

# Hotel SA

THE OFFICIAL PUBLICATION OF THE AUSTRALIAN HOTELS ASSOCIATION (SA BRANCH) OCT/NOV 2018

## THE DRAUGHT BEER ISSUE

2019 AHA NATIONAL HOTEL AWARDS  
FULL WINNERS LIST ON PAGE 38

CRAFERS:  
KING OF  
THE HILLS

PAGE 10



#

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## THE CRAFERS HOTEL

Crafers est le meilleur! The once dull and time-forgotten inn has not only invigorated and 'Francophiled' the Hills hamlet of Crafers, it has scooped five prix at the State AHA awards.



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## FROM GLASSY TO GLOBETROTTING GM

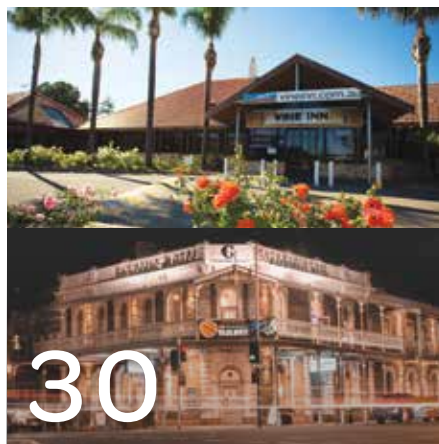
The story of Pavithran "Pav" Nambiar can be summed up as "dropout med student becomes pub glassy becomes general manager of five-star hotels".



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## CHEERS TO DRAUGHT BEER!

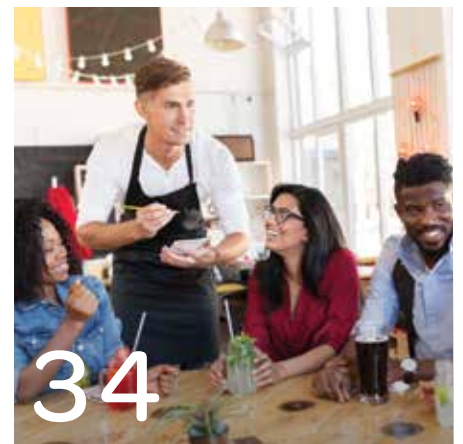
Purists say it's the only way to drink the amber fluid – fresh from a keg in a clean, cold glass with frothy head.



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## BEST DRAUGHT BEER WINNERS

At the AHA/SA Awards For Excellence, draught beer was put on a pedestal with two awards for the best draught beer.



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## SA HOTELS LEAD THE WAY

Hotels account for the lion's share of food service in SA – but it is a market typified by ever-increasing competition.

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# From the President

DAVID BASHEER – AHA/SA PRESIDENT

## ELECTION WISHLIST

The AHA at both State and National levels is developing a list of priorities that must be addressed at the next Federal election.

While there are general business issues - such as company tax and policy certainty – that need attention, I will focus on specific industry issues which require the attention of all sides of the Parliament.

## BEER EXCISE

The AHA will continue to urge all parties that there is a compelling business case to reduce the excise on draught beer and to freeze other excise.

The continuation of six-monthly, CPI-based rises is poor policy. Beer served over the bar is where the jobs are and all governments should be focused the economic benefits of sustained employment growth.

As the Minister for Finance, Mathias Cormann, once said: "... jobs don't grow on trees. Jobs are created by successful profitable businesses. The more successful, the more profitable a business is the more people it can hire and the better the wages it can pay."

A review is needed in the way excise is calculated and the fact it is done so twice a year. It gives the customer no chance to recover from the previous price rise. Venues are faced with the prospect of reducing margins to stay competitive when so many of their operational costs are spiralling.

At an electorate level, the price of the humble pint continues to rise and these price hikes are deeply unpopular among social drinkers. With alcohol consumption showing a consistent downhill trend, there is no case for arguing the increases should occur for the social good. However, there is an argument that says taxpayers would benefit from some "hip pocket relief".

