organisation's records. Members should notify the organisation of any change of address. The ballot will close at 5pm on Wednesday, March 27, 2013.

NSW STATE ELECTION NOTICE

EXECUTIVE MEMBERS (5)

The Australian Electoral Commission will be calling for nominations, which must be in writing and comply with the organisation's registered rules, and which may be made at any time from Wednesday, January 16, 2013 and will close at 5pm on Wednesday, February 6, 2013. Nominations can be withdrawn within 7 days of the close of nominations.

NOMINATION FORMS WILL BE POSTED TO ALL ELIGIBLE MEMBERS ON WEDNESDAY, JANUARY 16, 2013

Ballot: If a ballot is necessary for the State organisation, voting material will be posted on Wednesday, March 6, 2013 to eligible members at the address shown in the organisation's records. Members should notify the organisation of any change of address. The ballot will close at 5pm on Wednesday, March 27, 2013.

ALLAN PETER, ACCM
Federal / State Secretary

CMDA 2013 Training Courses

Program Name	Date Range	Location	Price Type	Amount	Start Time	Finish Time
RSA	04/03/2013	Moama Bowling Club	Member	\$135.00	09:00am	04:00pm
			Public	\$140.00	09:00am	04:00pm
RCG	05/03/2013	Moama Bowling Club	Member	\$95.00	09:00am	04:00pm
			Public	\$100.00	09:00am	04:00pm
Duty Manager Development Program	18/03/2013 - 10/04/2013	CMDA @ Sydney Olympic Park	Member	\$1,560.00	09:30am	05:00pm
			Public	\$1,690.00	09:30am	05:00pm
Roster Staff	19/03/2013 - 20/03/2013	CMDA @ Sydney Olympic Park	Member	\$330.00	09:30am	05:00pm
			Public	\$365.00	09:30am	05:00pm
Introduction to Registered & Licensed Clubs Award (half day)	20/03/2013	CMDA @ Sydney Olympic Park	Member	\$90.00	09:30am	12:30pm
			Public	\$100.00	09:30am	12:30pm
Leadership Behaviour & Their Impact On Company Culture	08/04/2013 - 09/04/2013	CMDA @ Sydney Olympic Park	Member	\$480.00	09:30am	05:00pm
			Public	\$580.00	09:30am	05:00pm
Deal With Conflict	15/04/2013 - 16/04/2013	CMDA @ Sydney Olympic Park	Member	\$220.00	09:30am	05:00pm
			Public	\$240.00	09:30am	05:00pm
Interpret Financial Information	16/04/2013 - 17/04/2013	CMDA @ Sydney Olympic Park	Member	\$660.00	09:30am	05:00pm
			Public	\$725.00	09:30am	05:00pm
RSA	29/04/2013	CMDA @ Sydney Olympic Park	Member	\$135.00	09:30am	04:00pm
			Public	\$140.00	09:30am	04:00pm
RCG	30/04/2013	CMDA @ Sydney Olympic Park	Member	\$95.00	09:30am	04:00pm
			Public	\$100.00	09:30am	04:00pm
Monitor Staff Performance	06/05/2013 - 07/05/2013	CMDA @ Sydney Olympic Park	Member	\$480.00	09:30am	05:00pm
			Public	\$580.00	09:30am	05:00pm
Manage Finances Within A Budget	14/05/2013 - 15/05/2013	CMDA @ Sydney Olympic Park	Member	\$330.00	09:30am	05:00pm
			Public	\$365.00	09:30am	05:00pm
Effective Operational Manager Program	20/05/2013 - 05/06/2013	CMDA @ Sydney Olympic Park	Member	\$1,560.00	09:30am	05:00pm
			Public	\$1,690.00	09:30am	05:00pm
RSA	03/06/2013	Moama Bowling Club	Member	\$135.00	09:00am	04:00pm
			Public	\$140.00	09:00am	04:00pm
RCG	04/06/2013	Moama Bowling Club	Member	\$95.00	09:00am	04:00pm
			Public	\$100.00	09:00am	04:00pm
Duty Manager Development Program	17/06/2013 - 03/07/2013	CMDA @ Sydney Olympic Park	Member	\$1,560.00	09:30am	05:00pm
			Public	\$1,690.00	09:30am	05:00pm
Roster Staff	17/06/2013 - 18/06/2013	CMDA @ Sydney Olympic Park	Member	\$330.00	09:30am	05:00pm
			Public	\$365.00	09:30am	05:00pm
Analyse & Report On Gaming Data	24/06/2013 - 25/06/2013	Ingleburn RSL Club	Member	\$480.00	07:30am	05:00pm
			Public	\$580.00	07:30am	05:00pm

