

# Hotel SA

The Official Publication of THE AUSTRALIAN HOTELS ASSOCIATION (SA branch) August / September 2015



## • THE AWARDS ISSUE •



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There is a direct link between business efficiency and profitability in hotel operations.



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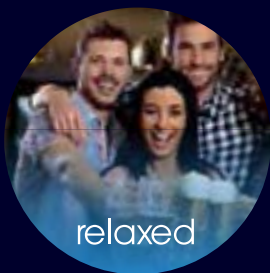
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# From the President

Peter Hurley – AHA|SA President



The Premier is to be commended for keeping an open mind to broadening or increasing the GST.

This is not a palatable subject but everyone knows the system is broken. Few people would deny the need for tax reform and broadening the GST base or increase the rate – or both – must be put in the too hard basket.

Australians voted for the introduction of the GST in 2000. Yet we only apply it to some 50% of consumption and the rate is half that of other OECD countries. These were the compromises the Government agreed on to guarantee the passage of the GST through Parliament.

Expanding the GST would result in more revenue that can be applied to health and education, we could enshrine further protection for the financially disadvantaged and the balance to the increase would be to get rid of a significant number of inefficient taxes.

The State Government has shown courage by starting cuts to tax in its last budget.

You may naturally be wondering why we, the hotel industry, should take a leadership role in this debate? The reason is that this is a national issue of critical importance to the future prosperity of our nation. It is bigger than industry partisanship. To achieve meaningful change that will benefit future generations of young Australians, we need leadership across all sectors – and we need it now.

Martin Ferguson is mentioned in this issue of Hotel SA. He has been a longstanding friend of our industry. His appointment as Chairman of Tourism Accommodation Australia is a game changer for the representation of the accommodation sector. He is without peer in his understanding of the most unsustainable penalty rate regime on Sundays and public holidays – and he has an all-encompassing grasp of the issues that drive tourism.

I would like to set a new world record and praise our politicians

for the second time in the same column. It is commendable that we have seen an improvement in the drinking culture in South Australia but I don't agree with claims that small bars have been the catalyst.

What we are seeing is not a short term shift; we are witnessing a generational change brought about by drink driving laws – and our politicians can take some of the credit for this.

So too can the hotel community. When I see how many cars are left in hotel car parks on a Saturday night and collected on Sunday, I realise how far we have come and all members should be proud of their contribution to this positive social change.

Finally, this is a bumper issue of Hotel SA to pay tribute to the hotels that won State awards this year.

These hotels and the individuals behind them are a wonderful advertisement to the quality and diversity of our offering and I am confident we will do well in the national awards.

The awards night was a great success. We had a record number of entries, a fantastic night of entertainment and the opportunity to recognise excellence.

To all of the winners, my heartfelt congratulations.

**“It is commendable that we have seen an improvement in the drinking culture in South Australia but I don't agree with claims that small bars have been the catalyst.”**



# Stirling stars at awards spectacular



**The Stirling Hotel in the Adelaide Hills has been awarded the honour of being named South Australia's Best Overall Hotel in 2015 at this year's AHA|SA Hotel Industry Awards for Excellence.**

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Since its renovation in 2008, The Stirling Hotel has taken out a total of nine awards across all of its major departments, including its accommodation, bistro, retail outlet, functions and restaurant. This year is no exception, with The Stirling Hotel winning the category of Best Restaurant (joint winner with 2KW). "The Stirling Hotel has proven yet again that they are well ahead of the game in terms of presentation, innovation, food, beverage and service excellence," said AHA|SA General Manager Ian Horne. "The Stirling Hotel is constantly evolving to suit the needs of the consumer. An outstanding and very popular venue with a very high standard across all of its major facets, it is a clear standout and very worthy of this important recognition. "Whether it is a casual meal of pizza from the pizza oven in the bistro, or an 8 course degustation in The Grill restaurant, you can be confident you will receive a great experience, every time." This year saw the introduction of a new category for Best Small Venue, which acknowledges the quality and popularity of this growing venue type. Clever Little Tailor on Peel Street has won this award, being recognized for its stylish interiors and charming atmosphere, knowledgeable and friendly bar staff, and impressive range of wines, beer and spirits. It was a successful night for the RD Jones Group with their

recently redeveloped hotels, The Moseley and The Gully Public House & Garden, both winning multiple awards. Highlighting the value in being progressive and evolving to meet changing customer needs, these venues are stunning examples of contemporary venues which take advantage of their surrounding environments.

But it's not only just the newest most contemporary venues that were acknowledged at tonight's awards. The 150 year old Victoria Hotel in Strathalbyn has taken out the award for the Best Bistro Causal Dining – Country. The judges were impressed with the large menu choice and use of many local products, and also its outstanding customer service. Steeped in history and charm, the Victoria Hotel embodies all that is great about country pubs and hospitality.

The 2015 AHA|SA Hotel Industry Awards for Excellence was held on Tuesday, July 28, in The Arena, at the Adelaide Entertainment Centre. Over 800 people attended this premier industry event, with entertainment provided by Anthony Callea, and hosted by Hamish McLachlan.

All winners from the AHA|SA Awards will now go on to compete in the National AHA Awards to be held on the Gold Coast on September 14, 2015.

# AWARDS

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# 2015 AHISA Awards For Excellence Winners

## MID-RANGE ACCOMMODATION

Sundowner Hotel Motel, Whyalla



## APARTMENT/SUITE ACCOMMODATION

Miller Apartments Adelaide



## SUPERIOR HOTEL ACCOMMODATION

Crowne Plaza Adelaide



## DELUXE HOTEL ACCOMMODATION

The Playford Adelaide



## BISTRO /CASUAL DINING - COUNTRY

Victoria Hotel, Strathalbyn



## BISTRO/CASUAL DINING - METROPOLITAN

The Highway  
The Moseley Bar & Kitchen, Glenelg



## RESTAURANT - ACCOMMODATION DIVISION

The Playford Adelaide



## RESTAURANT - GENERAL DIVISION

2KW Bar & Restaurant  
The Stirling Hotel



## BAR PRESENTATION & EXPERIENCE - COUNTRY

Port Lincoln Hotel



# AWARDS

## BAR PRESENTATION & EXPERIENCE – METROPOLITAN

The Publishers' Hotel



## BEST OUTDOOR OR NON – ENCLOSED FACILITY

The Gully Public House and Garden, Tea Tree Gully



## LIVE MUSIC VENUE

Governor Hindmarsh Hotel



## ENTERTAINMENT VENUE

The Moseley Bar & Kitchen, Glenelg



## SPORTING ENTERTAINMENT VENUE

The Highway



## COMMUNITY SERVICE & SUPPORT

Vine Inn Barossa, Nuriootpa



## MARKETING & PROMOTION – ACCOMMODATION DIVISION

Lakes Resort Hotel



## MARKETING & PROMOTION – GENERAL DIVISION

The Gully Public House & Garden, Tea Tree Gully



## TOURISM & REGIONAL PROMOTION

National Wine Centre



## ENVIRONMENTAL PRACTICE & ENERGY EFFICIENCY

Crowne Plaza Adelaide



## GAMING VENUE - COUNTRY

Eyre Hotel, Whyalla



## GAMING VENUE - METROPOLITAN

Royal Oak Hotel, North Adelaide



## FUNCTION OPERATION/FACILITY - SPECIALIST & ACCOMMODATION DIVISION

Adelaide Oval



## FUNCTION OPERATION/FACILITY - GENERAL DIVISION

Lion Hotel, North Adelaide



## RETAIL OUTLET

East End Cellars & The Tasting Room



## SMALL VENUE

Clever Little Tailor



# AWARDS

## REDEVELOPED HOTEL - METROPOLITAN

The Moseley Bar & Kitchen, Glenelg



## REDEVELOPED HOTEL - ACCOMMODATION DIVISION

Miller Apartments



## REDEVELOPED HOTEL - COUNTRY

Pretoria Hotel, Mannum

## STAFF DEVELOPMENT & TRAINING - UNDER 100

Strathmore Hotel



## STAFF DEVELOPMENT & TRAINING - OVER 100

Stamford Plaza Adelaide



## APPRENTICE DEVELOPMENT & TRAINING

Warradale Hotel



## HOTEL INDUSTRY RISING STAR AWARD

James Alexander, Port Lincoln Hotel



## BEST OVERALL HOTEL

Stirling Hotel



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# Interview with Sean Keenihan: New Chair of the SATC

## What do you hope to achieve for the SA tourism sector?

The SATC board and management is determined and focussed on positioning South Australia as a destination of choice for international and domestic travellers, helping achieve the State's full tourism potential and thereby creating jobs.

This is accomplished through our core business of marketing our State as a tourism destination both domestically and internationally and generating demand for South Australian tourism product in order to bring new dollars into the State. While the Commission plays a critical role in driving demand, there's a much broader responsibility. We know tourism dollars do not stop at the airport, or at our internationally acclaimed restaurants and wineries, hotels or at the newly developed Convention Centre. These dollars extend to making an essential contribution to the economic well-being of South Australians – supporting our small businesses, retail, hotels, schools, hospitals, transport network, the arts and other industries across our State.

## What changes can we expect to see under your guidance and what new initiatives do you have planned? What are the main elements of your vision and strategy?

The Commission is already well poised to help realise the State's tourism potential. Therefore, I see my role as one which supports the management team and staff, and importantly the Government, in continuing to pursue the implementation of the State's Tourism Plan 2020.

We know world tourism can expect to see continued strong demand out of emerging economies, including South East Asia and China. Therefore, the Government is making further investments in markets which have experienced significant growth, and what's more, expressed strong intent to visit South Australia. I want to leverage my experience and networks to capitalise on this opportunity and maximise the potential for South Australia.

Consumer research and insights are integral to my strategy and the SATC is looking at a very consumer centric approach to

marketing. I also have a strong focus on advocacy and will be focussed on promoting the critical value of the visitor economy and the role of tourism in strengthening the economy.

I also see enormous potential for closer collaboration among visitor economy stakeholders. I'll be encouraging those stakeholders to "plug into" sector wide initiatives and make new connections to bring scale to the state's overall focus on this critical economic driver.

