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THE OFFICIAL PUBLICATION OF THE AUSTRALIAN HOTELS ASSOCIATION (SA BRANCH) FEBRUARY/MARCH 2019

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C O N T E N T S



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**The Dean Group**

From the exquisite Largs Pier hotel to a fan favourite in Mt Gambier, the Dean Group has played a major hand in South Australia’s hotel and entertainment industry across the past two decades.

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*Photo by Helen Page*

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## From The President

DAVID BASHEER – AHA|SA PRESIDENT

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# Federal Election Opportunity

While it is good to see a rise in business positivity in South Australia, the reality is that our industry is not in a strong growth environment. Not all hotels are prospering and this should be a concern for the government because of our importance as a labour-intensive industry.

Make no mistake, our bars are where the jobs are. For every dollar we turn over at the bar, we spend around 25 cents on employment, while the multi-national grocers contribute more like a paltry four cents.

Yet, we tax on-premise beer at a rate ridiculously higher than packaged beer.

Each time one of our customers is corralled into buying a six-pack and drinking at home instead of taking a stool at the bar, an opportunity to create a job is lost. It also has a health impact. Several studies have recently shown that visiting a "local" has a clear benefit for mental health. For men, talking to mates helps keep the black dog of depression at bay.

With a Federal election on the horizon, either side of politics should seize this opportunity. Our customers (voters) detest the twice-yearly CPI price hike on beer excise. It continues to take the price of a pint at the bar out of the reach of the average person.

Rest assured the AHA|SA is not a lone voice in the wilderness. Many experts agree that the philosophy underpinning the tax





“Each time one of our customers is corralled into buying a six-pack and drinking at home instead of taking a stool at the bar, **an opportunity to create a job is lost.**”

on on-premise product is flawed. They also agree that solutions can be found without damaging the budget position.

The big parties should move on this before they are forced to by canny independents.

**OVAL HOTEL**

We accept that competition is a way of life in business but when government gets involved, we expect a level playing field.

The AHA|SA's position on the proposed Adelaide Oval Hotel is clear. We believe the

development itself will become a welcome addition to the tourism landscape.

The idea of a hotel within a Stadium is not uncommon overseas. Indeed some English Premier League Clubs have more than one five-star hotel within their own, privately-owned stadium complex.

However, the AHA|SA cannot support any policy or approach that creates a differential in terms of rates and taxes between competitors.

It is one thing for the Oval not to pay Land Tax or council rates when they are competing against other Australian stadiums for events, especially when they bring dollars into the city. We also acknowledge that as a sporting arena, they pay other charges and levies.

But now they are expanding into the commercial world. So when an advantage is seen for one operator against the rest - particularly in relation to accommodation and hospitality services - then the government's own 'Competitive Neutrality Policy' looks very weak. That level playing field begins to look mighty bumpy.

**TAB**

The TAB merger with Unitab is now complete and Michael Teal and his local team are committed to growth of the product in SA. The merger is a good news story, with exclusive benefits for AHA members including:

- Sky rebates of 25% - exclusive AHA members ONLY
- Standardise commissions - 2% + T/O fee payment to venue
- Geo-fencing (digital commission to Hotel)
- Digital offering (sign up new A/C earns trailing commission)
- Planned Self Service Terminals - flat 2% commission
- Planned Trackside – animated virtual racing, and
- Phase out equipment hire i.e. \$50 fee per terminal reduced to zero over three years.

TAB have entered into a strategic partnership with the AHA|SA. They are committed to growing the TAB product in pubs and hotels.

They promote innovation and responsiveness in their product and they promise even greater venue support.

We are confident that has been the case interstate, the TAB approach generates growth and interest in in-venue wagering. That's a win-win all round.

**David Basheer**  
**AHA|SA President**



## From The General Manager

IAN HORNE – AHA|SA GENERAL MANAGER

**aha|sa**  
Australian Hotels Association (SA)

# Single Use Plastics And SA's Container Deposit Scheme

The SA State Government has commenced consultation on two related environmental issues that directly impact hotels and hospitality operations.

1. Single-use plastics (including single use straws)
2. The existing container deposit scheme

Two discussion papers have been released with wide terms of reference.

### 1. SINGLE USE PLASTICS

The government is seeking comment on policy consideration on a number of products under this banner including plastic bags, straws, coffee cups (with plastic liners), plastic cutlery and potentially other items such as takeaway containers. Their intention is to improve recycling and to dramatically reduce plastic waste such as straws entering waterways.

The AHA|SA will consider its position in terms of a policy response, with regard to financial, food safety and practicality consequences.

On first glance, it would appear that the voluntary discontinuation or banning of plastic straws is a relatively easy one, with both financial incentives to business as well as alternatives being available. It also seems to have a high level of community support.

Indeed, the AHA|SA is aware that a number of members are already keeping straws only 'behind the bar' for use upon request with significant financial benefits, others have adopted alternatives such as paper based.

Others plastics, such as takeaway



containers etc. may be more problematic and more research will be undertaken.

However, the AHA|SA will advocate that any change allows for an extended lead time for implementation, does not involve any penalty system that would add unnecessary red tape burdens and is easy and simple to accommodate.

## 2. THE CONTAINER DEPOSIT SCHEME

This is a more complex issue. It cannot be argued that the existing scheme, introduced at the time with the intention of reducing litter, has been enormously successful in meeting that aim. However, the result also had some market distortion due to it not being a national scheme, with the price of comparable SA beverages higher as a result of the 10c per container deposit (originally 5 cents in 1977).

However, according to the EPA the policy focus is now shifting from 'litter' to broader environmental questions of fossil fuel usage and recycling to reduce use of resources since its introduction.

One suggestion has been to increase the container deposit amount to 20c per bottle (the previous increase was to 10c in 2008), as well as extending its application to glass wine bottles.

The AHA|SA will carefully consider the practical and financial implications of any such scheme to its members. First and foremost what problem does this seek to address?

There would not appear to be any litter issue with respect to glass wine bottles – there appears to be no evidence that wine bottles are turning up in the litter



stream in any numbers. These bottles are also already generally recycled or crushed by businesses, or recycled by private consumers (with often already financial incentives to do so, via Scouts etc.). The application of a 20c deposit on each bottle would substantially increase the cost to producers in SA and would create a price differential in the pricing structures between States.

Discussions with the SA wine industry indicate they remain strongly opposed to the expansion of the system to incorporate wine and the AHA|SA will not support any move which will disadvantage SA businesses to the advantage of other states. An increase in deposit legislation has been suggested previously and the AHA|SA has argued strongly against it.

Consultation opened on Monday 14 January with submissions due 22 February 2019, after which time the government has indicated follow up consultation would occur with businesses.

The government has also indicated that using legislative instruments, such as bans, are not necessarily the intended outcome and is seeking a wide range of options.

## CHRIS THOMSON RETIREMENT



After eight years at the AHA|SA and many more with the Office of the Liquor and Gambling Commissioner, the AHA|SA's Manager

of Licensing and Gaming retired on February 1 2019. Chris Thomson has been a valued member of the AHA|SA team, and the AHA|SA Council and staff thank Chris for his positive contribution to the industry and his assistance to member venues over the years.

We wish Chris a well deserved, long and happy retirement. Chris intends on spending more time on his hobby farm, as well as time with his family.

Please continue to contact Sarah Legoe and Didier Vollerin at the AHA|SA for assistance with all liquor licensing, gaming and gambling related matters.

**Ian Horne**  
AHA|SA General Manager



# *The Dear Group*

FAMILY SUCCESS STORY

WORDS: JOSH TEAKLE





Largs Pier



Walkers Arms

From the exquisite Largs Pier Hotel to a fan favourite in Mt Gambier, the Dean Group has played a major hand in South Australia's hotel and entertainment industry across the past two decades.

Director, Tim Dean, bought the group's first complex in January 2001 - The London Tavern on North Terrace - and turned what was a dated nightclub into a hotspot for party goers or shoppers looking for a quick and cheap lunch option within the Myer Centre.

A successful renovation project at The London set the tone for what Tim's venues would become before the group purchased and remodelled the Walkers Arms hotel in 2002.

Two years later, Tim acquired the Largs Pier hotel and now with two hotels in Adelaide's suburbs and a nightclub in the CBD, he headed south to Mt Gambier purchasing the "very run-down Macs Hotel" in 2010. Doing what they do best, they transformed it into a popular watering hole in the heart of the southern city.

Priding themselves on respect, quality and value for money Tim has these standards running true through each of his hotels, but that's the extent of the similarities with the group taking very different approaches to managing each of the four venues.

"You grow into managing the different venues," he said.

"We truly believe that one model doesn't fit all demographics and each of the venues are run independently to suit its specific demographic.

"The demographic at The London is 18 to 22 years old while the Largs is a destination hotel where we cater to people from zero to 100 – it would be ridiculous to think these venues could be managed the same.

