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- Perks Integrated Business Services 8273 9300

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- First Degree Commercial Refrigeration 1300 734 463
- Hill Equipment 8368 2300

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- Cashcard Australia Ltd 8234 1082
- Customers ATM - Incorporating ATM Solutions 1300 305 600
- My ATM 8353 6957

## Audio Visual

- Harvey Norman Commercial 8150 8000
- Nightlife Music Video 1800 679 748
- Novatech Creative Event Technology 8352 0300

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- Nightlife Music Video 1800 679 748

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- BankWest 8334 3714
- Commonwealth Bank 8206 4274

## Beer Dispense Equipment

- Lancer Beverage Systems 8268 1388

## Beverage Gases

- BOC Limited 8300 5668

## Beverages

- Angove Family Winemakers 8264 2366
- Australian Liquor Marketers Pty Ltd 8152 8700
- Brown-Forman Australia 8418 7111
- Coca-Cola Amatil (Aust) Pty Ltd 132 653
- Constellation Wines Australia 8392 2222
- Coopers Brewery 8440 1800
- Diageo Australia 8245 9300
- Foster's Group 132 337
- Independent Distillers 0409 750 370
- Island 2 Island Beverage Company 8244 2212
- Liquor Marketing Group (Sip'n Save) 8416 7570
- Lion Nathan 8354 8888
- Options Wine Merchants 8346 9111
- Pernod Ricard Australia 8208 2444
- SA Liquor Distributors 8416 7500
- Samuel Smith & Son 8112 4200
- Schweppes Australia 8366 9103

## Builders / Building Services

- HT Construction Services 8364 0699

## Cabinet Makers

- John Reuther Cabinet Makers 8234 9600

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- TJ's Cleaning Services 8271 1911

## Cleaning Supplies

- Jasol Australia 8346 4322

## Cooking Supplies

- Bidvest Hospitality Supplies 8245 6200
- First Degree Commercial Refrigeration 1300 734 463
- Hill Equipment 8368 2300

## Electrical

- MRT Electrical 8368 2388

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- Trans Tasman Group 03 9418 3911
- Energy Action 8377 7133

## FirstAid Supplies

- AlSCO 8346 1391

## Food Services

- Angelakis Brothers 8400 1300
- Holco Fine Meat Suppliers 8162 8400
- Meat & Livestock Australia 8227 1811
- Nestle Professional 7071 4735
- PFD Foodservice 8114 2300

## Furnishings

- James Richardson Corporation 8211 8966

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- SA Lotteries 8208 4100
- SA TAB 8354 7300
- Shuffle Master Australasia 8340 1322

## Gaming Machine Services

- Ainsworth Game Technology 0402 927 833
- Amtek 1300 765 082
- Aristocrat Technologies Australia 8352 0000
- Bytecraft Systems 1300 130 500
- IGT 8231 8430
- Konami Australia Pty Ltd 0409 047 899
- Macmont Gaming Supplies 8340 1322
- Maximum 8375 9000

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- Access Hotels & Commercial 8212 0080
- Birnie Sanders Hotel Brokers 8338 7381
- NAI Harcourts Brock Commercial 8203 1399
- Steele & Associates Hotel Brokers 8232 1566
- TJ Board & Sons Pty Ltd 8376 5022

## Hotel Kitchen & Bar Equipment

- Bidvest Hospitality Supplies 8245 6200
- First Degree Commercial Refrigeration 1300 734 463
- Hill Equipment 8368 2300

## Hotel Management

- H&L Australia Pty Ltd 8291 9555

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- Andale Hotel Services 8234 0388
- Bidvest Hospitality Supplies 8245 6200
- First Degree Commercial Refrigeration 1300 734 463
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- Bytecraft Systems 1300 130 500

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- Aon Risk Services 8301 1111

## I.T. Products & Services

- Vintek 1300 001 337

## Kitchen Equipment

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- Bidvest Hospitality Supplies 8245 6200
- First Degree Commercial Refrigeration 1300 734 463
- Hill Equipment 8368 2300

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- Donaldson Walsh Lawyers 8410 2555
- Duncan Basheer Hannon 8231 3668
- Kelly & Co. Lawyers 8205 0800
- Talbot Olivier 08 9420 7189
- Wallmans Lawyers 8235 3000

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- FIVEaa & Nova 8419 1395
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- Hospitality Industry Training 8267 3000
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- Employers Mutual 8127 1100

# New Members

Welcome to our new members

Kentish Arms Hotel

## Licensee Transfers - October

Hotel	Location	Date Granted	New Licensees
Seven Stars Hotel	Adelaide	6/12/2010	TBR Hotels Pty Ltd
Lower Light Hotel	Lower Light	7/12/2010	NDS Enterprise (SA) Pty Ltd
Wolseley Hotel	Wolseley	10/12/2010	H R & R W Tate
Full Moon Tavern	Wanbi	20/12/2010	W D Kobs & K A Pitcher
Port Germein Hotel	Port Germein	21/12/2010	Jobs Employment & Training Services Pty Ltd

## Licensee Transfers – November

Hotel	Location	Date Granted	New Licensee
Kent Town Hotel	Kent Town	18/10/2010	Playing through Pty Ltd
Paskeville Hotel	Paskeville	9/11/2010	Paskeville Trading Pty Ltd
Grace Emily Hotel	Adelaide	11/11/2010	Grace Emily Holdings Pty Ltd
Leonards Mill	Second Valley	15/11/2010	Redress Pty Ltd
Glynde Hotel	Glynde	15/11/2010	Glynde Nominees Pty Ltd
Blacksmiths Tavern	One Tree Hill	17/11/2010	Hughes Hotels Pty Ltd
Mount Bryan Hotel	Mount Bryan	17/11/2010	K M Apostolides & SG Douthwaite

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## ON THE ROAD with SMITHY

Firstly, let me say a *big* 'thank you' to Doug Elefsen. Doug's commitment to the hotel industry is without peer. I, along with many other associates and friends, wish Doug all the best for the future. See you at the next Eyre Peninsula Regional, Doug!