Summits & Conferences

Facilities Management Summit 2013	11/03/2013	City of Sydney RSL Club	Member	\$290.00	08:00am	05:00pm
			Public	\$320.00	08:00am	05:00pm
'The Fork In The Road' 2013 Conference, CMAA AGM & Expo at Darling Harbour	12/03/2013 - 13/03/2012	Darling Harbour	Open	\$250.00	* Add the Facilities Management Summit on March 11	
Clubs+: Events Management & Marketing Summit 2013	30/04/2013 - 01/05/2013	The Epping Club	Open	\$731.50	Credit Card booking fee applies	

Researchers sought for pokies trial

THE FEDERAL Government has called for tenders from interested parties to undertake research on its proposed mandatory pre-commitment scheme for gaming machines. Listed on the AusTender website, the ATM (Approach To Market) aims to engage an entity to 'research the design of an optimum pre-commitment system and forms part of the Australian Government's commitment to implement measures under the National Gambling Reform Acts'. Originally mandated to begin in February 2013, the ACT clubs lobby has previously warned that the long delay in finalising Labor's

gambling package puts the Territory's proposed trial of MPC technology in doubt – in particular as a federal election looms on September 18 and a new government may reverse or alter the scheme. Gaming Technologies Association (GTA) maintains that the trial has no chance of beginning any time soon, saying there is much still to be determined. "There's no monitoring system, no network, no specifications and no idea," said GTA CEO, Ross Ferrar. "This might not happen in my lifetime. It will take at least a year from when specifications are agreed, for the first redeveloped game to be approved and available. This is as ridiculous as the pink batts scheme." ■

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SOUTHERN RIVERINA

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Shay O'Connor, CCM

World-class speakers

SCOTT PAPE - *'The Barefoot Investor'* - and **Dr Louise Mahler** will be the Keynote Speakers at the CMAA's annual Conference & Hospitality Expo at Darling Harbour next month. *'The Fork In The Road'* is the Conference theme with Scott and Louise tackling this essential business philosophy that follows on from last year's *'2020 VISION'* theme. **March 12 & 13** are the dates for the Club Industry's best Conference & Hospitality Expo. Delegates and exhibitor companies can simply go online to book and pay for their places at the event.

Most of the organisations forging ahead in business – many of them CMDA Career Development and National Bursary Program sponsors – already have booked their places at Darling Harbour. The CMAA has enhanced its online booking facility to assist Delegates and companies in identifying, booking and paying for their space and place at the 2013 Hospitality Expo. It's a 'one-stop shop' online service at www.cmaa.asn.au ■



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We'll help you learn how to:

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- Measure and analyse your financial performance in your club
- Identify ways to improve cash flow and financial efficiency
- Use a 'break even analysis' to support financial decision-making and surplus planning
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- Plan for and manage seasonality
- Understand the financial impact of growth
- Understand how to plan effectively

