

# Hotel SA

The Official Publication of THE AUSTRALIAN HOTELS ASSOCIATION (SA branch) December 2015 / January 2016



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## FROM THE PRESIDENT

### PETER HURLEY – AHA/SA PRESIDENT

Recently the State's decision makers, including the Premier, were invited to a special function where I outlined the major issues confronting our industry. I have provided a summary below:

#### PRAGMATIC, NOT PEDANTIC

The most irritating attack on small business in recent times has been from the dreaded health inspectors. And of course, health inspectors are now armed with a pad of expiation notices.

Just fill in a few gaps, tear it off and a \$2500 fine is generated.

Some examples:

- Damp cloth on workbench. \$2500 fine.
- No hot water to hand basin in toilet. \$2500 fine.

When a member asked the AHA to advocate for a dropping of the fine, they were told they could not use the Association for this challenge. Imagine telling a Union it couldn't make representation on behalf of a member. The law has not changed. Interpretation or regulations have changed and the industry has no knowledge of it. Neither, I suspect do the politicians.

These are pedantic inspections, not pragmatic.

#### OLD ECONOMY V NEW ECONOMY

We have heard much of late, about the emergence of new business employment opportunities.

Airbnb is the largest accommodation provider in the world. It owns no real estate. It doesn't own a bed or a pillow.

Our members employ a receptionist to check guests in and out.

They employ a housekeeper to make the bed and clean the room.

They employ people to cook and serve the breakfast.

The laundry company employs people to do the sheets and towels.

Our members insure their employees against injury.

They pay 9.5 % superannuation levy on the wages.

They pay land tax.

They pay payroll tax, because they are evil enough to employ people.

They pay Council rates at a disgusting differential to private residents, because they are in business.

They cover their guests with public risk insurance.

They pay one eleventh of their revenue to the Federal Government in GST.

They pay income tax if they're lucky enough to be trading at a profit.

If after all that they retire and sell their hotel for more than they purchased it for, they will have to pay Capital Gains Tax.

The bloke letting out his loft employs nobody and pays none of the taxes I have listed above.

It is bunkum to say that this is simply old business struggling to compete with new business.

In reality, it is the highly taxed, heavily regulated, employer of workers, engaged in toe to toe competition with the untaxed, totally unregulated who employ nobody.

#### SPORT

The Hotel industry is undeniably the major sponsor of organized sport at a community level.

If supermarkets start selling alcohol, many country pubs will close. If the main sponsor of sport closes, many sporting clubs will collapse.

#### BILL COOPER. OAM.

I was saddened to learn of the passing of Bill Cooper.

Bill was acknowledged as a legend of the Brewing business and a stellar human being. Our industry extends its condolences to the Cooper family.

Peter Hurley  
AHA President



## AHA CREATES MOMENTUM WITH WORKPLACE REFORM AGENDA

**IAN HORNE – AHA|SA GENERAL MANAGER**

The momentum is growing for major reform of Australia's workplace system and the AHA is leading the way on behalf of the entire hospitality industry in achieving a more flexible and equitable workplace system.

AHA, in combination with its accommodation specialty division TAA, has fully-funded the case on behalf of the full hotel and accommodation sector because of the importance of presenting a united 'One Voice' case before the Commission.

As part of the hospitality industry's case before the Fair Work Commission, AHA has presented a powerful argument, with 43 expert witnesses advocating why reform of the current Award was necessary to optimise the potential of the industry and to grow employment opportunities.

The AHA expert witnesses have being successful in demonstrating that many hotels have been forced to either close venues or offer fewer services due to punitive penalty rates on weekends and public holidays.

The next phase of the campaign takes place in December with the presentation of expert evidence that will show that the community's views regarding weekends and public holidays have changed. Unions have challenged the evidence of our expert witnesses, which has meant AHA has had to incur significant additional expense to ensure the expert evidence is heard and amplified.

AHA, in association with Tourism Accommodation Australia (TAA), has generated significant comment in the media and industry about the need for change in workplace provisions, and our position was vindicated earlier this year when the independent Productivity Commission recommended more flexible working arrangements, particularly regarding penalty rates on weekends and public holidays, for hospitality workers.

The Productivity Commission's Draft Report on Australia's workplace relations' framework argued that Sunday work for those sectors should attract the same penalty rates as Saturday, based on our argument that the industry – and wider society – operates under very different conditions from when penalty rates started 50 years ago.

Martin Ferguson, the former ACTU chief and Labor Minister now chairing TAA, the tourism arm of the AHA, has advocated workplace reform.

Mr. Ferguson said that industrial relations reform was critical for Australia's transition to a services-based economy. "I don't support abolishing penalty rates, but I do think there are premiums that should be reviewed. It's about incremental progress, not putting your head in the sand, thinking that shift penalties that were relevant in the 1930s and 1940s are still relevant."

The AHA is seeking for the Award to be modified to better reflect modern Australia by:

- ensuring employee penalty rates are fair for employer and employee and remove the current major disincentives to open on weekends and public holidays
- enabling employers to employ people on a part-time basis rather than on a casual basis
- establishing a different penalty rate for the eight public holidays set out in the National Employment Standards, with a lower rate for public holidays set by the states

On behalf of the hotel and accommodation industry, AHA is striving to achieve a new workplace relations framework that will not only encourage greater employment, but contribute towards a more skilled and professional workforce.

The AHA is exclusively funding the costs of the FWC case as it is important to show that we are speaking on behalf of the entire industry as the national voice of Australia's vibrant hotel and accommodation industry.

Expert evidence is being given in December with a decision expected in early to mid 2016.

Ian Horne  
AHA|SA General Manager



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# Belanov

# SO, YOU ARE THINKING OF A RENOVATION?

JOHN GIANNITTO, HOTELIER



Renovations can take many forms, from a major multi-million-dollar redevelopment, construction and transformation to simply painting, and changing carpets and furniture costing tens of thousands. There are many examples of quality and successful renovations in SA hotels all across the state and I strongly recommend that you get out and see some if you are considering undertaking one yourself.

Whichever way you are thinking, you need to ask yourself the question "Why am I doing it?"

There may be many different answers to that question and some are not always financial, however, ultimately any moneys invested in renovating should provide a positive return on your investment.

Many of us have thoughts on a daily basis as to how we could do things "smarter" or "better" or more "efficiently" to potentially increase business and/or reduce running costs that will ultimately increase profits.

It is understandable that we jump for the renovation option as the answer to our needs. Many of us see that the hotel or club down the road or in the next suburb has renovated, or a new restaurant opens up and the people are piling in, so the natural reaction is that if you "renovate" then the same will happen. Many of these renovations will see an initial influx of customers and from the outside seem to be making lots of money.

The reality can be quite different, as some things are not as they seem. Most of the time after the expensive renovation process the start up and relaunching of the business is very costly, as you generally have increased advertising and marketing, new staff that require training, new equipment, teething problems, existing customers upset or disappointed with the renovation and not returning, technology glitches, expectations of new customers not being met, not being able to handle the influx of customers, increasing number of complaints ... and the list goes on.

So whilst the business looks much "busier", the question to be asked is "Are they making any more money / profit?" The turnover may have increased but the costs to achieve that turnover, plus the costs to repay the renovation, may outweigh the income coming in.

If thinking of renovating you should undertake an analysis of what your "current market" is and what "proposed market" you would like to attract. The buzz word here is "SWOT" analysis where you analyse your Strengths, Weaknesses, Opportunities and Threats and those of your competitors. You will need a good understanding of what future changes are likely. These could include changes in legislation around smoking outdoors, gaming related changes, amendments to the needs test that could increase competition, sale of liquor in supermarkets and small bar licences.

At the end of the day if your hotel's "offer" is not as good as a competitor's "offer" by the standards by which your customers judge you, then they will not return or as often. The things that contribute to your offer are many and include location, quality of food and service, pricing, access to car parking, quality of machines in gaming room, atmosphere, reputation both real and perceived, attitude of staff and management.

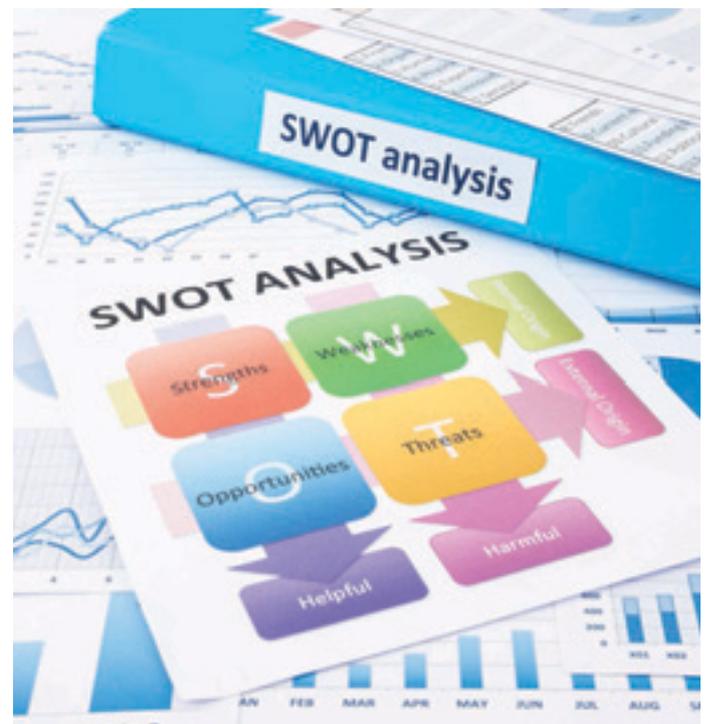
## SO YOU HAVE DECIDED TO RENOVATE.....

One of the first things to think about if you are looking at undertaking a renovation is whether you are the lessee, landlord or both. Do you have partners - either working or financial - that need to believe in the renovation proposal and give their support? Are they willing to take the risks and do they share in the visions?

If you are both landlord and tenant, that makes the capital investment a longer term perspective and is one less consent that you will need.

If you are the lessee then you need to consider a number of things prior to going any further.

- How much time is left on the lease? Will you have time to recoup the proposed investment?



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*How do you create a vibrant, bustling destination venue?* Offering a full range of design, architecture and project management services, local, award winning designers, Abeo Design, reveal what makes a venue a destination that gets bums on seats.

"You have to create a very public identity - somewhere people of all ages and walks of life want to be *and most importantly, want to be seen*. Creating iconic venues with a real sense of personality comes from considered design throughout," explains Abeo Design director, Mandy.

In a digital age where the screen in our pockets is a huge influence on where we choose to go and what we do, venues have to reconsider their identity and how to keep this current by *evolving*. This is where a trusted team like Abeo Design comes in.

"We know it's all about the bottom line; so investing money *where it counts* is the difference between return on investment and just maintaining what you've always had. This is where the right advice is imperative, and owners need to put their trust in the *right* design team," comments Abeo Design architect, Michael.

"Abeo's passion and creativity is infectious, and *they have helped us really push the boundaries with our hotel renovations*," reveals Danielle Donaldson, of the recently re-inspired the Moseley and the Gully. Undergoing transformative renovations, and embracing strong, new identities - both of venues took home a swag of *national and state awards* at the AHA Awards for Excellence this year.

The logo for Abeo Design, featuring the word 'abeo' in a lowercase, rounded, sans-serif font. The letter 'a' is stylized with a vertical bar extending upwards from its top.

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- Is there potential to increase the length of the lease to enable you to obtain a return via continued trading and future sale of the lease?
- What does the lease state, if anything, regarding capital improvements?
- What is your relationship with the landlord like? Will they allow you to make major capital improvements and if so, are they willing to help financially with this? What, if any, will be the increase in the rent and will there be any concessions along the way? Generally you will require landlord consent to undertake major works.

You should invest in some legal advice around the lease and discuss this openly with the landlord, so you are fully aware and have agreements in place prior to spending any money on the renovations. I have heard too many stories where tenants have spent money on the building on a verbal understanding and or hope that the landlord would either extend their lease and or contribute to the costs, to find that this hasn't been the case.

If you have decided to renovate then presumably you have done the SWOT analysis (formally or otherwise) mentioned earlier and have critically assessed what you are currently providing and for whom, and what you are looking to provide and for whom.

One of the first things is to develop a budget that takes into account the sales and expenses related to what you are currently doing and looking at what you are likely to be doing after the renovation has been completed. You would look at each area in its own right and possibly break these down further and then total the areas to complete the budget. Depending on the hotel, these areas could include:

- Beverages (Dining, Front, Gaming , Functions Sports, Entertainment)
- Food (Bistro, Functions, Restaurant, Sports Bar)
- Gaming and Wagering
- Bottle shop
- Accommodation
- Other.