"Every aspect is different, from food to music – in the city (The London) we are only running a lunch time menu, it is very price sensitive because we are adjacent to a food court so the offering there is very different to a normal metropolitan hotel.

"We did a lot of research on the demographics that we were dealing with and then **we created a venue to suit that demographic.**"

"We have to change and adapt to this constantly to make sure our hotels stay current."

From the notorious cheap drinks menu at the now newly renovated London to the stunning history and exterior of the 137-year-old Largs Pier, each of the hotels are riddled with unique intricacies and individuality – something which definitely didn't happen by accident.

"Every one of our places is very different and it all comes back to when we bought each of the venues," Tim said.

"We did a lot of research on the demographics that we were dealing with and then we created a venue to suit that demographic.

"The London is located right next to Adelaide University and UniSA so we set up a place to cater for university students and equivalent.

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Walkers Arms



Macs Hotel

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Macs Hotel



Macs Hotel



“On the other hand the Largs is a destination hotel down at the beach – it has a lot of culture from the three storey arched architecture and heritage accommodation to the old pictures hanging on the walls, it is completely set up to be a destination hotel and it works as that.”

Despite almost 20 years running his hotel business and building four very successful and popular facilities, it hasn't all been smooth sailing for Tim and his group.

A fire tore through his Walkers Arms hotel in 2007 and, as if standing out the front watching his hotel burn to the ground wasn't enough, a flood ripped through the same venue just five years later. But, from this heartache came Tim's fondest memory from his time in the industry.

“The highlight of my career would have to be winning five state and two national awards in 2011 after the rebuild of the Walkers Arms, including Best Rebuilt Hotel,” he said.

“We take so much pride in the awards that we get, especially coming from what we had to deal with at the Walkers – it just gives pleasure to everyone in the group and that's what makes me really happy.

“The Walkers was an old buffet-style hotel and because of the fire we had the opportunity to re-build from scratch and transform it from a 1950s hotel into a modern and stylish 21st century hotel and event centre – popular for parties, functions and weddings.

“When the fire ripped through it wasn't so terrifying for me because I knew we were well insured and could start again,



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The London Tavern



The London Tavern

“Despite almost 20 years running his hotel business and building four very successful and popular facilities, **it hasn’t all been smooth sailing** for Tim and his group.”

but it was the terror and tears from the staff which was gut-wrenching as we all stood outside and watched it burn to the ground.”

Throughout the 60s, 70s and 80s rock and roll era, before Tim’s management, “the Largs Pier hotel was the live music hub of the state”, having countless top-flight musicians and bands rock the night away inside the famous pub, including Adelaide’s adopted son Jimmy Barnes.

Despite moving on from the classic days of the Largs music era, Tim said music remains the heart and soul of the hotel industry.

“Music is a cornerstone of our group, the Walkers is an event centre so we have live music right through the weekends.

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Largs Pier

Being nightclubs, The London and Macs have primarily DJs, and there is still a large live music and DJ scene at the Largs,” he said.

“There are so many aspects involved in running hotels.

“Music is something that is so important, but that is something that you can’t think about until right at the end – the first thing is, and it’s really simple, you have to put the venue there.

“It is one thing to reinvent a hotel, but for them to work you have to have the people on the ground to make everything run smoothly, the venue managers and the staff are critical to making everything work.

“You can put the pub there and have the perfect staff but then the pub needs its soul and that often comes from music – that is what makes people come to your venue as opposed to others.

“Quality food and accommodation always helps with the flow on affects but it’s the music that is crucial to help fill the pub up.”

While being his own boss has always been an appealing factor, hotels hadn’t always been Tim’s career... in fact it was something that he picked up later in life.

**“It is one thing to reinvent a hotel, but for them to work you have to have the people on the ground...”**

Born and bred in Riverland town Renmark, Tim worked in public service in Canberra for almost a decade before returning to SA to work in his father Ron’s jewellery shop.

Purchasing his first hotel, the Payneham Tavern, in 1996 was where Tim found his true calling, enjoying the challenges as well as the simplest of things like just being able to create a space where people can escape from reality and let their hair down.

“This industry is ever-changing, nothing in the hotel industry stays the same,” he said.

“It presents us with challenges day in and day out and that is what we spend a lot of our time on, which keeps us going.

“We like to move with the trends and try to be trend setters in some areas.

“At the end of the day, we are creating a space for people to come and enjoy themselves, presenting a positive environment so people can come to our hotels and have a good experience.”

Unlike picking favourites amongst children, Tim has reserved a very large spot in his heart for his “darling” – the Largs Pier hotel which last year claimed the state and national award for Best Mid-Range Accommodation.

“The Largs is a beautiful hotel,” he said.

“It is one of those hotels where every area works and compliments each other – I have a real soft spot for it.

“The way we run a hotel is treating every aspect of it as a different business. The bars run separately from the food and it is the same as the accommodation, the bottle shop and the gaming room.



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Largs Pier

“The way **we run** a hotel is treating **every aspect** of it as a different business...”

“Every business at the Largs is run separately and it is one venue where every business contributes in a significant way - it is our darling.

“The hotel was renowned for the music, it was the music hub in the state but now we are creating our own history.

“We stripped the whole hotel in about 2006 and rebuilt it internally which has been well worth it - we transformed it from the hotel it was before to the hotel it is today, a destination hotel.”



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# AHA|SA Staff Spotlight

DIDIER VOLLERIN  
LIQUOR & GAMING ADVISOR



## WHEN DID YOU JOIN THE AHA|SA?

I joined the AHA|SA Gaming Care team in 2005 and have recently moved into a role within the AHA|SA.

## WHAT ARE YOUR KEY RESPONSIBILITIES AT THE AHA|SA?

As the Liquor and Gaming Advisor, my role is assisting licensees and managers with advice on liquor and gaming compliance, assistance with management plans and lodging applications in relation to alterations, redefinitions, extending their trading hours and possibly their areas. This may be because of renovations to a venue, or simply extending the closing time a licensee may choose based on their business.

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

Most free time is spent around the house, short trips in the caravan, or spending time with our five children and their partners, and three beautiful grandsons. During summer, a bit of night bowls with some mates is a good bit of fun on a Thursday.

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

Many many years ago I spent a short time as a car salesman (don't judge me).

## WHERE IS YOUR FAVOURITE HOLIDAY DESTINATION?

I would love to travel to Europe in the future and see where both sides of my family were born, but for the present, anywhere it's warm that has friendly locals and is good value for money.

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

Ray Romano, a great series, reminds me a bit of my family, Jerry Seinfeld, also a great series, about nothing, and the late Robin Williams, a true entertainer.

Yes, all comedians, but I think we all could do with more humour in our lives.

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Over 300 guests attended the President's Christmas Lunch held on Tuesday 11 December at the InterContinental Adelaide. The traditional wrap-up event for the year was a great success and had many politicians, business owners and special guests in attendance, including the Premier Steven Marshall and Leader of the Opposition Peter Malinauskas. The highlight of the lunch was the keynote address delivered by new AHAISA President, David Basheer.





# President's Lunch



# Australians View Tourism As A Double-Edged Sword



A new survey conducted by the World Tourism Organisation (UNWTO) and Ipsos reveals that tourism is seen as a double-edged sword. For example, 52% globally (72% in Australia) think tourism generates wealth and income, while 46% (52% in Australia) believe it creates overcrowding.

The research was carried out in 15 countries and looks at perceptions of residents towards city tourism, its impacts and the most adequate strategies to manage growing tourism flows. It was conducted online among adults aged under 65 in Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Africa, the Republic of Korea, Spain, Sweden, the United Kingdom and the United States of America and revealed a variety of attitudes and perceptions across the globe in relation to tourism.

“...Australians also believe tourism creates more jobs...”

## POSITIVE IMPACTS OF TOURISM

- Seven in ten (72%) Australian respondents believe tourism has a high or moderate impact in creating wealth and income in their city. This makes us the most likely country to see this benefit. On average, just over half (52%) of people across 15 countries believe tourism generates wealth and income.
- Six in ten (61%) Australian respondents believe tourism creates new offers and leisure activities, whereas on average, half (50%) the respondents across 15 countries believe tourism creates new offers and leisure activities. Australia ranked third behind Sweden (74%) and Argentina (63%) in regard to this tourism benefit.
- Six in ten Australians also believe tourism creates more jobs in their city (59%) and that it creates intercultural exchanges (58%), while globally the average was 48% and 51% respectively. We are the second most likely to believe tourism creates jobs but only the fifth most likely to believe in the creation of intercultural exchanges.