## Where do hotels – both metropolitan and regional – sit within that framework?

Adelaide has seen a resurgence in the accommodation scene and some of the incredible refurbishments, upgrades and new builds has all helped significantly grow our hotel industry in South Australia over the past 12 months. In Adelaide alone, we have seen the new \$65 million Ibis opening with 311 rooms; The Mayfair has opened in the heritage listed Mutual Colonial Life building earlier this year with 170 rooms; and Quest on King William opened late last year adding another 105 apartment style rooms along with the new Art Series Hotel – The Watson – in Walkerville. These represent more than 500 additional rooms to Adelaide; clearly showing a strong investment interest in Adelaide. This has continued with the announcement of a 32-storey Sofitel-branded hotel to be built on Currie Street – the tallest mixed use development in the state as well as the new 200-guestroom hotel, the 245 room Holiday Inn Express hotel on Hindley Street expected by 2018 and Aloft Adelaide, set to open in 2019.

## Hotels have long argued that we need to look at making South Australia more attractive in the winter months, and in December and January. What is in the pipeline to remedy this ongoing problem?

As part of the new funding package, the SATC has received an additional allocation of \$10 million over two years for the Events Bid Fund. This will be used to concentrate our efforts on turning event expenditure from \$274 million to \$400 million. Consideration

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and priority will be given to events held in quieter off-peak periods, events that will make South Australia more attractive in the winter months, and events which utilise the Government's investment in infrastructure, events that provide business, cultural and diplomatic opportunities and regional events.

The SATC has received an additional \$5 million over two years to secure more national and international business conventions to Adelaide. This will ensure the potential of the newly redeveloped Adelaide Convention Centre and Riverbank is fully utilised which will deliver greater economic and job impact through the direct spending of delegates.

Business travellers are high yielding by nature, spending more than \$600 per day which has economic impacts for accommodation, retailers, bars and restaurants. The existing \$2 million bid fund has ensured the State has been able to vigorously pursue major convention opportunities in competition with the other States. As of 15 May 2015, the Adelaide Convention Centre Fund has helped secure 12 major conventions due to be held between 2015 and 2020. These conventions combined will bring more than 14,000 delegates to Adelaide and generate \$55.3 million in economic benefit for the State.

Our focus will be on building the event calendar across the year including business events.

**The rise of Asia provides Australia with an enormous opportunity. What is the SATC doing to position SA to benefit from this?**

As I said before, China, South East Asia and India are all emerging growth markets for South Australia. Rising incomes and maturity of the travellers from Asian region bodes well for our State. In the March International Visitor Survey results, visitation from China was up 24% to 33,000, Hong Kong up 26% to 11,000 and Singapore up 22% to 13,000, India up 90% to 17,000 and Asia overall up 16% to 126,000.

These regions will be a very important focus for us and will see increased investment through the funding package in the State Budget. China will receive \$3 million to raise awareness and demand by undertaking promotions with key airline partners, digital social media campaigns, having influential media visit SA, collaborating with the education sector and leveraging the Hong Kong Ocean Park opportunity. Malaysia and Singapore will receive \$1 million in funding for a digital consumer awareness campaign in Malaysia and a campaign with Singapore's largest media corporation, Mediacorp, to leverage broadcast, radio, magazine



and newspapers executions. India will receive \$1 million which will be used to increase visitation to South Australia by maintaining and growing momentum driven by the ICC Cricket World Cup match through a Public Relations strategy and activities in India to drive targeted messaging.

We will also work with the education sector and across government departments to ensure we are collaborating to help market Adelaide as the preeminent destination for education and create ongoing tourism and trade opportunities.

**What new tourism infrastructure do you see as vital for the future of the sector?**

We are on track with regard to new hotels being built in the city. We need to see these come to fruition and that's an important outcome. New and refurbished accommodation is required in key regional areas. Kangaroo Island, Barossa, McLaren Vale and Adelaide Hills would all benefit for accommodation of scale which can potentially drive visitation and help service that growth. Additionally we need investment in experiences. This means new ways of bringing our great natural environments to life and our food and wine strengths to prominence. The Kangaroo Island Wilderness Trail is a great example, but we need more. It could include seafood experiences, walking/cycling, and ways to get closer to our nature. And food and wine should be an inextricable component in every experience.

It is also very important to support new ideas and call for unsolicited business proposals for new experiences which can bring public and private sector investments into tourism.

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# City Fringe Selling Point

By Patrick Keam





Right on the city fringe the Saturno group has transformed two out-dated venues into suburban hotels with a difference. The Unley and The Mile End have been renovated, refreshed and relaunched and are ready to make their mark on Adelaide with good food and drinks right on the doorstep of the city. But these aren't just any old refurbished pubs; these are some of the most unique venues the City of Churches has to offer.

## Joining the rooftop revolution

With an eye on the city but heart in the suburbs, the newly refurbished Unley Hotel is taking the feel of a city venue out of the CBD and onto Unley Road.

Formerly Boho Bar, the venue is the latest of Adelaide's growing rooftop bar collection, which has already proved a hit at 2KW, Rocket Bar Rooftop and the Kent Town Hotel.

The city fringe venue is looking to provide great food and beverages in a stylish environment, without the hassle of traversing into town - but Marketing Manager Alice Hemming is quick to point out The Unley is more than just a rooftop bar.

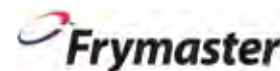
"It's not just about sitting up on a rooftop with a view, it's about the food, quality drinks, good service and it's something for the local area being on the city fringe but still easily accessible," she says.

Formerly the Unley On Clyde, the Boho Bar opened on Unley Road to much acclaim but, as theme venues do, it had run its course.

Owners, the Saturno Group, made the decision to revamp Boho with a new rooftop bar, however during the process it quickly turned from being a renovation to a completely rebranded venue. "Boho had its time and was very successful at the start; it was different, quirky and had entertainment and different offerings but we felt it was time for change," says Hemming.

"In this environment with so many new bars, pop-ups, small bars and everything else people are looking for something new with their experience. So it's about tapping in to how you can be innovative as a hotel.

"If you look at Melbourne, there are rooftop bars everywhere and it's something that is lacking in Adelaide, so when the opportunity came to build a rooftop area it was a no brainer."



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Aside from the aforementioned rooftop bar, the new setting has been lauded for its open, free-flowing space, which is a striking difference from the tighter confines of Boho.

Wooden flooring and ceilings, copper light fixtures and a wooden bar give the downstairs a thoroughly contemporary feel, with a splash of colour through large blue pillars freshening up the area.

Architect Mark Folland, from Folland Panozzo, defines the new space as “light, bright and airy” and is a stark contrast from the old venue.

“Gone is some of the previous structural and architectural clutter and in its place is an open, free flowing series of spaces ideal for a quick bite, a family meal or function,” he says.

“Whether its watching the world go by from the roof deck, people watching from the first floor balconies or the plants watching from the walls, it’s a great place to see and be seen.”

The plants he speaks of are a series of wall and potted plants

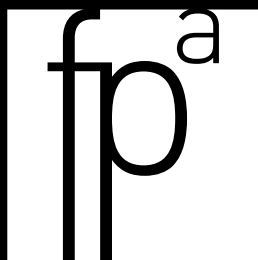
created by local glass artist Tom Moore bringing lush greenery inside the contemporary hotel with an added sense of quirkiness. Speaking of art, Sandra Anderson who has worked with the Saturno’s on The Colonist and The Mile End, was brought in to create a warm friendly atmosphere.

One of her best creations can be found in the upstairs dining area. A large chalk board on the ceiling featuring the street names of the surrounding area is an eye-catching centrepiece.

The sense of local community exemplified in this piece is a reflection of The Unley as a whole and despite having the feel of a city venue, they are still staying true to home and never straying to far from what they are.

“It does have an element of that (a city bar) but at the end of the day we’re still a hotel,” says Hemming.

“With our group and our hotels we are different to most in terms of the look, feel and style and have something on offer that is not your typical pub.



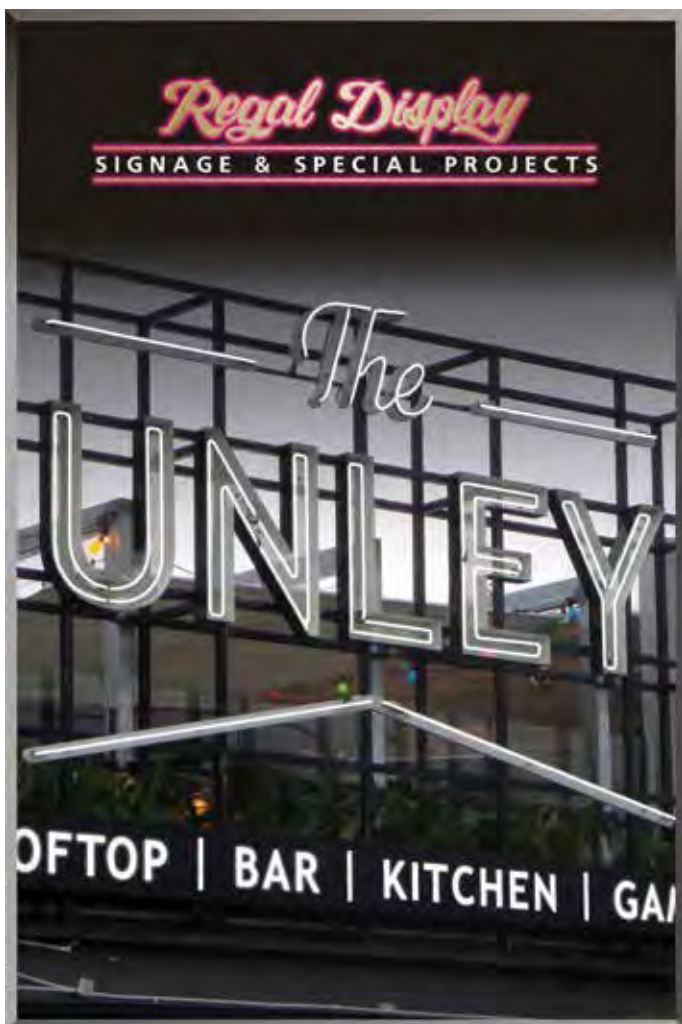
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“With The Unley it’s really versatile in the sense that you’re experience can change depending on which area you’re in.” This sentiment is undoubtedly reflected in the menu, constructed by Head Chef Callum Stewart-Watt.