## BUDGETS

These budgets should be done as a best case, likely case and worst case scenario and take into account seasonal fluctuations and any other known events, periods of increased trade and traditional downturns. All assumptions should be documented and varied as required to test the budget. It is always important to utilise the expertise of an accountant, both for their financial expertise and also to take the "emotion" out of the numbers.

Some of the increased associated costs will include wages, energy including gas and electricity, rent interest/loan repayments, rates and taxes. Interestingly when you make improvements to the building, the council valuation will increase which affects all associated costs including council rates, water rates, ESL and land tax. Depending on the size of the renovation these can be quite significant.

Electricity generally increases significantly as the areas being utilised are now larger or were not in use before and generally need to be air-conditioned. Also extra kitchen and bar equipment, fridges and cool rooms can use more energy.

Wages are also another significant cost. As mentioned in the early stages after re-opening there is considerable training and turnover as you grapple with the right numbers and mix of staff and ensuring that you are overstaffed to cope with the expected increase in trade.

Partners, landlords, lawyers ... there are many people involved in achieving a successful renovation.

Generally the kitchens and bars are larger and as such require more staff to attend to them.

## FINANCES

Depending on the size of the renovation you may need to obtain financial approvals. You should try and maintain a good and workable relationship with your bank or financiers. Talk to them often and keep them informed of your planning decisions. Give them time to come on the journey with you as you will need them to provide the financial approvals to make it happen.

It is critical to have the financial stability, capacity to repay and also equity but is also important to sell your vision to the financiers. It will be the bank manager, for instance, that will go into bat for you and get the deal done at the best rates and they will gain confidence in you and your vision if you have a belief in your budgets and plans.

## PLANS

You will need to develop some plans, whether that be by engaging an architect, draftsperson, builder or yourself, depending on the extent of the renovations. There are some builders that offer design and construct services and this is worthy of consideration. It will more than likely be more cost effective, however if something goes wrong it may be more difficult to reach agreements on disputes compared when you have an architect and builder in place.

It is always good to meet with any prospective architect/builder, as when you engage them you need to have a good working relationship as there will be many challenges along the way. If you don't "get

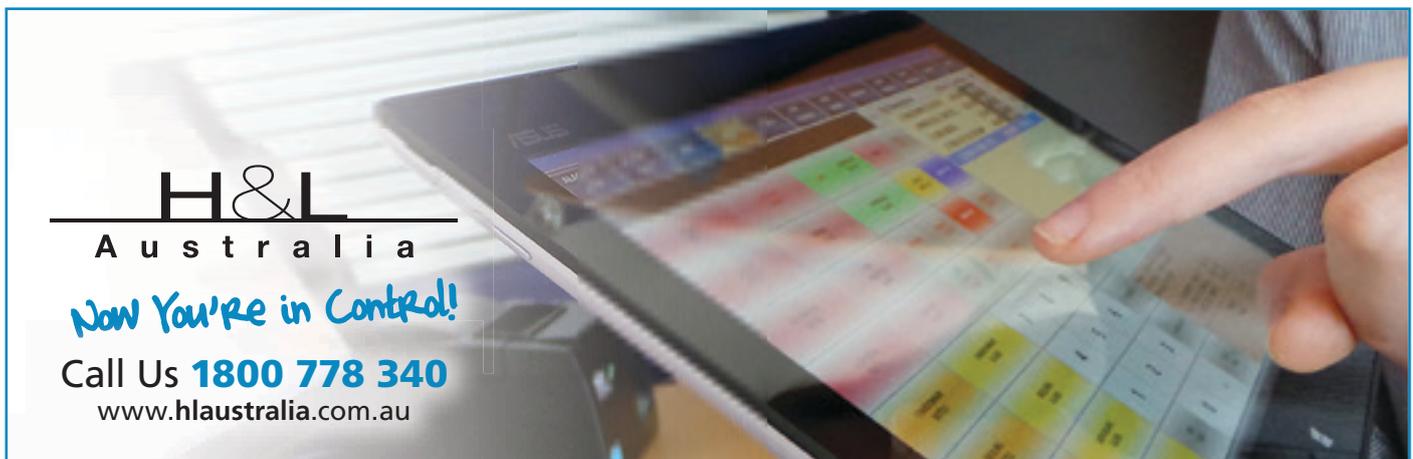
on" then it will make the renovation process more difficult than it already will be. Ask what work they have done before, take the time to visit these premises and speak to the people and ask how they performed.

What we have found with the renovations that we have undertaken, is that nothing beats the working knowledge of a hotel. That will require your input and input from your staff, including chefs, as to the design of how the hotel will "work", and then get the architect to draw these plans.

What sort of hospitality business are you looking to operate? If it is a fast-paced entertainment venue with a large capacity then you will require a larger service area and fridges with larger capacities, compared to a smaller operation.

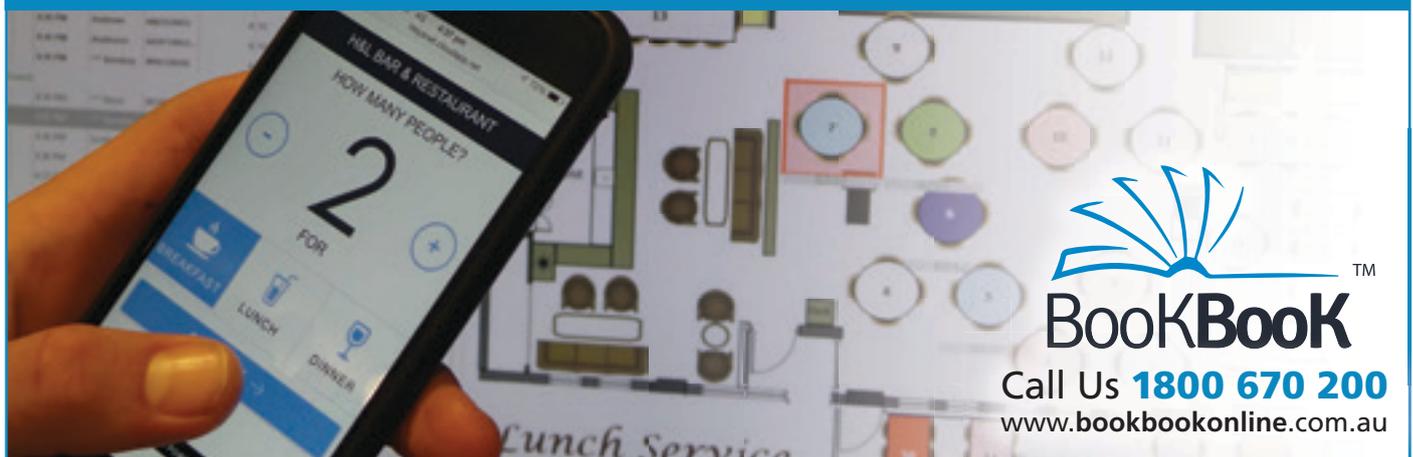
Remember that once the opening has occurred and the congratulations have been made, you are responsible for working in the hotel to make it a success. Please make sure that you or an expert that you engage has a major input into the back of bars and back of house operations. The renovation needs to be "functional" as

It is always wise to obtain comparison quotes to ensure that you are getting the best value for money.



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well as "beautiful" and although a hotel award is nice to hang on the wall, it is better to get an end product that not only looks good but works well and – importantly - profitably.

By this I mean it is important to have the cooking equipment and benches in the most effective places. How will the orders flow through the kitchen, get cooked, delivered to customers, wash up areas, pantry areas, larger holding cool rooms that you go to a couple of times during service versus satellite fridges that you draw from constantly? All of this will impact plumbing, electrical, lighting, and gas locations

One of the largest costs is wages because hotels by their nature are labour intensive. Where possible try and minimise the number of service points/bars by developing a design that integrates service to multiple areas. If each area requires a staff member(s) then these will be staffed if you are busy or not, making minimising wages difficult. New bars that are "not opened or serviced" aren't a good look but staffing in the quiet times is not efficient. How are customers placing their orders? Is it table service or more cafe style where they come up to the bar for food and drinks? If you have a bottle shop, is it drive through or walk in? Is there a separate cashier in the gaming room or is it part of the bar?

Technology is advancing that allows staff to be "mobile tills" with the introduction of tablets, iPads and payment facilities like the CBA's Albert. There are also mobile apps that allow the customer to pre-arrange a bar tab and payment from their own device.

## APPROVALS

The renovation process will require many planning, building and licensing approvals and the architect, builder and AHA can help in obtaining these. Some of these include:

- Local Council re planning which includes changes to building, compliance with fire , car parking requirements
- Heritage if the hotel is an older one

- SA Water if there is to be extensive plumbing i.e. grease traps, extra toilets and/or stormwater works
- SA Power Networks - if power requirements are expected to increase you may need larger transformers which come at great cost. You may need to look at solar and/or generators that could be used as back up
- Gas meter size determined by the number and sizes of cooking equipment. If you are on LPG, you may require a much larger storage capacity
- Liquor licensing to redefine licensed areas, obtain entertainment consents, increase capacities, vary hours of operation. The AHA is a great resource for this.

## BUILDER

Once all the necessary plans have been approved it is time to find a builder. It is important to determine what the builder will be supplying and what you are prepared to supply outside of the contract. This should be clearly defined as anything in the contract or variations after it has been started will include variation charges.

There is an opportunity to save money by sourcing some of the fit out yourself and leave the building parts to the builder. The builder may allow for the labour/installation of many of these items i.e. electrician, plumbers and carpet layers but you may want to go direct and obtain quotes from various suppliers and source the products yourself. These could include:

- carpets, furniture, light fittings, soft furnishings, fire places air conditioning, signage, tiles, sanitary ware and tap fittings, landscaping
- bar equipment including beer systems, glasses, glass washers, fridges, ice machines
- kitchen equipment including cooking equipment, stainless steel shelving and benches, cool rooms fridges
- technology including till systems, cameras, security, big screens plasmas



Get staff input – nothing beats working knowledge of a hotel.

You will need to ensure that sourcing these yourself will not impact on the delivery of the project and hold the builder and trades up. You will need a project time plan that shows when certain things are required by and ensure that your supplier can meet these timeframes.

By doing so you can save lots of money but be aware that the responsibility for these items will be with you and not the builder so please choose wisely.

It is always wise to obtain comparison quotes to ensure that you are getting the best value for money. Although price is important, it should not be the only determining factor when selecting the builder. You should consider their experience, quality of previous work and their clients' satisfaction from their completed jobs, timeframe to complete the works and the ability to work around an operating hotel whilst undertaking renovations works.

If the renovation is a large one it may be worth calling for tenders and have some builders that you have used before, or have had good feedback on, and invite them to tender also.

### **PLANNING THE PROJECT TIME LINE**

You will need to consider if you will be continuing to operate during a major renovation or whether you will close completely. The way you choose to go will depend on your existing trade and the size of the renovation and your financial position.

Discuss openly with the architect, builders and bank what the options are. Sometimes it's better to continue trading, albeit with limitations, to keep some income coming in. That being said the project could take longer because of this and as such the future increased turnover could happen sooner if you were not to operate during this period.

### **COMMUNICATION WITH YOUR CUSTOMERS AND STAFF**

It is important to get the existing staff and customers on side early by showing them the plan and sharing the vision. This allows them to be mouthpieces for you and spread positive information amongst other customers, existing and future.

It can be useful to have plans on display and also talk the staff through them so they can be spokespeople for the renovation.

It is useful to have an advertising strategy. This could include social media, Facebook, websites, traditional print and even radio to issue some teasers regarding key milestone dates, photos and the like to create a pre-emptive buzz around the renovations.

At the end of the day the more time you put into researching other hospitality businesses here and abroad, the more ideas that you will pick up. The old saying of "don't reinvent the wheel" is true when it comes to renovations. If something works in another venue it will more than likely work for you if you have similar demographics. That doesn't mean blatantly copying what someone else has done but don't try and be different just for the sake of it. The underlying concepts will be the same even though they may not look the same.

Also, it's much more cost effective to learn from others' mistakes. The more you look around, the more you will see what works and doesn't. There are many networks in our industry including fellow operators, suppliers, sponsors of the AHA, sales representatives and the lists goes on. There are many AHA events that give you an opportunity to meet and mix with these people. It is important to get amongst it and don't be shy to ask questions to obtain knowledge about an industry that you are passionate about.

People need a reason to "go out" these days and with increasing pressures such as the cost to drink and dine out, the increase in take home liquor, improved entertainment rooms at home, drink driving - and the list goes on.

Every quality renovation that is undertaken, irrespective of how large or small, provides another reason for people to go out and socialise in better surrounds that appeal to a diverse range of customers. The more people we can attract to socialise in venues as opposed to at home, the better opportunity that we all have that they may attend one of our establishments.

I believe that every renovation adds value not only to your business but to our industry at large as we continue to be leaders in this state and on a national stage.

