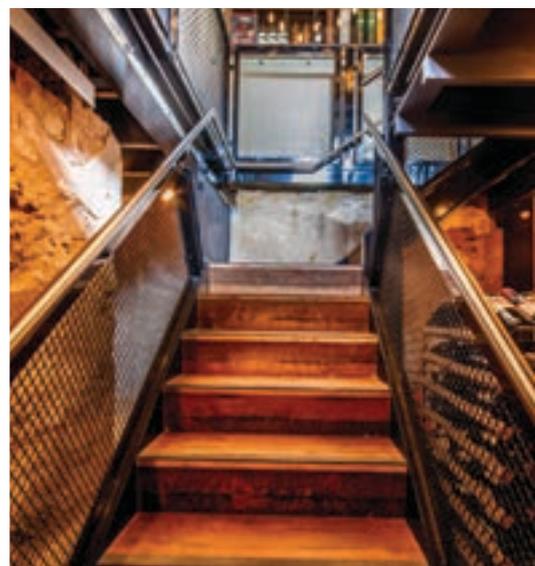


Hotel SA

The Official Publication of THE AUSTRALIAN HOTELS ASSOCIATION (SA branch) June/July 2017



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FROM THE PRESIDENT

PETER HURLEY AO – AHA|SA PRESIDENT

NOT ALL POLITICAL PARTIES ARE CREATED EQUAL

The AHA remains committed to its apolitical position, so that we are able to work with politicians of most persuasions for the benefit of Members.

However, in the approaching State election and the next Federal election, we will need to adjust our focus to deal with the realities of the ever-changing political landscape. Specifically, we are less concerned about which of the two major parties wins office, and more concerned about the minority parties with whom they may have to broker a deal to form government.

There are small scale, popular interest parties and independents that would take an axe to the hotel industry if they had their way. By way of example – and warning - we only have to look back at the extravagant demands of Peter Lewis when he horse-traded his vote and enabled the Labor Party to form Government in 2002.

I would be very concerned if certain small, boutique businesses are being propped up with taxpayer funds.

So while we are apolitical, we are unashamed to say that we hope the Lower House seats in State Parliament go to the major parties at next year's election.

I encourage all Members to understand the political forces at work in your electorate and actively work to ensure we assist those major party candidates that are pro-hotels.

GOVERNMENT AGENCIES NEEDS CLOSER SCRUTINY

Government agencies need to be more transparent in the way they spend the money they collect from taxpayers.

In this age of transparent government, it is important that agencies are held to account and that there is no suggestion that a niche group of businesses are the beneficiaries of favouritism.

Transparency dispels such concerns, and to achieve that we need full disclosure, not a partial revelation of facts.

I would be very concerned if certain small, boutique businesses are being propped up with taxpayer funds.

For example, I continue to hear a steady flow of anecdotal evidence that in the name of rejuvenation, some businesses are given preferential deals in the inner city and Port Adelaide, with substantial cash subsidies that create unfair competition for AHA Members.

Are certain types of business being favoured and, if so, is this at someone's discretion and what is the criteria?

When subsidies are given to big business, we demand that the Premier or Minister provides as much detail as possible. However, there is a very real concern that smaller deals are not held to the same high standard, escape proper scrutiny and are not disclosed.

As taxpayers, we expect a higher level of openness from government agencies.

Peter Hurley
AHA|SA President



IAN HORNE – AHA|SA GENERAL MANAGER

LIQUOR LICENSING ACT REVIEW UPDATE

The draft Liquor Licensing Amendment Bill passed the Lower House of Parliament on Wednesday 17 May 2017.

Three amendments were proposed by the Deputy Leader of the Opposition, and Shadow Minister for Consumer Affairs, Ms Vickie Chapman.

1. To completely remove the need for a 3 hour break in trade (AHA|SA had pushed for it to be moved forward to 6am-9am rather than 5am to 8am)
2. To remove the non-compliance register of licensees who have breached the LLA in respect of minors.
3. To remove the regulations relating to recommended increases to Liquor Licence Fees from other regulations under The Act.

None of these amendments passed the Lower House.

However an amendment was also introduced by the Attorney General John Rau on behalf of the Member for Florey, Francis Bedford. If allowed this amendment would give the Minister the power to "regulate, restrict or prohibit advertising, sponsorships and other practices designed to promote or publicise liquor and its consumption."

This 11th hour amendment was introduced with seemingly no consultation with either major party or any other stakeholders. In her response to Parliament Ms Chapman cautiously supported it, subject to consultation between the houses. Minister Rau also supported the amendment although said he need 'more time to reflect on it'.

This amendment which would have given the Minister unfettered power to impose any restrictions on any one with respect to alcohol consumption or advertising is absurd and would clearly have a detrimental effect on the wine, tourism and hospitality industries at a time when SA needs all the help it can get.

The AHA|SA made extensive and direct representation to many members of the Government and Opposition and had discussions with distillers, the wine industry associations, brewers, wine companies and sporting clubs about the repercussions of letting this amendment proceed. Similar representation was made from across the Nation to get a review of this extraordinary regulation that could at the extreme have the capacity to ban any reference to any alcohol, even logos on merchandise!

Of course, the Liquor Licensing Bill as originally introduced had been preceded by extensive consultation, including a review of the Liquor Licensing Act 1997 by the Hon Tim Anderson with a public report, public submissions, a draft bill presented by the Government with a further public consultation period. AHA SA welcomed this commitment to consultation with industry. However, we were deeply concerned that this amendment was never discussed in the review, nor was recommended by the Hon Tim Anderson and did not appear to have been properly thought through.

We are pleased to report that common sense prevailed when the Attorney General announced that 'the Government would no longer support the change'.

VICTORIA SQUARE – ALPINE WINTER VILLAGE – WHAT IS THE ADELAIDE CITY COUNCIL THINKING?

In 2016 the Adelaide City Council approved the use of the Torrens Parade Grounds for an outdoor skate rink/market/ski-village named the Alpine Winter Village, run by Social Creative of Royal Croquet Club fame. The ice-rink was financed by Renewal SA as a city 'activation' for the winter months.

This year Renewal SA has awarded use of the ice-rink to another company, in an event linked to the Festival Centre called the "Winter Garden" which will use the pontoon on the Torrens River left after the March Adelaide Festival (the pontoon was also paid for by Government funding).

However at the same time, the Adelaide City Council has also approved another 'Alpine Winter Village' event for Victoria Square (not the Parade Grounds) for the same duration at the same time!

Apparently these event organisers and the Adelaide City Council were led to believe that the ice-rink would be available and financed again for their use! At the time of writing the outcome is that there are now two approved events, both at the same time, with the same business model, although only one currently now has an ice-rink!

Details of both proposals are very similar but in short:

- The Winter Garden in Elder Park is proposed to operate between 10am and 6pm Mon-Wed and 10am to midnight Thurs-Sat with a 3,000 licensed capacity.
- The Alpine Winter Village (in Victoria Square) proposed to operate mon-thurs and sun 9.30am to 11pm and Fri-Sat 9.30-1am (in the licensed area only) with a total capacity of 5,000 (3,000 licensed).

The Council has already advised the AHA|SA that Victoria Square's conditions of use are that it cannot operate as a late night bar/ alcohol based facility and that the Alpine Winter Village will not operate beyond 10pm.

That two almost identical events could be approved is patently ridiculous and there is no way the CBD can support two activations like this. The outcomes are unknown, liquor licences have yet to be granted and the AHA|SA understands that there are many in the Council not happy that this has occurred.

That said the continuing disregard for the impact of such events on the hundreds of rate paying bricks and mortar hospitality operators is

now verging on insulting. The fact that these events can only succeed with government or council support or subsidiary says this is more about 'Bread and Circuses' than any meaningful economic plan.

Events of more than 30 days duration must be open to public consultation and the AHA|SA will put in its submission focused strongly on the argument that it cannot support yet another 'bar' in Victoria Square.

MAKE IT BIG – ADELAIDE

Deloitte's recently released a report advocating that if Adelaide was to stake a claim to share in unlocking the nation's enormous potential for social and economic prosperity it would need to double our population growth in the next ten years. We couldn't agree more and the Deloitte observation that brings this home hard is that the combined effect of industrial decline and fiscal turmoil in the 1990s (State Bank) drove a population exodus from South Australia. Those who left were predominantly young people and young families who did not return. **Remarkably, even today, there are fewer individuals aged between 15 and 34 living in South Australia than there were in the mid-1980s.**

We can say no more.



Ian Horne
AHA|SA General Manager

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SMITHY'S SHOUT AND ABOUT



CHRIS DAWES

Many of you would know that Chris is back in town. He is the manager at the Glenelg Jetty Hotel and has been there since November 2016.

As he said when he started work at the Jetty Hotel at the start of summer, he hit the ground running. There was not a lot of social time in the first month or two. It was predominately work, some rest and work again.



Chris was fortunate (in one way) that he was able to stay at the hotel for the first three months, so he was never really away from his work.

That's one way of getting to know how the hotel operates. However he did say that a majority of the staff were great and there wasn't a lot to change, just a tweak here and a few minor process/procedure changes to the operation and it was business as usual.

Whilst Chris was staying at the hotel for the first three months, his wife Kellie and the two children were back in Mt Gambier, reason being he had tenants in his house in Adelaide and they required three months to leave. The family joined him once the tenants moved out.

Chris has worked in hospitality for 27 years. He has worked for the Tavana/ALH Group worked at the Flagstaff Hotel, Old Noarlunga Hotel, the Mt Gambier Hotel and now the Jetty to name just a few.

"The Mt Gambier Hotel was one of the toughest challenges," Chris said, "Not the hotel itself, which was great and very well-run, it was in the first month I was there; they announced that two timber mills will be closing with the loss of some 100 jobs.

We all know there is a flow on effect when something like this happens, especially in a relatively small town like Mt Gambier." The Advertiser newspaper said at that time Mt Gambier is a timber town. Suppliers, transport companies, a lot of businesses, and workers' families, will be affected.

Chris managed the Mt Gambier Hotel for three and a half years. He said it was great to be back in Adelaide but misses that country feeling and of course the many friends he has made over that time.