The youngest Head Chef in the Saturno Group’s hotels, Stewart-Watt previously worked under Executive Chef David White at The Colonist and has brought some youthful exuberance to The Unley which coincides with the vision they have for the venue.

“Callum has been with the group all through his trade and he brings something new and fresh with a lot of enthusiasm and energy,” says Hemming.

“People don’t necessarily go to the pub for just a drink anymore, often it’s a drink with food on the side or a complete dining experience.

The menu on offer has an emphasis on sharing, with several pop-up style offerings a perfect addition to drinks out on the rooftop, pub classics and also vegetarian and vegan options.

It is certainly far from your typical pub grub.

However its not all shared platters and pop-up plates, there is still a wide range of meals on offer.

\$15 will get you pulled pork, Peking duck or roast beetroot, pear and haloumi sliders, which are ideal for lunch or a quick dinner.

And if you’re after a classic dining experience the “bigger” section of the menu is laden with dishes featuring local produce.

The Murraylands lamb shoulder, red kangaroo tenderloin, the chicken, pancetta and pear salad and the signature Unley Coorong Angus beef burger are some of the more attractive items to try.

Moving onto the good stuff, the drinks list of course, you will not be disappointed.

The beers on offer are tantalising and extensive. Aside from a range on tap, the Mountain Goat Summer Ale (perfect for a sunny

rooftop afternoon) is a must have along with a couple of American brews in the form of the Northcoast Red Seal from California and the Rogue Dead Guy Ale from Oregon.

Pick of the bunch however, if you have not already tried it, is the Stone & Wood Pacific Ale. Hailing from Byron Bay, it is a beer that has swept across the country, and with good reason.

In the way of wine you will find plenty of reasonably priced, quality South Australian reds and whites along with some interesting New Zealand and European imports.

And for something a little bit more extravagant, on the cocktail list there is a twist on the classic martini called the Mar-Tea-Ni and also The Unley Signature, a drink inspired by the orchids and agricultural history of the area.

Whatever drink you choose, it’s sure to be a success when consumed on the rooftop looking over Unley Road but get in quick because, with very few venues like it, The Unley is sure to be a hit this summer.

## Beginning of the end

Despite being one of the oldest pubs in Adelaide at the ripe age of 175, The Mile End has a new lease on life thanks to a major overhaul in 2013 and menu relaunch earlier this year.

Located just outside the CBD on Henley Beach Road, the redevelopment focussed on bringing the hotel back to life by revisiting its past.

Like The Unley, the Saturno Group called upon the expertise of Mark Folland who was able to achieve an old meets new look by restoring the venue’s original bluestone and red brick after stripping the exterior.

“The refurbishment has allowed the interior of the hotel to open up while retaining a series of different cosy spaces with open fireplaces,” says Folland.



“We have kept part of the original construction and adorned the walls with great artworks. Also, the floors and walls have been scrubbed to reveal some of their original patina (and construction).” Stepping inside the hotel you find an interior, which can only be described as quirky, eclectic and unique.

It certainly is unlike the previous Mile End or almost any other pub for that matter.

Sandra Anderson was again heavily involved with the project that has resulted in a very art deco feel thanks to some out of the box furniture choices and pop art adorning the walls.

Furthermore, incorporating some original aspects of the building adds to the old meets new theme, with a recreation of the original wood and glass detailed bar and exposing the original brickwork which makes a fitting backdrop for the art.

Once you enter The Mile End it immediately strikes you and makes you wonder why you have never made it in before, which Hemming says is an issue they have faced.

“It’s one of those places that lots of people would have driven past but have never gone in. It’s a fantastic pub, it’s art deco and is a big pub but it’s just on that strip.”



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“The challenge there is really about bringing people in because once they’re in it’s interesting and most seem to really enjoy the time they spend there.

“The demographic in that area has a large amount of people in their mid twenties to mid thirties so it was really important that we tried to tap in to that.

“It’s so close to the city but it is an area where people have been able to purchase property and the offer there is good but again the main challenge is just letting people know what it is there.

“What we’ve been doing has been working which is really positive. Taking the once standard, sports bar TAB pub and transforming it into the art deco hotel it is now wasn’t easy and the Saturno group know that the menu on offer is of utmost importance to keep the customers coming back.

“The food is key along with the drinks; we do a lot of rotating craft beer,” says Hemming.

“You can get your classic meals but when you’ve got a chef like David, who is really food-orientated, it’s always going to be a step above that.”

Crucial to this is head chef David White who can be seen through the brand new central open kitchen that is on show to the entire bar and dining areas

“Expanding on the idea of traditional pub food, with influences from Spain, we have also included a broad range of share plates with a tapas feel to encourage conversation and a great atmosphere amongst patrons,” he says.

“I aim to reshape the idea of traditional pub food.”

With the interesting and delicious food on offer, a carefully crafted drinks menu including a range of craft beers on tap and local wines, plus weekly live music and events, there is now a reason to stop on Henley Beach Road and make your way into The Mile End.



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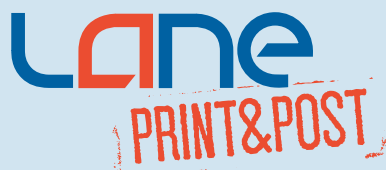
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# New Chair of Tourism Accommodation Australia



The appointment of highly-respected former Federal Tourism Minister, The Hon. Martin Ferguson AM, as the new Chair of Tourism Accommodation Australia (TAA), gives the sector its strongest voice in Canberra for many years.

TAA is the peak voice of the accommodation industry and represents major hotel groups and over 2,000 hotels, motels, resorts and serviced apartments and is a division of the Australian Hotels Association, a federally registered organisation of employers representing hotels since 1836. Mr Ferguson's appointment comes at a significant time for the industry as it concentrates resources to provide greater advocacy for an industry that is about to undergo its most significant expansionary phase in almost two decades. Mr Ferguson was President of the ACTU for six years before entering Parliament in 1996 and was Shadow Minister for Tourism from 2004-2007, and then Minister for Tourism from 2007-13. As Minister, Mr Ferguson was responsible for the Tourism 2020 plan which played a major role in elevating tourism and hospitality to the forefront of priority industries for Australia's future growth. Speaking on his appointment, Mr Ferguson said, "Australia now has a very competitive currency, major new tourism infrastructure underway, and is one of the fastest growing industries for employment, especially in regional areas that are currently being affected by the mining slowdown.

"The industry needs to advocate long-term and sustainable policies that encourage both development of the industry and creation of new employment opportunities."

"The tourism and hospitality industry is now generating \$94 billion in spending and contributing over \$34 billion to Australia's GDP, directly employing over 500,000 people and earning nearly 10% of our total export earnings, making it Australia's largest service export industry", said Mr Ferguson.

"The accommodation industry needs to progress its strategic initiatives, such as the concentration on growing Asian business, investment in tourism infrastructure and the move to build industry resilience, productivity and quality."

Speaking with The Australian, Mr Ferguson said "It is not a question of abolishing penalty rates per se, but working out what's fair and reasonable in terms of a new industrial vision for an industry that is going to be an engine room of job creation of Australia in the future."

"It is about trying to develop a modern package for the nature of society in the 21st century – not the nature of society in the 60s and 70s, where Sunday was seen as day of holiness on which no one was expected to work."

Praising a decision of the FairWork Commission last year to reduce penalty rates for some casual workers in the sector as being "of great assistance to employment and industry", Mr Ferguson said more needed to be done to assist tourism businesses.

As the new Chair of Tourism Accommodation Australia (TAA), Martin will give the sector its strongest voice in Canberra for many years and will play a key role in our campaign to reform penalty rates. Martin is a well respected figure in Canberra on both sides of politics.



**"It is about trying to develop a modern package for the nature of society in the 21st century – not the nature of society in the 60s and 70s, where Sunday was seen as day of holiness on which no one was expected to work."**

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- James Richardson Corporation
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- Liquor Marketing Group – (Sip'n Save)
- Moore Stephens Adelaide
- Novatech Creative Event Technology
- Options Wine Merchants
- Samuel Smith & Son
- Sky Racing
- The Best Pub
- TJ's Cleaning Services
- What's for Dinner? Ready to Eat, Ready to Cook

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15/16

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- Cashcard
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- Commonwealth Bank
- Concept Collections
- DC Payments
- Drinking Buddy
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- Energy Action
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Tim Boylen

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## Bank survey insight into your competitors' marketing

NAB has offered an excellent insight into what Australian businesses – all 2.1 million of them – are doing to improve their competitiveness.

Its survey of two December quarters compared side by side, showed that the two main activities to gain an advantage used by modern businesses are:

1. The company website.
2. Launching a new product

The other dominant action was “online marketing” (3rd), which was about a third stronger than “offline marketing” (5th).

Between the two was “reduced pricing”, which was less prevalent in the second period, which is a promising sign for the profitability of Australian business.

NAB provides authoritative surveys. This one is essentially telling you what your competitors are up to.

So what specifically are companies doing with their website marketing? To understand this, we need to ask: what are customers doing that is making organisations turn to web development and online marketing?

Roy Morgan Research is one of Australia's leading research agencies. It reports that 7.7 million people make an internet purchase in an average four-week period. It found that the traditional hotspots – such as clothes and travel purchases – continue to grow.

What was really interesting was that niche markets are also starting to show promise, citing the growth in ecommerce sales of car parts as a prime example of a sector that was starting to sell online.

Naturally the auto industry is responding by increasing its investment in its online assets.

Positioning your business to meet the emerging needs of your customers can be seen at all levels of business, both big and small. IKEA has announced it is launching a new website; an online storefront dedicated to ecommerce sales.

Their big data backs up this decision. If we again cite Roy Morgan, it shows that IKEA shoppers are much more likely than the average shopper to buy online.

Armed with that knowledge, it's a no-brainer for IKEA. If 76% of your customer base bought online at least four times a year – compared to the national average of 55% - wouldn't you be making the move to an ecommerce solution?

### Summary Points:

1. If you run a business, National Australia Bank says your competitors are focusing their attention on developing their website, new products and online marketing. Make sure they don't overtake you.

2. Even if you do not fit into the demographic of buying online, it is critical that you look at your customer base to see how they are changing. This requires more than conversations with clients you have known for years. It entails researching your industry sector so that you can project forward to see what the target audience of the future wants. The reality is that you will not become an overnight expert, so starting small and starting now is a sound strategy.

