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A portrait of a middle-aged man with short, light brown hair, wearing glasses, a white shirt, and a striped tie. He is smiling slightly. The background is dark with some out-of-focus lights.

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did it
his way**

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Editor: Peter Sharp 0412 381 733

Contributors:

Henri Lach, Katie Cincotta.

Design:

Susan Formica – Creative Flare
Phone: (02) 9576 5940

Advertising: Judy Rayner

Advertising Bookings:

(02) 9332 2363 & 9360 6177

Fax (02) 9361 5142

rayner@bigpond.net.au

Printing:

Daily Press Group

Phone: (02) 9316 9366

Correspondence:

The Editor, c/-
Club Managers' Association Australia
Level 2, 1 Showground Road
Sydney Olympic Park NSW 2127
Locked Bag 4317
Sydney Olympic Park NSW 2127
Phone (02) 9746 4199
Fax (02) 9746 5199

Please address all business correspondence to the Federal Secretary

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Registered Office

Level 2, 1 Showground Road
Sydney Olympic Park NSW 2127
Phone (02) 9746 4199
Fax (02) 9746 5199
Locked Bag 4317
Sydney Olympic Park NSW 2127
Email - cmia@cmia.asn.au

Office Hours

Monday to Friday 9am to 5pm
Seven-day telephone answering service.

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EVERY THREE years, the CMAA Federal Executive and Federal Council members sit down for a major strategic planning session to assess the professional and business environment and direction for the 2,500 members managing clubs in NSW, Queensland, Victoria and the ACT. A key topic will be membership. In 2012, the CMAA took an in-depth look at its membership database and, perhaps, the most powerful piece of analysis was that more than 400 CMAA members will achieve retirement age in the next five years. The CMAA has implemented the 'Member Get Member' program to address this important challenge ...



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THE ANNUAL CMAA Queensland Bursaries clocked up some impressive frequent flyer points at the presentation lunch at Kedron Wavell Services Club on June 6. The 23 bursaries went to CMAA Members from Zones covering Brisbane, Gold Coast, Sunshine Coast, Ipswich/Darling Downs and Cairns. More than 220 guests, including CMAA Members, representatives from CMDA Career Development and National Bursary sponsor companies, Queensland and Zone sponsor company representatives, sat down to the impressive lunch ...

Notice to Members

Pursuant to Clause 126(1)(b) of the *Fair Work (Registered Organisations) Regulation 2009*, the Club Managers Association Australia (**Association**) gives notice that it has lodged with the Fair Work Commission a Notice setting out particulars of the alterations to the registered rules of the Association dated 20/12/2006 (**Rules**) which were approved by the Federal Council of the Association on 15 May, 2013 by passing the following resolutions:

1. That pursuant to Rule 23.2 of the registered rules (dated 20/12/2006) of the Club Managers Association Australia (**Association**) the Federal Council of the Association exercises its powers to repeal, alter and add to the provision of Rules 7, 28 and 35 of the Rules of the Association as set out in

the version of the Rules presented to the meeting of the Federal Council and displayed on the Association's website at: www.cmaa.asn.au

2. That pursuant to Rule 23.2 of the registered rules (dated 20/12/2006) of the Club Managers Association Australia (**Association**) the Federal Council of the Association exercises its powers to repeal, alter and add to the provisions of the remaining Rules of the Association (excluding Rules 7, 28 and 35) as set out in the version of the Rules presented to the meeting of the Federal Council and displayed on the Association's website at: www.cmaa.asn.au

A copy of the Notice lodged with Fair Work Commission is displayed on the Association's website at www.cmaa.asn.au



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WITH THE sad passing of Jim Henry, it is appropriate to reflect on his contribution to the Club Managers' Association Australia. Jim became CMAA President on the back of a pledge to current and future members.

This pledge is as relevant today as it was in March 1992, and successive Executives have been driven by the ongoing commitment to improving the educational and professional development of club managers. There are many highlights to Jim's Presidency. The central issues that grew the Association and maintained the Pledge was the fight against compulsory amalgamation of unions and, the establishment of the Career Development Centre - CMDA. When Jim passed on the President's role, there were no lectures or mentoring on the direction of the CMAA. During our last conversation, he reflected on the advice that he had received on being elected and passed this on, always maintaining what makes the CMAA what it is. Jim's Pledge has been honoured. The current standing of the Association and the professionalism of the membership is Jim's legacy.

- **BILL CLEGG, ACCM -**
CMAA Federal President & Life Member



JIM HENRY had a proud Scottish way about him ... never say die and never a backward step. Jim was a man born to lead and I was proud to be on his team. Jim took the CMAA in a new direction with a decisive plan

based on the trade union ethic and education for all club managers. He gathered a strong team around him and we were able to bring about a resurgence in the membership and the strength of the CMAA. Jim had definitive ideas and strong ideals for the Association ... he stood by those ideals and stood on a few toes along the way. He was honest and forthright in his dealings with everyone and each person knew where they stood. Two triumphs closest to Jim's heart were establishing the Ted Noffs Foundation as the CMAA's preferred charity and regaining the publishing rights of the *CMA Magazine*. I don't think he fancied himself as a Rupert Murdoch or Randolph Hearst, but getting the magazine back under our control was a passion in the early days of his presidency.

- **BARRY STEVENSON -**
CMAA Life Member



JIM HENRY was a larger-than-life character who served the CMAA and the wider Club Industry over a long time. Jim was a mentor to many of today's club managers and administrators. He was a strong advocate for the

industry, standing shoulder-to-shoulder with those fighting injustice such as the Carr-Egan club-killer tax regime, introduced without warning in 2003. With his trademark toothy grin, Jim had a wonderful sense of humour and will be missed. I extend condolences from all at ClubsNSW and ClubsAustralia to his family and many friends.

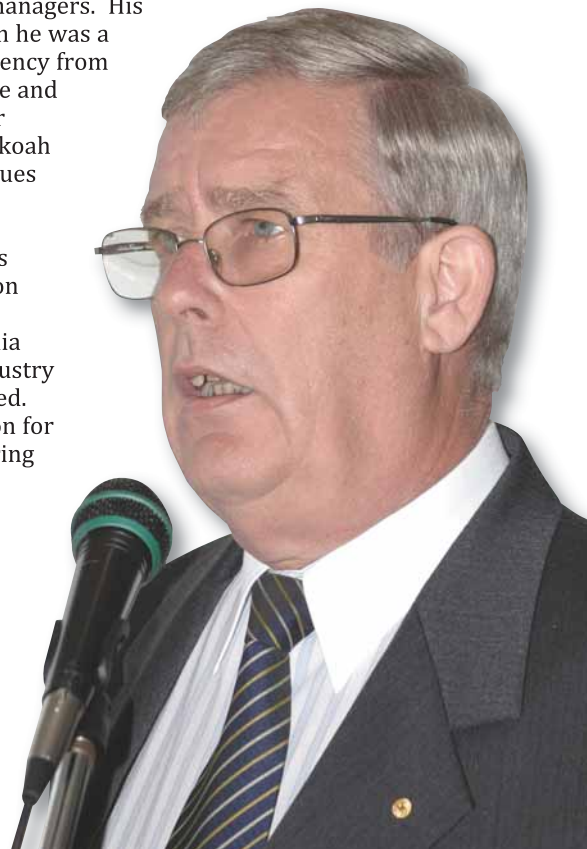
- **PETER NEWELL, OAM, President of**
ClubsAustralia, Chairman of ClubsNSW

Industry remembers true visionary

THE CLUB Industry is honouring the life of former CMAA Federal President and Life Member Jim Henry, CCM, OAM. Mr Henry, who was 68, died in the Calvary Health facility at Caringbah just before 8am on Sunday, June 23. Tributes poured in for a man who changed the course of the Club Managers' Association Australia and the Club Industry with his vision for stronger industrial representation, a political voice and comprehensive nationally accredited education opportunities for all club managers. His CMAA involvement goes back to when he was a Federal Councillor, then to the Presidency from 1992 to 2006. Mr Henry's remarkable and impressive career spanned two major executive jobs in 36 years - at the Hakoah Club at Bondi and North Sydney Leagues Club, which underlined his loyalty, commitment and dedication to those clubs and the industry. Mr Henry was recognised for his work and dedication to the Club Industry with CMAA Life Membership and the Order of Australia Medal for his services to the Club Industry and to the many charities he supported. The CMAA raised more than \$4 million for the Ted Noffs Foundation, mostly during Mr Henry's time as President. Mr Henry is survived by his wife Carole, their sons Paul and Gerard, daughter Nicole and their families. *CMA Magazine* proudly presents this four-page tribute to Jim Henry, his life and his work. Some articles are from the special feature following Mr Henry's retirement in 2006. ■

- **PETER SHARP, Editor**

■ **PICTURE:** Jim Henry, CCM, OAM



Payback for a wonderful life

FOR JIM Henry, there was a simple motivation for making such a major commitment to the CMAA and the Club Industry. That was payback. Jim's sense of giving something back to Australia and the Club Industry for his life of opportunity was the reason for first becoming involved, then taking on the leadership of the Association. "There comes a time in everybody's life when it's 'payback time' - to say thanks for what you have. In my case, it's payback to Australia for the wonderful life I have enjoyed and payback to the CMAA for the enjoyment of working in this great industry," Jim said. "I arrived to this wonderful country at 20 years and five months to perfect weather, any number of job opportunities and the chance to travel all over Australia. When things were good in my life, it was time to consider how I could say thank you and give something back for the opportunity I was given. You can't just keep taking because that's what stuffs up a country or organisation. Trust me ... it's absolutely important to

give back. In my case, it was to give back - with the help and hard work of some wonderful people - through education and training of club managers and dealing with issues that we thought were wrong." A consequence of Jim's deep involvement with the CMAA was that it made him a better manager. "First of all, to do the job makes you a better manager," he said. "It's about learning and developing time management with club work and CMAA work. It makes you a better manager because you are at the coalface of decision-making and you must have an absolutely genuine concern about the wellbeing of your fellow managers ... without that, you're a fraud." Jim said the fundamental reason for taking the CMAA in an education direction was to elevate management to a level where they weren't seen as "jumped-up" barmen or waiters and offer education and professional credibility to good, hard-working people in the Club Industry. ■

The right man in the right place at the right time

JIM HENRY witnessed spectacular change during more than 36 years in his rise to the top of the Club Industry, but always maintained that education standards for club executives were the single most important aspect of that evolution.

"The raising of the educational sophistication of management has been paramount for me and the CMAA," Jim said on his retirement as CMAA Federal President in 2006. "Nothing can be achieved in the modern business environment unless the management is appropriately educated – and I could see this a long time ago.

"In the early days, a club's succession plan was based on long service and relationship with the board, but not on education or professional skills. This wasn't confined to clubs and was true for many aspects of management right across the workforce. It was a time when clubs were run by the Secretary-Manager with the Assistant Manager and Bar Manager on the same level.

"There was no Poker Machine Manager, which was something that came around in the late '60s. It was very early days and people didn't understand the importance of gaming as a revenue stream ... everything was based on the number of kegs turned over and not on poker machine revenue.

"Today, that career path is appropriately based on education, qualification and performance. But it can't stop here with what we have achieved now ... the education process, which was the catalyst for my becoming involved in the CMAA – and my particular focus on the education support and initiatives of the CMDA – has to go much further."

It took someone who acknowledged the importance of education, qualifications and professionalism to form the executive team that Jim gathered to take control of the CMAA in 1993. "We had wonderful people who took professional responsibility for several portfolios within the executive and we all had a focus on professional standards through educational qualifications," Jim said. "We each – and collectively – understood and committed to raising the professional standards of club management. And this was not just about me as Federal President. It was about each member of the Federal Executive taking responsibility for making education and professionalism a priority for every CMAA member.

"Terry Condon's contribution to this aspect of the development of the CMAA into a nationally-recognised body also has been superb by keeping the Zones fully informed and making the CMAA accessible to the membership."

Jim was the right man in the right place at the right time for the challenge of finding corporate support for the CMAA's ambition for a comprehensive and relevant education program.

Jim says that because men such as Hans Sarlemyn, Barry Stevenson and Greg Pickering set such a high level of ambition and success for the CMAA, that their successors also have had to step up to that level of expectation in accepting executive positions. "These men and this group created their own standards and the membership now expects this quality of leadership, planning and delivery of quality service," Jim added. "Apart from the professional outcomes that the CMAA's education and training programs have delivered over the years, I have got so much personal satisfaction out of seeing talented and properly educated professional club managers proudly take their place in the business world – and that's a wonderful thing for those managers and the Club Industry." ■

I'M SERVING my seventh term as CMAA Federal Secretary and Jim Henry inspired my decision to stand for the CMAA Federal Executive.

Although he was not a hard-line union man, he was passionate about appropriate industrial protection for managers at a time when club management was not the professional environment it is today. Jim believed in a fair go for everyone and that's why he fought so hard for club managers not to be the victims in employment disputes. He inspired a good people to take that extra step and make a significant contribution to making club management a profession where managers could go as far as their ambitions would take them. Jim, always, was a man prepared to fight for what he believed in and the right man to lead the CMAA at a critical time in its history.

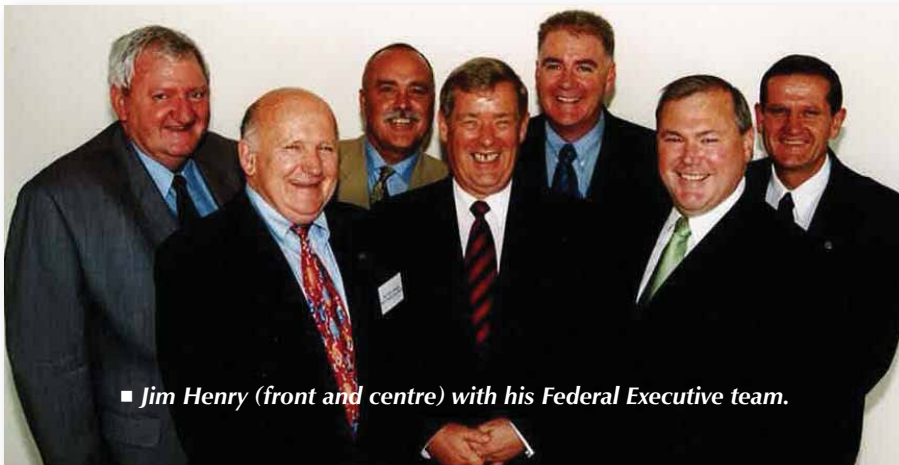
- **ALLAN PETER, ACCM,**
CMAA Federal Secretary & Life Member



I WAS very sad to hear of Jim Henry's passing on June 23 following his long battle with illness. My deepest sympathies go to Jim's wife Carole, their sons Paul and Gerard, daughter Nicole and their families. Jim's involvement with the CMAA

goes back to when he was a Federal Councillor, then on to being President from 1992 to 2006. I first served with Jim as Vice President in 1992, then as Executive Officer from 1997 until Jim's retirement in 2006. Jim certainly served the CMAA and its members with distinction and was honoured with an Order of Australia Medal in 2002. His passion for the Ted Noffs Charity auction saw more than \$4 million raised for this worthwhile charity. Jim was passionate about his beloved North Sydney Bears and many an enjoyable Sunday afternoon was spent at North Sydney Oval with good mates Paul Mullins and George Cragen. The post-game analysis at North Sydney Bowling Club, where, after a few schooners, we usually agreed that it was the referee's fault that the Bears were on the wrong end of the scoreline. I was always in awe of Jim's negotiation skills when we were gathering sponsorship for the Club Management Development Australia to allow club managers to obtain reasonably priced education to further their careers. Any CMAA member, who has benefitted from CMDA education or a Bursary, owes Jim a vote of thanks. Jim's negotiation skills always came to the fore when the Club Industry faced threats of increased taxation and his role behind the scene cannot be under-valued. Jim was responsible for organising the original education tours to the US so that Australian club managers were exposed to what was happening on an international gaming scale so they could take the vital decisions to grow their businesses. Jim always paid his own way on these trips, even though he was seen to be representing the CMAA as President. Jim's outward persona always showed a man of great strength and character, but deep down he was a sharing, caring person, with a heart of gold. My life is enriched for knowing Jim Henry, CCM, OAM. Rest in peace, my friend.

- **TERRY CONDON, CCM,**
CMAA Life Member



■ **Jim Henry (front and centre) with his Federal Executive team.**



JIM HENRY will long be remembered for his vision and leadership. Jim led the CMAA into the 21st Century showing great respect to its origins and to the many CMAA 'champions' who had blazed the trail before him.

Jim recognised the need to formalise club manager education and, under his leadership, the focus of the CMAA diversified into education. Many of Jim's ideas are still integral parts of the CMAA today. In a commitment that spanned 14 years as President, Jim gave unselfishly of his time and energy to ensure club managers had access to the best possible services and facilities. Not many realise it was under Jim's stewardship that the CMAA managed to avoid being swallowed up by a larger union back in the early 1990s. Almost single-handedly, Jim managed to secure the finances that saw this fledgling education arm gather momentum. All the while, Jim was careful to ensure the Association's core services were never compromised and it is that 'industrial insurance policy' that we have all come to expect as part of our membership. Jim always managed to communicate a strategy that was in the best interests of the Association and the members. We owe the success of the CMAA in recent times to his vision. It's an honour to have worked with Jim during that time.

- **GREG PICKERING, ACCM - Mounties Group CEO & CMAA Life Member**



JIM'S CONTRIBUTION to the Club Industry and the CMAA is absolutely huge. You don't sit at the top of an organisation like the CMAA for so long without having substantial influence and bearing on where the CMAA

is today. I have so many fond memories ... where do I start? I will always remember Jim as a lovable, generous and caring lark. If I had a dollar for all the laughs we've shared, I'd be a very rich man, but I'm incalculably richer for his friendship. But Jim was also an astute and passionate professional, as was proven by his solid commitments to our industry and many other benevolent causes. When Jim became Federal President, he led a new administration that injected new vigour and vitality into the CMAA at an important time. It was Jim who encouraged me to stand for the position of CMAA Federal Secretary which proved to be the binding of our life-long friendship. Rest in peace, mate. I'm truly a richer person for having known you.

- **'The Dutchman', Hans Sarlemyn, CCM, CMAA Life Member**



JIM HENRY was truly a CMAA man. Jim was a man who dedicated his efforts and passion, not only to his family and his job, but importantly to the Association and the natural justice for all club managers that underpins the

essence and values of what the Association was created upon and what it stands for now and into the future. He will be sorely missed.

- **RALPH KOBER, CMAA Executive Officer**

Jim made the most of the ultimate hand

FATE, AT some time, plays a hand in the life of every person.

Jim Henry reckoned fate dealt him the ultimate hand when he boarded a ship for Australia as a wide-eyed 20-year-old in 1965 – and he never looked back.

He might have returned a few times to his homeland of Scotland, but Jim knew he had found the land of his dreams – and his home – when he excitedly stepped ashore in Fremantle 42 years ago.