## SKILLS SHORTAGE

Our industry is experiencing a skills shortage that is getting progressively worse, not better.

Sensible reforms that need immediate implementation include:

- Remove the current disincentive to hire 'adult' apprentices. Currently it is a costly exercise. The government must provide incentives to encourage employers that, at age 21, a person who made a slightly later start to career path is not considered too expensive to train and employ
- Reinstate the tools for trade incentives.
- Consider methods, such as formalised mentoring programs, that will reduce the high drop-off rate.

In short, we need actions and details, not words.

## NATIONAL ALCOHOL STRATEGY

We require a coordinated and sensible approach to the National Alcohol Strategy. A national harm minimisation framework must be fact-based and cannot be hijacked by fringe elements of the debate.

Whichever party assumes power at the next federal election must:

- work with industry and key stakeholders
- to guarantee a coordinated approach
- with no unintended consequences
- including safeguarding jobs

## ONLINE GAMBLING

In today's digital world, there is no doubt that the negative impact of online gambling continues to spiral out of control. Socially, it is unseen and lacks the physical presence of trained staff to identify those at risk.

From a business viewpoint, it is unregulated, largely untaxed and offshore operations do not create a single job in Australia. Indeed, the burden falls heavily on the bricks and mortar operators.

It is time we had a common purpose, across all parties, for action.



## AUSTRAC

Another essential reform to do away with the AUSTRAC reporting responsibilities.

Pubs are not high stakes operations where \$10,000 wins are commonplace. A small licensee could spend a lifetime as a publican and never see a win of this magnitude.

As such it is an unnecessary burden on our operators; it is a layer of red tape our SMEs shouldn't have to deal with.

## AIRBNB

The AHA is not opposed to the true spirit of Airbnb, which is where a vacant back room is let out in a single dwelling. However, the reality is far different to this romantic vision.

Large operators with more hotel rooms than the average Australian hotel are taking advantage of the unregulated environment to run complex operations that dodge the regulations and taxes paid by the mainstream industry. Our members are placed at a competitive disadvantage.

Common sense must prevail. To provide a level playing field, large Airbnb operators must be required to pay an equal amount of tax, levies and compliance costs as traditional operators.

## ENERGY

Finally, I want to underline the AHA's commitment to reducing power prices for members. At a local and national level, we continue to engage with third parties to provide assistance.

In addition, a newly-elected Federal Government has the opportunity to assist commercial venues to install power factor correction units, which will also have benefit of increasing energy efficiency.

## NATIONAL AWARDS

For SA to have seven SA category winners at the National AHA Awards is an outstanding result (see story page 38).

At a magnificent event at The Sheraton on the Gold Coast, which culminated in a poolside party and fireworks to celebrate our great industry, the AHA's National President, Scott Leach and TAA Chair, Martin Ferguson made impressive speeches advocating for our industry in front of 450 guests.

The Crafers deserves special mention, after being named the best hotel in Australia. Here we see a venue-led resurgence in the rejuvenation of Adelaide Hills pubs. The win was a great reward for the vision of the Peters, Matthews and Brumby families. The Crafers also won Best Redeveloped Hotel.

Congratulations also go to Ian Tregonning, Graham Hobbs and his team at Sporties Tavern for Best Bar Presentation and Service in regional Australia, Port Pirie.

The Fahey family is no stranger to winning awards and the stunning gaming room transformation at The Lakes Resort is a credit to them.

The Dean Group is to be congratulated for a well deserved win for the Largs Pier in the Best Mid Range Accommodation category.

Robert and Paola Coro and their team have an enduring reputation for the uniqueness and quality of the Apothecary. For a SA member to win national honours in such a keenly contested category is a deserving recognition of this venue.

Kym Bond oversees a young team at The Cathedral (see page 30). Following the hotel's renovation, they have been judged the best at what all pubs nationwide do... serve beer!