# VOICE OF HOTELS HEARD LOUD AND CLEAR

The AHA|SA put its policy positions to South Australia's key decision makers at the 2015 President's Christmas Lunch in December, held in the new Panorama Ballroom at the Adelaide Convention Centre. Details of the issues covered are included in the President's report in this edition of Hotel SA.

This is a pivotal function for the Association, as it gathers together hundreds of the State's political, business and community leaders.

Premier Jay Weatherill and Leader of the Opposition, Steven Marshall,

were in attendance, and the Premier went out of his way to praise the generosity of local hotels during the recent Pinery bushfire.

The State Council and Executive were in attendance on each table to provide one-to-one dialogue with politicians from Local, State and Federal Government from all major parties.

The event was also an opportunity to thank the major sponsors of the Association for their continued support during the year.









# GRAND PLAN

BY PATRICK KEAM

IT'S AN ICON OF THE ADELAIDE BEACHFRONT AND HAS NOW BEEN RENEWED AND REVAMPED WITH AN INVESTMENT WHICH SHOWS STRONG INTENT FOR THE FUTURE. ADELAIDE, MEET THE NEW AND IMPROVED STAMFORD GRAND.





Prime beachfront location in an iconic building undergoing a flourishing refurbishment; what more could you want when taking over a hotel?

That's exactly what Russell Cool got when he joined the Stamford Grand as General Manager earlier this year.

The prominent Glenelg hotel is on the cusp of completing a considerable revamp as it refurbishes each of its 220 rooms, with 188 of them set to be completed before the busy Christmas period.

Not only that, substantial work has been done to upgrade the conference facilities in a bid to improve their already strong standing as one Adelaide's premier corporate and convention destinations.

It's a \$6 million makeover that signals a significant investment in the Adelaide market from the Stamford Hotels & Resorts group on the back of a multi-million-dollar makeover of the Stamford Plaza.

"Stamford Hotels & Resorts are keen to invest in the Adelaide market. Not only spending money here, they've also spent a good seven or eight million in the city at the Stamford Plaza, Cool says.

"Every asset runs through its cycles, usually every seven years you'll do a relatively soft refurbishment, upgrade your furniture and fixtures, then every 10 years you go a bit harder and we're on that 10 year cycle now.

"You want to invest because, over time, people will realise and if you're not investing in the product, they won't be willing to pay higher rates for the same product that hasn't changed.

"So you've got to get that return on investment, a newer, better room and people will start to flock back. So that's what sparked it."

Given that the last time a major refurbishment was completed at the Grand was in the 90s, the facelift is a significant modernisation on the old rooms.

A case in point is the bathrooms. Gone are the out-dated showers over baths, which have been replaced with stylish large showers complete with beautiful mosaic tiling.

The rooms are contemporary and luxurious without being over the top, which goes a long way to harnessing the beauty of the location.

This is especially evident in the seaside facing rooms where the neutral, calming effect of the space leads the way to highlighting the fantastic view of Glenelg beach; it is a great example of a hotel taking advantage of its surroundings.

The previously tired décor has been replaced with modern lighting, carpet and furniture, along with state of the art technology to bring the hotel in line with other top-tier hotels in Adelaide.

The efforts at the Stamford Grand have certainly not gone unnoticed after the hotel won a 2015 Best In Stay award from Orbitz Worldwide, confirming its status as a top-rated South Australian hotel with Peppers Weymouth Hotel the state's only other recipient.

The 2015 Orbitz Worldwide Best In Stay Awards honour nearly 400 hotels in 125 popular destinations based on reviews by Orbitz Worldwide consumer brands (Orbitz.com, ebookers, andHotelClub) customers.



Recognition like this confirms that the Stamford Grand is not only on the right track with its \$6 million dollar upgrades but also that factors such as staff, location and value are all at elite levels.

And you know you're doing well when you're still able to win awards despite being in the midst of a large refurbishment.

Additionally, the conference facilities have had a makeover with new carpet, paint and a sizeable \$350,000 investment in audio-visual infrastructure.

Cool hopes that the improvements to the ballroom will drive the increase of the hotel's share in the MICE (meetings, incentives, conferences and exhibitions) market.

"That's the platform for us to jump off of into the next calendar year," he says.

"We run April to March budget years here so we're just in the planning stages now but we are looking for some significant growth in that area because the MICE market in Adelaide is definitely growing.

"There's a lot of interest in coming to Adelaide and our goal is to just take advantage of that and we've taken a bit of a strategic change of direction in that regard which includes being a little more flexible in our pricing.

"The Adelaide market for next year is not looking to grow, all the articles and verbiage is saying that it's going to remain flat, so we've got to be nimble in that MICE market to ensure we can capture what is on offer and hopefully grow a bit higher than the market."

To grow higher than the market the Grand would need to be positioned in a vibrant and successful precinct, something that the Jetty Road and wider Glenelg area is moving towards after a period of uncertainty.

Hotel SA

Vacancy rates on the shopping strip were high but, from September 2014 to April earlier this year they have halved, showing renewed optimism for the revival of one of Adelaide's premier locations.

This may have something to do with the local council, who Cool rates as one of the best he has worked with.

"Holdfast Bay Council, they're remarkable," he says.

"I've never worked with a council that is so engaged with business and willing to help.

"We've had meetings with them on several occasions where we have proposed an idea and they've said yes almost straight away.

"We're in the process of looking to create an outdoor deck for the Grand Bar. We went to them a few weeks back and said we wanted to drive our leisure scene and not just be a nightclub and a bar, so a family could come down and get some fish and chips or a burger during the day and they said 'Absolutely!'.

"They're great, they're really engaged with developing the area."

Despite living in Adelaide for less than six months Cool is across most subjects raised, likely due to his extensive experience in the hotel industry.

"I got my first General Manager job at 28, but there was plenty of hard work before then, and still is," he says,

"When I was 15 years old I started washing dishes after I asked my dad for some money one day and he said 'no' and told me to go and get a job.

"I was there all through school before going to university to study public relations and journalism but only lasted a semester.

"From there I went to study travel and tourism and found my calling I guess. Worked hard and progressed through the ranks."



His work has seen him travel far and wide, in a range of different roles for prominent international hotel brands.

From Food and Beverage Manager at The Royal Opera House – London, to roles with Mirvac in Coffs Harbour and Melbourne before joining The Langham Hotels and Resorts group for eight years which took him from Australia to Shanghai, Hong Kong and Beijing.

With a wealth of experience in the Asian market, Cool will undoubtedly be looking to apply his knowledge to help The Stamford take full advantage of the ever growing influx of Asian tourists to Australia.

“The Asian market is quite substantial in terms of its growth and that’s something we’re certainly looking at,” he says.

“I’ve just come out of China after being there for the past six years, so I know that market particularly well and it’s a market we are definitely looking to gain more traction in.

“Adelaide is not considered a key market for the Chinese right now, it’s usually a second or third trip back to Australia that they explore South Australia.

“But we’ve had meetings with South Australian Tourism Commission and Tourism Australia to see what they are doing over the next 12-18 months and trying to align ourselves with that to take best advantage of the market.”



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After managing the day-to-day operations of The Langham Place in Hong Kong, a 665-room, five star luxury hotel including a two Michelin star Cantonese restaurant with an annual turnover in excess of USD \$100 million, the 220-room Stamford Grand may seem like small fish for someone with Cool's extensive experience.

But a return home to Australia and a new challenge in a city he had previously never been to before, suited him and his young family.

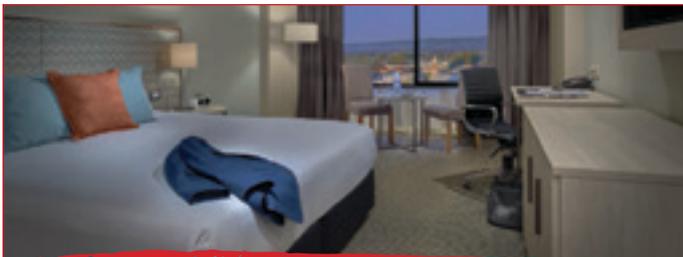
"I have a six year-old a three year-old and a one year-old so living in Hong Kong was getting a bit too much for young kids to be growing up in and I spent a good six months looking for the right opportunity," he says.

"I heard about this then did some research and Glenelg, by the beach, why wouldn't you want to be here?"

After taking the job sight unseen after just a Skype interview, Cool was taken aback by the location and the difference between his previous home in Hong Kong.

"I remember I arrived here at about 8:30 on a Thursday night and there was a full moon, and in Asia you don't often see the moon, in fact you don't often see the sun!" he jokes.

"So I was almost spellbound by the moon and then when I woke up in the morning it was a perfect day and I saw the beach for the first time, it was just magic and I knew this is where I wanted to be."



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Cool evidently isn't just here for the short-term and his vision for the hotel's future is a bright one.

"I guess the vision is to bring it back to its grandeur and what it was before, you've got to work your assets as best you can and circumstance, markets and expectations have accelerated the refurbishment program," he says.

"Collectively, the market including government, need to focus on our winter period. I don't think that's any secret, if you asked any GM in the city or any salesperson they'll tell you that the winter market is disastrous for Adelaide.

"You look at Melbourne which has a similar climate yet seems to run

at 85-86% all year round and that's because they drive their events.

"The Clipsal is great and things like when we had the Cricket World Cup, the statistics during the India v Pakistan game here spiked significantly just from one game.

"They need to drive more events into the city because that just helps everyone.

"I know that both SA Tourism and the Minister for Tourism are certainly pushing hard for that, but it is still dwarfed by what the eastern states are doing.

"We all need to work together to achieve that but ultimately it has to be driven from the top."

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# BRECK WATERMAN



Liquor SA, Cellarbrations in South Australia along with being a proprietor of the Blackwood Cellarbrations and also as former managing director of Diverse Barrel Solutions.

Breck's passing was sudden after returning from a skiing trip to Japan with wife Robbie just over two months ago, he fell ill with symptoms of what was thought to be a chest infection, before being diagnosed with an advanced and aggressive lung cancer.

Treatment of his condition was unsuccessful and Breck sadly passed away peacefully in his sleep.

Australian Hotels Association South Australia CEO, Ian Horne, paid tribute to Waterman's contribution to the industry.

"Breck Waterman was an outstanding advocate for the independent and predominately family based small and medium retail liquor merchants in South Australia," Mr. Horne said.

"He had an acute understanding of the challenges of the ever changing market place but also the special role smaller independent retailers play in supporting the many boutique wineries of South Australia with shelf space and a channel to market.

"Breck joined the AHA SA State Council at the beginning of 2015 to represent the Independent Liquor Retailers of South Australia but his association with AHA in SA spans back over many years as both hotels and independent bottle shops found that progressively they had more in common than not.

"Breck had a relaxed and engaging quality, enjoyed life and greatly appreciated the camaraderie of the liquor industry. The SA industry is much depleted with his untimely passing. He will be greatly missed but his contribution greatly appreciated."

The South Australian hotel industry wishes to pay tribute to former President of the South Australian Liquor Stores Association and former ALSA board member Breck Waterman, who unfortunately passed away on Friday October 10.

Breck was well known and widely respected in the industry, after working with Porters



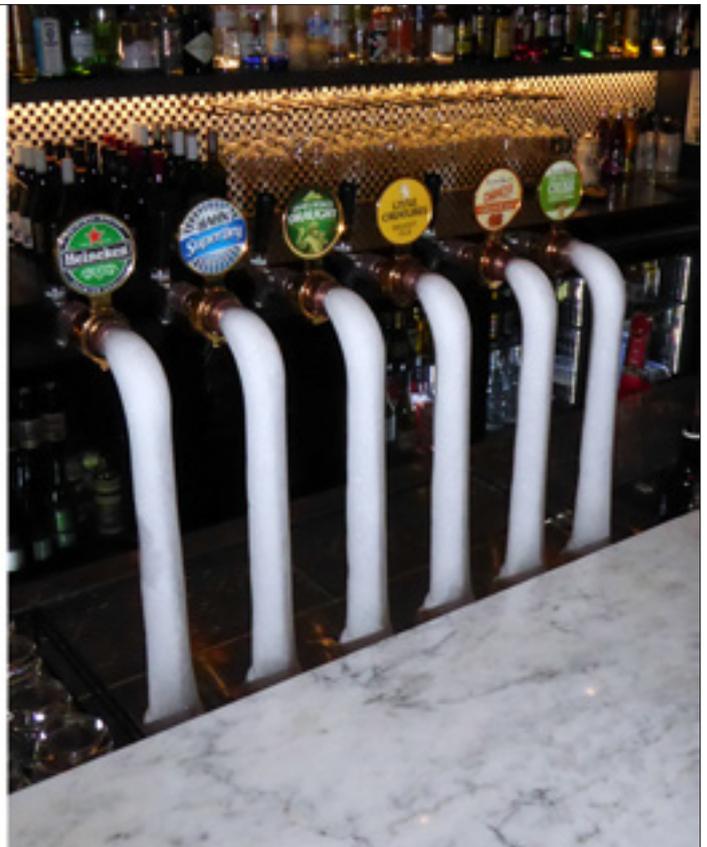
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# WOMEN IN HOTELS CHRISTMAS FUNCTION



Over 100 people attended the Women in Hotels Christmas Function held at the General Havelock Hotel on Tuesday 10 November.