Jim was born in a village "nine miles outside Glasgow, on the way to Edinburgh", in 1944.

He was something of a forerunner of early backpackers, leaving home at 20 to discover "this remarkable place" on the other side of the world.

"Originally, I planned to go back home at some stage, but couldn't think about not spending the rest of my life in this spectacular land of opportunity."

Despite settling happily in and around the Sydney metropolitan area, Jim's had several return visits to Scotland. But Australia always felt like home.

"The best part of all those trips was getting off the plane at Sydney Airport and the wonderful feeling that I was home again," he said.

Jim's work experience in Scotland before hitting the road was in general business administration.

"It was obviously a big decision for a young man to set off to discover the world, but I knew I could always go back," he said. "But that thought virtually never crossed my mind once I stepped off the boat in Fremantle."

The three-month sea voyage to Australia was via Cairo "and a few other places" before Jim hit Fremantle and life, as he said, "has gone from excellent to superb".

Jim considered Canada, Rhodesia, South Africa or New Zealand, but opted for Australia and, having looked around Fremantle and Perth, headed to Adelaide, then Melbourne and finally Sydney.

"I have always considered myself extremely fortunate and have the same starry-eyed fascination and appreciation of this wonderful country that captured my imagination as a lad



in 1965," he said. "My enthusiasm for Australia has never abated."

Arriving in Sydney, like so many other young international visitors, Jim set down his suitcase in Bondi, feeling like he had just arrived in New Zealand.

"There were a lot of Kiwis living in the Bondi area in those days," Jim said. "It was a wonderful part of Sydney, especially for a lad from outside Glasgow ... perfect beach, great pubs and spectacular country to explore. I was in heaven."

Jim started in the rag trade at Rossun Place, which was the wholesalers' hub for anything and everything in the trade.

After working there a few months, he was restless and, because there was always plenty of work around, moved around in jobs, tried a few things and enjoyed every opportunity and experience.

"When I left, there was a lot of unemployment across Scotland, but here there was a work for everyone and almost any job you wanted to try," he said. "I moved with the lads to

Originally, I planned to go back home at some stage, but couldn't think about not spending the rest of my life in this spectacular land of opportunity.

Carole caught bachelor Jim's eye

A CHARMING Clovelly girl caught the eye of the eligible bachelor, Jim Henry. After courting for a while Carole McCarthy, who worked in the administration section of a construction company, accepted Jim's proposal and they married in 1969.

Sylvania, in Sydney's Sutherland Shire, has been the family home to their three children – Paul, Nicole and Gerard.

Life was very busy for a full-time father, husband and club senior executive: "It was all-consuming for me. We were a busy family and Carole did a wonderful job raising our children and making a family," Jim said.

In the early days, before he was married, Jim enjoyed a round of golf, but a growing family and steadily increasing work responsibility took him away from golf until the boys found his clubs and he was back on the course with his sons. "I am, without doubt, 'the prince of hackers'," Jim once said. "So, I don't get carried away, emotional or excited about my golf because I know if I play a good shot, that there a few bad ones coming right up."

Jim's love of Australia's great outdoors

translated to a love of fishing and being on the water, so there was always a powerboat in the garage. "When the kids were young, I'd go fishing in the morning, come home and pick up the papers, then we'd spend the afternoon on Botany Bay with the kids swimming and having fun while I read the papers ... it was wonderful," Jim said. "People thought I must have had money to be able to afford the boat, but it was a very healthy life and only a few bucks worth of juice for millions of dollars in fun and entertainment for us as a family." ■



■ Jim and Carole.

- Coogee, which in those days was slightly more conservative with football clubs, the beach and great pubs."

After quite a few years in Coogee, some of Jim's mates returned home to Scotland, others married or just moved on to other locations and adventures.

Having become partial to a schooner of Reesch's and the odd drop of good scotch, Jim considered giving the Club Industry a try from the other side.

He and a mate took jobs as casual waiters and barmen and loved the camaraderie, atmosphere – the pay and tips – and fun of the exciting and flourishing industry.

It was a time when there was not a lot of administration experience in hotels and clubs and Jim recognised the opportunity to be part of this exciting business.

It was in a period where the industry had to – and was about to – become more professional, but that took quite a few years.

Jim's first taste of the business was at Bondi's Royal Hotel. He stayed three months before an opportunity at Marrickville RSL Club called, and he worked there during the changeover to the new premises in the late 1960s.

"The clubs were exciting places in those days with great shows, table service and more waiters than you see at a banquet these days ... that was my introduction to the industry," Jim recalled.

It was a wonderful avenue for an ambitious young man with a vision for a career in the Club Industry and soon he was back in Bondi with a job at the new Hakoah Club.

"It was 1970-71, it was actually the Hakoah Soccer Club, and I was there 16 wonderful and remarkable years, starting as the daytime manager running the club," he said. "It was a fantastic place and a fantastic learning experience and opportunity. There was so much to learn – not just about the industry – but from the amazing melting pot of people and personalities who made up the membership of that wonderful club. It was a remarkable learning experience and would not have missed it for the world."

Jim had worked his way into the manager's role when a tragedy rocked his world – literally.

In a loss of innocence for many, including the city and the nation for that matter, the PLO bombed the Hakoah Club in 1985. "I never saw anything political that would have motivated such

JIM WILL be arm-in-arm with Frank Sinatra singing the full version of 'My Way'. If he did nothing else, Jim certainly did things his way. I met Jim in 1987 working at Hakoah Club and he sent me to George Elliot at the CMAA Offices in Sussex Street to apply for the job selling the ads for *CMA Magazine*. Jim was a man who believed in people and their ability to do better by working hard. Jim changed my life ... Jim and Len Ainsworth helped me to have a better life through their generosity of spirit. Every day of my life, I say thank you to Jim for his belief. Jim was my mentor and he helped make my life better. He made me and my children feel like we were a part of his beautiful family. Thank you, Jim for everything you did to help me ... you are a special person in my life.

- JUDY RAYNER,
CMAA Hall of Fame Member



I have always considered myself extremely fortunate and have the same starry-eyed fascination and appreciation of this wonderful country that captured my imagination as a lad in 1965 ... my enthusiasm for Australia has never abated.

a consequence, but nothing associated with that terrible incident made sense," Jim said.

There was, of course, the rebuilding process that brought with it heightened security, which changed overnight – and forever – the atmosphere and charm of this special club in the Eastern Suburbs.

Jim had established his reputation in club administration and the events at the Hakoah Club also changed things in his life.

So, the time was right for change and a move to North Sydney Leagues Club.

He went there as the General Manager and, over the next 20 years, became the Chief Executive Officer and retired in 2005 to be replaced by one of his great friends and greatest supporters, Hans Sarlemyn, CCM, a CMAA Life Member.

Jim's remarkable and impressive career spanned two major executive jobs in 36 years ... loyalty, commitment and dedication.

Jim was recognised for his work and dedication to the Club Industry with CMAA Life Membership and the Order of Australia Medal for his services to the Club Industry and to the many charities he supported. ■



Media fails to research and understand industry position

President's Perspective with BILL CLEGG, ACCM

THE USUAL misinformation was spread across all sectors of the media with the recent announcement of the lifting of some restrictions for Multi-Terminal Gaming Machines.

Designed to remove the anomaly of limitations for small clubs, it was reported that there is to be an explosion of 'casino-type' gaming machines.

The Sydney Morning Herald went so far as saying that the Local Government Area with the highest number of clubs to receive the benefit is Randwick with 15 clubs, followed by Sutherland with 12 clubs.

Anybody that keeps an eye on the statistics released by the OLGR on gaming turnover would realise that club revenues in the City/Eastern Suburbs area have been significantly impacted for many years.

Of interest is the fact that when the Community Development and Support Expenditure (CDSE) Scheme (now ClubGRANTS) was introduced and became effective in 2000 there were 11 clubs in the Randwick LGA that contributed to the scheme. Now there are five.

Those other six clubs that no longer take part have not all closed, but their revenue has fallen below the \$1 million level.

For those small clubs that struggle to survive, the announcement on MTGMs will not be welcomed with the same level of excitement or hysteria as the media.

ALL MEMBERS would now be aware of the mandatory training requirements for managers as we continue the IPART reform processes for the Club Industry.

From the earliest inception of the CMAA, education and professional development was one of the key foundations that the Association was established on.

The saying that is most relevant for this ideal that has now come fruition is, some would say, an old Chinese saying but reinforced by ex-Federal Executive Member and CMAA Life Member Barry Stevenson ... "When you go to the well to draw water, remember those who dug the well".

We all should remember the contributions of those since 1958.

While the guidelines allow for Recognition of Prior Learning has been considered and experience remains a key factor, I believe it is incumbent on all to show the Government our individual commitment for personal development and take the time to complete the course.

At the recent City-Eastern Suburbs Zone Meeting, this issue was discussed and it was particularly pleasing that the Zone resolved to provide the mandatory program at a local level ... not only for managers who would qualify under the RPL condition, but those who aspire to hold the CEO position.

Not only does this display appropriate commitment to education, but also gives recognition for the support that clubs

employing managers provide to the CMAA through attendance at Zone events.

THE AUSTRALIAN Club Entertainment (ACE) Awards Committee already is planning for the presentation night in March 2014. Again, this prestigious Club Industry will be presented at The Juniors – Kingsford. The CMAA's involvement in the Event Organising Committee recognises the role entertainers play in the development of Australia's Club Industry.

During the various challenges that the industry has faced, the entertainers have stood firm and it's fitting that we, as an industry, highlight the great talents that are regularly on display in our clubs.

As Chairman of the Event Organising Committee, I acknowledge the contribution of Doug May from Lion Nathan who has staunchly supported the ACE Awards and made a valuable contribution on the Committee. Due to his many commitments, Doug has had to stand down from the Committee but will continue to support the ACE Awards effort.

Christine Keeble, an experienced ACE Committee member, rejoins the Committee in her role as CMAA Sponsor & Membership Manager.

The CMAA encourages clubs to support the objects of the ACE Awards in providing recognition and work opportunities for our entertainers. ■

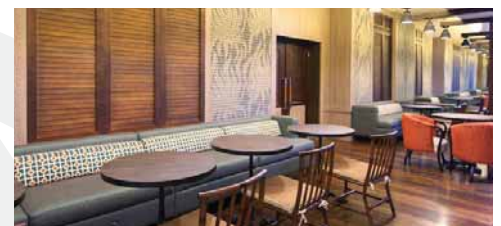
➤ **BILL CLEGG, ACCM**, is the CMAA Federal President, a CMAA Life Member & General Manager at Randwick Labor Club



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It's another clear case of 'Buyer Beware'

The Executive Officer's Desk with RALPH KOBER

THE VARIOUS industry associations, including the CMAA, have collectively become concerned with many recent offers being made to NSW clubs associated with the purchase of gaming machines. Managers should be aware that inducements for the purchase or provision of goods or services are regulated by Section 43A of the *Registered Clubs Act 1976*. It should be noted that on occasion this has been the subject of scrutiny by the Office of Liquor Gaming & Racing (OLGR).

Section 43A(1) prohibits a person providing or offering to provide or causing to be provided or offered to a registered club or any other person any benefit or advantage as the whole or a part of the consideration for the purchase by, or provision to, the club of goods or services unless the benefit or advantage:

- is to be received by the club and comprises money or money's worth (including any trade-ins) that is clearly set out in a written agreement for purchase or provision of the goods or services, or
- is clearly set out in a written agreement and comprises reasonable training of a member of the staff of the club in the operation or maintenance of approved gaming machines.

Sub-section (3) of section 43A provides that a registered club or other person is guilty of an offence if the club or other person accepts or agrees to accept the benefit or advantage that is offered. The maximum penalty for each offence is \$11,000.

ClubsNSW will raise this issue as a priority with the Gaming Technologies Association (GTA) to ensure gaming machine suppliers do not make inappropriate offers to clubs.

Clubs should note that the ClubsNSW Best Practice Guidelines on Overseas Travel sets out a proper procedure for clubs considering overseas travel and provides information that will assist in the planning and justification of trips by directors, management and staff. An excerpt of the Guideline highlights ...

"Inducements of overseas travel should not influence Club procurement decisions. Clubs should note that overseas travel with suppliers should only be for genuine educational services, not as an

inducement to purchase products or services. For further information Clubs should refer to the Guideline for the Procurement of Goods and Services."

ClubsNSW is in the process of reviewing this guideline to ensure it meets contemporary standards of business practice.

IT IS gratifying to see that the efforts of the CMAA in Queensland have been rewarded, particularly with the formation of two new zones in Far Northern Queensland – Cairns and Townsville.

Earlier this year, I travelled to Cairns for a meeting with managers who were both members and a number who were interested in what the Association could offer if they joined. At that meeting, a committee was formed with Mono Gomez, the CEO at Brothers Club, Cairns elected as President. Late last month, CMAA Federal Secretary Allan Peter and CMDA Industry Professional Development Manager Geoff Meston also travelled to Cairns with CMAA Queensland Liaison Officer Justin McGurgan to conduct the Zone's first meeting and training course – both successful events. Later, in Townsville, a new committee was formed, with Karla Malouf, the CEO at Townsville RSL Club elected as President.

The CMAA will deliver more training courses in the region to encourage more engagement with members and potential members.

Focus on the Darling Downs and other centres during the next year hopefully will see Queensland as being well represented with zones, membership and representation at the Federal Council level.

A BIG welcome to the Association's new Sponsor & Membership Manager, Ms Christine Keeble, who joins the CMAA after an impressive career in similar positions at Souths and Panthers football clubs. Chris has been tasked with servicing the Association's valued sponsors and, importantly, getting 'into the trenches' with Zone Committees to help drive member acquisition, retention and engagement. I look forward to introducing Chris to our members at upcoming Zone meetings, events and, particularly, at the 2013 Mid Year Conference at Jupiters later this month. ■

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Chris will concentrate skills on members and sponsors

The Business End with CHRIS KEEBLE

CHRIS KEEBLE has been in the club industry for more than two decades.

Chris completed her BA degree in theatre, marketing and multi-media and found her way to the EVAN theatre at Panthers as the Entertainment Manager in 1996. From there, her involvement started to expand into a number of areas, including marketing, membership, sponsorship, rugby league events, community and business development.

Over the years, Chris had engagements with Parramatta Leagues Club, the NRL and South Sydney Rabbitohs. Having also run her own production and PR company producing events and stage productions, Chris is on the speaker circuit where she has presented her topic, *'Brave and Crazy'* ... finding the creative in business strategies, a catalyst for change.

Chris said she was "very excited" to be joining the CMAA to develop and grow the membership programs, continue excellent sponsorship relationships and is looking forward to meeting all the members soon at the zone meetings.

Chris has extensive experience in facilitating workshops and development programs and is excited to also support the CMAA's Industry Career Development Manager Geoff Meston and the CMDA team with bursary and other

related development opportunities for club managers and supervisors. "I'm so impressed with the philosophies and culture within the CMAA," Chris said after meeting the CMAA administration team at the Association's Sydney Olympic Park offices.

"Supporting club managers is paramount, but also recognising the development angle and continued improvement with critical components such as succession planning will see strength in the future for everyone.

"I've set some targets to make contact with all of our Career Development and National Bursary sponsors before the Mid Year Conference at Jupiters. I'm really looking forward to meeting everyone there.

"The Tuesday free seminar – *'Tomorrows CEOs Summit'* – is a fantastic initiative and I do hope that as many CEOs can see the benefits of encouraging their up-and-coming managers and supervisors to attend.

"There is much to do and I have a bent on listing tasks and putting a line through them as they are completed. The list is extensive with reinvigorating memberships, sponsorships, branding collateral, establishing new data base software to improve communications

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CCM

and reporting systems and preparing for our strategic plans going forward. The CMAA also is guardian to The ACE (Australian Club Entertainment) Awards – an event close to my heart, having been involved at its inception some 15 years ago."

Plans are under way with March 19, 2014, for the 16th ACE Awards to be held at The Juniors – Kingsford.

"But, top of the list, of course, is making contact with you, our Members," Chris added. "Establishing all the benefits of being a CMAA Member, recognising and rewarding Members with programs, networking opportunities and fantastic career development.

"Drop me an email anytime – chris@cmma.asn.au – find me at the Zone meetings and I'm hoping to meet many of you at the Mid Year Conference at Jupiters later this month – *'The Road Ahead – Meeting New Tribes and Cultures'* ... a very appropriate title – and start – for me!

"The team here at the CMAA already feels like family to me. What a great culture is here, led by Executive Officer Ralph Kober.

"I'd also like to thank my predecessor, Shannon Donato, who has left the ship in great shape for me to pick up everything. I know he is loving his new role at his beloved Rabbitohs. I must say, it's a good season to be involved with the Bunnies.

"Until we meet, it's head down ... I need to get stuck into that list." ■

➤ **CHRIS KEEBLE** is the CMAA's **Sponsor & Membership Manager.**

To contact Chris ...

B: 02 – 9746 4199;

M: 0418 970 963;

E: chris@cmma.asn.au



■ CMAA Executive Officer Ralph Kober welcomes Chris Keeble to the Association's Sydney Olympic Park offices in her new role as CMAA Sponsor & Membership Manager.



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CMAA only as strong as its membership

EVERY THREE years, the CMAA Federal Executive and Federal Council members sit down for a major strategic planning session. There is a Strategic Planning Session before the Mid Year Conference at Jupiters each year, but the session that follows the tri-annual Election of Office Bearers brings together the Association's elected leadership to assess the professional and business environment and direction for the 2,500 members managing clubs in NSW, Queensland, Victoria and the ACT. That session happens again this year on Tuesday, July 16.

One of the key topics on the Strategic Planning Meeting agenda again will be membership. The CMAA, like any organisation, is as strong and successful as its members. In 2012, the CMAA took an in-depth look at its membership database and, perhaps, the most powerful piece of analysis was that more than 400 CMAA members will achieve retirement age in the next five years. That doesn't mean that those 400 industry professionals will pack their bags and walk out the door in that time, but those 400 members will become eligible to move on to the next part of their lives. To lose such a large percentage of its membership will have major consequences for the Association. The CMAA already has implemented a major member recruitment drive in the 'Member Get Member' program launched last year and circulated to all members. This program is aimed at current members becoming 'ambassadors' for the Association and inviting club managers in their areas along to a Zone Meeting with the view to joining the CMAA.

"The 'Member Get Member' program was framed to help build on the existing membership base to ensure the Association remains vibrant and offsets the loss of many of its senior members looking to retire in the next few years," CMAA Executive Officer Ralph Kober said. "It's an incentive program for existing members to actively recruit potential members and be rewarded for their referrals through discounts towards course and conference registration and any other CMDA activity, as well as the new member themselves."