Upcoming Dates 2 days: 6 & 7 June 2013

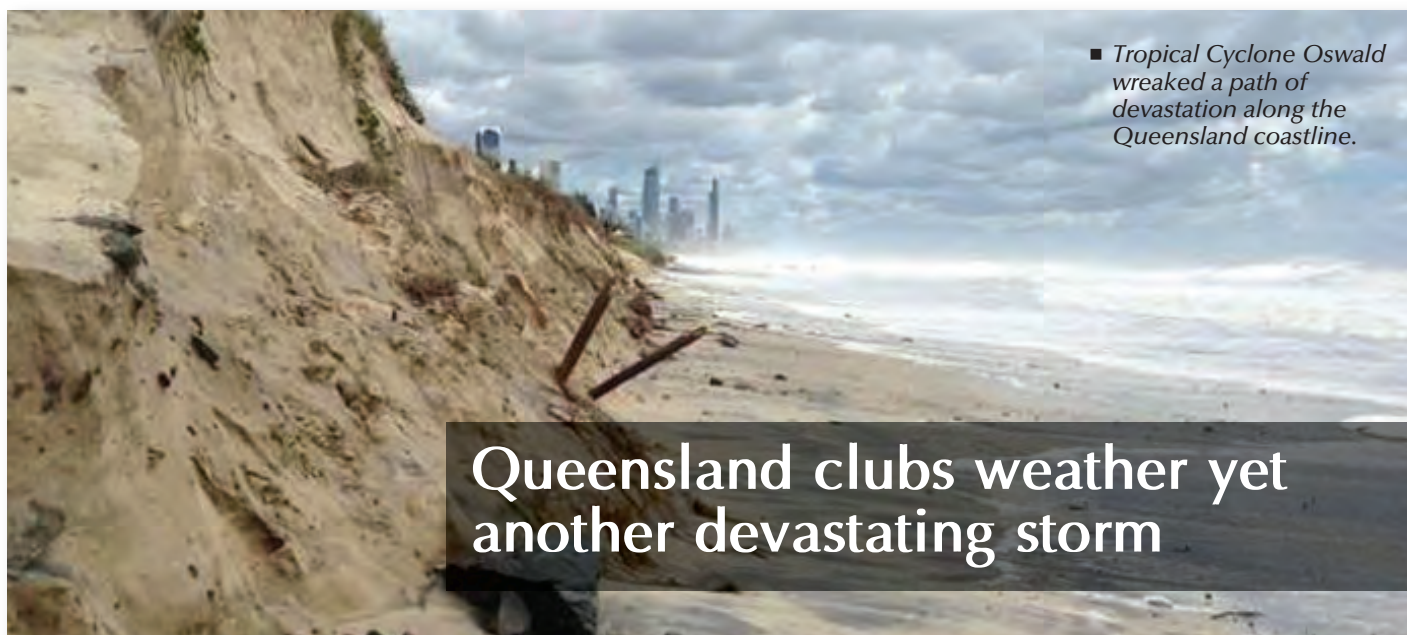
Venue CMDA Sydney Olympic Park

Time 9:00am to 5:00pm

Enrol via our website at www.cmaa.asn.au

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■ Tropical Cyclone Oswald wreaked a path of devastation along the Queensland coastline.

Queensland clubs weather yet another devastating storm

By HENRI LACH

"I've never seen anything as bad as this in all my life ... never. People were warned not to leave their homes because there were tornadoes in the areas. There was panic buying of petrol and food, there was no milk, no bread."



- **TOP:** Bundaberg RSL Club ... donated food to evacuees.
- **BOTTOM:** Bundaberg RSL Club General Manager Col Rankin ... 'nothing as bad as this'.

THE INK hadn't dried on many insurance claim forms from the early 2011 Queensland flood disasters when nature again unleashed her fury. This year, she struck on the Australia Day weekend.

Her weapon was a cyclone named Oswald. Oswald spend much of its energy in the far north, but it still had plenty of clout as it perambulated down the east coast, south to as far as Sydney and beyond.

Bundaberg, Queensland's, iconic rum town, was one of the first major centres to catch its eye after it left the original point of impact. Oswald gave the city and surrounds a terrible belting. It dumped literally thousands of millimetres of rain in the upper reaches of the Burnett River, producing a torrent that wiped out huge areas of farmland, and tornadoes that reduced buildings to matchwood, leaving hundreds homeless.

Bundaberg RSL General Manager Col Rankin, who's witnessed many horrific incidents during a career as a volunteer rural fire fighter, was emotional in his description of the storm's impact.

"I've never seen anything as bad as this in all my life ... never," Col said. "People were warned not to leave their homes because there were tornadoes in the areas. There was panic buying of petrol and food; there was no milk, no bread. Residents had to be lifted to safety by helicopter. A house was picked up, carried half a mile and dumped in the middle of the main road to Gympie."

His 'Bundy RSL' that overlooks the river, came in for its share of battering. Resplendent after a \$4 million upgrade only six months ago there was no structural damage, but loss to equipment was extensive as three metres of flood

water swept through the lower part of the club building.

