

Hotels SA

The Official Publication of THE AUSTRALIAN HOTELS ASSOCIATION (SA branch) October / November 2015

**THE WOODVILLE:
A TOWERING ACHIEVEMENT**

**SIX SA PUBS STAR IN
NATIONAL AWARDS**

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Women in Hotels

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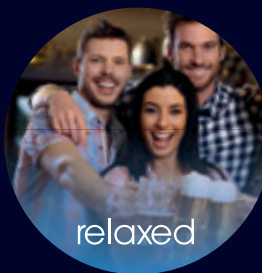
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FROM THE PRESIDENT

PETER HURLEY – AHA|SA PRESIDENT

REVIEW MUST BE INDEPENDENT

The AHA|SA welcomes an independent review of the State's Liquor Licensing laws. Please note the word "independent".

There is no doubt we would have preferred to know who would be conducting the review when it was first announced and rest assured we have lobbied the Government to make the case for the appointment of a qualified and independent person.

I am hopeful that the Government will sign on for a comprehensive, independent and robust process, anything less would be a sham and damage investor confidence.

The reason I stress this point is that we had a situation in the past, where former public servants returned as consultants embedded within the Government and then are somehow appointed to conduct an "independent" review. A repeat of that would be unacceptable.

NATIONAL RECOGNITION

Six South Australian hotels have been honoured with national awards.

As a State, we bat well above our average and this is reflective of the quality of the local hotel industry, the professionalism of our publicans and their entrepreneurial spirit. Based on population, we could expect to win three or four awards, so to bring home six is a stunning achievement.

I trust this message will be taken on board by our detractors. The SA winners have all invested significantly in their premises and without exception, have increased the number of people they employ.

They have taken risks, aspired to be the best – and been recognised by their peers on the national stage.

Congratulations one and all!

WOMEN IN HOTELS

I was delighted to be invited to the Women In Hotels dinner in late September. This was another event where I found myself surrounded by people with a "can do" attitude, working long hours and tying their family home to borrow funds to build their business.

To highlight those points, the Hall of Fame awards to Judy Fahey and Margie Gregg were both well-deserved and incredibly poignant. Their stories are about people who hocked everything to get their start. They washed dishes, cooked meals and did whatever it took to build their dreams.

Their journeys have not been without setbacks, yet they have repeatedly embraced risk and strived for excellence. What better way to illustrate that than the memories of Margie introducing degustation dinners at the Eagle On The Hill.

The AHA|SA is 100% committed to furthering the interests of women in the industry. When it comes to running a hotel, there is no gender distinction; women and men are equal. May it always be that way.

A handwritten signature in black ink that reads "Peter Hurley". The signature is written in a cursive, flowing style.

Peter Hurley
AHA President



IT'S OFFICIAL....AGAIN. MUSIC IS ALIVE AND LIVE IN SA'S PUBS!

IAN HORNE – AHA|SA GENERAL MANAGER



The provision of live music has become politicised to the extent that the reality of what actually is happening is sometimes conveniently ignored because it doesn't fit the preferred political script.

Too many 'advocates', often not old enough to have experienced the seventies and eighties, reminisce about the 'good old days' when apparently every pub had bands six days a week! The reality was quite different.

The State Government even engaged a 'Thinker' – Martin Elbourne - in 2012 to analyse the situation in SA. His early observations included:

"You've probably got more venues in that central area of Adelaide than any other city in the Southern Hemisphere. That is, frankly you could do with a couple more closing down."

Later in his tenure Martin observed "Adelaide has some of the best venues in the world".

The AHA has long maintained that a viable Hotel industry is essential for a viable and sustainable live music offering.

We know from the APRA licensing fee collections that traditional Hotels and similar account for at least 76% of all paid performances. That reality has been reinforced by Music SA and the national Live Music Office who in August released the South Australian Live Music Census, which offers a snapshot of what live music looks like on the ground in South Australia.

"Findings show that 962 gigs were presented during May 2015 in Adelaide and outer suburbs across 157 venues, with Adelaide city providing the bulk of live music offerings." said Music SA General Manager Lisa Bishop

Continued on page 56

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NIMBLE BUSINESS MODEL EQUALS PUB TO FIT PATRONS

CHAPTER ONE: THE BUSINESS CASE FOR CHANGE

The Woodville is a family-owned hotel that is quietly implementing best practice strategies more commonly associated with the world's top business schools, yet rarely put into practice.

It is a pub that fits the patron, not the other way round.

That's it. That's the crux of The Woodville. It's flexible and nimble in a fast-changing market and may very well represent the future for hotels in South Australia.

Three incidents associated with the recent renovation make this abundantly clear.

Firstly, the decision to demolish the drive-through bottleshop. Bringing in the bulldozers was a risk because although sales were stagnating, it still represented a known revenue stream. Yet patrons had decided it was no longer a priority and tough, high-risk decisions had to be made.

Secondly, when the indoor section of the newly developed section reopened, it was earmarked as an inside drinking area. However, patrons thought differently. David and Trina Basheer saw its popularity as an al fresco style dining area and responded quickly. The furniture in that space - that had taken so long to choose - was sold off in the blink of an eye and replaced with new settings more conducive to diners.

Hotel SA

"Later it may transform back into a bar area. Who knows? We'll let people vote with their feet," says David.

Thirdly, car parks. Not sexy, not elegant and not the focus of any awards category we know of. Even still, smart publicans know the beauty of bitumen. While "blacktop" doesn't generate direct revenue, at the Woodville the lack of parking was a serious issue. So when the bulldozers departed, it might have seemed logical to keep the same floorspace to maximise revenue opportunities. The Basheers thought differently. They decided customer convenience was more important in the long term and 18 new car parks now sit where built infrastructure once stood.

In the corporate world, these three decisions would be enshrined in an annual report as responding to "market intelligence". There's no MBA next to David Basheer's name but there is common sense and a willingness to listen to his patrons, even if the feedback conflicts with his own vision.

"When you undertake a refurb to become bigger and better you really have to back yourself in," he says.

"Here we changed the business model and it was until we opened that we knew it was the right decision.

"We're exposed to the economic winds of change, peoples tastes are changing and, in the suburbs especially, you have to be nimble with your business model."



CHAPTER TWO: A QUICK TOUR

As the hotel comes into sight, the first impression is a striking new tower. The sandstone magnum opus rises from the south-east corner of the Port Road site and draws attention to the new outdoor area.

Thanks to its glass frontage, passing motorists can see deep into the new area; the luminescence of the superscreen is an added eye-catcher, as is the majesty of the London Plane Tree at its heart. (Actually, there's a touch of irony in this. While the Basheers are transforming The Woodville from a convenience pub, to a destination venue, the outdoor setup is wonderful impulse marketing to attract passing traffic.)

Aside from the gaming room, all of the single storey elements that once existed have been razed. Only the two-storey structure remains from the previous layout (it's heritage listed; enough said).

Stepping through the front doors, a series of artistic screens direct patrons to the left, into a bar running parallel to Port Road. It's all that remains of the old front bar; if you turn to the right, the rest of the bar has made way for a new bistro that partially opens onto an outdoor area that is popular with families (it's away from the main drinking areas).

Okay, back to the front entrance... the natural flow to the left takes you through what remains of the front bar and into the indoor section of an open indoor-outdoor area.

Beyond that is The Yard, a beer garden with a relaxed, eclectic feel. (More on that magnificent space later in this article.)