## NEGATIVE IMPACTS OF TOURISM

- Over half (56%) Australian respondents believe tourism increases the cost of goods and services in their city while globally the average was 45%. Australians were the second most likely to view this as a negative impact of tourism.
- Half (51%) Australian respondents believe tourism creates overcrowding while globally the average was 46%. We were the fourth most likely to view this as a negative impact of tourism.
- Half (51%) Australian respondents also believe tourism increases the cost of housing in their city while globally the average was 45%. Australians were the third most likely to view this as a negative impact of tourism.
- Four in ten (42%) Australian respondents believe tourism increases the cost of transport in their city while globally the average was 36%. Australians were also the second most likely to view this as a negative impact of tourism.





**7 in 10**

of Australians surveyed think they live in a city with a high number of tourists

**56%**

of Australians surveyed believe tourism increases the cost of goods and services in their city

**7 in 10**

of Australians surveyed think tourism generates wealth and income for their city

## BETTER MANAGEMENT OF TOURISM

- Given that results show we are strong on both the positives and negatives of tourism it was not that surprising that we are split on whether there should be measures to better manage tourism. In line with the global average (47%), 49% of Australian respondents felt there should be measures to better manage tourism, while 51% felt there did not need to be measures in place.
- Among those who believe there should be measures to better manage tourism the measures most supported were:
  - Ensure local communities benefit from tourism (78% vs 65% globally);
  - Improve infrastructure and facilities (76% vs 72% globally);
  - Create experiences and attractions that benefit residents as well as visitors (70% vs 71% globally).
- Only 17% of Australian respondents think the number of tourists should be limited against 12% at global level.

See graph to the right.

Commenting on the findings, David Elliott, Director of Ipsos Social Research Institute, said:

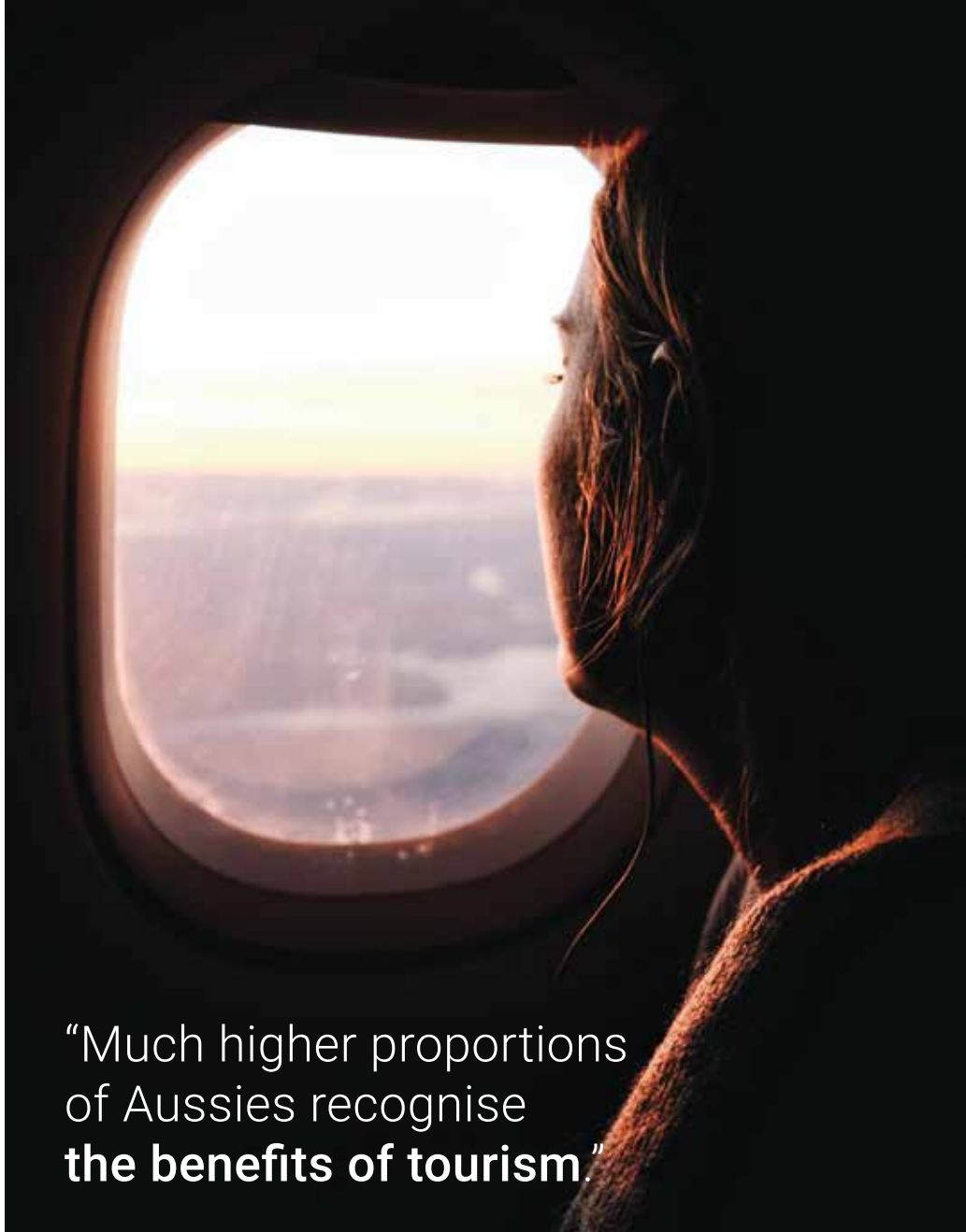
“The Australian findings from this joint World Tourism Organization (UNWTO) and Ipsos study show that we are very much aware of the benefits of tourism compared to other countries.

“Much higher proportions of Aussies recognise the benefits of tourism.

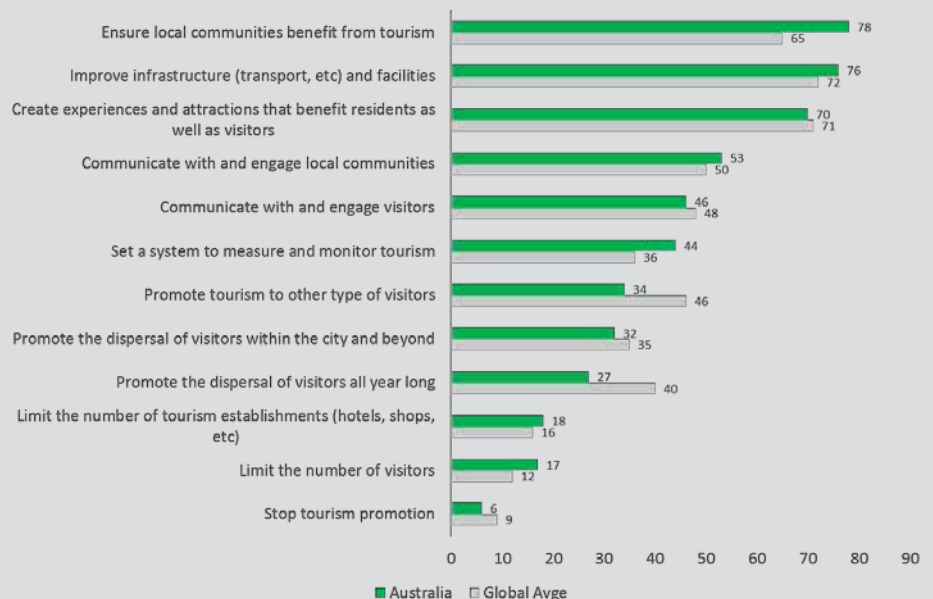
This may simply be a reflection that, in Australia, tourism has an important impact across the country not just in the capital cities or the blue-ribbon tourist locations.

“More of us, no matter where we live, see a benefit to our local tourism industry, rather than perhaps the national benefit of tourism to Australia overall or just a benefit to the small proportion living in the tourist hotspots.

“We were also one of the countries most likely to see the negatives of tourism. It might be argued that we aren't overly concerned with these because when we asked what measures are needed to deal with increased tourism the clear theme in the responses was that we want to ensure tourism is good for both our visitors and the local community,” he said.



“Much higher proportions of Aussies recognise the benefits of tourism.”





# Yalumba Launches New Samuel's Collection

As Hotel SA goes to print, Yalumba is gearing up to launch Samuel's Collection, which is described as the gateway to its premium wine folio.

The Collection comprises seven wines, showcasing varieties and blends iconic to both Barossa and Yalumba. It includes Barossa Shiraz, Barossa Shiraz and Cabernet Sauvignon, Barossa Bush Vine Grenache, Barossa Grenache Shiraz Mataro, Eden Valley Viognier, Eden Valley Chardonnay and Eden Valley Roussanne.

"Samuel's Collection celebrates the legacy established by Samuel Smith 170 years ago when he planted some of Australia's first grape vines here in Barossa," said Yalumba Executive Director of Marketing, Nicky Gameau.

"The wines in this collection showcase Yalumba's Barossa style, a favourite across the world, and are wonderful complements to different foods and occasions".

