

# Hotel SA

The Official Publication of THE AUSTRALIAN HOTELS ASSOCIATION (SA branch) October / November 2016

## HOTEL SPOTLIGHT WOODCROFT AND HOLDY

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## FROM THE PRESIDENT

**PETER HURLEY AO – AHA|SA PRESIDENT**

### **LICENSING REVIEW: CRITICAL ISSUES STILL REMAIN**

The AHA|SA appreciates the cooperation we have had from the Government and public service as we work through the intricacies of the Liquor Licensing Review.

There are, however, a few key issues that need to be worked through in fine detail, as the government now moves to draft legislation for public consultation.

#### **Needs Test**

One issue of great concern is the new "Community Impact and Public Interest Test", which replaces the current Needs Test. Key to its success will be in the details that makes up the test.

That the Government has partially agreed to the Report's recommendation to increase license fees is deeply concerning and again the AHA|SA must absolutely be involved in further consultation on this.

#### **Risk-based licence fee**

I have written in the past about the recommendation for a risk-based licence fee regime. The increases being proposed are savage, inconsistent and ill-conceived.

In an era when the value of members' businesses is a multiple of their earnings, a hike in tax such as this – without the ability to pass on the increase to consumers – eats into the equity of the business.

It is worth reflecting on the history of licensing fees in Australia. For many decades the industry paid licensing fees based on the value of their alcohol purchase from the previous year. This was reasonably risk-based. When franchise taxes were made illegal by a High Court Challenge nearly

20 years ago ((Walter Hammond & Associates Pty Ltd v NSW), the AHA cooperated with the State treasuries at the time. We endorsed a policy that would see that tax revenue stream replaced by adding it to the federally-generated taxes on alcohol that already existed. When the GST was introduced, that then flowed on to the excise and WET taxes.

So the original licensing fee that has been paid forever by the industry is still embedded in the cost of beverages. This latest move via the State-based Licensing review is, by any definition, a double dip.

#### **Inconsistencies**

I would like to point out a range of other inconsistencies:

- Why does a small pub have to pay a much greater licence fee than a small bar that has a higher turnover? In particular, this affects regional hotels and liquor outlets. At a time when we are trying to support rural Australia, this requires a serious rethink.
- The government is very vocal about supporting the live music business, 82% of which occurs in our hotels. Why then would these venues be penalised. New exorbitant fee increases would penalise the top 30 live music venues by a huge \$150,000 per annum. this will lead to a reduction live music, not an increase.

So some good work has been done but as we move forward, we need a common sense, practical and business-focused approach.

In closing, I would like to thank Robin Guy for his 23-year contribution to the IGC. As an independent board member, he provided outstanding IT advice and was highly respected by all.

Peter Hurley  
AHA|SA President

# HOTELS AN ECONOMIC POWERHOUSE FOR SA

IAN HORNE – AHA|SA GENERAL MANAGER



Earlier this year the AHA|SA commissioned the University of Adelaide's Centre for Economic Studies to undertake an economic evaluation of the hotel sector in SA. The results detailed what those in the hotel and hospitality sectors already knew. SA hotels contribute a huge amount to the economy and wellbeing in this State. SA hotels employ 26,250 people which is around 3.2% of the state's total employment; and that is just the start of it.

SA hotels also pay a big share of taxes, payroll tax, income tax and gaming taxes, around \$445,000,000 per annum a year in fact - good news for governments if not the hotels themselves!

SA hotels' support of live music has never been greater with the latest Music SA survey showing that an impressive 82% of all live gigs happen in hotels, up from the previous year. More good news.

Hotels are also enormously proud supporters of South Australia's food and beverage industries. Menus in front bars and award winning restaurants are full of wonderful SA produce, beverage menus champion SA wines and beers, as well as ciders, gins and others - and hotel bottle shops are loud and proud supporters of the State's iconic and internationally famous wineries.

Hotels also play a much wider role as positive members of communities; as meeting places, major sponsors of local sporting clubs, supporters of local musicians and providers of accommodation, food and drink during natural disasters such as bushfires and floods.

South Australia currently faces many challenges. A stagnant population growth, the imminent closure of Holden and the broader shift away from manufacturing and in many circles a lack of confidence in the ability of the state to ever grow. On top of that SA hotels face many commercial pressures, including higher utility costs while at the same time only very minimal growth in turnover, if at all.

Governments play a big role in all of this and it's fair to say the recent review of the Liquor

Licensing Act by Tim Anderson QC was met with trepidation by the AHA|SA and the hotel industry. Reviewing legislation to ensure it remains relevant is important and aiming to cut as much red tape as possible is of course admirable - as is ensuring that there are enough controls over the availability and consumption of alcohol as a regulated product which is just not the same as bread and milk.

It is fair to say the AHA|SA supports the majority of Anderson's 129 recommendations. However others appear to have no justification and if implemented will have a serious and negative impact on the continuing viability of SA hotels, and if SA hotels are impacted then so will the associated industries and the economy more widely.

The AHA|SA is concerned about the recommended massive increases in liquor license fees which would literally increase fees of the larger venues by tens of thousands of dollars per year and the punitive annual penalties to apply on top of those. We are concerned by additional unnecessary red tape which cost businesses time and money.

And we've asked Bentleys to do the numbers. They say that a reduction of just 5% in revenue across the State's hotels will mean 683 lost jobs. Twenty percent will mean 2,733 more people out of work and \$5m less to government in payroll tax alone. Add to this a flow on negative impact to the economy via associated food and beverage industries and Gross State Product.

But it's not all bad news. The numbers work the other way. Cut red tape, make it easier for hotels to do business, reduce business costs, fees and charges and encourage people to enjoy and visit South Australia's hotels, see a gig, eat fine food, share a drink and even the smallest increase in revenue of 5% will mean more hundreds of additional jobs. Pro-industry policies and an increase in revenue of only 15% would mean the creation of 2,049 jobs, that is more than Holden's losses.

SA hotels really are too big to ignore and too valuable to lose.

A stylized, handwritten signature in dark ink that reads "Ian Horne".

Ian Horne  
AHA|SA General Manager



Photo: City Calm Down playing at The Gov. AK Photography Services: [akphotography.com.au](http://akphotography.com.au)

# SMITHY'S SHOUT AND ABOUT



## URAILDLA HOTEL

The Uraidla Hotel had been closed for four years before Julie Peter and her husband Ed decided to purchase it and do another renovation. I say another renovation due to the fact they have recently completed most of the renovations at the Crafers Hotel, in which they are partners. Over the past 20 years, the Peters have completed four home renovations in four countries, so it's something they enjoy! The Crafers Hotel renovations are magnificent; the different bars and dining areas seem to transition seamlessly from one to the other, and these changes have seen the hotel become hugely successful. Julie told me the support from the locals and the out-of-towners has been overwhelming. "It is a big risk when you take on these large projects but thankfully it's performing to our expectations and beyond."

Now to the Uraidla. Julie and Ed thought there was still a need for a hotel in the area; they also thought it was a good business opportunity with some risk for sure (given the hotel has been closed for four years) but still went ahead with the purchase. "It's great to be able to start from scratch and to put my own quirky stamp on it," Julie said.

Julie first set up a Facebook page letting people know that the hotel was going to have a re-birth; the response was remarkable. "People immediately wrote in with handy information and useful contacts, anecdotes from the hotel of past, and, of course, wanting to know WHEN!"

Julie and Ed took possession of the hotel in January 2016 and started renovations in February 2016. With a strong team of dedicated builders from Advanced Building Concepts headed up by Carmine Parletta and architect Mark Folland, the first round of renovations were completed on time, on August 19 this year.

The hotel has a traditional front bar complete with a now dis-used "pissoir" trough along the bottom – a throwback to old English pubs where guarding your foremost position at the bar was paramount! The lounge bar features a brand new fireplace and two superb leather sofas, and leads into two dining areas plus a small nook for that intimate meal. The intention was to create a cosy, relaxed atmosphere - your home away from home, if you like.

In keeping with the heritage of the building, and with respect to the country feel of Uraidla, Julie sought to use natural and recycled material where possible. The matchboard in the lounge area is from the ceiling and walls from other parts of the hotel, the tables are crafted from reclaimed wood, the floors and walls have been stripped back to their original state and polished up, and a lot of the furniture is second hand. Julie said she likes the character and/or oddity of old things as they have a history and all tell a story. Wait until you see the lamps in one of the dining areas, talk about oddity!





So popular has the Uraidla become since opening a month ago, that the booking system has seen a couple of trials and changes, and tables fill up very quickly with a wait list most nights. Plans are in with council for a proposed conservatory, which will increase seating by 60. The hotel's vision is to source local meats and produce, and to be as self-sustainable as possible. The "Grand Plan" in the next renovations includes landscaped market gardens, and to convert the old squash courts next door into a microbrewery, distillery, café, and a cellar door for local wine makers. The Basket Rangers group is comprised of locals Lucy Margaux, B K Wines, Taras Ochota, Basket Range Wines and a few others. "There are a number of very talented people in this area who produce fantastic, mostly biodynamic wines, and they need a collective cellar door," Julie said.

Julie's philosophy and emphasis is to focus on the local community. "We purchase from, and support the local growers and food artisans where possible, and employ those in the immediate area, especially the young people."