From the indoor area, a turn to the right leads you to two other spaces. A soft right takes you into a broad corridor, which is the main rear entrance from the car park and on the left wall is a frosted glass entrance to the sports bar. Alternatively, a hard right leads you to the discretely located gaming area, which also has a dedicated entrance off the rear car park.

CHAPTER THREE: DESIGN ELEMENTS

The design is modern Australian meets the art deco flourishes of the hotel from bygone eras.

As the photos in this feature show, the art deco design comes alive in the new copper-look light fixtures, furniture, carpet and wall coverings.

THE YARD

There is one striking feature greets you upon entering The Yard beer garden at the southern end; a remarkable construction known as The Tower.

Built from South Australian sandstone, it opens onto the Yard and seats up to twelve and can be booked out for private gatherings while also doubling as a performing area for live music.



When designing The Yard, the influence of weather and also the sound generated from Port Road were considerable factors to deal with. Traffic noise is not an issue, thanks to high, thick glass, and the Tower.

As for the elements, it has a variety of coverings and heating means it remains a viable option through winter.

A cosy fire pit, also made from SA sandstone, is both practical and a nice design attraction. Additionally, rugs are provided for those really wanting to "rug up".

A spray cooling system from above gets the job done in summer, with some help from a large London Plane Tree which is a centrepiece of the space.

Under its old guise, The Woodville had more success in the colder months when it was a refuge from the elements. Due to a lack of outdoor area, it was much quieter in summer.

However with The Yard, they now have a space which transcends the weather and provides year-round comfort for a wide variety of patrons. David says The Tower is certainly their most popular area.



When designing The Yard, the influence of weather and also the sound generated from Port Road were considerable factors to deal with. Traffic noise is not an issue, thanks to high, thick glass, and the Tower.



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"In there you're protected from the elements, have a prime view of the big screen and it's just a great place to get together with friends and family."

"As you can imagine it fills up pretty quick."

One of the real challenges they faced when putting The Yard together was keeping the open design that they wanted, but balancing it with weather protection.

"Life has moved outdoors, but the elements say different."

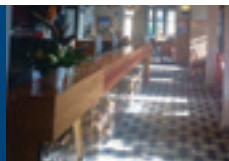
"We feel we've achieved the balance and it definitely helps towards it becoming more of a year-round venue."

Before you step outside, the indoor area offers a relaxed, casual dining space although this wasn't the original intention.

"Initially this was meant to be more of a bar area," explains David.

"But after opening we found more and more people were using it as a casual dining space so we adapted the furniture accordingly."

"It was an area that we wanted customers to decide for themselves how they would like to use it, and we can then fit it around them."



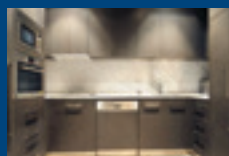
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THE BISTRO

Previously located at the rear, this area is quieter and sections of window open onto a beer garden.

“We really wanted to bring the bistro to the street,” says David. “Moving it in place of the front bar really changes the flow of the hotel from when people enter and was critical in the design stage.”

THE SPORTS BAR

The Champions Sports Bar is also highly flexible. The furniture is somewhat eclectic and punters move it around to suit themselves.

A feature wall entirely covered in a mural of historic and famous photos is a sportslover’s delight and people spend an eternity in front of the photos, recalling faces and trying to remember the exact moment it was taken.

Keen observers will notice a lack of Port Magpies photos on the wall, somewhat of a surprise coming from a well known one-eyed Port supporter in Basheer.

But with the Woodville-West Torrens football club just down the road, it was a strategic move.

“I had to bite the bullet on that one – I’m in Eagles territory here.”

CHAPTER FOUR: JOB CREATION

The Basheer family has owned The Woodville for 41 years. Since completing the renovation, 14 new jobs have been created –

but as David remarks, the hospitality industry rarely receives enough credit for its contribution to State employment.

“Family pubs create jobs and are an important part of the community, that’s something we really like to drive home,” he says.

“Creating 14 new jobs is something we’re proud of. It’s all about giving young kids a chance, many of whom are starting out their working life in hospitality.”

“We really want people to have that welcoming sense of community when they walk into The Woodville. Employing local people helps us achieve that.”

“Family pubs create jobs and are an important part of the community, that’s something we really like to drive home.”



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CONCLUSION

Did we say the Woodville's model may be an insight into the future of SA pubs, which is nimble enough to react to ever-changing consumer tastes?

It's a big call. But when you see how the layout has been carefully arranged and separated to provide a range of options for different target markets – and when you see how quickly these areas have changed to meet consumer demand – it's clear the flexible model has merit.

Another clue is the inclusion of a cleaning roster in the toilets ... in a Port Road pub of all places! The KPI is an hourly check by staff.

The Basheers have always known that clean toilets are good for business, especially for families and female clientele. Adding a KPI takes it to a whole new level of professionalism.



StudioNineArchitectswere pleased to be part of the recent refurbishment at the Woodville Hotel.

A transformation of a character building and the inclusion of a light and open alfresco area.



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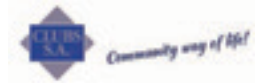
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CONDITIONS OF ENTRY - Strictly trade only. Entry is restricted to professionals in the SA hotel, liquor and hospitality related industries. Admission will be refused to the general public. No admission to persons under 18 years of age. No children will be admitted. Proof of business identification may be required.

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2015 WOMEN IN HOTELS CONFERENCE

Over 100 delegates attended the 15th biennial Women in Hotels Conference held at the Crowne Plaza Adelaide on 22 and 23 September.

It was the most successful conference since its inception in 1994 and brought together ladies from the city to Innamincka and we were also delighted to welcome ladies from Victoria and Northern Territory. The one and a half days of speakers inspired and motivated the hoteliers. There were many highlights including the keynote speaker Rachael Robertson, Antarctic Expedition Leader. Her story was incredible yet practical and she was able to give many good tips on team leadership and resilience.

Delegates were joined by special guests for the dinner held at the Lion Hotel on Tuesday 22 September. At the dinner Judy Fahey and Margie Gregg were inducted into the Women in Hotels Hall of Fame in recognition of their significant contribution to the South Australian Hotel Industry. We would also like to thank the conference supporters for their involvement in the conference.

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SOUTH AUSTRALIA'S TOP HOTELS RECOGNISED AT NATIONAL AHA AWARDS FOR EXCELLENCE

South Australian hotels have shown that they are amongst the best in Australia, taking out a total of six awards at the Australian Hotels Association 2015 National Awards for Excellence.

Over 450 people, representing hotel and accommodation venues from around the country, were present at the annual awards night, held at Jupiter's Casino on the Gold Coast.

SA's outstanding hotel dining scene was recognised, with two hotels winning national categories in this area.

The Stirling Hotel in the Adelaide Hills, was crowned the Best Restaurant (Metropolitan) in Australia and the recently renovated The Mosely Bar & Kitchen was awarded Best Bistro (Metropolitan).

The other SA Hotels which took home top national honours in their categories were:

- Port Lincoln Hotel - Best Bar Presentation & Service – Regional
- Royal Oak Hotel, North Adelaide - Best Gaming Venue – Metropolitan
- The Gully Public House & Garden - Best Outdoor/Non Enclosed Area
- Vine Inn, Barossa - Outstanding Community Service & Achievement

"These awards show that South Australian Hotels continue to lead the Australian Hotel Industry in a range of areas, overcoming top class nominees from every state and territory to take out these awards" said AHA|SA General Manager, Ian Horne.