Yalumba Head of Winemaking Louisa Rose said "understanding that wine drinkers are seeking more youthful, generous and fresher wines, we have crafted Samuel's Collection to fit this style, while still showing the hallmarks expressed in the Yalumba winemaking philosophy".

Samuel's Collection are the first wines to feature the new Yalumba Clocktower iconography which will now be present across all brand material.

All Samuel's Collection wines are sustainably grown and vegan friendly.

Samuel's Collection will be available in Australia and all major export markets from 1 March 2019.

In other news, Yalumba is the wine partner for Tasting Australia in Adelaide April 5-14.

Yalumba will be showcased at a number of Tasting Australia events over the ten days, including the Town Square which is open every day during the festival in Victoria Square.

One of the many standout events of the festival is Due Volte at Yalumba. This unique dinner will be held in the winery's most exclusive space, Tanks 11 and 12 where two of Sydney's finest Italian chefs, Alessandro Pavoni (Ormeeggio at The Spit, Via Alta) and Giovanni Pilu (Pilu at Freshwater), will delight and surprise with an unforgettable dining experience; an evening not to be missed.

"All over the world, wine, food and tourism are becoming inextricably linked. We saw the opportunity to be involved as the selected wine partner of this world class event, alongside local and international chefs and showcasing the best of SA tourism, to be a perfect fit for the Yalumba brand and a great opportunity to showcase our new collection," said Yalumba Managing Director, Nick Waterman.



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# Coke Culls Plastic Straws



Coca-Cola Amatil has announced it will no longer distribute plastic drinking straws or stirrers in Australia, and will instead stock fully recyclable and biodegradable FSC (Forest Stewardship Council) accredited paper straws.

Group Managing Director Alison Watkins said the decision was another step forward in the company's efforts to reduce single-use plastics.

"We're serious about playing our part in reducing unnecessary plastic packaging," she said.

"We've heard the community message loud and clear - that unnecessary packaging is unacceptable and we all need to work together to reduce the amount entering litter streams, the environment and the oceans."

The new paper drinking straws will be sourced from suppliers BioPak and Austraw and made available through Amatil's ordering platform to around 115,000 outlets nationwide including grocery, petrol and convenience stores, bars, cafes and quick service restaurants.

Distribution of the old single-use plastic drinking straws and stirrers would cease as stocks run out over the next two months. The new sustainable paper straws would be available from February. Work was continuing on sustainable solutions for straws on Tetra Pak-supplied packaging, as well as for plastic spoons and scoops used with frozen drinks.

Ms Watkins said the intention was for 100 per cent of Coca-Cola Amatil's Australian packaging to be fully recyclable by 2025, including all bottles, cans, plastic wrap, straws, glass and cardboard.

"We are working towards phasing out unnecessary and problematic single-use plastics entirely, through improved design, innovation or the use of recycled alternatives," Ms Watkins said.



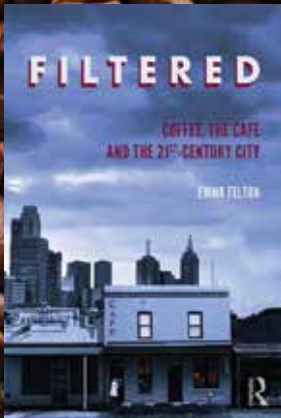
Last year, Coca-Cola Amatil announced that by 2020 it would:

- Improve water intensity for non-alcoholic beverages to no more than 1.95L/L and target a 25 per cent improvement in water efficiency for alcoholic beverages (compared to 2013) and food (compared to 2010).
- Reduce the carbon footprint of the 'drink in your hand' by 25 per cent (compared to 2010).
- Use at least 60 per cent renewable or low-carbon energy in its operations.
- Develop the business case for a weighted average of 50 per cent recycled plastic in PET containers across the Australian portfolio, including carbonated soft drinks.
- Screen 80 per cent of supplier spend using responsible sourcing criteria.

This is in addition to existing commitments on plastics and packaging reduction, including the aspiration of "World Without Waste" – a Coca-Cola Company goal to collect and recycle one bottle or can for every one produced, worldwide, by 2030.

The Coca-Cola Company is also developing sustainable packaging goals to increase the recycled content in plastic bottles and supports recycling programs in Australia.





## It's More Than Just A Brew

Today's hotel knows the importance of offering quality coffee, both for on-premise consumption and as a takeaway. The better your coffee, the better your repeat business.

Have you ever wondered just when the coffee craze took off? A recent phenomenon, café culture has made its reappearance only since the end of the 20th century and a new book, *Filtered: the Café and the 21st-Century City* by Emma Felton, can help fill in the gaps.

Having a coffee might be a daily ritual, yet, it is more than coffee that draws people to a café – or to a hotel. There are many parallels between coffee culture and pub culture.

Felton says cafés are vital social spaces, technically connected workspaces and businesses that are forging design and food trends.

The café is the lens through which this book explores major changes occurring in everyday life in cities across the world. Urban regeneration has fuelled the growth of urban amenity and social consumer spaces.

The impact of technology, social and workplace transformation, and the ascendancy of the design and food industries all find expression in the spaces of the café. The specialty coffee movement is a thriving, global presence, uniting café staff and customers across geographical borders, with a shared commitment to the connoisseurship of coffee.

In the book's global sweep, it examines the development of café culture in China, Japan and Australia, as significant and interesting departures from traditional European café culture. Australia is a world leader and successful exporter of its unique style of coffee and food. Interviews with café patrons and staff illuminate why the café has become a meaningful place for many people in the 21st-century city.



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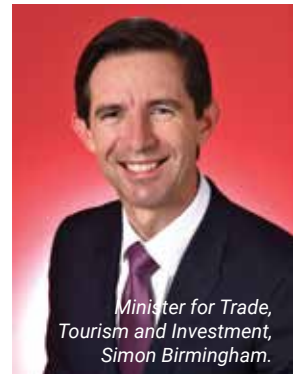
**E [pacecleaningservice.com](http://pacecleaningservice.com)**





# Positioning Australia's Tourism Industry For The Future

Consultation is now open on Australia's next national tourism strategy, with industry stakeholders encouraged to have their say on a draft report developed by the Beyond Tourism 2020 Steering Committee.



Minister for Trade, Tourism and Investment, Simon Birmingham.

Minister for Trade, Tourism and Investment, Simon Birmingham, urged stakeholders, from local and state governments to peak industry bodies and individual tourism operators to have their say on the future direction of the industry.

"Australia is currently experiencing a tourism boom with record numbers of international travellers flocking to our shores and spending record amounts," he said.

"We've also seen strong recent growth on the domestic front with more Australians choosing to holiday at home and deciding to get a taste for the diverse and unique experiences on offer around our country.

"Australia is currently experiencing a **tourism boom with record numbers** of international travellers flocking to our shores and **spending record amounts.**"

"With tourism now attracting \$136 billion in expenditure each year and employing 1 in 13 Australians, it's vital we keep this momentum going by seizing on new market opportunities and ensuring Australia remains a must-visit destination in an increasingly competitive global tourism market.

"The Beyond 2020 Tourism strategy is an opportunity for Australia to develop a new long-term vision for the industry and address key challenges such as technology development, aviation access, attracting more investment in infrastructure, boosting regional tourism and meeting workforce needs.

"I look forward to hearing the feedback from stakeholders on the Committee's draft report about how we can continue to attract record numbers of visitors and position Australia's tourism industry for the future."

To read the Steering Committee's draft report and to make a submission, visit [www.austrade.gov.au/beyond2020](http://www.austrade.gov.au/beyond2020).

Written submissions close on 8 March 2019.

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TOURISM ACCOMMODATION AUSTRALIA EXPECTS ANOTHER 272 HOTELS TO BE BUILT IN AUSTRALIA'S CAPITALS OVER THE NEXT SIX YEARS.

THAT WOULD ADD MORE THAN 45,000 NEW ROOMS.

NEW AIR SERVICES AGREEMENTS, MEANING MORE FLIGHTS TO AUSTRALIA, AND A LOWER DOLLAR ARE BEING CREDITED FOR A TOURISM BOOM.