NSW continues to dominate membership representation due to the high number of clubs within the NSW market however, due to the good work



■ CMAA Sponsor & Membership Manager *CHRIS KEEBLE*.

on the ground in Queensland by CMAA Membership Liaison Officer Justin McGurgan, there has been steady growth in new members and those attaining the ACCM. The coveted Active Certified Club Manager award continues to be relevant and grow in status for the membership with 19 members nationally attaining the ACCM during 2013, compared to 12 in 2012. The CMAA Queensland Darling Downs Ipswich Zone and the Far North Queensland Zone have been resurrected as a result of the increasing profile of the CMAA in these areas and further focus on other smaller zones continues in 2013. The new Sub-Zone in Cairns was formed in March, with Mono Gomez, from Brothers Leagues Club, as the Zone President. In late May, CMAA Federal Secretary Allan Peter and CMDA Industry Professional Development Manager Geoff Meston returned to Cairns with Justin McGurgan to conduct the Zone's first meeting and training course - both successful events.

Later, in Townsville, a new committee was formed, with Karla Malouf, the CEO at Townsville RSL Club, elected as President.

The CMAA will deliver more training courses in the region to encourage more engagement with members and potential members.

Focus on the Darling Downs and other centres during the next year will see Queensland being well represented in their Zones, membership and at Federal Executive level through Steve Condren and at Federal Council level through Wayne Moffatt.

The CMAA came into existence in 1958 as a trade union and Industrial Relations remains a cornerstone of Association membership. Each year, the CMAA supports and provides representation and advice to literally

hundreds of members in the areas of unfair dismissals, redundancies and wage disputes and other matters.

Another key component of the CMAA membership recruitment campaign is the appointment of new Sponsor & Membership Manager Chris Keeble, who started at the CMAA on Tuesday, June 11. Chris takes over from Shannon Donato who conducted a successful campaign of formalising the sponsorship arrangements with the 'family' of CMDA Career Development Sponsors and National Bursary Sponsors. Having achieved this target, Shannon moved on to the member recruitment program before accepting a role with the South Sydney NRL club late last year.

Chris Keeble has been tasked with servicing the Association's valued sponsors and, importantly, getting 'into the trenches' with Zone Committees to help drive member acquisition, retention and engagement.

Chris said the CMAA was in the process of introducing exciting new collateral to prospective members. "The Association's key membership 'selling point' is the continued and supportive Industrial Relations representation to club managers," Ms Keeble said. "Similar to insurance, it's something you can't afford to be without - especially when times are tough. In this ever-changing Club Industry landscape, it's important that every manager has the support they need when they need it."

"The other key area of significance is the professional development and educational training, along with CMDA and Zone bursaries is made available and accessible to all members."

"These key points make the CMAA a unique and valuable organisation to all club managers."

"There is, of course, much more for members with excellent networking opportunities at Zone meetings, special events, the accumulation of Industry Activity points and special rewards programs, such as 'Member Get Member' and 'We Thank You'."

The introduction of a new database management system will help with all levels of communication.

More information on the 'Member Get Member' initiative is available on the CMAA Facebook page and on line at the CMAA website - www.cmaa.asn.au ■

- For more information on becoming a CMAA Member, contact Ms Tegan Cain
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CMDA SPONSOR UPDATE

Independent Gaming acquires Voyager Gaming Technology



■ LAWRENCE
SHEPHERD.



INDEPENDENT GAMING has acquired Voyager Gaming Technology (VGT) and with it the leading technology developed by the VGT Group, including advanced game platforms, downloadable game technology and the industry-leading tournament play gaming machines. Independent Gaming Managing Director Lawrence Shepherd said the advanced technology led by industry-leading game platforms, the patented downloadable game technology and the outstanding tournament play that works in an existing gaming machine, were main reasons why the company acquired VGT.

"With the acquisition of VGT, Independent Gaming is at the forefront of these and other leading technologies," Mr Shepherd added. "Smarter technology is the future of our industry. With the implementation of the new Federal gaming reforms, VGT complements our existing technology."

A CMDA Career Development Sponsor company, Independent Gaming will implement their VPC software into the VGT products. "When the opportunity came up to acquire VGT, Independent Gaming saw it is a natural step," Mr Shepherd said. "The Voyager products are a key component in the suite of future Independent Gaming products."

Independent Gaming has retained the involvement of VGT founder Dennis Lever to keep the ongoing knowledge and understanding of the company's development to date.

"Independent Gaming brings a great deal of industry experience and innovation to the new enterprise which when combined with the VGT product range, strengthens both companies," Mr Shepherd added.

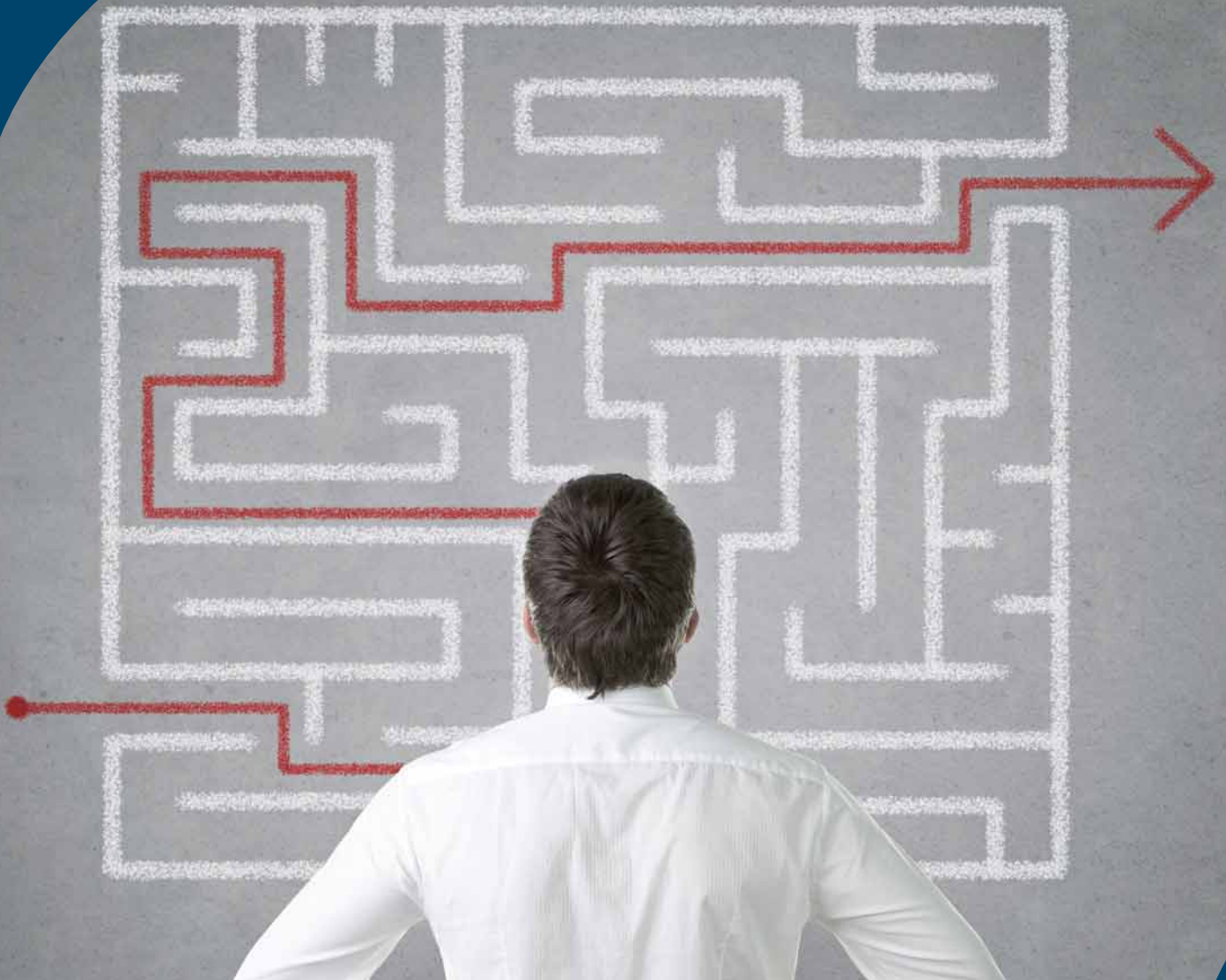
Key VGT personnel have been retained ensuring ongoing development of the software and hardware. In the coming months, Independent Gaming will open factory and showrooms in Brisbane and West Sunshine, in Victoria. Independent Gaming's acquisition of VGT means all existing VGT customers will have ongoing support and new game content. ■

John joins ACCM 'club'

THERE WAS a special moment at the CMAA Queensland Bursary presentations at Kedron Wavell Services Club last month. CMAA Executive Officer Ralph Kober was on hand to present John Brittain with his Active Certified Club Manager (ACCM) Award. John, who is the Operations Manager at Bribie Island RSL & Citizens Memorial Club and serves as the Treasurer on the CMAA Sunshine Coast Zone Committee, accepted his ACCM award in front of more than 220 fellow Club Industry executives. ■



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More changes ahead for CMA Magazine

THE WINDS of change continue for the CMAA. With the recent tri-annual elections delivering change for the CMAA Federal Executive, the NSW State Executive and the Federal Council, along with the appointment of Chris Keeble as CMAA Sponsor & Membership Manager, change is as exciting as it is inevitable.

The same era of change is also in the story for *Club Management in Australia* (CMA) Magazine.

At the May Meeting, the CMAA Federal Executive adopted a recommendation for the publication to move to a bi-monthly publishing schedule.

This means that following the August 2013 edition, which will carry comprehensive coverage of the CMAA 2013 Mid-Year Conference at Jupiters on the Gold Coast, the traditional hard-copy magazine will be published in October and December.

In 2014 and subsequent years, *CMA Magazine* will publish in February, April, June, August, October and December.

In keeping with the CMAA's advanced website and social media contact with members, sponsors and Club Industry

associates, the Association will publish a *CMA Magazine eNewsletter* in September and November this year before it appears bi-monthly in 2014 – January, March, May, July, September and November – replacing the hard-copy edition.

To help enhance the content of the online eNewsletter, CMA Members, Sponsor company executives and Club Industry associates are invited to contact *CMA Magazine* Editor Peter Sharp about interesting online articles, papers and information so that we can put the Club Industry in touch with the latest and most significant developments in the business.

CMAA Executive Officer Ralph Kober said this was another exciting development for the Association and reflected the expansion of online content and social media that has become an integral part of the CMAA's communications strategy. "*CMA Magazine* continues to serve our Members and the Club Industry with first class articles, features and columns from the Association's key players," Mr Kober added. "We see this move to bi-



monthly publication of the magazine and the addition of the eNewsletter as properly addressing the changing media landscape and meeting the needs of the changing CMAA Membership demographic. It's the best of both worlds. I look forward to the response from our Members and invite their participation in the eNewsletter." ■

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Our team (L to R) Front: Brett Boon (Partner), Tony Rein (Partner) **Back:** Jessica Cameron (Lawyer), Phillip Wade (Special Counsel), David Brand (Special Counsel), Vivienne Young (Senior Associate), Sherif Mouakkassa (Senior Associate)

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AGE 2013 another 'must attend' event for gaming industry

EVERY YEAR since 1990, the Australasian Gaming Expo has attracted top gaming and hospitality industry executives to the Sydney Convention & Exhibition Centre at Darling Harbour.

August 13, 14 & 15 are the dates for the 2013 AGE, which is the largest gaming event and one of the largest trade events in Australia. More than 160 companies have signed up for 15,000 square metres of exhibition space – about the size of an Australian Football field. Last year, well over 2,000 visitors attended each of the first two days, with more than 1,200 backing up for the third day. Visitors came from every Australian state and territory, along with a big contingent from New Zealand and international guests from South Africa, the United Kingdom, the United States, Macau, China, Singapore, Taiwan and other Asia-Pacific region nations.

More than 93% of visitors surveyed last year saw the Expo as an opportunity to see new products and technology, while 98% said they saw what they wanted at the Expo.

Owned and operated by the Gaming Technologies Association (GTA), the Australasian Gaming Expo has earned its reputation as the showplace for innovation and new technologies for gaming in casinos, clubs and hotels. Major attractions are the new games from poker machine suppliers, who look forward to August each year to unveil their world's best, latest and greatest games and machines. GTA members Ainsworth, Aristocrat, Aruze, Bally, IGT, Konami, SHFL entertainment and WMS Gaming are the stars of the show, each putting on the glitz for their customers.

But poker machines are not the only attraction, with 160 exhibitors showcasing audio visual equipment, ATM equipment, building services, cash handling & equipment, cleaning & waste services, consultancy services, entertainment systems, flooring & floor coverings, food and beverage, furniture, IT, interior design & fit-out, maintenance

services, management services, marketing services, membership management systems, paging & communication systems, point of sale systems, promotional games & systems, seating & staging systems, security systems & hardware, signage & displays, and staff uniforms. So, there's something for everyone at AGE 2013.

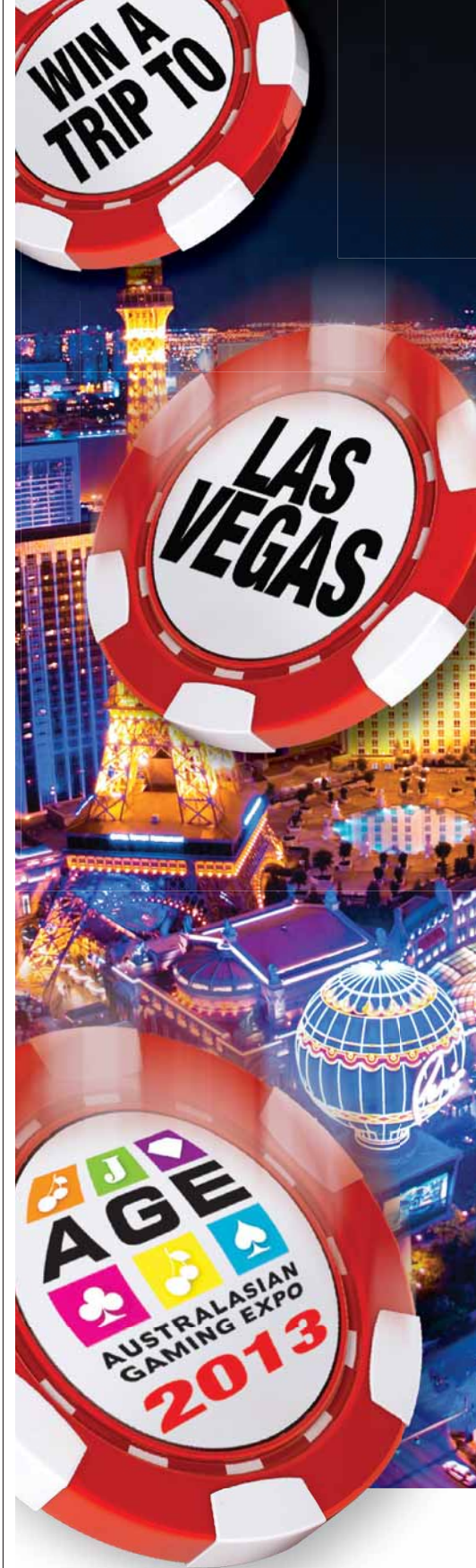
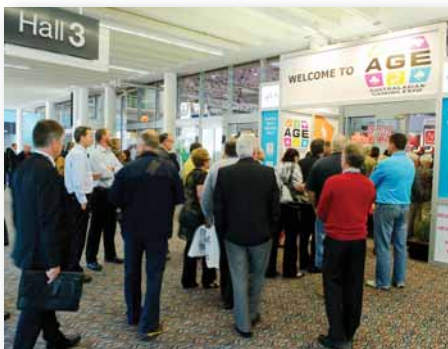
Interest this year has been strong with 20 of the 160 exhibitors 'first-timers' and will be part of a project where more than 750 poker machines and a mountain of signage and equipment is moved in to Darling Harbour, installed, connected, tested, used and compared by the most demanding critics ... then moved out again – all in only a few days. The logistics of the event are spectacular – even by exhibition industry standards. The event website

www.austgamingexpo.com includes an interactive floorplan which is updated in real time, along with a list of exhibitors which can be sorted by company name, stand number or category – and provides contact details for each exhibitor and their website address for further information. The event website is also optimised for mobile devices, so all its features are available on smartphones for convenient navigation around the show floor.

Exhibition entry is complimentary to Gaming Industry executives, courtesy of GTA. The exhibition is open from 10am each day, closing at 5pm on August 13 and 14, with a 4pm close on August 15. Trade suppliers are not eligible to attend the event, unless exhibiting and nobody under 18 years of age (including infants) may enter the Exhibition. More information and visitor registration is available online at

www.austgamingexpo.com, or call the **Gaming Expo Help Line** P: 02 - 9211 7430. For more information on AGE 2013, contact **GTA CEO Ross Ferrar** on P: 02 - 8216 0931 or E: rferrar@gamingta.com

The **Gaming Racing & Wagering Australia Conference** will operate alongside AGE 2013 at the Sydney Convention & Exhibition Centre. Day 1 of the Conference is Monday, August 12 and features the leading experts in the Australian and Asian gaming sector. Day 2 focuses on digital marketing strategies and Day 3 will bring together the market leaders of the local sports betting racing and wagering companies in Australia. More information is available at www.gamingdownunder.com. ■



Visitors to the 2013 Australasian Gaming Expo have the opportunity to win one of three trips for two to Las Vegas and the Global Gaming Expo in October 2013. Conditions apply, see our web site for details

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\$15 million targets problem gambling in NSW

THE NSW Government has committed \$15 million to address problem gambling through high-quality counselling services, research and education and awareness activities.

Tourism, Major Events, Hospitality, Racing & the Arts Minister George Souris said the 2013-2014 Budget allocation to the Responsible Gambling Fund (RGF) would support mainstream and multi-cultural problem gambling counselling services, legal support for problem gamblers, and professional training for counsellors.

Almost \$12 million will go to frontline counselling and support services in NSW to help problem gamblers and their families. This will include \$10.8 million allocated to 54 Gambling Help counselling services.

The state-wide legal service for problem gamblers and their families will provide free legal assistance and advice to problem gamblers and their families,

plus legal advice and support to Gambling Help services across NSW.

Mr Souris said \$862,000 would be allocated for the Gambling Helpline (1800 858 858) and \$303,598 to the Gambling Help Online service for confidential counselling and referral services 24-hours-a-day, seven-days-a-week. Another \$650,000 will go to problem gambling education and awareness activities in NSW, including activities for multi-cultural communities. The NSW Government will provide \$1.35 million a year, over three years, for prevention, early intervention and awareness programs in Aboriginal communities, including initiatives aimed at increasing the availability of Aboriginal problem gambling counsellors. "The latest research into problem gambling will be supported with \$290,000 to Gambling Research Australia, which is a partnership between Commonwealth, state and territory governments to initiate and manage a national gambling research program," he added.

In April, the Government announced



■ MR SOURIS.

contracts worth more than \$48 million over four years for high-quality counselling and support services for problem gamblers across NSW.