**Contact:**
**tboylan@boylan.com.au**

# Measure it.

Can't measure the results of your online marketing?

No conversion goals coded into your website?

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

**We give hotels the answers.**

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**Contact:**

Peter Blumenthal  
pblumenthal@boylen.com.au

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# Women in Hotels Conference

The AHA|SA Women In Hotels Conference is a biennial event bringing together women from across the South Australian Hotel Industry, for one and a half days, to learn, be inspired, share their knowledge and strengthen their networks with one another. This year's Conference will be the fifteenth of its kind in SA. The 2015 Conference provides an inspiring and comprehensive list of fantastic speakers across diverse topics and backgrounds. A highlight will be our keynote speakers, Rachael Robertson, Antarctic Expedition team leader. We are also very excited to announce that Mel Grieg, Media Personality will be joining us to share her challenging story along with speakers including Sharon Romeo (Fino Restaurants), Belinda Scott (social media expert with Hughes PR) and Sue Hocking (Qatar Convention Centre). We will also have presentations on the 'Happiness in Work Program', styling for hotels and the popular panel discussions including some amazing South Australian women from the brewing, banking, mining and hotel sectors. It's a really diverse program and full of inspiration, education and motivation!

The Conference Dinner on Tuesday 22 September at The Lion Hotel, North Adelaide, will be a great opportunity for delegates and guests to relax and network. At the dinner we announce the inductees into the Women in Hotels 'Hall of Fame' in recognition of ladies that have made a significant contribution to the SA Hotel Industry.

Please register for the Conference today. With such a brilliant line up of speakers and topics, it is an event not to be missed.

REGISTRATIONS CLOSE TUESDAY 15 SEPTEMBER

For all enquiries contact the AHA|SA 8232 4525  
www.ahasa.asn.au

Tuesday 22 September &  
Wednesday 23 September 2015  
Crowne Plaza Adelaide

# Hospitality Show

The SA Hospitality Show is a revitalised, extensive showcase of quality products and services for the hospitality industry. Progressive organisations and service providers are invited to exhibit in this premium industry show providing a unique opportunity to engage with a targeted trade audience in the one location.

Exhibitors will include the following sectors;

- Beverages - Alcoholic & Non-Alcoholic Beverages
- Food Service & Kitchen Equipment
- Gaming and Gaming Services
- Packaging & Catering Supplies
- Venue Services - Waste Management, Cleaning & Maintenance
- Furniture / Bedding / Linen / Interior Design
- Technology / Production / Audio Visual
- Human Resources / Security / Uniforms
- Printing / Promotions / Online Marketing
- Financial / Accounting Systems / POS / Legal Services / Licensing / Insurance

Key decision makers – including owners, operators, managers, supervisors and chefs from hotels, motels, restaurants, cafes, clubs, aged care facilities, caterers and convenience outlets – will be invited to attend.

Pre-registration will be provided to all AHA|SA, Restaurant and Catering (SA) and Licensed Clubs SA (LCA) members as well as event promotion through trade publications and online networks. For more details:

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## Welcome to our new Members

### Hotel

- Bellum Hotel, Bellum
- Clark's Cellars, Baramba
- Federal Hotel, Port Pirie
- Goodwood Cellars, Goodwood
- Maitland Hotel, Maitland
- Frances Hotel, Frances
- Fassina Liquor Merchants, Camden Park
- Fassina Liquor Merchants, Glenelg
- Fassina Liquor Merchants, Mansfield Park
- Fassina Liquor Merchants, Para Hills
- Fassina Liquor Merchants, Pennington
- Fassina Liquor Merchants, Somerton Park
- Fassina Liquor Merchants, Walkerville
- Fassina Liquor Merchants, Whyalla

## Licensee Transfers May 2015

| Hotel            | Location    | Date Granted | New Licensees                             |
|------------------|-------------|--------------|---|
| Pt Admiral Hotel | Pt Adelaide | 11-5-2015    | Clark Hotel Group Pty Ltd                 |
| Grand Hotel      | Millicent   | 12-5-2015    | Yvonne Pickford                           |
| Frances Hotel    | Frances     | 18-5-2015    | The Kenan Rathskeller Corporation Pty Ltd |
| Ventnor Hotel    | Pt Vincent  | 27-5-2015    | Portvin Pty Ltd                           |

## Licensee Transfers June 2015

| Hotel            | Location       | Date Granted | New Licensees                       |
|------------------|----------------|--------------|-------------------------------------|
| Cumberland Hotel | Glanville      | 1-6-2015     | Kadan Steele Pty Ltd                |
| Hampshire Hotel  | Adelaide       | 11-6-2015    | Kim & Will Pty Ltd                  |
| The Bellum Hotel | Bellum Bellum  | 11-6-2015    | Terrence Gunther & Catherine Bosley |
| Federal Hotel    | Pt Pirie       | 18-6-2015    | K M Hotels Pty Ltd                  |
| Federal Hotel    | Peterborough   | 22-6-2015    | Roe & Giles Pty Ltd                 |
| Botanic Bar      | Adelaide       | 24-6-2015    | Ejuro Pty Ltd                       |
| The Oxford Hotel | North Adelaide | 25-6-2015    | Something Something Pty Ltd         |
| Wolseley Hotel   | Wolseley       | 25-6-2015    | Same Day Freight Pty Ltd            |
| Dog & Duck       | Adelaide       | 29-6-2015    | Dog N Duck on Hindley Pty Ltd       |

## Renmark Hotel's Environmental Sustainability Program

The Renmark Hotel Motel is turning "green". The iconic 118 year old community owned hotel has recently completed a major sustainable energy installation covering its main hotel and adjacent bottle shop sites. The goal was to significantly reduce the reliance on traditional energy provision and in doing so provide significant cost savings for the hotel. The expected savings can conservatively be quantified as a reduction in energy consumption of, nearly, 300,000 kWh/yr from a base of, just over, 1,200,000 kWh/yr. Translated to dollars and cents this is a saving of \$75,000 from an annual bill of nearly \$250,000. The most noticeable component of the

project is the 250W polycrystalline solar panels. A total of 520 panels have been distributed across the sites with 120 panels located on the hotel bottle shop with a massive 400 panels distributed across the main hotel site. These power a 30 kilowatt system on the bottle shop and a 100 kilowatt system on the hotel. A number of Variable Speed Drive (VSD), soft start motors, have been installed on the major power draining components. Not only do these units regulate the speed of the motors but in doing so they prolong their expected life. Voltage optimisation (VO) units are installed on the hotel. These units are used to reduce the power from the mains supply to a lower usage level in the venue and

to provide surge protection for the hotel. This not only is an energy saving measure but like the Variable Speed drives, helps to protect equipment and prolong expected usage life. The hotel has also embarked on replacing a majority of its old light bulbs and replaced them with energy efficient options. Throughout the main hotel, this has seen a changeover of more than 300 halogen downlights to energy efficient LED downlights. In the bottle shop, over 100 fluorescent light tubes were replaced with 18W high efficiency LED tubes and the 4 significant 150W metal halide drive through bulbs were replaced with 35W high efficiency LED bulbs.



# Safety and Underfloor Cellars in the Hotel Industry

---

A number of serious incidents have occurred over the years involving underfloor cellars in Hotels. These incidents have highlighted the need for the Industry to be vigilant in ensuring that appropriate control mechanisms are put in place in and around cellar areas to ensure the safety of staff, patrons and contractors.

## **Person Conducting a Business or Undertaking (PCBU)**

Under the South Australian Work Health and Safety Act 2012, all Person's Conducting a Business or Undertaking (PCBU) have a responsibility to ensure that they provide a safe environment for staff to work in and also ensure that they provide a safe environment for any other person entering the workplace.

## **Safety Control Measures**

The majority of serious incidents from underfloor cellars have predominantly occurred when staff, customers or contractors have accidentally fallen into open cellar areas due to trapdoors being left open or unattended without their being appropriate notification of the trapdoor being open.

There are a number of safety control measures that a PCBU can put in place in relation to accessing such underfloor cellars, including ensuring:

- The cellar entrance is closed so far as is reasonably practicable when customers could be present;

- That the entrance and exit points of the cellar and surrounding areas are well lit;
- There are stairs that can be used to go into the cellar and that they are well maintained;
- There is a documented procedure in the workplace that outlines what controls need to be put in place when staff and contractors access the cellar and that the staff are appropriately trained on the procedure;
- Appropriate warning systems are in place to alert people of when the cellar trapdoor is open such as always ensuring a staff member is present at the entrance area, appropriate signage and/or physical barriers or guards.

## **Further information**

For further information on safety in and around underfloor cellars please contact the AHA|SA IR/HR team and/or Safe Work SA's Helpline on 1300 365 255.

Further information on how to eliminate the risks from falls from heights can also be obtained from the Code of Practice – *Managing the Risks of Falls at Workplaces* which can be downloaded from the Safework SA website [www.safework.sa.gov.au](http://www.safework.sa.gov.au)



# Regional Presentations

The AHA|SA held regional meetings at the Coffin Bay Hotel, Eyre Peninsula on the 26th of May, the Angaston Hotel for the Gawler/Barossa regional on the 16th of June, and the Eyre Hotel, Whyalla on the 14th of July for the Port Pirie/Port August/Whyalla region. To each hotel's management and staff, thank you for providing superb service and food at these events. At these meetings, Ian Horne our 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|SA is working through them on your behalf. Following the presentation at each of the venues, our very supportive corporate sponsors have the opportunity to enjoy the lunch and network with members and AHA|SA staff. Special thanks to our sponsors who provide product on these days.



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Rick Basheer



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## New Bronze Sponsor Portermark



Portermark provides an innovative, proven approach to beer line cleaning with technology straight from Europe. Their technology and service offers:

- The need to clean from once a week to once every three weeks. This means more dollars earned from selling beer that is normally wasted during the weekly cleans
- Provide professional BeerTech's who do the job for you
- Check cellar stock rotation, make sure that refrigeration temperatures and remote units are all working as they should, replace the 'O' rings free of charge.
- The technology being employed by Portermark will mean an improvement in beer quality, a reduction in wastage, higher yields.