Source ABC News

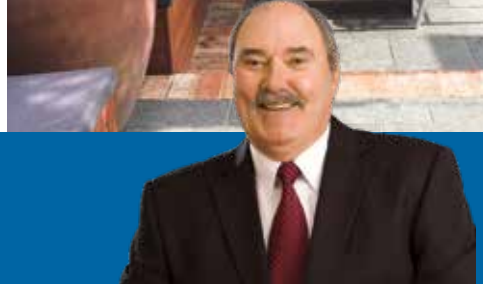
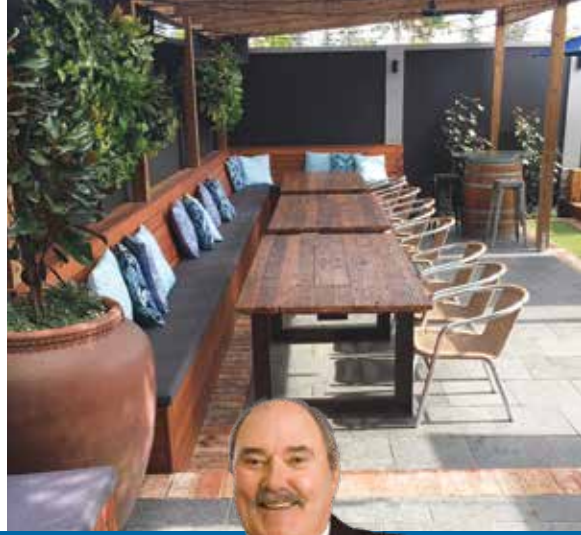


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SMITHY'S SHOUT AND ABOUT

# Broadway Hotel

After being at the Broadway for seven years, the Falconer family have finally started to reap the rewards of their hard work and dedication at the hotel. They never lost sight of their plans and ambitions for the hotel. It may have taken a lot longer than expected but it is now starting to happen.

A little over two years ago, Mark and Sandy (Alexander) decided to bite the bullet and make some long overdue changes and improvements to the hotel. As Sandy said 10 years ago, the Broadway front bar would have been full everyday from 4pm onwards but that is not the case anymore. So it was time to renovate the hotel with a view of bringing it into more modern times. They had a large front bar that wasn't being utilised as it once was, so they had to make it more presentable. Included in the changes was to move the Tab from the south-west corner of the hotel into the middle of the main street bar. By moving the Tab to a new location, it then provided space for a dedicated bar at the end of the main street bar that leads into the new patio area.

The patio area seats 40 to 50 people and is full on most weekends and mid-week afternoons. "That was the first step of our long-range plans," Mark said.

Even though times have been tough, the Falconers never stopped believing that their plans would one day be realised. The patio area and the moving of the Tab was just the beginning and a small part of their future plans.

Next on the agenda was to build a brand-new beer garden (outdoor area) on the side of the hotel. Knowing this would be a long process with major costs, the strategy was to have Mark act as the project manager whilst also managing the hotel. Of course with a project like this, there are many things to consider, such as licensing, the local Council, resident objections, toilets (yes toilets), as well as many rules and regulations that are usual with any hotel renovation.

The first task on the agenda for the beer garden development was to research venues not just locally but interstate as well. With a view to developing a venue

that was unique in the Glenelg area, Mark spent a few days in Melbourne researching nearly 40 venues and their beer gardens. Even though they had their own ideas, they still wanted to make sure that all the boxes were being ticked.

The beer garden is located at the back of a house which is next door to the hotel. The original plan was to knock over the house however once the front patio was developed, they realised that the façade of the house was actually a real feature and if used correctly, could present an opportunity to really create something unique with plenty of character. It certainly feels like you are in the backyard of your house – albeit an upgraded version!

The house is the main structure (which they have more plans for the inside) and the old backyard of the house is the new beer garden. The original kitchen is now the outdoor bar and the original bathroom has been converted into disabled/unisex toilet and outside urinals.

The beer garden is spacious with seating for nearly 140 people. It also has plenty







## Watervale Hotel

of room to move. They have utilised old kegs for seating and wine barrels as tables to combine the old bar look but with that outside feel. Some of the new tables have removable centres to put your drinks on ice and double as a feature for food serving ideas.

The design and décor was mostly done by Mark and is homely, bright and leisurely and certainly has its own unique feel.

The patronage and reaction from customers has been overwhelming, one customer said it's like having a bbq in your own backyard without all the hassles.

It's family friendly and has been full most days of the week rain or shine as it's well protected from the elements. They also have music mainly on Fridays and Sundays. Sandy said since they opened, beer sales are up 55% on last year. I wonder what's next on the agenda for the Broadway.



Nicola Palmer and Warrick Duthy have recently acquired the Watervale Hotel, just one kilometre down the road from their home Penobscot Farm.

Their farm is being developed into an organic farm to supply the Hotel. Nicola, until recently, was the Head Chef and restaurant Manager at her parent's Skillogalee Winery, and Warrick was the Managing Director of Kilikanoon Wines. Together they aim to create a destination hotel at this historic site.

The Watervale Hotel was first licensed in 1847 as the Stanley Arms Hotel, only five years after John Horrocks first came to the Clare Valley. In 1868, a jail affectionately named 'the Hell Hole', was built at the rear of the hotel enabling the licensee to lock up the drunk and disorderly and wait for the constabulary to arrive, and soon after the Hotel's name changed to the Watervale hotel. The building burnt down in around 1910 and was rebuilt soon afterwards.

Warrick and Nicola are currently both respectfully renovating the hotel, and doubling the hotel's footprint with the construction of a new kitchen, beer garden and toilet facilities. The 'Hell Hole' will be featured as a private dining space that can hold around 25 people inside or 45 in total including the terrace.

"We will create a destination venue designed to deliver ethical epicurean experiences. Our menu will become increasingly seasonal as produce is

harvested from our organic gardens both at Penobscot Farm and from the hotel kitchen garden across the road from the Pub. Currently we are offering a shared plate menu inspired by great street food of the world, and designed to be served in our front bar and on our verandah bar.

"When our new kitchen and beer garden is built we will introduce a full pub menu, and later when our restaurant opens we will offer a fine dining menu as well," says Nicola.

Warrick looks forward to showing other publicans around the property, so please let them know if you want to visit.



# Benefits Of Membership

AUSTRALIAN HOTELS ASSOCIATION (SA)

## INDUSTRIAL RELATIONS/HUMAN RESOURCES ADVICE

Members are able to obtain up to date industry specific information/representation on all employment/workplace related matters, such as legislation obligations in terms of Award coverage, interpretation and wages/salaries, staff training, employment, industrial instruments, i.e. contracts, Enterprise Agreements and Individual Workplace Agreements, principles of procedural fairness relating to performance and termination advice.

Advisory/representative assistance is also provided in the areas of Work, Health and Safety, Workers Compensation, Human Rights and Equal Opportunity.

Our Advisors are qualified to assist in all aspects of national industrial relations legislation, and state related workplace related legislation.

**“The AHA|SA can... offer independent advice...”**

## LICENSING & GAMING

Whether you want to apply for extended trading hours, redefine a licensed area or bar, or address a troublesome patron, expert advice and advocacy is on hand. Gaming also forms a vital part of your business and the AHA|SA can provide comprehensive advice and assistance on this heavily regulated industry.

## BUSINESS SERVICES

The AHA|SA can offer independent advice in matters pertaining to electricity supply arrangements, hotel audits, and assist with the preparation and selection of the best available insurance cover and terms for your hotel.

The AHA|SA can also assist members with the process and procedures to ensure a smooth transition following a change in ownership of a venue.

## TRAINING

The AHA|SA is a Registered Training Organisation (RTO) and offers members nationally recognised training in Responsible Service of Alcohol and Gaming Training in the CBD and regional areas on demand.

The AHA|SA can also give advice on what training requirements need to be met under the General Code of Practice under the Liquor Licensing Act 1997 and the Gaming Machines Responsible Gambling Code of Practice.

## RESPONSIBLE GAMBLING

AHA|SA members receive extended assistance, information, policies, in house training and other resources from Gaming Care, the Hotels Responsible Early Intervention Agency.

Gaming Care also provides assistance by maintaining relationships with Gambling Help Services and other agencies and provides direct assistance for staff who identify problematic gambling behaviour. Gaming Care Officers can assist venue staff in a range of compliance issues and provide advice and guidance to ensure staff are well trained and confident when undertaking their roles.

## TOURISM ACCOMMODATION AUSTRALIA (SA)

The TAA (SA) is a vibrant division of the AHA|SA, which addresses issues that specifically impact on accommodation venues. Many of the largest accommodation hotel chains are members of the TAA (SA).

The TAA (SA) holds regular meetings and events, and is vital in promoting the role of hotels within the tourism industry.



## INDUSTRY ADVICE

The AHA|SA boasts managers on its staff that are astute professionals in all aspects of the hotel industry. If you have questions about anything that is happening in your hotel, whether it be a legal dispute, non-smoking laws, TAB or accommodation, or other, the AHA|SA has the answers.

## INDUSTRY VOICE TO GOVERNMENT

The AHA|SA is one of the State's most prominent employer lobby groups, maintaining close working relationships with Members of Parliament and government departments. The AHA|SA is a strong advocate for the industry, speaking on behalf of members on the many important issues affecting hotels. The Association's long-term objective is to ensure a viable hotel industry in South Australia by establishing stability, certainty and quality leadership.