Talking to people who have been in the industry for a fair amount of time, it was good to catch up with Michael Clayton, Bob Hendrie and Geoff Lessue at the Publicans' Christmas Lunch at the Pier Hotel, Glenelg. At this luncheon, I also caught up with Dean Sullivan (ex-Cremorne Hotel, now the recycling Guru of Pt Augusta). Dean is the MC for these lunches and he conveyed to us a great story about Geoff Lessue's recent journey to the West. Before putting pen to paper, I went to see Geoff to make sure the story was correct and if it was OK to print. The first thing he said to me, was that the story of his trip out West was *told to Sully in confidence*. So beware next time you are having a chat with Sully as you may be part of the next yarn at our monthly Publicans' Lunch!

For those who don't know Geoff, something unusual always seems to happen on his trips away. Anyway – here is the Story...

Geoff is in partnership with his son Stephen in a trucking business called R.V. National Transport that specialises in the transport of boats and caravans. When the business gets busy and they need some additional help, Stephen calls in his Dad to assist. This particular day, Geoff had to take a load of caravans to Perth. As he was pressed for time, he asked the yardman (who was new) to load his truck and secure it. When Geoff arrived to pick up the load, he did a quick check to make sure all was OK (even though he thought it maybe overweight) and went on his way. He only got as far as Snowtown before his journey was interrupted with a blown tyre. Geoff started



Geoff Lessue



# Lunch with punch

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to change the tyre but then realised what a big job it was going to be. So instead of doing it himself he rang the RAA, they fixed it and Geoff was again on his way to Perth. However, when he thought everything was going smoothly, he was stopped at the weighbridge at Ceduna. Now Geoff wasn't sure of the weight and was hoping they would waive him through. They didn't, It turns out he was two tonnes over and received a fine of \$360.00. He left Adelaide for Perth on Saturday afternoon and was back in Adelaide on Tuesday night. Geoff would like to thank Dean Sullivan for keeping this story confidential!

The generosity of the hoteliers at this lunch was amazing! Every person there donated \$10.00 to the 'Make a Wish Foundation', and over \$1400.00 was raised on the day!

At the President's Lunch, I had the pleasure of sitting next to Kerry Moore, who was very sad that day, as only a few days prior, *The Advertiser* had printed a story on the Brecknock Hotel. This hotel will be closing down for a period of time and

then re-opening as a restaurant. You can understand why Kerry was upset as his family had been involved with the pub for many years. Frank Moore, Kerry's great-grandfather,

purchased the freehold and leasehold from Chief Justice Bray in November 1900. He remained in the pub until August 1907, leasing it out but keeping the freehold. In August 1922, Charles Moore, Kerry's grandfather, took over the hotel, where he remained until January 1948. His son, Bernard Moore, (Kerry's dad) then took over the pub until March 1974 when his son, Kerry took it over and ran the pub until 2007, selling the freehold and lease to the new owners. Now you know why Kerry was a bit down that

day. Four generations of the Moore family running the same pub for over 90 years and holding the freehold for over 100 years. What an achievement! Kerry and all his family have made a great contribution to the hotel industry, not only through his involvement with his hotel, but the industry as a whole. Kerry is also a Life Member of the AHA|SA.

It was a wonderful President's Lunch, with the most outstanding feature of the day being Peter Hurley's speech. Another highlight of the day was journeying across the road for a quiet beer at the Strathmore. Well, I must say not *that* quiet a beer! Why? Because some of the 'Barmy Army' were there celebrating another successful day of cricket.

During the afternoon, I did get a chance to have a chat with some of them, which was very interesting! In the midst of one of the conversations, the subject was raised of the "etiquette of the shout". We agreed this protocol is a worldwide phenomenon and must continue to be the 'ritual' of your local front bar forever and a day. For the benefit

of our readers and possibly some people not involved in the industry, the definition of 'a shout' is provided herewith: "to shout" is Australian (well we are going to claim it) - meaning "to buy or treat someone for something". In this

context, it means to purchase a round of drinks (i.e. one for each person) often with the expectation of reciprocation. This ritual, known virtually to all adult members of Australian society also has some parallel functions. It symbolises entry to a group and it binds a group together. However, there are some matters of compliance to be mindful of for those individuals involved in the shout. The consequences of a breach can have serious social implications! *Turn over for full details...*

## Every person there donated \$10 to the 'Make a Wish Foundation', and over \$1400 was raised on the day!

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## The etiquette of a shout

**Immediacy** - Never accept a beer if you do not intend to shout on that evening. Shouting "next time" is not acceptable no matter how much interest is involved. Hence the shouts go round and round the table until: Either you leave on your shout or soon after your shout, best before half way.

**Reciprocation** - Even worse than breaching the previous rule is accepting beers from the drinking party and then just buying one for yourself when it is your turn. The shout involves contractual obligations which are generally taken seriously. It is shocking form for a drinker to drop out of a round before it is his/her turn to buy. In some hotels, especially in the country, the offence of jumping the shout will be widely publicised and long remembered. The chances of getting in a shout with the same group of people at a later date would be minuscule.

**Consistency** - Changing drinks on people during a shout is considered poor form. Example: Shouting everyone draught schooners and then asking for a "boutique" beer on the return leg.

**Accountability** - Knocking over someone else's beer will only be tolerated if there is a full replacement on the table.

**Egalitarian** - No matter how much money is earned by each party member, or where their money came from, the same shouting rules apply.

**Winner's Shout** - In some cases if one of the group members has a win while having a bet then they can shout out of turn. They will buy "the next one" but then after that drink the shout goes back to the same order.

**Free will** - The order of the round is determined by each volunteering that it is his/her shout. Fellow members should not ever have to remind an individual of their obligations to the group. They will only do so in the event of a breach.

**Abstaining** - From time to time an individual may wish to stop drinking. If it is necessary for them to 'abstain' mid-round, they should request a non-alcoholic beverage. This ensures that the first volunteer is not punished for putting their hand up first. It ensures group equality.

This drinking etiquette has also historically been a test of one's character. Social alcohol consumption or "shouting" becomes a sort of character test. The shout is a pretense of a gift, but in essence it is more of a loan. If an individual has a drink bought for them, and fails to reciprocate, it reveals an unprincipled character. So next time you are with a group of friends keep this in mind.

The AHA|SA supports the responsible service of alcohol.

### In closing

Chris Binns, Vale. A wonderful, wonderful man. The industry will miss him.