Check out [www.portermark.com](http://www.portermark.com) today. For all SA enquiries contact John Harley [john@portermark.com](mailto:john@portermark.com) 0402 841 780

## New Bronze Sponsor Bulk Energy



You know you should be paying less for your electricity and gas, but who has time to sift through energy retailers? They deliberately make it difficult to compare plans so consumers are less likely to switch. So why choose Bulk Energy? Because we specialise in small business. By organising group tenders with all the retailers, you can be sure you're getting the best deal available. There's no need to stand alone anymore. Getting the attention of the retailers to save you money on energy is what we do. And we're good at it.

For all enquiries email [join@gobulk.com.au](mailto:join@gobulk.com.au)

## Empire Liquor boosts sponsorship to Silver



Empire Liquor has increased support to the AHA in South Australia by elevating the company's sponsorship from Bronze to Silver Level for FY2016.

Managing Director, Brenton Quirini trusts that this increased level of sponsorship will forge an even stronger business connection with existing clients, as well as encouraging additional new business opportunities from other AHA members.

This endeavour of this increased sponsorship is to promote a mutual and positive benefit for the AHA's members and Empire Liquor's brand portfolio, in spite of the current challenging trading environment.

## New Silver Sponsors YESS Energy Saving Solutions



Your Energy Saving Solutions (YESS) Pty Ltd is based in Goodwood, South Australia. We work with several of Australia's largest Energy Retailers in the delivery of environmental services to residential and commercial sectors.

YESS offer a range of FREE and heavily discounted services designed to reduce energy consumption including:

- Commercial lighting upgrades: supply and installation of LED lighting replacing existing lighting at your business, saving up to 50% from your lighting bill.
- Commercial Showerhead upgrades from a selection of water efficient products.
- Replacement of Halogen downlights with LED lighting.
- Supply and installation of free, energy efficient products to householders.

For all enquiries please contact YESS Commercial Sales 1300 894 745 [commercial@yess.net.au](mailto:commercial@yess.net.au)

## New Bronze Sponsor Winnall & Co



### BOOKKEEPING SERVICES

### PAYROLL SERVICES

Winnall & Co provides Bookkeeping Services including

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- Bank reconciliation
- Weekly and Monthly management financial reports
- BAS preparation and lodgement

### Full Payroll Services

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### Michael Wong CA

General Manager – Operation  
[michael@winnall.com.au](mailto:michael@winnall.com.au)

### Alexandra Elliott

General Manager – Administration  
[alexandra@winnall.com.au](mailto:alexandra@winnall.com.au)

# AHAISA Supports Life Education SA to refurbish new mobile classroom



Life Education is a not for profit drug and health resource, with the aim of encouraging children to make safer, healthier choices. Founded in the late 70's, by Reverend Ted Noffs, the mission was to deliver education to children in a fun, interactive way, with the premise that prevention is better than the cure. That vision has turned into the development of unique mobile classrooms. Thanks to the generous support from AHA|SA, Life Education SA has now increased its fleet of fully refurbished

mobile classrooms to three. In real terms, this means that they can reach out to 10 000 more students each year. The mobile classroom allows children to explore creative and collaborative learning in a space that is entirely different from a traditional classroom. There are no desks, pens or paper. Children are encouraged to participate and learn through engaging education experiences, which they believe bring out the best in all children.

# Early bird gets the worm ... or at least a good discount!



**Save \$150 - register before 31 August**

The Liquor Industry Golf Club's (LIGC) Charity Day committee extends to all its participants, AHA and LIGC members the opportunity to secure your team of four for next year's Charity Day by registering before August 31, 2015 and save! The price of a team will rise from \$800 to \$950 from 1 September 2015. If you haven't participated and would like to, this is the time to sign up. The event is very well attended and is a great way to connect with a broad industry group on the day. At the event in February this year, the LIGC Charity day raised over \$80,000 which will be handed out to worthy children's charities at the event on **Monday 8 February 2016** – Grange Golf Course. Visit the website at [www.liquorindustrygolfclubsa.com.au](http://www.liquorindustrygolfclubsa.com.au) or call Robbi on 0418 834 823 to register your interest.



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## Meg Cartwright Administration Assistant

### When did you join the AHA|SA?

I started working at the AHA|SA towards the end of April this year.

### What are your key responsibilities at the AHA|SA?

My main responsibility at the AHA|SA is to assist in all areas of administration within the organisation, including financial, member and sponsor aspects. Furthermore, I assist staff members with any other tasks when required.

### How do you occupy your time outside of work?

I occupy most of my time outside of work by spending time with my family and friends, exercising, socialising and travelling.

### What's something readers probably don't know about you?

That I am a bit of a fitness addict, I love getting my sweat on whether it's doing yoga, barre, boxing or just regular gym sessions.

### Where is your favourite holiday destination?

My favourite holiday destination would have to be somewhere full of culture and of course, fashion – so definitely Paris! Anywhere sunny and tropical, like Singapore is great too.

### If you could ask any three people in the world around for dinner who would you ask and why?

Johnny Depp – just because.  
Dalai Lama – because of my fascination with his spiritual insights and mindset.  
Blake Lively – because she's absolutely gorgeous, has the best fashion sense and seems like a lot of fun!



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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.

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or call 1300 448 322

# Harvey Norman

## COMMERCIAL DIVISION



### John Daunt

#### Harvey Norman Commercial

#### AV Sales Manager

#### When did you join your current employer?

I commenced with Harvey Norman Commercial in April 2014. Prior to this, I worked with the Australian Leisure & Hospitality Group for some 19 years across various hotels in South Australia.

#### Tell us about your company:

Harvey Norman Commercial is literally your one stop shop – for everything!! Our business encompasses many varied fields ranging from ( but not limited to) Audio Visual, Automation Control, CCTV, Integration, Plumbing, Sanitary, Doors and associated hardware as well as domestic and commercial kitchen equipment ( to name a few ). We also are involved in LED screens as you may have seen at the Ramsgate Hotel, Victoria Hotel ( O'Halloran Hill ), Village Tavern ( SA's largest outdoor LED ) and also in the soon to be renovated Gepps Cross Hotel.

We strive to be recognised as the AHA's Premier AV solution supplier.

#### What are your key responsibilities?

My main responsibilities are to grow and build our client base whilst identifying and leveraging new opportunities – be it in the domestic, hospitality, education and government sectors.

Having spent the half of my life in hotels, I have a strong understanding of what a punter is looking for and expecting when they walk into a pub. Ambience continues to be the biggest factor - its' rewarding being able to provide solutions to our clients in achieving this goal.

It's all about point of difference at the end of the day – all the pubs sell beer and schnitzels but the punter is expecting more these days to justify spending their hard earned. They want the same quality TV picture and sound that they now have at home and we provide that solution to them.

#### How do you occupy your time outside of work?

I'm kept busy by chasing after my three boys, Bailey,9, and identical twins Xavier & Oliver, 4 years old.

I enjoy cooking for my family and spending time at Seacliff beach with them in summer and have aspirations of making a comeback to cricket sometime soon....

#### What is something that most wouldn't know about you?

That I have a fraternal twin, Martin, and that I have identical twin boys... go figure – it normally skips a generation. Mum says its karma for what we put her through when we were growing up.

#### Where is your favourite holiday destination?

Anywhere in Queensland – being a banana bender it's an easy choice for me.

In saying this though, I had my first holiday in 19 years over the Christmas period and stayed at the Pt.Broughton caravan park in our camper trailer – that was a wonderful experience crabbing of the jetty and the marinara pizza from Phil at the Broughton Hotel.

#### If you could ask any three people in the world around for dinner who would they be and why?

Bill Murray – just pipped Leslie Nielsen. Bill would add the comedy element and would keep the night rolling.

Mark Seymour – having met a him a few times he sees the world through different eyes which would stimulate interesting topics – and can belt a few tunes out afterwards.

Shane Warne – would have some tales to tell of his sporting days and some even better of his post playing days!

# Passing of an industry icon

The industry has lost a true visionary with the passing of Dr Rex Lipman.

Against the odds and in a partnership with the State Government, Rex negotiated to bring the Swiss Hotel Association and the Cordon Bleu of Paris to Australia in 1992. Today, Adelaide's International College of Hotel Management is one of the leading international hotel management schools in the Western world and has enrolled students from ninety different countries.

Rex packed a lot into his 92 years. Exaggerating his age, he joined the army at the outbreak of WWII and served with distinction as a commando behind the Japanese lines in Timor and, later, as a staff officer in the famous 9th Division where he was mentioned in Despatches (1945).

After the war he studied dental surgery and built a large practice in Adelaide. In the 1960s, he was involved with banking and finance and was CEO of Adelaide's most successful merchant bank. Always restless for a new challenge, Rex also established the award-winning Angas Travel, wrote a series of fiction and non-fiction books, set up his Adelaide Hills property to be used by racing identities such as Bart Cummings, owned several



champion horses, and later in life established a successful boutique winery.

In 1989 he was made a Member of the Order of Australia for his contribution to the banking and thoroughbred horse racing industries, and, in 2008, for his services to education, tourism and the hotel industries, he was made an Officer of that Order. In the 1990s, the French Government acknowledged his services to France, by making him a Chevalier de la Légion d'Honneur and an Officier in the Ordre National du Mérite. In July 2014, in the Bastille Day Honour's List, he was promoted to the rank of Officier de La Légion d'Honneur – an extremely rare honour for an Australian.

# ICHM's impressive credentials

The International College of Hotel Management's 40 or so graduates in Adelaide are dotted all over the city and beyond. Some were born in Adelaide, around half are Australian, with the remainder from overseas and opting to stay in Adelaide to build their careers.

ICHM's chief executive Gerald Lipman says the list of graduates who started in Adelaide and who have achieved success in hotels in other Australian cities or overseas would extend to several hundred.

"However, if we included graduates who did one or more of their work placements in Adelaide before going on to a career in a hotel elsewhere, the list may well exceed 1000," he says.

Adelaide-born graduate Natasha Du Plessis has enjoyed the best of all worlds. Now Director of Sales and Marketing at the Mercure Grosvenor in Adelaide, Natasha travelled and worked internationally for 12 years before Accor lured her back with its growth plans for the region.