## LICENSEE'S LIQUOR GUIDE

AHA|SA members receive the Licensee's Liquor Guide, an extensive price guide to thousands of liquor products. This is produced in March and September each year.





## “The AHA|SA can... ensure a smooth transition...”

### REGULAR UPDATES & NEWS

AHA|SA members are kept informed of the latest law changes and industry developments through an extensive communication network including faxstreams/emails, general updates,

Regional Meetings and exclusive access to the members' section of the AHA|SA website. Members also receive the industry magazine Hotel SA on a bi-monthly basis.

### EXCLUSIVE AHA|SA EVENTS

AHA|SA members can enjoy participation in exclusive AHA|SA events. The Association holds regular Regional Meetings which provide important updates on the key issues affecting the industry.

The lunch following the meeting provides an informal networking opportunity with industry peers and the AHA|SA Corporate Sponsors. The AHA|SA also runs other key events such as the Hospitality Trade Show and Women in Hotels Networks.

The Hotel Industry Awards for Excellence is the premier event on the Hotel Industry calendar celebrating the achievements of our hotels.

Winners of the state awards then go on to compete at the AHA National Awards for Excellence.



Clelands Lawyers Adelaide are proud to announce that Philip Foreman joined the team as a Principal on Monday 7 January 2019.

Philip has been running a successful sole practice for many years and brings with him a wealth of experience and knowledge in Commercial Law, including Liquor Licensing, Hospitality, Gaming, Leasing and Conveyancing. Contact Philip on phil.foreman@cle.com.au.

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Contact Rinaldo D'Aloia, Philip Foreman, Patrick Conelly and Leon McEvoy for all liquor licensing requirements.

# Transfer Of Business – The Workplace Relations Implications

The AHAISA gets many enquiries from Members about the workplace relations implications when buying and or selling a hotel. In this article, we highlight a number of these implications by focussing on some of the key questions posed by Members as a result of the transfer of business process.\*

## WHAT CONSTITUTES A TRANSFER OF BUSINESS?

Section 311 of the Fair Work Act 2009 (Cth) ('the Act') defines when a transfer of business occurs. Specifically, Section 311(1) of the Act, states that:

"(1) There is a transfer of business from an employer (the old employer) to another employer (the new employer) if the following requirements are satisfied:

- (a) The employment of an employee of the old employer has terminated;
- (b) Within three months after the termination, the employee becomes employed by the new employer;
- (c) The work (the transferring work) the employee performs for the new employer is the same, or substantially the same, as the work the employee performed for the old employer;
- (d) There is a connection between the old employer and the new employer as described in any of subsections (3) to (6)."

In relation to subsections (3) to (6) as referred to above, there will be a connection between the old employer and new employer if any of the following are satisfied:

- There is a transfer of assets from the old employer to the new employer
- The old employer outsources work to the new employer
- The new employer ceases to outsource work to the old employer; or
- The new employer is an associated entity of the old employer.

### Example: Transfer of Business

The leasehold of a suburban hotel in Adelaide is up for sale. The hotel employs 55 employees and operates 32 gaming machines. WZ Pty Ltd purchases the leasehold of the Hotel. WZ Pty Ltd

agrees to employ all of the employees from the old employer and as part of the settlement process stock and hotel equipment is transferred to WZ Pty Ltd. In this example there has been a transfer of business.

## WHO IS A TRANSFERRING EMPLOYEE?

An employee will be considered a transferring employee when the requirements listed under Section 311(1)(a), (b) and (c) of the Act (see above definition) are met in relation to a transfer of business. Generally, where there has been a transfer of employment as part of the transfer of business the service of the transferring employee with the old employer will count towards service with the new employer.

### Example: Transferring employee

Tim has worked as a casual food and beverage attendant for a hotel in Adelaide since 20 October 2011. In November 2017, his employer sold the business to new owners. As part of the transfer of business in November 2017, Tim was offered employment by the new owners which he accepted and he continues to be employed at the hotel. Tim's overall service at the hotel up until 20 January 2019 will be seven years and three months, as he was a transferring employee and his service with the previous owner counts towards his overall service.

However, under the Act as part of the transfer of business process the new employer can decide not to recognise an employee's service with the old employer, but only where the new employer and old employer are not associated entities and the new employer informed the employee in writing before the new employment started that their service with the old employer would not be recognised. In the absence of the employee being informed in writing of their service not be recognised, their service with the old employer would count towards their overall service with the new employer.

## WHAT IS A TRANSFERABLE INSTRUMENT?

As part of the transfer of business process an industrial instrument referred to as a transferable instrument such as an enterprise agreement or collective agreement may transfer from the old employer to the new employer. A transferable





instrument will transfer over from the old employer to the new employer when the new employer employs at least one of the transferring employees and that employee was employed under the transferable instrument immediately prior to transfer.

#### **Example: Transferable Instrument**

ABC Pty Ltd ('new employer') has purchased the leasehold of the Sunshine Hotel. The old employer of the Sunshine Hotel employed 25 employees, 20 of whom were employed in accordance with the Sunshine Hotel Enterprise Agreement 2012 ('Sunshine Hotel Agreement').

Through the transfer of business process the new employer employed 15 of the employees that were employed with the old employer immediately prior to settlement. All of those 15 employees were employed under the Sunshine Hotel Agreement. The Sunshine Hotel Agreement will therefore transfer over to the new employer as a transferable instrument. In the absence of the old employer having a transferable instrument such as an enterprise agreement in place, the applicable Modern Award (e.g. Hospitality Industry (General) Award 2010) would apply.

#### **WHAT HAPPENS TO EMPLOYEE ENTITLEMENTS WITH A TRANSFER OF BUSINESS?**

In most cases, where an employee transfers from the old employer to the new employer, entitlements accrued with the old employer will transfer over with the transferring employee to the new employer. For full-time and part-time employees, this would include any accrued annual leave and personal leave entitlements. Long service leave entitlements would also transfer across for full-time, part-time and casual employees if they have reached the requisite number of completed years of service.

Often as part of the settlement process when hotel's change ownership, the old employer will be required to calculate any entitlements for transferring employees and a provision for this accrual of entitlements will be made at the time of settlement with the new employer.

#### **WHAT HAPPENS TO THOSE EMPLOYEES WHO ARE NOT EMPLOYED BY THE NEW EMPLOYER?**

Certain obligations will fall back onto the old owner for those employees who are not provided an offer of employment by the new owner. For full-time and part-time employees, they are entitled to notice of termination of their employment in accordance with the relevant industrial instrument (e.g. Award, Enterprise Agreement) and depending upon their length of service with the old employer they may also be entitled to redundancy pay. Casual employees would not be entitled to notice of termination or redundancy pay, unless there were provisions under the applicable industrial instrument for casuals to receive such benefits. The old employer would also be liable

for payment of any accrued entitlements such as annual leave and long service leave where the employee is not offered employment with the new employer.

#### **WHAT HAPPENS IF AN EMPLOYEE OF THE OLD EMPLOYER REFUSES TO ACCEPT THE OFFER OF EMPLOYMENT MADE BY THE NEW EMPLOYER?**

There are some circumstances in which an employee of the old employer may reject an offer of employment from the new employer. If, for example a full-time or part-time employee is offered terms and conditions which are less favourable such as a significantly reduced salary or casual employment, and they reject the offer, then they may be entitled to redundancy pay from the old owner dependent upon their length of service with the old employer. A full-time or part-time employee would not be entitled to redundancy pay however if they were offered terms and conditions of employment by the new employer that recognised the employee's prior service with the old employer and the offer was substantially similar to and no less favourable than their current conditions.

#### **WHAT HAPPENS TO EMPLOYEE RECORDS AS A RESULT OF THE TRANSFER OF BUSINESS?**

Under Regulation 3.41 of the Fair Work Regulations 2009 (Cth) there is a requirement that the old employer transfers to the new employer any transferring employee's records that the old employer was required to keep under the Act. Examples of the sorts of records that need to be transferred from the old employer to the new employer include records of the transferring employee's employment status, pay including any penalty rates and overtime paid, leave records, and superannuation paid to the transferring employee.

#### **DO THE TRANSFERRING EMPLOYEES NEED TO SERVE A NEW MINIMUM EMPLOYMENT PERIOD WITH THE NEW EMPLOYER TO BE ABLE TO ACCESS THE UNFAIR DISMISSAL PROVISIONS OF THE FAIR WORK ACT 2009?**

An employee can access the unfair dismissal provisions of the Act once they have served a minimum employment period of 6 months or for a small business employer (fewer than 15 employees) 12 months. The minimum employment period does not automatically start again when the transferring employee commences employment with the new employer. It would only start again in instances where in accordance with section 384(2)(b) of the Act the transferring employee was provided notification in writing prior to starting employment with the new employer, that their service with the old employer is not going to be recognised. If Members have any questions about their workplace relations obligations with the transfer of business process they should contact Owen or Sarah at the AHAI|SA.