JAMES ALEXANDER

It was great to catch up with and welcome James back to Adelaide. I had a sodee-pop with him at the Marion Hotel recently. Many of you would know James was awarded the AHA|SA Hotel Industry Rising Star Award in 2015.

It's easy to say James' enthusiasm and professional application for any role he undertakes is why he won. The reward for his outstanding efforts is he is now the Manager of Peter and Jenny Hurley's Marion Hotel.



James started his career in hospitality at a very young age. He worked at the Jetty Hotel for six years, starting as a glassy, then waiter before moving to restaurant supervisor.

After doing his gaming training James then moved into a bar and gaming role at the hotel. He left the Jetty and went to the Pier Hotel and this is where he was exposed to functions. The Pier is well known as a function venue, especially with the outlook and more so in the warmer months. James worked the bar, gaming and functions at The Pier for nine months before moving on.

In 2010 he moved to the Marion Hotel as a duty manager and within six months he was promoted to assistant manager.

He worked there for three years before being offered & accepting the role as Assistant Manager of the Port Lincoln Hotel under the guidance of Brooke Collier, the current General Manager.

James told me Brooke's guidance, leadership and hands on approach was/is astounding. "Brooke taught me the essentials of hospitality, especially accommodation and IR HR, from the check in/out process, dealing with complaints & understanding the hotels procedures and policies." For instance, if a client requests privacy and anonymity (the hotel has had some very high profile people) the hotel has a procedure to follow that ensures that request is fulfilled.

He was also leading the interview process with Brooke in only his second week at the hotel and from then on sharing that role with Brooke.

James said the knowledge he gained working with Brooke at the Port Lincoln Hotel laid the foundation for any future opportunities that may arise within the industry.

James has been at the Marion Hotel since early April and is thoroughly enjoying the role.

PRETORIA HOTEL







“Being River Murray addicts, the hotel that appealed to us was the Pretoria”

When J & AG Johnston announced plans to sell the freehold of its 17 hotels, the Hurley family sat up and took notice.

“Being River Murray addicts, the hotel that appealed to us was the Pretoria,” said Peter Hurley. “I always thought it had the best aspect to the banks of the mighty Murray of any hotel in the State.

“We were also attracted by its proximity to Adelaide, the architectural charm of the 1900 building and the impressively scaled Riverview Bar and Bistro that had been added to the rear of the hotel some 15 years earlier.

“The back area is licensed for 600 people. The Bistro takes 220 sit down, which opens onto the balcony for a combined sit down capacity of 300 people, or 600 for cocktails.”

Situated between the River Murray and Randell Street, Mannum, the Pretoria was purchased in late 2012 and apart from minor cosmetic changes, continued to trade while renovation plans were drawn up.

Work commenced in early 2015, starting with demolition of the old “lean to” bottle shop. Like most building projects, it came with a few unexpected surprises.

“Everyone ignored the existence of a cellar,” said Peter.

“I went up to do a site visit at the end of the first week of demolition for the building of the new bottleshop. Because the floorboards had to be replaced, it exposed the cellar which was considerably larger than I had anticipated. That awoke me to the appeal of using it for a red wine display area.”

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"New plans were drawn up, the cellar floor was lowered to provide head clearance and new beams were laid beneath the floor. The result is an expansive wine cellar oozing character and charm.

The retail area is shared with the front bar, both of which face Randell Street," said Peter.

"When the shackies move in at the weekend, they tend to have a broader base of requirements and we needed to respond to this demand."

"It almost doubled the floor area for retail and has become an attraction in its own right."

"The very 1950s style front bar lacked customer appeal and was larger than needed. The small bottle shop with the lean-to was nowhere near adequate for the volume of trade and it had the added complexity that, unlike most of our bottleshops that largely cater to a single market, the Pretoria caters to two distinctly different markets.

"When the shackies move in at the weekend, they tend to have a broader base of requirements and we needed to respond to this demand."

The front bar is worth visit in itself. It has a small bar feel, with exposed timber, funky lighting and a mural that depicts the notorious 1956 flood, complete with a line that shows where the water came up to ... which is above most people's heads as they stand at the front bar! (See separate story.)

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—Peter Catlin, On-Premise Manager of the Hurley Hotel Group

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An under-utilised general games area with pinball machines and car racing slot machines was sacrificed to allow for a new gaming area between the front bar and bistro, as well freeing up space for a dedicated function room with a view at the rear of the hotel.

Other cosmetic and decorative improvements included new carpet, décor and signage, which tie in with an earlier redevelopment with a river pylons theme.

The back deck looks over a beautiful stretch of lawn that features three bench style tables under large umbrellas, leaving enough space on the lawn for a marquee for weddings and other events.

Jenny Hurley and daughter Anna concentrated on refurbishing the six upstairs rooms, which had been neglected for many years.

"They needed a fair bit of zhush," said Anna. "They've been repainted, new carpets have been laid, we've replaced all of the beds and linen, and the bathrooms have been modernised."

"The result is very good pub-style accommodation for people who are happy to share a bathroom."

An upstairs function room has been converted into a room for accommodation guests, where they can eat breakfast and relax.

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"It's all very interesting because of the floods," explained Anna.

"Trying to lay carpets and put in cabinetry is difficult when everything is on a lean. Window frames are all a little bit off centre because the building is so old and has been affected by the floods.

"It's got its own little quirks and I think that adds to the charm and the history for people staying there. When mum and dad first bought it, I must admit I was surprised.

"It's got its own little quirks and I think that adds to the charm and the history for people staying there. When mum and dad first bought it, I must admit I was surprised."

"Then I got to work down there for a couple of weeks and I just completely fell in love with it. Everyone does.

"I'd sit in the bar working on my laptop in the afternoons, with the windows open and views of the river, it was so beautiful.

"And the staff down there are so passionate."

Jenny Hurley agreed: "Manager Jess Heard and head chef Chad Mason are long term employees at the hotel, and both are excellent with staff and customers.



“They have been amazing to work with. I think they have appreciated the fact that we are proactive and investing in the hotel.”

An increase in staff numbers has benefited this small regional town and the Progress Association has welcomed the upgrade and the introduction of live music.

This is being reflected in increased trade. “There has been substantial growth in food and retail, and accommodation is now at statewide levels,” said Peter.

“Whilst it is taking time for the shackie community to realise that they no longer need to pack their beverage requirements for the weekend, we are encouraged by the growth of sales in that area.”

“They have been amazing to work with. I think they have appreciated the fact that we are proactive and investing in the hotel.”



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The David Shearer Function Room is named after "The Grand Old Man" of Mannum, David Shearer, who manufactured agricultural equipment in the town, employing hundreds of people. He produced ploughs, wagons, wheat strippers and similar products, and invented and patented the wrought-steel ploughshares, which went on to be a great success story.



A POTTED HISTORY

The Pretoria Hotel was officially opened on December 22, 1900 by inaugural publican Samuel Mundy Hoad, a wheat merchant from Mannum. The hotel was named Pretoria, reflecting the fervour and emotion of the times for the British Empire which was at war with the Boers in South Africa between 1899 and 1902. The newspapers of the day closely followed the war and at the time of the hotel plans being lodged, Lord Roberts' troops had occupied Johannesburg and Pretoria. So the naming of the new hotel was the chief way that Mannum marked the victory at Pretoria.

The opening attracted visitors from Adelaide, Palmer, Mount Pleasant, Rhine Villa, Sedan, Swan Reach and the surrounding districts. It was then described in a local paper as "a handsome two-storeyed building with a broad balcony round three sides whence a splendid view of the magnificent reaches of the Murray is obtained".

The 1939 floods created a necessity for refurbishment at The Pretoria, so owners J and AG Johnston undertook general repairs and refurbishments that dramatically altered the character of its facade. Its exterior, which was entirely plastered by tradesman FM Dalet for 120 pounds, was followed six months later by major alterations to the balcony where the three-sided cast iron construction was replaced by the balustrades of an ultra-modern one. Plastering and rendering was undertaken to give an austere appearance, which was highly fashionable and common practice from the 1920s through to the 1950s.

This form of modernity was a rejection of the high Victorian styles of exposed stonework, adornments of lacy cast iron verandahs and fancy plasterwork which were simply viewed as old fashioned.

In May 1999, Ian and Debbie Alexander purchased the Pretoria Hotel and commenced plans for the total redevelopment of the Pretoria at a cost of \$2 million. The hotel had a front bar/bottleshop combined and dining for approximately 50 people and the beer garden was not open to river trade or the general public. Later that year, 60 years since its last major refurbishments, the new development plans for the hotel reinstated exposed stonework beautifully preserved under battleship grey plaster and a balcony and verandah reminiscent of the 1900s. The rear single storey of the hotel was demolished and the 300 person bar/bistro, gaming and amusement lounge was built overlooking the river and created magnificent vistas of the picturesque Mannum Bowling Club.



BEER STILL FLOWS DURING RECORD BREAKING FLOOD

In 1956, Mannum and surrounding river towns were overcome by a devastating river flood. Although **The Pretoria** Hotel's first level was completely under water, they continued to keep the beer flowing by serving drinks from the top balcony. Patrons would travel to the Pretoria by boat and locals banded together to create a sandbag walkway to reach the hotel.

It was not unusual to see the publican's children diving from the internal staircase and using the ground floor hallway as a swimming pool. Rowers made their way through the hotel hallway and of course their training ground became the main street of Mannum.

The 1956 flood watermark reached 1.715 metres and you can see the actual water mark level in the original front bar of the hotel along with spectacular photographs of the hotel in flood.



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"Concept Collections SA has partnered with AHA|SA as a sponsor since July 2013 and have found the partnership to be of great benefit. The professionalism demonstrated by the team at AHA|SA is very impressive in the way they connect their registered members with hospitality suppliers. We value having the opportunity to attend AHA|SA metro and regional meetings, which allows us, as suppliers, to build necessary relationships with publicans and industry members to help understand their needs. The open flow of communication between members, the association, and sponsors consistently provides all stakeholders rewarding opportunities. I personally, highly recommend everyone associated with the hotel industry, including suppliers, to be a Member or Corporate Sponsor of the AHA|SA."

Harold Lens- Managing Director - Concept Collections.