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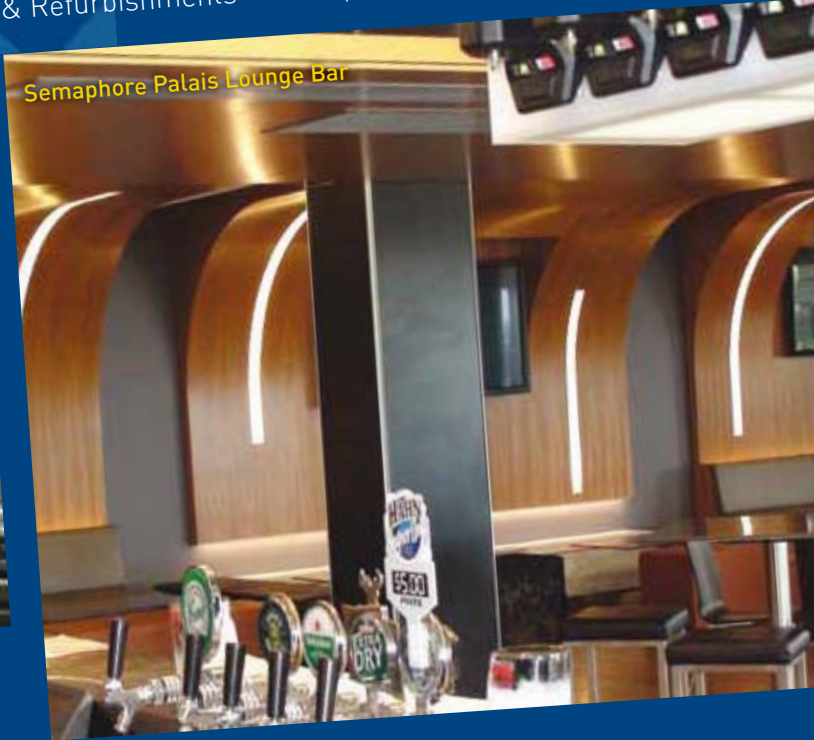


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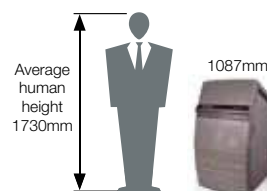
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# Regional Meetings



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The AHA|SA conducted its last regional meeting for 2010 at the Marina Hotel Port Lincoln. We had some very special guests for the day in Peter Hurley, Peter Brien and David Basheer. They were there to congratulate Doug Elefsen for all his support and commitment over the many years he has been involved in the industry, not just as an AHA councillor, but personally as well. Peter made a point that when he purchased his hotel on the Eyre Peninsula many years ago, Doug was a fantastic source of information and assisted him in getting through his early days in the pub. They also wanted to wish Doug all the best in his retirement as councillor for the Eyre Peninsula region. Doug is not standing for re-election in 2011.

We sincerely appreciate the support from all the hotels that facilitated a regional meeting and lunch throughout 2010 - they made it an easy process. The food, drinks, service and the venues they provided were superb. To all of the sponsors that supported these events, a big thank you as well.

There are many issues confronting the industry at present and the best way for you to keep up to date is by attending the next regional presentation in your area.

1. Malcolm Leask – Arno Bay Hotel; Malcolm Steele – Steele Hotel Brokers 2. L-R: Sue Blum & Brenton Woodhead – Franklin Harbour Hotel; Michael Griffiths – Tasman Hotel 3. L-R: Marc Huber & Leanne Fraser – Coopers Brewery; Joanne Mullan – Kimba Hotel 4. L-R: Adele – Pier Hotel; Rhonda – Gaming Care; Lissa – Vectron Systems; Emma & Amy – Cummins Hotel 5. L-R: Melissa Hains, Fran & Matt Rogers – Marina Hotel 6. Brett Watherson & Pat Carpenter – Coca-Cola 7. L-R: Will Kieboom – (Centre) Great Northern-Boston Hotels; David Culbert & Shane Wood – Holco.



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## A new era begins for Queen Adelaide

Iconic Australian wine brand Queen Adelaide has been relaunched into the national market with a fresh new look and taste to match.

Queen Adelaide is the first in a series of relaunches for parent company VOK Beverages, after a joint venture was made with Treasury Wine Estates on December 1, 2009 to manage the research, marketing, sales and growth of a wine stable of 13 brands.

VOK Beverages Managing Director, Angelo Kotses said that the new, contemporary and elegant Queen Adelaide design is guaranteed to inject freshness and vitality into the brand and market place, appealing to a younger target market, as well as the brand's loyal followers.

"The younger Queen Adelaide label is fresher and brings a sense of style, elegance and individuality to the brand, setting itself apart from its competitors within the same price point, in both appearance and value," Mr Kotses said.

"Queen Adelaide's rebranding has come about after a comprehensive review, which took into account feedback direct from the consumer, having since received an overwhelming positive response towards the new brand.

"Consumers are once again proud of the brand revealing that they would happily take a bottle of Queen Adelaide wine to a dinner party knowing it would be a talking point with a different regal coloured jewel for each bottle that signifies the varietal differentiation across the range."

Given the recent growth in Sauvignon Blanc drinkers, up 19 per cent from 2009, Queen Adelaide has additionally introduced a Sauvignon Blanc to its range, to go on sale from November, as well as a Cabernet Merlot. Both of which are the first new products to be added to the Queen Adelaide line in over a decade.

"The Sauvignon Blanc's bouquet of passionfruit, green apple and herbaceous characters are well supported with a clean dry finish, while the Cabernet Merlot delights the palate with fresh berry and plum aromas and soft supple tannins.

"The rebranded Queen Adelaide Brut is also set to be a summer favourite, boasting fresh melon and tropical fruit aromas, with soft, generous flavours and a crisp acidity providing a refreshing finish.

"Coupled with a savvy marketing campaign, the rebranded Queen Adelaide wines, which will be progressively rolled out over the next few months, are sure to be the crowned favourite, offering a reassuring nod to heritage, as well as pleasing the contemporary wine drinker."



## Diageo ramps up Ready-To-Serve

Diageo Australia has added two new flavour variants to its Ready-to-Serve cocktail portfolio.

The newly-released Smirnoff Long Island Ice Tea and Jose Cuervo Authentic Margarita have hit shelves on the back of a \$2 million investment from Diageo Australia to drive awareness of the ready-to-serve category.