"Apart from stock, we lost a forklift, washing machines, dryers, two ice machines," Col added. "A 500KVA generator we bought in 2005 for \$114,000 has to go away to be fixed." He was thankful that the 130 gaming machines escaped damage.

"We had anticipated the rising waters by noon on Sunday so we closed the club and turned off all the power," he recalled. "We cleared the food we had in our freezer and cool room and took it to the civic centre in Bundaberg for the people who were evacuated.

"The flood peaked on the Wednesday. By Thursday it had dropped by a metre. As it fell, staff and volunteers moved in to clean out the cellars. There was 45cm of mud in the car park that had to be cleared with a bobcat. Power was down, but we opened up on the Saturday with a hired generator. It cost \$8,000 just to get the electrical system certified," Col said.

Before all this happened, Col Rankin had booked a trip to Les Vegas for next September. "I'm looking forward to seeing how they do it over there," he said.

While the city's two other major clubs - Brothers and Across the Waves - escaped serious damage, the small Easts Sports Club was inundated. It will be looking for help from its bigger compatriots in the weeks ahead.

Toowoomba, the city that suffered deadly flooding in 2011 with four lives lost, was spared Oswald's full fury as it continued south. The City Golf Club's General Manager Peter Constance and his staff breathed a sigh of relief when it passed, leaving only a few damaged trees - a far cry from the previous occasion when the greens and fairways were devastated.

In the Lockyer Valley below, however, the town of Laidley got a battering from which it may never recover, with flooding far worse than in 2011.

The nearby Gatton RSL Club, which is on flood-proof ground, launched a special appeal for residents who lost their homes.

"The club and the sub-branch combined to bring the appeal up to several thousand in the first couple of weeks," General Manager and Darling Downs CMAA Zone President Les Nash said. "There are some shocking stories about the number of houses that were destroyed. And a lot of businesses said they're not reopening, they're not coming back."

Ipswich and Brisbane braced themselves for the onslaught, but neither the Bremer nor the Brisbane rivers reached expected levels. There were six deaths attributed to the weather, however, including a mother and small child hit by a falling tree. Power disruptions from the wild winds that brought down trees on power lines were a major concern.

Brisbane CMAA Zone President John Limbrick congratulated club leaders who had the foresight to prepare for the worst.

East's Leagues Club General Manager Sharna McLean was one who closed the doors on Monday - the public holiday - fearing patrons might be trapped by floodwaters, as happened in the freak Brisbane floods of January 22, 2000, when they had to be ferried to safety by small craft.

"It was a very responsible decision on her part," John said. ■

No surf clubs spared in wake of devastation

TROPICAL CYCLONE Oswald's continuing southward path singled out Gold Coast surf clubs for a very unwelcome visit, with rain driven by 100km/h-plus winds. Tugun Surf Club General Manager Damon Gerebtzoff had a baptism by deluge. He'd been at the helm of the club only a fortnight when the storm struck on the Sunday night of the Australia Day weekend.

"It was a shock," said Damon, the former Operations Manager at the Southport RSL Club. "I wasn't prepared for this. Damage to poker machines was more than \$820,000. We were left with only 12 out of our 37. Everything that's electrical got damaged. All of our TVs went; our computer went; all of our power boards had to be replaced; the air-conditioning units failed; our refrigeration units had to be repaired," he lamented.

For the North Burleigh Surf Club it was its second hit by nature in a matter of weeks. General Manager Matt Dagg estimates damage at more than \$250,000. "We had an electrical storm five weeks before that and it caused \$32,000 damage," Matt said. "The biggest problem this time was water. It got in everywhere ... into the circuit boards. That shorted out a lot of equipment, from poker machines to computers, audio visuals, televisions. You name it ... we lost it. I've been here six-and-a-half years and I haven't



■ North Burleigh Surf Club ... second blast from nature.

seen weather like this. We really copped it."

No surf club on the Gold Coast escaped without at least some damage in relative terms. Southport Surf Club General Manager Steve Condren is counting his blessings. "Considering the ferocity of the wind and the rain, we were lucky compared with some other clubs," Steve recalled. "I feared the worst, but we only lost five TVs and had some roof damage."