WOMEN IN HOTELS

WOMEN IN HOTELS - MCLAREN VALE WINTER TOUR

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Venue: Barmara Hotel Motel - Barmara

Next Event: 11/07/17



2017 AHAISA Awards for Excellence Gala Dinner
[View Details](#)

Venue: Adelaide Entertainment Centre - Hindmarsh

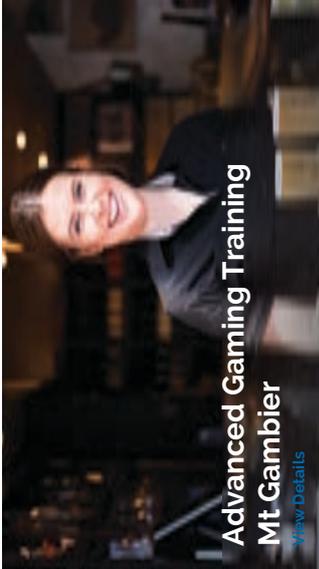
Next Event: 25/07/17



Women in Hotels - Winter Tour
[View Details](#)

Venue: The Highway - Plympton

Next Event: 27/06/17



Advanced Gaming Training Mt Gambier
[View Details](#)

Venue: Mt Gambier Hotel - Mt Gambier

Next Event: 06/06/17

UPCOMING EVENTS & TRAINING.

ONLINE BOOKINGS

THE AHAISA NOW SAVES SIGNIFICANT ADMINISTRATION TIME BY STREAMLINING BUSINESS PROCESSES VIA THE WEBSITE.

AHAISA STAFF HAVE FULL CONTROL OVER WEBSITE CONTENT, WITH THE ABILITY TO EASILY MANAGE THIS VIA THE WEBTEMPLATE CONTENT MANAGEMENT SYSTEM (CMS).

12,834

1-5 star rooms for accommodation

27,216

People employed by South Australian Hotels

\$1.23 billion

Spend annually on local produce



MAJOR EVENTS FUNDING – SHOWCASING SA TO THE WORLD

HOTEL SA ASKED OPPOSITION LEADER STEVEN MARSHALL TO OUTLINE HIS VISION FOR MAJOR EVENTS IN SA

South Australians sure know how to put on an event and throw a good party. Nowhere else in the world will you find a city that has named the month of March, 'Mad March', to reflect the energy that reverberates through our economy during this time of year. Our restaurants and shops get busy, our hotels fill up and tourism operators are inundated with bookings across the state.

Adelaide has been managing and sponsoring major events like the Tour Down Under, Fringe Festival, WOMAD, Clipsal 500, the Adelaide Festival and Tasting Australia for decades, and each year they seem to attract larger crowds and generate a greater level of economic activity. But it's important that we look beyond what we are already offering. We must continue to expand our line-up of events, so that we attract new visitors to our state, not just in the summer months, but throughout the entire year.

If elected in March 2018, a Marshall Liberal Government will invest \$40 million in the Events Bid Fund to ensure we grow the number of major events and conventions being held in South Australia. We will attract more interstate and international visitors, support teams, spectators, audiences and convention delegates who spend money in our hotels, who book accommodation and drive sales.

Our policy will expand the Adelaide Convention Bureau's mandate which is currently limited to assisting with bids that have at least 500 delegates and which must be held at the Adelaide Convention Centre. We will give the ACB the freedom to attract more conventions that not only bring tourists to Adelaide, but to our regions. We will enable the ACB to help with convention bids to be held at hotels and convention centres all over the state. We will double the current Convention Bid Fund to \$5 million a year because we recognize the excellent return on investment. The Convention Bid Fund has generated more than \$200 million in economic spinoffs, so by doubling the fund we are more than likely to double the economic benefits.

A Marshall Liberal Government will also allocate funding equally between the two arms of the Event Bid Fund; the Major Leisure Event Fund and the Convention Fund. Currently, approximately two-thirds of the funding goes towards Major Leisure Events such as sporting and entertainment. The remaining third goes towards attracting major conventions. But what we know is that the return on investment in conventions is much greater, with \$60 million generated in economic benefit to the State for every \$1 million allocated to the fund. The economic return from Major Leisure events is \$3.1 million for every \$1 million allocated to the fund. The average spend per night for a convention delegate is \$632 compared with \$179 for leisure tourists.

This is not to understate the significance of Major Leisure Events and we will ensure that funding is maintained over the forward estimates. However, a Marshall Liberal Government will equally support the Convention Bid Fund to ensure we are getting the best value for money.

The Adelaide Convention Centre is a world-class precinct and has the capacity to host *more* conventions. Our aim is to fill-up its calendar and let the benefits flow on to our city hotels, restaurants and bars and shopping precincts. But conventions don't just have to be limited to North Terrace. There are great venues all over South Australia that can host delegations. It's all about looking at the bigger picture and getting the very most out of the assets we already have.

So what does this policy mean for people in the hotel, hospitality, retail and tourism industries? It means more jobs, it means more business opportunities and it means more exposure on the international stage.

This policy is aimed at putting South Australia front and centre on the international stage. We want to build our brand as a national and international destination. We have a highly respected and trusted hotel industry that has accommodated tourists for decades. I

applaud the industry for the way it continues to evolve and meet consumer demands.

This is also a policy which will help tackle the alarming unemployment rate in South Australia. After fifteen years of a State Labor Government, we find ourselves in a situation that, simply put, is not good enough. Premier Jay Weatherill has his head in the sand, at the expense of thousands of South Australians desperately looking for work. The Premier has made a string of hollow promises over the years and it's got us nowhere.

A Marshall Liberal Government will instead be focused on investing money in policies that create sustainable jobs and encourage businesses to expand. Events and hotels go hand-in-hand and I want to make sure South Australia can withstand competition from interstate rivals. We cannot risk losing major events and conventions to other capital cities

“We cannot risk losing major events and conventions to other capital cities simply because we are not investing enough into this industry.”

simply because we are not investing enough into this industry.

You may have heard me speak about my plan, **2036**. It's the year that will mark South Australia's bicentenary, and while we have much to be proud of, I think most South Australians feel things could be done better. By the time our State turns 200 years old, I want us to be a place of prosperity. Planning and delivering on my vision for a better future starts now. Our Major Events

Funding policy is just part of a broader plan to deliver a clear and responsible pathway to recovery and success. It will not only help grow our economy, but will encourage locals and visitors to embrace our unique culture; a culture that includes having a pint and a pub meal with friends and family in one of the many great establishments throughout South Australia.

You can read more about my plan at www.stevenmarshall.com.au

The advertisement features a large red triangle on the left side. In the center, the Max logo is displayed in red, consisting of a stylized 'M' followed by a wavy line and an 'X'. Below the logo, the text "Our Business simplifies yours..." is written in red. At the bottom right, the website address "max.com.au" is shown in white text on a red background.

INVIGORATE –

AN INDUSTRY EVENT CREATED TO IDENTIFY, EMBRACE AND ADAPT TO THE CHANGING

17–18 OCTOBER 2017 ADELAIDE ENTERTAINMENT CENTRE



INVIGORATE

The hospitality industry is known for its resilience and adaptability. Invigorate has been created to showcase innovative companies together with robust industry panel discussions to inform and inspire.

Our intention is to grow the event by producing a ‘must attend’ show covering topical content, future trends, managing critical industry concerns and identifying new opportunities.

Specific sectors identified for Invigorate include but are not limited to:

- design – venue, brand and events
- marketing and promotion – traditional and social media

- food and beverage – new product, service and consumer trends – industry technology
- gaming and gaming services
- human resource management – strategy, training and responsibilities – licensing and government regulations.

Exhibitors will have to indicate what new or innovative product or service they intend to showcase at the event to be eligible to participate in this two day trade only event.

The event will also incorporate the quarterly AHA|SA Members Meeting, Gaming Reception, Interactive Industry Panel Discussions and Cooking Competition.

Targeted marketing to increase attendance of key decision makers including owners, operators, managers, supervisors and chefs from hotels, motels, restaurants, cafes, clubs, aged care facilities, caterers and convenience outlets will be implemented. Pre registration will be provided to all AHA|SA, Restaurant and Catering (SA) and Licensed Clubs SA (LCA) members as well as event promotion through trade publications and online networks.

SPACE IS STRICTLY LIMITED, SO BOOK NOW!

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A TRIBUTE TO THE GREAT SEYMOUR MATTHEWS



“NOTHING BEATS FUN”: This quip from the late Seymour Matthews at an Oakbank Easter race meeting in 1985 to a Sunday Mail journalist, was a reflection of his past life in general and of his involvement in hotels.

It is a reflection which does not do true justice to this doyen of hotel owners of the time - also known as a “super South Aussie publican”, who had a marked effect on the way of life of so many staff and people in the community, which has continued to this day with his family continuance in hotel ownership.

Seymour Matthews was a hotel pioneer and he and his wife Doris had been involved in hotels all their life. Seymour was born at Kadina on Yorke Peninsula in 1908 and his wife Doris Uren was born in Kapunda in 1911. Her grandfather at one time was the licensee of the Saint John Franklin Hotel at Kapunda.

Seymour's family moved to Adelaide and after graduating from Muirden Business College he commenced work at the old wine and spirit company Milne and Co, which was eventually taken over by Gilbeys.

Apparently a wag in the bar said “Have a look at the old bloke. He has no idea where anything is – but he sure as hell knows where the till is!”

They were married in 1935 and became well known and popular hoteliers when they secured the lease of the Bay View Hotel at Whyalla in 1941 from the S.A. Brewing Co. At the time, Whyalla was emerging as a shipbuilding centre.

In 1942 with the late Tom Pierce who had the Hotel Whyalla, Seymour and his wife went into business partnership in earnest. Whyalla had grown enormously and was building corvettes for the navy, and Messrs Pierce and Matthews held the Spencer Hotel, sold the Bay View and built their own hotel The Eyre in Whyalla in 1963.

Seymour and his wife were hosts to royalty, industrialists, politicians, ship workers and many who pioneered the development of the Iron

Hotel SA

Triangle. They updated accommodation and hotel services, and pioneered the hotel modernisation of bedrooms, making them self-contained with ensuite toilet and shower facilities, which became the signature of the Pierce-Matthews partnership. Many other hotel holdings followed in the country and Adelaide, but at a ship launch in Whyalla, Seymour was approached by the Premier, the late Sir Thomas Playford, who praised him for what he had done in Whyalla, but suggested he look at the South East, saying “There's a lot of water down there.” Messrs Pierce and Matthews took that advice. Their portfolio grew with the Naracoorte Hotel and the Kingcraig, the South Eastern, Park Hotel, the Mount Gambier and the Jens. In total they owned or leased 27 hotels in SA, including five in Adelaide, six in Mt. Gambier and others in Port Lincoln, Port Augusta, Crystal Brook and Victor Harbor to name a few. Can you imagine the workload at that time, overseeing so many hotel businesses?