The hotel has comfortable furniture, cosy areas with open fires, wonderful décor, healthy wholesome food plus your traditional pub fare. But don't take my word for it go and see for yourself! The men's toilets are somewhat quirky and interesting as well.



## HILTON HARVEST GARDEN



The Hilton Hotel is "growing change" just west of the CBD. Neatly tucked away behind recycled fence is a budding array of organic fruits, vegetables, herbs and flowers.

"The land wasn't being used and we pitched the idea for the Hilton Harvest Garden," says Elisa Franzon, the marketing manager who is leading the project. She is working closely with Nick Thwaites (Productive Garden Co) and head chef Jim Colley, to grow organic produce for the Hilton.

"After reading The Third Plate by Dan Barber, who is a chef turned author, I got to thinking, "What could we do better here?" Elisa says. "That was really a big inspiration."

James Franzon was supportive of the concept from the start! "We travelled a lot through Europe last year and saw a deeper appreciation for food. The stand out venue was Aries Dos Sexio, a hotel in which measures have been implemented in the field of

sustainability with strong environmental awareness. Elisa's concept, although small in scale, has already started to have a big impact on the way we look at produce at the Hilton."

The plot is already producing an impressive amount of food but come October there will be enough produce to supplement supply to the kitchen on a larger scale. Diners should look out for the "Hilton Harvest Dish" which uses a variety of garden plucked items. Even the Hilton's entry into SA's Best Pub Burger Competition - 'The Garden Burger' - features lettuce picked fresh from the garden daily, with the intention to use more as the garden grows.

Another initiative is a new take on the classic pub meat tray. They have replaced the standard array of animal proteins with a box of fresh fruit and veg sourced from The Adelaide Central Market. The goal is to eventually fill boxes with produce straight from their own patch of dirt.



# CATHEDRAL HOTEL MAKES SA'S BEST PUB BURGER!!!!

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

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

Although the competition was tight, Chef Grant Schooling from the Cathedral Hotel wowed the judges in the end, with his 100% grass fed Angus beef pattie burger.

Judges referred to the moistness of the pattie, and the burger received consistently high scores from all judges.

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

Chef Grant Schooling said he was ecstatic with their win, and said the use of fresh local produce helped them make the winning burger.

The other finalists in today's competition were the Port Noarlunga Hotel, The Brompton, OG Hotel, La Boca Bar & Grill – Stamford Plaza Adelaide, Stamford Grand, Torrens Arms Hotel, Hackney hotel, The Gully Public House & Garden, Hotel Royal - Torrensville, Marion Hotel, Cathedral Hotel and The Goody

With 43 entries received from hotels across the state, a blind tasting was held last month to determine the 12 finalists.

Judges were Christine Stephan – Pen & Palate; Shane Wood – Holco Fine Meat Suppliers; Mark Bickley – Nova Entertainment

## HOTEL'S WINNING RECIPE:

A 100% grass fed Angus beef pattie with wood smoked bacon, onion jam, cheese, lettuce, secret sauce, egg on an organic sour dough bun and all for just \$18



# HUNDREDS ATTEND NEW-LOOK HOSPITALITY SHOW

The revitalised 2016 SA Hospitality Show was an outstanding success.

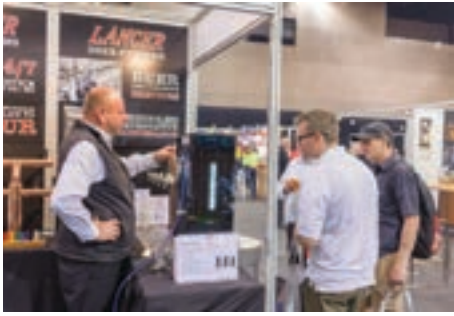
Almost 500 visitors from the hospitality sector attended the one-day event at the Adelaide Entertainment Centre on Tuesday 11 October.

The show looked fantastic thanks to the quality of 50 plus suppliers participating in the event which included; Asahi Beverages, Banktech Group Pty Ltd, Best Western Hotels & Resorts, Big Screen Video, Carlton & United Breweries, Coca-Cola Amatil, Comcater Pty Ltd, Concept Collections, Cookers Bulk Oil System, Coopers Brewery, DC Payments, EquipFund, Fleurieu Milk Company, Galipo Foods,

H&L Australia, Holco, Hostplus, Hunter Technologies, Jasol, Kytons Bakery, La Crema, Coffee, Lancer Beer Systems, Lion, Little Birdy Network, Max, Nightlife, Pak-Rite (SA) Pty Ltd, PFD Food Services, Possum IT, Rainbow Fresh, Samuel Smith & Son, Negotiants Australia, SA Mushrooms, Silver Chef, Solaris Paper Pty Ltd, South Pacific Laundry Adelaide, St John Ambulance SA, Stoddart, Treasury Wine Estates, UNOX Australia Pty Ltd, Venue Smart South Australia & Voitech.

AHA|SA and Turnstyles Exhibitions & Events are currently considering dates for next year's show, possibly in August. Stay tuned for more information.







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Australian Hotels Association (SA)

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In addition to the brand refresh, we have also welcomed a number of new additions to the Jim Beam and Canadian Club family. Jim Beam Apple, Jim Beam Double Oak, Jim Beam Citrus Highball RTD and Canadian Club Premium & Dry RTD, all designed to grow the category and increase customer margins.

These exciting new products make a terrific addition to the already expansive CCA portfolio, there is definitely a product for every occasion. As we embark on the silly season, on behalf of the CCA SA team, I wish you a great trading period ahead and we look forward to working closely with you in the months to come.

Cheers

Peter Clark  
SA NT Sales Manager (Licensed)



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**JIM BEAM® DOUBLE OAK**

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**CANADIAN CLUB PREMIUM & DRY**

Canadian Club Premium & Dry has 6% ABV and the taste is a less sweet dry ginger ale mixer, also known as 'Canada Dry' with a hint of Canadian Club whisky flavour.

**JIM BEAM® CITRUS HIGHBALL**

The refreshing side of Jim Beam - a fresh mix of bourbon, soda and citrus. Citrus Highball is an RTD that blends the mild natural sweetness of Jim Beam Bourbon with the sharp, crisp flavours of citrus, making it a great alternative to beer and cider.

**REKORDERLIG CIDER COCKTAIL**

Rekorderlig have created beautifully simple punches that can be made to share, the perfect way to start the spring and summer season. The 250ml cans will be available in three variants: Passionfruit Gimlet, a citrusy blend of Rekorderlig Passionfruit Cider, gin and a hint of lime; Wild Berries Bramble, a fruity mix of white rum and Wild Berries Cider and Swedish Punch; blending mint, lime, cucumber and elderflower with Rekorderlig Strawberry-Lime Cider.



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

South Australian hotels have once again shown that they are among the best in Australia, taking out a total of four awards at the Australian Hotels Association 2016 National Awards for Excellence.

Over 450 people, representing hotel and accommodation venues from around the country, were present at the annual awards night, held at RACV Royal Pines Resort on the Gold Coast.

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

**The Moseley Bar & Kitchen won the category of Best Bistro - Metropolitan** for the second year in a row, whilst **The Playford, Adelaide** was crowned the **Best Restaurant – Accommodation Division** in Australia.

The **Ibis, Adelaide** has wowed judges with its contemporary rooms and wide range of facilities. Successfully changing the perception of what an economy hotel can be like, the Ibis is a very worthy winner of the **Best Mid-Range Accommodation** in Australia.

The **Woodcroft Hotel** has won **Best Marketed Hotel – General Division** for its reinvention to the 'Soul of the South', and its success in reinvigorating the hotel to its former glory.

"These awards show that South Australian Hotels are among the best in the country and continue to lead the Australian Hotel Industry in a range of areas," said AHA|SA General Manager, Ian Horne.

"These hotels should be justifiably proud of their achievements."

**BEST BISTRO – METROPOLITAN IS THE MOSELEY BAR & KITCHEN, GLENELG**

The Moseley Bar & Kitchen provides premium food and beverage for all ages. It has a light and airy ambience and a quality menu. Ranging from \$7 to \$26, pizzas to steaks, the dietary conscious and the standard pub fare, the diverse menu has

something for everyone. The excellent service goes with this and the extensive beverage menu complements the package.

**BEST MID-RANGE ACCOMMODATION IS THE IBIS, ADELAIDE**

The Ibis Adelaide is the first purpose-built branded premium 3.5 star economy hotel to open in Adelaide. From its opening in 2014 the Ibis has had 56,000 guests and is currently ranked 5 out of 59 hotels in Adelaide on TripAdvisor. It features 311 contemporary rooms and a wide range of facilities including 'grab n go' 24/7 room service. With travel no longer a pursuit of the affluent, the hotel is 30% more affordable. The hotels' decor has a playful feel whilst remaining very functional. Successfully changing the perception of what an economy hotel can be like, congratulations to Hines Property and AccorHotels for winning this award.

**BEST RESTAURANT – ACCOMMODATION DIVISION IS THE PLAYFORD**

The commitment to food and wine partnering is outstanding, with an extensive offering from many SA regions. The service matches this excellence. Management clearly has a vision and capacity to attend to meticulous detail. It delivers on design, art and heart. Unapologetically South Australian, The Playford delivers a wonderful experience.