"The Government conducted a needs analysis into the problem gambling sector last year which consulted widely and examined data about gambling prevalence and counselling needs and access across the State," Mr Souris said. "Areas identified for improvement included better access to more after-hours counseling support; access to financial counselling alongside therapeutic counselling; appropriate referrals to skilled clinicians for problem gamblers facing complex mental health issues; more community education about problem gambling and greater promotion of counselling services; and the need to ensure quality services were supported and shaped by measured outcomes."

Problem gamblers and their families can access help 24-hours-a-day, seven-days-a-week on P: **1800 858 858** or W: **www.gamblinghelp.nsw.gov.au** ■

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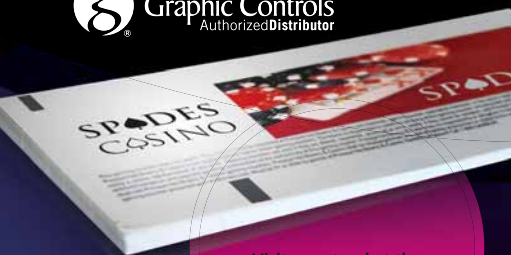
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\$11 million in ClubGRANTS for communities

THE 2013 NSW Budget includes \$11 million in funds for sport, health and community projects provided through the ClubGRANTS scheme.

George Souris, the Minister for Tourism, Major Events, Hospitality, Racing & the Arts said ClubGRANTS helps local communities by allowing registered clubs to claim a maximum of 2.25% in tax rebates on their annual gaming machine profits over \$1 million when they provide financial or in-kind support for locally-based community programs and services.

Category 3 of the ClubGRANTS scheme was introduced in 2011 to provide a contribution of 0.4% of gaming machine profits over \$1 million by clubs to a state-wide funding pool to support large-scale projects associated with sport, health and community infrastructure as a direct deduction from gaming machine profits.

Category 3 of the ClubGRANTS scheme already has seen \$14.2 million allocated to projects, including funding for a Water Safety Program (\$3 million), Youth Off The Streets (\$1 million), Lambert Park at Leichhardt (\$2.2 million), Plum Park at Lisarow (\$3 million) and Valentine Sports Park at Glenwood (\$5 million).

The Budget includes \$11 million in

ClubGRANTS funding for more Category 3 projects in 2013-14 with funding available to assist sporting, health or community facilities or programs.

"To support the process of assessing ClubGRANTS funding applications and grants, the Government will establish a ClubGRANTS Fund Committee to help consider applications and develop mechanisms to monitor and evaluate the expenditure of funds that are approved," Mr Souris said. "The Government will also undertake a review of the ClubGRANTS guidelines in line with the recommendations of the recent Audit Office report to help improve the scheme."

Mr Souris said registered clubs play an important social and economic role in our communities with a 2011 study showing almost 1,500 clubs in NSW supported 5.7 million members, employed 41,400 people, contributed \$660 million on capital expenditure, and provided a total economic contribution valued at \$3.2 billion.

"The NSW Coalition Government enhanced the previous Community Development & Support Expenditure (CDSE) scheme and renamed it ClubGRANTS to better support the club sector and increase its contribution to local communities," Mr Souris said.

Last year, 472 registered clubs participated in the ClubGRANTS scheme and, since 2002, \$417 million in tax rebates have been provided to registered clubs to help support community projects and services. ■

Charity's political agenda in question

A CHARITY that received \$115 million in taxpayer funds for alcohol abuse programs used \$36 million it pocketed through investments as the funding was spent to transform itself into an anti-alcohol lobby group.

The Australian newspaper reported the move prompted Clubs Australia to write to Health Minister Tanya Plibersek, accusing the Foundation for Alcohol Research and Education (FARE) of breaching the principles of its original funding agreement. "FARE has departed significantly from its original charter and has increasingly sought to engage in political advocacy using taxpayer funds contrary to the intent upon which Commonwealth funding was provided," the letter stated.

Clubs Australia is concerned FARE is using Government funding to run a political agenda for increased taxes and regulation. "FARE should no longer be considered a charitable organisation, but rather a political advocacy group that applies a deeply ideological approach to alcohol policy," the Clubs Australia letter states.

FARE acknowledges in its annual report that it has transformed "from a grant-making body to becoming a proactive and strategic leader, funding key alcohol-related research upon which to base significant policy change". The FARE website states one of its roles is "building the case for alcohol policy reform". Key policies advocated include increasing taxes on products, boosting advertising regulation and restricting sales.

The allegations underscore the findings of a report written for the industry, warning that Government-funded political activists are mounting a "war on alcohol" by targeting minimal levels of consumption. The report, commissioned by the Brewers Association, has divided the industry, which fears it is powerless to act against a network of "dangerous alliances" with support from a Government eager to expand the "nanny state". ■

July 1 increase for Superannuation Guarantee Levy

CLUBS ARE reminded that as of July 1, 2013, the minimum superannuation guarantee (SG) contribution will increase from 9% to 9.25%. In 2010, the Federal Government announced that the SG would rise over a number of years from 9% to 12% by 2019. This became law on March 29, 2012. The legislation provides for a stepped process of SG increases, starting with a 0.25% increase in the 2013-2014 financial year; then a 0.25% increase in the 2014-2015 financial year. For the following five years after the 2015 financial year, the SG rate will increase by 0.5% until it reaches 12% from July 2019. Any employer who fails to make the minimum superannuation contribution required is liable to pay a superannuation contribution charge to the Australian Taxation Office. From July 1, there will no longer be an age limit on employees for whom employers have superannuation guarantee obligations. On May 16, in his budget reply speech, Federal Coalition Leader Tony Abbott announced that a Coalition Government would delay increases to the superannuation guarantee for two years commencing in 2014. Should the Coalition win the Federal Election on September 14, clubs should seek further advice about any change to the policy. ■

FWC increases Minimum Wage by 2.6%

THE FAIR Work Commission (FWC) has handed down a minimum wage increase of 2.6%. This increase applies to all Award rates of pay operative from the first pay period on or after July 1, 2013. The actual increase to the *Registered & Licensed Club Award 2010 (Award)* is not as simple as just applying a 2.6% increase to current rates. The transitional rates of pay apply to the Award, so the increase must be applied to the transitional formula.

Enterprise Agreements

All clubs with enterprise agreements will need to ensure that the minimum or base rates of pay in their enterprise agreements are at least equal to the relevant rate in the Award as increased by the decision.

Individual Flexibility Agreements & Exemption Rate Salaries

All clubs with Individual Flexibility Agreements and Exemption Rate Salaries need to consider the impact of the increase on these agreements. Clubs with Individual Flexibility Agreements need to ensure that employees are 'better off overall' when compared to the applicable Award comparison.

Over-Award Paid Employees

Clubs who pay employees above the award rate are not obliged to increase these employee rates but must ensure they are at least equal to or above the minimum applicable award rate of pay arising out this increase.

Allowances

Allowances such as first aid and broken shift will also be impacted as they are expressed as a percentage of the 'standard rate', which is the rate applicable for a Level 4 employee under the Award. These allowances will therefore increase in line with the increase of a Level 4 employee under the Award. Expense-related allowances will increase in line with the relevant CPI index. ■



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Victoria's live music venues want shows open to minors

A **DECADES-OLD** ban on minors watching live music, while adults are being served alcohol, could be lifted under proposed changes to liquor licensing regulations in Victoria.

The Victorian Commission for Gambling & Liquor Regulation is considering submissions on changes to under-age music shows in the state's licensed venues.

Licensed all-ages shows have been banned in Victoria for the past 20 years and unlicensed all-ages shows are required to meet strict conditions, including police approval.

The push for changes to the under-age music scene is being led by Victoria's music industry and venues.

Music Victoria Chief Executive Patrick Donovan said relaxing restrictions on under-age shows would benefit everyone. "I mean, it's already happening at all of the sporting events, a number of festivals, a number of big shows at Rod Laver Arena and Festival Hall, so we feel like the under-age music industry has been discriminated against," he said.

Mr Donovan believes the Commission's review is a once-in-a-lifetime opportunity to reform the industry. "The problem is there are very small margins to run gigs anyway, so if you can't sell alcohol, then there are no profits for the venues, so that's got to be factored in," he said.

The Northcote Social Club is a popular small-to-medium-sized venue in Melbourne's inner north. Its Managing Director Andrew Mansfield has made a submission to the Commission. He wrote that serving alcohol at an all-ages gig is



not a major sticking point for them. It is the regulations that turns clubs off hosting the shows. "Removing roadblocks to having operators consider this type of event should be seen as a positive step," he said. "Love of music and live performance shared with others, regardless of age, is something that should be fostered."

Mr Mansfield said all options should be considered, including the sale of alcohol in the presence of minors. "If safety is addressed, then I believe there are significant benefits to having supervised interaction in an all-ages environment to encourage minors to experience it, in a non-harmful environment and age groups, they will be interacting with once they do turn 18," he added.

A spokesman for Victoria's Liquor & Gaming Minister said any license change would be considered when the submissions to the Liquor Regulation Commission closed in mid-June. ■

High roller loses Crown appeal

A **GOLD** Coast businessman who turned over almost \$1.5 billion at Melbourne's Crown Casino lost an appeal to Australia's highest court to try to recover \$20 million in losses. Property developer Harry Kakavas spent \$1.479 billion on 30 separate visits to Crown between June 2005 and August 2006, winning and losing vast sums, and ultimately accruing losses of \$20.5 million. He unsuccessfully tried to recoup his losses from the casino in the Victorian Supreme Court, arguing Crown had taken advantage of his pathological gambling problem. But the court found the casino had not taken advantage of his gambling problem, a decision later upheld by the Victorian Court of Appeal. Mr Kakavas took his fight to Australia's highest court, arguing that by allowing him to gamble at its casino, Crown had exploited the pathological gambler's inability to make worthwhile decisions in his own interests. "The court did not accept that the appellant's pathological interest in gambling was a special disadvantage which made him susceptible to exploitation by Crown," the court said. "He was able to make rational decisions in his own interests, including deciding from time to time to refrain from gambling altogether. Crown did not knowingly victimise the appellant by allowing him to gamble at its casino." ■

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CMDA courses coming up ...

Program Name	Dates	Location	Price Type	Amount	Duration
Leadership Behaviour & their Impact on Company Culture	02/07/2013 -03/07/2013	CMDA - Sydney Olympic Park	Member	\$480.00	9.30 - 5
This course is part of the Duty Manager Development Program but is also a stand-alone course for those who are not able to attend the Duty Manager Program as a whole. This course is the un-accredited version of Lead & Manage People .			Non Member	\$580.00	9.30 - 5
Supervisor BootCamp	8/07/2013 -15/08/2013	Yarraville & Morwell Victoria Zone!	Member	\$600.00	9.30 - 5
BootCamp is a must for supervisors and those wanting to break into the supervision role. This 4-day course contains 2 accredited units SITXMG001A – Monitor Work Operations & SITXHRM001A – Coach others in Job Skills as well as the un-accredited Plan & Establish Systems & Procedures . THIS IS A VICTORIAN ZONE INITIATIVE! 2 courses are on offer at Yarraville and Morwell . For full details and registration, contact Victoria Zone Education Officer Stephen Hodge at the Italian Australian Club Morwell .			Non Member	\$600.00	9.30 - 5
NSW OLGR Mandatory Management Training	10/07/2013 -11/07/2013	CMDA - Sydney Olympic Park	Member	\$320.00 +GST	9.00-5
NSW OLGR Secretary/Manager Training - 2 full days face to face training by CMDA, currently the only OLGR-approved provider. For full details of eligibility Click Here.			Non Member	\$380.00 + GST	9.00-5
Managing Workplace Relations	29/07/2013 – 30/07/2013	CMDA - Sydney Olympic Park	Member	\$330.00	9.30 - 5
This is a 2 day course. Don't let poor Industrial Relations policy, or lack of knowledge, cost your organisation in time and money. Learn the key principals in avoiding the Industrial Relations minefield.			Non Member	\$365	9.30-5
Duty Manager Development Program	29/07/2013 – 28/08/2013	Orange Ex Services Club	Member	\$1560.00	9.30 - 5
			Non Member	\$1690.00	9.30 - 5
SITXHRM003A Roster Staff	29/07/2013 – 30/07/2013	Orange Ex Services Club	Member	\$330.00	9.30 - 5
Recently redesigned to be delivered over 2 days. This course now includes an in-depth half-day coverage of the current Award and how it applies to your staffing.			Non Member	\$365.00	9.30 - 5
SITXGLC001A Develop & Update Legal Knowledge Required for Business Compliance	05/08/2013- 17/09/2013	CMDA - Sydney Olympic Park	Member	\$880.00	9.30 - 5
This 6-day course is outstanding value, covering Insurance, Negligence, Licensing, IR, Taxation, Statutory requirements, Discrimination & Equal Employment. Delivered by a solicitor working within our Club Industry. This could save your club \$\$\$\$			Non Member	\$970.00	9.30 - 5
Duty Manager Development Program	06/08/2013 – 05/09/2013	Goulburn Soldiers Club	Zone Price	\$800 + GST	9.30 - 5
This is a Zone initiative to bring the DMDP to Goulburn Soldiers Club . Those interested can contact John Weir at Yass Soldiers Club on 02 – 6226 1911 . Don't miss this opportunity to save \$\$\$ This course is normally \$1,560!			Zone Price	\$800 + GST	9.30 - 5
SITXFIN007A Manage Physical Assets	12/08/2013- 14/08/2013	CMDA - Sydney Olympic Park	Member	\$440.00	9.30 - 5
A must for those in the finance area of their clubs. Learn how to classify assets, what depreciation methods are best for different assets. How do these techniques effect your bottom line reporting? 3 days well spent!			Non Member	\$485.00	9.30 - 5
NSW OLGR Mandatory Management Training	10/07/2013 -11/07/2013	CMDA - Sydney Olympic Park	Member	\$320.00 +GST	9.00-5
NSW OLGR Secretary/Manager Training . 2 full days face-to-face training by CMDA, currently the only OLGR-approved provider. For full details of eligibility Click Here.			Non Member	\$380.00 + GST	9.00-5
SITHFAB009A RSA	26/08/2013	CMDA - Sydney Olympic Park	Member	\$135.00	9.30 - 5
Don't forget ... if you completed your course between 2007 & 2008, your certificate will expire on June 30, 2014. Don't be caught non-compliant!			Non Member	\$140.00	9.30 - 5
Leadership Behaviour & their Impact on Company Culture	26/08/2013 -27/08/2013	Orange Ex Services Club	Member	\$480.00	9.30 - 5
This course is part of the Duty Manager Development Program but is also a stand-alone course for those who are not able to attend the Duty Manager Program as a whole. This course is the un-accredited version of Lead & Manage People .			Non Member	\$580.00	9.30 - 5
SITHGAM006A RCG	27/08/2013	CMDA - Sydney Olympic Park	Member	\$95.00	9.30 - 5
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In 1928, Dr William Moulton Marston, a Harvard Professor, published the book, *'The Emotions of Normal People'*, in which he described behaviour in the workplace on two axes – passive versus active response to a hostile or favourable environment.

By placing these axes at right angles, four quadrants were formed with each circumscribing a behavioural pattern.

Originally, he termed the four quadrants **Dominance, Inducement, Submission and Compliance** ... or **DISC Theory**.

The acronym '**DISC**' is taken from the first letter of each of these behavioural traits.

Categorisation as a **D**, **I**, **S**, or **C** is achieved through answering a short, multiple-choice quiz designed to measure an individual's natural responses in a variety of circumstances.

The results of the quiz are used to create a personalised **DISC** Personality Profile, providing insight into a wide range of **DISC** personality traits and motivating factors.

Written information as to the significance of the profile is contained in an individual report generated from an extensive set of 'standard' statements.

These include commentary about likely work behaviour, contexts for maximum job satisfaction and suggestions for questions to ask in the interview.

Read together with data about the person's previous work experience, qualifications, training and ability, it can provide helpful understanding as to how this person copes with his/her



■ *DISC consultant BRENT WILLIAMS.*

environment and what his/her present attitudes are likely to be.

It also provides insight into possible performance in a particular function.

Because it is an instrument gathering self-reported data, it is positive in nature and, on the whole, the resulting analysis is acceptable to the individual concerned.

Although most people will be dominant in one of the four **DISC** Styles, the **DISC** Test scores participants in all four behavioural traits.

This results in an in-depth personalised **DISC** Personality Profile that takes into consideration the unique ways that the four **DISC** traits work together to influence personality and behaviour.

- **Dominance:** When the environment is perceived as unfavourable and the individual feels more powerful than the environment, he/she expresses a 'Dominant' response. This individual will likely try to direct, change, fix, or control the situation.
- **Influence:** When the environment is perceived as favourable and the individual feels more powerful than the environment, he/she expresses a desire to 'Influence'. This person will likely try to bring others around to his or her point of view – to influence or persuade.
- **Steadiness:** When the environment is perceived as favourable and the individual feels less powerful than the environment, he/she expresses behaviours that offer support and help others. This person will likely try to keep the situation stable and support those in need.
- **Compliance (Conscientiousness):** When the environment is perceived as unfavourable and the individual

feels less powerful than the environment, he/she expresses Conscientiousness behaviours. This person will likely set clear rules within the situation and work very hard to follow them.

The **DISC** Personality Profile is used in a wide variety of settings, including business, education, sales, coaching, and counselling.

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There are many explanations of **DISC** on the internet, and all are opinions of some sort.

This article should only be read as an information piece.

DISC is a registered trademark and any further research should be directed to their specific website.

Our **DISC** presenter at Jupiters – Brent Williams – is an authorised **DISC** consultant.

Looking forward to seeing you at Jupiters. ■

➤ References:

<https://www.discinsights.com/whatisdisc>
<http://www.tgassociates.com/products/DISCprofiling.pdf>
<http://www.discprofiles4u.com/pages/William-Marstons-Theory.html>

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THE ROAD AHEAD

Meeting New Tribes & Cultures

We are experiencing a quantum shift in how people relate to and communicate with each other. Smart operators realize that to be successful in today's commercial environment, we can no longer rely on what used to work in the past. We must engage new, profitable customers in the fashion and method that they want, which is not the traditional manner that has worked with previous generations...

2013 Mid Year Conference
 July 17 – 19 @ Jupiters Gold Coast
www.cmaa.org.au

Tomorrow's CEOs Summit
 Part of the CMAA Mid-Year Conference
 Jupiters Gold Coast, Pavilion Function Centre
 Tuesday, July 16, 2013
 10:30am – 4:30pm

The Summit is for any managers and senior supervisors, including non-members of the CMAA. The Summit is free of charge and optional for all Conference Delegates.

Register by selecting the 'Tomorrow's CEOs Summit' option within the 2013 CMAA Jupiters Mid-Year Conference link on CMAA Travel's website: www.cmatravel.com.au

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Chefs take centre stage!

Seize this unique opportunity to increase your management, negotiation and staff management skills. Gain new strength for your career and leadership. Being a chef is a profession, not just a job!

For the second year and by popular demand, the Clubs+ Chefs Management Summit will be held at Bankstown Sports Club in Sydney. This event is for Chefs specifically, but will be of great value to Catering Managers, Operations Managers, F & B Managers and kitchen teams.