But it was not always work!

Seymour and his mates loved to fish at Nelson just over the Victorian border in the South East, and drink Black Velvet (champagne and stout) in the Nelson pub owned by one of his mates Lockie McPherson. The Nelson was one pub he wanted to buy but his mate Lockie always held firm, even under the pressure of alcohol consumption.

I am not sure how many beers Seymour pulled behind his multiple pub bars though, as one day he was forced to get behind the bar at the Buckingham Arms in Adelaide, when a Medibank strike was on, stopping staff from working. Apparently a wag in the bar said “Have a look at the old bloke. He has no idea where anything is – but he sure as hell knows where the till is!”

When people picked his brain for hotel business advice, he would simply say ‘watch the debits and the credits closely’.

Seymour Matthews was a revolutionary in the hotel industry in many ways. Probably most famously he was responsible for the first drive through bottleshop in the world. They owned the Largs Pier Hotel, which they were renovating, and had to put package beer and wines etc out in the old horse stables in 1954 as a temporary holding measure. He put a table and a till out the back, then placed a sign in front of the hotel encouraging people to drive in to get their purchases.

This was a resounding success and cars were banked up on the main road to buy their liquor products. This was then replicated in a more attractive and appropriate style, and now as we all know most hotels have a drive n bottle shop for clients - due to the vision of Seymour Matthews.

Of course Seymour had plenty of other interests, including breeding race horses and he raced many with considerable success. Hob Nob won 22 races at the Mt. Gambier track, Gay Yampi was a top sprinter and Lady Seymour won plenty, including the Adelaide Guineas, to name a few.

Being a young bloke in the mid-1960s, I was well aware of Seymour Matthews and his position in the community. We were all brought up with our parents having experienced the war and Depression times, which made them cautious and non-wasteful to survive. So people with success from this era were simply to be admired. My first actual contact with him was when I commenced work as a junior at the National Bank at 75 Grenfell Street Adelaide, seeing him park his Rolls Royce out the front, immaculately dressed, enter smoking a big cigar, to discuss bank business with boss Bill Coombe, who was also the Consul for Liberia at the time. They would then both stroll down the street to the Adelaide Stock Exchange. Wow, he was impressive to a young bloke just starting his working life and to own a Rolls Royce in Adelaide at that time was very impressive to say the least.

Seymour passed away at 81 years of age and wife Doris lived until she was 96 years old. The family has continued on with hotel ownership to this day, currently having nine freehold hotels in their portfolio. They are run in the main by sons Guy and Tony Matthews, with the great support of six siblings. Guy and Tony were the recipients of an AHA Hall of Fame national award a few years ago, as recognition of their family contribution to the hotel industry. The Matthews family remain very influential hotel owners in this state, following on the traditional foundations laid down by their parents.

If legend status was bestowed in the hotel industry in SA, as it is in sport, then surely Seymour Matthews would be a worthy



Seymour Matthews.



Beer Dispensing Equipment

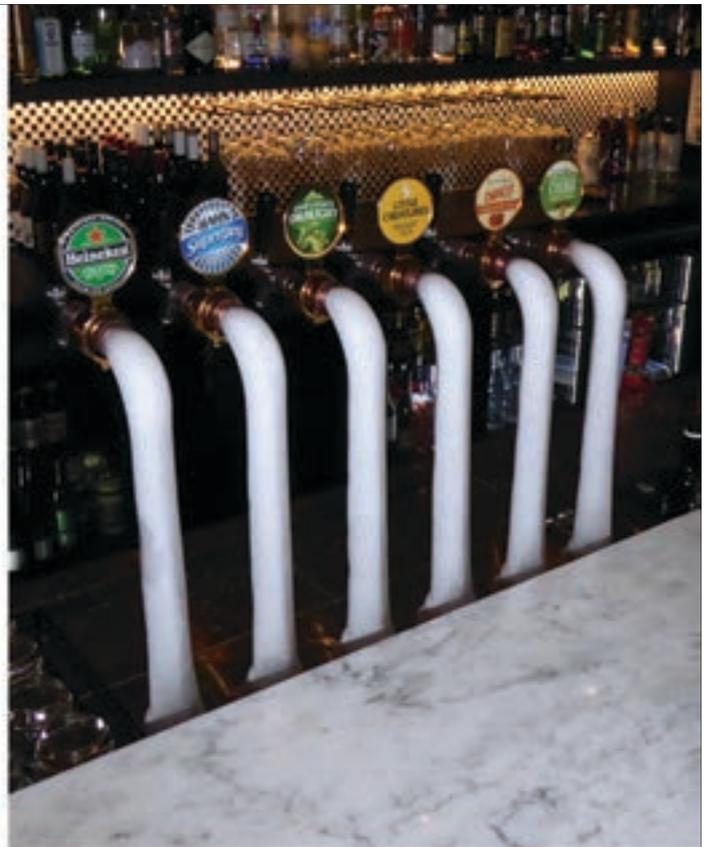
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Andale is Australia's largest manufacturer, supplier and installer of beer dispensing equipment. Proudly Australian made and owned since 1946.

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AGE – SA HOTELS PREVIEW

SYDNEY (June 2017) – Ainsworth Game Technology will display an exciting line up of gaming solutions at the Australasian Gaming Expo (AGE) 2017.

Highlighting Ainsworth's new offerings at AGE will be the debut of new multi-game packages and mid-denom titles on the A600 cabinet.

Introducing Multiplay Mustang Series, a brand new Multi-game Multi-Denom series. Derived from Ainsworth's popular 'Mustang Money' theme, Ainsworth now offer 4 amazing 'Mustang' titles all in one super-sized package.

Triple Shot King Spin brings variety to your gaming floor. This game pack includes all your classic Triple Shot titles along with 3 levels of Standalone Progressives, 3 levels of Bonus Prizes and exhilarating free games features.

Two other key products to look out for at AGE are Blazin Fortune and Thunder Money.

"I'm extremely proud of our latest product line-up and our continued

commitment to delivering industry-leading games that will be showcased at AGE. It's exciting times for Ainsworth and I'm confident that our hotel & club partners will not be disappointed." said Ainsworth's CTO Kieran Power.

To make your experience at the AGE memorable, drop by the Ainsworth Stand #900 and have the Ainsworth team present their latest star attractions together. For more information, jump on their website www.agtslots.com.au or alternatively contact Michael Queale (0408 462 321) or Kelly Assender (0409 171 616).



STELLA MID-STRENGTH

Stella Artois Legere is a mid-strength lager which is pale golden in colour and has a slight to moderate noble hoppy fruit flavour. The moderate yet distinctive bitterness provides balance to the palate and a highly refreshing finish.

Whilst new to the CUB portfolio, it is not new to the Australian market. The mid-strength category is the third biggest contributor to total liquor growth and contemporary and premium segments are driving growth in mid-strength.

Stella Artois Legere is currently available in retail outlets and will be available as a domestic draught product from mid-June 2017.



'GETTING THE MOST OUT OF YOUR GAMING'

Have you been considering loyalty system options, but don't know which to trust? Or maybe you're frustrated with your existing loyalty provider and feel you're not getting value for money or the support you need?

Well, good news... Australia's most flexible and effective rewards system, Maxetag is available now; represented and supported by an experienced local with over 18 years of gaming experience and a friendly team.

MAXETAG is a 'whole of venue' promotional solution for your gaming and retail customers. A card/tag based player tracking system allowing members to accrue points and rewards via gaming machine play and point of sale. It also offers group loyalty for a group of venues to operate as a single entity under their own branding, One Tag – Your Brand.

Global Gaming Industries Pty Ltd has a wide range of products to offer gaming venues, which simplify the management of your gaming venue and operations.

Hotel SA

Global gaming industries

CCU -EGM Operating System is a cash management system to track and manage cashier transactions, hopper refills, cancel credits and prints payout vouchers eliminating human error. It can also connect to a safe for anti-theft and hold up security. Interfaced with a compatible coin dispenser and scales gives you complete tracking and reporting of cashier transactions.

GLOBAL EYE is a gaming machine reporting system which gives you 'real time' reports on gaming operations, performance and cash flow analysis with automated reports via email available.

For further information on utilising our systems to ensure your venue gets the most out of its gaming operations contact Michelle Mayer on 0409 283 066. E:michelle@globalgaming.com.au

Substantial discounts are available for groups and customers switching from alternative loyalty systems for a limited time. Finance arrangements or 12 months interest free terms are available.

H&L ACQUIRE BLUEFROG POS



Local South Australian company H&L Australia, the leading hospitality POS system specialist, has announced a lucrative new acquisition of the successful software innovator *Bluefrog POS*.

Adding Bluefrog POS to their abundant product family will allow H&L Australia, who pride themselves on customer service and innovation, to expand their diverse product range, reaching broader market opportunities particularly across the ever growing small to medium restaurant, cafe, and bar market.

Bluefrog POS has maintained a solid customer base of high profile restaurants in South Australia, including popular eating spots such as

“Choosing the right company to provide Bluefrog the opportunity to grow and reach its full potential was imperative and H&L was the perfect choice.”

Argo, Andre's Cucina, Chianti, and George's to name but a few. H&L is committed to maintaining not only Bluefrog's 98% retention rate of clientele, but also their vision for the brand.

The partnership will create dozens of new jobs to support the growth envisaged, particularly across their nationwide accounts and business development teams. H&L Australia have also increased their HelpDesk support within their Adelaide based call centre to accommodate for the new growth in customers.

“This exciting association is not just a contract, it's a new relationship,” said Burt Admiraal, CEO of H&L Australia. “We have the infrastructure to support such a great product and with a long term investment we are fully committed to maintaining the direction that Bluefrog has envisaged over the last 11 years.”

Stef Princi, the owner and developer of Bluefrog POS, said: “Choosing the right company to provide Bluefrog the opportunity to grow and reach its full potential was imperative and H&L was the perfect choice.