The consensus among surf club bosses is that it's the lifesavers who'll be the losers at the end of the day, with less money to go around for their cause as clubs count the cost of recovery. — HENRI LACH ■

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Day	Date	Meeting	Venue	Zone
MARCH				
Tuesday	05/03/2013	10:00	Caloundra RSL Club	Sunshine Coast Zone AGM, Workshop & Lunch
Tuesday-Wednesday	05-06/03/2013	09:00	Armidale Ex Services Club	North West State Zone Meeting & Dinner
Tuesday-Wednesday	05-06/03/2013	18:00 & 09:30	Narooma Ex-Services Club	Far South Coast Zone Meeting & Dinner
Wednesday	06/03/2013	10:00	TBA	Wide Bay Zone Meeting
Thursday-Sunday	07-10/03/2013		Melbourne	Profitable Hospitality Food & Wine Tour
Monday	11/03/2013		LABOUR DAY PUBLIC HOLIDAY - VICTORIA	
Monday	11/03/2013	09:00	Darling Harbour, Sydney	CMAA Federal Executive Meeting
Tuesday	12/03/2013	09:00	Sydney Convention & Exhibition Centre	CMAA Annual Conference & Trade Expo
Wednesday	13/03/2013	09:00	Sydney Convention & Exhibition Centre	CMAA Annual Conference & Trade Expo
Tuesday	19/03/2013	07:00	Bankstown Sports Club	Inner West Zone Meeting & Breakfast
Tuesday	19/03/2013	11:00	Paddington RSL Club	City & Eastern Suburbs Zone AGM & Lunch
Wednesday	20/03/2013		The Juniors - Kingsford	2012 Australian Club Entertainment (ACE) Awards
Wednesday	20/03/2013	11:00	Sporties Tuncurry	Great Lakes Zone Meeting & Lunch
Wednesday	20/03/2013	11:00	Logan Diggers Club	Brisbane Zone AGM, Workshop & Lunch
Thursday	21/03/2013	11:30	Penrith Panthers	Nepean Zone AGM & Lunch
Friday	22/02/2013	12:00	Wollongong RSL Club	Illawarra Shoalhaven Zone Lunch
Tuesday	26/03/2013	11:00	Club Menai	St George Cronulla-Sutherland Zone Meeting & Lunch
Thursday	28/03/2013	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
Friday	29/03/2013		EASTER - GOOD FRIDAY - PUBLIC HOLIDAY	
Saturday	30/03/2013		EASTER SATURDAY	
Sunday	31/03/2013		EASTER SUNDAY	
APRIL				
Monday	01/04/2013		EASTER MONDAY - PUBLIC HOLIDAY	
Friday	05/04/2013	08:00	TBA	Manly Northern Suburbs Zone Golf Day
Tuesday	08/04/2013	11:00	Bribie Island Sports Club	Sunshine Coast Zone Charity Bowls Day
Tuesday-Thursday	16-18/04/2013		Brisbane Convention & Exhibition Centre	Leagues Clubs Australia Gaming & Management Conference
Tuesday	23/04/2013	09:30	Randwick Labor Club	CMAA Federal Executive Meeting
Thursday	25/04/2013		ANZAC DAY - PUBLIC HOLIDAY	
MAY				
Monday	06/05/2013		LABOUR DAY - PUBLIC HOLIDAY - QUEENSLAND	
Tuesday	07/05/2013	11:00	Evans Head Bowling Club	Far North Coast Zone Bowls Day
Tuesday-Wednesday	07-08/05/2013	09:00	Glen Innes & District Services Club	North West State Zone Meeting & Dinner
Monday-Tuesday	06-07/05/2013		Twin Towns Services Club, Tweed Heads	RSL & Services Clubs Association 2013 National Conference
Monday-Wednesday	06-08/05/2013		Venetian Hotel + Macau Golf & Country Club	Asian Club Managers' Conference - Macau
Thursday-Friday	09-10/05/2013		Hong Kong	HOFEX 2013
Thursday	09/05/2013	11:00	Carlton Brewery, Abbotsford	Victoria Zone Meeting, Workshop & Lunch
Wednesday	15/05/2013	07:00	Gosford RSL Club	Central Coast Meeting & Breakfast
Thursday	16/05/2013	08:00	Woolgoolga Golf Club	Mid North Coast Zone Golf Day
Saturday-Tuesday	18-21/05/2013		McCormick Place, Chicago	National Restaurant Association (NRA) Show
Tuesday-Thursday	21-23/05/2013		The Venetian, Macau	Global Gaming Expo Asia - G2E Asia - 2013
Thursday	23/05/2013	10.30	TBA	ACT Zone Meeting, Workshop & Lunch
Wednesday	29/05/2013	10:00	Cessnock Supporters Club	Hunter Zone AGM & Lunch
Thursday	30/05/2013	09:30	Kedron Wavell Services Club	CMAA Federal Executive Meeting
Friday	31/05/2013	12:00	Woonona Bulli RSL Club	Illawarra Shoalhaven Zone Lunch