Hear first-hand from a great line-up of guest presenters: well-known Chefs from clubs large and small, industry experts, and those with the smarts to take your kitchen and your career to the next level.

Special

Chefs Dinner and Back of House Tour of one of Sydney's leading clubs

plus lots more!



Day 1: Tuesday, September 10

8.30-9am: Coffee and Registration Welcome

Session 1: Career Development for Kitchen Staff

What's next once you know your way around the kitchen? Chefs and managers who've made the move will tell you about the right training, experience and opportunities to move on up.

Session 2: Managing Staff Who Aren't Performing

They may be keen but unskilled, troubled, lazy or badly behaved – this session will show you successful methods to improve team performance and manage 'the weakest link'.

Masterclasses:

Session 3: Make or Buy? Serving Great Products at an Affordable Price

Hear first-hand how a successful club does more of its food production in-house, including butchery and baking. They use rigorous costing and create a product that customers love...including the meat trays!

Session 3: How to Cut Costs without Reducing Quality

Success methods you can put to use immediately for power and water use, better purchasing and product specifications, more accurate recipes, labour saving and waste control.

Session 3: Getting More from your Equipment

You can reduce kitchen running costs, energy requirements and increase efficiencies and productivity when you know all about all that expensive equipment. Hands-on advice from the experts.

LUNCH and NETWORKING

Masterclasses:

Session 4: Make or Buy? Serving Great Products at an Affordable Price

Hear first-hand how a successful club does more of its food production in-house, including butchery and baking. They use rigorous costing and create a product that customers love...including the meat trays!

Session 4: How to Cut Costs without Reducing Quality

Success methods you can put to use immediately for power and water use, better purchasing and product specifications, more accurate recipes, labour saving and waste control.

Session 4: Getting More from your Equipment

You can reduce kitchen running costs, energy requirements and increase efficiencies and productivity when you know all about all that expensive equipment. Hands-on advice from the experts.

Session 5: Menu Costs & Pricing – How the Experts Work

Compare your methods with an expert chef on the costing for bistro, café and function meals. You'll receive a standard costing template to use and costs will include food, labour and utilities.

Session 6: Reducing Costs with Better Rostering - solving every chef's headache

Labour costs are everyone's pressure point – hear from an expert panel on how they manage the cost of permanent and casual staff, penalty rates and staff expectations.

Drinks & Networking: delicious culinary sensations, with a well-deserved drink before a superb dinner prepared by **Executive Chef Helmut Gundendorfer – Bankstown Sports Club**



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www.finefoodaustralia.com.au

Day 2: Wednesday, September 11

Back of House Tour - Bankstown Sports Club

Session 7: Better Systems for a More Productive Kitchen

Checklists, worksheets and operating procedures – how do we get staff to use them correctly? Which ones work best and which are just 'paperwork'? Hear from an expert panel on how they bring order and consistency to their catering operation.

Session 8: Training our Chefs of the Future

Chefs and industry trainers debate changes to apprenticeships, traineeships, TAFE and completion rates. What's working and what needs to improve? Your input will be welcome

Masterclasses:

Session 9: Beef & Lamb Masterclass

How to improve plate costs, while allowing you to be creative with flavours, popular cuts and cooking methods.

Session 9: Kitchen Design

If you're planning renovations or a new kitchen, learn first-hand from a successful kitchen designer on how to specify the right equipment, capacity and work flow. Every chef needs to be heard when plans are being made!

Session 9: Spreading the Net to Catch More Seafood Sales

Creative ways to increase seafood sales, boost profits and broaden the popularity of your bistro menu – the menu doesn't need to rely on fish & chips or salmon!

LUNCH and NETWORKING

Masterclasses:

Session 10: Beef & Lamb Masterclass

How to improve plate costs, while allowing you to be creative with flavours, popular cuts and cooking methods.

Session 10: Kitchen Design

If you're planning renovations or a new kitchen, learn first-hand from a successful kitchen designer on how to specify the right equipment, capacity and work flow. Every chef needs to be heard when plans are being made!

Session 10: Spreading the Net to Catch More Seafood Sales

Creative ways to increase seafood sales, boost profits and broaden the popularity of your bistro menu – the menu doesn't need to rely on fish & chips or salmon!

Session 11: Action Stations for 2013 and Beyond ...

Hear from our panel about plans for the year ahead in some very motivated clubs: fresh menus, better use of equipment and technology, greater efficiency, more productivity and terrific staff. A final session designed to have you ready for action!

2013 Clubs+ Chefs Management Summit

September 10 – 11, 2013

Bankstown Sports Club, Sydney
8 Greenfield Parade, Bankstown NSW

STANDARD PRICE:

\$685 + GST per person

Proticket (Credit card processing fees
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THE CHEF'S JOURNAL OF AUSTRALIAN MEAT, LAMB & GOAT



Activity Points - CMAA Members and CMDA Affiliates receive 20 Industry Activity Points for attending the Clubs+ Chefs Management 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.

... sponsored by **tic | technologies**

Is your venue making an impact with creative and effective online marketing?

Are you using the latest social media - sharing photos on Facebook, conversations on Twitter, inspiring photos on Instagram?

If you are, here is your chance to become famous...

Clubs+ Social Media & Website Award 2013 ... ENTER NOW!



There are two categories – a Small and a Large club or venue.

Winners will receive: an iPad, Free attendance at the two-day **Clubs+ Social Media Marketing Summit** on 3-4 October 2013, plus **Profitable Hospitality membership** and access to hundreds of webinars and articles on successful Social Media strategies.

Runners up will receive: an iPad Mini, Free attendance at the two-day **Clubs+ Social Media Marketing Summit** on 3-4 October 2013, plus **Profitable Hospitality membership** and access to hundreds of webinars and articles on successful Social Media strategies.

The **Clubs+ Social Media & Website Award 2013** standard nomination form is available at www.profitablehospitality.com. This award is brought to you by Profitable Hospitality, and the Club Managers Association of Australia, and sponsored by **tic technologies**.

Judging Criteria:

Here's what we will be looking at:

- Your club or venue Website
- Use of Facebook
- How the venue communicates online
- Online promotion of events
- Online promotion of involvement and support of community activities
- Use of Twitter and other social media services such as YouTube, Foursquare, Flickr etc. (Note: it is not essential that you are using all these services.)
- Information about how you increase visitor numbers and interaction on your venue website and social media sites
- Information about your venue's most successful online marketing campaign in the last 12 months.
- Information about how you measure the success and effectiveness of your online marketing strategy

*** There are many useful articles in Profitable Hospitality Online Marketing Department designed to help you create a winning entry.

IN SEPTEMBER, there is a unique opportunity for chefs from clubs across the country to meet and enjoy a totally focused two days to working on the management issues, frustrations and challenges that only chefs – and those in kitchen management roles – can begin to understand.

Participants will hear first-hand from an impressive line-up of guest presenters ... well-known chefs from Sydney, Melbourne and Queensland ... from clubs large and small, who have stepped up in the kitchen – or stepped out of the kitchen.

Industry experts from all walks of a chef's life will share ideas and offer insights about their experience in taking a kitchen – or a career – to the next level.

The **2013 Clubs+ Chefs Management Summit** will be presented at Bankstown Sports Club in Sydney on September 10 & 11.

Ongoing investment in career professional development is without doubt the most important single factor in future success, they all agree. Effective management, negotiation and communication skills bring new strength for your career and leadership.

Chefs take centre stage – a profession NOT just a job!

Being a chef is a profession, not just a job.

'Staff Training – The Vexing Questions About Apprenticeships, Versus In-House Training' ... Michael Bennett, from HTN; Ry Cunningham, from SWSI TAFE; and Mark Normoyle, from The RACV City Club in Melbourne will look at the latest developments from all angles.

'The REAL Costs Of Plating A Menu And Making A Profit' ... compare your methods with those of an expert chef on the costing for bistro, café and function meals. You'll receive a standard costing template to use and costs will include food, labour and utilities.

Executive Chefs Paul Rifkin, from Campbelltown Catholic Club, and Helmut Gundendorfer, from Bankstown Sports Club, will combine to demonstrate how they cost and set the menu price for actual menu items at their clubs, leading to an agreed contribution to catering profitability. You will have a worksheet and calculators (on mobiles) to compare the

costing compared to Helmut and Paul. The results may surprise you! This important topic applies to clubs, large and small.

Don't miss this excellent training opportunity if you are a Chef, Catering Manager, Operations Manager, F & B Manager or an upwardly mobile member of the kitchen team!

Take advantage of the special **'Three-for-Two'** package (available until August 15) costing \$685(+GST) per person.

To make this experience even more valuable, the **2013 Clubs+ Chefs Management Summit** is scheduled to coincide with Australia's most important food show, **Fine Food Australia**. So, combine the two and invest wisely in your professional development – and your team.

This is a unique experience and is on in 2013 for the second year, by popular demand, following a resounding success in 2012.

For more information, or to book your place at the **2013 Clubs+ Chefs Management Summit**, go to www.cmaa.asn.au or visit www.profitablehospitality.com ■

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Holders of paper RSA and RCG Certificates issued between **1 January 2001 and 31 December 2006** are required to complete an accredited course with the provider of your choice **by 30 June 2013**.

If you've missed this deadline, **enrol now** in the RSA qualification with OTEN and complete this course online (no classroom attendance is required). You'll receive your RSA Interim Certificate within 48 hours of completing this course.

For more information:

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Under the Social Media Spotlight!

THERE IS no hiding from it. Social Media is upon us and any club that thinks it can continue without getting socially online may face a gloomy future competing for customer engagement.

Just as digital cameras spelled the end of film, so social media is changing the way society – your club members and the community – communicates ... forever.

Print publications seem to be disappearing at an alarming rate, while many of us catch up with the news and watch TV shows online (cutting out the ads).

According to digital media source eMarketer, Australia is currently one of the top-10 social networking countries in the world, and is predicted to have the largest Facebook user penetration in Asia-Pacific from 2011-2014.

The Australian Bureau of Statistics advises that almost 75% of Australian households are connecting to the internet via broadband.

This is our first two-day **Clubs+ Social Media Marketing Summit**.

It is for any keen, online advocate, who wants to learn the **'how'** – not just the **'what'**.

It will be hands-on and step-by-step ... designed to give you strategy and skills to implement back at your venue.

An expert and pioneer in digital strategy, Fi Bendalls, the Director of Bendalls Group & Digital Intelligence, will set the scene for the two days. With a wealth of experience developing key online strategies for large companies

such as BBC and Virgin, Fi knows that Social Media is not about Facebook 'likes' and Twitter 'followers'. It is about how to deliver compelling and relevant information to your customers and members – in their time and in their way – which drives leads and sales for your club.

This is a very important consideration when a high degree of localisation needs to be at the centre of any club social media strategy.

Whether it's Facebook, Twitter, Google+, YouTube or Instagram ... it's essential to have your club in the game with powerful communication, and a strong social media strategy.

A panel of Facebook experts, including Nick Bowditch, who manages Small Business Marketing at Facebook in Australia and New Zealand, will identify new Facebook marketing opportunities. Find out how to measure Facebook's effectiveness and make it a central part of your sales and marketing strategy ... it's much more than just 'likes'.

"More than 80% of people polled in a recent study, had been influenced enough by their 'friends' on social media to have changed their mind about a purchase decision," Nick Bowditch says. "That's huge. Especially when another study said that only 14% of us now trust traditional advertising methods."

This will be a 'hands-on, get in and do it' event.

You will need to bring your laptop, iPad, iPhone, or tablet and expect to leave with a wealth of new skills and understanding of how to get the very best from ...

- **'YouTube, Video & Photos – The 'Currency' Of This Very Visual World'** ... learn from the experts how to create a stream of great video content



for your club's marketing. How to get started, or boost your current video activity, even make your own videos ... a smartphone may be all you need. Tyrone Shum and Justin Teo, from 5 Minute Video Marketing, will answer that all-important question: "How to turn online video watchers into customers".

- **'Google+ & Google Local'** ... new services and new rules';
- **'Instagram'** ... the smartphone photo sharing service';
- **'Pinterest'** ... hugely popular for sharing online pictures';
- **'Email Marketing'** ... still doing the 'heavy lifting' for member communication;
- **'Twitter'** ... short and speedy messages, great for sharing information;
- **'Reputation Management'** ... protecting your club from negative comments;
- **'New Jobs'** ... for the marketing people, and staff from every department.

You will understand it all after two dynamic days in an unique, experiential learning environment.

The two-day **Clubs+ Social Media Marketing Summit** on **October 3 & 4**, is your roadmap for Social Media success.

For more information on this event, or to book your place, go to www.cmaa.asn.au or visit www.profitablehospitality.com



AND, FOR those clubs that are already doing great work with their social media and website promotion, take a look at the **2013 Clubs+ Social Media & Website Award** sponsored by **tic technologies**. For more information, go to www.profitablehospitality.com There are some great prizes on offer, so log on and enter now. ■

GMs: Are you checking your ROI in training for your staff?

CMDA RUNS many courses throughout the year, ranging from the non-accredited to the accredited, and many times it is not the individual who enrolls themselves into these courses, but the clubs.

Clubs see these courses as advantageous for a number of reasons ... professional development; up-skilling their workforce; groundwork for those moving positions within the organisation; etc. As a result, they are willing to invest large sums of money in their 'human capital' to improve their club's performance.

However, it may be interesting to note how many clubs actually follow up on this investment and check to see if their staff have actually completed the course, or received the necessary training that the club expected for them.

Essentially, when a student enrolls into one of CMDA's courses they are required to designate a valid email account for all future correspondence. As a Registered Training Organisation, CMDA must be able to communicate with, and keep the students up to date with their progress, including the issuance of Statements of Attainment, or Certificates of Attendance, depending on the results they have achieved upon completion of the course.

In the case where a club enrolls a staff member on their behalf, they often provide the club's administration email, or something similar. This works well for the purpose of the club being issued tax invoices, and confirmation emails pertaining to the enrolment. However, it needs to be noted that the relationship of privacy is between CMDA and the student – not the paying employer.

But, due to privacy act legislation, CMDA is not able to notify the clubs regarding the outcomes of the student's results without a written agreement from the student expressly permitting CMDA to provide the club access to this information.

So, how can the club check the progress of their staff throughout the course and find out if their money has, indeed, been well spent?

For starters, CMDA advises those responsible for enrolling their staff into our courses to print out our terms and conditions and course information sheets upon enrolment to ensure they are aware of the course work expected for completion. This may include relevant forms where the authorising club manager may need to sign off on as part of the evidence required, and the time frame in which the students are given to submit their work.

We also recommend the club discusses with the staff members(s) – before the course starts – its expectations regarding the need to complete the course. For example, some clubs may be happy for their staff to simply receive the training and receive a Certificate of Attendance (please note this will not be recognised by other educational institutions). Other clubs may stipulate that a full nationally recognised Statement of Attainment is required to meet the club's professional development agenda, in which case, ALL assessment tasks must be completed to a satisfactory level. This can also be added to the staff member's file and copies of the certificates can be made and held by the club – with the staff member's approval.

Finally, we suggest that, as the club manager, you take an active role in the course 'experience' and follow up with your staff and find out their thoughts about the course; what they felt they got out of it most; and, whether the course actually helped them perform their duties in a more productive manner.

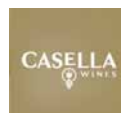
Remember, it's one thing to assume that you're getting your money's worth when investing in your staff's development ... it's another thing to have it confirmed. ■

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New legislation affects Qld's liquor and gaming industries

THE QUEENSLAND Parliament has passed a new Bill, the *Liquor & Gaming (Red Tape Reduction) & other Legislation Amendment Bill 2013*. This will result in a range of changes to legislation affecting the liquor and gaming industries in Queensland ...

Liquor Licensing Changes Affecting The Community

From July 1, non-profit community organisations no longer need a Community Liquor Permit to sell alcohol at a one-off fundraising event or function if:

- the profit is used to benefit the community
- liquor is sold in a period of eight hours or less, between 7am and midnight;
- the sale of liquor is ancillary to the event.

In addition, a limited number of events such as small regional shows will be exempted by regulation from the need to have a Community Liquor Permit. Community Liquor Permits will still be required for events that don't fit the new criteria.

From July 1, Queensland nursing homes and hospitals can serve patients/residents and their guests two standard serves of alcohol a day without needing a liquor licence. This will bring regulation of these premises into line with retirement villages.



I WILL be on the road again this 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@cmqa.asn.au

Changes Affecting Liquor Licensees

From January 1, 2014, licensed premises (including detached bottle shops) will not be required to advertise new applications in newspapers and in the *Government Gazette*, saving up to \$1,500 on some applications. However, applications will still have to be advertised on-site via signage and will be published on the Office of Liquor and Gaming Regulation (OLGR) website. Paper work will be reduced for low risk venues such as restaurants or cafés applying for liquor licences ...

- a risk-assessed management plan (RAMP) will not be required when applying for a liquor licence, provided ...
 - the premises will not be open past midnight
 - the licensee does not hold an adult entertainment permit, and
 - the venue is not in a restricted area.

However, a RAMP may be required if the application could impact on the surrounding area. The Commissioner for Liquor & Gaming can waive the need for a community impact statement when applying for a restaurant or cafe liquor licence, provided ...

- the venue is located near other commercial properties and doesn't trade past midnight
- there is no amplified entertainment
- the venue won't adversely affect the surrounding community.

Licensees who have the approved principal activity of entertainment (i.e. nightclubs) can now serve liquor with either meals or entertainment during approved trading to 5pm daily. After 5pm, the licensee must provide entertainment. Licensed venues will no longer be required to keep an approved manager register recording the approved manager on duty and their availability during trading hours. However, licensees must continue to maintain a training register with copies of training course certificates.

Changes Affecting All Gaming Venues

Casinos, clubs and hotels will have 12 months to remit unclaimed winnings/monies to the OLGR, rather

than the current three months. Ticket-in ticket-out (TITO) technology will be allowed in Queensland casinos, clubs and hotels. TITO technology allows cashless gaming through the use of tickets in gaming machines.

Changes Affecting Clubs & Hotels

Gaming machines in Queensland will be able to accept bets of any full cent denominations up to and including \$1. Clubs and hotels putting forward gaming machine licence applications on behalf of a body corporate no longer will have to provide a range of incorporation documentation. Club and hotel licensees will not be required to renew their gaming machine licences. After a gaming machine licence has been granted, or there is an increase in the number of gaming machines a licensee holds, the machines will no longer have to be installed by a set date. However, the appropriate number of authorities or entitlements still will be required before a licensee can operate additional machines. Amendments clarify that jackpot funds currently paid into a trust account by Licensed Monitoring Operators (LMOs) cannot be accessed by creditors if administrators are appointed. Clubs and hotels no longer have to seek the Commissioner's approval to acquire or replace gaming machines. Changes to club and hotel executives will only have to be reported to OLGR annually. Clubs will have to report on management changes when they lodge their financial returns, while hotels will lodge the information when they pay their liquor fees.