This traditional end-of-year wind up, brought together the women of the industry and Corporate Sponsors for an informal network.

On the night there was a collection of items for Junction Australia (JA) supporting many women displaced and in vulnerable positions at this time of the year. A raffle also generated just under \$1,000 which will be spent on essential household items for JA to distribute amongst their 600 clients.

**Many thanks to our sponsors that assisted with support for the event and raffle items.**

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**NEXT EVENT**

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# SA HOSPITALITY SHOW



619 guests representing over 250 companies attended the revitalised 2015 SA Hospitality Show at the Adelaide Entertainment Centre on Wednesday 14 October.

The show looked fantastic thanks to the quality of 60-plus suppliers participating in the event which included: ABnote Australasia Pty Ltd, Ainsworth Game Technology Ltd, APRA AMCOS, Aristocrat Technologies, Asahi Premium Beverages, Australian Hotels Association (SA Branch), Banktech Group Pty Ltd, Barossa Fine Foods, Big Screen Video, BUNZL Hospitality, Bytecraft, Carlton & United Breweries, Cleland McFarlane Selth, Clubs SA, Coca-Cola Amatil, CompNow, Concept Collections, Cookers Bulk Oil System, Coopers Brewery, DC Payments, Direct Brand Distributors Pty Ltd, Foods Made In Italy, Frima Vario Cooking Centre, Gaganis, Galipo Foods, Global Gaming Industries Pty Ltd, Grinders Coffee, H&L Australia, Hostplus, IGT, Integrate IoT, James Richardson Furniture, Jospser Charcoal Ovens, Kids Dining, KONAMI, Kyttons Bakery, La Crema Coffee, Lion, Macmont/Bally Gaming, Moo Premium Foods, Negotiants Australia, Nespresso, Performance Catering Equipment, PFD Food Supplies, Possum IT, Rainbow Fresh, Rational, Restaurant & Catering Association, Samuel Smith & Son, Schweppes Australia, Silver Chef, Simplifi, Sprintquip Pty Ltd, Stoddart, The Hills Cider Company, TORK, Treasury Wine Estates, Ubet, Unox Australia Pty Limited, Wagelink Australia & Winterhalter.

AHA|SA and Turnstiles Exhibitions & Events are currently considering dates for next year's show in October and making subtle changes to opening hours, format and event promotion based on exhibitor feedback. Stay tuned for more information.



**THANKS TO OUR EVENT SPONSORS.**



# TONSLEY HOTEL MAKES SA'S BEST PUB BURGER!



The pressure was on at the Adelaide Entertainment Centre, as eleven hotel finalists battled it out for the title of SA's Best Pub Burger in front of an expert panel of judges.

The SA Pub Burger Challenge was presented at the SA Hospitality Show, with the support of Holco Fine Meat Suppliers.

Although the competition was tight, Chef Amy Walker from the Tonsley Hotel wowed the judges in the end, with her Wagyu Beef burger.

"The Tonsley's burger went back to an original style of burger today. Their motto was 'keep it fresh and you're onto a winner' and today they proved that," said one of the judges, food writer Paul Wood.

The use of a sour dough bun was also considered to be an excellent choice by all the judges, providing good bread-to-burger ratio, and the wagyu pattie was moist and full of flavor.

Judges were looking for taste, presentation, quality of the meat and value for money.

Chef Amy Walker said she was ecstatic with their win and expected to see an increase in demand for their burger.

"With the sunny weather coming, everyone wants a cider and a burger

and we've got some beautiful outdoor areas at The Tonsley, so I wouldn't be surprised if we get really busy with them."

And the secret to her winning burger?

"It's just really fresh, really clean, really simple ingredients that go into it, and it works really well."

The other finalists in the competition were the Beach Hotel in Seaford, The Brompton, Colonnades Tavern, German Arms Hotel, Hilton Hotel in Hilton, The Holdfast Hotel, The Kentish in North Adelaide, The Roxby Downs Tavern, The Tonsley Hotel, The Warradale and The Woodville Hotel.

Judges were Christine Stephan – Pen & Palate; Paul Wood – Adelaide Review; Mary Taylor – InDaily; Shane Wood – Holco Fine Meat Suppliers.

Hotel's winning recipe: Flamed grilled Wagyu beef pattie, dill cucumber pickles, fresh tomato, crispy bacon, cheddar cheese, red onion, beerenberg tomato chutney, aioli and gourmet lettuce on a toasted sour dough bun

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# HOTEL Care

## HOTEL CARE SUPPORTS FLINDERS THERAPY HOUSE

Inclusive Directions is an established provider of specialist inclusion support and services for children with developmental needs and disability services.

Inclusive Directions, in partnership with Flinders University, offers children and families living with Autism access to the Flinders Early Intervention Program (FEIP)

The opening of the House marks a new era for South Australian children living with autism and their families as they're given greater access to one of the State's few evidence-based early intervention programs.

Hotel Care Community Projects was delighted to be able to support the project with funding for an indoor play gym. This piece of equipment is crucial in the therapy program.

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# REGIONAL MEETINGS

BRIAN SMITH, MANAGER - MEMBERSHIP AND BUSINESS SERVICES

The AHA|SA conducted regional meetings for the South Coast/ Hills at Auchendarroch House Mt Barker, Gawler Barossa at the Novotel Barossa Valley Resort, Yorke Peninsula at the Pt Broughton Hotel and the Metro area at the Maid of Auckland. Thank you to all the venues for providing the great facilities for the meetings.

Following the meeting at each of these venues our sponsors are invited to join the hoteliers of that region for lunch.

The regional presentations on these days provide hotel members with updates and information that is relevant to the South Australian hotel industry. A number of questions were asked at the presentations, questions that convey a number of issues that the industry has to deal with, both long and short term.

The AHA|SA would like to thank our sponsors who willingly supply product for these luncheons.



# EXCHANGE HOTEL GAWLER



I finally caught up with Damian McGee a few weeks ago for a cold Coopers Pale Ale. The reason to catch up was to get some background on the new outdoor area and have a good look over the hotel's renovation. If you want to see something exceptional, call in to the Exchange Hotel Gawler. The transformation is just brilliant.

This is some background on Damian the person and also on how all the renovations came about.

When Damian was working at Carlton United Breweries (he started there in 2007) his first role was a Key Account Manager On Premise. Damian said it was a great working environment and the role provided him with the opportunity to have and build relationships with the best people in the industry, which of course gave him access to the best minds in the game; he openly admits this assisted him getting where he is today. He then moved to an On Premise Manager position reporting to Mark Haysman.

Damian was a partner in the Exchange Hotel 11 years ago, however that didn't work out so he had to go back to the corporate world. He worked for a pharmaceutical company for five years but he always had that affinity with the hotel industry, especially having his uncle John Kinneer owning the Criterion Tavern at Gawler. An opportunity came up for Damian to get back into the Exchange while he was working for CUB so he made sure if there was any conflict of interest, it was signed off by the company. He did buy a share in the hotel and was a director, but didn't work at the hotel. The hotel was growing and producing some good results during 2014 and so was Damian's passion to work in the industry at his own hotel. It was then (November 2014) that Damian decided he would cease his employment with CUB and take a full time role at the hotel.

Over the last three years the hotel has continued to grow which allowed him to sit down with the landlord and have an open and transparent conversation on which future direction the hotel may have. From there they made an agreement to renovate the hotel.

Damian travelled interstate looking at the best pubs on the Eastern seaboard to find that point of difference or bring back some of the experiences that they could execute at the Exchange. Also throughout the time he said he was lucky to have a couple of mentors that helped him through the renovation and hotel ownership process. Peter Johnson from the Dean Group and Mike Lunniss from the Eureka Group have always been willing to provide advice or sound out any ideas.

Damian said both Peter and Mike's influence on him is profound.

Many people believe the hotel industry is insular, however all the way through this redevelopment Damian has found that the established publicans are always willing to help. Similarly the Gawler publicans in John Giannitto and Tony Harnett who have assisted or provided advice.

Hotel SA

The renovation would not have started or taken place if it wasn't for the landlord Anthony Circosta. Anthony wanted to see his building improve and had a refreshing attitude to investment. It's fantastic that the landlord and the lessee have a solid working relationship. They have and are working together to create something good. In this case the newly renovated Exchange Hotel.

Damian then sat down with the architects to articulate his vision for the hotel based on the experiences he had seen around our city and on the Eastern seaboard, including a rooftop experience and outdoor area.

The old part of the hotel which is now called the Sports Bar has been freshly painted, had the gaming machines moved and in that area there is now a DJ booth with dance floor which allows the hotel to separate the entertainment that is geared towards the younger age group. They still use the sports bar for after work drinks and still have the meat tray raffles on Friday nights. Damian doesn't want to lose that great pub culture that was once your everyday front bar despite the renovations to the hotel.

"The best thing about the renovations so far is we are bring new people to the hotel, some to have a look at what we have done, others because of the unique dining experience we can offer," he said.

The old barn which is the part of the hotel that has been renovated, was originally Murray's Motorcycle Shop, hence the name Murray's BBQ & Bar for the restaurant. They have even kept the original motor cycle pit with glass flooring on top. Some people are hesitant to stand on the glass flooring but trust me, it's safe. I stood on it so it must be. Inside the pit is a replica of a 1970s Speedway Racer, which is a showpiece for the hotel. It was supplied by Bill's Bits & Bikes at Birdwood.

They have maintained as much as possible of the old walls and used recycled timbers and second hand red bricks so they can stay true to the historical experience.

The dining room seats approximately 70 people, and with better weather the deck and roof garden another 70-plus.





### THE ROOF GARDEN CONCEPT

Damian remembers looking across the park and saying to himself "How can we develop greater exposure and how can we create a unique experience for our customers?" He really believes the future of our pubs is outdoor.

"If you look at all the good pubs around town they all have excellent outdoor facilities," he said.

"Just look at the Warradale, Arkaba, Alma, Robin Hood, Highway and Walkers Arms. They all have brilliant outdoor areas that you can draw people to. So we wanted to take advantage of the views of the park and create that distinctive experience for our patrons."

You stand on the roof garden and you are level with the park, it is a matchless experience.

All of this was done within 15 weeks once building started.

The hotel offers staple food like snittys and fish and chips but also offers something unique by way of an offset charcoal grill that adds to the flavour of the burger or steak and a custom fabricated smoker box that smokes whole joints of meat. Ex-Adelaide Casino Executive Chef Ross Hannah was consulted on the food offering. Damian said it was important for the hotel to have a point of difference. They also have 20 different beers on tap and an even greater range of packaged products including boutique beer, local wine, cider and spirits.

The time he spent at CUB and the contacts and relationships he made has helped him establish some supply agreements for the hotel all of which he believes are a win-win for all with CUB, Coca-Cola, Coopers and Treasury Wine Estates just to name a few. He also uses as much local product as possible including Gawler South Bakery, Wintulichs and the Barossa Cheese Company.

Creating a reason for people to come to your hotel is important so they engaged a marketing company (Beyond Imagination Entertainment) from the outset; they are really strong on offering unique quiz nights, DJs to suit the demographics on particular nights, live music that fits the time of day or night.

The hotel has gone from eight to 31 staff in a short period of time with most of them being locals. Damian said the greatest joy in being a publican is the ability to give to people, especially young people.

"Too often this industry is deemed as a stopgap before something else but we have some career minded staff that eventually we can offer full time roles to. People can have a great career within this industry."

The hotel takes its training very seriously. They put all the department managers through the AHA Pub Leadership program, and they are doing a minimum certificate three in hospitality management courses. All bar staff sat a two-day wine appreciation course on the hotel's wine list and sat a one-day cocktail making course specifically run for them by HITsa.

Damian said "Gawler is the gateway to the Barossa Valley and we have some fantastic hotels in town. I believe working together we can create that identity that makes Gawler a destination just like the Barossa."



# BORDER VILLAGE HOTEL MOTEL

The Border Village Hotel Motel is a 480 km drive from Ceduna across the beautiful Nullarbor. The Border Village comprises a hotel, general store, service station, truckies rest, motel accommodation, caravan park with onsite self-contained cabins and 10 gaming machines.

Gaming Care conducts a joint visit with the local Gambling Help Service, United Care Wesley Country SA (UCWCSA) to meet with staff and licensee to assist with compliance, and in particular let them know that help/support is available no matter how far away they may be.