"We know our hotels are amongst the best in the country, and these hotels should be justifiably proud of their achievements."





The Gully Public House & Garden



Mayfair Hotel

DRAWING ON THE PAST TO CREATE THE FUTURE

By Patrick Keam

AS THEIR PORTFOLIO GREW AND DIVERSIFIED, COUNTRY CLUB HOTELS & RESORTS NEEDED A REBRAND TO REFRESH THEIR POSITION IN THE INDUSTRY, BUT TO DO THIS THEY FOUND THAT LOOKING TO THE PAST WAS THE WAY TO MOVE FORWARD.

This was the genesis of 1834 Hotels.

The name stems from the company's strong South Australian identity; 1834 is the year the British Parliament passed the *South Australian Colonisation Act*, which heralded the birth of the state.

Chief Executive Officer Andrew Bullock believes the change to 1834 Hotels in 2013 enabled them to be reborn in a sense.

"We feel a very strong affinity with South Australia and it's very much a part of our ethos that we're a home grown organisation," he says.

"We came to the realisation that the name wasn't really representative of all the different styles of hospitality assets we had. "We were in the pub space, the motel space and had some country

clubs as well but it wasn't synonymous with everything so the rebrand, in the end, was an obvious move."

1834 has successfully carved out a niche for itself in a market usually dominated by worldwide industry heavyweights.

The company includes a network of individually owned hotels, motels and resorts across SA and, more recently, the Northern Territory, all of which are managed by 1834 Hospitality.

Under the 1834 banner are several long-standing clients in the Clare and McCracken Country Clubs, the newly acquired Berri Hotel Group, the Aurora Alice Springs and a range of city properties including the Adelaide Meridien, Adabco Boutique Hotel and Franklin Central Apartments along with many more.

One of the more recent acquisitions to the portfolio is the five-star, 170 room Mayfair Hotel in the CBD, a stark contrast to some of 1834's other venues, such as the John Pirie Motor Inn.

Yet it is in this variety of establishments in the 40 to 150-room space where they have really found their calling and carved out a niche in the market.



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"That's where our sweet spot is," says Bullock.

"They're not really big enough inventory for the big operators to get involved with so I guess we do the bits that others don't really want to.

"But we also have quite a bit in the food, beverage and gaming space with the pub style stuff and on behalf of the RSL we look after a property at the Avoca down on South Road for example, so there's a huge range."

Despite its extensive involvement which each property, 1834 is not looking to become an owner itself.

This comes as the industry begins to move further away from the extensive franchise branding that was typically laid over the top of properties, due to the increase in customer knowledge and their preference for non-franchised options.

"It's really critical for our hotels that they are not a chain," says Bullock.

"We believe that, particularly in the accommodation space, there's now more emphasis on the individual brands than there was say 10 years ago.

"Consumers are a lot more savvy and are more able to be aware of other consumers through things like Trip Advisor."

The emphasis on individual branding is extended through each hotel

having their own website, as well as on the 1834 Hotels website.

Rebranding the company also allowed them the opportunity to formalise 1834 Hospitality, which encompasses management and marketing services of the hotels along with offering consultancy.

Services under the 1834 Hospitality banner include general, kitchen and revenue management, training and development, plus sales and marketing.

Following this large amount of growth in recent times, 1834 are now looking to consolidate what they've got, but that doesn't mean there isn't a desire for more down the track.

"South Australia's very much our home and it's where we've obviously grown our business substantially over the years and we're very comfortable with what we do in South Australia," says Bullock.

"But, having said that, we've expanded into the Northern Territory with Alice Springs but as that consolidation period settles we'll begin to look further afield with the obvious thing for us being the eastern seaboard.

"For now we're just focussing on bedding down and making sure we're operating the hotels that we've got really effectively for the owners."



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The Union Hotel

GOODY PARK HOTEL HELPING THE HUTT ST CENTRE

The Goody Park run bar raffles after work on Fridays with patrons contributing \$2754 in recent months. Hutt Street Centre CEO Ian Cox was delighted to accept an invitation to call in and collect this donation and be given the chance to say thank you to the regulars.



HOTEL Care

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Hotel Care Community Projects recently assisted the Julian Burton Burns Trust with funding to create a 'one stop' Burn Survivor Supporter Database. This will better allow the trust to offer a more strategic support for burn survivors and their families through their life-long journey of recovery and rehabilitation.



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- Cost of brewing beer: \$1.50 per litre with excise (in brite tank ready to serve).
- Cost of packaged beer: \$2 per litre (in keg or bottle).
- Wholesale price to retail venues: \$5 per litre (\$250 a keg).
- Retail price at the bar: \$20 per litre (\$10 a pint).
- Gross profit per keg for a distributing brewery is \$150.
- Gross profit per keg for brewing venue serving from tanks is \$925.



Note that while these figures allow a basic assessment of Gross Profit with different brewing business models, they do not include rent, labour or other fixed costs which vary wildly from case to case.

The price figures above show how strong the brew on premise business model is. In the case of a \$250,000 Spark 12hL brewery, by selling 15 kegs a week, the profit increase in moving from \$5 a litre wholesale beer to \$1.50 brewed in house will return you the cost of your brewery inside 2 years, after which you will be \$130,000 per year more profitable.

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REGIONAL MEETINGS

BRIAN SMITH, MANAGER - MEMBERSHIP AND BUSINESS SERVICES

The AHA|SA conducted regional meetings for the Lower Mid Upper North East at the Terminus Hotel Balaklava and for the South East at the Victoria Hotel Pt MacDonnell. At the meetings Ian Horne, AHA | SA General Manager, Wally Woehlert, General Manager Gaming Care and Wendy Bevan, Manager Government Relations & Policy updated members on the many issues that challenge the industry and how the AHA is working through them.

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

Thank you to the management and staff of the hotels for providing superb service and splendid food at these events. Also special thanks to our sponsors that provide product on these days.

There were plenty of personalities at the South East regional, none more so than John Heywood from Heywood's Royal Oak Hotel Penola. John informed that the Heyward family are celebrating a wonderful milestone very soon, that being the family have been involved with the pub for 75 years. What a remarkable and significant achievement. I'm hopeful I will have more on this in the next Hotel SA Issue.

It was pleasing to see the new owners of the Bellum Hotel, Catherine Bosley and Terry Gunther at the regional. Also present were the new owners of Frances Hotel, Ann and Ken Montgomery. It's Ann and Kens first venture into the hotel industry and they told to me during the day that it's been an interesting experience so far.

Also at the South East Regional were Mark and Bronwyn Millie who are now at the Prince of Wales Hotel Penola. I remember only eight months ago when Mark and Bronwyn sold the Royal Mail at Kingston they said they were going to have a rest and a long break from the industry. Is eight months a long break?



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RESURRECTING THE KENTISH HOTEL



In March this year, Bud Goldsworthy sold the Avoca Hotel which has given him more time to concentrate on The Kentish Hotel, which is something he wanted to do but didn't have the time. He was forced into resurrecting the Kentish in July 2013, due to the tenants going into liquidation. An unfortunate circumstance and not very timely, as Bud said.