Both products will be supported in-store with a range of POS, including header cards, wobblers, fridge strips, fridge electrostats and a trade presenter.

"With the launch of these two new cocktails from two of our biggest brands, the RTS category will be truly established," Diageo Australia's innovation director, Jonathon Curnow said.

"The new cocktails will drive incremental growth and deliver attractive retail margins. Diageo will encourage and assist our retail customers to harness the benefits of the RTS category and its new additions over the summer trading period by creating an eye-catching RTS category location in store."

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## Coopers Clear launches Aussie first

To mark one year of low-carb beer Coopers Clear, Coopers' Brewery has launched an innovative new iPhone application – Coopers Clear Cut.

In what claims to be an Australian beer market first, the app takes advantage of Augmented Reality (AR) technology, which allows users to overlay their actual environment with a virtual environment, similar to the world record line used in swimming telecasts to identify the speed of the world record holder. In this case, using the AR marker on promotional Coopers Clear cases, buyers can view possible prizes that they could win, including diamonds, Coopers Summer Packs, and Bigpond music downloads.

Coopers' Brewery executive chairman, Glenn Cooper, said the anniversary of the beer's Australia Day launch marked a good time for the promotion.

"Coopers Clear secured a strong share of the low-carbohydrate market as a unisex beer. This is something we are looking to continue through 2011 by effectively reaching



our national target market in new and innovative ways, such as the Clear Cut promotion.

"We wanted the app to set us apart from the rest of the alcohol industry and recognised the importance of pushing the envelope on the technology front to achieve this."

## New star performers from IGT

IGT is to release two new games for its IGT bluechip Neo cabinet in South Australia - taking its SA game offering for this new cabinet to seven. Age of Shogun and Wild Girls offer different play styles and game features to excite existing players and attract new ones.

The latest addition to IGT's very successful Shogun-themed games, Age of Shogun is a high denomination game featuring three progressive jackpots as well as triple prizes during 25 free games. Wild Girls on the other hand, is a low denomination game with a unique feature that offers extra substitutes and an interactive game screen during free games.

"IGT was the first gaming manufacturer to bring 3-level progressive jackpots to South Australia and it's great to see this feature teamed with one of IGT's popular game themes in Age of Shogun. If past Shogun games are an indication, this new game should prove popular with players. Wild Girls offers something new to the low denom

market allowing players to collect symbols to gain additional substitutes and providing venues with a configurable hold percentage to suit their individual requirements," Bill Maglaris, IGT's SA State sales manager, said.

"We're pleased to be releasing two more games to our bluechip Neo game library in South Australia. This library now features a mix of denominations and low volatilities to ensure venues can choose games that meet their needs."



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# AHA|SA 2011 Events

*Mark these events in your diary now!*



## **Tuesday 1 February**

Major Sponsor Function  
Alma Tavern Norwood



## **Monday 2 May**

AGM & Function



## **Tues 7 & Wed 8 June**

SA Hotel & Restaurant Trade Show  
Royal Adelaide Showgrounds



## **Tuesday 2 August**

Awards for Excellence Gala Dinner  
Adelaide Entertainment Centre



## **Tues 13 & Wed 14 September**

Women In Hotels Conference  
Sebel Playford Adelaide



## **Tuesday 15 November**

Women In Hotels Christmas Drinks



## **Tuesday 6 December**

President's Christmas Lunch

# FOOD MATCH? JUST FILL IN THE BLANCS

The *Hotel SA* team was handed the challenge of matching summer's favourite tippie – sauvignon blanc – with classic pub dishes. Well, here we go...

## Trio of Mediterranean dips:

2010 Geoff Merrill Wickham Park Foothills Sauvignon Blanc

## Luscious fresh scallops:

2010 Johnston Sauvignon Blanc from the Adelaide Hills

## Coffin Bay oysters starter:

2009 Four Sisters Sauvignon Blanc Semillon

## Sushi (What? How did that get on the local pub menu?):

Four Sisters Sparkling Sauvignon Blanc NV from Central Victorian vineyards

## Bruschetta with fresh tomato and basil:

2010 Di Giorgio Lucindale Sauvignon Blanc – Limestone Coast

## Ploughman's style platter (cured meats etc):

2010 Wither Hills Wairau Sauvignon Blanc

## Chicken breast with a creamy sauce:

2010 Penny's Hill The Agreement Sauvignon Blanc

## Roast of the Day (Pork, Chicken):

2010 Alkoomi Sauvignon Blanc

## Seafood pizza:

2010 Bridgewater Mill Adelaide Hills Sauvignon Blanc

## King George Whiting:

2010 Lulu Sauvignon Blanc from Hewitson's Adelaide Hills vineyard

## Beer battered flathead:

2010 Angove Nine Lives Sauvignon Blanc

## Margherita pizza:

2010 Fox Creek Sauvignon Blanc from the McLaren Vale

## Caeser salad:

2010 The Black Chook Sauvignon Blanc first release.

## Seafood risotto:

2010 Richard Hamilton Sauvignon Blanc Semillon fish poultry

## Barramundi:

2010 Beresford Highwood Adelaide Hills Sauvignon Blanc

## Spicy chicken satay:

2010 Angove Long Row Sauvignon Blanc

## Salt and pepper calamari:

2010 Nepenthe Sauvignon Blanc, an Adelaide Hills favourite

## Thai Noodles:

nicely acidic 2010 De Bortoli Vat 2 Sauvignon Blanc

## Pasta:

2010 Mount Riley Marlborough Sauvignon Blanc

## Chicken salad:

2009 MOMO Sauvignon Blanc from Marlborough in New Zealand

## Asian stir fry:

Tropical and crisp 2010 Shottesbrooke Sauvignon Blanc from the Adelaide Hills

## Vegetarian Grilled seasonal vegetables:

2010 Villa Maria Private Bin Marlborough Sauvignon Blanc - crisp balance the richness of a lot of vegetarian dishes

## Healthy option:

2009 Henschke Lenswood Coralinga Sauvignon Blanc – organic and biodynamic viticulture

## Chicken schnitzel:

2010 3 Tales Marlborough Sauvignon Blanc

## SUN BLOCK BLANC

The Dominion Post recently reported that NZ sauvignon blanc grapes could be used to protect skin from damage caused by sunburn.