**BEST MARKETED HOTEL – GENERAL DIVISION IS THE WOODCROFT**

In 2015 the Woodcroft Hotel was renovated and rebranded. The hotel has been reinvigorated to its former glory and much of this success is due to their wonderful marketing and promotional strategies. A reinvention to the 'Soul of the South', the Woodcroft has been reintroduced to its patrons through a strong logo and marketing. After months of research, the brand personality was established to engage with the desired market and the new Woodcroft brand. Sales rose by 50% in the first 12 months, returning the hotel to its success of the past and an ongoing 12 month marketing plan ensures sustained growth.





THE  
**WOODCROFT**  
HOTEL

**TARTERS**

**ODD CHOWDER 12.9**  
of seafood gently poached in  
vegetable & herbs soup

bread topped with  
sauce 4.9

cheese 8.5

cheese & rocket 8.5

twice 24

beer battered

cheese & gravy

2.5

13.9

smile & spices,  
long sauce

**SIDES**

**GREEN LEAF SALAD** with house dressing 3

**BOWL OF CHIPS** with sauce or gravy 5

**IDaho POTATO** with sour cream & cheese 3

**SWEET POTATO FRIES** with chipotle mayo 5

**SALADS**

**HAIL CAESAR 17.9**

ice lettuce, crisp bacon, croutons & parmesan,  
dressed with garlic mayo & topped with poached egg

**PUMPKIN PATCH 18.5**

quinoa, roasted pumpkin, baby spinach, roasted  
capsicum, feta cheese, croutons, sour  
& house dressing

# SOUL AND SEA FOR RD JONES HOTELS

The Woodcroft Hotel has won awards for the Best Redeveloped Hotel and Best Marketing & Promotions, while The Holdy is back to its best. Hotel SA looks at these two popular RD Jones Group hotels.







**The Woodcroft Hotel had suffered a significant decline in patron numbers since 2010, which motivated the RD Jones Group to embark on an ambitious \$2.5 million dollar renovation and rebrand in 2015.**

The result was Woodcroft "SOUL".

"S.O.U.L is the ethos of The Woodcroft Hotel's new brand and stands for Southern, Original, Urban, Lifestyle," says RD Jones Group Operations Manager, Luke Donaldson.

"Following months of market research, a brand personality was established in order to properly engage with our desired target market.

"The vision was altered to define the new Woodcroft Hotel brand, with tactical and strategic objectives. The renovation includes a new Barn Bar, bistro, atrium, alfresco and function space.

"The **Southern** crew love their area and embrace their surroundings. This also plays on the brands Americana style, as staff aim to bring the generosity and high standards of customer service offered in the deep south of America."

**Original** – gone are the standard beer and schnitty meals. Instead, in their place is an impressive selection of beer, whiskey and original cocktails. The sensational flavour matching is visible in the new style menu, which revolutionises pub food offerings. Staff are also original and showcase their creativity through choice of uniform and cheeky nickname badges.

Following months of market research, a brand personality was established in order to properly engage with our desired target market.



## Construction Managers for the Holdy and the Woodcroft Hotel refurbishments

Project Management  
Refurbishment  
Construction  
Fit-Out



*“When conceptualising the recent renovations at The Holdy & The Woody, we had a specific but very different vision for each space. Affinitas not only exceeded our expectations but went beyond the norm to ensure no details were missed. Their professionalism and ability to deliver on time and within budget, was crucial.”*

**Danielle Donaldson (RD JONES GROUP)**



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**Urban** – The Woodcroft Hotel is forward thinking. They put their own twists on old traditions, and initiate new trends in food, beverage and customer service offerings.

**Lifestyle?** “The Woodcroft is a lifestyle. When wanting to celebrate or just relax, customers think of The Woodcroft. It’s familiar, it’s comfortable and it’s a lifestyle,” says Luke.

The Barn Bar truly embraces the ‘Soul of the South’. The new indoor and outdoor space incorporates swing seating outdoors, a cosy nook near the fireplace with vintage arm chairs and a timber-clad stage.

Taking inspiration from bars in Tennessee and Louisiana, The Barn Bar is a stand out with a custom built stage, an iconic piece of the bar. The stage has been built on the southern wall, which places the audience in front and around the platform similar to an auditorium.


“With the intention of becoming the best live music venue in the South, we’ve created a comfortable and relaxed hotel, where the best musicians share their music live every Friday, Saturday and Sunday,” says Luke.



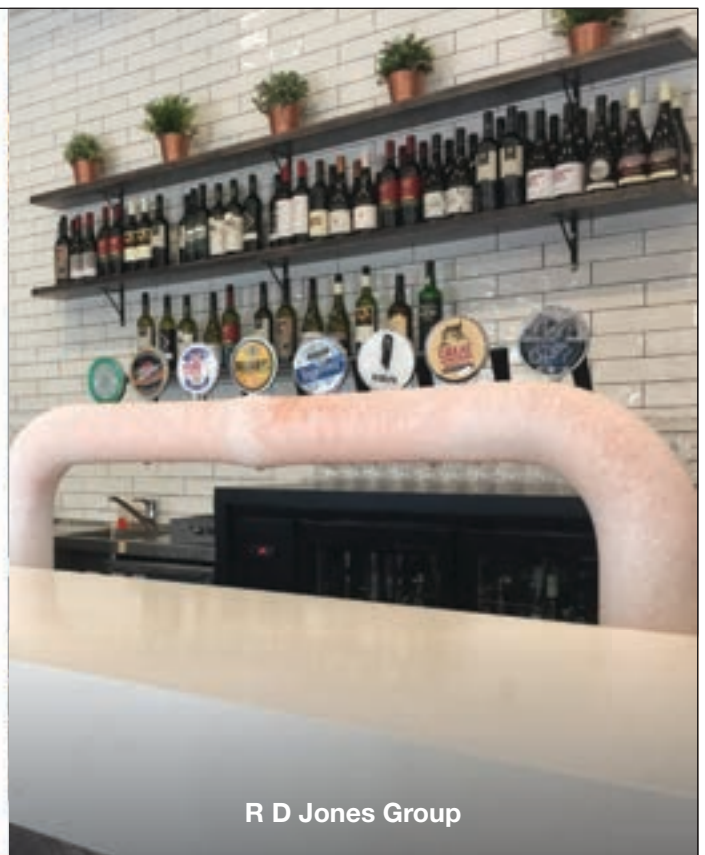
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The hero of The Barn Bar is the Carlton Draught Brewery Fresh Tank Beer, which is brewed in Abbotsford and delivered to The Woodcroft Hotel in three days. This bar has an extensive range of whiskies and bourbons from around the world.

Significant investment has been made in training the Barn Bar staff about whiskies, so they aren't just serving, they are educating customers about flavour matching beers, whiskies and food – the traditional boilermakers.

The Barn Bar was originally The Front Bar. Front bars have historically been segregating and predominantly designed for men, as a space to escape. The new space's style is welcoming and comfortable for both men and women.

"We saw great potential in the South and choose to invest in the local community where this never seen before venue would become a landmark," says Luke.

"We've created a comfortable and relaxed hotel, where the best musicians will choose to share their music live every weekend.

The RD Jones Group worked with ABEO Design & Studio Nine; who also worked with them on the award winning hotels, The Gully Public House and Garden and The Moseley Bar & Kitchen. The builder was Affinitas Build.

"We design female friendly venues that are also comfortable for families, who've previously been ignored when it comes to pub design. It's crucial the entire family has a great experience when visiting, as we want them to create great memories," says Luke.

### THE HOLDY SETS SAIL

The Holdy on Brighton Road, Adelaide, has relaunched following a million dollar redevelopment, which includes a new street bar, beer garden, restaurant and function space.



“We’ve created a comfortable and relaxed hotel, where the best musicians will choose to share their music live every weekend.”

This magnificent pub has been a landmark local for decades, so the RD Jones Group set out to pay tribute to the venue's history and bring life back into the hotel.

The aim was to 'get back to our roots' and inject personality into a space that had lost its spark.

The menu is a culmination of the best international street food, while the cutting edge interior design is a mix between modern street grunge and vintage sailor.

The hotel chefs have travelled the world searching for traditional street food, bringing back their favourite recipes.

The Street Bar, originally the front bar, is comfortable for both men and women, with floor to ceiling windows, bringing light into a space that was previously grim. Featuring organic wine, cheeky cocktails and personalised beer growlers, the Street Bar has become an inclusive place bringing travellers from near and far.

The Holdy has live music three times a week, performing on a custom-built stage with state of the art sound system.

It's great to see this famous pub back to its best.

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## PATRONS FORCED TO WAIT OVER-ESTIMATE THE INCONVENIENCE

Patrons can easily become disgruntled waiting for seating or food service, which generally occurs at peak times.

A study by Cornell Hospitality has provided some good reminders – as well as new insights – into the way your customers think. This in turn allows you to modify your processes and improve customer satisfaction during peak business periods.

The main points are:

- Satisfaction is particularly diminished by a long wait before guests receive their first food item. This is exacerbated when they have made a reservation. In other words, casual diners are more accepting of a wait.
- 57 percent of respondents would not consider a walk-in-only restaurant for a business dinner.
- casual dining operators should seriously consider offering reservations, because of the dim view our respondents took of waitlist seating.
- Respondents reported a more favorable perception of a restaurant's service orientation when it takes reservations.
- A 2003 Harris Interactive poll found that 48 percent of respondents viewed waiting for a table as the most stressful part of dining out, followed by inaccurate estimates of wait times (27%).