Richard Parker (UCWCSA) spoke with staff and supplied information on the service they provide, in particular any patrons who may experience problems with their gambling. Gaming Care Officer Didier Vollerin assisted in matters of compliance to do with the Responsible Gambling Document, training requirements, gaming room signage, hotel signage and an understanding on the new barring requirements along with the new BOEN system.



Hotel Manager Gary Ings (third from left) and Licensee Brian Pike (first in left) were on hand to liaise with Richard (far right) and Didier.



## RENOVATING FOR INCREASED PROFIT AND EFFICIENCY

Renovating isn't just about the look and feel of your venue; it is also a great time to think about the replacing older POS equipment with new updated terminals and software that will not only drive your POS, but also help improve efficiency and save on costs.

Another thing to consider when renovating, is the placement of your POS terminals, cash drawers, printers and EFTPOS machines to improve efficiency and increase workable bench space. Cash drawers should be under the bench and POS touchscreens "pole mounted" to free up bench space.

Hotels and pubs that want to increase their G.O.P. (gross operating profit) should think beyond POS and see the long-term benefit of investing in a total POS integrated Management and Workforce Solution that "does it all", instead of just the standard POS system or Versaterm terminal.

Hotel SA

H&L's premium POS integrated Management and Workforce Solution has been developed specifically to focus on the two greatest costs to any food and beverage operation; labour and material. Venues that have invested in H&L's solution are generating higher G.O.P. as a result of better management of their materials and their staff.

Electronic booking management can also greatly improve efficiencies and the BookBooK online booking system combines all bookings including web, telephone and walk-ins into one central area, for access by multiple users. As it is integrated directly with the H&L Point of Sale, it streamlines the entire booking, dining and customer experience.

If you need assistance or require more information on H&L's POS Solutions, please contact H&L Australia 1800 620 041 or visit <http://hlaustralia.com.au>



## FESTIVE FUN

Well hasn't the last year flown? Here we are again staring down another festive season. Yours truly has recently embarked on another country trip through the Grays Inn Hotel at Mt Barker, where I caught up with ex-Crows footballer Chris Ladhams behind the bar. This hotel was a real eye opener in the main street, with a true country feel and great layout. I look forward to returning sometime in the cold winter months next year. I love country pubs with this type of atmosphere. From here I ventured on to Mannum where I have fond memories of my football playing days as captain-coach some 35 years ago. At that time we stayed alternatively at the two Mannum hotels on weekends and I was really impressed with the recent changes to the riverfront Pretoria Hotel, which has taken advantage of the towering gum trees out front, along with the magnificent river views. The rustic feel is apparent and I could visualise great Sunday afternoons with acoustic soloists performing for both locals and tourists. A new walk in cool room has been completed along with a new red wine cellar downstairs. Mannum hosts the truck and ute muster function in June each year and I really recommend this event and that you call and observe the new alterations to the Pretoria Hotel.

### FOOTY TRIP AND FUN TIMES

This season I again was the A grade chief masseuse (rub down king) for the Moonta Football club. The players therefore kindly invited me to join them for the end of season trip to Melbourne to attend the Caulfield Cup. Apart from winning money, it was a terrific day of racing. A huge crowd was in attendance and quite noted was the attitude of the club keeping the bars open after the last race for everyone to kick on and to enjoy the social occasion. We were still there two hours after the last race with thousands of others drinking and mixing, and the club made plenty of money from this approach. Are we too conservative in this area in SA? After a taxi ride the boys took me to a St. Kilda Road venue, however the sentry on the door stopped me saying, "Hey Pop – how old are you?" Now knowing the industry well and underage restrictions etc., I thought there may be

“A huge crowd was in attendance and quite noted was the attitude of the club keeping the bars open after the last race for everyone to kick on.”

an over age restriction so quickly replied – “Lower 50's is my age and born after the Boer war.” He said “You're ok Pop, but you may find it a bit dark inside – you've still got your sunnies on!” I told him prescription sun glasses mate and continued to tell him, I married a Moonta girl, had our honeymoon at Linnetts on Kangaroo Island, had had 5 operations on my Khyber before I was 30 years of age, and he waved me through after I thanked him for the chat! The lads all had a good laugh, but on my return to Moonta my wife Jen suggested that this should be my last footy trip. Luckily I had already put down my commitment deposit for next year!

### GRAPE VINE NEWS

I heard recently Andrew “AJ” Johnson, who is well known in hotel circles, has bought the Swan Reach Hotel. Congratulations AJ and good luck. Anyone enjoying the great River Murray on a houseboat or skiing in the area should drop in and have a beer with the lad.

Also ex-Berri Hotel/Motel guru Shane Roberts has bought the Ventnor Hotel Port Vincent and has settled in very well. A great holiday destination and I know Shane would make you more than welcome.

### VALE DAVID RANKINE

Big Dave Rankine has finally and sadly passed away after a battle with liver cancer. “Ranks” as he was known had retired with long-time partner Jo to the seaside town of Point Turton after stints in the Minlaton and Dalrymple Hotel Stansbury. His son Rob and wife Georgie still are in the latter hotel, a beautiful seaside tourist town, where tourists and locals enjoy good food and a beer or a wine on the outside deck. The Bush Telegraph had a good yarn with Ranks at the local elimination football final at Ardrossan Oval in late August, and he was in good spirits then after a family holiday on Hamilton Island. Ranks loved and always gave his opinion on sport, and it is said he opened the batting in the Member's Bar of the Adelaide Oval test match for 30 odd years with his country mates and was often not out at the end of the day's play! Ranks was a good footballer in his day, playing for West Torrens at Thebarton Oval and then afterwards filled many positions at the Henley Football Club including premierships captain coach, and ultimately became a life member as well. Grandson Tom recently made the paper compiling 315 runs for Saint Peter's Old Collegians B grade cricket team and thankfully the fabulous innings information was conveyed to big Ranks prior to his passing. All in the industry send loving thoughts to partner Jo, son Rob, sister Kate and all family and friends.

Ravo's Bush Telegraph would like to extend a Merry Christmas and a safe, prosperous and Happy New Year to you all and your families, and we all hope for good health in the year 2016.

Catch you in the New Year!

# COOPERS TRADE EVENT

Coopers Brewery recently held a trade event for around 80 guests within the Coopers Bar at the Adelaide Night Noodle Markets.

The Night Noodle Markets, held in Adelaide for the first time in 2015, were part of Good Food Month.



## HOTEL'S PHOTO AWARDS

Sage Hotel Adelaide has announced its inaugural photo competition, which is set to become an annual event conducted by all its Sage Hotel properties around the country.

The theme is "My South Australia" showcasing the state through the lens where entrants can upload their own favourite photo of the Adelaide region; its hills, its coast and the city eclectic vibrancy with cool pop up bars.

Entrants are encouraged to snap, upload and hashtag #Sageadelaide via their Instagram account and encourage likes for their photos to put them in the running to win the people's choice prize of \$1000. The simplicity of the competition and entry mechanism fits with the positioning of the hotel "The complex made simple and the simple made special".



Hotel SA

## FASSINA 40<sup>TH</sup> YEAR CELEBRATIONS



2015 proudly marks the 40th year of the Fassina SA family-owned company. Beginning in 1975 with larger-than-life patriarch and Italian immigrant Joe Fassina and a bottling hall on the Somerton Park site, the business now owns and operates eight liquor stores around South Australia.

Three generations are involved in the family business, with Joe's children and grandchildren running day-to-day operations.

With only a few truly independent liquor stores left in SA, Fassina Liquor continues to buck the trend with a heavy focus on customer service and supporting small local SA wineries and producers.

"We are extremely proud of this 40 year milestone. The landscape of the South Australian liquor industry has changed dramatically, particularly over the last 10 years, but we have been able to keep our heads down and focus on consistently offering our customers something new and something local," said Ross Fassina, Fassina Group Managing Director.

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## NEW PILSNER RELEASED



Ever since their early days brewing in Fremantle, Little Creatures has always challenged themselves with making the best possible beer. Be it through sourcing the freshest ingredients from all over the world or simply asking themselves “how could we make that better?”

With this in mind, the Creatures team have taken a look at their much loved Pilsner and have made it more distinctive. As hop lovers, it was natural for the brewing team to move the Pilsner towards the North German (Friesland) Style where the beers are hoppier and bitterer than the Southern German Pilsners.

The key to this beer is to let the aroma and bitterness of the hops shine through with the Little Creatures Pilsner now made with 100% Pilsner malt and German Perle hops.

“We had a good discussion in the brewhouse around the Pilsner and we all felt it was time to shake it up. We believe we’ve created what we call a creeper – where the bitterness in the beer creeps up on you to deliver uncompromising bitterness and intensity that’s still refreshing, balanced, dry and drinkable,” said Russ Gosling, Head Brewer at Little Creatures in Fremantle.

Along with the change in beer was an opportunity to update the packaging. Creatures have gone back to their roots and changed up the packaging to reflect the original design from the early days in Fremantle.

The new Pilsner has started rolling out in kegs and bottles across the country, but it has already picked up an award. The Creatures team were thrilled to receive the Champion Light Lager award from The Craft Beer Industry Association at the second annual Craft Beer Awards.

## THE BEAUTIFUL TRUTH ABOUT BEER

Lion has launched the second phase of its Beer the Beautiful Truth category initiative with a new campaign designed to deliver the facts about beer and bust some of the common myths Australians have about the nation’s most popular alcohol beverage.

Focusing on two key messages, that most of Lion’s owned Australian beers are on average 99.9% sugar free and all are preservative free, the campaign will provide people with the facts so that they can make informed choices about what they are drinking.

Ben Slocombe, Marketing Director – Category and Planning for Lion, says that campaign was inspired by consumer research which revealed that seven in ten Australians want to know the sugar content of alcohol drinks, and that the same number also incorrectly believed their beers have preservatives in them.

“Beer the Beautiful Truth is a major campaign for Lion that we are committed to for the long-term. We believe that giving people more information about beer is the right thing to do – and it is exactly what Australians are telling us they want.

“People want to know more about what’s in the beer they are drinking, and this campaign is proof of our promise to being transparent about what’s in our beer. We also hope to bust some common myths about beer along the way.

“We hope that by better informing Aussies, they can have a beer with their friends and be better equipped to consume beer in moderation as part of a balanced lifestyle,” said Slocombe.

The campaign comes after Lion announced in August that, in an Australian beer industry first, it would be adding nutrition information panels to bottles and cartons across its entire wholly-owned Australian beer portfolio. Subsequently, there will now be millions of bottles of beer each year carrying helpful information on sugar, preservative, calorie (kilojoule) and carbohydrate content.

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# LA BUVETTE

## BLOSSOMING BAR ON GRESHAM

Frenchman Dominique Lentz opened La Buvette in Gresham Street earlier this year and, in doing so, brought an innovative concept to the city's west end. A contemporary aperitif bar, La Buvette is heavy on the French but light on the cliché.

"Adelaide just gets it."

These are the words he uses to explain why he chose to take his idea of a modern aperitif bar away from the big cities on the eastern seaboard and set up in Adelaide.

La Buvette is reminiscent of a place you would find in France today, or anywhere in Europe for that matter.

It is simple yet sophisticated, charming yet classy and has introduced Adelaide to a previously unseen concept, adding to the changing face of the city's nightlife scene.

Sure there are French restaurants and cafes in Adelaide, but a proper aperitif bar like La Buvette? No way.

Nestled in the heritage bluestone and brick building known as Seppelt Chambers, the Gresham Place newcomer combines the rustic feel of the old establishment with modern interior design.

Approaching the entrance you will be captivated by the brilliant hand-painted sign which adorns the new timber frontage, it truly looks like a façade you will find on a Parisian side street.

It was created by local artist and friend of Lentz, Tristan Kerr and is a brilliant and unique piece of work.

But while the French theme definitely comes through, it is not clichéd, something that Lentz was definitely wary of.

"We tried to not make the space look too French, too provincial," he says.

"The idea for it was to be a contemporary aperitif bar that you could find anywhere in France."

Getting La Buvette up and going was a process where Dominique says, "everything that could have gone wrong, went wrong", which is no surprise with such an old building.

However they have done a great job to bring out the bluestone and red brick of the original establishment which, combined with the exposed jarrah beams above, creates a rustic feel to the place – which is comfortable whilst still maintaining the element of class as you sip that wine none of your friends have heard of.

Additionally, the bare concrete floors are a great touch and blend considerably well with the uncovered stonework on the surrounding walls.

This is contrasted and complemented by a contemporary design which came to fruition after Lentz took his own ideas and collaborated with local firm Enoki.

"I was guided by Enoki and told them 'this is what I want, I just need someone to put it together,'" he says.

"So most of the ideas were already in my head but putting everything together and making it blend was something I wasn't used to, so Enoki were great giving me their expertise and pulling it all together."