Grape seed extract was found to reduce the level of protein damage caused by ultraviolet rays. Marlborough grapes contain more antioxidants and other chemicals to protect their seeds from high levels of UV light in the region.



## **BEST DRUNK WHEN?**

Young

## **CLASSIC FOOD MATCHES:**

Fish  
Salad  
Chicken  
Prawns  
Pasta  
Vegetarian



# Publican's Pearlers

Andrew (Doug) and Kate Walters

The Victoria Hotel, Strathalbyn  
*Celebrating 10 years in 'The Vic'*



**How long have you been in the industry?**

Collectively 50 years

**How many pubs have you worked at, ran or owned?**

Four

**Why did you become a publican?**

**Doug:** I started as a glassy when I was 16 and once you're in you can't get out!

**Kate:** A way to pay the school fees!

**If you weren't a publican what else would you be doing?**

**Doug:** Professional Sporting / Landscape Photographer

**Kate:** Enjoying weekends for a change

**Besides your hotel, which other hotel do you admire and why?**

The Lion: Exceptional in all areas of hospitality, it's a benchmark pub

**What do you think are the elements that make up a good pub?**

Friendly and well trained staff, a comfortable, relaxed atmosphere and consistency

**What advice would you give to someone who wanted to begin a career in the hospitality industry/or run their own pub?**

**Doug:** It's like anything hard work pays off!

**Kate:** You gotta love it

**"When I retire from being a publican, I will..."**

**Doug:** Spend less time with my wife

**Kate:** Spend less time with my husband

**Do you have a nickname?**

Doug (after the legend Doug Walters)

**Which is your favourite sporting team, and who is your favourite sporting person?**

**Doug:** The Power and Adam Gilchrist

**Kate:** Strathalbyn Netball Club

**What is your favourite holiday spot?**

**Doug/Kate:** Spending time up the river with family and friends

**If you could sit down to dinner with three people, who would they be?**

Ricky Gervais, Lionel Messi, Oprah

**What is your favourite food?**

**Doug:** Home made wood oven pizza

**Kate:** Nonna's anything!

**What is the strangest drink a customer has ordered from you?**

**Doug:** Jim Beam with a dash of every flavour of post mix

**Kate:** Brandy and Tonic (ordered by a real tonic)



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## TRAIN my VENUE

**A**HA|SA recently launched a partnership with industry leaders to deliver online training for hotel staff. AHA|SA General Manager, Ian Horne, recently announced a new online training program aimed at improving hospitality skills across the state's hotel industry.

"AHA|SA has a long involvement in hospitality training. We are pleased to extend that by launching Train My Venue: a new online training program for hotel staff," Mr Horne said.

"Train My Venue benefits from an alliance of industry leaders: all of which are committed to improving the performance, productivity and profitability of our industry. This allows AHA|SA to significantly strengthen our training offer.

"National leaders in beer and wine: Carlton & United Breweries (CUB) and Treasury Wine Estates (TWE) provide a solid foundation. These two businesses are well-established leaders in training in every element of cellaring and presentation," Mr Horne said.

"Train My Venue will provide easy access to some fundamental knowledge designed to assist hospitality staff. We expect this will enhance productivity in the venues, provide support for Supervisors and lead the staff into a culture of continuous improvement. It may well kick-start a career in hospitality for participants accessing the site," William Angliss Institute Director of Angliss National, Chris Coates said.

"Venue managers know that it's the fundamentals – like pouring a good beer - that keep their business going: the real building blocks of the hospitality industry. This program builds competence in those fundamentals," Carlton & United Breweries Sales Director, Mr Peter Cantwell said.

"Train My Venue helps take the mystery out of wine for venue owners, managers and their teams. It will give them the confidence to sell and serve a great glass of wine to their customers. Serving customers a great wine that meets their needs will drive both dollar sales and the reputation of

the venue," Treasury Wine Estates Sales Director, Mr Chris Flaherty said.

In addition to its strong credentials and backers, AHA|SA sees many benefits for our members from Train My Venue including:

- It's a highly accessible, value-for-money, industry-standard, training program for hospitality staff
- It offers the industry a solid, user-friendly, online, induction program for employees covering beer, wine, health, safety and food hygiene
- As an online program the learning modules can be accessed at anytime within venues; it does not require the employee to leave the venue plus has flexibility of offering the employee the opportunity of access via an internet portal
- Venue management can access their employees' training history and track their progress 24/7
- Each employee has access to their individual training history and can visit their training history at anytime.

These benefits are all available at a very competitive rate for hoteliers. Owners or managers can choose from four levels of participation to suit the size of their businesses as follows:

**Platinum** 100 registrations \$1250

**Gold** 50 registrations \$750

**Silver** 20 registrations \$400

**Bronze** 10 registrations \$250.

Train My Venue uses video footage and step-by-step guides to inform trainees who complete an assessment at the end of each learning module.

A Train My Venue certificate can be earned for each module by successfully completing the online training and associated assessment task. Hospitality staff can print certificates as they work through the courses and add them to their résumés to demonstrate participation in this valuable professional development opportunity.

For more information go to the AHA|SA webpage [www.ahasa.asn.au](http://www.ahasa.asn.au)

## Portion sizes are the new 2011 eating trend in Australia



Research by Datamonitor, the independent market analyst firm, has revealed that Australian consumers prefer to control their portion sizes rather than adopt specific diet plans. In fact, the proportion of Australians who regularly make an effort to eat and drink smaller portions has increased to 46 per cent in 2010 compared to 29 per cent in 2009, a trend that is likely to gather momentum in 2011.

"Australians are willing to accept a more disciplined approach to eating, but are being selective in how they are exercising this restraint. While there are several ways in which dietary discipline can be exercised, health conscious Australians are demonstrating a strong preference for eating smaller portions over strict diet plans and calorie counting," Katrina Diamonon, consumer markets analyst at Datamonitor said.

Given the inherent and widely understood relationship between health and diet, Australians prefer to think positively when it comes to good nutrition.

"Australian consumers are more concerned about the inclusion of a wide range of foods in their diet rather than restriction or 'forbidden' foods. The implementation of portion control over more formal diet plans and calorie counting is indicative of a shift in mentality. Portion control is perceived

by consumers as a more flexible approach to disciplined eating. It allows them to choose from a wide variety of foods while managing portion sizes."