Bud owns the freehold and told me he never intended to run it. However, when he went back into the hotel, there was not a lot left within. He was going back into a business that had walls with no plant and equipment. It was like starting all over again. His first thought was to get the pub open and running again, on-sell the lease and be the landlord once again, however, when that didn't happen, it didn't faze him either! Bud reflected on the business and realized he could instil a fresh look and new attitude to the Kentish, which he and his small team have achieved. The first thing was to sell the entitlements of gaming and get the staff mix right.

Bud started by installing a young management team; Sophie his daughter and close friend Sarah, who had worked at the Avoca Hotel. Together, they handpicked staff from the industry, knowing that down the track they would have a great influence on the direction of the hotel, immediately and in the future.

The realisation and the goals and challenges were to get the locals back inside and in the venue, focus on good food by maintaining pub staples and adding, tasty, creative dishes that are changed regularly. Bud's words were and I quote: "Being a back street suburban hotel, our food quality and food offering has to be impeccable." They have an eclectic wine list and interesting choices of beers and spirits. They also have their theme nights; Monday is your pie and wine, Tuesday is Snitty Trivia, and Wednesday rump and red. Getting people in the pub earlier in the week is a challenge for many pubs, theme nights is a way of doing that, if done well. When Bud took over the pub, they were virtually doing no meals, now they are doing between 800 and 900 a week.

When Bud went back into the Kentish, he knew it needed a lot of work to make the hotel viable, however before he made any decisions on renovations (which he knew he had to do) he traded "as is" for a period of time and from that evaluated what needed to be done. The conclusion was the "Old Birdcage" out the back required a completely new look. The renovations started in October 2014 and were completed before Melbourne Cup: It was a fine time line! It's now known as the Wine Shed. Very apt considering we know how much Bud likes his wines. Because the hotel is heritage listed, Bud had to do a sympathetic renovation to fit in with the age of the old

pub. The Wine Shed now serves as an overrun for the meal areas when busy. It's the bistro area for the hotel and also used as the fully self-contained function space. You can see by the photos the Wine Shed complements the original hotel. Walking from the back part of the hotel passing all the different wines on the shelves towards the Wine Shed, you get that escalated feeling of anticipation, knowing something delightful will be on the menu served, with the best wine to suit.

The team at the hotel is Sam Cook the Manager, Sophie Goldsworthy the Function & Marketing coordinator, the very creative head chef Aidan Muir and Bud. Bud said it's a young team and they bring a dynamic and energy to a small pub and as owner operator he allows them to express themselves in developing the business.





THE DANIEL O'CONNELL

In the last magazine I wrote about Greg and Paula being back at the Daniel O'Connell Hotel. Well that's changed again. I can tell you and say without hesitation that the new owner is one of the most respected individuals within the hotel industry.

The new owner is Steve Clancy, whom many of you would know. Steve has been in the industry for approximately 20 years, having worked as venue manager at the Pier Hotel, Hilton Hotel, Settlers Hotel and Legtrap Hotel just to name a few. He told me his dream was to one day find and buy a hotel that he, along with his family, could run. The Daniel O'Connell has realized that dream. Steve said the hotel is manageable for the family and a few dedicated staff members even though it is reasonable in size, with a front bar, dining room, beer garden, meeting rooms, and private functions. Joining Steve at the Dan is his wife Jacqui (who is new to the hospitality industry but has over 20 years' experience working as a practice manager in the medical field and has very strong back of house (MYOB) knowledge and is just wonderful with customers), son Jordan and daughter Ellie. They also live locally, which helps with the family/life balance.

Steve has a simple philosophy for running a hotel, provide fantastic service, honest food, cold beers and at reasonable prices.



Keep this date free.

18th November 2015

The Plush Group have organised a bowls day at the Tanunda Bowling Club on this day, so put it in your diary now. It will be a great day and a whole lot of fun, so start organising your team now. Open to all hotels and sponsors, for more information ring Ian Light at the Tanunda Hotel.



SA HOTELS BEST IN COUNTRY

So it's official, SA hotels serve the best meals anywhere in Australia. Well that's my opinion after I applied my own thought process to the findings of research done by Roy Morgan. Consider this; if 54% of the SA community dine at a hotel in an average three months compared to the next best at 46%, then the hotel industry in SA is doing something very very well. So I believe from that, my conclusion is SA hotels serve the best meals in Australia.

Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 · Finding No. 6437

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Global Gaming has a range of products to help hotels simplify and improve the management of their gaming operations. These include:

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GIVING BACK, A GREAT WAY TO GROW YOUR BUSINESS

Every day businesses are approached to support worthy local causes, schools, sporting teams and national charities. The promise of exposure in the magazine, on the website, in newsletters etc is often touted as the benefit of sponsorship or support. It very rarely comes about though and business is looking for a better way. Imagine if there was a way your business could support all these worthy causes and increase sales at the same time! It's now possible with The Give Back Campaign.

The Give Back Campaign concept is simple. If charities and other organisations want funding assistance they have to ask their database of supports to firstly support the business they're wanting funding from. In return the business agrees to give a percentage or a flat amount per sale in return, almost like a commission. The system has power as it drives business and rewards those organisations who support the businesses the most.

An important element of the program is the option for businesses to have a default charity /cause of its own. This can be used to promote your business as a supporter of a specific fundraising initiative, eg breast cancer month and advise your patrons that for the said month you'll donate to breast cancer research. This provides a unique PR opportunity, allows your business to align with specific marketing campaigns and shows your community credentials in an effective manner.

To read more visit https://thegivebackcampaign.com/how_it_works

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The Give Back Campaign brings together businesses and causes in order for them to help each other. Businesses commit to supporting causes by making a donation every time a supporter makes a purchase. Organisations then commit to supporting businesses by encouraging their supporters to purchase through the business.

In a nutshell - the more the supporters support the business, the more the business supports the cause.



The Give Back Campaign builds a real sense of community where everybody wins - businesses, consumers and causes! It's a powerful way to capture everyday spending, with the Give Back Campaign tracking donations, helping grow venues, clubs and restaurants sales.

To be a part of this revolutionary concept and to generate extra revenue by Giving Back, sign up today by visiting:

thegivebackcampaign.com
or call 1300 448 322

THE PSYCHOLOGY OF MENU PRICING

THERE IS NO ONE SET METHOD FOR MENU PRICING, HOWEVER AS OUR PREVIOUS ARTICLE IN HOTEL SA OUTLINED, THERE ARE TECHNIQUES THAT CLEARLY WORK.

The psychology of menu pricing is part science, part art form. What works with one target audience will not work with another. Age, geography and culture all have an influence.

However, you can gain fresh insights into your own menu pricing structure by using creative thinking.

If you can put yourself in your customer's shoes, you will see how your prices and how your menu affects how they think and feel. This is not always easy. If you have trouble doing this in your own venue because you are too emotionally invested, then visit some of your competitors.

Not only will visiting your competitors give you plenty of ideas you can insert into your own restaurant, it will also give you the chance to examine the psychological side of their pricing.

Perils of going pricing too low

Restaurants that revert to loss leaders are often failures. It can be a dangerous tactic to draw people in with a low price, in the hope they will spend more on other items. Unless you really know what you are doing, making this part of your everyday business plan is best left to fast food restaurants with high volumes.

The psychology of menu pricing is part science, part art form. What works with one target audience will not work with another. Age, geography and culture all have an influence.