Changes Affecting Clubs Only

Club gaming machine licensees now have two years to dispose of gaming machine entitlements after a decrease in gaming machines, surrendering a licence or ceasing gaming at an additional premises.

Changes Affecting Casinos Only

Casino operators won't have to forward gaming chip purchase orders to the OLGR for approval. However, they will need internal control procedures in place around the counting and movement of chips. Casino employee training courses no longer will have to be approved by the OLGR Chief Executive. Casinos will be responsible for ensuring the training delivered to their staff is adequate.

Changes To Liquor & Gaming Industry Training

The State is no longer responsible for the regulation of trainers offering Responsible Service of Alcohol (RSA) and Responsible Service of Gaming (RSG) courses. This regulation is now a matter for the Commonwealth

Day	Date	Meeting	Venue	Zone
JULY				
Thursday	04/07/2013	11:00	Ryde Eastwood Leagues Club	Manly Northern Suburbs Zone AGM & Mid Year Lunch
Wednesday	10/07/2013	10:00	TBA	Wide Bay Zone Meeting
Monday-Tuesday	15-16/07/2013	09:00	Barooga Sports Club	Riverina Murray Zone Meeting & Dinner
Tuesday	16/07/2013	09:00	Jupiters, Gold Coast	CMAA Fed Executive & Fed Council Strategic Planning Meeting
Wednesday	17/07/2013	10:00	Jupiters, Gold Coast	CMAA Federal Council Meeting
Wednesday-Friday	17-19/07/2013	09:00	Jupiters, Gold Coast	CMAA Mid-Year Conference
Saturday	20/07/2013	11:00	Gold Coast Turf Club	Gold Coast-Brisbane Zone Charity Race Day
Friday	26/07/2013	11:00	Bomaderry Bowling Club	Illawarra Shoalhaven Zone Meeting & Lunch
AUGUST				
Monday	05/08/2013	07:30	The Grange Golf Club	Illawarra Shoalhaven Zone Charity Golf Day
Tuesday	06/08/2013	07:00	Casino Golf Club	Far North Coast Zone Golf Day
Tuesday	06/08/2013	10:00	Noosa Surf Club	Sunshine Coast Zone Meeting, Workshop & Lunch
Tuesday-Wednesday	06-07/08/2013	09:00	Quirindi RSL Club	North West State Zone Meeting & Dinner
Friday	09/08/2013	11:00	Carlton Brewhouse, Abbotsford	Victoria Zone Business Briefing
Tuesday-Thursday	13-15/08/2013	09:30	Sydney Convention & Exhibition Centre	Australasian Gaming Expo & Conference - AGE 2013
Wednesday	14/08/2013	11:00	Port City Bowling Club	Great Lakes Zone Meeting & Lunch
Tuesday	23/08/2013	07:00	Stonecutters Ridge Golf Club	Nepean Zone Golf Day
Wednesday	28/08/2013	11:00	Club Lemon Tree	Hunter Zone Meeting & Lunch
Thursday	29/08/2013	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
Thursday	29/08/2013	10:30	Club Pine Rivers	Brisbane Zone Meeting, Workshop & BBQ Bowls
SEPTEMBER				
Tuesday	03/09/2013	11:00	Engadine RSL Club	St George Cronulla-Sutherland Zone Meeting & Lunch
Sunday-Wednesday	08-11/09/2013		Grand Hyatt Hotel, Melbourne	RSL & Services Clubs Association 2013 Annual Conference
Tuesday	10/09/2013	11:00	Southport RSL Club	Gold Coast Zone Meeting, Workshop & Lunch
Tuesday-Wednesday	10-11/09/2013		Bankstown Sports Club	Clubs+ Chefs Management Summit
Tuesday-Wednesday	10-11/09/2013	18:00 & 09:30	Ulladulla Ex-Services Club	Far South Coast Zone Meeting & Dinner
Tuesday	17/09/2013	07:30	Kogarah Golf Club	St George Cronulla Zone Golf Day
Tuesday	17/09/2013	07:00	TBA	Inner West Zone Meeting & Breakfast
Wednesday	18/09/2013 TBC	11:00	Wyong Race Club	Central Coast Zone Meeting & Lunch
Thursday	19/09/2013	11:30	St Marys District Band Club	Nepean Zone Meeting, Workshop & Lunch
Monday-Thursday	23-26/09/2013		Sands Expo & Convention Centre, Las Vegas	Global Gaming Expo – G2E Las Vegas
Tues-Wednesday	24-25/09/2013	11:00	Yamba Bowling Club	Far North Coast Zone & Mid North Coast Meeting & Conference
Tuesday	24/09/2013	11:00	Randwick Labor Club	City & Eastern Suburbs Zone Networking Event
Thursday	26/09/2013	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
OCTOBER				
Tuesday-Wednesday	01-02/10/2013			Clubs+ Social Media Summit
Wednesday	02/10/2013	15:00	Dubbo RSL Club	Mid State Zone Meeting, Workshop & Dinner
Saturday-Tuesday	12-15/10/2013		Gold Coast Convention Centre	ClubsNSW Annual Conference & Trade Expo
Monday	07/10/2013		LABOUR DAY – PUBLIC HOLIDAY (NSW, ACT & SA)	
Monday	07/10/2013		QUEEN'S BIRTHDAY – PUBLIC HOLIDAY (QLD)	
Sunday	20/10/2013	11:00	Sunshine Coast Turf Club	Combined Brisbane Zone & Sunshine Coast Zone Race Day
Friday	25/10/2013	11:00	Dapto Leagues Club	Illawarra Shoalhaven Zone AGM & Lunch
Thursday	31/10/2013	09:30	Sydney Olympic Park	CMAA Federal Executive Meeting
	Oct/Nov			Clubs+ October Webinar Series - Xmas Social Media Campaign

- Government. People involved in the service of liquor will still have to hold appropriate certification, and those performing certain gaming tasks and duties will also be required to hold similar certification. Current OLGR RSA and RSG certificates will continue to be recognised as acceptable evidence of training for a three-year transitional period from the date of issue. Following proclamation, approved training course certification will be a Statement of Attainment, provided on completion of a national training course – either 'Provide Responsible Service of Alcohol' and/or 'Provide Responsible Gambling Services'. Once a Statement of Attainment has been granted, neither the *Liquor Act* nor the *Gaming Machine*

Act will require renewal of training. A Statement of Attainment may be available from the Registered Training Organisation (RTO) which originally provided individual Queensland RSA or RSG training. People will have to check with their RTO to see whether the training originally provided met the criteria required for a Statement of Attainment. Queensland's Responsible Management of Licensed Venues

(RMLV) and Gaming Nominee training still will be required for certain staff. It remains to be seen as to the effect and impact that these changes will provide, however 'red tape reduction' is always welcome. The next tranche of reductions sought by industry may actually reduce the burden of the recent increase in gaming tax for major venues and the carbon tax. Now THAT will be 'relief' for some. ■





Did you know ... Social Media is all around us?

Australia is currently one of the top ten social networking countries in the world. People now spend more time on Facebook than they do on Google, and more than half of the 11 million Australian Facebook members use it for almost an hour every day!

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October 3 – 4, 2013

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Profitable Hospitality 1800 001 353



Day 1: Thursday, October 3

8.30-9am: Coffee and Registration Welcome

Session 1: SOCIAL MEDIA STRATEGY: drive connections and sales

Build a social media business plan to engage members, guests and your local community

Session 2: Introduction to Social Media

Open your laptop or iPad and learn how to join the Instagram competition, Pinterest Group and Facebook activity.

Session 3: The Power of Facebook in 2013

Find out how to measure Facebook's effectiveness and make it a central part of your sales and marketing strategy – it's much more than just 'likes'!

Masterclasses:

Session 4: Facebook Promotions, Competitions and Content Strategies.

How to use Facebook's promotion services, competitions and apps to extend the range of your Facebook activity.

Session 4: How to Run More Effective Email Campaigns

How to add more life and interest to email newsletters, and improve their opening rates and selling power.

LUNCH and NETWORKING

Session 5: A Managed Approach to Social Media and Online Marketing

How online marketing and social media activity can be effectively managed for clubs large or small.

Session 6: 10 Best and Worst Things You Can Do on Social Media

Online marketing expert looks at smart (and not so smart) operators from around Australia.

Session 7: Using Phone images, photo sharing, Instagram and Pinterest

Photos are the new 'social currency', and there are many ways they can promote events and club activity.

Session 8: Google and Google+

Google keeps changing and growing – find out how to promote your club and appear on Page 1 of an online search.

DRINKS, NETWORKING & DINNER

“ALSO ... don't forget to enter the *Clubs+ Social Media & Website Award 2013* ... sponsored by *tic technologies*!
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www.ProfitableHospitality.com”

Day 2: Friday, October 4

Session 9: Social Media, Your Club and the Law

How to manage the important legal issues around staff policies and procedures, privacy, photo sharing and public comments.

Session 10: The Power of YouTube and Video Marketing.

How to turn online video watchers into customers! Learn about the power of video content creation and sharing.

Masterclasses:

Session 11: Getting Started with Facebook for Clubs

An introductory session for people unsure of how to set up a Facebook page and manage content, comments, and frequency of posting. If you don't have a page set up for your club, we can do it right now.

Session 11: How to Make Great YouTube Videos

A practical session on how to create a stream of great video content for your club's marketing. How to get started, or boost your current video activity – a smartphone may be all you need!

LUNCH and NETWORKING

Session 12: Reputation Management – Everyone's a Critic

Monitoring and responding to online comments and reviews, in a world where everyone wants to have a say!

Session 13: New Roles for Marketing Staff

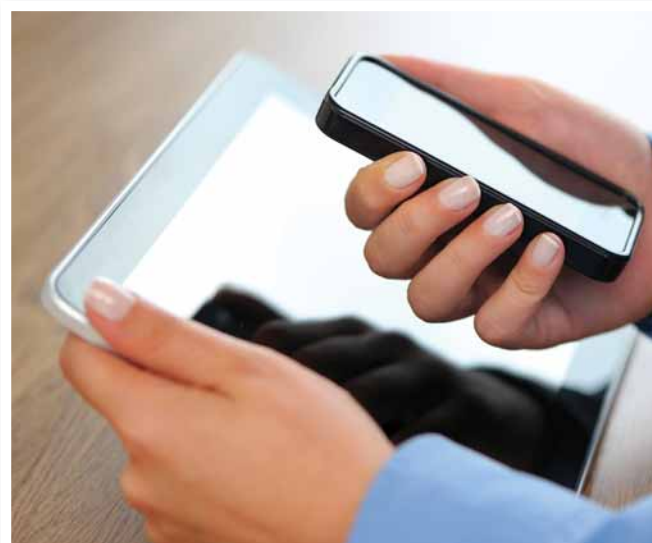
It's time to update the roles, responsibilities and policies for online marketing – each year it grows more important.

Session 14: Twitter

Using Twitter for promoting your club, connecting with members and keeping on top of the news in your local area.

Session 10: Action Stations

How will you use all the Summit information? Hear how panel members plan to take action in the next 12 months.



Activity Points - CMAA Members and CMDA Affiliates receive 20 Industry Activity Points for attending the Clubs+ Social Media 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.

Queensland celebrates in style with 23 bursaries



THE ANNUAL CMAA Queensland Bursaries clocked up some impressive frequent flyer points at the presentation lunch at Kedron Wavell Services Club on June 6. The 23 bursaries went to CMAA members from Zones covering Brisbane, Gold Coast, Sunshine Coast, Ipswich/Darling Downs and Cairns.

More than 220 guests, including CMAA members, representatives from CMDA Career Development and National Bursary sponsor companies, Queensland and Zone sponsor company representatives, sat down to the impressive lunch.

The event followed the traditional Combined Zones – Brisbane, Gold Coast and Sunshine Coast – Meeting where CMAA Executive Officer Ralph Kober presented the Head Office Report to 61 Members. Notable members at the Meeting included CMAA Federal Executive Member and Gold Coast Zone President Stave Condren, CMAA Division G Federal Councillor Wayne Moffatt, Brisbane Zone President John Limbrick and Sunshine Coast Zone President Kelvin Patch. Following the Meeting, Castle Hill RSL Club CEO David O'Neil, a former CMAA Federal Executive Member, combined with CMDA National Bursary Sponsor company Global Coffee Solutions representative Gary Leech, also a former club manager and CMAA member, to present an hour-long workshop, *'How Coffee Can Improve Your Bottom Line'*. David and Gary combined their years of knowledge to deliver some interesting options for managers and clubs trying to make the most of the challenging and lucrative coffee market. Gary was on hand earlier in the day to offer Global Coffee's best blends to members arriving for the Meeting.

The audience were in the best of hands with CMAA 'regular' Billy J Smith as Master of Ceremonies and the award-winning Paul Martell providing the entertainment and many laughs. Lunch guests included CMAA Life Members Lew Cooper and Terry Condon. Lew was again at the event to present the Aristocrat-sponsored bursary named his honour to host club General Manager Lyndon Broome, who will attend the 2014 Asian Club Managers' Conference.

Mrs Greta Silk also attended the lunch to announce Nambour RSL Club CEO Suzanne Long as winner of the Ian Silk Memorial Bursary. Nambour RSL Operations Manager Lawrie Williams accepted the bursary for Suzanne. Two representatives from CMDA National Bursary sponsor company rawsuga did a first-class job ensuring the raffles were a success, while the auction was again a popular aspect of the day.

Wayne Moffatt handled the camera duties for the day and his pictures from the Bursary Presentation lunch can be found on the Club Pine Rivers Facebook page – www.facebook.com/pages/Club-Pine-Rivers/ ■

- **1:** Lew Cooper (middle) with Asian Club Managers' Conference Bursary winner Lyndon Broome (right) with Nick Bainbrigge from bursary sponsor Aristocrat.
- **2:** Lawrie Williams (left) from Nambour RSL Club accepts the Ian Silk Memorial Bursary on behalf of Suzanne Long from Mrs Greta Silk and CMAA Executive Officer Ralph Kober.
- **3:** Gary Leech of Global Coffee Solutions provided coffee for morning tea at the CMAA Queensland Combined Zones Meeting at Kedron Wavell Services Club.



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CMAA Queensland 2013 Bursaries & Scholarships

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Suzanne Long, CEO - Nambour RSL Club

LEW COOPER ASIAN CLUB MANAGERS CONFERENCE BURSARY (*sponsor: Aristocrat*)
Lyndon Broome, General Manager - Kedron Wavell Services Club

ASIAN CLUB MANAGERS CONFERENCE BURSARY (*sponsor: Lion Nathan*)
Rob Aldous, General Manager - The Surf Club Kurrawa

CMAA 2014 CONFERENCE BURSARY (*sponsor: Ainsworth Gaming Technology*)
Lee Hall, Operations Manager/Outlets - Kedron Wavell Services Club

CMAA 2013 MID-YEAR CONFERENCE BURSARY
Q Clubs - Martin Weir, General Manager - Redcliffe RSL Club
Yalumba Wines- Alicia Boyle, Senior Duty Manager - Geebung Zillmere Club
Jacaranda Advisory - Phil Charlewood, Duty Manager - Greenbank RSL Club

CMAA EDUCATIONAL DEVELOPMENT BURSARY (*sponsor: Maxgaming*)
Peter O'Grady, Marketing/Gaming Manager - Pine Rivers Memorial Bowling Club

AUSTRALASIAN GAMING EXPO BURSARY
Konami - Bianca Puglisi, Operations Support Officer - Brothers Club Cairns
Finlease - Steve Crawford, General Manager - Woodgate Club

CMAA 2013 MID-YEAR CONFERENCE BURSARY
(*sponsor: CMAA Brisbane Zone Committee*)
Aaron Muirhead, General Manager - Nudgee Golf Club
Kachaya Robertson, Duty Manager - Redcliffe RSL Club
Glyn Wallis, Duty Manager - Arana Leagues Club
Zoe Clegg, Training & Compliance Manager - Kedron Wavell Services Club

EDUCATIONAL DEVELOPMENT BURSARY (*sponsor: CMAA Sunshine Coast Zone*)
Jamie Lancaster, Operations Manager - Caboolture Sports Club

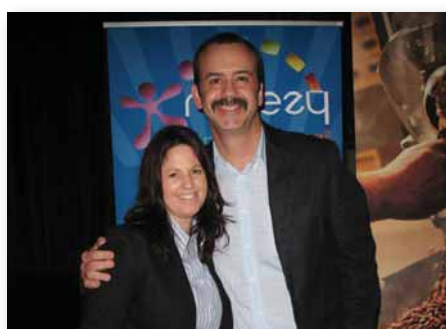
EDUCATIONAL DEVELOPMENT BURSARY (*sponsor: Jigsaw Consulting Group*)
Marie Finlay, Assistant Accountant - Redcliffe Leagues Club

WINE STUDY BURSARY (*sponsor: Robert Oatley Vineyards*)
Peter Hurley, Catering Manager - Redcliffe Leagues Club

EDUCATIONAL DEVELOPMENT BURSARY (*sponsor: Academy Hospitality Australia*)
Naomi Minns, Human Resources Manager - Pine Rivers Memorial Bowling Club

EDUCATIONAL BURSARY (*sponsor: Global Coffee Solutions*)
Brisbane Zone - Scott Steele, General Manager - Gallopers Club
Gold Coast Zone - Brett Holland, General Manager - Surfers Paradise Golf Club
Sunshine Coast Zone - Matt Rafton, Marketing Manager - Caboolture Sports Club

BANKTEC AUSTRALASIAN GAMING EXPO BURSARY
Brisbane Zone - Christie McIlroy, General Manager - Logan Diggers Club
Gold Coast Zone - David Avery, Duty Manager - Southport Surf Club
Rockhampton Zone - Shane Latcham, General Manager - Suncity Sports Club



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E: carl.pozzato@releagues.com

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E: williamsb@castlehillrsl.com.au

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Victoria Zone gets up close and personal at 2013 AGM

By KATIE CINCOTTA

'GO HARD or go home' is a mantra you'll often hear on the personal training circuit.

A newly elected executive line-up for CMAA Victoria is taking on that gutsy spirit in the name of business endurance.

CMAA Victoria President Chris Byrne, who takes over from Echuca's Erin Langman, says he's gearing up for an open approach to leadership.

"The key going forward is strong networking and really focusing on our training initiatives. They are two big things that need to be strengthened in the Victorian market," says Mr Byrne, who heads up the Yarraville Club.

"We're in the hospitality business, we need to start being hospitable among ourselves, networking, bringing in industry peers who can come along and enlighten the managers to what opportunities are out there in the self-operator model as opposed to the duopoly past where club managers didn't need to be exposed to the wide world of gaming."

Mr Byrne says he's a big believer in picking up the phone and seeking input from fellow managers as a way to learn and progress in a challenging business climate.

"We tend to listen to our manufacturers a lot about how machines are working, and that's great ... but there's nothing better than being able to ring so-and-so and say: 'Have you got this box on your floor? How's it working for you?' That first-hand networking is invaluable, and they are the things that the CMAA brings to the table."