The research also revealed that growing reliance on product labelling reflects increased interest in nutritional specifics. Australian consumers demonstrate a strong desire to learn more about ingredient composition and are taking the initiative by looking beyond front-of-pack labelling to find out more information regarding the food and drinks they consume. Indeed, 50 per cent of Australian consumers stated that they are highly attentive to the ingredients used in the food and drinks they purchase.

"Ingredients lists and nutritional panels are now more heavily relied upon as Australians are taking more interest in the nutritional content of the food and drinks they buy. Thanks to the internet, they quickly have access to information that will help them understand and translate most nutritional information on the packaging".

"Australians are looking for more constructive health messages. They are more interested in hearing what they can eat, rather than what they cannot. Food and drink marketing needs to focus on the positive features of a product, in order to address Australians' shifting approach to healthy eating."



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# Non-Constitutional Corporations transition to HIGA from 1 February 2011

In late 2010, the AHA|SA made an Application to Fair Work Australia which sought for all Non-Constitutional Corporations to be covered by Schedule B of the Hospitality Industry (General) Award 2010 (the 'HIGA') when they became covered by the HIGA in February 2011. On December 17, 2010, Fair Work Australia issued a determination approving the AHA|SA application.

As a result, from the first full pay period commencing on or after February 1, 2011, all Non-Constitutional Corporations will be covered by the Hospitality Industry (General) Award 2010 (the 'HIGA'), including the provisions of Schedule B – Transitional Provisions in Respect of South Australia. This means that from February 2011, all members will be paying the same rates of pay, penalties and allowances, irrespective of whether or not they are a Constitutional Corporation.

Until February 2011, Division 2B State Awards will continue to apply to all Non-Constitutional Corporations.

From February 2011, the HIGA will apply to all Non-Constitutional Corporations as follows:

- The rates of pay contained in the HIGA will apply from the first full pay period commencing on or after February 1, 2011. This will see Non-Constitutional Corporations provide an average wage increase to their staff of \$9.00 per week from the first full pay period on or after February 1, 2011.

Please note: Another wage increase will then be payable by all employers from the first full pay period on or after July 1, 2011 in response to the Annual Wage Review.

- The Schedule A model phasing in process will commence from February 1, 2011, with the next stage commencing from July 1, 2011, and continuing as implemented for Constitutional Corporations until July 2014. These phasing arrangements will generally only apply to clerical staff.

Non-Constitutional Corporations should pay particular attention to the following clauses of the HIGA, which differ from the Hotels, Clubs Etc. Award and/or the Clerks (Clubs, Hotels and Motels) Award:

Clause 12 – Part time employment (only applicable to clerical staff)

Clause 16 – Termination of employment

Clause 21 – Allowances

Clause 25 – Higher duties

Clause 31 – Breaks (only applicable to clerical staff)

Clause 32 – Penalty rates

Clause 37 – Public holidays



AHA|SA IR & HR Team – Trevor Evans and Tina Fahy.

Non-Constitutional Corporations should also familiarise themselves with Schedule B – Transitional Provisions in Respect of South Australia, which will apply until 2015. Schedule B protects many of the loadings and penalties applicable to staff previously covered by the Hotels, Clubs Etc. Award (including the 50 per cent casual loading) until 2015.

Where Schedule B does not specifically provide for the protection of a penalty or loading and the penalty or loading contained in the HIGA is different from the penalty or loading contained in the Hotels, Clubs Etc. Award and/or the Clerks (Clubs, Hotels and Motels) Award, the penalty or loading does not change immediately but phases in gradually until 2015 in accordance with the provisions of Schedule A – Transitional Provisions.

Non-Constitutional Corporations can obtain a copy of the HIGA from the members only section of the AHA|SA website: [www.ahasa.asn.au](http://www.ahasa.asn.au), under the Industrial Relations tab. They are encouraged to obtain a copy of the HIGA and start to understand the impact of the new Award on their business.

Updated wage schedules were sent to members on December 23, 2010 as part of Faxstream No. 117/10. These wage schedules are also available at the AHA|SA website, under the Wage Rates tab.

Members with questions regarding the impact of these changes on their business are encouraged to contact the HR/IR Team on (08) 8232 4525.



# GAMING CARE – beyond SOUTH AUSTRALIA



(Australian Hotels Association SA)

In October of last year I was fortunate to have the opportunity to attend a responsible gambling conference in Nova Scotia, Canada.

The Nova Scotia Gaming Corporation, the Canadian Province's 'Crown' corporation, has responsibility for managing the Gaming Industry in Nova Scotia and has, since 2006, hosted an annual Responsible Gambling Conference as part of their Responsible Gambling Awareness Week activities.

Nova Scotia has been seen to be at the forefront of socially responsible gambling practices and works continually to keep up with the changing landscape of gaming and related matters to ensure they have a responsible and sustainable industry. They say that social responsibility in the gambling industry is essential and that it is prudent for the health of their population and industry that there is a fundamental understanding of what responsible gambling means.

With our Gaming Care focus on best practice in responsible gambling being acknowledged both by the Independent Gambling Authority and more recently being embedded in legislation as a Responsible Gambling Agency, we continue to evolve, learn and increase our knowledge in order to best assist venues as a key ongoing area of our work. Looking beyond what happens within our own state and country is part of that evolution.

The conference was held in Halifax, the capital of Nova Scotia, over two days with the theme of 'Putting Responsibility on the Table'. It attracted key speakers and participants from across Canada, USA, United Kingdom and even our own New South Wales, with Professor Nerilee Hing from Southern Cross University presenting on the issue of 'are gaming venue staff at risk of developing gambling problems'?

I had an expectation that pre-commitment would feature strongly throughout the conference and was surprised that this didn't occur - in fact it seems to be 'off the radar' for now. What did feature was the emergence of a new form of gambling – that of online gambling – and was the topic



of much robust and even at times emotional discussion and questioning between participants affected by problem gambling and presenters. There are conflicting views on how this should be addressed; should it be regulated? How and by whom or just outright banned? There certainly was a general sense by many of the 'experts' in the field of gambling that online gambling cannot be ignored. It is here already and here to stay and the focus needs to be on what consumer protections can be put in place, how it can be regulated and the impact it may have on Industry sustainability. It's an issue in my view, we as an Industry cannot afford to ignore, particularly in light of the Productivity Commission's recommendation on online gambling.