“Anything that can be done to reduce the perceived waiting time should result in an increase in customer satisfaction and preference.”

- These studies conclude that customers tend to overestimate how long they have waited, and it is the perception rather than the

actual length of the wait that influences satisfaction. Anything that can be done to reduce the perceived waiting time should result in an increase in customer satisfaction and preference.

- There will always be walk-ins, and there will always be customers who prefer not to plan ahead. Perhaps the critical point here is that the restaurant should take whatever steps are possible to give customers more control over the length of their wait. That may involve nothing more than a realistic estimate of wait time and the use of a pager, but at least the customers know that the restaurant is focusing on whittling down the wait.

The report was Customer Satisfaction with Seating Policies in Casual-Dining Restaurants by Sheryl E. Kimes, Ph.D., and Jochen Wirtz, Ph.D.

# THE LIQUOR INDUSTRY GOLF CLUB



Cath O'Loughlin – CEO Childhood Cancer, Rob Gillies – Chair, Liquor Industry Golf Club Charity Day committee, Ben Mead – Childhood Cancer Board member, Bruno Battistella – President, Grange Golf Club, and Barry Linke – General Manager, Grange Golf Club.

The Liquor Industry Golf Club (LIGC) holds an annual charity day raising more than \$80,000 for children's charities here in South Australia.

As part of this year's donations, \$10,000 was given to the Childhood Cancer Association's (CCA) Michael Rice Units for their playground project, which covered the cost of rubber matting to reduce injury of children using the equipment while in residence.

The Michael Rice Units offer accommodation for CCA client families from remote areas of the state to access during the treatment of their family member's illness.

The LIGC Charity day acknowledges the tremendous support of the Grange Golf Club who gives a considerable donation on charity day providing both East and West courses to the LIGC. In recognition of their support, the plaque on the Michael Rice Units will carry their logo.

Bruno Battistella – President of the Grange Golf Club has been a

long supporter of the charity day and has participated in the Ambrose game several times.

"Grange Golf Club is committed to the LIGC and their charity day which earns great funds for children's charities. The Michael Rice Unit project is another great example of support that the LIGC makes to the community every year," Bruno Battistella said.

While the club has been around for over 60 years, it is still focused on children's charities and how they can best assist in improving services and modernising items for charities in need.

"The LIGC Charity Day continues to pull good funds annually for many charities, and the Childhood Cancer Association was an instant confirmation from our committee when presented with the opportunity to assist the facilities upgrade at the Michael Rice Units," Rob Gillies - Chair of LIGC Charity day committee said.

The next Charity Golf day will occur on Monday, 6 February 2017 at Grange Golf Club.

## SAVE THE DATE

**Monday, 6 February 2017**

The next Liquor Industry Golf Club Charity Day will be held @ **Grange Golf Club**

**WE HOPE TO SEE YOU THERE!**

For further information on the day and team or hole sponsorships, please call Robbi Tims on 0418 834 823 or email: [robbitims@chariot.net.au](mailto:robbitims@chariot.net.au)

Hotel SA



# WOMEN IN HOTELS

Over 40 women from the industry attended the Women in Hotels Information Session and Update at the Gepps Cross hotel on September 13. Members received an industry update from AHA|SA staff, heard from Louise Nobes about the amazing 'The Inspired Buy Project' and also had an update on the latest social media trends with Jen Evison. The women were then joined by over 30 corporate sponsors for an informal networking in the custom built beer garden.



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# HELPING KEITH HOSPITAL

A great ceremony was held at Keith and District Hospital in early September when it received an accessible car worth \$57,000 via a grant from Hotel Care Community Projects. Patients and staff were present at the Keith hospital for the official handover of the car. Representing the AHA|SA, Jenny Hurley traveled to her old home town of Keith from Adelaide to represent the AHA|SA and cut the ribbon of the vehicle.

The access car will be a great asset for the aged care facility of the KDH, Stirling Lodge and for the community for many years. It will allow residents to be transported safely and comfortably, whether for appointments or just so people can be out and about and part of the community.



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# TAX DEADLINE LOOMS

The Australian Taxation Office has announced it will be extending the compliance deadline for small businesses to adopt SuperStream until 28 October.

While more than 450,000 small employers have already met their SuperStream compliance obligations, the ATO will be working with those still struggling to adopt the payment standard to ensure they are ready by the October quarterly super payment date.

The ATO last year identified 22 industries that were at risk of not meeting their SuperStream obligations, including accommodation, pubs and clubs businesses, and will be working with these businesses to ensure they become SuperStream compliant by the deadline.

Deputy Commissioner, James O'Halloran says the ATO is encouraged by the already strong adoption from small businesses.

"Through the ATO's ongoing engagement with small businesses, we understand some need more time to implement their SuperStream solution or to work with a SuperStream expert to find a solution that suits their needs," Mr O'Halloran said.

"The ATO will not be taking compliance action against small businesses who miss the 30 June deadline and will continue to work to support them to get SuperStream ready."

Mr O'Halloran said many businesses that have taken the time to find a SuperStream solution and have it up and running are experiencing the benefits, including an average time saving of 70 per cent in meeting their superannuation obligations.

'This is also great news for the 88 per cent or more than 10.5 million employees who are now receiving their super contributions in their accounts much quicker and with greater certainty due to SuperStream,' he said.

You can select how your business becomes SuperStream ready. Options include using a payroll system that meets the standard, a super fund's online system, a messaging portal or a super clearing house like the ATO's Small Business Super Clearing House

"This is also great news for the 88 per cent or more than 10.5 million employees who are now receiving their super contributions in their accounts much quicker and with greater certainty due to SuperStream."

(SBSCH). The SBSCH is a free, optional service for small business with 19 or fewer employees, as well as businesses with an annual aggregated turnover of \$2 million or less.

Your business may already use one of these options to pay super, and you may only need to initiate a few simple changes to be SuperStream ready.

"Accountants and bookkeepers can provide this expert SuperStream advice. Support is also available from your super fund, payroll system provider, messaging portal provider or by contacting your super clearing house," Mr O'Halloran said.

Small businesses that need help with their SuperStream preparation can use the ATO's employer checklist or register for a webinar.

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# *Steam Ale*

**Steam Ale is the product of an all-natural brewing process incorporating cool fermentation and a hit of wheat malt. The result is a certified organic, palate cleansing ale.**

Mountain Goat started out as Dave's weekend homebrew project in a suburban Melbourne backyard when a postcard turned up from his mate Cam who was backpacking overseas. Cam had just discovered good beer in Vancouver and decided Melbourne needed good beer too. This was back in 1997.

So Cam and Dave had a great idea but no money to build a brewery. They were knocked back from every bank they approached but

luckily, with a little help from friends and family, they prevailed and Mountain Goat was soon tapped at a few local pubs.

Today, almost 19 years later, Mountain Goat is now found nationally and the brewery and bar still operates in the back streets of Richmond, with a lineup of old favourites on tap and constantly changing limited releases and barrel aged beers.

From Steam Ale, one of Australia's first organic beers, to the refreshing Summer Ale and Pale Ale, through to the complex malt characters in Hightail Ale and Fancy Pants, there is a Mountain Goat beer for everyone.

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## FOOD SERVICE NEWS YOU CAN USE

If you see social media as a chore, it won't be successful, according to Chef Roy Choi speaking at the Restaurant Innovation Summit organised by the USA's National Restaurant Association.

Described as 'the godfather of the food truck revolution', Chef Roy Choi said he loved social media because he could say whatever he wanted in real time. "It's stream of consciousness." But, he added, you've got to live and breathe it or it will fight you back. "It has to be an extension of you."

The Los Angeles-based chef started on Twitter in 2008. It was a cheap way for him to market his Korean taco truck, Kogi, to a mass audience. "Nobody was really using Twitter back then," he said. "It was free and we had no money. We were driving around, going block to block, selling our tacos and putting our innermost thoughts out there. Then we'd give them the tacos, their eyes would roll back in their heads, and we'd tell them to follow us on Twitter."

The strategy worked. Today the classically trained Choi owns several restaurants, including Chego, Sunny Spot and Alibi Room as well as his beloved food trucks. He also is an acclaimed author and the inspiration for the film "Chef," starring Jon Favreau.

Engaging in social media has to be an investment, not just an amenity or something you think you have to do. "You have to make it a part of your philosophy, a line item of your business."

Make more of your social presence. Try these tips:

**Be honest with yourself.** Social media is about honesty, Choi said. You don't have to be the best at it. But what is your identity and reason for using it? If it's just to make capital, it probably won't serve its purpose for you. It can be one of the quickest ways to lead you to prosperity, but at the same time you'll crash and burn if you're not honest with it. And if you're not, invest in someone who is.

**Find your voice.** Practice, and pull yourself out of your instinct or habit of speaking in a certain way, Choi said. You don't have to repeatedly mention things or have a hashtag for everything.

**Listen and engage.** If you're not responding to someone else's questions or engaging with someone you think is your competitor and creating some kind of friendly dialogue online, that's a missed opportunity, Broyles said. If you're only shoving out content and not leaving comment on other people's Instagram quotes or retweeting, you're living one side of it.