High prices are for high quality

Restaurant dining is a luxury for most people and so demand can dry up when consumer sentiment is negative about the economy. With many new establishments opening up, competition has never been as fierce. As a general rule, the days of peak pricing are over, unless you have a reputation and the quality that people are happy to pay for.

Introducing higher margin items

This could also be titled: "Most People Will Not Pay More If They Are Unsure They Will Like It". When updating your menu, there is no rule that says everything has to change. If your costs of printing new menus are kept low using new print methods (ie. small print quantities using digital, you can afford to tinker with your menu on a regular basis. In this way you can introduce new ideas one at a time. Keep the items that sell and remove the duds.

You might consider introducing new items as entrees. If they take off with your patrons, you can move it into the mains and increase profits.

Swings and Roundabouts

This means you have to offer people a price they want, even if it means reducing your profit in one area, but then offering them extras that attract a higher margin. Give people set meals at good prices, and charge a little extra for additions. As the old saying goes, what you lose on the swings, you make up on the roundabouts. The key point is to try new things. Experiment and measure; keep the successes and walk away from the failures.

Set limits

People want choice when they visit a restaurant but the more items you add to your menu, the harder it becomes to run your business and make a decent profit. An overly long menu results in people taking much longer to make choices, increases food inventory, puts more strain on kitchen staff and it becomes harder for chefs to maintain high quality.

AN ALTERNATIVE APPROACH

Bloomberg has reported that a Michelin-starred London restaurant has decided to cut the number of tables from 40 to 22 – and offer just two meal prices.

Hedone will offer set menus at approximately £95 and £125.

The owner says: "People will just tell us how much they want to spend, and two tables sitting beside each other who want to spend the same amount of money might get two completely different meals."



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Cameron Taylor, General Manager, Para Hills Community Club | President - CLUBS SA

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REFRESHING TWIST ON BEER



The traditional Radler style of beer was first created in Germany, and means 'cyclist', having originated when a local Bavarian tavern owner built a path through the forest to his tavern for cyclists to refresh themselves after a ride.

The Hahn Brewers were inspired by the variety of Radler style beers in Europe, but wanted to adapt it to suit the Aussie drinker. A variety of combinations in terms of beer and lemon were tested and it was found that the 30% natural lemon gave us the best balance and refreshment.

Hahn Radler is a beer cut with natural lemon (70% lager, 30% natural lemon) and is now available in bottles nationally.

The beer is part of a new initiative - Hahn Brewers' Projects - which promises to showcase new beers with a focus on appealing to the evolving tastes of adult Australian drinkers, particularly occasional beer drinkers. The first release, Hahn Radler, is a fresh take on a traditional European Radler style (usually 50% beer and 50% lemon) with the Hahn Brewers opting to reduce the natural lemon in the beer to 30%, to better suit the tastes of Australians.

As a natural result of this blend, the beer is also lower in alcohol (3.2% ABV) than regular beers, light in colour with a mild lemon aroma and taste that is more appealing to those who don't normally drink beer.

GOOD CHEER



Coopers Brewery hosted close to 400 guests in its VIP Coopers Marquee at the Balaklava Cup in September. Guests were treated to a full lunch, a martini espresso bar and a range of Coopers beers and Thatchers Cider.

Thatchers Gold cider will be available in new 330ml bottles later this year in a move designed to strengthen the brand's share of the Australian cider market.

Cam Pearce, the National Sales and Marketing Director for Coopers, which distributes Thatchers Gold through its distribution company Premium Beverages, said: "While the UK prefers the 500ml bottle, it is not a size that the Australian market is used to," he said.

"After feedback from consumers and retailers, Thatchers has made the decision to introduce 330ml bottles into the Australian market.

"The bottles will be available in six pack formats and we expect this will have a significant positive impact on sales."



"It doesn't matter if the scale is bigger; it's the same process, the same attention, the same product."

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SMARTER THINKING FOR MORE PROFITABLE KITCHEN OPERATIONS

Commercial kitchens are enormously complex operations.

Inefficiencies eat away at your bottom line, while sub-standard equipment can jeopardise both safety and the quality of food served to patrons (and the potential for a return visit).

When it comes to a new kitchen or a smaller but necessary upgrade, publicans have to take into account four key steps:

- Design
- Specification
- Installation
- Maintenance

The hotel industry in South Australia is highly regarded for its willingness to try new things and doesn't fall into the trap of staying with existing set-ups "because we've always done it that way".

The thinking you need your kitchen team to embrace was perfectly articulated by chef Martin Benn in Hospitality magazine: "With the rising cost of today's employment in Australia it only seems logical to turn to equipment that can do the job better in half the time and save space."

So how can your hotel eliminate three steps from key processes?

One approach is to start with a review of both your processes and your physical infrastructure, and the way food and people move through the kitchen and interact.

Such a review should involve input from staff. Naturally you give greater weighting to the views of more respected staff but newer

staff often have fresher eyes, while the youngest members of the team may be more up to date with new and emerging technology.

For example, as well as labour costs, energy costs are a major issue for the hospitality industry. New versions of combi ovens allow you to pre-prepare food in quieter times, save time on cleaning by automating the process and cut energy costs thanks to major gains in efficiency.

Dishwashers are another case in point. A range of studies show that food operations can save \$1000 a year on energy and water costs.

One approach is to start with a review of both your processes and your physical infrastructure, and the way food and people move through the kitchen and interact.

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Faster cycles with improved cleaning also bring extra savings into the equation.

Then there are a hundred smaller items to consider, such as easy to clean grill sheets, vacuum packing to reduce spoilage and the all-important extraction of cooking fumes.

It takes a rare person who can stay up to date with all of the new technology available and the benefits that can be derived from each. That's where industry experts come into their own.

Hindmarsh-based Caterfix commenced business in 1998 and is proudly South Australian owned and operated. Caterfix provides service repairs, maintenance and sales deliveries to all parts of South Australia.

Howards Storage World is a good name to remember for busy kitchens. Its range of storage and shelving solutions help organise and maximise efficiency,

As an international company, Moffat brings the best of the world to kitchens of South Australia. The Moffat group has extensive expertise and a vast range to consider for your operation.

Price is obviously a major factor in any decision – but it isn't a standalone factor viewed in isolation.

A recent survey found "when purchasing equipment around 60% of those surveyed felt that price was extremely important, but only just over 13% think that their brand choice is a significant factor. Pre-sale



and after-sale service were noted as crucial by over 50% of the survey group".

"Over half of those in our survey said they would go online and make a direct purchase ... but very interestingly almost 40% said they use 'word of mouth' to learn more about the foodservice sector and foodservice equipment."

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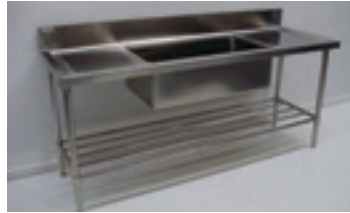
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EYE TRACKING SHOWS HOW PEOPLE CHOOSE HOTELS

One of the services we offer at Boylen is “eye tracking”, which is also known as “heat mapping”.

It shows what people look at on your website, or on a business site such as Trip Advisor.

A recent exploratory study sponsored by the Center for Hospitality Research (CHR) at Cornell University sheds new light on how consumers choose hotels by demonstrating how to use eye tracking paired with in-depth interviews to uncover precisely what prospective guests look at—and think about—while they are searching for lodging online.