“With over 30 years in the hospitality industry, H&L understands the importance of the customers and providing a quality service.”

Stef will be working closely with H&L in the coming months to seamlessly incorporate and transition the product into H&L's suite. “It will be ‘business as normal’, but also ‘business as better!’” said Mr Admiraal.

For more information, please visit www.hlaustralia.com.au

GLOBAL CRAFT BREWING LEGEND

Keith Villa, founder of one of the world's biggest craft breweries Blue Moon and originator of the hugely popular and smooth Blue Moon Belgian White, recently visited Australia to share his passion for craft beer "Down Under".

With a coveted PhD in brewing science (one of only a handful world-wide), Keith's passion for quality, inimitable craft beer began when he started experimenting with scientific beer concoctions back in 1995, as a welcomed distraction to his medical degree studies.

While living and soaking up Belgium's passionate beer culture, he dreamt up Blue Moon Brewing Company. Shrewdly

embracing the unique and innovative craft beer phenomenon, Keith's interpretation of a Belgian-style beer, Blue Moon Belgian White is now the most popular craft beer in the USA and enjoyed worldwide.

Keith isn't afraid to dabble with unorthodox ingredients, resulting in favourites including Peanut Butter Ale, Chocolate Bacon Porter and the bubbly Chardonnay Hybrid Ale.

"There's nothing more exciting than seeing new brews come to life, and I can't wait to share mine as well as taste all of what Australia and the world has to offer" he said

"I know drinking beer with an orange isn't



something that comes to mind for most beer drinkers - so opening them up to this new, unforgettable taste experience is something I can't wait to do."

AMATIL ADDS MAGNERS CIDER TO AUSTRALIAN PORTFOLIO

Coca-Cola Amatil will soon add Australia's number one Irish cider to its leading alcohol beverages portfolio, thanks to a new partnership with C&C Group, owner of the Magners brand.

The agreement, which starts on July 1, comes 12 months after the two companies signed a long-term strategic partnership for the New Zealand market, following the success of an initial arrangement, penned back in 2014.

The addition of the Magners brand further strengthens Amatil's beer and cider range which already includes premium Swedish cider Rekorderlig, local Australian craft cider Pressman's, USA craft cider brand Angry Orchard, as well as leading international and local beers Miller, Coors and the Yenda craft range.

"Our long-term beer and cider strategy is built on the foundations of sustainable, collaborative brand partnerships that allow us to offer our customers the best local and international brands to meet their customers' needs," Said Judd Michel Director Beer and Cider.

"Magners complements our current cider

portfolio and enhances our total cider offering to customers and consumers alike.

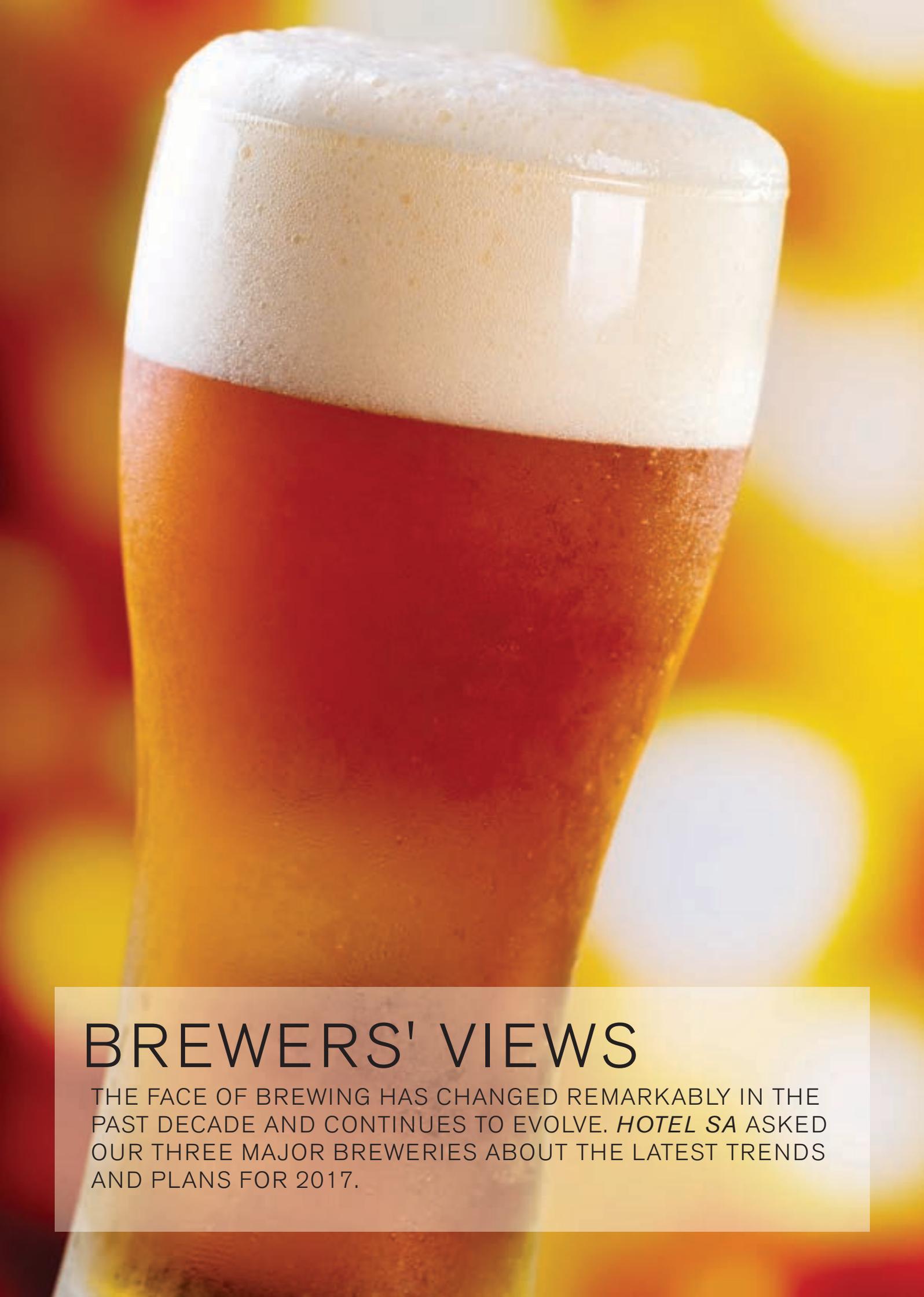
"It's been well received by our new nationwide team of expert beer and cider merchants and we're looking forward to seeing what we can do with the newly refreshed brand."

Said Conor Hardy, C&C Group's Regional Director for Asia Pacific, "We are delighted to build on our already successful partnership

with the Coca-Cola Amatil Group. We are very optimistic about the future of Magners in Australia, and this new partnership will allow us to work together to develop and sustain meaningful long term market growth for the brand."

The agreement covers Magners Original (330ml and 568ml bottles and draught), Magners Pear (568ml bottles) and Magners Blonde (330ml).





BREWERS' VIEWS

THE FACE OF BREWING HAS CHANGED REMARKABLY IN THE PAST DECADE AND CONTINUES TO EVOLVE. *HOTEL SA* ASKED OUR THREE MAJOR BREWERIES ABOUT THE LATEST TRENDS AND PLANS FOR 2017.

MATT ROBERTS, CUB

WHAT NEW PRODUCTS, RELAUNCHES ETC. DO YOU HAVE PLANNED FOR THE REST OF 2017?

We are very excited about our innovation and new products pipeline. Over the last couple of years innovation has played a strong role in stimulating the beer category and we see it being crucial going forward.

Firstly we have just released one of our international craft brands Goose Island into the Australia market which complements our existing Matilda Bay and Yak range of craft beers. You can find the Goose Island Midway IPA in selected venues.

In June Stella Artois Légère is being released in draught format which we are very excited about in the on premise.

These two are just a taste of things to come in coming months and we are sure to have more news heading into next summer.

HOW DO YOU CHARACTERISE THE BEER SCENE WITHIN SA?

We think it is increasingly vibrant and exciting. There is a great blend of established brands, new brewers and customers who are passionate about the massive diversity in beer and are all contributing to the energy around the category.

FOLLOWING ON FROM THAT QUESTION, WHERE DO HOTELS FIT IN THAT "SCENE" TODAY?

Hotels are crucial in this scene. As brewers we do our best to make outstanding beers, develop great marketing campaigns and provide excellent service but we also need our customers in hotels to be excited about beer and eager to drive it forward. Without hotels championing beer with their consumers and serving it at the right temperature from clean beers lines in fresh glassware, we will fall short of giving consumers the chance to experience beer at its best.

ARE YOU SEEING ANY EMERGING OR CHANGING TRENDS THAT PUBLICANS CAN TAKE ADVANTAGE OF?

Food and mixed gender occasions are becoming increasingly important for beer. Publicans have a massive opportunity in this space by ensuring they have a selection of beers that can take advantage of both trends. That may take the form of more complex beers to match heavier food styles as we head into winter like a Fat Yak Pale Ale that perfectly complements a slow cooked beef or a less bitter product such as Carlton Dry Lime to suit a mixed gender occasion on a Sunday afternoon.

WHAT IS THE BIGGEST ISSUE FACING YOU AS A BREWER?

As brewers, we need to focus on ensuring we have our consumers and customers in mind with all decision making and that we look to reduce complexity where we can. If we are successful in achieving this we will have far greater amount of time with our customers to help them grow their businesses.

WHAT ARE THE BEST AND WORST THINGS ABOUT THE CRAFT BREWING MOVEMENT?

One of the best things is the fact that the craft movement is bringing beer to the table more often; and any incremental conversation about

Hotel SA



beer is a positive one for all. One of the challenges the category and our customers' will face as more and more beers appear is determining the appropriate range size and stock weight for their venues.

WHAT DO YOU SAY TO CRITICS OF "BIG BEER" (AS OPPOSED TO NICHE BEERS AND BREWERIES)?

So called 'Big Beer' is made with exactly the same care and attention as a beer from a 'niche' brewery; the scale is larger and the tanks might look a little different but the attention to detail and care taken is just as high. As a beer category we should continue to work together to celebrate the wonderful in all its shapes and sources!