Conference speakers and sessions were varied and covered a range of topics and current issues. Out of all of these there were two that really stood out that had relevance to our work in South Australia in preventing and addressing problematic gambling behaviour.

One was the development of a responsible gambling index tool that assesses the likely impact various responsible gambling features have on vulnerable players. It lists essential characteristics that should be considered when designing or implementing responsible gambling features and initiatives. The tool allows gaming operators to more accurately assess the merits of responsible gambling programs to understand which of these are most beneficial to specific forms of gaming and gambling. International experts and stakeholders (including Australia) were involved in the development of this tool and as the presentation unfolded it was clear that many of the measures outlined are already occurring here with some contained in Gaming Care's Responsible Gambling Document.

Another topic of interest was a research project that includes an educational, animated video that is simple in its design and provides players with an 'easy' understanding of how gaming machines work. It also looks at how player behaviour is influenced before and after watching the

animated video and the effectiveness of animation based education as a prevention tool. It includes elements on setting time and monetary limits. Those participants who watched the animation endorsed strategies to gamble within financial limits, reported greater behaviour intentions to use the strategies and exceeded their pre-set limits less frequently during their subsequent gambling sessions.

Many participants I spoke with, including some high profile experts and presenters were surprised to learn of how regulated our Industry is through mandatory codes of practice. They were also very interested in how and why Gaming Care was established, the early intervention model we use and the outcome of our work and its associated recognition leading to exemptions from some code obligations. One researcher and conference presenter, from an Ottawa University was very interested in our Responsible Gambling Document and the policies and procedures that it contains, to the extent that he was provided a copy to assist further his argument for venue based strategies involving staff, rather than 'responsible gambling centres' where patrons are expected to go to access information.

What is continually reinforced when attending conferences and forums etc is that what we are doing through our Gaming Care initiative is unique, cutting edge and at the forefront of Industry responsible gambling strategies.

We know that what we are doing is having an impact – our patron interaction reports show what individual venues are doing in engaging and supporting patrons who may be and are getting into difficulty due to their gambling behaviour. We are starting to see now, through comparison of data provided to the Office of Problem Gambling by services that 95 per cent of patrons directly referred to services by venues are engaging with a service.

This is what our work is all about – we know we have a model that works. We know we need to continually evolve. We know we have a lot to learn. We know we have a lot to share.



# Yes, it's the law

**Q. I've noticed other hotels display a privacy policy on their website? Do I need to do this?**

A. Australian law requires you to display a website privacy policy if you collect visitor or customer information, such as an email address or credit card details.

You need to explain what you collect and how you intend to use it.

Trust is also a critical issue in doing business over the internet, so it makes good business sense to include your policy so that the general public has faith in transacting with you.

**Q. What do you think of social media?**

A. If your target demographic uses it, you should too. It's as simple as that. Test it and measure it and see how well it works. For example, plan a few promotions that are only publicised by Facebook and see what your response is. Then try it with Twitter.

While on the subject, congratulations to Tom Williamson at The Highway who received widespread publicity for his use of social media to market the hotel.

"Our key strategy is to consistently engage our followers encouraging them to interact with us on a daily basis," he told Fairfax Media.

The Highway, won the AHA award for Best Marketed Hotel in 2010.

**Q. Should I add music that automatically plays when my website appears?**

A. As a rule, no – but it's up to you, especially if music is part of your offering. Studies repeatedly show that it irritates a lot of people. One international study of 50,000 people found that the majority of users either navigated away from the site or turned it off. One reason is that if they are already listening to music, your music plays over the top. One option is to give people the ability to opt IN to your music, rather than hit them with it and then expect them to turn it off. If you do have music that automatically plays, make sure the OFF/MUTE button is very easy to find.

If you have any queries about online issues, call Tim Boylen at Boylen Media (Silver Sponsor) for no-obligation free advice.

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## \$2M fund to boost \$6.3B tourism goal

Tourism operators in South Australia will be able to secure matching funding through the newly launched \$2 million Industry Co-operative Marketing Fund to encourage the promotion of our State.

"An initiative of the State Government through the South Australian Tourism Commission (SATC), the Industry Co-operative Marketing Fund has been established to create an opportunity for members of the tourism industry to double their investment in marketing," Tourism Minister, John Rau said.

"Operators interested in applying for this funding must invest between \$5,000 and \$100,000 per campaign or activity."

The fund, provided through the SATC's marketing budget, is capped at \$2 million for the 2010/11 financial year and will be reviewed annually.

Applicants who meet the funding criteria will have their marketing investment matched with funds provided by the SATC.

"Since its inception, the marketing fund has proven to be

very popular with the tourism industry, and has already attracted applications from 18 tourism businesses," Mr Rau said.

Mr Rau said the fund highlights the South Australian Government's commitment to building a highly profitable and sustainable tourism industry for our State, and increasing the value of our tourism industry to \$6.3 billion by 2014, as outlined in the South Australian Tourism Plan 2009-2014.

"This close collaboration between the State Government and the tourism industry will enable us to position South Australia as a must-see destination, and help us edge closer to our 2014 goal," Mr Rau said.

Applications for the Industry Co-operative Marketing Fund are open to individual suppliers, groups, co-operatives or tour operators undertaking consumer promotion of a South Australian program or campaign in any geographical market.

More information about the Industry Co-operative Marketing Fund is available by visiting [www.tourism.sa.com](http://www.tourism.sa.com).



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# The FESTIVAL STATE



Simon McGrath –  
Accommodation Division Chairperson.

Adelaide has just experienced another successful Tour Down Under, an event that continues to grow in popularity and provide great benefit to the State and to our industry.

Preliminary figures reveal the event attracted an estimated 772,000 spectators, which is up from the 770,500 of 2010. Hotel occupancies were generally strong throughout the eight days of this historically slower month, which is a testament to the number of visitors to the state.

The economic benefit to the state of this event is also apparent, and with 2010 TDU contributing \$41.5m to the states economy, we can expect that the contribution in 2011 will be even greater.

As we are soon entering into South Australia's 'Mad March' calendar, we are reminded again of just how important events are to our industry. While corporate travel may be the bread and butter of our industry, the event and festival season is certainly both the icing and the cake! The strong level of demand during this time, ensures good occupancies and enables the industry to price themselves accordingly.