In closing, well done to all SA nominees, a number of whom attended the function. Our State awards will be held next July and I encourage all publicans to consider entering, as the rewards and publicity are very real.

**David Basheer**  
AHA/SA President



# From the General Manager

IAN HORNE – AHA/SA GENERAL MANAGER

## THE STATE BUDGET

The Liberal Government delivered their first budget after 16 years in opposition. It contained a raft of cuts and some positive incentives but two items were specific to the interest of many hoteliers.

## IGA ABOLISHED

The abolition of the IGA (Independent Gambling Authority) was one that attracted attention.

**“The first Marshall Liberal Government Budget will deliver substantial and long delayed reform to the administration of the gambling industry in South Australia,” said Attorney-General Vickie Chapman.**

**“The 2018-19 State Budget establishes the Liquor and Gambling Commissioner as the sole regulator of gambling and dissolves the Independent Gambling Authority (IGA) and its Board.”**

These reforms are based on recommendations of the Administrative Review of Gambling Regulation in South Australia prepared by the Hon. Tim Anderson QC in 2016.

Mr Anderson noted in his Report that the submissions received from respondents conclusively, except for the Board of the IGA, favoured there being a single regulator in South Australia.

He stated that industry and stakeholders are frustrated and confused by dual regulatory arrangements and the Commissioner’s subordinate role to the Independent Gambling Authority (IGA). He also found that there is often considerable disparity in the information requested to be provided by the two regulatory bodies and that it was difficult to reconcile the basis for such significant differences.

It of course makes sense. The duplication and contradiction served no one, not the industry, the consumer, problem gamblers or the regulatory process.

## LIQUOR FEES TO INCREASE

The Government also announced a revision of liquor licensing fees in the 2018-19 State Budget, based in part on the recommendations of the Anderson Review into the South Australian Liquor Licensing Act 1997. The expectation is that it will raise an additional \$3.2 million per annum from 2019-20.

The Government has undertaken to consult with stakeholders but our preliminary view is that while ‘sold’ as a reflection of a venue’s ‘risk’, it is simply a tax that has little to do with risk.

As was put to Tim Anderson QC and the former Labor Government on several occasions, the AHA/SA cannot state its opposition to risk-based fees more strongly. The models put forward by Tim Anderson QC (and apparently adopted by the Liberal Government) are based on ‘a one size fits’ all and uses simplistic indicators of trading hours and capacity as the only measure.

While compliance history i.e. past behaviour, could be argued as more applicable (depending on the severity of the non-compliance), capacity, location and hours of operation are not in themselves enough justification for charging tens of thousands of dollars per annum for a licence merely because a licence category is perceived as riskier than another category.

How could it be acceptable to create a system whereby a hotel licence in a small country town which has an overall capacity of 400 simply because of the building size (and is rarely at capacity) is designated as a higher risk than an entertainment venue in Hindley Street with a capacity of 200 and which is often full?



The Government then suggests that venues can reduce their exposure to higher fees by reducing approved (as opposed to actual) trading hours and reduce the approved maximum capacities established for their venue! This is starting to sound more like a strategy to limit trading in the state to 2am rather than any serious effort to identify risk.

Many hotels have capacities far greater than ever utilised (or utilised only on certain occasions) but the approved capacity forms part of the intrinsic value of the business and often are captured by leasing obligations i.e. what landlord would authorise a reduction in the size of their property? Would that trigger a reduction in applicable rent?

Its sadly looking like a money grab dressed up as a risk reduction strategy! It's really disappointing that hotels and hospitality – predominantly a SME-sector is seen as an easy hit.

Tim Anderson QC suggested that the justification in part was because other States have such taxing arrangements. We say: deliver the same level of growth enjoyed by the eastern seaboard and we might be more inclined to consider it but call it what it is.....an additional tax on SME and family based business.