WHERE DO YOU SEE FUTURE GROWTH COMING FROM?

Beer needs to ensure we engage with emerging consumers and the food occasion. If we can ensure we have beers that match these needs then we will have a strong, vibrant category for a long period.

ON A PERSONAL NOTE:

What is your favourite beer? Tough question (like who is my favourite child!). I would say I am very much a 'right beer for the right occasion' type of person. A pint of Carlton Draught whilst watching the footy at a pub, a Fat Yak Pale Ale with a steak, a Stella Artois with some fresh King George Whiting and a Great Northern Super Crisp after a day on the beach!

What is your local? I live at Glenelg so tend to float between the great selections of pubs in the area. The Holdy, Warradale and the Mosely Bar & Kitchen are probably the most frequented.

AFL team? Long suffering Carlton FC fan!

Favourite pub meal? Hard to go past some KG whiting in SA Pubs

Favourite non-beer drink? I am super passionate about our beers, but I don't mind a glass of Riesling from the Eden Valley if one is not handy.



JASON BAILY, LION



WHAT NEW PRODUCTS, RELAUNCHES ETC DO YOU HAVE PLANNED FOR THE REST OF 2017?

We don't like to reveal all of our secrets just yet but we do have exciting plans for the remainder of 2017 with some new brands coming to life. And we will see some new marketing campaigns for our existing brands and also see Beer the Beautiful grow into phase 2, matching with food.

WHAT IS THE BIGGEST ISSUE FACING YOU AS A BREWER?

We can call it an issue or we can call it a challenge, but the main thing now is with so many different styles and beers on the market, and the new ways our consumers get information, we need to ensure we are ahead of the curve when it comes to reaching our customers and consumers and also bringing new beers to life. We see it as a great challenge to continue to push ourselves and evolve how we do business and make great beers.

WHAT ARE THE BEST AND WORST THINGS ABOUT THE CRAFT BREWING MOVEMENT?

There is nothing bad about it; it's great to see such a diverse range of styles and flavours around the country now and that will continue to grow.

WHAT DO YOU SAY TO CRITICS OF "BIG BEER" (AS OPPOSED TO NICHE BEERS AND BREWERIES)?

Beer is beer, big or small. We don't believe in a big or small battle, we just believe and want to see great tasting beers and people's

education of beer grow. There are more breweries now in Australia than ever before, which is great for the category and provides people with a full range of choice to suit their needs and occasions.

WHERE DO YOU SEE FUTURE GROWTH COMING FROM?

Before we could tell you what we saw on the horizon but in today's world, it's just hard to know. We have to concentrate on ourselves, our great brands and our great people and continue to deliver on our promise. That is making award winning beers, continue to grow the category and ensuring our customers and consumers are having the best experience with us as they possibly can.

ON A PERSONAL NOTE:

What is your favourite beer? West End Draft

What is your local? The Bath Norwood

AFL team? The Crows

Favourite pub meal? Chicken schnitzel with pepper sauce

Favourite non-beer drink? Farmers Union iced coffee



NICK STERENBERG, COOPERS



WHAT NEW PRODUCTS, RELAUNCHES ETC DO YOU HAVE PLANNED FOR THE REST OF 2017?

Coopers will be releasing the 2017 Extra Strong Vintage Ale in early August. This year's limited edition Vintage will have a unique blend of hops, including Danali and Calypso from America and Styrian Golding from England.

We are creating a special ale for an on trade specific launch in October. Details of the ale are still secret, but it is a very popular style amongst craft drinkers and reflects our brewing credentials and history.

HOW DO YOU CHARACTERISE THE BEER SCENE WITHIN SA?

The beer scene continues to evolve in SA with strong consumer interest in the category resulting in volume and value growth across the board. While mainstream brands have a large share of the market, there is ongoing momentum within Craft that is fuelling growth. Pale Ale styles make up 59% of the Craft Category. Coopers Original Pale Ale is the market leader in this sector.

FOLLOWING ON FROM THAT QUESTION, WHERE DO HOTELS FIT IN THAT "SCENE" TODAY?

On premise plays an important role in delivering great experiences. Having the right beer range for their customers is a key part of this. While hotels like to have new and complex varieties of beer as part of their offering, there is still great demand for well-known and respected beers.

ARE YOU SEEING ANY EMERGING OR CHANGING TRENDS THAT PUBLICANS CAN TAKE ADVANTAGE OF?

We are seeing a lot of consumer interest in beer experiences – anything from a beer paddle tasting board featuring different styles from the one brewer to more immersive ticketed beer and cheese evenings hosted by brand ambassadors within venues.

WHAT IS THE BIGGEST ISSUE FACING YOU AS A BREWER?

One challenge we face is an increasingly crowded market. However, we are continuing to grow and evolve.

Hotel SA

WHAT ARE THE BEST AND WORST THINGS ABOUT THE CRAFT BREWING MOVEMENT?

The craft brewing movement is helping to introduce consumers to beer. The number of Beer drinkers has grown over the past 12 months with 7.1 million adults in Australia now drinking beer per four week period, up from 6.8 million the year prior (Roy Morgan Sept 2016).

WHAT DO YOU SAY TO CRITICS OF "BIG BEER" (AS OPPOSED TO NICHE BEERS AND BREWERIES)?

There will always be a place for new entries in the beer market. However major brands provide products that are tried and true and have survived the test of time. It is not surprise that the biggest selling beers brands belong to the big brewers. While there is a willingness to pay more for craft beer, Australian drinkers are also looking for value for money and easy drinking brews that deliver on their expectations.

WHERE DO YOU SEE FUTURE GROWTH COMING FROM?

Pale Ale and similar style ales will continue to grow from a value and volume perspective and I believe we will continue to have more brands enter the market. The trend towards moderation will also see the mid strength sector continue to perform strongly.

ON A PERSONAL NOTE:

What is your favourite beer? Coopers Original Pale Ale

What is your local? Wellington Hotel

AFL team? My son is into soccer so we follow Adelaide United

Favourite pub meal? Fish and chips, as we never cook this at home

Favourite non-beer drink? Tea brewed in a pot!



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457 REVAMP NEEDS TO RECOGNISE HOSPITALITY NEEDS

Australia's peak hospitality body, the Australian Hotels Association (AHA) called on the Federal Government to consider the specific needs of the hospitality sector in the design of a new temporary working visa system.

The Government announced that the Temporary Work (Skilled) visa (subclass 457 visa) will be abolished and replaced with the completely new Temporary Skill Shortage (TSS) visa in March 2018. The TSS visa programme will be comprised of a Short-Term stream of up to two years and a Medium-Term stream of up to four years and will support businesses in addressing genuine skill shortages in their workforce and will contain a number of safeguards which prioritise Australian workers.

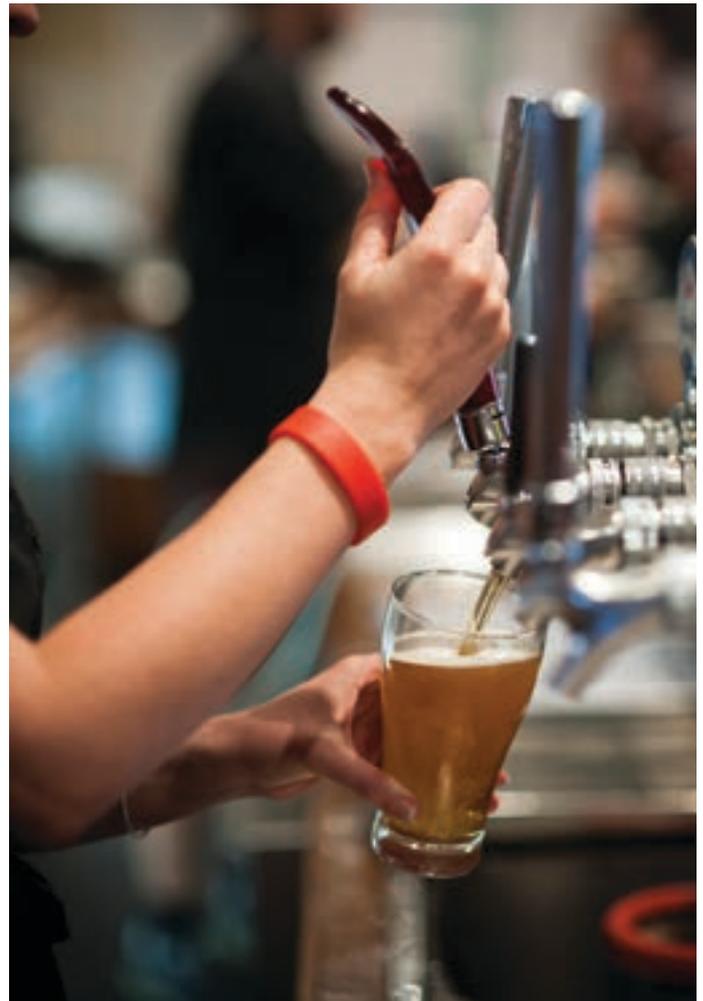
The AHA said that while full details were not currently available it was important that the Government recognise the specific skilled labour needs of the hospitality sector as it was currently undergoing its largest ever expansion.

"The hospitality industry is growing at unprecedented rates at the present and the demand for skilled labour is at all-time highs with this complete transformation of Australia's hotel industry," said AHA CEO, Stephen Ferguson.

"Retention of chefs and cooks in the skilled occupation list is a must.

"Australia's hospitality sector has responded with a wide range of training and career development programs, but with such a rapid increase in tourism it is impossible to meet the demand for skilled labour in the short-term through local channels, especially in regional and remote Australia.

"We will be happy to work with the Federal Government to ensure that their objective of growing local employment is met, while also encouraging growth in the hospitality sector through carefully targeted temporary skilled worker placements, particularly to support regional Australia."



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APRA MUSIC AWARDS 2017

The Governor Hindmarsh is the worthy winner of the inaugural 2017 Licensee of the Year for its commitment to supporting local artists and the broader music community.

Licensee of the Year is a newly created category at the APRA Music Awards, designed to reward Australian businesses for good music citizenship. Nominations for Licensee of the Year were provided by the scores of APRA AMCOS licensing representatives who liaise with over 142,000 businesses.