Choi advised patience, saying success might not be quick. "It may be a slow burn, but if you stick with it, someone somewhere will find it, laugh, and it will go viral."

Hotel SA

#### ANOTHER FOCUS AT THE CONFERENCE WAS SUSTAINABILITY. SEVERAL EXAMPLES WERE PROVIDED, WHICH GIVE INSIGHTS TO SA HOTELS LOOKING TO REDUCE THEIR ENERGY COSTS.

**Darden Restaurants** set goals in 2009 to reduce water and energy consumption by 15 percent. Sustainability manager Kristine Young reports that by the end of 2015, Darden had met those goals, reducing water use at its 1,500 restaurants by 22.5 percent, cutting energy use by 17 percent and reducing food waste sent to landfill by 29 percent. The company also announced its new "Food Principles" in April. These principles guide Darden's actions in sourcing, purchasing and preparing safe and wholesome meals.

"It can be one of the quickest ways to lead you to prosperity, but at the same time you'll crash and burn if you're not honest with it. And if you're not, invest in someone who is."

Kathy Cacciola, senior director of environmental sustainability for **Aramark**, said the foodservice and facilities management company is focused on minimizing waste and practicing food sustainability. It also is stressing the importance of health and wellness at all of its locations. Aramark is making measurable progress in meeting specific seafood sustainability commitments, she said, thanks to a partnership with the Monterey Bay Aquarium. Aramark also is working on responsible sourcing and using local and fair-trade ingredients. In addition, the company is scaling back its environmental footprint, managing transportation better and ensuring its protein sources have been humanely raised.

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(Source: BDA Consumer Tracker; Jul16 Update)

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Hotels can always learn from the global fast food industry and the conference provided some invaluable data:

**McDonald's** sustainability director Ian Olson said the company's 14,500 U.S. and 38,000 worldwide restaurants provide opportunity to make some positive changes in its supply chain and franchise communities. Its' food-sustainability efforts are focused on fish, coffee, beef and fiber supply. The company is now recycling over 90 percent of its used fryer oil and corrugate in its U.S. restaurants, Olson said. It also is working with the Marine Stewardship Council to help ensure the seafood in its Filet O Fish sandwiches comes from certified sustainable fisheries. McDonald's is also increasing its purchase of verified sustainable coffee and espresso beans and has invested in a farmer technical assistance program for coffee farmers.

- Yum! Brands, parent of **KFC, Taco Bell and Pizza Hut**, reduced energy use at its company-owned restaurants 17 percent between 2005 and 2015, exceeding its goal of 15 percent, associate sustainability manager Jessica Rosen said. The company also developed its own "Blueline" green building standard, which improves energy and water efficiency, reduces waste, uses sustainable materials and sets restaurants on a path to be LEED-certifiable. So far, 5,600 of its restaurants around the world use Blueline solutions. Other efforts include conducting a global water assessment to better understand and reduce water risk; diverting 50 percent of back-of-house waste at U.S. stores by the end of 2020; recycling used cooking oil, grease and cardboard; and working to reduce food waste and increase food donations companywide through its Harvest Food Donation program.

### CLOSER TO HOME AND WITH AN EYE ON EFFICIENCY, MOFFAT HAS LAUNCHED THE TURBOFAN 40 COMBI SERIES.

The new series delivers enhanced flexibility and convenience with the addition of a new combi-oven mode. Importantly, however, it also retains Turbofan's compact size, and boasts a small 812mm-wide footprint.

"This is a significant move for Moffat," says Michael Lilloco, Moffat's General Manager Sales and Marketing. "Turbofan is one of our most popular proprietary brands, and this new series follows the Turbofan philosophy of providing a small footprint, yet being loaded up with fantastic features. We think customers will be very impressed by the additional cooking functions it promises."

Perhaps the most notable feature of the new series is its versatility. Each of the ovens in the Turbofan 40 Combi Series can operate in three modes: combi, convection, or steam. This means they can provide high levels of quality across a very wide range of products, from patisserie-style baked goods, to meat, fish or vegetables.

The combi mode, for instance, enables excellent results for proteins, without the need to continually baste products to keep them from drying out. The temperature and humidity are automatically controlled at ideal levels, and juiciness and tenderness are also ensured when regenerating pre-cooked foods.



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# IBIS REPORT ON STATE OF THE DRINKS INDUSTRY

While some companies enjoyed a notable uptick in revenue growth over 2015-16, others stagnated as minimal innovation limited revenue growth. IBISWorld has published a list of the Top 500 Private Companies (ranked by revenue), in conjunction with the Australian Financial Review, to gain an indication of how both individual companies and overall industries are performing. Based on the list, Casella Wines Pty Ltd and Coopers Brewery Limited have had contrasting years despite both manufacturing alcoholic beverages.

Similar to numerous other Australian wine producers, Casella Wines has struggled with an oversupply of wine pushing prices down and squeezing margins over the past five years. However, according to

IBISWorld's 2016 Top 500 Private Companies List, Casella Wines had some of the strongest growth 2015-16, with a 20.2% increase in revenue. While Casella Wines is only Australia's fourth-largest wine producer, the company is recognised as one of Australia's largest wine exporters. This emphasis on export markets hurt company revenue over the three years through 2013-14. However, a subsequent depreciation of the Australian dollar improved wine pricing, while demand for Australian wines has been increasing in the United States and from the growing Asian middle class, particularly in China. These factors have helped Casella Wines jump 19 places to reach 104th on IBISWorld's 2016 Top 500 Private Companies List.

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IGA currently produces all the reports required under the Gaming Act, management reports to ascertain theft and reports to assist in building your gaming machine income.

Independent gaming advice on gaming machine selection, including games, denomination, machine type and Max bet \$5 compliancy is a speciality of Rob Mullarvey!



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Unlike the wine production industry, which has been volatile over the past five years, the beer manufacturing industry has exhibited stable (if subdued) revenue growth over the same period. This has resulted in Australia's largest locally owned beer manufacturer, Coopers Brewery, falling five spots this year to reach 234th in the Top 500 Private Companies List. Changes in culture and consumer attitudes have resulted in declining per capita beer consumption, and increasing competition with other alcoholic beverages, like wine and ready-to-drink spirits. Despite these adverse factors, revenue for Coopers Breweries grew by 0.7% over 2015-16, to \$239 million.

A growing trend towards premiumisation has helped counteract these negative factors. As beer drinkers have been purchasing more varied product offerings, such as premium, craft and internationally branded beers, increased per-unit prices have offset declining consumption. The diversification of consumer tastes suggests that companies such as Coopers Brewery would benefit from targeting premium and craft beer drinkers. However, these trends have not yet adequately counterbalanced declining per capita beer consumption, with revenue for the beer manufacturing industry expected to have fallen by 0.6% in 2015-16.

Culture and attitude changes, and increased health consciousness have significantly affected beer and wine sales over the past decade. Per capita alcohol consumption is expected to continue falling over the next five years, and higher domestic pricing is anticipated for wine grapes and coarse grains. As a result, revenue for beer manufacturers is set to decline by an annualised 0.5% over the five years through 2021-22, and revenue for wine producers is set to slow to an annualised 2.4% over the same period. However, wine and beer manufacturers still have growth opportunities to pursue. A preference for high quality is expected to drive solid growth in premium beers, craft beers, sparkling wines and ciders, with higher sales in these segments anticipated to help counterbalance the limited growth in mass market beers and wines.

*The Octavius*  
Old Vine Barossa Shiraz 2012

*96 points*  
James Halliday  
Wine Companion 2017

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# ACCIDENTAL PRODUCT A BIRTHDAY GIFT

Coopers Brewery is celebrating the 60th birthday of its Managing Director and Chief Brewer, Dr Tim Cooper, by releasing limited edition 440ml cans of his eponymous beer, Dr Tim's Traditional Ale.

Dr Cooper turned 60 in June and to help celebrate the milestone, Coopers is producing 20,000 cases of Dr Tim's Traditional Ale in the 440ml can format. It is the first time that Coopers has released a 440ml can.

It is envisaged they will be available at the same price as the standard 375ml cans and are expected to be in stock in major retailers across Australia later this month (August).

National Sales and Marketing Director, Mr Cam Pearce, said Coopers had been keen to celebrate Dr Cooper's birthday with customers.

"Members of Dr Cooper's brewing team suggested that a special edition can of Dr Tim's would be a suitable recognition," he said.

"The decision was made for this to be a 440ml can, to be sold at the same price as the 375ml can."

Dr Tim's Traditional Ale was first produced in 2004 as an experiment to see whether Coopers ales, which undergo secondary fermentation, could be successfully packaged in cans.

Coopers' packaging company, Amcor (now Orora), provided cans for this experiment with Dr Tim's Traditional Ale already printed on them.

This resulted in what the brewery calls an "accidental product" which has since developed its own dedicated following. For many years, sales of Dr Tim's were restricted to South Australia, but it is now available nationally.

The technical success of Dr Tim's resulted in Coopers releasing Coopers Mild Ale 3.5% later in 2004 in both cans and bottles. It is thought that these two products are the only ones in the world to undergo secondary fermentation in the can.

In other Coopers news, the Australian-owned brewer has partnered with Tennis Australia and won the exclusive beer pourage rights for the Australian Open for the next five years.