The way it has been finished is magnificent, resulting in a more than positive response after opening in early March.



You may not have heard about it though, after they revealed themselves to the public in very discreet circumstances using a genuine form of marketing.

"We didn't expect anything. So the idea was to not do any marketing, not throwing the word out there; opening the doors one weekend and just seeing what happens," Dominique says.

"It went really well and took off straight away, more than we expected.

"We wanted it to be that hidden place and after a couple of weeks we had people coming and taking photos, journalists and that was just through word of mouth which we were really grateful for."

Word of mouth has certainly spread about the aperitif bar and the different food and wine offering that La Buvette specialises in.

Given that in French culture there is never wine without food or vice versa, pairing the two together was natural and getting people to enhance their drinks with food is something that Lentz feels will enable patrons to immerse themselves in the whole experience that is La Buvette.

A simple way to describe the cuisine on offer would be bar food, but that is doing it a discredit, it is much more than that.

Being French, cheese platters are a must, along with charcuterie boards that feature a range of fresh South Australian small goods.

Naturally you can find escargots, superb artisan breads and other French specialities such as rillettes (similar to pâté) round out the menu.

The offering is centred on local produce, something that is a trademark of South Australia and also Lentz's home region.

"I'm from Alsace, and we've got a really strong passion about local food products and we're really proud about who we are and the region we live in," he says.

"When I first moved to SA I had exactly the same feeling."

But it is on the drinks front where things really get interesting.

Natural wines are the specialty at La Buvette and, if you are not familiar with the term, they are wines which have been produced without adding or removing anything during the winemaking process.

"We also specialise in organic, biodynamic and natural wines, whether they are from France or South Australia," says Dominique.

"It is something that I guess is 'on trend' at the moment but these are the types of wines we have been producing in France over the last 150 years.

"It is basically the ancient form of winemaking, going back to simple winemaking."

A range of local and international drops are on a carefully selected wine list, which the La Buvette staff are more than happy to help you pair with some of their carefully selected menu items.

There is also a range of six to eight different specialty cocktails which are changed seasonally.

Lentz's hometown of Strasbourg in the Alsace region of France is also home to the Kronenbourg Brewery, so naturally you can find it on tap at La Buvette. The classic Kronenbourg 1664 and also the Kronenbourg Blanc (a fruity white beer with citrus notes) are on offer.

But of course, being an aperitif bar, the aperitifs are their number one specialty with many on offer.

Hotel SA

## LA BUVETTE MUST TRY'S

### PASTIS

Dominique says: "One of our signature drinks, Pastis is a liquorice, Anise spirit that you pour on ice and add water, it is really popular in the south of France."

### AMER BIÈRE

Dominique says: "It's an orange rind based spirit with quinine and gentian and you actually pour beer over it so it makes a really nice beautiful, bittersweet beer at the end."

### KIR ROYAL

Dominique says: "This is a variation on Kir, it is blackcurrant liqueur (crème de cassis) topped with champagne, rather than white wine which is used on a traditional Kir."

## "The challenge is not to change things that work."

### LENTZ'S OWN BACKGROUND IS A STORY IN ITSELF.

Originally a building engineer in Alsace, the Frenchman moved to Australia over 10 years ago, unable to speak English and looking for work, so naturally hospitality was the place to go.

During seven years in Sydney, working in and running a French café, he met his wife who is originally from Adelaide.

He then spent the past few years managing and working in bars and pubs here, before embarking upon his new La Buvette venture.

With the small bar scene on the west end of the city booming in recent times there is undoubtedly scope for Gresham Place to develop into a Peel Street-like precinct.

Along with fellow establishment, The Bibliotheca Bar and Book Exchange, La Buvette has begun to attract people to an area which was previously ignored.

In future, Lentz hopes to open up a side room to the public which will add to the dynamics of the space and create another area, great for small groups. Which is the second phase of the La Buvette development.

Other than that there is not a lot that he believes needs to be altered.

"The challenge is not to change things that work," he says.

"You have to try to not get lost, start following trends and trying to be everything. So you have to be true to your concept.

"Sometimes a lot of people want to cater for everything and that's where they go wrong, it's just not possible.

"So we will still try to stay up to date with the trend and produce but not stray too far from what works."

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## DOES ONLINE ADVERTISING RESULT IN MORE PATRONS?

We are often asked - does Google AdWords really work?

The short answer is "yes, it does"... but one size doesn't fit all.

You can take a Yellow Pages approach and throw money at the project "to be in it because my competitors are", but all this results in is a sizeable bill without any targeted results.

So what's "the right way" to conduct an AdWords campaign?

A good way to start is to run a trial. For example, your advance wedding reception bookings might be low in February. Running a targeted campaign in December and January gives you a time-limited trial that you can measure by the number of inquiries generated. It also helps to set up a dedicated phone line - it's free, so it makes a lot of sense. In this way, you can place the phone number in your online ads then track how many times people called the number.

Another step is to target search terms that you don't currently rank for in Google. For example, if you are on page 20 for the term "CBD pub" or "hotel sports bar", it will take some time to hit page 1 using only search engine optimisation (SEO). You should keep using SEO but supplement it with online advertising, which sits at the top of the search results pages. While it's true that people are more likely to click on the unpaid listings, those who do click on the ads are actually ready to buy; this makes them a qualified lead.

You need to choose your keywords carefully, then track your campaign to ensure you're not paying for searches unrelated to your business. For example, in the case of "wedding reception" with the single word "reception" as a keyword, you need to exclude searches related to reception level at school. It's also important to make sure you - or your advertising company - is monitoring the clicks to make sure your competitor isn't just clicking your ad to drain your budget. Google has ways of weeding out this type of practice, but we've still seen campaigns spike with no corresponding increase in contacts made.

There are other questions to ask, such as what geographic locations to target and what time of day to display your ad. Do you just target metropolitan Adelaide, or are you interested in country visitors? Will you run your campaign 24 hours a day for people searching late at night, or will that be a waste if you are using a dedicated phone number?

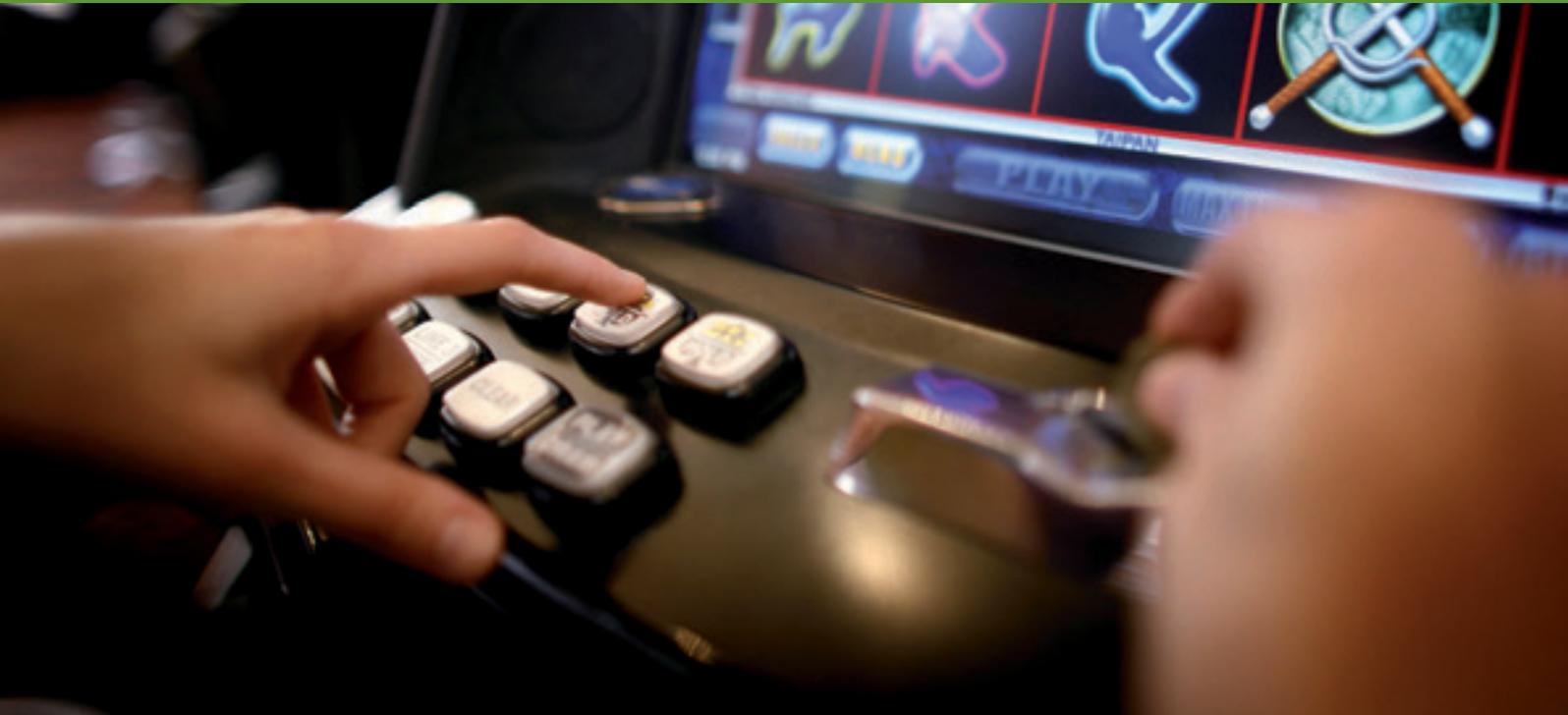
“Conduct a dry run and use paid results to supplement where your SEO is lacking. Be picky with your keywords, and watch the clicks throughout the campaign to make sure you're getting results. Pay attention to the details, and AdWords can achieve fantastic results.”

We recently took over a small online advertising campaign for a Christmas function. By following these basic principles, the campaign ended with a measurable increase in bookings, achieved at a very cost-effective rate. The client now also has the contact details of those people in their database, which is an added benefit for email campaigns ... but we'll save that for another edition!

In summary, don't just hand over your AdWords money then "set and forget". Conduct a dry run and use paid results to supplement where your SEO is lacking. Be picky with your keywords, and watch the clicks throughout the campaign to make sure you're getting results. Pay attention to the details, and AdWords can achieve fantastic results.

# Gaming CARE

The Hotels Responsible  
Gambling Early  
Intervention Agency



**G**aming Care is the Hotels Responsible Gambling Early Intervention Agency, and is an initiative of the AHA|SA. Gaming Care is a recognised industry body, and its role is to assist venues with compliance and to minimise the harm caused by problematic gambling behaviour in all South Australian Hotels with gaming machines. Gaming Care achieves this by working with venue staff, Gambling Help Services and other relevant Government and Non Government Community Service organisations.

✓ **Some of our duties include:**

Assisting gaming licensees, managers and gaming staff in the early identification of, and support for patrons who may be at risk of or experiencing difficulties with their gambling behaviour.

✓ Assisting in developing and promoting initiatives, programs and venue policies designed to address early identification of problematic gambling behaviour.

✓ Providing practical assistance to managers and staff in relation to compliance with regulatory Responsible Gambling and Advertising Codes of Practice.

✓ Undertaking audits to assist gaming venues comply with the regulatory codes of practice with a particular focus on patron intervention.

Gaming Care has developed a Responsible Gambling Document to assist venues to implement and comply with a range of regulatory requirements.

For any assistance or information, please contact Gaming Care and ask to speak with your local Gaming Care Officer.

**Telephone:** 08 8100 2499

**Facsimile:** 08 8232 4979

**Email:** [information@gamingcare.org.au](mailto:information@gamingcare.org.au)

4th Floor AHA|SA House

60 Hindmarsh Square

Adelaide SA 5000

# THE MINEFIELD THAT IS PARENTAL LEAVE

According to the Australian Bureau of Statistics, a child is born in Australia every 1 minute and 43 seconds. There is a high chance therefore that an employee may seek parental leave. Understanding the parental leave provisions in the National Employment Standards (NES) and the subsequent obligations placed on both employers and employees can be difficult. This article will provide an overview of the parental leave scheme and employer and employee rights and obligations.

## WHO CAN ACCESS PARENTAL LEAVE

All employees are entitled to parental leave under the NES regardless of their employment status (ie full time, part time or casual). In order to access this entitlement an employee must have completed a certain amount of service. A full or part time employee must have completed 12 months of continuous service as at the date of birth of the child (NES s 67(1)). For a casual employee to be entitled to parental leave they must have completed 12 months continuous service as at the date of birth, been employed on a regular and systematic basis and have a reasonable expectation of ongoing work but for the birth of the child (NES s 67(2)).

An employee need not be pregnant to access parental leave. Persons who are adopting a child may also be entitled to parental leave provided the child is under 16 years of age and they have not lived with the employee for a period of 6 months prior to the adoption taking place.