The criteria was rigorous. The winner had to show:

- That they were acting as an advocate for the benefits or importance of music to business and culture such as the continuing support of live music, support of local content over overseas material, innovative use of music, generation of royalties to content owners
- That they displayed a solid track record over the last three years of accurate annual reporting of music use and prompt payments to APRA AMCOS
- That there was no evidence of public support for changes to copyright policy that would act to the detriment of songwriters and publishers.

The Tonkin family from The Gov attended the Awards to receive their well-earned accolade.

The family has been a powerful force in hotels for four generations. Sisters Melissa and Jo of The Gov are proudly carrying on the legacy with a live music strategy that is renowned around the country and is paying dividends.

"We are thrilled to receive this award and have our hotel recognised as a leading supporter of live music in Australia," said Jo.

"Live music is the soul of our hotel as it brings diverse audiences through our doors six nights a week, all through the year. Whether it's a local band getting a start, internationally recognised superstars or cult heroes, there's a place for every sound and every audience at The Gov."

Music has always been as welcome in the front room of the Tonkin family home as it has in the front bars of the countless hotels they have owned in Victoria and South Australia. Three generations of Tonkins now live and work around The Gov, some, such as brother Richard, still take part in community music sessions which are the backbone of this unique venue.

The Tonkin family bought the 150-year-old hotel in the early 1990s and in fact, the music room, which had opened just 15 years earlier, was what caught their eye.

"Over the last 23 years we have established many great relationships with musicians, agents, promoters and the media, and we are grateful for their ongoing support.

"And the people who come to The Gov – be it once a year or every week – they are at the heart of what we do. This is award is



an acknowledgement not just of our hard work, but also of their commitment to a live music culture here in Adelaide."

Their previous hotels didn't have a big band room, so they set to work renovating, doubling the size of the room and adding a stage that has since seen no less than 200 acts tread the boards, including Sia Furler who ended her second national tour with a hometown gig at The Gov in 2009.

It has been reported that Brian and Vivien Tonkin, Melissa and Jo's parents, comfortable with past commercial windfalls from the hotel industry, bought The Gov with a vision to give back to the live music industry they loved.

Melissa Tonkin said, "Although we were raised on folk and blues, we are very open-minded when it comes to music. We don't limit our choice to any one genre, we like to support up-and-coming artists as well as established local and international acts. Coming up over summer we have disco, blues, hip hop, pub rock, art rock, blues rock and even a tribute Doors show. So we don't favour anything except great music."

"Six nights of live music requires a lot of bums on seats, but our reputation keeps the great artists like Archie Roach and Ash Grunwald coming, and with them, the music lovers, men and women, young and old. There are a lot more women frequenting pubs now, and we make sure they feel comfortable, safe and entertained," she said.

"You can never have too much live music, we just need to make sure we have audiences coming out to appreciate it."

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SPONSOR NEWS - COCA-COLA AMATIL

Coca-Cola Amatil welcomes two of their newest recruits; Stavros Tsogas and Daniel Harris to the Licensed team.

Combined they have close to 40 years' experience in the liquor and FMCG industry.

Most recently, Stav spent the last 7 years working with Campari Australia before joining CCA where he is now in the newly created role as The Exchange Beer & Cider Lead for SA & NT. As the custodian of some of our stellar brands including: Miller, Coors, Yenda, Rekorderlig and Pressman's Cider to name a few, Stav is your man for all things Beer and Cider.

Daniel recently joined CCA where he is a Business Manager servicing LMG, Fassina Liquor along with a number of other family owned hotel groups.

PRODUCTS UPDATE

June is a busy month with brand refreshes for all things beer and cider. Blue Moon, Yenda and Pressman's Cider will all have a new pack and logo refresh. Yenda Hell will also have a name change to Crisp Lager.

Canadian Club and winter themed packs will be back again this year to create in store theatre and excitement for both the retailer and consumer. Canadian Club 10pks, 24pk Cube and 700ml full bottle spirit will be themed with a winter design and will be in market from 1 June to end of July for RTD and 1 June to end of June for FBS.



YENDA CRAFT BREW WINS AIBA GOLD FOR BEST STOUT LOCAL RIVERINA

Craft brew Yenda Twist & Stout Choc Vanilla Stout has beat off stiff competition to win gold for best sweet stout at the 2017 Australian International Beer Awards (AIBA), announced earlier this month.

Available in draught and packaged format at selected craft beer retailers nationwide, it's the second gold for the tasty brew which was initially launched as a limited edition seasonal brew in draught only back in 2015 when it also won gold, before returning by popular demand to win top honours again this year.

Understandably stoked with the beer's success, creator Andy Mitchell says he knew he had a cracker when he made it. Mitchell, who is head brewer at Australian Beer Company's Yenda-based brewery, conceived the beer as the perfect match to his wife's favourite chocolate pudding. "It's a sweet, full bodied stout with aromatic notes of chocolate, coffee and vanilla caramel and hints of dark roasted sweet malt. You can really taste that in the beer and that has made it a stand out."

Yenda Stout wasn't the only brew to earn recognition, with the flagship Yenda Hell crafted lager earning a silver (draught) and bronze (packaged) in the best international-style lager category, and the Alehouse lager brand earning two bronze medals for best Australian-style lager (Alehouse Premium) and best low/reduced alcohol lager (Alehouse Gold).

The beer's marketing manager Stuart Boag said the awards are testament to Mitchell and the Aus Beer Co team's commitment to championing the quality of local Australian ingredients. "We are thrilled with the recognition we are receiving for quality beer and quality ingredients that showcase our local Riverina region," said Boag whose great grandparents, by coincidence, were among the region's first settlers back in the 1920s and whose family remained in the area until 1950.

Nestled among barley fields, the Aus Beer Co brewery sits in the NSW Riverina, on Farm 1471 in the small town of Yenda. Created just over three years ago, the Yenda craft beer range was named specifically to honour its rural heritage. Now recognised as one of Australia's best easy-drinking craft beers, its approachability, flavour and quality have helped establish as top-ten best-selling craft beer in Australia.

The Australian International Beer Awards (AIBA) are open to breweries

from around the world to showcase their excellence in beer brewing and compete against the best. The awards are open to breweries of all sizes, from boutique small volume to large-scale commercial production beers. Now 25 years old, AIBA is the largest annual beer competition in the world judging both draught and packaged beer and attracts over 2,000 entries from 358 breweries in 36 countries.

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SEXUAL HARASSMENT IN THE WORKPLACE

United Voice Victoria recently conducted a survey of hospitality workers in Victoria. The results of this survey suggested that sexual harassment was widespread within the hospitality industry (eg restaurants, clubs and hotels) with 89% of respondents claiming they had been subject to sexual harassment at work.¹ Whilst these results are concerning, the survey only focused on the subjective feelings of the employee and it also related to whether employees had been subjected to sexual harassment from patrons, not just employees. It is important to remember that the test for determining whether conduct amounts to sexual harassment is far broader than simply the subjective feelings of the employee. This article will outline when conduct will be deemed sexual harassment and how a complaint should be handled. It will also discuss the liability of those involved and ways in which employers can prevent such conduct from arising at their workplace.

WHAT IS SEXUAL HARASSMENT?

No one should be subject to unwarranted and unwelcome behaviour or conduct whilst at work. Employees should be able to feel as if they are respected by their fellow employees as well as by customers. There are laws in place to affirm that people have the right to be free from such unwarranted conduct.

Sexual harassment is unlawful under both state and federal anti-discrimination legislation.² For conduct to be found to be harassing the following elements must be proven:

- Unwelcome conduct of a sexual nature, and
- That occurred in circumstances in which a reasonable person, having regard to all the circumstances, would have anticipated the possibility that the person harassed would be offended, humiliated or intimidated.³

As can be seen from the above, more is required than merely unwelcome conduct. This is not to say an employee may feel as if the conduct is unwelcome and in many instances, it is. However, for it to actually be deemed sexual harassment several other factors need to be taken into consideration. Further, it is not enough to find unwelcome conduct only, each of the elements must be found to have occurred.

Unwelcome conduct of a sexual nature

In order for conduct to amount to sexual harassment it must first be conduct of a sexual nature. This may include for example jokes,

inappropriate emails, suggestive comments, requests for sexual favours etc. Whether this conduct is then unwelcome is based on how the actual person to whom the conduct was directed felt (subjective test). Conduct may be found to be unwelcome when it is conduct that is not invited or reciprocated.⁴ Further, the conduct must be directed at the complainant directly. Only when behaviour creates a hostile or demeaning atmosphere within the workplace will indirect conduct be deemed unwelcome.⁵

Unreasonable in circumstances

The unwelcome conduct must be unreasonable in the circumstances.⁶ This is assessed against whether a reasonable person would have anticipated in all the circumstances that the person being harassed would have been offended, humiliated or intimidated.⁷ Factors that may be relevant in determining this include the age and background of the victim, the relationship between the victim and alleged perpetrator (for example whether the perpetrator is in a management position and should have known better) as well as any other factors deemed relevant.⁸

LIABILITY

Under both state and federal legislation the harasser themselves can be found liable. The employer can also be found liable for the conduct of the harasser when the harassing conduct occurs in connection with work.⁹ The workplace is not limited to the physical boundaries of the workplace and the conduct need not occur whilst an employee is on duty. Offsite training, work functions such as staff parties or overnight trips for work conferences or the like may all have a sufficient connection with work.

An employer will not be deemed liable if they can show that they had taken all reasonable steps to prevent the employee from engaging in the conduct which is the subject of the complaint. Merely having a workplace policy will not be seen as reasonable. A workplace must engage with that policy which may involve regular reminders to employees of its existence.¹⁰ Failure to act in accordance with the policy, which includes handling complaints as outlined in the policy, is likely to see the employer found liable.