The agreement means that only Coopers beer will be poured at Melbourne Park throughout the two weeks of the Australian Open, as well as lead-in tournaments in Brisbane, Sydney, Adelaide and Hobart from 2017 and Perth from 2018.

It also includes pourage rights for all other sporting and entertainment events at Melbourne Park.

The value of the contract has not been disclosed, but Coopers National Sales and Marketing Director, Mr Cam Pearce, said it was one of the largest national sporting agreements Coopers had signed.

Coopers also staged its VIP Marquee at the Balaklava Cup, which you can read about in Ravo's Bush Telegraph. Photos by Alice Healy Photography.



Mitch Roach, Bodelle Francis, Phil Farrer.



Michelle Parken, Claire Messner.



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# WEST END'S PROUD FOOTY TRADITION

The "double blue" colours of Sturt are now flying proudly on the West End Chimney.

Coach Marty Mattner and captain Zane Kirkwood introduced the team to the 500-plus crowd, which was an exceptional turnout on a day of looming unpredictable weather.

MC Mark Soderstrom introduced West End's Jason Baily as the one time reserve game player for the Sturt Football club as he came on stage.

The team stayed until 3pm and it is said that Sturt President Jason Kilic didn't let go of the replica trophy presented by the brewery, and walked around all day with it in his arms.

The West End Chimney unveiling ceremony is a mainstay on the SANFL finals calendar, and has been presented by West End Brewery since the early days when the brewery resided in Hindley Street.

The first painting of the Brewery Chimney was on Monday 4 October 1954, two days after the Grand Final when Port Magpies were victorious over the West Adelaide 'Bottletops'.

The infamous picture of Fos Williams stirring the paint for the first ever chimney painting recommended that there should be a red stripe underneath Port's colours to signify West's gallant fight. This format has remained to the current day.



The Chimney, standing some 25 metres from the roof of the Engine Room on Port Road, symbolises the great battle of the SANFL teams during their finals season part of a very strong local league of football.

Win or lose the tradition continues to bring respect and recognition to the SANFL Premiership teams each year.

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## BOWLS SA AT WEST END BREWERY

A recent West End Draught on-pack promotion gave consumers the chance to win a tour of the brewery, drinks, nibbles in Bar 107 on site at West End Brewery. The punters were asked to access BOWLS SA facebook page and tell them what they do in the off season of BOWLS in SA.

The result was 2 lucky winners won the chance for themselves and 3 mates to attend an up close and personal visit to West End – tour and drinks / dinner in Bar 107 on site at West End on Wednesday 21/9.

Tony Jones stepped them through some intense tastings and then they stayed on for some nibbles and further tipples of their choice.





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# WORK HEALTH AND SAFETY MADE EASY

*Important note: the term employer is used throughout this article and is taken to have the same meaning as a Person Conducting a Business or Undertaking (PCBU) in the WHS Act.*

All employers no matter the size have a duty to ensure, so far as is reasonably practicable, the safety of workers whilst they are at work. Determining what is required to meet the reasonably practicable test can often be difficult as there is a great deal of flexibility in how this can be achieved. This article will outline the basic steps members can take towards meeting the reasonably practicable test. Further, information will be provided on where members can obtain more information including the documents and tools that have been developed by the AHA|SA and the Hospitality Work Health and Safety Association ('WHS Association'), of which the AHA|SA is a member.

## WHY IS WHS IMPORTANT

Work health and safety is an important aspect of every business no matter the industry. Firstly, no employer wants their workers to be injured at work, and secondly employers have a legal obligation to make sure their workers are safe whilst at work (*s 19 Work Health and Safety Act 2012 (SA) ('WHS Act')*). Therefore, implementing a work health and safety system is not only a requirement of every employer but helps prevent your workers being injured whilst at work.

Hospitality employers have a vast array of obligations they must comply with from liquor licensing to workplace relations and ensuring employees receive the correct pay and entitlements. Work health and safety therefore often gets pushed to the bottom of the pile, or the 'too hard basket'. Work health and safety does not need to be difficult nor time consuming and at the end of the day is as equally as important as all the other legislative obligations with which you must comply.

## SETTING UP A WORK HEALTH AND SAFETY SYSTEM – THE BASICS

Members may be familiar with the booklet produced by the WHS Association in 2013 titled *Managing Work Health and Safety in the Hospitality Industry* and the more detailed *Work Health and Safety Package*. These documents were created to assist members in meeting their work health and safety obligations. As outlined in these documents there are a number of simple steps which can be followed in setting up and implementing a work health and safety system. An overview of these steps follows.

### 1. Foster a positive WHS Culture

Unless an employer creates and promotes a positive culture with regards to work health and safety, any risk management processes

or procedures that are put in place are likely to fail. Taking a proactive approach and letting employees know workplace safety is important to you can go a long way towards achieving this.

### 2. Hazard identification and risk management

Employers have an obligation under the WHS Act to identify potential hazards in the workplace and ensure that the risks associated with such hazards are managed in such a way as to reduce the likelihood of injury. Risk management is an ongoing process and should be undertaken at a minimum when starting a new business, purchasing new equipment, when new WHS information becomes available, in response to an incident, when there are changes in legislation and when safety concerns may be raised by employees.

Hazard identification and risk management is a circular 4 step process:

- 1. Identify the hazard** – a hazard is anything that may cause injury and can be identified by looking at factors such as the tasks employees are performing, the workplace environment or through consulting with staff among other things.
- 2. Assess the risks** – the level of risk is determined by looking at the harm that may arise from the hazard and what the likelihood is of that harm occurring (for example what type of injury may occur, how many workers may be exposed, how often will workers be exposed to the risk). Where the risk is extremely high it needs to be eliminated or minimised as much as possible.
- 3. Control the risks** – whilst the aim is to eliminate the risk completely, this is not always possible and therefore an employer needs to look at ways in which to reduce the risk such as by substituting the hazard with something that is safer or through the use of personal protective equipment. The hierarchy of controls can help an employer understand how a risk can effectively be controlled.
- 4. Evaluate the effectiveness of the controls** – once a control has been implemented, the employer should review the changes to ensure that the risk has been eliminated or minimised. In the event it has not, the control method will need to be reassessed. In reviewing the control, employers may become aware of other hazards that may arise and these hazards will too then need to be addressed starting again at point 1.



“Work health and safety does not need to be difficult nor time consuming and at the end of the day is as equally as important as all the other legislative obligations with which you must comply.”

### 3. Develop WHS Policies

Written policies help employers and employees understand their legislative obligations and their respective roles and responsibilities when it comes to WHS. Further, they can identify risks within the workplace, practices that may have been adopted to address that risk and the process that should be followed in the event an injury occurs or a potential new hazard is identified. For example a First Aid Policy may outline who the first aid officers are and the process that should be followed in the event first aid is required. Policies also identify to employees what action, if any, may be taken by the employer in the event an employee breaches a policy.

Policies must be properly implemented, enforced and reviewed regularly in order for them to be most effective. The policy should be signed and dated on commencement and on any subsequent review. When a policy is altered, employees should not only be provided with a copy but sign off to show they have received and understood it.

### 4. Develop Safe Work Procedures

Safe work procedures help employees understand how to complete a particular task safely and why they need to do so. A SWP should outline the potential hazards associated with a particular task, how that task should be undertaken and the required or recommended personal protective equipment for completing the task.

### 5. Consultation, instruction and training

Employers should regularly consult with employees on WHS matters. This can occur formally through say a WHS Committee, or informally, such as discussing WHS at regular staff meetings or including a

WHS update in staff memos. Employees should be encouraged to provide ideas on how workplace safety can be improved or how a particular hazard can be minimised. Training and instruction should at a minimum be provided when new equipment is introduced but should be an ongoing process. Records should be kept of any training undertaken.

### 6. Inform workers

An employer should inform employees of any practices or procedures that are put in place in order to reduce the risk of an incident occurring. This can occur in the manner identified in point 5.

### 7. Monitor and review safety and your safety system

It is essential that employers monitor and review business activities to make sure the workplace is safe for workers. This may occur through a quarterly walk through of the business to identify and new hazards or assess whether implemented control measures are working effectively. Policies and safe work procedures should be reviewed regularly, either every two years at a minimum or each time there is a change to a business practice that may affect that policy.

Everyone has a role to play in ensuring a workplace is safe from hazards, therefore employers and employees should be continually assessing the workplace to identify potential hazards.

### FURTHER INFORMATION AND RESOURCES

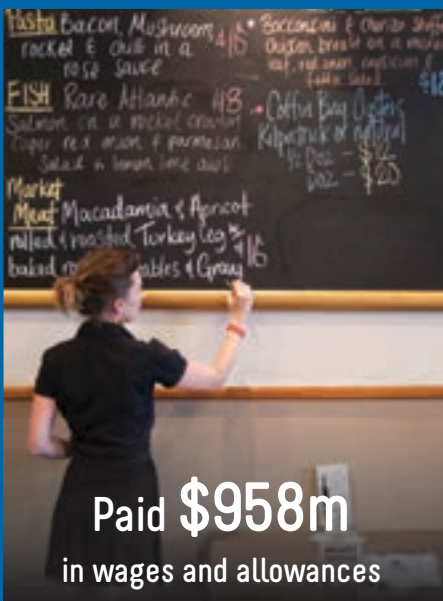
A number of WHS tools are available to members as part of membership of the AHA|SA. There is the successful Work Health and Safety Package which contains a number of template policies, forms and more. A number of generic template Safe Work Procedures are also now available as is the Emergency Procedures Guide Flip Chart. These documents are available to download for free (excluding the flip chart) from the members section of the AHA|SA website. Members who would like assistance with any WHS matter should contact the HR/IR Team.