## LENGTH OF LEAVE

An employee is entitled to take up to 12 months of unpaid parental leave, providing they meet the eligibility requirements outlined above. This period of leave must be taken in a continuous period and may commence 6 weeks prior to the expected due date, or earlier if all parties agree. The leave cannot start later than the actual day of the child's birth. Where an employee starts their period of leave within 6 weeks of the expected date of birth, the employer has the right to request medical advice stating the employee is fit for work.

After the birth of the child the employee may wish to extend their original period of unpaid parental leave. This may be for a variety of reasons such as spending more time with the new baby or childcare may be difficult to obtain. An employee may extend a period of parental leave when (a) their first period of leave was less than 12 months (NES s 75) or (b) they have taken 12 months leave but wish to take a further period of leave up to a maximum of 12 further months (NES s 76). In both scenarios the employee must make a written request for this extension no less than 4 weeks prior to the date they have indicated they were to return to work. The employer does not have to agree to the extension, however in the case of option (b) the employer must provide the reasons for their refusal within 21 days of the employees request. A request can only be refused on reasonable business grounds which will vary depending on the circumstances of each case but can include factors such as the financial impact such extension would have on the business, any impact on productivity or customer service or the inability to replace the position for the requested time.

Hotel SA

## NOTICE OF INTENTION TO TAKE LEAVE

An employee intending to utilise their entitlement to unpaid parental leave must provide the employer with notice. Notice must:

- be in writing
- be given to the employer at least 10 weeks prior to the date the employee intends their period of parental leave to commence
- include the intended start and end dates of the leave.

An employee who has provided notice must confirm their intention that they will be taking parental leave at least 4 weeks before the intended start date. This confirmation must confirm the intended start and end dates.

## RETURN FROM PARENTAL LEAVE

There is no requirement for an employer to provide an employee with work until their period of parental leave has ended. That is the date identified in the original written notice from the employee. However, once the period of parental leave has ceased an employee is entitled to return to their pre-parental leave position. Where that position is no longer available due to a workplace restructure for example, an employee must be provided with a position on similar terms. They should also be made aware of the fact that their pre-parental leave position will not be available to them at the time the change in workplace structure occurs. Whilst not required, it is strongly recommend that an employer contact an employee a month prior to the date they indicated they will be returning to work to ascertain whether this is still the case and make arrangements for their return.

An employee who is responsible for the care of the child can either (a) request flexible work arrangements or (b) where they were employed on a full time basis prior to the period of parental leave, they can request to return in part time capacity (NES s 65). An employee making a request in either scenario must do so in writing outlining the changes they are seeking. An employer will then have 21 days to respond to the request. As the hospitality industry operates over seven days a week and over a large span of hours per day, employers can often accommodate such requests. Where it is not possible to agree to the request, an employer must be able to show there were reasonable business grounds for not doing so, such as the employees pre-parental leave position must be undertaken at certain times. Failure to adhere to the request for reasons other than reasonable business grounds may result in a claim of discrimination or adverse action being made by the employee.

Where an employer agrees to an employees request to change employment category (ie full time to part time or part time to casual for example) it is recommend that the employee be advised that this change in category is permanent and they do not have an automatic right to return to their original employment status. A written Contract of Employment should be provided to the employee either varying certain conditions of their original contract or wholly replacing their original contract.

## PAID OR UNPAID?

Over the past few years there has been a great deal of discussion around whether an employer should provide paid parental leave to



employees. There is no obligation for an employer to pay an employee for the period of time they are on parental leave. An employee may however be entitled to the Federal Governments Paid Parental Leave Scheme ('PPLS'). If an employee meets the eligibility test for the PPLS and will be the primary carer, they will receive 18 weeks pay at the Federal Minimum Wage (currently \$656.90 per week).

It is up to the employee to contact the Department of Human Services (Centrelink) to determine eligibility for this scheme. If they are eligible the Department will then contact the employer to advise that the employee will be accessing this welfare entitlement. Employers will be required to register for Centrelink Online Services if they are not already a registered user. The funds will then be provided to the employer who is to pay the employee through their payroll deducting the relevant amount of taxation and any other deductions as authorised by the employee. There is no obligation to provide superannuation to an employee receiving PPLS payments.

Since January 2013 fathers or partners can access up to two weeks of Dad and Partner Pay ('DAPP'). Like the PPLS this is two weeks pay

at the Federal Minimum Wage and employees must contact Human Services to determine eligibility. However unlike the PPLS this is paid directly to the claimant by the Government.

#### **FURTHER INFORMATION**

For further information please contact the HR/IR Team on 8232 4525. A number of template documents such as letters and forms, have been prepared by the HR/IR Team to assist members with requests for parental leave and all associated matters such as extensions. These are contained in the Workplace Relations Package which is available on the AHAI/SA website.

*This article contains general advice only and does not take into account different circumstances that may arise, for example where the period of leave is split between mother and father or where the employee is unable to work fully due to a pregnancy related illness or undertake certain duties prior to their period of leave. Members should contact the HR/IR Team for further advice where necessary.*



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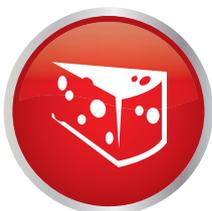
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# TOURISM AWARD WINNERS



Hotels and AHA|SA members featured prominently at the 2015 South Australian Tourism Awards.

**The Playford – Best Luxury Accommodation** – was inducted into the hall of Fame after winning its category three years in a row.

South Australian Tourism Industry Council General Manager Shaun de Bruyn congratulated all winners and the five inductees to the Tourism Hall of Fame.

“South Australians should be very proud of their world class tourism experiences, and as a State we should honour excellence in

an industry that is so important to the South Australian economy,” he said.

“The South Australian Tourism Industry Council continually works with its members and industry to grow business profitability and increase recognition of South Australia’s best tourism experiences.”

## 2015 SOUTH AUSTRALIAN TOURISM AWARD WINNERS

### Major Tourist Attractions

Winner – Adelaide Oval

### Tourist Attractions

Winner – Adventure Bay Charters

### Major Festivals and Events

Hall of Fame and Winner – 2015 Clipsal 500 Adelaide

### Festivals and Events

Winner - Sounds By The River

### Ecotourism

Winner - Australian Arid Lands Botanic Garden

### Cultural Tourism

Winner – Adelaide Oval Tours

### Aboriginal and Torres Strait Islander Tourism

Hall of Fame and Winner – Aboriginal Cultural Tours - South Australia

### Specialised Tourism Services

Winner – Getaways SA

### Visitor Information Services

Winner – Barossa Visitor Centre

### Business Event Venue

Winner – Mount Lofty House

### Tour and Transport Operators

Winner – Adelaide’s Haunted Horizons Ghost

### Adventure Tourism

Winner – Calypso Star Charters

### Destination Marketing

Winner – Peterborough Tourism

### Tourism Restaurants & Catering Services

Winner – Leonards Mill Restaurant

### Tourism Wineries, Distilleries & Breweries

Winner – Seppeltsfield Estate Winery

### Caravan & Holiday Parks

Winner – Big4 Adelaide Shores Caravan Park

### Unique Accommodation

Winner – Griffens Marina Blanchetown

### Self Contained Accommodation

Winner - The Frames

### Standard Accommodation

Winner – Beach Huts Middleton

### Deluxe Accommodation

Winner – Yondah Beach House

### Luxury Accommodation

Hall of Fame and Winner – The Playford

### New Tourism Business

Winner – ibis Adelaide

### Excellence in Food Tourism

Hall of Fame and Winner – Udder Delights Cheese Cellar

### Qantas Award for Excellence in Sustainable Tourism

Hall of Fame and Winner – Adelaide Shores

### Outstanding Contribution by an Individual

Winner – John Evans

### South Australian Tourism Student of the Year

Winner - Julia Brunke (University of South Australia)

### Tourism Education and Training

Winner - TAFE SA

### Local Government Award for Tourism

Winner – City of Holdfast Bay

### Backpacker Accommodation

Winner – Adelaide Central YHA

### South Australian Taxi Driver of the Year

Winner - Haider Ali-Shah



**Accountancy Services**

- Jaquillard Minns 8221 6551
- Moore Stephens Adelaide 8205 6200

**ATMs**

- Banktech 0478 333 297
- Cashcard 0410 681 515
- Next Payments 0499 331 476
- DC Payments 0434 180 991

**Architects & Interior Designers**

- Studio Nine 8132 3999
- ABEO Design 8357 8564

**Audio Visual**

- Big Screen Video 1700 244 727
- Integrate IoT 8193 4800
- Nightlife Music Video 1800 679 748
- Novatech Creative Event Technology 8352 0300

**Background Music**

- Nightlife Music Video 1800 679 748
- Zoo Business Media 0755 877 222

**Banking**

- Bank SA 8424 5536
- Commonwealth 8206 4035

**Berline Cleaning**

- Portermark 0402 841 780

**Beer Dispense Equipment**

- Andale Hotel Services 8234 0388
- Lancer Beverage Systems 8268 1388

**Beverage Gases**

- BOC Limited 8300 5662
- Supagas 8252 7472

**Beverages**

- Accolade Wines 8392 2238
- Asahi Premium Beverages 8276 4888
- Australian Liquor Marketers Pty Ltd 8405 7744
- Brown-Forman Australia 8418 7104
- Carlton & United Breweries 8416 7819
- Coca-Cola Amatil 8416 9547
- Coopers Brewery 8440 1800
- Diageo Australia 8245 9300
- Empire Liquor 8371 0088
- Lion 8354 8888
- Liquor Marketing Group (Sip'n Save) 8416 7575
- Options Wine Merchants 8346 9111
- Pernod Ricard Australia 8208 2400
- Samuel Smith & Son 8112 4200
- Treasury Wine Estates 8301 5400
- Vale Brewing 1300 682 337
- Vintage House Wine & Spirits 8397 7100

**Bookkeeping**

- Winnall & Co. 8431 9447

**Cabinet Makers**

- John Reuther Cabinet Makers 8234 9600

**Cleaning Services**

- FAB Cleaning Services 1300 726 892
- TJ's Cleaning Services 8271 1911

**Cleaning Supplies**

- Chemform 1300 201 144
- Cobalt Blue Australasia 8352 3881
- Tork Professional Hygiene 1800 643 634

**Energy**

- Bulk Energy 1300 462 855
- Energy Action 8377 7133
- Trans Tasman Energy Group 1300 118 834
- Your Energy Saving Solutions 1300 894 745

**First-Aid**

- AlSCO 8346 1391

**Food Services**

- Holco Fine Meat Suppliers 8162 8400
- International Oyster & Seafoods 0412 350 509
- PFD Foodservice 8114 2300
- What's for Dinner? Ready to Eat, Ready to Cook 1800 346 637
- Wills and Daniel 8260 7776

**Furnishings**

- Concept Collections 1300 269 800
- James Richardson Corporation 8211 8966
- The Table & Chair Co 8354 3266

**Gaming Machine Services**

- Ainsworth Game Technology 0413 728 766
- Aristocrat Technologies Australia 8273 9900
- Bytecraft Systems 8275 9700
- Global Gaming Industries 0409 283 066
- IGT 8231 8430
- Independant Gaming Analysis 8376 6966
- Konami Australia Pty Ltd 0409 047 899
- Macmont Gaming Supplies 8340 1322

**Gambling Services**

- SA Lotteries 132 315
- UBET 8354 7300

**Glass**

- O'Brien Glass 8259 9211

**Hotel Brokers**

- McGees Property Hotel Brokers 8414 7800
- Steele & Associates Hotel Brokers 8232 1566

**Hotel Management**

- Brisban Hospitality Consulting 8235 1594
- H&L Australia Pty Ltd 8291 9555

**Hotel Marketing**

- Drinking Buddy 0431 616 025
- The Best Pub 0419 536 373

**Ice Makers**

- Bunzl Hospitality Supplies 8245 6200
- Lancer Beverage Systems 8268 1388

**Information Systems/Site Preparation**

- Bytecraft Systems 8275 9700

**Insurance**

- Aon Risk Solutions 8301 1111

**I.T. Products & Services**

- Vintek 1300 001 337

**Kitchen & Bar Equipment**

- Andale Hotel Services 8234 0388
- Bunzl Hospitality Supplies 8245 6200
- Lancer Beverage Systems 8268 1388
- Stoddart Manufacturing & Food Service Equipment 0427 106 103

**Legal Services**

- Clelands Lawyers 8177 5888
- Duncan Basheer Hannon 8216 3389
- Foreman Legal 8370 8500
- Murfett Legal 9388 3100
- Solomon Humble 8232 3300
- Wallmans Lawyers 8235 3000