COMPLAINTS

Many employees who are subject to sexually harassing behaviour decide not to make a complaint. This is due to the fact the employee may feel as if they will not be listened too or that they may be the

person who ends up being punished for speaking up even though they themselves are the victim. If a complaint is received by the employer the following steps should be taken:

- Treat each complaint seriously, even if the complaint may seem frivolous.
- Ask the complainant to put their complaint in writing outlining the actual incident(s).
- Speak with the complainant to obtain further details, outline the process you will follow in dealing with their complaint and gain an understanding of the outcome they are seeking. Remind the complainant that the process is confidential. Further, obtain permission from the complainant to provide their name and details of the complaint to the alleged perpetrator. It is important at this stage that you gauge whether there is substance to the complaint. This may require an initial investigation to be conducted (eg review CCTV footage).
- Hold a meeting with the alleged perpetrator in order to outline the issue, the incident, the concerns of the complainant and to obtain their response(s) to the allegations.
- Ensure that the alleged perpetrator is afforded procedural fairness throughout the investigation process, such as being offered the opportunity to have a support person of their choosing present, and providing them with sufficient notice of any meeting(s).
- After discussing the issue with both the complainant and the alleged perpetrator it may be necessary to undertake further investigations. This may involve speaking with other employees who may have witnessed the event, employees who work in the same department or area as the complainant and alleged perpetrator. It may be necessary to review CCTV footage or the employees personnel file for past incidents or complaints.
- Decide on the appropriate outcome. Depending on discussions with the complainant and alleged perpetrator and the investigation conducted, this may be – no further action, a warning or termination of the alleged perpetrator. It may be that the victim and alleged perpetrator need to be relocated to a different area or department of the venue.
- Confirm the outcome with the alleged complainant to ensure they are satisfied. In the event they are not, they may wish to take the complaint to an external body (for example the Equal Opportunity Commission or the Australian Human Rights Commission).

If after the investigation and discussions it is decided that no further action be taken in this instance, it does not mean that nothing can be done. It may be a good time to remind all employees of the venue's stance on sexual harassment by reaffirming the venue's policy or by conducting harassment training for all employees.

PREVENTION

Preventing sexual harassment from occurring in the first place is key. This can be achieved by having a strong workplace policy which outlines to employees from the commencement of their employment the type of conduct that will and will not be accepted at that particular workplace. Regular training and development can also assist as can reminders and memos to employees of the importance of a harassment free workplace.

FURTHER INFORMATION

Members should contact the AHA|SA HR/IR Team for further assistance and advice. A template sexual harassment policy can be downloaded for free from the members section of the AHA|SA website. In addition, members are encouraged to attend the Bullying, Discrimination and Harassment Information Session as conducted by the HR/IR Team.

Endnotes

- 1 United Voice, 'Survey exposes sexual harassment crisis in hospitality industry' (Media Release, 27 April 2017).
- 2 *Sex Discrimination Act 1984* (Cth) s 28A(1); *Equal Opportunity Act 1984* (SA) s 87.
- 3 *Sex Discrimination Act 1984* (Cth) s 28A(1), s 28B(1).
- 4 *GLS v PLP* [2013] VCAT 221.
- 5 *Carter v Linuki Pty Ltd* [2005] NSWADTAP 40.
- 6 *Sex Discrimination Act 1984* (Cth) s 28A(1); *Equal Opportunity Act 1984* (SA) s 87.
- 7 *Sex Discrimination Act 1984* (Cth) s 28A(1); *Equal Opportunity Act 1984* (SA) s 87(1).
- 8 *Sex Discrimination Act 1984* (Cth) s 28A(1A).
- 9 *Sex Discrimination Act 1984* (Cth) s 106; *Equal Opportunity Act 1984* (SA) s 91.
- 10 *Richardson v Oracle Corporation Australia Pty Ltd* [2003] FCA 102.

REGIONAL MEETINGS

The AHA|SA conducted regional meetings for the South Coast/Hills at the McCracken Country Club, the Metro regional at Coopers Alehouse Gepps Cross and the Yorke Peninsula regional at Coopers Alehouse Wallaroo. To the hotel management & staff thank you for providing superb service and splendid food for these events.

The Liquor Licencing Act Review, especially the proposed increase in annual fees, was high on the agenda. This with other issues that confront the industry form the basis for our presentations.

Following the presentation at each of the venues our very supportive sponsors have the opportunity to enjoy lunch and interact with other members and AHA|SA staff.

Special thanks to our sponsors that provide product on these days.

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A large promotional poster for a boxing event. On the left is a close-up of Manny Pacquiao's face, and on the right is a close-up of Keith Thurman's face. In the center, the text reads: "BATTLE OF BRISBANE PACQUIAO VS HORN 2 JULY - SUNCORP STADIUM WBO WORLD WELTERWEIGHT CHAMPIONSHIP AEST 11AM | ACST 10.30AM | WA 9AM Call 1300 138 898 to order". The logos for "MMA EVENT" and "FOXTEL" are visible in the bottom corners.

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- Boylen 8233 9433

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- Make it Cheaper
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- Stoddart Manufacturing & Food Service Equipment
- Studio Nine Architects (Abeo Design)
- St John
- Supagas
- The Table & Chair Co
- Trans Tasman Energy Group
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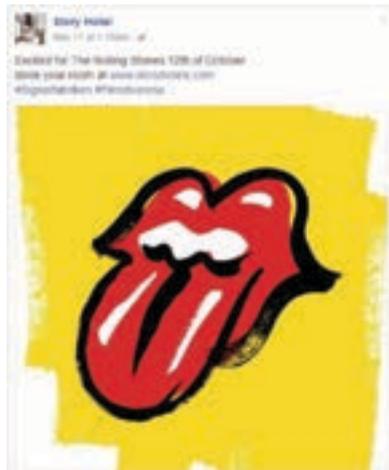
HOW HOTELS CAN USE FACEBOOK

Facebook helps hotels increase awareness amongst its followers – and drive traffic through the doors. The more you can get people to engage with you online, the greater the chance they will also engage in the flesh.

1. Need more staff? Don't forget to include an "Apply Now" button.



2. Is there an event nearby? Entice people to stay with you for the night.

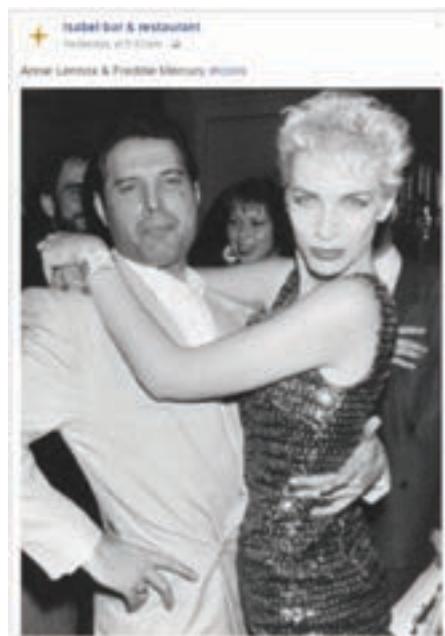


3. Hotels contribute to lots of causes and charities. Sometimes it's good to let people know.



Hotel SA

4. Flashbacks are always popular, especially if you have a great photo:



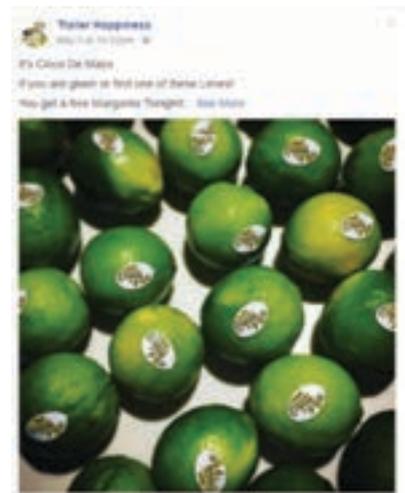
5. People love animals. The cuter the better. This one had 11 shares in five hours:



6. Be involved in your local community – and show you have a heart:



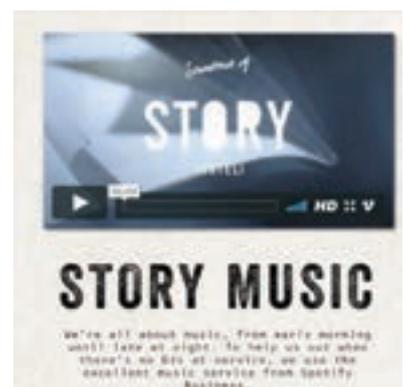
7. Promote competitions through Facebook:



8. Won an award? Shout it out!



9. Do you feature live music? Don't just say it, it's time to play it!



10. To break things up, post a mood photo in black and white:



13. Holiday opening hours:



14. Add a Videos Page. One of the videos from this venue has had 105,000 views:



11. It's obvious but good food photos are a must. The better the photo, the better the result (and like celebrity chefs, you might consider sharing some of your recipes).



12. If you put a new beer on tap, shout it out:



Online advertising.

boylen.com.au

Boylen +

P (08) 8233 9433
A Level 3, 47 South Tce, Adelaide SA

LICENSEE TRANSFERS MARCH 2017

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEE
Exeter Hotel	Adelaide	22/3/2017	DKB Holding Co Pty Ltd

LICENSEE TRANSFERS APRIL 2017

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEES
The Chifley on South Tce	Adelaide	7/4/2017	208 South Tce (Hotel) Management Pty Ltd
Hawker Hotel Motel	Hawker	12/4/2017	Benchin Pty Ltd
Royal Coach Motor Inn	Kent Town	18/4/2017	RCH Operations Pty Ltd
Glass House Hotel	Adelaide	28/4/2017	Fawltly Tarcas Pty Ltd

WELCOME TO OUR NEW MEMBERS

The Glass House Hotel is one of our newest members. The hotel opened on the 5th May and is open 6 days per week. They have an extensive wine list with mostly South Australian wines and have 9 beers on tap plus a cider. They have a range of craft beers as well.

HOTEL

Woolshed Inn Bordertown

Leigh Creek Tavern

Glass House Hotel

Daniel O'Connell

Breakfast is served Monday to Saturday, lunch Monday to Friday.

We wish the owners Max & Joe Tarca all the best with their new venture.



OFFICE HOLDERS

CONTACT

Street Address: Level 4, 60 Hindmarsh Square, Adelaide SA 5000
 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
 Web: www.ahasa.asn.au

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Publisher: Boylen Ph: 08 8233 9433 Address: Level 3, 47 South Terrace, Adelaide, SA www.boylen.com.au

Tim Boylen Managing Director tboylen@boylen.com.au
 Jamie Richardson Advertising sales@boylen.com.au

Cindy Ridgwell Studio Manager
 Henry Rivera Graphic Designer

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