Queensland Government reviews liquor licensing rules

THE QUEENSLAND Government is looking to scrap hotel and gambling bans on Good Friday, Anzac Day and Christmas Day, as part of a major review of the state's liquor licensing rules.

Other options include earlier opening hours for bottle shops, bigger bets on poker machines, and a review of so-called 'drink-safe' precincts, as well as and the 3am venue lockout. Attorney-General Jarrod Bleijie says Queenslanders have a month to comment on the changes, which are aimed at reducing red tape. He says there is also likely to be changes to remove liquor licensing rules for school functions and community groups.

"We're dealing with little sporting clubs here as well and they're the ones that have been pushing this drive to have these in these discussion papers," he said. "It's only fair the Government listens to them and at least let the community have a bigger say."

Drug Arm spokesman Dennis Young says he is concerned about changes to glass bans at trouble-prone pubs and the sale

of alcohol on Good Friday and Christmas Day. "We would definitely be putting in a submission and we would certainly be encouraging our members to do the same as well because it is an area of great concern for our organisation," he said. "I think it would be a concern to most of the organisations that deal with clients that have experienced harm in these very areas."

Clubs Queensland expects it will take years before changes are made affecting the state's liquor and gambling laws. CEO Doug Flockart was on the expert panel that formulated the paper and says the changes would be good for business and tourism. "We're certainly keen to reducing inflexible regulation and removing unnecessary costs for clubs and better supporting the industry to contribute to a vibrant and entertainment tourism industry," he said. "I think that's the crux to it."

RSL spokesman Chris McHugh says the current regulations work and should not be changed. "I think most people are fairly happy with the laws right now," he said. "There would be an enormous public outcry if there was a full opening on Anzac Day as it stands now. Christmas Day, Good Friday and Anzac Day - it's three days - it's 1% of the year when they can't open." ■



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► **KERRY BOYD-SKINNER** is a journalist and respected wine writer with more than 40 years experience in newspapers. His wine column will appear regularly from 2013.



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The **CMAA** – with **Robert Oatley Vineyards** and **CCM Travel** - offers CMAA 2013 Hospitality Expo exhibitors the chance to experience the world-class luxury of **Hamilton Island**.

All companies at the **CMAA 2013 Expo** go into the draw for the **Expo Exhibitor VIP Bonus Package** – drawn at the **CMAA Expo Cocktail Party** on **March 12**.

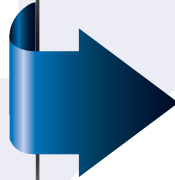
- The **Expo Exhibitor VIP Bonus Package** includes ...
- 5 nights accommodation for Two (2) adults in a Coral Sea View room
 - Dinner at Romanos Restaurant valued at \$150
 - Daily buffet breakfast for two (2) adults
 - A round of golf for two (2) adults on Dent Island
 - Use of catamarans, paddle skis,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

The Club Industry's Premier Hospitality Expo

Voltage Power Optimisation (VPO)



exactenergy
AUSTRALIA PTY LTD



 **power
Perfector**
energy saving like no other

Exact Energy Australia now trading
as **powerPerfector** Australia

What does the Brand Change mean...

- The same technology, product and service, just a different name.
- We now have access to more industry intelligence.
- Our alignment increases our wholesale purchasing strength, reducing prices.
- Increases our government influence to negotiate potential industry rebates.
- We have greater control of the production process, increasing our efficiency.

Reduce your Club's Energy Costs...