*\*Note: The information in this article is of a general nature only. Each individual circumstance with the sale of a hotel would need to be taken into consideration when looking at the workplace relations implications. Advice may vary for example depending upon the terms written into a contract for the purchase of the hotel.*

<sup>1</sup>For a definition of an associated entity refer to Section 50AAA of Corporations Act 2001 (Cth)

<sup>2</sup>See Fair Work Act 2009 (Cth) – Sect 311(3)-(6)

<sup>3</sup>See Fair Work Act 2009 (Cth) – Sect 311(2)

<sup>4</sup>See Fair Work Act 2009 (Cth) – Sect 22(5)

<sup>5</sup>See Fair Work Act 2009 (Cth) – Sect 384(2)(b)

<sup>6</sup>See Fair Work Act 2009 (Cth) – Sect 312

<sup>7</sup>See Fair Work Act 2009 (Cth) – Sect 122

<sup>8</sup>See Fair Work Regulations 2009 (Cth) – Reg 3.41

<sup>9</sup>See Fair Work Act 2009 (Cth) – Sect 383 and 384

The AHA|SA conducted their second regional meeting of the year with the metropolitan region at The Brompton hotel on 19 February.

The meeting provided an opportunity for members to be updated on key issues and to network with AHA|SA sponsors.

Attendees also took a moment to thank Brian Smith, who has been the AHA|SA's Membership and Business Services Manager for many years, and who will be retiring in March.







## Vale Rod Rose



The hotel industry has recently lost an icon, with the sudden passing of Rod Rose. Rod had long been a veteran of Hindley Street, living and working in the Adelaide precinct for many years.

Brisbane-born Rod gained experience around the globe and throughout Australia

before settling in Adelaide.

Earlier opportunities in Alice Springs provided him with exposure to projects such as the development of the Overland Steakhouse, Riverside Hotel and, later, Bojangles nightclub, his first 24-hour venue. Rod always considered the time he spent managing hotels in the "Top End" as invaluable.

An opportunity arose for Rod to move to Adelaide in 1988 and, looking for new investments, he became involved with Tilt Amusement Centre in 1990. He never strayed far from the Hindley Street precinct from that time.

He enjoyed running hotels in Hindley Street, believing it was a very easy place to live and work in. Rod was well known for his Rosemont Hotel, a venue filled with energy and a testament to his passion for sport and family.

Rod was also renowned for Adelaide's iconic nightclub, HQ, originally situated at 1 North Terrace, and recently moved to Hindley Street.

Rod Rose was iconic in the industry and instrumental in the West End. He made a significant contribution to the hotel industry in SA, the West End, live music and the night time economy. He will be greatly missed.

# Upcoming Events

## WHAT'S ON IN ADELAIDE 2019

ISPS HANDA WOMEN'S AUSTRALIAN OPEN	14 FEB
ADELAIDE FRINGE	15 FEB
WOMEN IN HOTELS NETWORK	26 FEB
SUPERLOOP ADELAIDE 500	28 FEB
ADELAIDE FESTIVAL	01 MAR
WOMADELAIDE	08 MAR
ADELAIDE CUP	11 MAR
TASTING AUSTRALIA	05 APR
BAROSSA VINTAGE FESTIVAL	24 APR
AHAISA HOTEL INDUSTRY CONFERENCE	09 APR
SOUTH AUSTRALIA'S HISTORY FESTIVAL	27 APR
AHAISA ANNUAL GENERAL MEETING & FUNCTION	13 MAY
DREAMBIG CHILDREN'S FESTIVAL	22 MAY
ADELAIDE CABARET FESTIVAL	07 JUN
SEA & VINES FESTIVAL	08 JUN



W O M A D E L A I D E

M A R

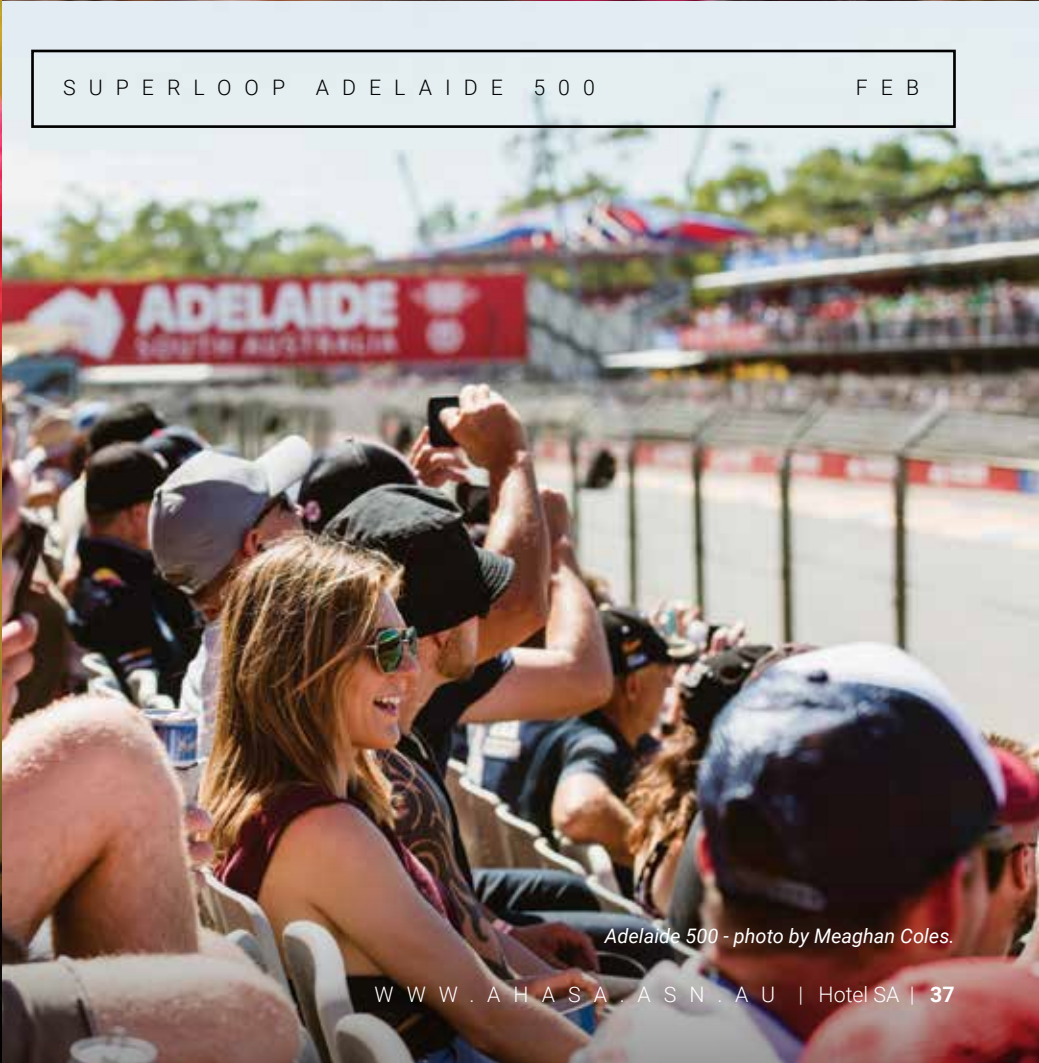


Colour of Time, Womad - photo by Grant Hancock.





Adelaide's East End during the Fringe - photo by Robert Monteleone.



Adelaide 500 - photo by Meaghan Coles.



ADELAIDE MOTORSPORT FESTIVAL DEC



Adelaide Motorsport Festival 2018 - photo by David Karaduman.



ADELAIDE FASHION FESTIVAL OCT



Paolo Sebastian, *The Nutcracker*, Adelaide Fashion Festival - photo by Meaghan Coles.





SEP

ROYAL ADELAIDE SHOW



WOMEN IN HOTELS NETWORK	25 JUN
ADELAIDE INTERNATIONAL	
GUITAR FESTIVAL	01 JUL
AHA SA HOTEL INDUSTRY	
AWARDS FOR EXCELLENCE	30 JUL
SOUTH AUSTRALIAN LIVING	
ARTS FESTIVAL (SALA)	01 AUG
DARWIN CUP	05 AUG
ROYAL ADELAIDE SHOW	30 AUG
CITY TO BAY FUN RUN	15 SEP
WOMEN IN HOTELS CONFERENCE	24-5 SEP
ADELAIDE FASHION FESTIVAL	02 OCT
MELBOURNE CUP	05 NOV
FEAST FESTIVAL	09 NOV
AUSTRALIAN INTERNATIONAL	
3 DAY EVENT	14 NOV
WOMEN IN HOTELS CHRISTMAS	
FUNCTION	19 NOV
ADELAIDE MOTORSPORT FESTIVAL	07 DEC
AHA SA PRESIDENT'S CHRISTMAS	
LUNCH	10 DEC



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Number One Balanced Fund over 1 year (12.50%), 3 years (10.16%p.a), 5 years (11.01%p.a), 7 years (10.25%p.a), and 15 years (8.63%p.a) - SuperRatings Balanced Fund Crediting Rate Survey, June 2018. Past performance is not a reliable indicator of future performance and should never be the sole factor considered when selecting a superannuation fund. Consider the Host-Plus PDS and your objectives, financial situation and needs, which are not accounted for in this information before making an investment decision. Host-Plus Pty Limited ABN 79 008 634 704, AFSL No. 244392. Hostplus Superannuation Fund ABN 68 657 495 890. MySuper No. 68657495890198.