Until now, the reports published about how people choose hotels online have mostly been based on surveys or on capturing clickstream data to map how users navigate from page to page. This new study, which is explained in a pair of reports by researchers Breffni M. Noone and Stephani K.A. Robson, demonstrates the eye tracking methods. The reports are available at no charge from the CHR.

“This work was a way of getting the ‘lay of the land’ during both the browsing and deliberation stages of the hotel choice process,” says Noone, Associate Professor at the Pennsylvania State University School of Hospitality Management and co-author of the first study, “Using Eye Tracking to Obtain a Deeper Understanding of What Drives Online Hotel Choice.”

“We found that when people are browsing through search results, they tend to look more frequently at hotel names than any other feature, and that pictures of the hotel appear to be hugely influential during both stages of the search.”

“Our next project will be to dig more deeply into what we uncovered in this initial study, looking at issues such as what kinds of images have the most impact on guests during their searches, or how users balance price with other factors when they make their choices.”

In the second CHR Report, “Show Me What You See, Tell Me What You Think: Using Eye Tracking for Hospitality Research,” co-authors Robson and Noone outline the principles of eye tracking research

and identify several ways that this technology can be used to address hospitality problems

“For example, there is little empirical research on how guests actually experience hospitality environments,” says Robson, Senior Lecturer at the School of Hotel Administration at Cornell University.

“Eye tracking can let a designer or a hotel brand see whether a design captures guests’ attention, or explore how to best present the hotel online or in print.”

“Eye tracking is a powerful tool and deserves to be used much more frequently in our industry.”

What is Eye Tracking?

Eye tracking is how we measure what people are looking at, in this case on a web page. The software allows you to follow the focus of individual users or aggregate the results to show the most common trends. The upshot is that very often, visitors to your website are not looking where you want them to. Using the tracking data, you can adjust your page to change visitor behaviour.



APPRENTICE COOK OFF

The first annual 'Saturno Apprentice Chef Cook Off' was held at Sprout Cooking School in September.

First place was won by Luke Brown from The Duck Inn. Equal second were Hannah Franz from the Unley and Adam Dennis from The Mile End Hotel. Third place went to Thomas Bennet from Mick O'Shea's.

"Luke is our youngest apprentice and is a first year. He is currently also completing Year 12 and did a wonderful job - a real stand out and we are excited to continue to watch him grow in the kitchen and move forward with a career in the industry and within our group," said Alice Hemming, Marketing Manager, Saturno Group.

"We are planning this to be run annually as part of our ongoing commitment to training and development, and also to ensure the teams in the kitchen have enjoyable activations and competitions to engage with.

"The goal of these programs is to have a high level of knowledge and skill amongst staff and continued development to deliver exceptional product and service to South Australians and visitors alike.

"In a competitive market place, as a hotel, there is a need to be innovative and engaging to be a person's choice destination for dining and drinking. To keep people returning, product and service must be of a high standard, and this comes from having trained and educated staff. "

The objective of the 'Apprentice Chef Off' is to involve the apprentice group in a practical annual activity that focuses on creativity, dish presentation and taste, ways of working and passion for food in a fun environment. Each apprentice completed two

cooking activities, and was judged by Sprout Director, Callum Hann, Saturno Executive Chef David White and Chef Hannah Oliver of the Mile End Hotel.

The goal is to get this young group of upcoming chefs to think outside the square and push their creative boundaries, facilitating a way to use their trade learnings. The group recognize these are the new generations of Chefs that will grow up in the business and become future leaders and providers of quality product in the hotel industry.

Executive Chef David White finds great fulfillment in his role working alongside and mentoring apprentice chefs.

"Watching them grow, develop, learn and be excited by food and the industry really motivates me," he said.

"At the end of the day if there isn't a driving passion in the kitchen on what you are plating up, then this won't come through to the customer, and we strive for complete customer enjoyment across all product offerings within our pubs."

Holco, Skala Bakery, John Lewis food service, Samtass Seafood and Fresh Produce Direct supported the day. On conclusion of the competition, the remaining items were donated to Hutt St Centre, to go toward some of the 50,000 meals served each year to people facing homelessness.

Staff recently completed beer training with Lion Nathan, involving managers and chefs completing bench top brewing at West End brewery, a tour of Lady Burra Brewhouse and ending with a beer degustation dinner at the Mile End Hotel. The result is further instilling beer category product knowledge and food and beer matching.



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EMPLOYEE INDUCTION

As the old saying goes, first impressions really do count!

Research over a number of years has demonstrated that employee retention rates are intrinsically linked to an organisation's employee induction processes. Providing an appropriate induction for all new employees is vital in reducing employee turnover, reducing the possibility of workplace injuries and reducing the costs associated with lost productivity.

In this article we examine some of the key elements of an employee induction within the hotel sector in South Australia, with a particular emphasis on what documentation should be provided to new employees.

POSITION DESCRIPTIONS & CONTRACTS OF EMPLOYMENT

Position descriptions should be finalised before starting the recruitment process. They ensure that there is acknowledgement and acceptance of what the duties and expectations of the role are. The position description can also provide a basis for measuring the employee's performance, particularly if there are key performance indicators or targets attached to the position description.

Prior to an employee starting their first shift it is recommended that they sign and return a copy of their contract of employment and position description. A signed contract of employment helps to ensure that there is no disagreement between an employee and employer on the employee's terms and conditions of employment.

INDUCTION PACKS

In addition to a contract of employment and position description, some of the typical documentation we recommend to be provided to employees as part of their induction pack includes;

- Organisational Chart
- Employee Details Form
- Induction Checklist
- Uniform and Venue Property Register Form

Employers must provide the following documentation to new employees:

- Tax Withholding Declaration Form
- Superannuation Choice Form
- Fair Work Information Statement

The new employee should also be given a copy of or access to any specific venue policies and procedures in the area of human resources, work health and safety, gaming, liquor and any other areas relevant to the employee's position.

UNIFORM AND VENUE PROPERTY FORM

Where a new employee is provided a uniform and/or any other property of the venue such as laptop computers, mobile phones, wristbands and time clock cards, it is extremely important that the venue records the value of those items on a Uniform and Venue Property Register Form and that both the employee and employer sign the form.

The register not only provides details about the value of the items provided but can also be used as documented evidence should an employee leave their employment and not return the uniform and/or property.

The Hospitality industry (General) Award for example contains a provision that enables an employer to withhold the value of the items provided to the employee if the employee has signed a receipt for the items in question and does not return them to the employer.

EMPLOYEE HANDBOOK

An employee handbook, along with an employee's contract of employment, applicable industrial instrument (e.g. Award or Enterprise Agreement) and any venue policies and procedures, all form part of the employee's terms and conditions of employment.

An employee handbook is designed to provide new employees with an understanding of the general expectations of the venue, without going into the level of detail contained within specific human resource and work health and safety policies. Employee handbooks will differ between venues but typically they contain information about the venue or group, customer service and code of conduct expectations, grooming standards and information on employee's use of the venue's facilities.

HUMAN RESOURCES AND VENUE POLICIES AND PROCEDURES

New employees should be provided with a copy of any human resource and venue policies, which they should read through and then sign an acknowledgement sheet recording that they have read and understood such policies.

A number of unfair dismissal cases over the years have highlighted the importance of having human resource policies in place to ensure an employee understands the company's expectations and processes. These policies also need to clearly stipulate what action may be taken by the company if an employee breaches such a policy. Non-compliance with policies and procedures is often used as a significant defence in responding to unfair dismissal claims.