Don't sit around and waste another
year thinking about what you can do to
reduce your club's energy costs.
Join the following clubs and do
something about it.

Join the growing list of clubs who are continuing to save on **Energy Costs**



What these clubs say about us...

Surfers Paradise RSL - 1st August 2011

"From the first month of installation we noticed an instant reduction in our electricity costs. Not only have we saved money on electricity costs, we have saved on our lighting maintenance costs."

Maroubra Seals Sports & Community Club Ltd - 15th August 2012

"From our experience and the results the decision to install a Voltage Power Optimiser has been a success and we have no hesitation in recommending their service."

Ipswich RSL Service Club Inc. - 29th August 2011

"I strongly recommend an Exact Energy Voltage Power Optimiser if you are looking at reducing your electricity costs."

Club Sapphire Merimbula - 7th March 2012

"Club Sapphire Merimbula has undertaken a range of initiatives aimed at reducing our energy consumption. Included amongst a range of initiatives undertaken to achieve this goal was the installation of a Voltage Power Optimiser (VPO)"

To find out how much your club can save with **powerPerfector** technology

Call **1300 864 824**

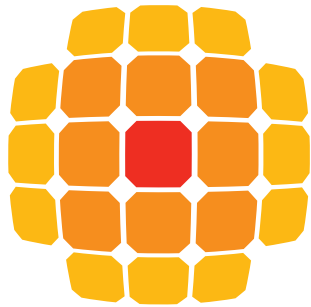
or visit our website **www.powerperfector.com.au**

powerPerfector - Energy saving like no other

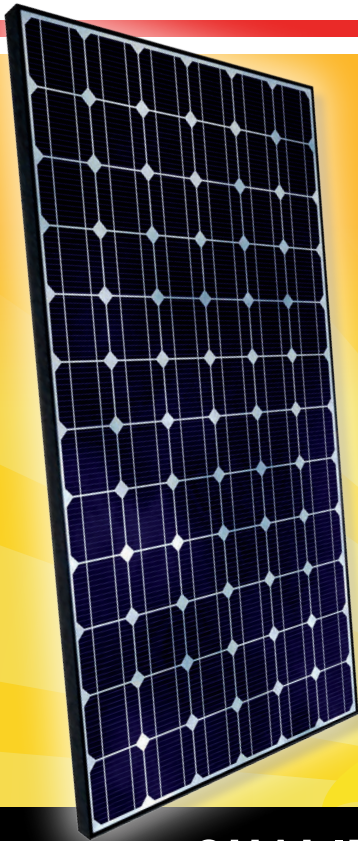
Associate Members



Solar still provides the best opportunity to reduce energy costs!



solarpv
Commercial



Many clubs are struggling with ever increasing electricity bills every year

Cut your energy costs forever by creating your own electricity via Solar Power.

Get a system installed by the leading installer of solar systems in the clubs industry – ask our happy solar clubs for references!

**Financial benefits of over
\$250 000 over 10 years!**

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INDUSTRY LEADING WARRANTIES FOR YOUR PROTECTION**



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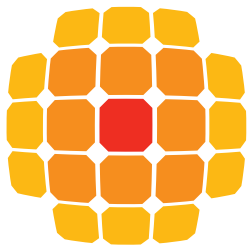


solarpv
Commercial

*Your way to stop increasing
electricity bills hitting your club!*

*Thought about solar
but couldn't justify the up-front cost?*

*Would you rather keep paying power bills
or retain this money in a club asset?*



solarpv
Commercial

We can solve these issues and its easy, we have a lease pre-approved for your club to go solar. The lease to buy system has zero \$ up-front cost and we complete the install and connect to the grid. Then you start using your own energy from the sun.

We have a unique stepped lease that matches the lease payments to the energy savings so the clubs saves money from the start of the lease helping the clubs cashflow!

*A lot of clubs are going solar with SolarPV.
Call us to find out why it makes sense for you!*

EASY SOLARPV PROCESS



For more information please call the phone number below or visit our website.



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Call: 1300 25 35 45
www.solarpv.net.au



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CORPORATE PARTNER

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CMAA
Hospitality Show **2013**

TUESDAY 13 MARCH - WEDNESDAY 14 MARCH

For more information contact your NSW Account Executive on (02) 9773 0299