A close-up photograph of a person's mouth, focusing on the lips which are coated in a vibrant, glossy red lipstick. The lips are slightly parted, and the texture of the lipstick is clearly visible. The background is a soft, out-of-focus skin tone.

# Online Marketing

## SEVEN THINGS YOU NEED TO KNOW ABOUT ONLINE MARKETING

WORDS: THE "TWO TIMS" – TIM BOYLEN AND TIM MAEDER – AHA|SA SILVER SPONSOR, BOYLEN

Let's start with the burning question: "what's next?" The answer is optimising your website for voice searches. Voice assistance is already responsible for twenty five percent of local content searches and this continues to increase. We're already seeing it in our homes, on buses and in banks... so don't be a "late mover" and let your competition steal an advantage.



# Know Your Audience

Generation Z has the attention span of 8.3 seconds, which is officially shorter than a gold fish. That makes them great at multi-tasking but very bad for waiting for a website to load. They love digital advancements and embrace change. The average Gen Z child receives their first mobile phone between nine and ten years old, so everything you do needs to include a great experience on mobile.



Generation Y are comfortable with technology and are actively involved across multiple social accounts. They are conscious about security, privacy and expect an immediate response when they engage any service online. They crave information and reviews to make decisions, which is important for accommodation, dining, weddings etc. Your use of testimonials and feeds from review sites can have a strong impact on their decision.



Generation X and Baby Boomers are less obsessive about digital. They also have much stronger brand loyalty. They tend to research online but make decisions "on site", such as at your hotel or in a store. Don't neglect advertising and public relations stories in newspapers, magazines, radio and TV.



# Video Really Is King

It accounts for 80% of all consumed internet traffic. If you don't have the resources right now, you can use simple tools that convert images into short videos. Perhaps a montage of photos from around the hotel last Saturday night? Still not convinced? On social media, videos gain around 900% more engagement than any other post. Another stat - after watching a video, a user is sixty five percent more likely to engage with a business online.



Platforms such as Facebook and Google allow us to put together a campaign so it is seen by people of a certain age and gender, living in a specific suburb, at a specific time and day, and sharing specific interests (eg. music type). They also allow you to monitor traffic from the moment a user clicks on your ad to the moment they call you or make an online booking.



To rank well on Google in your neighbourhood, local optimisation is essential. Adapt your content so it includes local information, such as the names of the six suburbs closest to you. You need a decent writer to be able to achieve this without it sounding clunky.



# Charity Day Reaches \$2.5 Million Raised For Children In Need



Brenton Quirini from Empire Liquor – HB Muchen tap bar.



Diageo team doing Tanqueray gin and tonics.

The Liquor Industry Golf Club holds an annual golf day in February each year at Grange Golf Club – across both east and west courses – to support children’s charities here in South Australia.

The charity day is now a key event on the hospitality golf calendar. It is attended by many hospitality industry businesses, providers and also a gang of hoteliers who volunteer their help on the day to keep the costs down. The day raises in excess of \$80,000 annually that is invested with BankSA to earn extra interest so there is more to hand out at the following year’s event.

Many children’s charities will be beneficiaries of funds from the 2018 event and will be presented with their cheques on Monday 25 February – the scheduled day for the event in 2019.

## RECIPIENTS IN 2019 ARE:

**Variety SA** – medical assistance for Finlay for an overseas operation; **Starlight Express Room** – new TriCaster system;

**Camp Quality** – cover costs of a junior camp; **Life Education SA** – fit out of a new Dome structure to deliver education to regional SA; Youth Opportunities – 330 manuals for their young clients; **Cystic Fibrosis SA** – subsidise equipment for children; Childhood **Cancer SA** – appliance and white goods upgrade for holiday respite facility; **Inclusive Sport SA** – mobile defibrillator machine; **Epilepsy Centre** – family camp catering costs; **United for Kids** – funding Clown doctors at the Women’s and Children’s Hospital.

“The generosity of our players and guests at the lunch in the BankSA marquee, along with support by the Grange Golf Club in assisting with exceptional courses, enhanced by the fact that the recent Women’s PGA championship will be an extra draw card for our guests that ensures even more money will be raised at this year’s event,” said Chairman, Rob Gillies.

Teams are filling fast, so if you are a trade partner and would like to participate, please lodge your interest on the Liquor Industry Golf Club’s website [www.liquorindustrygolfclubsa.com.au](http://www.liquorindustrygolfclubsa.com.au)



UBET team at Coca-Cola hole.



The charities receive their funds on stage – dog and all.



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Gaming Care is the Hotels Responsible Gambling Early Intervention Agency, and is an initiative of the AHA|SA. Gaming Care's role is to assist venues to minimise the harm caused by problematic gambling behaviour in all South Australian hotels with gaming machines by working directly with venue staff, Gambling Help Services and other relevant organisations.

#### SOME OF OUR DUTIES INCLUDE:

- ✓ Assisting gaming licensees, managers and employees in the early identification and support of patrons and staff who may be experiencing difficulty with their gaming behaviour
- ✓ Developing and promoting initiatives, programs and policies designed to address early identification of problematic gambling behaviour
- ✓ Assisting venues to comply with the Gambling Codes of Practice, licence conditions and other legislation through undertaking audits, with a particular focus on patron intervention
- ✓ Gaming Care has developed a Responsible Gambling Document for venues which details the manner in which staff training and measures for intervention with problem gamblers are implemented, and the roles of staff in the implementation of the code.

For any assistance please contact your local Gaming Care Officer, or contact our office for information on how Gaming Care can assist your venue.

**Gaming CARE** | The Hotels Responsible Gambling Early Intervention Agency

**T:** 08 8100 2499 **F:** 08 8232 4979

**E:** [INFO@GAMINGCARE.ORG.AU](mailto:INFO@GAMINGCARE.ORG.AU)

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**Display & Media Walls**





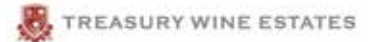
# Sponsors

# 2019/20

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Bluize

InDaily

Options Wine Merchants

APRA AMCOS

Boileau Business Technology

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Australian Liquor Marketers

Foxtel

Liquor Marketing Group

Big Screen Video

IGT

Novatech Creative Event Technology

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Supagas

Andale Hotel Services

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Maxima Training Group

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BankSA

Elite Bedding

McGees Property Hotel Brokers

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or Sheelah Hensler on 8233 9433.

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**A** Level 3, 47 South Tce, Adelaide SA 5000



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Jaquillard Minns 8221 6551  
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## ATMS

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CatCom 8241 1185  
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Zoo Business Media 07 5587 7222

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Asahi Premium Beverages 8276 4888  
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Foxtel 1300 138 898  
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HITsa Industry Training 8351 5855  
Maxima 8340 7766  
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## STAGING

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## SUPERANNUATION

HostPlus 8205 4965

## WEBSITES

Boylen 8233 9433

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEE
Glenelg Pier Hotel	Glenelg	12.09.2018	Entertainment Venues Australia Pty Ltd
Lucindale Hotel	Lucindale	29.10.2018	Lucindale Pub Pty Ltd
Sunset Cove Resort Golf Course Marina	Second Valley	05.11.2018	New Terry Hotel and Golf Resort Pty Ltd
Benjamin On Franklin	Adelaide	19.11.2018	Founding Father Pty Ltd
Wallaroo Hotel	Wallaroo	19.11.2018	Fossipitality Pty Ltd
The Stag Public House	Adelaide	21.11.2018	299 Rundle Street Pty Ltd
Sailmaster Tavern	North Haven	23.11.2018	Maxanne Pty Ltd
Wilmington Hotel	Wilmington	03.12.2018	Remarkable Hotel Group Pty Ltd
Anchorage Hotel	Victor Harbour	05.12.2018	Entertainment Venues Australia Pty Ltd
Holdfast Hotel	Glenelg	07.12.2018	SGL Hotels Pty Ltd
Royal Hotel	Kent Town	10.12.2018	Entertainment Venues Australia Pty Ltd
Port Kenny Hotel	Port Kenny	17.12.2018	McDonald Clane Pty Ltd



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