To take the networking and learning focus to a new level, Mr Byrne has implemented **Supervisor Bootcamps** in Yarraville and Morwell in August and Ballarat later in the year, with 20-to-30 new line managers signed up to learn

how to transition from buddy to boss.

"It's about understanding the changes of going from employee to boss, to up-skill themselves and make the step down the track to a venue manager," he added. "It's an area that's being underserved in Victoria. And if we fail at middle management level, that failure follows on through the venue."

The AGE in August will feature a networking event that will allow Victorian club managers to meet with NSW club managers who have had full exposure to the CMAA and its benefits, and the owner-operated gaming model.

Mr Byrne says the new executive crew will now be out and about meeting with members and he encourages club managers to make contact to discuss issues and concerns facing the club industry.

"We're very keen to hear from people," he said. "It's that very personal approach where you can pick up the phone and just have a chat. Going forward, we are very much about networking. We don't want it to be all about the bureaucratic agenda and policies. Yes, we need certain structures, but it's more about bringing in guest speakers who can increase the wealth of knowledge for managers down here in Victoria." ■

Supervisor Bootcamp

Italian Australian Club, Morwell – July 8 & 9 (Session 1); August 12 & 13 (Session 2)
Yarraville Club - July 10 & 11 (Session 1); August 14 & 15 (Session 2)

Times 9.30am to 4.30pm (all days)

Cost \$650 per person. If more than 1 person from the same club, the \$600 each.

This is a CMAA Victoria Zone initiative to bring accredited training to Victorian clubs. This course would normally cost \$970 for CMAA non-members.

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BSB 032-373

Acct: 206315 (add your club name and which course you wish to attend)

Award Students receive a **Statement of Attainment** for accredited units **SITXMG001A Monitor work operations & SITXHRM001A Coach others in Job Skills** on successful completion of assessments. Also included is the non-accredited **Plan & Establish Systems & Procedures**.

ACCM Points CMAA Members & CMDA Affiliates earn 25 points upon successful completion.

Get in touch with the new Victorian Zone Executive ...

- President: **Chris Byrne**, Yarraville Club. M: **0410 500 741**
E: cbyrne@yarravilleclub.com.au
- Secretary: **Andrew Breeden-Walton**, Maroondah Sports Club. M: **0419 879 164**;
E: abw@maroondahclub.com.au
- Treasurer: **Mark Hogan**, Club Noble. M: **0403 329 220**;
E: manager@clubnoble.com.au
- Zone Education Officer: **Stephen Hodge**, Italian Australian Sporting & Social Club of Gippsland. M: **0400 604 580**; E: Stephen@italianaustrianclub.com.au

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Game 1 delivers on excitement

YOU COULD have cut the atmosphere with a knife. It was less than an hour to kick-off in Game 1 of the 2013 State of Origin rugby league series between NSW and Queensland at ANZ Stadium and the CMAA Offices at Sydney Olympic Park was buzzing with excitement. CMAA Federal President Bill Clegg, Federal Secretary Allan Peter and NSW State Executive Member Luke Walker mingled with CMDA Sponsor company representatives and their guests, CMAA club managers from around the state. The 'footy food' was going down a treat with the beverages from sponsors **Lion, Carlton United Breweries, Robert Oatley Vineyards** and **Coca-Cola**. CMAA Executive Officer Ralph Kober touched down from three days on the road in time to welcome 70 guests to the now-annual event. Blues supporters significantly outnumbered the Maroons faithful but, even before kick-off, there were big winners in the room with Jeremy Bates, from Lismore Workers Club, and Mark Norden, from St George Motor Boat Club, all smiles after winning the CMAA Facebook competition. Jeremy drove in with his wife, Sally, while Mark brought along lucky workmate Luke Shau. Game 2 will be over by the time you read this, but the excitement again will be at fever pitch for the Mid Year Conference chapter of 'Footy Fever' for Origin 3 at Jupiters on July 17. ■



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Busy time for 'Buck' and his team

IT WAS a busy few weeks for the CMAA Mid North Coast Zone with the annual Golf Day on May 16 and the Annual General Meeting less than three weeks later. There were three new members at the AGM on June 4 at Scotts Head Bowling Club where there was also a familiar face joining the Zone Committee. President Glenn Buckley and Secretary-Treasurer Daphne Parker, both from Woolgoolga Diggers Club, were re-elected unopposed, while Carl Mower, from Club Coffs on West High, took over as Zone Education Officer from Wendy Mills. One of Glenn's first duties leading the new Committee was to welcome new members Grant Walden and Kelly Walcott from Park Beach Bowling Club and Peter Leonard from Coffs Harbour Leagues Club. Grant had started work the previous day after relocating from Manilla Bowling Club. *CMA Magazine* Editor Peter Sharp made the trip to Scotts Head for the Meeting and Election of Office Bearers and presented the Head Office Report to 17 members. Following the AGM, there were workshops from Jeff Thomson from new CMDA Bursary Sponsor company Total ATM; Justin Wells, from Club Employees Mutual; and Darryl Whittaker from CMDA National Major Sponsor **HOSTPLUS**. The Zone's next event will be the Combined Conference and Meeting with Far North Coast Zone at Yamba Bowling Club on September 24-25. The Zone's 15th annual Golf Day and sixth staging at Safety Beach Golf Club was held on May 16. Zone President Glenn Buckley led home the winning Ainsworth team of Jarrod Heaney, Daniel Abela and Al Creasey. More than 100 players teed it up in perfect conditions and the course in good shape. There was a lot of support from CMDA and local sponsors, including CMDA Major Sponsor **HOSTPLUS**. ■



- 1: The CMAA Mid North Coast Zone Committee (from left) Glenn Buckley, Daphne Parker and Carl Mower.
- 2: Mid North Coast Zone new members (from left) Grant Walden, Kelly Walcott and Peter Leonard.



Hunter Zone AGM

THERE WERE new faces on the Zone Committee and four new members at the CMAA Hunter Zone Annual General Meeting at the Cessnock Rugby League Supporters Club on May 29. Most of the Committee was re-elected unopposed, however Vice President Arthur Kyreakou and Education Officer Catherine Handcock did not seek re-election. Ian Frame moves from the Committee to become Vice President, while Phil Tycehurst also stepped up from the Committee to take on the ZEO role. Sharon Apperley and Michael Titow are the new faces on the Committee. *CMA Magazine* Editor Peter Sharp travelled to Cessnock for the event and conducted the Election of Office Bearers, congratulating Zone President Paul Cousins on a successful year, before presenting the Head Office Report. CMAA Division D Federal Councillor Stephen Byfield also made the trip from The Entrance to attend the AGM. In his report, Paul thanked his energetic Zone Committee and said the Zone looked forward to more education and professional development opportunities in the coming 12 months. He also welcomed four managers attending their first Zone Meeting. Following the AGM, Mark Cannon, the National Sales Manager for Total ATM, the newest CMDA National Bursary sponsor company, outlined the issues related to the new legislation affecting the presence of ATMs in licensed gaming premises. Mark's statistics on the impact of the new legislation on Victoria clubs got the attention of the

- 1: The Hunter Zone new Committee (from left) Phil Tycehurst, Paul Cousins, Lynette Harrison, Michael Titow, Andrew Walker and Ian Frame.
- 2: Hunter Zone President Paul Cousins with the Zone's newest members.
- 3: Singleton RSM Club CEO Gerard McMillan with Total ATM National Sales Manager Mark Cannon.

33 members in the room. Nick Sovechles, from proticket also spoke about the company's range of products and services before members joined industry trade representatives for a first-class lunch in the auditorium.

The Hunter Zone Committee for 2013-2014 is ...

PRESIDENT: Paul Cousins – Cessnock Rugby League Supporters Club

VICE PRESIDENT: Ian Frame – Beresfield Bowling Club

SECRETARY: Andrew Walker, ACCM – Pelican Flat RSL Club

TREASURER: Lynette Harrison – The Adamstown Club

EDUCATION OFFICER: Phil Tycehurst – Wangi Workers Club

PUBLICITY OFFICER: Dane Seymour – Club Lemon Tree

COMMITTEE: John Hume – Wallsend Diggers Club; Ian Martin – Maitland City Bowls Club; Sharon Apperley – Cessnock Rugby League Supporters Club; Michael Teyto – Singleton RSM Club. ■

ACT Zone Mid Year Meeting

IT WAS a happy occasion, with a touch of sadness as the CMAA ACT Zone hosted its mid-year Meeting and Lunch at Canberra Southern Cross Yacht Club and aboard the 'MV Southern Cross' on May 24. There was a relaxed atmosphere for the day as Members, guests and industry sponsors took in the sights of Canberra's picturesque Lake Burley Griffin during lunch, following the Zone Meeting. CMAA Executive Officer Ralph Kober travelled to Canberra for the day and presented the Head Office Report at the Canberra Southern Cross Yacht Club. The RSVPs for the meeting and the lunch were directed to Lisa Pozzato and it was to be Lisa's last official duties for the Zone as she is headed overseas to further her career. Members moved from the club to the Lotus Bay mariner to join other guests and boarded the MV Southern Cross for lunch where Zone President Geoff Long presented Lisa with a bouquet of flowers and a gift of thanks for her efforts during her years on the Zone Committee.

ACT Zone's next event will be a Meeting, Lunch and annual Bowls Day on November 1 with the venue to be finalised. ■



- 1: ACT Zone Secretary-Treasurer Matthew Walshe with Zone President Geoff Long.
- 2: Zone President Geoff Long thanks outgoing Zone Education Officer Lisa Pozzato for her work with Zone during the May Meeting.

CMAA 'faithful' honour great Aussie tradition

CMAA FAR North Coast Zone continues to honour the great Australian tradition of helping a mate when he needs a hand. Former Zone Vice President and Division E Federal Councillor Phil Mallon was seriously injured in a major accident on his family property late last year and has undergone major surgery to put him on the long road back to a full recovery. Phil worked at Cabarita Beach Bowls & Sports Club, then Casino RSM Club before his accident and remains a loyal supporter of the Far North Coast Zone and the CMAA. At the annual Zone Secretary Managers Bowls Day at the Evans Head Bowling Club – traditional home of this impressive annual sporting challenge – the fundraising focus was on helping Phil Mallon with his recovery in John Flynn Hospital on the Gold Coast and the costs associated with his full recuperation. Host club manager Roger Hong, the Zone Secretary, and his team did another superb job with the hospitality, welcoming almost 100 guests – finely tuned athletes – for the fun and friendship. When the smoke cleared on a perfect Evans Head afternoon, that famous North Coast generosity realised just on \$6,000 to help Phil Mallon. That money was added to the \$11,000 that CMAA Executive Officer Ralph Kober handed to Phil when he called on him at the hospital in early May. "It was another great day for the Zone, for our industry partners and, especially for Phil who, although he couldn't be with us in person was in our thoughts and I'm proud of what we were able to achieve in helping support his recovery," Roger said.

Far North Coast Zone held its mid-year Meeting and Lunch at Casino RSM Club on June 12 where David Vokes, the National Business Development Manager at Rohrig Group, opened the day with an hour-long free education workshop on the topic, **'Master Planning & Redevelopment'**. Members described David's presentation as one of the best the Zone has offered, with more than 30 guests attending. CMAA Executive Officer Ralph Kober travelled to Casino to present the Head Office Report and field questions and comments from members.

The current Far North Coast Zone Committee is ...

PRESIDENT: Phillip Kelly – Kingscliff Beach Club
VICE PRESIDENT: Phil Boughton – Yamba Bowling Club
SECRETARY: Roger Hong – Evans Head Bowling Club
TREASURER: Stephen Seymour – Yamba Bowling Club
EDUCATION OFFICER: Sharon Shankland – Maclean Lower Clarence Services Club
PUBLICITY OFFICER: Ian Wills, ACCM – Maclean Bowling Club

Far North Coast Zone's next event will be the annual Conference and Meeting which will be a combined event with Mid North Coast Zone at Yamba Bowling Club on September 24-25; with the Christmas Meeting and Lunch at Maclean Services Club on December 12. ■



ATMS

■ Total ATM

Mark Cannon, National Sales Manager
M: 0488 041 327
E: mark@totalinc.com.au
W: www.totalinc.com.au

BEVERAGES

■ Casella Wines

David Begg, NSW/ACT Manager
M: 0438 655 373 **B:** (02) 9330 4751
E: david.begg@casellawines.com
W: www.casellawines.com

■ Coca-Cola Amatil

Founded in 1886, **Coca-Cola** is the world's leading manufacturer, marketer, and distributor of non-alcoholic beverage concentrates and syrups, used to produce nearly 400 beverage brands.
Darren Pressley, Group Business Manager - Licensed Clubs
M: 0407 052 526; **B:** 02 - 9630 4076
E: darren.pressley@ccamatil.com
W: www.ccamatil.com

■ Carlton & United Brewers

CUB is a premium, global, multi-beverage company delivering a total portfolio of beer, wine, spirits, cider and non-alcohol beverages.
Allan Brassil, National Trade Relations Manager
M: 0418 490 744; **B:** 02 - 9217 1418
E: allan.brassil@cub.com.au
W: www.cub.com.au

■ Global Coffee Solutions

Lee Fitzgerald, Sales Manager
M: 0422 446 020; **B:** 1300 552 883
E: Lee.Fitzgerald@globalcoffee.com.au
W: www.globalcoffee.com.au

■ Lion Nathan

Tooheys forms part of **Lion Nathan**, a premium alcoholic beverages company that produces, markets and distributes approximately 900 million litres of Australia and New Zealand's most-appreciated beer brands annually, together with some of Australasia's leading wine and spirit brands.
Doug May, Director Trade Relations
B: 02 - 8120 4637
E: doug.may@lionco.com
W: www.lionco.com

■ Pernod Ricard

Pernod Ricard is the world's No.2 company in wine and spirits, with its brand portfolio covering all market segments and a presence in 70 countries world-wide.
Peter Sullivan, Account Manager
B: 02 - 8874 8222
E: peter.sullivan@pernord-ricard.com
W: www.pernod-ricard-australia.com

■ Robert Oatley Vineyards

The **Robert Oatley** range of wines are produced from family-owned vineyards across the Mudgee region and grapes grown in vineyards at Margaret River and Pemberton in WA.
Campbell MacLeod, National Sales Manager
M: 0429 927 628; **B:** (02) 9433 3255
E: cmacleod@robertoatley.com.au
W: www.robertoatley.com.au

■ Treasury Wine Estates

TWE is a unique global wine company with a leading international portfolio of new world wines and a history stretching from the establishment of Australia's Penfolds in the mid-1840s to the 1876 founding of Beringer Vineyards.
John Lawson, State Sales Manager NSW
M: 0414 661 838; **B:** 02 - 9741 1866
E: john.lawson@tweglobal.com
W: www.treasurywineestates.com

BEVERAGE WHOLESALERS

■ Club Partners

Damian White, General Manager
M: 0428 428 891; **B:** 07 - 3489 3600
E: Damian@ClubPartners.com.au
W: www.ClubPartners.com.au

■ Liquor Marketing Group

Geoff Craig, Business Development Manager
M: 0417 691 901; **B:** 02 - 8737 6666
E: gcraig@lmg.com.au
W: www.lmg.com.au

CLEANING

■ Sunblest Cleaning Services

Sam Koura, Managing Director
M: 0418 240 850; **B:** 02 - 8095 6650
E: sam@sunblest.com.au
W: www.sunblest.com.au

CONSTRUCTION, DESIGN & FACILITIES

■ EP&T Global

Mark Swindell, Commercial Manager
M: 0424 888 083; **B:** 02 - 8422 6060
E: mark.s@eptglobal.com
W: www.eptglobal.com

■ Paynter Dixon Hospitality

A trademark for design and construction excellence since 1914, **Paynter Dixon** is dedicated to answering the building requirements of its clients with innovative, high-quality and cost-effective solutions.
Lindsay Verdon, Head of Hospitality & Entertainment Venues
M: 0417 428 526; **B:** 02 - 9797 511
E: lindsay.verdon@paynterdixon.com.au
W: www.paynterdixon.com.au

■ powerPerfector

powerPerfector is the market leader in Australia and globally with more than 180,000 Voltage Power Optimisation (VPO) technology units installed to date, providing a turn-key solution, 15-year VPO warranty and savings backed by a performance guarantee.
Emil Novak, Sales Executive
M: 0413 662 730; **B:** 1300 864 824
E: enovak@powerperfector.com.au
W: www.powerperfector.com.au

■ Quattro

Kylie Grimwood, Director
M: 0418 956 208; **B:** 02 - 9699 9881
E: Kylie@quattro.com.au
W: www.quattrointeriorsstudio.com.au

■ Rohrig

One of Australia's leading hospitality construction, refurbishment and fit-out specialists, **Rohrig Hospitality** takes pride in its innovative services that offer the greatest possible value and quality, backed by the resources of the **Rohrig Group**.
David Vokes, National Business Development Manager
M: 0417 758 956; **B:** 07 - 3257 4411
E: davidv@rohrig.com.au
W: www.rohrig.com.au

FINANCIAL & STRATEGIC MANAGEMENT

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BDO's team of leading professionals offers an unparalleled combination of thinking, depth and industry experience, coupled with our client-centric approach this ensures a personal and tailored approach to each club's business needs.
Atle Crowe-Maxwell, Partner
M: 0410 602 276; **B:** 02 - 9251 4100
E: atle@bdo.com.au
W: www.bdo.com.au

■ Community First Credit Union

Community First is the largest community-based credit union, operating across Sydney and the Central Coast with \$700 million in assets under management, 70,000 members and 13 stores.
Marrianna Kinsey, Alliance Development Manager
M: 0409 811 484; **B:** 02 - 9735 1651
E: mkinsey@communityfirst.com.au
W: www.communityfirst.com.au

■ Creating Synergy

Ron McLean, Director
B: 07 - 5536 6049
E: ronmclean@creatingsynergy.com
W: www.creatingsynergy.com

■ Eastern Commercial Lawyers

Tony Johnston & **John Murray** are founding partners of Eastern Commercial Lawyers, recognised as a leading law firm in the Club Industry, providing legal services to clubs of all sizes around Australia.
Tony Johnston, Partner
M: 0414 253 181; **B:** 02 - 8243 1707
E: tony.johnston@eclawyers.com.au
W: www.eclawyers.com.au

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Chris McManamon, State Manager
M: 0417 538 821; **B:** 02 - 8202 8700
E: cmcmanamon@mail.hostplus.com.au
W: www.hostplus.com.au
Jon Shevket, Manager New Business
M: 0410 609 743; **B:** 02 - 9893 1822
E: jshevket@mail.hostplus.com.au
W: www.hostplus.com.au

■ Luhrmann Business Consulting

Lori Luhrmann, Senior Consultant
M: 0424 639 639
E: lori@luhrmann.com.au
W: www.luhrmann.com.au