**Ian Horne**  
AHAISA General Manager

“...industry and stakeholders are frustrated and confused by dual regulatory arrangements and the Commissioner’s subordinate role to the Independent Gambling Authority (IGA).”



## UBET's New Commercial Model

The increasingly competitive world of wagering has seen customers turn to digital platforms in recent years, however, despite this retail continues to play an important role in both UBET and Tabcorp's future.

It's a key differentiator and our "compelling point of difference," said CEO David Attenborough.

"We don't see a development where you end up with digital without retail."

"Our whole long-term strategies are about the integration or digital with the retail environment."

To adapt to the changing landscape the UBET retail network is set to undergo some significant changes with the introduction of a New Commercial Model to its licenced venues.

The initiative will be Tabcorp's first change to the UBET retail network since merging with Tattsgroup in late 2017, and will see UBET's licenced venues adopt a model in line with Tabcorp's southern operation.

The model aims to turn retail into a digital acquisition hub, creating unique digitally led in venue experiences.

"We are looking to make sure digital drives retail, not just independently digital turnover," said Mr Attenborough.

The simplified model consists of five pillars and is designed to reduce fees, introduce additional revenue streams and remove channel conflict.

To kickstart the initiative, UBET will be offering eligible venues of industry partners (who have a Sky rebate agreement with UBET) a Sky fee rebate of 25% if they are subscribed to both SKY 1 and SKY 2.

Additionally, if these eligible venues turnover less than \$10,000 a week, they will enjoy a further 25% Sky rebate from UBET.

While the competitors wage war within the digital space, UBET is leveraging its retail network to champion its digital products and acquire accounts.

To make acquiring customers a more striking proposition, venues will now receive a \$35 acquisition payment for every new fully verified customer that signs up via the UBET App in venue. The big game changer however, will be the addition of digital commissions. Venues will now earn commissions from customers betting inside their four walls on the UBET App, whether they signed up in venue or not.

"To adapt to the changing landscape the UBET retail network is set to undergo some significant changes with the introduction of a New Commercial Model to its licenced venues."

Which means commission is no longer limited to cash over the counter.

"We want to share the margins on digital back with the retailers," said David Attenborough. Also, when a venue acquires a new account customer via the UBET App, they will continue to earn commission on bets, even when the customer walks out of the door.

Whenever the customer uses their app outside a UBET venue or agency, the venue that acquired the customer reaps the benefits. By rewarding venues for bets placed through the UBET App, as well as traditional cash bets, the digital commissions' model allows venues to embrace every customer, regardless of their betting preference.

TAB implemented digital commissions into their retail network in 2016 with impressive results. Digital turnover made up 5% of Tabcorp's retail turnover in the FY2018, with the figure growing annually. The fourth pillar in the new strategy is around equipment fees. Over the next three years UBET will be phasing out existing equipment fees.

Venues will enjoy a 35% discount in year 1, 65% discount in year 2, 90% discount in year 3, until they are gone. The last pillar of the commercial model is the introduction of a tiered commission structure and revised commission rates.

Depending on the amount of money turned over, venues will be rewarded with a variable commission and in most cases a weekly payment.

The revised model will be introduced from early October.



# DIGITAL COMMISSIONS! IT'S COMING TO YOUR VENUE SOON.

Changes are coming to UBET's commission model, which will include the introduction of Digital Commissions for UBET venues. Venues will receive a commission on both cash bets and digital bets!

More info will be provided closer to the launch of the new commissions model.



## UBET

Don't let the game play you. Stay in control. Gamble responsibly.



# *The Crafers Hotel*

CRAFERS REVOLUTIONE! HILLS HOIST  
THE FLAG AS AUSTRALIA'S BEST

INTERVIEW WITH JULIE PETER

Photos by Julie Peter



**C**rafers est le meilleur! The once dour and time-forgotten inn has not only invigorated and ‘Francophiled’ the Hills hamlet of Crafers, it has scooped five prix at the State AHA awards, before being crowned the nation’s number one hotel for 2018.