South African Andrew Macfarlane, business development manager at the InterContinental, was ICHM's first student from Zimbabwe. He travelled extensively after graduating and worked for a while in Los Angeles, but is now proud to call Adelaide home. According to the InterContinental's general manager Colin

McCandless, ICHM graduates are the best in their class.

"Their ability to combine their theory and professional industry placements ensures they are well positioned to deliver a truly unique and memorable guest experience," he says.

Each year around 300 Australian and international students opt for ICHM ahead of more traditional university education. Since starting up in 1993, the college has graduated more than 2000 students from 85 countries.

Their ranks include general managers across the globe, including Nicholas Lacy at the Park Hyatt in Sanya, China; Benjamin Krieg at the Radisson in Bangkok, Thailand; Jason McGowan Middle East Amalgamated Holdings, Dubai, United Arab Emirates; and Carmine Iacomazzo, the Kahala Hotel & Resort, Honolulu, Hawaii. ICHM is positioned as one of Australia's top hotel management schools and among the world's top five.







# Healthy Kids Menus

The AHA|SA is currently involved in a SA State Government project about Healthy Kids Menus in hotels/clubs/restaurants around SA. Together with other industry leaders and government representatives we are exploring ways to introduce and encourage healthy eating options for children in a way which is inviting and meets individual business needs and demand. As a part of this, the AHA|SA has invited Jane Tiggeman, owner of “Little Lattes” the online guide to child friendly cafes and hotels in South Australia, to let us know her views on great child friendly venues as well as what services she provides.

For the last 4 years Little Lattes has been making recommendations to South Australian families on truly child friendly cafes, restaurants and hotels. Little Lattes visits venues all over SA to determine if they are really child friendly. Recommendations are based on a number of criteria including availability of:



And of course whether venues are welcoming and considerate of children in general.

Little Lattes also conducts regular research from their followers to determine the things that are most important to them when dining out with their children.

The biggest drawback by far is that a venue has some activities or a play area for children.

Some venues have fully equipped playgrounds which is great for entertaining children and giving parents some reprieve while

they sit and enjoy their meal. However if a venue is not equipped with such facilities there are still options to supply things that will occupy children while they are dining.

Something as simple as colouring in sheets and pots of pencils are often enough to entertain kids before or after their meal. Happy kids mean happy parents who are more likely to return and who are more likely to stay longer and buy dessert or another drink or two.

Another feature which is becoming increasingly important is the children's menu and healthy food options.

Parents are becoming more conscious of what they feed their children and what options they like to see available.

Little Lattes can offer suggestions to venues that would like input into their children's menus. For venues there are two ways to be listed with Little Lattes; the first is a free review service and the other a fee per annum which provides more promotion for the venue. Little Lattes has now grown to have over 21,000 followers on Facebook and gets 1000's of website visitors each week.

If venues are interested in exploring the services and opportunities Little Lattes may be able to provide, they can contact Jane Tiggeman – owner, Little Lattes.



Ph: 0414564324  
 email: jane@littlelattes.com.au  
 web: www.littlelattes.com.au

## Publicans at beer launch

Coopers Brewery has released its limited edition 2015 Extra Strong Vintage Ale. “Five hop varieties have been carefully combined to become the feature of this year’s Vintage Ale,” Coopers’ Managing Director and Chief Brewer Dr Tim Cooper said. He said this year’s Vintage would suit most hearty winter meals of lamb, pork or beef.



Cam Pearce – Coopers Brewery, Ali James – Edinburgh Hotel and Matt Farmer – The Hotel Metropolitan.



Nick Finn – 2KW, Steven King – Highlander, Anthony Petherick – Coopers Brewery.



Alex Prichard – Wine Academy, Andrew Plush – Barossa Brauhaus Hotel and Tam Boakes – Jive.

## Launch of new pale ale

XXXX GOLD has a new addition to the family, XXXX GOLD Australian Pale Ale.

It is brewed with a combination of specialty malts, Amarillo hops and fermented ale yeast.

Tanya Marler, XXXX Brand Director, believes the beer will continue to drive growth in the mid-strength beer category.

“XXXX GOLD Australian Pale Ale is perfect for those casual weekend afternoons spent with family and friends in the Aussie outdoors. It has the refreshment and drinkability of the much loved XXXX GOLD Australian Lager but with a distinctive full flavoured, pale ale taste for those who are looking for a beer with a bit more complexity.”



## West End wins at beer awards

West End Draught has been named as the Champion Australian Style Lager at the Royal Adelaide Beer and Cider Awards.

Open to large and small breweries Australia-wide, the Royal Adelaide Beer and Cider Awards are designed to recognise the importance of Australia’s \$7 billion beer and cider industry. Run by the Royal Agricultural & Horticultural Society of South Australia, this year’s awards attracted 168 entries from over 30 breweries, with all entries assessed by an expert industry panel.

“Exhibits are judged in a blind tasting from both a technical and consumer appreciation perspective, taking into consideration the beer’s appearance, aroma, flavour and overall impression,” said chief beer judge, Simon Fahey.

Myponga-based Smiling Samoyed Brewery take out the Most Outstanding Beer in Show title. No cider entries received trophies, however The Hills Cider Company Apple Cider received a commendation.



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# The Future's in the Crystal at AGE

IGT's customers saw the future of gaming crystallise at the 2015 Australasian Gaming Expo (AGE), with the release of the new IGT CrystalDual-i™ gaming machine for Australia and New Zealand. The CrystalDual-i machine has been designed with today's player in mind, offering a premium gaming experience for players and venues alike. Launching with nine games, including a link and four player selectable multi-denomination games, the new cabinet features a dynamic player panel instead of an old-fashioned button panel, a USB charging port for mobile devices and advanced ergonomics for heightened player comfort. The machine is also designed to improve a venue's return on their investment with enhanced serviceability and reliability for increased uptime. Additionally the latest premium technologies have been deployed on both audio-visual and the internal processors to ensure it holds its own on the gaming floor of the future.

With integrated audio and light-show celebrations, a video topper, and a button panel that becomes part of the game, the CrystalDual-i is integrated with the games more than ever before - taking the whole gaming experience to the next level.

This teamed with a suite of over 40 games across two platforms, new systems solutions and IGT's reputed hospitality, set the stage for a hub of activity over the course of the AGE.

"At this year's AGE, customers saw IGT's strengths on many fronts including the new face for IGT, with a new logo, following our recent merger with Italy-based GTECH in April this year. We are now definitively the world's largest gaming company," said Nigel Turner, IGT's head of marketing, APAC. "The new IGT has even more strength globally but will also be even more focused locally on our customers across Australia and New Zealand. "Game support continues for our bluechip Neo-N+ machine

with the release of new multi-game packages which maximise gaming investment and floor space. We're even releasing a new champ – Multistar Champion Series Gold. We'll also be releasing a new 10-game package, Mightystar 2 featuring IGT legends Siberian Storm and Cooe Country plus there will be a number of new SAP's including Eastern Treasures 2 and Mighty Dragon 2, which are an ideal pairing for the game floor as both offer a new firecracker bonus feature for a chance to win jackpots and free games.

Speaking before AGE, Turner said: "Our growing systems team will be demonstrating the newly updated applications and interfaces of IGT Advantage Club - which has boosted its loyalty management applications. Plus our patron messaging and marketing solution, Service Window will be shown alongside our new Xtra Credit product which reduces reward point liability for venues and provides players with a different way to use their loyalty points."



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## Restaurant Customers Ready to Use Payment Technology

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As the US restaurant industry gradually rolls out guest-operated payment technology, a Cornell study finds that restaurant guests are enthusiastically ready to use smartphones and table-top tablets to pay their bill.

In a survey of nearly 1,300 consumers, the study found that the consumers rated paying with technology significantly higher than the traditional payment method that involves handing over a credit card.

The study, "Ready and Willing: Restaurant Customers' View of Payment Technology," by Sheryl Kimes and Joel Collier, is available at no charge from the Cornell Center for Hospitality Research (CHR).

"Our study was conducted before Apple Pay was announced, but it's clear that restaurant customers are ready to use this kind of technology to settle their checks," said Kimes, a professor of operations management and a Menschel Distinguished Teaching Fellow at the Cornell School of Hotel Administration.

"We tested the use of smartphone apps and table-top systems on eight different measures. Technology beat out the traditional settlement method on all eight, including overall guest satisfaction."

"Restaurant operators should take notice of consumers' favorable view of payment technology, since the industry has long been concerned that guests would not want to use it," added Collier, an associate professor at Mississippi State University.

"What's especially interesting is that the consumers in our study gave high marks to payment technology for its privacy aspect, since their credit card never leaves their hands.

I also want to point out that these consumers said that payment technology would encourage them to spend more money on their next visit to a restaurant."

In their study, Kimes and Collier showed 1,297 survey respondents one of three restaurant payment scenarios that apply to settling the check in a casual restaurant.

The respondents rated settlement using smartphones, table-top systems, and traditional methods on the following eight measurements: accuracy, control of pacing, convenience, efficiency, experience quality, future spending intentions, privacy, and satisfaction with the payment method.

On all eight measurements, paying with technology was rated significantly higher than the traditional settlement approach.

Although this study specifically applies to consumers in casual restaurants, Kimes and Collier suggest that it appears that restaurant operators do not have to be concerned about guests' acceptance of customer payment technologies.

In fact, given increasing privacy concerns, some guests may greatly appreciate the control and privacy that they gain by being able to use payment technologies.

# 2015 vintage report

## Snapshot of 2015 Vintage

### Report figures:

- Red crush – 835, 523 tonnes
- White crush – 834,041 tonnes

### Top 3 red varieties:

- Shiraz 391,649
- Cabernet Sauvignon 209,588
- Merlot 107,280

### Top 3 white varieties:

- Chardonnay 376,339
- Sauvignon Blanc 89,125
- Semillon 66,572

The Winemakers' Federation of Australia has announced a 2015 Vintage crush of 1.67 million tonne with some modest and patchy strengthening in average winegrape prices and exports.

Federation Chief Executive Paul Evans said the 2015 Vintage Report reveals a winegrape crush marginally lower than the seven-year average and slightly down on last year's 1.70 million tonne estimate and 2013's high of 1.83 million tonnes.