“It is essential that employers monitor and review business activities to make sure the workplace is safe for workers.”

# IN 2015 SA HOTELS:



Employed  
**26,250 people**  
3.2% of SA's total employment  
(40% regional)



Paid **\$958m**  
in wages and allowances



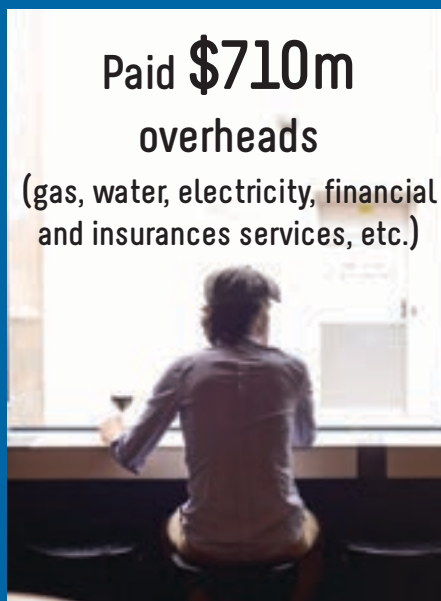
**41.6**  
the average number of  
South Australians employed  
per SA Hotel



Paid **\$445m**  
in taxes, levies, rates and fees



Purchased  
**\$1.3 Billion**  
largely from local suppliers,  
\$963,000,000 food/beverages



Paid **\$710m**  
overheads  
(gas, water, electricity, financial  
and insurances services, etc.)



Invested  
**\$664 million**  
in capital expenditure in  
last 5 years (24% or \$161m in  
regional areas)

**SA HOTELS: TOO GOOD TO LOSE,  
TOO VALUABLE TO IGNORE**

# REGIONAL MEETINGS

The AHA|SA conducted regional meetings for the Lower Mid Upper North East area on August 16 at the Blyth Hotel and the Berri Hotel for the Murray Mallee region on July 19. Both of these venues had good locations to conduct the presentations and outstanding private dining areas for lunch with sponsors.

Thanks to all the staff at the Blyth and Berri hotels for providing great service and superb food to all hoteliers and sponsors on the day.

The regional presentations included information on the Liquor Licensing Review and issues confronting the hospitality industry. These issues, mainly the LLR, prompted several questions then further discussion during the meetings and at lunch.

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



# KARLI DABROWSKI

PERNOD RICARD AUSTRALIA  
FIELD SALES MANAGER, SA/NT



## WHEN DID YOU JOIN YOUR CURRENT EMPLOYER?

December 2010

**TELL US ABOUT YOUR COMPANY:** Pernod Ricard is the world's co-leader in the Premium wine & spirits industry. We focus on sustainable growth through a large portfolio of international brands and a high-end Premiumisation strategy.

**WHAT ARE YOUR KEY RESPONSIBILITIES?** I am responsible for the management & development of the SA and NT Field team (i.e. achieving sales targets, business management and team leadership).

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

Raising two young sons

**WHAT IS SOMETHING THAT MOST WOULDN'T KNOW ABOUT YOU?** Tough one..... prior to joining the industry I was a personal trainer (still qualified) and worked in legal.

## WHERE IS YOUR FAVOURITE HOLIDAY DESTINATION?

Black Point, SA or Noosa, QLD

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

- Julia Roberts – incredibly talented and successful yet managed to maintain a private family life
- Jamie Oliver – need someone to cook because I'm average at best
- Robin Williams – provide the laughs

# 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.**

## Boylen +

### Contact:

sales@boylen.com.au  
8233 9433  
Level 3, 47 South Tce, Adelaide



## GALIPO FOODS – GOLD

### A Win For South Australia!

On September 13, Galipo Foods was voted the Number One Foodservice Distributor in all of Australia.

What a great result for South Australia!

That's twice in three years they have taken out Number One in Australia and shows what this great State can do.



## MAX IS LAUNCHED

Bytecraft and Maxgaming are widely regarded as two of the most recognised and respected product and service providers in the gaming and technology industry. Internally, as part of the Tatts Group, the two high performance companies have been brought together to unify their diverse product and service portfolios.

The rebranding of the two, under the brand name MAX, provides customers with a myriad of benefits. MAX repositions the division beyond gaming to open up new business opportunities through a synergy of resources and knowledge held in each of their respective business units. As a result, they can increase the scale of the overall high tech solutions provided.

Frank Makryllos, COO for MAX, recently summed-up the key motivation behind the integrated brand. "Simply put, our mission is to provide the world's best high-performance data management systems, e-commerce and digital platform services to gaming venues, industry and governments, and MAXsys is the starting point of that in NSW."

Operationally, overall service and products will not change and MAX will continue to operate under the existing ABN and ACN numbers. As a result, there will not be any changes to customer or supplier contracts or services.

Tatts Group chose to launch the re-brand to coincide with the Australasian Gaming Expo, the industry's largest trade show. The event draws in excess of 6500 visitors, from around Australia and overseas.

For MAX, the directive to staff was to ensure clients and suppliers of both Bytecraft and Maxgaming were skilfully engaged through various communication media on the journey to say "farewell" and "hello" to the new player in the field – "MAX".



MAX created a six-metre-long Virtual Reality tunnel which represented the evolution of the old brand to the new brand – and they mapped it out centimetre by centimetre to ensure they knew what emotions to evoke as the participant progresses through the tunnel. This also included elements in the exterior environment (MAX installed fans to simulate wind, lights and sounds to add to the atmosphere, as well as a small elevated space to represent a platform in the virtual world).

Glen Strong, GM Marketing & Product for MAX said "For me customer intimacy has always been key to any brand, any sale, and any relationship we want to have with our market or our staff for that matter. VR is one of the new tools to take this into a new realm – not just because it is "virtual", but for once, we have a way of mass engagement that can trigger the full range of emotive experiences that we could only dream of years ago.

These are exciting times for MAX and their customers. They operate in a competitive business-to-business environment with a focus on forging new long-term relationships, and growing existing ones. It's therefore important to offer innovative products and services that allow customers to develop their businesses successfully. As Glen Strong stated, when asked what the main 'MAX' message is to customers, "Our business simplifies yours..."

**Accountancy Services**

- Bentleys Accountants 8372 7900
- Jaquillard Minns 8221 6551

**ATMs**

- Banktech 0478 333 297
- Cashcard 0410 681 515
- Next Payments 0499 331 476

**Architects & Interior Designers**

- Studio Nine Architects (Abeo Design) 8132 3999

**Audio Visual**

- Big Screen Video 1300 244 727
- Integrate IoT 8193 4800
- Nightlife Music Video 1800 679 748
- Novatech Creative Event Technology 8352 0300

**Background Music**

- Nightlife Music Video 1800 679 748
- Zoo Business Media 07 5587 7222

**Banking**

- Bank SA 8424 5536
- Commonwealth Bank 8206 4035

**Beer Dispense Equipment**

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

**Beverage Gases**

- BOC Limited 8300 5662
- Supagas 8252 7472

**Beverages**

- Accolade Wines 8392 2238
- Asahi Premium Beverages 8276 4888
- Australian Liquor Marketers Pty Ltd 8405 7744
- Brown-Forman Australia 8418 7104
- Carlton & United Breweries 8416 7819
- Coca-Cola Amatil 8416 9547
- Coopers Brewery 8440 1800
- Diageo Australia 8245 9300
- Empire Liquor 8371 0088
- Lion 8354 8888
- Liquor Marketing Group (Sip'n Save) 8416 7575
- Options Wine Merchants 8346 9111
- Macaw Creek Wines 0409 625 642
- Pernod Ricard Australia 8208 2400
- Samuel Smith & Son 8112 4200
- Treasury Wine Estates 8301 5400
- Vintage House Wine & Spirits 8397 7100

**Bookkeeping**

- Brisban Hospitality Consulting 8235 1594
- Winnall & Co. 8431 9447

**Cabinet Makers**

- John Reuther Cabinet Makers 8234 9600

**Cleaning Supplies**

- Chemform 1300 201 144
- Cobalt Blue Australasia 8352 3881

**Energy**

- Bulk Energy 1300 462 855
- Trans Tasman Energy Group 1300 118 834

**First-Aid**

- AlSCO 8346 1391
- St John 0488 178 823

**Food Services**

- Holco Fine Meat Suppliers 8162 8400
- International Oyster & Seafoods 0412 392 551
- PFD Foodservice 8114 2300
- Wills and Daniel 8260 7776

**Furnishings**

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

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- Ainsworth Game Technology 0408 462 321
- Aristocrat Technologies Australia 8273 9900
- Global Gaming Industries 0409 283 066
- IGT 8231 8430
- Independant Gaming Analysis 8376 6966
- Konami Australia Pty Ltd 0409 047 899
- Macmont Gaming Supplies 8340 1322
- Max Systems 8275 9700