Examples of some of the types of human resource policies include:

- Annual Leave, personal/carer's & compassionate leave
- Parental leave
- Disciplinary and grievance procedures
- Information technology and social media use
- Training and development
- Equal employment opportunity and discrimination

Venues should also have specific policies and procedures in place relating directly to the internal operations of the venue. Common areas may include procedures on cash handling, security, lost property, TAB & Keno, set up and pack down for food and beverage, cleaning rosters in bars and kitchens, food hygiene and housekeeping.

An induction checklist sheet that lists all of the specific procedures that a new employee has been through can prove to be a valuable resource for any person training the new employee.

WORK HEALTH AND SAFETY POLICIES AND PROCEDURES

The Work, Health and Safety Act 2014 (SA) requires that a Person Conducting a Business or Undertaking (PCBU) provide a safe environment for workers and provide adequate training and instruction to employees on all tasks.

The induction phase for a new employee is the perfect opportunity for a venue to provide work health and safety instruction and training.

An employee should receive training and instruction on areas including:

- Emergency evacuation procedures
- First aid kits and first aid register use
- Incident and injury reporting processes

- Hazardous substances use and storage
- Security procedures for armed hold-ups
- Instructions on the use of any hazardous equipment
- Instructions on the appropriate method for undertaking any hazardous tasks

Venues should also have in place a set of work health and safety policies. The new employee should be provided access to read through these policies and sign an acknowledgement sheet recording that they have read and understood such policies.

Examples of some of the work health and safety areas that require documented policies include:

- Hazardous substances
- Hazardous manual tasks
- Electrical safety
- Asbestos management
- First aid
- Emergency evacuation
- Anti-bullying
- Contractor management
- Accident and incidents
- Drug & alcohol use

For the use of specific equipment and tasks the venue should also have documented safe work procedures in place to run through with the new employee.

LIQUOR MANAGEMENT PLAN

Every employee that is involved in the sale and supply of liquor to patrons must be trained on the venue's Liquor Management Plan

(Plan) in accordance with the General Code of Practice established under the Liquor Licensing Act 1997 (SA). For a new employee they need to receive such training as part of their induction when they first start with the venue.

The training needs to be conducted by the Licensee or a delegated member of the management team.

GAMING & RESPONSIBLE GAMBLING DOCUMENT

Employees who have been employed to perform any gaming duties should be familiarised with the hotel's Responsible Gambling Document and any associated gambling related policies of the venue.

The Responsible Gambling Document will ensure a new employee within the industry who is working in gaming gets familiarised with the requirements under the Responsible Gambling Code of Practice, Advertising Code of Practice and the Venue's licence conditions.

WORKPLACE RELATIONS & WORK HEALTH AND SAFETY PACKAGES

The AHA|SA has produced workplace relations and work health and safety packages. These packages are in a format that allows for them to be easily downloaded from the Member's only section of the AHA|SA website.

In terms of employee induction, the packages contain a number of templates that will assist members to induct their new employee's including position descriptions, contracts of employment, induction checklist sheets, an employee handbook and a number of human resource and work health and safety policies.

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PEPPERS OPENS IN ADELAIDE

Boutique Australian hotel brand Peppers now has its first hotel in Adelaide, offering leisure and business travellers alike a sophisticated and convenient hotel option in the heart of the festival city.

Officially rebranding as Peppers Waymouth Hotel from the former Rendezvous Hotel, it offers 202 five-star hotel rooms and suites, situated amongst Adelaide's key sites including the Adelaide Convention Centre, Casino, Rundle Mall and the cultural boulevard of North Terrace.

Centrally located on Waymouth Street the hotel has two food and beverage outlets, The Cafe and Lounge 55; a heated indoor lap pool, spa, sauna, and fitness centre. For meetings, events and private functions the 120 square metre conference room caters for up to 150 guests (cocktail) and can be divided into two smaller rooms.

As the premium brand in the Mantra Group stable, Peppers ensures a high standard is maintained for its guests and will undertake ongoing upgrades to rooms and public areas over the next 12 months.

"Peppers Waymouth is an exceptional hotel offering, and a continuation of Mantra Group's strategy to grow the Peppers brand in CBD locations. We are pleased to have the Peppers brand in Adelaide to cater to a balance of both leisure and business travellers," said Mantra Group CEO, Bob East.

The hotel is expected to be a popular choice during Adelaide's events and festival season which contribute \$62.9 million to the South Australian economy. Enhancements to the Adelaide Convention Centre are predicted to attract large international conferences and Adelaide Oval is set to entice year round AFL and cricket supporters with its recent multi-million dollar upgrades. Cruise ships are another growing market for Adelaide with the number of visiting ships increasing to 36 to date in 2014/15, up from 29 in 2013/14.

Peppers Waymouth Hotel joins two Mantra and two BreakFree hotels in Adelaide to bring the total number of Mantra Group hotels to five in Adelaide CBD.

It also joins Peppers Gallery Hotel Canberra and Peppers Seaport Launceston in the existing Peppers CBD portfolio, with new build Peppers properties set for completion in Docklands Melbourne and Kings Square Perth in 2016.

Mantra Group is a leading manager and marketer of hotels and resorts in Australia, New Zealand and Indonesia and operates three well-known and trusted brands – Peppers, Mantra and BreakFree. With over 120 properties and over 13,000 rooms under management, Mantra Group is the second largest accommodation operator in Australia. The Group is positioned to offer both leisure and business style accommodation ranging from full service city hotels and self-contained apartments to luxury resorts and retreats.



Accountancy Services

- Jaquillard Minns 8221 6551
- Moore Stephens Adelaide 8205 6200

Architects & Interior Designers

- Studio Nine 8132 3999
- ABEO Design 8357 8564

ATMs

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

Audio Visual

- Big Screen Video 1700 244 727
- Harvey Norman Commercial 8150 8000
- Nightlife Music Video 1800 679 748
- Novatech Creative Event Technology 8352 0300
- Powermove 8338 5440

Background Music

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

Banking

- Bank SA 8424 5536
- Commonwealth 8206 4035

Beerline 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

- Cobalt Blue Australasia 8352 3881
- Jasol 0420 362 352
- 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

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

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

- Bidvest 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

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Kitchen & Bar Equipment

- Andale Hotel Services 8234 0388
- Bidvest 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 Australasian Performing Right Association 8331 5800

Onhold/Messaging

- Zoo Business Media 07 5587 7222

Painting & Property Maintenance

- Higgins Coatings 8301 4600

Payroll & HR Resources

- Wage Easy 1300 924 332
- Winnall & Co. 8431 9447

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

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- 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)
- Moore Stephens Adelaide
- 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

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- DC Payments
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- Energy Action
- Gallagher Bassett
- Higgins Coatings
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Gaming CARE

The Hotels Responsible
Gambling Early
Intervention Agency



Gaming 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

4th Floor AHA|SA House

60 Hindmarsh Square

Adelaide SA 5000



IAN BRADSHAW

COOPERS BREWERY LIMITED

MARKETING MANAGER | SALES MANAGER SA/NT



WHEN DID YOU JOIN YOUR CURRENT EMPLOYER?

1 December 2014, which was an ideal time. Given the number of Christmas functions it was a great time to renew a number of old relationships and make some new ones.