It’s a truly Napoleonic rise... and to continue the folly a little longer, Julie Peter must surely be its Joséphine.

Of course, conquests are rarely the work of one individual. In this case, the Crafers’ shareholders are, in order of percentage, Julie and Ed Peter, Brett and Sarah Matthews, and Jodi and Scott Brumby,

From this sextet comes the seasoned management team of Brett, Julie and Jodi.

Weeks before the hotel was named as Australia’s numéro un, Hotel SA put Julie under the flambé to discern the secrets of the Hills pub that has taken all before it.

**YOU WON FIVE AWARDS IN THE AHAJSA AWARDS FOR EXCELLENCE. HOW ARE YOU USING THIS FOR MARKETING AND HOW DO YOU INTEND TO USE IT IN THE FUTURE?**

We mainly use social media, which I run by myself along with a couple of the staff (at Crafers). We have dabbled in press and radio in the past but haven't really found it to be worthwhile. Word of mouth is our main – and really, most authentic – method of promotion.

**OF THE FIVE AWARDS – AND NOT INCLUDING HOTEL OF THE YEAR – WHAT WAS THE MOST SATISFYING WIN?**

Winning Best Overall Hotel was amazing. We have worked very hard on this hotel, not just to win awards, but also to bring more visitors to the Adelaide Hills, and to make our loyal locals proud.

**WHY DID YOU CHOOSE FRENCH?**

Having lived in France and Switzerland for many years, and with an extensive personal wine collection from France (a lot of which is now in the Crafers Wine Room), we thought a French theme would lend itself to a nice a wine and food-paring angle, and would suit the old-school feel of the building. There are no other French restaurants in the region, and we felt it would be a unique point of difference.

“We have worked very hard on this hotel, not just to win awards, but also to bring more visitors to the Adelaide Hills...”

**HOW DOES IT ENHANCE YOUR OFFERING?**

We believe it brings people seeking a different offering from your usual pub fare. Coupled with our extensive wine selection and knowledge, our French angle is authentic, consistent and meticulously planned.

**YOUR WINE COLLECTION IS STUNNING. WHAT IS ITS PLACE WITHIN THE HOTEL?**

Our wine room is central to our restaurant and accessible from all dining areas; we encourage people of all levels of wine knowledge to visit and browse at leisure. The glass-fronted, climate controlled room is one of our main features and was planned right from the outset with the purchase and renovation of this hotel. Ed is a wine nut, and, as mentioned, much of the stock is part of our own collection, purchased in Burgundy in the 90's.