Although the Adelaide events calendar is a success, now is not the time to simply rely on our past achievements. Competition from other states is coming thick and fast. Sydney and Melbourne both offer V8 events that are in direct competition with our highly successful Clipsal 500 event and although our Premier has laughed off the Melbourne Lord Mayor's comments about poaching the Tour Down Under, we should not be leaving these things to chance. The need for continued co-operation between our industry, event organisers and the SA Tourism Commission is essential to ensure continuity and growth. Adelaide is a beautiful city with a reputation for being the festival state, and we have to ensure we use the right tools to retain and attract more events.

Our challenge in the accommodation sector is to grow the length of stay through innovative packaging and pre and

post tourism options. We want to ensure that when people come here for these great events, they extend their visit and look at everything that Adelaide and South Australia has to offer. We need to be creative with ways to have them spend more nights in our hotels, which will also mean more money for our state.

Events are critical to the pride and confidence of our state. Our impressive events calendar is contributing to accommodation occupancy, building local confidence; profiling the state as a tourism destination; strengthening SA brand image and giving visitors a reason to visit.



The Tour Down Under.  
Photo courtesy of SA Tourism Commission.

# GM's REPORT

## Wilkie/Xenophon Pre-commitment and Player identification. A case of Big Brother?

By Ian Horne, AHA|SA General Manager

The following is an analysis of what the Productivity Commission considers a realistic arrangement for mandatory pre-commitment on gaming machines and the consequences of such an arrangement.

The Productivity Commission says:

*"Full pre-commitment must preclude default. This implies that there would need to be some way of identifying all gaming machine players and their associated playing preferences. Otherwise, a player who had committed to a certain spending limits could exceed this limit by using a machine that ignored these pre-commitments."* (10.2)

Further at 10.29: *"The Commission envisages strict privacy arrangements for data collected as part of a pre-commitment system. In general, the only data collected should be that necessary for keeping a confidential record of spending (or time) to allow binding limits set by gamblers themselves, and to provide player statements"*.

These statements make it clear that there needs to be a central data base that collects and stores all gaming activity. In essence, what is suggested is an "Australia Card" concept for gambling. This will require a central system that controls the issue of cards, necessary to prevent multiple cards being obtained by problem gamblers. It also requires a significant infrastructure to monitor individual limits that players set. That system will need to detect players who set very high limits otherwise there is simply no point in having a system.

In addition there needs to be the capacity for someone, presumably the entity which is collecting the data, to flag players who have multiple cards, those who regularly exceed their limits, or those who have set very high limits.

Without this close monitoring, a system that requires players to register without preventing them acquiring multiple cards, or allows them to set very high limits, or allows them to regularly exceed the limits and then ignore player activity statements will be no more effective than having a voluntary system.

Those who advocate a compulsory system for all gaming

machines across the country fail to acknowledge that without strict monitoring, the system will impose significant costs and create unnecessary levels of bureaucracy without impacting on the small percentage of problem gamblers.

The Productivity Commission has acknowledged that a number of jurisdictions would require investment in new central monitoring systems and in some case replacement of machines. (10.38) This is a significant imposition which is likely to have little impact unless the monitoring of player activity is also addressed.

It is of some concern how the Commission appear to have had little regard to the issue of privacy *"...the Commission considers that pre-commitment is unlikely to have issues regarding privacy if gamblers give consent for any use of information and the individual is aware of the relevant processes and bodies."*

*"Systems protecting privacy are one thing; convincing people of their effectiveness may be another. An important aspect of ensuring gamblers' receptiveness to pre-commitment (of any form) will be the assurance about the security of their data and its use. One of the advantages of introducing partial pre-commitment prior to adoption of full pre-commitment is that it would allow gamblers to become familiar with pre-commitment cards (or other devices) and to build confidence about systems that protect privacy."*

In practice what the Commission seems to be suggesting is that "problem gamblers" who it is generally accepted will go to extraordinary steps to continue gambling, will firstly consent to providing their personal information to be collected and be stored by some organisation. It is still not clear whether it will be a government department or some other organisation.

They will then consent to be contacted by that organisation to tell them about their spending.

**With the greatest respect this position is simply naive. Even more so if the government, under a Wilkie/Xenophon scenario, will be collecting and monitoring the information.**



# HOTEL, HOSPITALITY and DESIGN

**H**otel, Hospitality + Design 2011 (HH+D) is proud to announce the second annual Refurbishment Stage proudly brought to you by Dulux and in association with AAA Tourism, manager of Australia's renowned STAR Rating Scheme and producer of the Auto Club accommodation and travel guides.

In 2010 the inaugural Refurbishment Stage proved immensely popular with trade visitors. It showed two top Australian design firms stage the creation of hotel room interiors from idea to fruition. Once again the Refurbishment Stage will host expert designers who will present cutting edge ideas to inspire and encourage hospitality venue owners and managers to refurbish and renew in order to meet increasingly demanding customer expectations.

The Refurbishment Stage at HH+D 2011 will give visitors the exciting opportunity to witness first hand the interior design and refurbishment process at work. The stage will be divided into two sections: one half will see the refurbishment of two bathrooms meeting different budget briefs and the other a 4 ½ star bedroom makeover on a 3 star budget.

Renowned Australian designers Michaela Steensen from design firm Danona and Eminé Mahmet from design firm KPS have been chosen to apply their expert experience



in transforming interiors into modern examples of cutting edge design based on realistic budgets that meet guest expectations and showcase real possibilities for visitor venues.

Michaela Steensen from Danona's experience extends over eighteen years with leading European and American textile companies with a focus on the hospitality industry.

Eminé Mahmet from KPS has over 15 years experience in interior design and project management. Her portfolio consists of an impressive array of projects ranging from serviced apartments to hotel and corporate design.

Facilitating the designers is John Eussen, a highly respected figurehead in the design and interiors industry specialising in innovative design concepts, new interior decorating practices and sustainable lifestyle trends. He regularly provides keynote addresses on various areas of expertise and has worked with Al Gore consulting on sustainable living and modern lifestyle conferences.

Places are limited so bookings via the HH+D website are essential. This feature of the show is free to attend.

**Hotel, Hospitality + Design 2011**

**14-16 March 2011**

**Sydney Convention and Exhibition Centre**

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