■ PGD Financial Services

Harry Mantzouratos, Financial Planner
M: 0412 495 979; **B:** 02 - 9299 5099
E: enquire@pgdfs.com
W: www.pgdfs.com

■ Russell Corporate Advisory

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Greg Russell, Director
M: 0405 100 463; **B:** 02 - 9957 6700
E: greg.russell@russellcorporate.com.au
W: www.russellcorporate.com.au

■ Thomsons Lawyers

Thomsons Lawyers are expert providers of legal services to the Club Industry, working with more than 60 major clubs and industry associations across Australia, with offices in Sydney, Brisbane, Melbourne and Adelaide.
Brett Boon, Partner
M: 0414 808 265; **B:** 02 - 8248 5832
E: bboon@thomsonslawyers.com.au
W: www.thomsonslawyers.com.au

■ Thorn Equipment Finance

Antoine Laval, General Manager
M: 040 4811 343; **B:** 1800 623 611
E: antoine.laval@thorn.com.au
W: thornequipmentfinance.com.au

FOOD

■ Profitable Hospitality

Ken Burgin, CEO
M: 0414 660 550; **B:** 1800 001 353
E: kburgin@profitablehospitality.com
W: www.ProfitableHospitality.com

GAMING

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Ainsworth prides itself on its leading animation and programming expertise and creative thinking to deliver innovative and superior gaming solutions to the gaming industry.
Peter Black, National Sales Manager
M: 0427 465 645; **B:** 02 - 9739 8000
E: peter.black@ainsworth.com.au
W: www.ainsworth.com.au



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 android app

GAMING

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Aristocrat is a leading global provider of gaming solutions - world-class software, systems and hardware that consistently out-perform the competition.
David Ronson, Sales & Marketing Director
 M: 0417 691 487; B: 02 - 9013 6630
 E: David.Ronson@ali.com.au
 W: www.aristocratgaming.com

■ ARUZE Gaming Australia

Aruze Corporation is the global leader in gaming entertainment with specialised technologies and vast experience emanating from the company's high profile and exceptional performance in the Japanese Pachinko/Pachislot industry.
Ian Thomson, Managing Director
 B: 02 - 8332 6000
 E: ithomson@aruzegaming.com.au
 W: www.aruzegaming.com

■ Bally Technologies Australia

With a history dating back to 1932, Las Vegas-based **Bally Technologies Australia** designs, manufactures, operates, and distributes advanced gaming devices, systems, and technology solutions worldwide.
Ron Jeffrey, Managing Director
 M: 0488 420 096 B: 02 - 8920 8977
 E: rjeffrey@ballytech.com
 W: www.ballytech.com/australia/

■ eBET

As a leading Australian gaming systems company that develops and markets a range of networked solutions for gaming machines, **eBET** is all about delivering unique products to the NSW clubs market.
Nicole Thomas, Marketing Manager
 M: 0438 528 066; B: 02 - 8817 4700
 M: nthomas@ebetgroup.com
 W: www.ebetgroup.com

■ IGT

IGT is sharply focussed on customer business through professional sales, marketing and customer service personnel as well as an experienced and dedicated Service Plus team.
Andrew Neagle, Sales Director, ANZ
 M: +61-417 469 969; B: 02 - 8345 3000
 E: andrew.neagle@igt.com
 W: www.igt.com.au

■ Independent Gaming

For the past 23 years, **Independent Gaming** - a 100% Australian-owned company - has evolved into a leading gaming solutions provider and manufacturer with more than 100 staff.
Lawrence Sheppard, Managing Director
 M: 0411 501 333; B: 02 - 8858 1000
 E: ls@independentgaming.com.au
 W: www.independentgaming.com.au

■ Konami Gaming

Konami's Gaming and Systems segment manufactures, distributes, and services gaming machines and casino management systems, providing gaming machines with outstanding reliability, technological innovation, and entertainment value.
Jeremy Alchin, Marketing Manager
 M: 0409 365 528; B: 07 - 3395 7355
 E: alchin0129@konamigaming.com
 W: www.konami.com.au

■ Maxgaming (Tatts Group)

maxgaming is Australia's largest gaming services operator, providing monitoring and value add services such as wide area linked jackpots in NSW, Queensland, Victoria and the Northern Territory.
Shanun McCarthy, Divisional Sales Manager
 M: 0417 766 350; B: 07 - 3435 4482
 E: shaun.mccarthy@maxgaming.com.au
 W: www.maxgaming.com.au

■ SHFL entertainment

SHFL entertainment electronic gaming machines are developed by the company's Australian subsidiary - **Stargames** - primarily for the Australia, New Zealand and Asian gaming markets.
Sandra Renwick, Marketing Manager
 M: 0420 315 461; B: 02 - 9773 0299
 E: sandrarenwick@shfl.com
 W: www.shfl.com

IT

■ ClockOn Australia

Robert Jaen, Business Development Manager
 M: 0412 262 003; B: 02 - 4344 9443
 E: rjaen@clockon.com.au
 W: www.clockon.com.au

■ Insite Digital

Insite Digital Publications, the publishing arm of Sydney-based digital media company **Insite Organisation**, produces the impressive 'page-turning' technology in the online version of *CMA Magazine*.
Matthew Easy, Account Director
 M: 0415 289 241; B: 02 - 8094 7456
 E: matt.easy@teamepic.com.au
 W: www.insiteorg.com

■ Micropower

Micropower is an Australian company making, selling and supporting integrated software solutions for Australian clubs for more than 25 years and servicing more 400 clubs across golf, yacht clubs & marinas, private and social club segments.
Peter Jefferis, Director of Sales & Marketing
 M: 0417 785 854; B: 07 - 3123 6904
 E: peter.jefferis@micropower.com.au
 W: www.micropower.com.au

■ SECOM Technology

Jason Drew, Director
 M: 0432 660 225; B: 1300 781 224
 E: jason.drew@secomtech.com.au
 W: www.secomtech.com.au

INSURANCE

■ Scott & Broad

Mike Burgess, CEO
 M: 0407 784 722; B: 02 - 9932 6444
 E: mike@scottbroad.com.au
 W: www.scottbroad.com.au

MARKETING & PROMOTIONS

■ GSL

Danielle Rayner, Marketing Director
 B: 02 - 8090 6533
 E: danielle@gslsolutions.com.au
 W: www.gslsolutions.com.au

■ Mailezy

Mailezy is a leading technological dynamo in the marketing world specifically set up to cut through everyday marketing clutter - graphic design, direct mail, print, email blasts or SMS messages.
Kim Limbrick, Key Account Manager
 M: 0428 465 968; B: 07 - 5443 7337
 E: sales@mailezy.com.au
 W: www.mailezy.com.au

■ rawsuga

Kylie White, Customer Loyalty & Marketing Manager
 M: 0416 061 010; B: 02 - 9659 2100
 E: kylie@rawsuga.com.au
 W: www.rawsuga.com.au

■ Strategic Rewards

Since 1980, **Strategic Rewards** has been providing Australian organisations with access to shopping discounts and lifestyle benefits. Today, more than one million Australian employees, or members, are enjoying their rewards.
Brett Foster - CEO
 P: 03 - 8692 6600, M: 0414 210 051
 E: bfoster@strategicrewards.com.au
 W: www.strategicrewards.com.au

■ Instore Vision

Craig Burnard launched **Instore Vision** in 2007 in response to the growing demand for rich media content for the emerging digital signage industry and web marketing.
Craig Burnard, Managing Director
 M: 0421 960 182
 E: craig.burnard@instorevision.com.au
 W: www.instorevision.com.au

OFFICE EQUIPMENT

■ BBC Digital

Mitchell Toohey, National Account Manager
 M: 0408 426 865; B: 02 - 8394 4950
 E: mitchell.toohey@bbcdigital.com.au
 W: www.bbcdigital.com.au

PRINT & DESIGN

■ Daily Press Group

Daily Press Group, one of Australia's leading design, print and distribution specialist printers for the Club industry, also prints and delivers the CMAA's **Club Management in Australia** (CMA) magazine to CMAA members and subscribers around Australia.
Wayne Knight, Managing Director
 M: 0412 745 780; B: 02 - 9558 8419
 E: wayne@dailypress.com.au
 W: www.dailypress.com.au

SECURITY

■ Barringtons

Whether clubs are concerned with issues of legislative compliance, staff and patron safety, criminal wrong-doings or personal development, **Barringtons** can provide the best and most-appropriate solutions to the Club Industry.
Blayne Webb, Director
 M: 0404 095 687 B: 02 - 9899 0600
 E: Blayne@barringtongroup.com.au
 W: www.barringtongroup.com.au

■ Gold Crest Security

Mark Walker, Managing Director
 M: 0410 500 500; B: 1300 137 339
 E: mark@goldcrestsecurity.com.au
 W: www.goldcrest.com.au

SUPERANNUATION

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Chris McManamon, State Manager
 M: 0417 538 821; B: 02 - 8202 8700
 E: cmcmanamon@mail.hostplus.com.au
 W: www.hostplus.com.au
Jon Shevket, Manager New Business
 M: 0410 609 743; B: 02 - 9893 1822
 E: jshevket@mail.hostplus.com.au
 W: www.hostplus.com.au

TRAVEL

■ CCM Travel

Catherine Mancuso, CEO
 M: 0418 672 647; B: 02 - 9439 5100
 E: catherine@ccmtravel.com.au
 W: www.ccmtravel.com.au



Please contact CMAA Events Administrator TEGAN CAIN -
 P: 02 - 9746 4199 or E: tegan@cmaa.asn.au -
 to notify of amendments to this Services Directory



Len Ainsworth donates \$5mill to Children's Hospital

LEN AINSWORTH is one of the 'godfathers' of the gaming industry in Australia. His business skills are respected around the world and, at 82, is one of the most remarkable men in business.

The Sydney Children's Hospital Foundation recently announced that Sydney Children's Hospital, Randwick will benefit from the single largest donation in its history - a \$5 million donation from Len Ainsworth for the new Clinical Services Wing.

The new wing will be named, 'The Ainsworth Building', and will herald a new era of healthcare for seriously ill and injured children across NSW and beyond.

Opened in April, the Ainsworth Building includes a Brain Injury Rehabilitation Unit, an eight-bed Child & Adolescent Mental Health Unit, a 28-bed short-stay Surgical Ward, a new Lung Function Testing Facility for infants, a Family Centre for parents and carers, and a new location of the Child Protection Unit.

Mr Ainsworth's support of the Hospital has spanned more than 17 years, commencing with a \$1.5 million donation to fund the construction of the current Sydney Children's Hospital building in 1996.

Sydney Children's Hospital Foundation Chief Executive Adam Check said the foundation was overwhelmed by Len Ainsworth's

generosity. "Mr Ainsworth's enduring commitment to the sick and injured children of Sydney Children's Hospital has enabled our new building to become a reality," Mr Check added. The new Wing will cost a total of \$27.7 million.

Sydney Children's Hospital Foundation is the principal contributor, having committed \$15 million, in partnership with the NSW Government and the Motor Accidents Authority.

Sydney Children's Hospital is one of the state's leading centres for paediatrics and child health. Each year, the hospital cares for more than 36,000 children via its Emergency Department, admits 18,000 children and delivers more than 312,000 occasions of service via its outpatients and community health programs. ■



Club Industry loses a 'champion'

THE CLUB Industry lost a 'champion' with the passing of Ken Hurst in late June. Mr Hurst had been a ClubsNSW Director from 1999 until 2009. His service on the ClubsNSW Board followed a long career in primary and secondary education, and in a wide range of sports. He had a proud history of more than 40 years as a Chairman and Director with the Guildford Rugby League Club and with the Camden Valley Golf Resort where he was a Director since the club's beginnings in 1964. He was the former ClubsNSW Board representative for the Talent Development Project (TDP) for many years and served as a board member of ClubKENO Holdings. Mr Hurst first played rugby league for Guildford back in 1948 and served on the club's league, golf and cricket committees. Mr Hurst's funeral service was held at St Mary's Anglican Church in Guildford on June 26 and, fittingly, his wife Nora, and their family invited everyone back to Guildford Leagues Club to celebrate the life of a true 'club champion'. ■

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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
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	9	10

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
18	19	20	21	22	23	24
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
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

November

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	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



Jupiters July 17 - 19 THE ROAD AHEAD - Meeting New Tribes & Cultures

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



Jupiters July 16 Tomorrow's CEOs Summit *Part of the Mid-Year Conference*

The Summit is for any managers and senior supervisors, including non-members of the CMAA.
The Summit is free of charge and optional for all Conference Delegates.



September 10 - 11 Clubs+ Chefs Management Summit

Join some the best chefs in the industry - be a part of it and bring your team for this value-packed two-day event in Sydney.



October 3 & 4 Clubs+ Social Media Summit

Want to learn more about Facebook, Twitter or blogs and other social media?
Bring your iPad!



October Upcoming Summits Finance Summit - Sydney General Management Summit - Toowoomba Stay tuned for dates & venues ...



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Tackling the effects of the federal government's ATM limits >

How would it affect your business if your customers had thousands of dollars less per week to spend in your premises?

Around Australia, pubs, clubs and hotels are preparing for the effects of ATM withdrawal limits imposed under the Federal Government's National Gambling Reform Act (2012). Depending on the size of your business, this new legislation could result in a drop in available cash at your premises ranging from tens of thousands to millions of dollars per month, leading to a potential reduction in your customers' spend at your site.

While it should be expected that customers will adjust their behaviour to reduce the impact to themselves, venue owners should also take proactive steps to minimise their potential impact.

Impact to a large business¹

Based on customers' current transaction behaviour, under the new restrictions, a large business could see approximately 1,149 transactions per month declined (because they total more than \$250).

This equates to \$341,488 per month in cash that may no longer be available to be spent in your premises.

What you can do about it

There are three types of alternative cash access solutions available in the market today. Based on research conducted in Victoria after similar legislation was passed², recovery rates are highest for the customer access type of solution. These dedicated POS cash-out systems can deliver a return rate as high as 98% (significantly higher than for over-the-counter or split transaction systems).

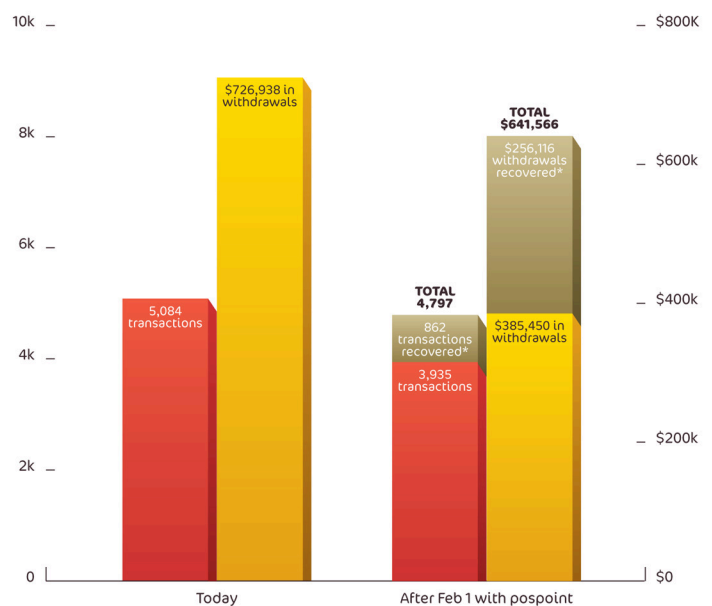
To recover the loss of available cash, a customer access solution with a recovery rate of 75% could deliver \$256,116 per month or \$3,073,392 per year in retained cash availability to the average large business.

Cashcard's solution

Cashcard's dedicated point-of-sale solution enables high cash recovery rates. Using a sleek and streamlined solution, customers can access their cash either over the counter or directly via the dispensers to increase the likelihood of transaction completion.

While the simple user interface allows cashiers or bar staff to dispense cash easily and quickly.

Example scenario (monthly) >



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1. Figures based on Cashcard ATM network data. A large transacting business is defined as a business with approximately 5,000 ATM transactions per month.

2. Figures based on aggregated eCash POSpoint network data from Victorian sites that deployed the POSpoint solution after ATMs were removed from their premises in 2012.

Please note that this analysis is indicative only, and based on historic transaction volumes and cardholder behaviour. We cannot predict any changes in behaviour that may occur following the implementation of this legislation that may impact the actual outcome. As such, this analysis is presented for your information only, and should not be treated as a prediction of future performance.

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- NO TICKET PRINTERS REQUIRED
- NO REPLACEMENT EGM'S REQUIRED
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- CREDITS ON CARD/TAG CAN BE REDEEMED AT CCU
- INCLUSIVE OF MEMBERSHIP, PROMOTIONAL AND LOYALTY FUNCTIONALITY



NO
\$10

YES
\$20

✓
CONFIRM
LIMIT

🧑
SERVICE

SCAN TAG TO
TAG OFF

tag on
max@tag
here >>>

\$
BALANCE
STATUS

TAG ON
MONEY IN

TAG OFF
MONEY OUT

🔒
LOCK /
UNLOCK

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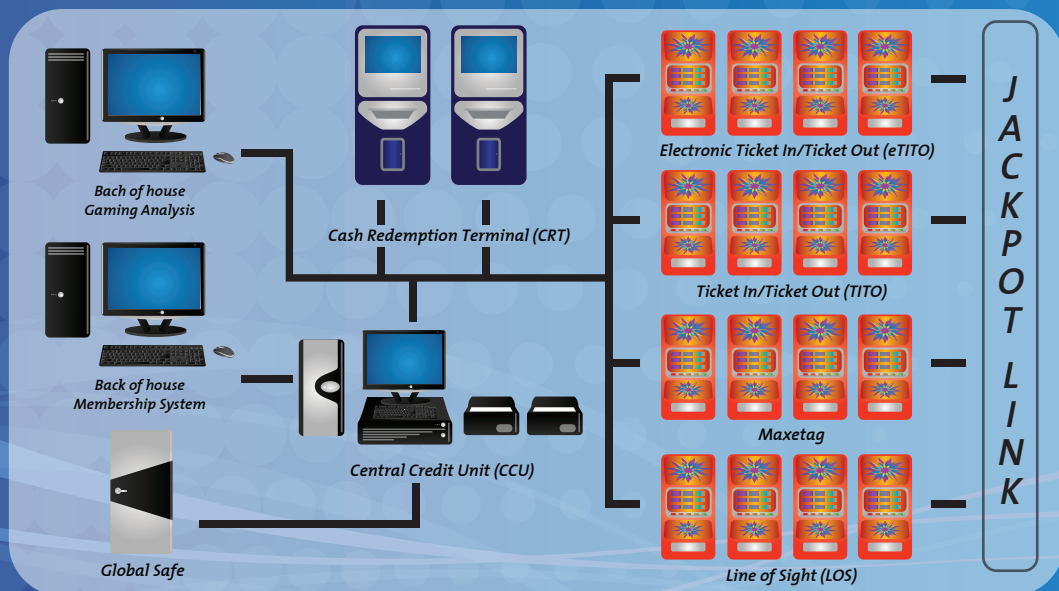
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