For my wife and I, this return to Adelaide was our third, so we are home again. 12 of the last 18 years working with Pernod Ricard have been based in Adelaide, however the past 3.5 years were based in Sydney. To move back to Adelaide and join Coopers is a great pleasure to now be working with a brand/business I have admired for many years.

TELL US ABOUT YOUR COMPANY:

I think the Coopers name and reputation is sufficiently well known to need little introduction in this forum. What I will say is it's a privilege to work in a business that has recently celebrated its 150th anniversary as a 5th generation family owned business and has the desire to be family owned at its 200th anniversary and in the hands of generations six and seven.

This is particularly rewarding to be part of a grand ambition, beyond the growth and success within the 'normal' business cycle. Further this allows Coopers to make decisions that will benefit the business in the long term.

In many ways we share a similar views and values that many of our customers do, growing a long term successful family business.

WHAT ARE YOUR KEY RESPONSIBILITIES?

It's a dual role, covering the national marketing of the Coopers brand and the heading the SA/NT sales team.

Since moving to Regency Park the business has increased sales four fold, with the national market driving this growth. We now hold in excess of 5% of the national beer market share and our powerhouse brand, Pale Ale being the 8th largest brand Australia.

Within this context, the marketing remit is continuing this momentum and developing a strong, vibrant portfolio behind Pale Ale; specifically Mild (3.5%) and Clear (Low Carb) to support the grandfather of craft beers Cooper Sparkling Ale.

Within the SA/NT market, extracting growth in the declining market, by improving the service level and innovation the Coopers team can bring to life and invigorate the beer market, both in on premise and retail channels.

HOW DO YOU OCCUPY YOUR TIME OUTSIDE OF WORK?

At present, completing a renovation on our home, thankfully this is slowly being completed.

Over summer I plan to re-engage in my favourite past time, offshore yacht racing. There is a large project that a mate of mine is bringing to life. The rebuild of a grand old lady Helsal II now at 70' and with a renewed lease on life she will be a place to invest time away from work. Throughout 2016 lots of racing is the plan, with a Sydney – Hobart at year end a highlight.

WHAT IS SOMETHING THAT MOST WOULDN'T KNOW ABOUT YOU?

I grew up on a hop farm in the Derwent Valley, just outside Hobart. So fair to say I was born in the brewing game. My corporate working life, started with Cascade and Boag as a sales rep, which I left after 10 years as the marketing manager to take up an international marketing role with Two Dogs, bringing my family to Adelaide for the first time. This role took us around the world and back to Adelaide.

The hop farm was a 3rd generation family business, I ran with my family, so returning to the brewing industry with Coopers after 18 years in wine, spirits and RTD's is a bit like coming 'home'.

WHERE IS YOUR FAVOURITE HOLIDAY DESTINATION?

Sailing in the Mediterranean, with a group of friends and family.

IF YOU COULD ASK ANY THREE PEOPLE IN THE WORLD AROUND FOR DINNER, WHO WOULD THEY BE AND WHY?

Sir Peter Cosgrove – yes the GG. Primarily for the military experience, people leadership and rare experiences in leading a team into East Timor and in disaster recovery (cyclone Larry).

Madonna – Madge. For her ability to reinvent herself and remain relevant to multiple generations. Perhaps one of the great marketers/brand managers of our time. She has led and changed fashion for 30 years and has remained a constant success in field of one hit wonders.

Sir Richard Branson – Mr Virgin. More to unpick is he the great entrepreneur his is reputed to be? In any event he would be great dinner entertainment.

Overall the diversity of these invited guests really appeals and the dynamic around the table would be highly engaging, entertaining yet down to earth. I think stitched in the conversation there would be valuable take outs and I'm sure the three would get along famously.

IT'S OFFICIAL....AGAIN. MUSIC IS ALIVE AND LIVE IN SA'S PUBS!

Continued from page 6

"It shows the degree to which musicians are given the opportunity to professionally perform and audiences are given an opportunity to access live music."

Of great importance was that the census established that during May 2015 SA Hotels were the most significant venue type, providing 769 gigs across 108 venues, which totals 80% of gigs in Adelaide and 69% of venues.

The census results again reinforce the primary role of South Australian Hotels in supporting and facilitating a sustainable live music industry.

Findings:

In the month of May 2015 there were;

- 962 gigs were presented
- 157 venues hosted live music
- Hotels provided 796 gigs across 108 venues (79.9% of gigs and 68.7% of venues)
- There were 17 gigs across 3 entertainment venues, one gig in 1 small venue, 39 gigs in 8 clubs and 17 gigs in 6 restaurants
- Gigs were 35% original songs and 65% covers

Considering that the census was conducted in May, a traditionally 'bleak' trading month, it's reasonable to suggest that the hotel contribution accelerates even more with the spring and summer season changes.

Similarly this census was only of the greater metropolitan area. We could easily see the Hotel sectors contribution being much greater if regional SA was included.

It's of further interest that the survey found 75% of hotels who proved live music in the month of May had gaming machines. To quote (Sunday Mail 27 September) Hotel Metropolitan co-owner Damian Peterson, who operates one of the really great iconic boutique live music venues within the CBD, "the pub had very low

Too many 'advocates', often not old enough to have experienced the seventies and eighties, reminisce about the 'good old days' when apparently every pub had bands six days a week! The reality was quite different.

gaming turnover compared with suburban hotels — but the revenue was crucial to providing live music five days a week".

The AHA remains the strongest advocate and ally of live music in all its forms and genres as we remain the strongest advocate for the venues that provide 80% of live music opportunities, have for decades and will continue to for decades.

Of course a vibrant sustainable live music offering relies on a similarly viable and sustainable hotel industry. This is a great story for live music, musicians and hotels. Well done all round.

Ian Horne
AHA|SA General Manager

SPONSOR NEWS

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SHOGUN 88





LICENSEE TRANSFERS JULY 2015

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEES
The Lighthouse Wharf Hotel	Pt Adelaide	1/7/2015	MHL Hospitality Pty Ltd
District Hotel	Tungkillo	2/7/2015	Ella Dansie
Sandy Creek Hotel	Sandy Creek	6/7/2015	Bradley Usher
Duke of York Hotel	Adelaide	13/7/2015	Three Stars (SA) Pty Ltd
Daniel O'Connell Hotel	North Adelaide	17/7/2015	Ellie Enterprises Pty Ltd
The Brothers Arms	Macclesfield	28/7/2015	Johannes & Julie Jagt
Troubridge Hotel	Edithburgh	29/7/2015	T S Austin Investments Pty Ltd

WELCOME TO OUR NEW MEMBERS

HOTEL

Lighthouse Wharf Hotel

Duke of York Hotel

Grace the Establishment

Pirie & Co

Sandy Creek Hotel

LICENSEE TRANSFERS AUGUST 2015

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEES
Rhynie Hotel	Rhynie	4/8/2015	Midac Enterprises Pty Ltd
Wheatsheaf Hotel	Price	19/8/2015	T J & J Investments Pty Ltd
Ambassadors Hotel	Adelaide	21/8/2015	Ambassadors (SA) Pty Ltd
Hotel Augusta	Pt Augusta	26/8/2015	Fourfrunt PtyLtd



OFFICE HOLDERS

CONTACT

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Toll Free: 1800 814 525

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(1) Based on Gallagher Bassett's Hospitality Sector clients

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