"We see a 5% increase in average wine grape prices over the past year, albeit off a low base. We must also remember that this is an industry average and many producers in the warm inland regions in particular continue to experience enormous challenges. Our analysis shows

that 92% of production in warm inland areas is unprofitable," Mr Evans said. "The macro-economic climate has shifted in our favour in regards to more favourable exchange rates, the signing of important Free Trade Agreements in the Asian marketplace and improved consumer sentiment in our traditional markets," he said. "But we must remain pro-active. While these developments will help, they will not be enough to restore lost margin and share across the industry over the longer term unless we work with government to make the most of the opportunity.

"We must urgently seize the potential to grow demand for Australian wine and help address the on-going structural mismatch between supply and demand at profitable price points. Until this happens we are likely to see poor levels of average profitability continue for both grape growers and winemakers.

"Specifically, we need the resources and promotional activities to restore sustained global consumer interest in Australian wine and to capitalize on the macro-economic shifts that have moved recently in our favour. Adequate funding for the global marketing of our wines is critical if we are to compete with heavily subsidized Old World producers and lower cost New World producers."

Vic Patrick, Chair of the peak national

growers association, Wine Grape Growers Australia said: "Our commitment to quality and value and consistency remains. What we need now is the ability to remind the global consumer of our offering in a very crowded and highly competitive marketplace.

"The WFA and WGGA have asked government for \$25 million over four years in supplementary government investment for Wine Australia's marketing activities. This will enable the industry to work together to boost our profile, build demand, maximize the potential of the FTAs and to restore levels of profitability throughout the supply chain.

"If these activities are not undertaken, our competitors will quickly fill the vacuum and the modest gains made in some regions over the last 12 months will be fleeting and the recovery of inland grape prices further delayed."

### Crush by state/region:

- South Australia: 716,592 (47%)
- Murray Darling-Swan Hill: 381,732 (25%)
- NSW (excl Murray Darling-Swan Hill): 332,092 (22%)
- Victoria (excl Murray Darling-Swan Hill): 60,258 (4%)
- WA: 30069 (2%)
- Tasmania: 7,197
- Queensland: 610
- ACT: 21

## Changes in store for liquor marketing group board

Liquor Marketing Group (LMG), one of Australia's leading alcohol marketing groups representing 1,400 independent operators in the off-premise market, has announced the appointment of three Non-Executive Directors to its board, following the retirement of three long-standing members.

Peter Harris, Michael White and Murray Cutbush have retired from the LMG Board and John McRedmond, Scott Hogan and Graham Griffin have been appointed as Non-Executive Directors.

In making the announcement, LMG Chair, Mr. Wayne Bayfield acknowledged the strong contribution each of these individuals has made to LMG.

"Peter has been an instrumental member of the LMG Board since 1995 and has flagged his intention to retire after 20 years. While we are sad to lose Peter's expertise, we have been planning for his departure for some time and we look forward to carrying on his legacy," said Mr Bayfield. "We also thank Michael and Murray for their many contributions and my fellow

board members and I look forward to continuing their good work. The Board will press ahead with providing our members with the negotiating power, consumer brand expertise and support to compete successfully in the off-premise retail marketplace," said Mr. Bayfield. The LMG Board also includes Wayne Bayfield as Non-Executive Director and Chairman of the Board, Doug Misener as CEO and Executive Director, as well as non-executive directors Graeme Campbell and Tony Hurley.

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## INDIA PALE ALE

An Australian-style IPA.

- DEEP GOLDEN AMBER
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- FULL BODIED, BOLD HOP FLAVOURS

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- FRESH AND SWEET
- SMOOTH, RICH AND EARTHY

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## MID ALE

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- AMBER, REDDISH BROWN
- SPICY, ROASTED-CARAMEL
- FULL BODIED, CRUSTY MALT WITH HONEY

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## GOLDEN ALE

A traditional golden ale.

- LIGHT AMBER
- ZESTY AND REFRESHING
- LIGHT MALT WITH CRISP, BOLD FINISH

4.2% ALC.VOL.

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# Efficiency drives profitability

“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”

**Bill Gates**



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There is a direct link between business efficiency and profitability in hotel operations.

One of the most obvious examples of this is the number of staff required to run an operation. An inefficient hotel will have a higher payroll and therefore lower profits, while an efficient business will keep customer service high for a lesser payroll – and add to profits. This flows all the way through the business. In the kitchen, poor management can lead to a lack of accountability with portion control and increased wastage.

Another area we will focus on in this feature is the need for efficient plant and equipment, especially as it relates to soaring energy costs. Inefficiency is a curious 'beast'. While it can be the result of poor management skills, it can also be a consequence of success, as rapid growth can lead to a loss of focus.

- Think about purchase orders, invoicing etc. How many times is each being handled? In one case study we read, a manufacturing operation reported: "“We did a process flow analysis and found that an invoice was generally touched eight times by our staff. We had over a dozen staff doing data entry in accounts payable alone, our processes were 10 years behind the times!” Is this you? What can be automated? Will your bank provide free advice on how to optimise your software systems, which link to your accounting systems?"
- Many AHA|SA sponsors can assist you in your continuous improvement journey. For example, Brisban Hospitality Consulting can offer advice on your hotel operations. "We are

able to provide constructive management advice on a regular basis, advising on the day-to-day issues of running a hotel, restaurant, café or licensed club. We advise on stock control, appropriate rosters and provide analysis of financial reports. We provide profit analysis and work to achieve optimal gross profit and bottom line results to industry standards."

- Do you have high staff turnover? If you do, this could be a sign of inefficient employment practices. Are you employing the wrong people? Why – and how can this be resolved? Or is the problem with management or a negative work environment? Staff turnover is a cost you can do without. Loyal, engaged and knowledgeable staff can have a profound effect on how smooth your operation runs. Local company Salford offers quality training, including certificate courses in cooking, kitchen operation and hospitality, as well as a series of accredited diplomas and advanced diplomas.
- With staff, are you falling into the trap of employing a certain type of person that really isn't right for your business. Many firms overlook mature employees and the expertise they bring.
- Energy costs are another specific example. Industry regulators recommend that optimum temperature settings are 20 °C for heating in winter and 24 °C for cooling in summer.
- Do staff know how to control the air conditioning? Do they over-ride the controls? Why?
- Are any empty areas being air conditioned?



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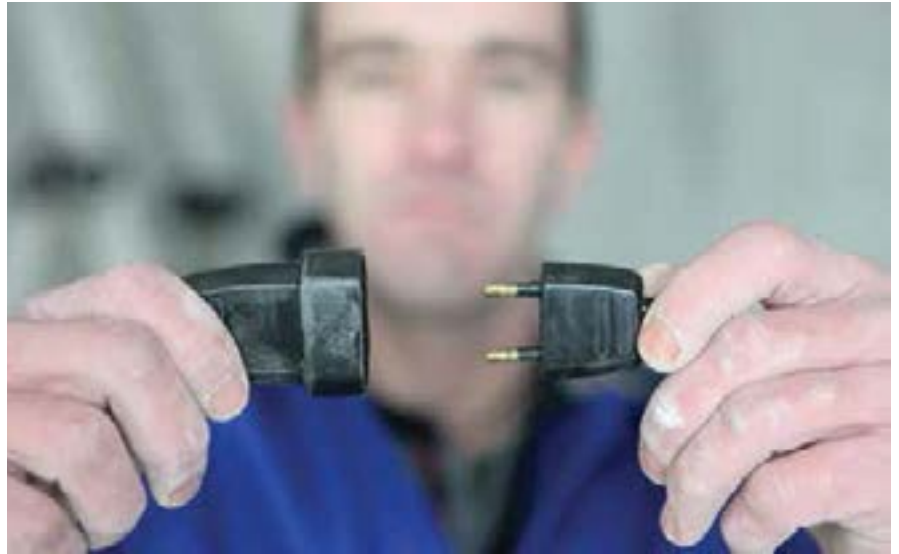
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- Are any empty areas lit unnecessarily?
- Is your exhaust fan running when the kitchen is empty? Investigate the potential of putting this on a timer, heat sensor or installing a Variable Speed Drive (VSD) on the fan motor.
- Check refrigerator and cool room door seals.
- Ask your maintenance contractor to check that refrigerant levels are correct.
- If you have a separate hot-water system servicing your laundry or kitchen, install a timer on its recirculating pump to turn it off overnight.
- Check ceiling space for insulation. Is there 100 per cent coverage, could it be improved?
- Are there any opportunities to add external shading or tinting to windows that receive a lot of summer sun?
- When buying new appliances check the energy star rating label.
- Always look for new options with your suppliers. For example, Andale have an excellent energy saving beverage python called Eco-X. Eco-X is Australia's first energy saving beverage python, which is foil wrapped and designed to deliver cooler beverages to the point of dispense, while reducing energy consumption.



- Another company to take notice of is Cheapsweep Chimney Sweeping Services, which offers a range of services that can reduce your costs – and risk profile – including door seal repairs, capping unused chimneys, fire testing and chimney and flue sweeping.
- Efficiency also relates to the way you present your products to the world. Bottleshops can be notoriously cluttered and this



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can impact on sales. Excellent research has been conducted on ways to improve traffic flow and how shelving can be structured to maximise high margin products.

- Visual merchandising is probably the most important marketing strategy you could implement as a retail store manager or owner. This is the art of crafting an apt retail outlet floor plan and displaying items and promo ads around the shop to attract more customers and maximise profits. Every element of your design should be placed strategically because you do not leave your sales to chance, according to ADP.
- Use today's technology to get a better overview of your operation. Data allows you to make better decisions.
- Another example is the use of pagers, so that diners in a casual setting can collect their meal and take it back to their table, rather than needing waiting staff. Satelco's Boomerang Paging Systems also provides space for advertising (which could be another revenue stream or promote add on services

within the premises) and can substitute the standard beep for a voice message.

- Efficiency also relates to how you use capital; in other words, where are your dollars going? Look at your top costs. Which of those are fixed and which are variable? Are the fixed costs truly fixed in this day and age, or can technology investment swing this cost in your favour?
- Of the variable costs, examine why these are necessary. For example, do you have high legal costs due to industrial relations issues? Would training for key managers, and the introduction of new processes, trim that cost centre?
- Insurance is another big one. Have you discussed with your broker or insurer how you can reduce this cost? Would improved security, state of the art fire sensors and other improvements result in lower premiums? Is your insurer working on up to date information about your customer volumes, trading hours, claims history and the like?