**Media**

- Boylen 8233 9433
- FIVEaa 8419 1395
- InDaily 8224 1600

**Music Licensing**

- APRA/AMCOS 8331 5800

**Onhold/Messaging**

- Zoo Business Media 07 5587 7222

**Painting & Property Maintenance**

- Higgins Coatings 8301 4600

**Payroll & HR Resources**

- Sage Micropay 8266 6100

**Plastic Card Systems**

- ABnote 8374 3677

**POS Systems**

- H & L Australia Pty Ltd 8291 9555

**Property Valuations**

- Knight Frank Valuations 8233 5222

**Refrigeration**

- Bidvest Hospitality Supplies 8245 6200
- Lancer Beverage Systems 8268 1388

**Sports & Entertainment Media**

- Foxtel 1300 138 898
- Fox Sports 0499 660 023
- Sky Racing 02 9218 1755

**Staff Training & Recruitment**

- HITsa Industry Training 8267 3000

**Superannuation**

- HostPlus Pty Ltd 8205 4965

**Table Linen**

- AlSCO 8346 1391

**Tobacco Product Suppliers**

- British American Tobacco Australia Ltd 9334 4415

**Travel**

- Phil Hoffmann Travel 8350 5779

**Websites**

- Boylen 8233 9433

**Workers Compensation**

- Employers Mutual 8275 9700
- Gallagher Bassett 8394 4753

# PLATINUM

15/16



# GOLD

15/16



# SILVER

15/16

- ABEO Design
- Ainsworth Game Technology
- APRA Amcos
- Aristocrat Technologies Australia
- Australian Liquor Marketers
- Big Screen Video
- BOC Limited
- Boylen
- Empire Liquor
- FAB Cleaning Services
- Foxtel/Fox Sports
- Global Gaming Industries
- IGT
- InDaily
- Independant Gaming Analysis
- James Richardson Corporation
- Konami Australia Pty Ltd
- Liquor Marketing Group – (Sip'n Save)
- Novatech Creative Event Technology
- Options Wine Merchants
- Phil Hoffmann Travel
- Samuel Smith & Son
- Sky Racing
- The Best Pub
- TJ's Cleaning Services
- What's for Dinner? Ready to Eat, Ready to Cook
- Your Energy Saving Solutions

# BRONZE

15/16

- AlSCO
- Andale Hotel Services
- BankSA
- Banktech
- Brown-Forman Australia
- Bulk Energy
- Cashcard
- Chemform
- Cobalt Blue Australasia
- Commonwealth Bank
- Concept Collections
- DC Payments
- Drinking Buddy
- Duncan Basheer Hannon
- Energy Action
- Gallagher Bassett
- Higgins Coatings
- HITsa Industry Training
- Jaquillard Minns
- Knight Frank
- Lancer Beverage Systems
- Macmont Gaming Supplies
- McGees Property Hotel Brokers
- Moore Stephens Adelaide
- Murfett Legal
- Next Payments
- Nightlife Music Video
- O'Brien Glass
- Portermark
- Sage Micropay
- Solomon Humble Lawyers
- Steele & Associates Hotel Brokers
- Stoddart Manufacturing & Food Service Equipment
- Studio Nine
- Supagas
- The Table & Chair Co
- Tork Professional Hygiene
- Trans Tasman Energy Group
- Vale Brewing
- Vintage House Wine & Spirits
- Wallmans Lawyers
- Wills and Daniel Product Merchants
- Winnall & Co.
- Zoo Business Media

## AHA CORPORATE SUPPORTERS

## INDUSTRY SUPPORTER

- British American Tobacco Australia (Gold)

- ABnote • Brisban Hospitality Consulting Services • Clelands Lawyers • Foreman Legal • John Reuther Cabinet Makers • Vintek

# 2016 CALENDAR

**aha|sa**

Australian Hotels Association (SA)

## FEBRUARY

- 2nd** AHA|SA Major Sponsor Function  
AHA|SA Council Meeting
- 8th** Award Nominations Open
- 9th** Murray Mallee Regional Meeting
- 23rd** Lower/Mid/Upper North East Regional Meeting

## MARCH

- 1st** AHA|SA Council Meeting
- 8th** Women in Hotels Network
- 9th** South East Regional Meeting
- 22nd** Metro Regional Meeting

## APRIL

- 5th** AHA|SA Council MEETING
- 12th** South Coast/Hills Regional Meeting

## MAY

- 2nd** AHA|SA AGM Function
- 3rd** AHA|SA Council Meeting
- 10th** Yorke Peninsula Regional Meeting
- 13th** Award Nominations Close
- 24th** Eyre Peninsula Regional Meeting

## JUNE

- 7th** AHA|SA Council Meeting
- 21st** Gawler/Barossa Regional Meeting
- 28th** Women in Hotels Network

## JULY

- 5th** AHA|SA Council Meeting
- 12th** Port Pirie/Pt Augusta/Whyalla Regional Meeting
- 26th** AHA|SA Hotel Industry Awards for Excellence

## AUGUST

- 2nd** Murray Mallee Regional Meeting
- 9th** AHA|SA Council Meeting
- 16th** Lower/Mid/Upper North East Regional Meeting

## SEPTEMBER

- 6th** AHA|SA Council Meeting
- 13th** South East Regional Meeting
- 20th** Women in Hotels Network
- 27th** South Coast/Hills Regional Meeting

## OCTOBER

- 11th** SA Hospitality Show  
AHA|SA Council Meeting
- 18th** Gawler/Barossa Regional Meeting
- 25th** Metro Regional Meeting

## NOVEMBER

- 8th** Women in Hotels Christmas Function  
AHA|SA Council Meeting
- 15th** Yorke Peninsula Regional Meeting
- 29th** Eyre Peninsula Regional Meeting

## DECEMBER

- 6th** AHA|SA President's Christmas Lunch  
AHA|SA Council Meeting





# Think we only provide ATMs? Think again...

BANKTECH® is a total in-venue cash management solutions provider: from Cashier Assist Terminals, Secure Smart Safes and EFTPOS Terminals to Gaming Integration products and services, and of course, ATM's.

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# ALISON APPLEBY

## GAMING CARE

ADMINISTRATION ASSISTANT

ALIAN HOTELS  
BRANCH



### WHEN DID YOU JOIN THE GAMING CARE?

I joined Gaming Care on 10 August 2015, after 15 years working in the education sector.

### WHAT ARE YOUR KEY RESPONSIBILITIES AT THE GAMING CARE?

In my role I provide administrative support to the General Manager and Executive Officer of Gaming Care. I also work with the RTO Coordinator in relation to Gaming Training provided by AHA|SA.

### HOW DO YOU OCCUPY YOUR TIME OUTSIDE OF WORK?

I am a proud 'Cali Mum' and President of Highbury Calisthenics, so I spend much of my spare time managing and promoting our club, as well as sewing and making costumes for my daughter.

### WHAT'S SOMETHING READERS PROBABLY DON'T KNOW ABOUT YOU?

I'm a creative person who likes to dabble in creative arts and graphic design.

### WHERE IS YOUR FAVOURITE HOLIDAY DESTINATION?

I don't have one – yet. I've not travelled very much, but I am planning to visit the Cook Islands in the near future with my family. I am adopted and having met my birth mother, our visit would be a pilgrimage with my children to learn about our heritage and ancestry and also to meet long lost relatives.

### IF YOU COULD ASK ANY THREE PEOPLE IN WORLD AROUND FOR DINNER WHO WOULD YOU ASK AND WHY?

James Spader – so bad and yet so good!  
Hugh Jackman – need I say more?  
James Corden – just for laughs

## SPONSOR NEWS



## CHEMFORM – BRONZE

Established in 1978, Chemform is a family-owned and operated Australian chemical manufacturer and distributor. Traditional cleaning chemicals proved dangerous for both the user and the environment. At Chemform, we developed a vision; to create non-dangerous but equally effective chemicals. Our chemists began to investigate scientific technology that could produce safer alternatives. After rigorous testing and innovation, we introduced a range of safe and environmentally friendly cleaning products. We have a large hospitality customer base across Australia and proven products and systems that add value and increase efficiency.

We aim to form long-term working relationships with each and every customer. Our customer loyalty is a reflection of our commitment to ongoing service.

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Hotel SA



## O'BRIEN GLASS – BRONZE

Our Home & Business division, services hotels, pubs & clubs for all glass and film related work.

- Emergency glass replacement (24 hours a day, 7 days a week).
- Standard glass replacement (windows, doors, mirrors, shopfronts).
- Film application (anti-graffiti, security, tint and solar)
- New glaze projects (partitions, refurbishments)

O'Brien will provide best practise service and competitive pricing to AHA Members for all things glass and film.

For all enquiries contact 08 8259 9211 (local branch during business hours) or 13 16 16 (after hours call centre)  
[Adelaide.HSO@obrienglass.com.au](mailto:Adelaide.HSO@obrienglass.com.au)

# Measure it.

Can't measure the results of your online marketing?

No conversion goals coded into your website?

Specifically, how many leads did your online marketing generate for your hotel last month?

**We give hotels the answers.**



**Contact:**

Peter Blumenthal  
pblumenthal@boylen.com.au

8233 9433  
Level 3, 47 South Tce, Adelaide



## LICENSEE TRANSFERS SEPTEMBER 2015

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEES
Peppers Waymouth	Adelaide	1/9/2015	Saville Hotel Group Pty Ltd
Republic	Norwood	8/9/2015	H S Chicken Pty Ltd
Colonel Light Hotel	Adelaide	18/9/2015	Dare N Hotels & Entertainment Pty Ltd
Fat Stag Hotel	Adelaide	22/9/2015	The Fat Stag Pty Ltd
Rocks Tavern	Carpenter Rocks	25/9/2015	Dalis Hotels Pty Ltd
Millers Arms Hotel	Nairne	28/9/2015	R E Management Pty Ltd
Rob Roy Hotel	Adelaide	29/9/2015	EST 1840 Pty Ltd

## WELCOME TO OUR NEW MEMBERS

HOTEL
Caledonian Inn Robe
Stag Hotel
Federal Hotel Peterborough
Charleston Hotel
Colonel Light Hotel
Pink Moon Saloon
Paringa Hotel
Tantanoola Tiger Hotel

## LICENSEE TRANSFERS OCTOBER 2015

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEES
Junction Hotel	Brinkworth	9/10/2015	Roy W Tate
Glenelg Pier Hotel	Glenelg	16/10/2015	S Gunnelg Pty Ltd
The Wheatsheaf Hotel	Allendale North	16/10/2015	McHarlen Pty Ltd
Royal Arms Hotel	Pt Adelaide	21/10/2015	Australian Islamic Financial Services Pty Ltd
Adelaide Inn	North Adelaide	26/10/2015	Quay Management Pty Ltd
Swan Reach Hotel	Swan Reach	28/10/2015	Kintyre Pty Ltd



## OFFICE HOLDERS

## CONTACT

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 Postal Address: PO Box 3092, Rundle Mall SA 5000  
 Telephone: (08) 8232 4525  
 Toll Free: 1800 814 525  
 Fax: (08) 8232 4979  
 Email: [information@ahasa.asn.au](mailto:information@ahasa.asn.au)  
 Web: [www.ahasa.asn.au](http://www.ahasa.asn.au)

## COUNCIL

Alison James	Jason Fahey	Matthew Brien	Tim Gregg
Andrew Bullock	Jason Kelly	Melinda McCauley	Tom Hannah
Andrew Gunn	Jeff Ellis	Michael Lunniss	Tony Franzon
Andrew Plush	Karen Kilsby	Peer Norsell	Trent Fahey
Craig Williams	Mark Davies	Santo Scaglione	Trevor Evans
Guy Matthews	Matt Rogers	Scott Matthews	

## ADMINISTRATION

Ian Horne	General Manager
Wendy Bevan	Government Relations & Policy
Trevor Evans	Human Resources & Industrial Relations Manager
Owen Webb	Senior Industrial Relations & Human Resources Advocate
Brian Smith	Membership & Business Services
Katherine Taylor	Communications and TAA (SA)
Lucy Randall	Events & Sponsorship
Bronte McCarthy	Finance & Administration
Chris Thomson	Licensing & Gaming
Liz Gitsham	Training Coordinator
Wally Woehlert	General Manager of Gaming Care
Rhonda Turley	Executive Officer of Gaming Care

## EXECUTIVE COUNCIL

Peter Hurley	President
David Basheer	Vice President
Matthew Binns	Deputy Vice President
Richard Lovell	Secretary/Treasurer

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## ELECTRIFYING GAME PLAY



Scatter Strike Blue is based on Bally's most successful game brand - *Quick Hit*, the highest-selling slot brand in North America. With engaging graphics and more frequent feature triggers, players will be bolting to play this new game.

#### GAME FEATURES

- 5 Jackpot levels.
- A supercharged Free Game feature where more scatters are added to increase the chance of bigger wins.
- Great visual floor presence!

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