**Gambling Services**

- The Lott 132 315
- UBET 8354 7300

**Glass**

- O'Brien Glass 8259 9211

**Hotel Brokers**

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

**Hotel Management**

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- H&L Australia Pty Ltd 8291 9555

**Hotel Marketing**

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**Ice Makers**

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- Lancer Beverage Systems 8268 1388

**Information Systems/  
Site Preparation**

- Max Systems 8275 9700

**Insurance**

- Aon Risk Solutions 8301 1111

**I.T. Products & Services**

- Vintek 1300 001 337

**Kitchen & Bar Equipment**

- Andale Hotel Services 8234 0388
- Bunzl Hospitality Supplies 8245 6200
- Lancer Beverage Systems 8268 1388

- Ozicater 1300 694 228
- Stoddart Manufacturing & Food Service Equipment 0427 106 103

**Labour Hire**

- Skillhire 8349 3400

**Legal Services**

- Clelands Lawyers 8177 5888
- Duncan Basheer Hannon 8216 3389
- DW Fox Tucker 8124 1910
- Foreman Legal 8370 8500
- Ryan & Durey Solicitors 6166 9000
- Solomon Humble 8232 3300
- Wallmans Lawyers 8235 3000

**Media**

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

**Music Licensing**

- APRA/AMCOS 8331 5800

**Onhold/Messaging**

- Zoo Business Media 07 5587 7222

**Painting & Property Maintenance**

- Higgins Coatings 8301 4600

**Payroll & HR Resources**

- Brisban Hospitality Consulting 8235 1594
- Sage Payroll & HR 1300 729 229
- Winnall & Co. 8431 9447

**POS Systems**

- H & L Australia Pty Ltd 8291 9555

**Property Valuations**

- Knight Frank Valuations 8233 5222

**Refrigeration**

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

**Sports & Entertainment Media**

- Foxtel 1300 138 898
- Fox Sports 0499 660 023
- Sky Racing 02 9218 1755
- Punt Club 8120 4880

**Staff Training & Recruitment**

- HITsa Industry Training 8267 3000

**Superannuation**

- HostPlus Pty Ltd 8205 4965

**Table Linen**

- AlSCO 8346 1391

**Travel**

- Phil Hoffmann Travel 8350 5779

**Websites**

- Boylen 8233 9433

**Workers Compensation**

- Employers Mutual 8127 1100
- Gallagher Bassett 8177 8450

# PLATINUM

16/17



# GOLD

16/17



# SILVER

16/17

- Ainsworth Game Technology
- APRA Amcos
- Aristocrat Technologies Australia
- Australian Liquor Marketers
- Big Screen Video
- BOC Limited
- Boylen
- Empire Liquor
- Employers Mutual
- Foxtel/Fox Sports
- IGT
- InDaily
- Independant Gaming Analysis
- Integrate IOT
- James Richardson Corporation
- Konami Australia Pty Ltd
- Liquor Marketing Group – (Sip'n Save)
- Novatech Creative Event Technology
- Options Wine Merchants
- Ryan & Durey Solicitors
- Samuel Smith & Son
- Sky Racing

# BRONZE

16/17

- AlSCO
- Andale Hotel Services
- BankSA
- Banktech
- Bentleys Accountants
- Brown-Forman Australia
- Bulk Energy
- Cashcard
- Chemform
- Cobalt Blue Australasia
- Commonwealth Bank
- Concept Collections
- Drinking Buddy
- Duncan Basheer Hannon
- DW Fox Tucker Lawyers
- Global Gaming Industries
- Higgins Coatings
- HITsa Industry Training
- International Oyster & Seafoods
- Jaquillard Minns
- Knight Frank
- Lancer Beverage Systems
- Macmont Gaming Supplies
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- McGees Property Hotel Brokers
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- Nightlife Music Video
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- Ozicater
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- Zoo Business Media

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- Brisban Hospitality Consulting Services
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- John Reuther Cabinet Makers
- Red Bull
- Vintek

# Gaming CARE

The Hotels Responsible  
Gambling Early  
Intervention Agency



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

**Some of our duties include:**

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

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

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

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

**Telephone:** 08 8100 2499

**Facsimile:** 08 8232 4979

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

4th Floor AHA|SA House  
60 Hindmarsh Square  
Adelaide SA 5000



TIM BOYLEN

**Boylen +**

PH 08 8233 9433

tboylan@boylan.com.au

## THE MULTIPLIER EFFECT: FRIEND OR FOE?



Hotel patrons and accommodation guests are increasingly using the internet to share their experiences.

Historically, the risk was that one unhappy customer might spread the bad word of mouth to 10 others. Today the risk has been multiplied a thousand times as one bad review is read by a number of people via social media.

As a result it is becoming more and more important to invest in the reputation management and social media interaction.

Some of top social media platforms for the hotel industry are Facebook, Twitter, Instagram, Yelp, Trip Advisor, Zootout and Zomato. Hotel chains are already allocating a significant share of their marketing budget (and have a dedicated team) to influence the process and keep a constant check on the social comments.

However, independent owners of small hotels and restaurants do not have access to this level of resourcing – and expertise. That simply means they have to be smarter and more innovative. We've looked at several overseas examples of the campaigns run by small hotels and restaurants that have achieved good success:

### **Roger Smith:**

This small boutique hotel provides an additional discount to the guests who book the rooms through social media platforms and call it as "social media rate". The hotel has a dedicated blog which regularly highlights the videos, pictures and experiences of the stay.

### **Bell in the Woods:**

Regular posts and updates on social media pages is vital. The hotel keeps their potential and past guests engaged by posting about the

activities their guests can do in the nearby places while their stay. Additionally, they make sure to quote the guests' feedback on their stay and delicious food that the hotel offers. They maintain their Facebook, Twitter and Instagram pages proactively.

### **Falcon at Hatton:**

The social media pages are leveraged to spread the word about their promotional offers. The festive offers and other promotions highlighted on their pages boost their incremental sales and boost customer loyalty.

### **COLD, HARD FACTS**

Research shows that three out of four people (77%) make their decision on which hotel to book after checking reviews online.

Half of hotel guests post their reviews/experiences after their stay.

So there is no longer any argument that hotels need to maintain their reputation on social media platforms. If the social media channels are used creatively, these can be the most cost-effective medium of advertising. The activities can dramatically increase customer engagement, boost customer loyalty and improve customer retention rates.

However, it is argued that social media tactics are not as beneficial for the small hotels as for the large or luxurious boutique hotels, because of the limited number of followers and low reach. So stay tuned for our next article, which will provide insights into how to increase both of these aspects.

If you would like to discuss how social media can be used to boost your profits, please contact Tim Boylen [tboylan@boylan.com.au](mailto:tboylan@boylan.com.au)

## LICENSEE TRANSFERS JULY 2016

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEES
Port Dock Brewery Hotel	Pt Adelaide	1/7/2016	Port Dock Pty Ltd
The Raglan Hotel	Adelaide	18/7/2016	1 Zero 9 Pty Ltd
Parkside Hotel	Parkside	25/7/2016	J Lawrie, S Lawrie & Pettigrew Family Hotels P/Ltd

## WELCOME TO OUR NEW MEMBERS

HOTEL
Port Dock Brewery Hotel
Macclesfield Hotel
Propaganda Club
Electric Circus
Alfreds Bar
Bellum Hotel

## LICENSEE TRANSFERS AUGUST 2016

HOTEL	LOCATION	DATE GRANTED	NEW LICENSEES
Callington Hotel	Callington	3/8/2016	Hoarders & Collectors Pty Ltd
Macclesfield Hotel	Macclesfield	5/8/2016	Yorkys Pty Ltd
Stanley Bridge Tavern	Verdun	5/8/2016	Stanley Bridge Hotel Pty Ltd
Robertstown Hotel	Robertston	10/8/2016	CGM Hotels Pty Ltd
Bridge Hotel	Langhorne Creek	22/8/2016	Togbel Hotels Pty Ltd
Windmill Hotel	Prospect	23/8/2016	Windmill Hotel Investments Pty Ltd
Archer Hotel	North Adelaide	25/8/2016	Huntsman Hotel Pty Ltd



## OFFICE HOLDERS

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 Toll Free: 1800 814 525  
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# LOCKED & LOADED

Locked & Loaded is a thrilling new standalone progressive (SAP) brand launching in South Australia on the back of enormous success across NSW, QLD and VIC in 2016. Underpinned by an exciting new *Lock It Bonus* Feature, this new series of games delivers an unsurpassed gameplay experience combining favourite classic features with contemporary new elements.



**NEW RELEASE**

## BRIGHT LIGHTS



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Multi - 1c, 2c, 5c, 10c

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**SG**  
GAMING

IT'S  
**THE BUN**  
- THAT MAKES -  
**THE BURGER**

**NEW!**

**BRIOCHE STYLE  
HOT DOG BUNS**



**BRIOCHE STYLE BUN 4" GLAZED**

9362 - Carton of 72

**BRIOCHE STYLE BUN 5" GLAZED**

9297 - Carton of 72



**BRIOCHE STYLE SLIDER 2.5" GLAZED**

9363 - Carton of 144



**BRIOCHE STYLE GOURMET HOT DOG**

9298 - Carton of 55

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