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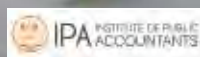
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# Gaming CARE

The Hotels Responsible Gambling Early Intervention Agency



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

**Some of our duties include:**

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

- ✓ Assisting in developing and promoting initiatives, programs and venue policies designed to address early identification of problematic gambling behaviour.
- ✓ Providing practical assistance to managers and staff in relation to compliance with regulatory Responsible Gambling and Advertising Codes of Practice.
- ✓ Undertaking audits to assist gaming venues comply with the regulatory codes of practice with a particular focus on patron intervention.

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

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

**Telephone:** 08 8100 2499

**Facsimile:** 08 8232 4979

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

4th Floor AHA|SA House  
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# The benefits and challenges of employing ethnically diverse employees in Australian Hotels

This article has been prepared by Dr Ashokkumar Manoharan, a Researcher from the University of South Australia’s Business School. Research conducted by Dr Manoharan during the completion of his PhD, was directed towards gaining a greater understanding of the issues which may arise in workplaces that have a culturally and ethnically diverse workforce. Hotels offering accommodation services as their main business function were the focus of this research. The following article contains a very brief overview of some of his findings.

The challenges facing the Australian labour market are well documented, in particular the aging labour force and the skills shortage in certain occupations. Employers have had to source workers from outside Australia to fill these gaps. This has resulted in an ethnically diverse workforce across many industries, including the hospitality industry. These ethnically diverse employees might bring both benefits and challenges to hotel managers. The role of the hotel is to provide the best practices to maximise these benefits and minimise these challenges so that the best is derived from these diverse employees. To understand the benefits and challenges of employing ethnically diverse employees, researchers from the University of South Australia, with the support of Australian Hotel Association (AHA), conducted a study with hotel general managers at a national level. The result confirmed that there are both benefits and challenges in employing ethnically diverse employees.

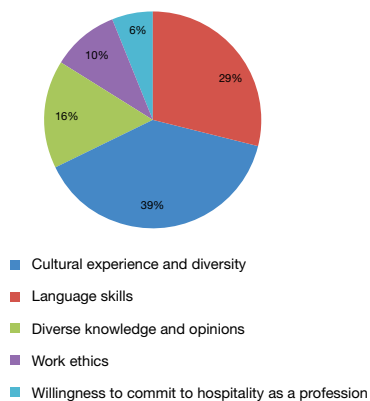


Figure 1 Respondents percentage of benefits

## Benefits in employing ethnically diverse employees

The benefits in employing ethnically diverse employees include (1) cultural experience and diversity, (2) language skills, (3) diverse knowledge and opinions, (4) work ethics, and (5) willing to commit to hospitality as a profession. Hotel managers can maximise these benefits by allocating the right person for the right job.

Cultural diversity is part of the Australian experience. As one of the respondents stated, “Having an ethnically diverse group in our hotel simply represents the multicultural nature of Australia, this gives a first-hand experience about the country to the

tourists”. A hotel with an ethnically diverse group of employees may be in a position to better serve their guests by having employees available who can speak their language or understand their culture. When hotels have more employees speaking different languages, these employees could be a resource as translators for in-house guests. Hotels could implement “I speak your language” badges so guests can easily identify the employee who can speak their language.

Hotels can also use the diverse knowledge and opinions of ethnically diverse employees to improve the food and beverage operations and specific cultural needs of guests from various countries.

Having good work ethics and being willing to commit to hospitality as a profession improves employee morale. These attributes often help managers to discuss their succession planning and employee career path which may result in a better employee retention rate. Hotels need to plan an effective rewards system to sustain all these benefits.

## Challenges in employing ethnically diverse employees

Australian hotels also face certain challenges in employing ethnically diverse employees, namely (1) lack of English fluency, (2) operational issues, and (3) intercultural issues such as understanding the culture and informal chats during work hours. The respondents’ percentages are presented in the Figure 2. To overcome the lack of English language skills, hotel managers can do things such as design regular off-the-job training programs on the premises of the hotel or encouraging employees

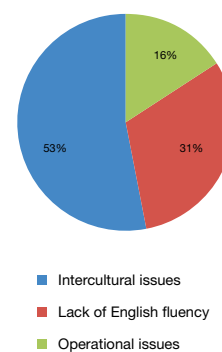


Figure 2 Respondents percentage of challenges



to take English language classes outside work hours. Hotels could support this training by adjusting the employees' shift times. Respondents mentioned that the operational standards and procedures in Australia may be different to ethnically diverse employees' home country. Operational issues could be resolved through conducting on-the-job training for ethnically diverse employees. This can also be resolved by developing and issuing a standard manual of hotel procedures. This will lead to a better understanding of Australian standards.

Intercultural issues could be overcome through organising more social activities within the hotels. Such activities would give an opportunity to understand employee cultures in a more relaxed environment. Issues related to employees' informal interaction in their own language could be avoided through strong organisational policy which can be emphasised at recruitment and selection. Hotels have looked into training diverse employees, but it is time for hotels to think about diversity awareness training for *all* staff to create awareness about diversity and decrease stereotyping. Furthermore, there is a need for more formal socialisation of diverse employees to understand the Australian context and culture.

The project team greatly acknowledges the support of Mr Ian Horne – Chief Executive officer AHA (SA), Ms Katherine Taylor – Manager TAA (SA), Human Resources & Industrial Relations Team AHA (SA) Mr Owen Webb, Mr Trevor Evans, and Ms Sarah Legoe and the valuable time of the hotel general managers. If you want to know more about the project findings, contact:

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**Dr Michael Gross**

**Dr Shruti Sardeshmukh**

## Workplace Relations and Work Health and Safety Packages

The findings outlined in this article by Dr Manoharan, highlight the importance of ensuring employees know and understand what is expected of them in the workplace.

Ensuring there are open and transparent communication channels in the workplace is one such way this can be achieved. In addition to this employees should be provided with documentation outlining their terms and conditions of employment and the policies and procedures of the Hotel. Including this as part of an induction process ensures employees have knowledge of what is required of them from the time their employment commences. Understanding what should be included in such documentation can be difficult.

This is where your Membership of the AHA|SA proves to be of particular benefit. The HR/IR Team have developed both a Workplace Relations Package and Work Health and Safety Package to assist Members in meeting their human resource, workplace relations and work health and safety obligations. Both Packages have been developed in accordance with current legislation and provide a range of resources and tools for Members to utilise including template contracts of employment, performance management documentation, template policies and procedures, template forms and more.

The Packages can be downloaded free of charge from the Members section of the AHA|SA website – [www.ahasa.asn.au](http://www.ahasa.asn.au). For those Members that would prefer a hardcopy, both Packages are available in an easy to use folder format. There is however a small cost for the hardcopies to cover the cost of printing and postage. To find out the cost or to order a hard copy please contact the HR/IR Team on 08 8232 4525 or visit the HR/IR section of the AHA|SA website.



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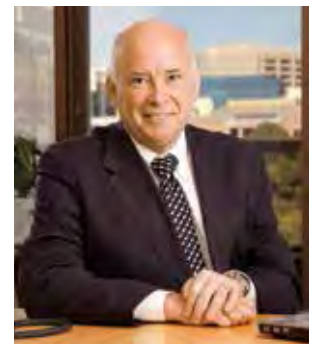
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# An extraordinary contribution to the social and economic well-being of South Australia

Ian Horne – AHA|SA General Manager



The AHA|SA Awards of Excellence held on July 28<sup>th</sup> was a wonderful celebration of all that is outstanding about hotels and hospitality. In the toughest trading period since the early 1990's 230 nominees demonstrates the pride that operators have in their offering and reflects well on the continuing investment in bricks and mortar businesses and the subsequent jobs they create. The winners included the smaller operators like Clever Little Tailor, Moseley Bar & Kitchen and the East End Cellars & The Tasting Room, our largest operators including the National Wine Centre, our regional and country members like the community owned Vine Inn, the Victoria Hotel and the spectacular Port Lincoln Hotel to the backbone properties of the industry that include the Gully Public House and Garden, Governor Hindmarsh Hotel and Lion Hotel to later arrivals such as 2 KW and The Publisher's Hotel. Then of course the Stirling Hotel in the Adelaide Hills which was awarded the honour of being named South Australia's Best Overall Hotel in 2015.

They collectively represent an extraordinary contribution to the social and economic well-being of South Australia and a rich social history reflected in their collective commercial resilience.

## A disappointing effort at consultation

The release of the Governments Review of Codes of Practice including the Late Night Code was another sad example of a Government promise to consult broadly then delivering what is effectively an ambush.

Why? The review undertaken by an 'Independent Consultancy' based in the State Government Department of Public Employment and Review recommended that the 3am lockout be retained because the available evidence said it had been effective. However hidden in the 'recommendations' was that certain obligations that had only applied to venues who traded **past 3am** are now brought forward to commence from 2am

even when the venue intends to cease trade before the 3am lockout!

Those obligations include polycarbonate glassware for **all venues** that trade past 2am (not just those past 3am late night traders) and if your venue is in the city with a capacity of 200 or more you must have suitably trained staff to operate metal detectors at entry points! This is despite the fact that a venue may have absolutely no history of offenses involving concealed weapons or violent events.

We looked to the 'Independent Consultancy' review for the evidence to justify the massive impost and all we found was reference to a voluntary on-line survey where 'non-patron' approval was 81%....non patrons i.e. people who do not work or never go out to late night venues? Typically the masters of red tape and bureaucracy the Adelaide City Council argued for 12 midnight! The social/health lobby argued for more venues to be caught i.e. even the smaller ones. But there was simply no reference to any legitimate research, no analysis of arrest data or incident analysis.

So now all venues will be forced to provide polycarbonate drinkware after 2am and metal detectors in the city based venues largely based on an on-line internet poll.

To complete the insult to CBD based venues with 200+ capacity - they must install CCTV and have it operate while open for trade i.e. at any time day or night.

A punishment applied to all for the sins of a few.

In a time of supposed red tape reduction this just massively increased compliance, obligations and cost! And it's not based on any evidence whatsoever.

One assumes that this is the Governments version of creeping prohibition by stealth; it's certainly not about inclusive consultation. One last point. The Adelaide Casino remains exempt from the lockout!



## Office Holders

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