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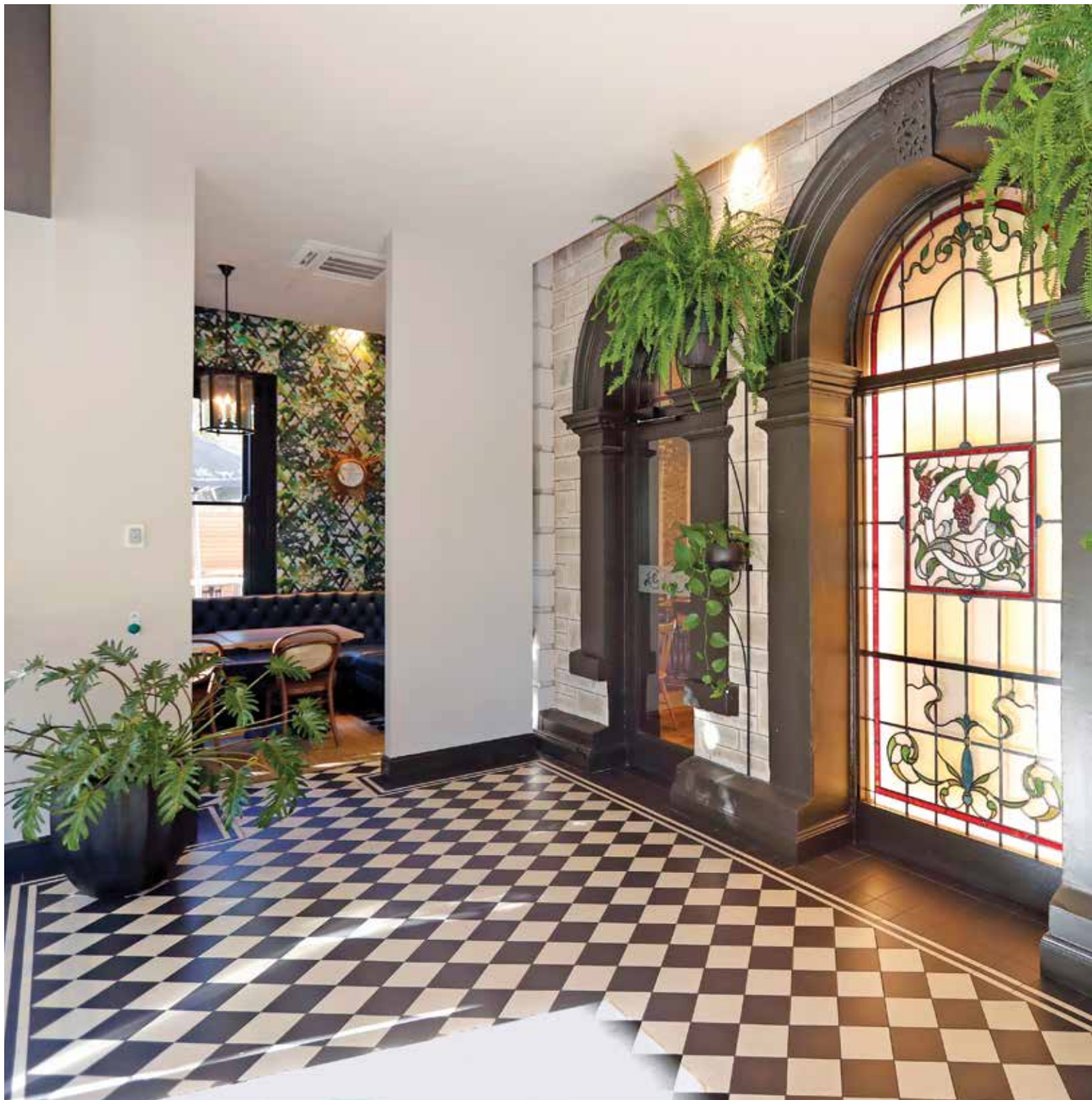
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**HAVING BROWSED THE WINES AND BEING THE ONLY PERSON IN THE WINE ROOM, DESPITE THE RESTAURANT BEING FULL, IT WOULD SEEM IT IS YET TO REACH ITS FULL POTENTIAL. IS THAT A FAIR COMMENT AND WHAT ARE YOUR THOUGHTS?**

That's true. Our collection is a constantly evolving work in progress. We look at drinking trends and try to tailor the selection to reflect our clientele, whilst also offering rare or challenging wines from lesser known grape types, wineries or regions.

**CAN YOU TELL US A LITTLE-KNOWN FACT ABOUT THE HOTEL?**

It has a wonderful old story of the publican being taken hostage by a group of rowdy patrons in the 1800's! The poor man was tied up and flung behind the bar, while the perpetrators drank to their hearts content. A scared and angry patron fled on horseback to raise the alarm, and returned with mounted police who found it a relatively easy task arresting the uselessly drunk group of men!

**JULIE AND ED, YOU ARE BOTH NEWCOMERS TO THE HOTEL SCENE. WHY DID YOU MAKE THE DECISION TO BECOME LOCAL PUBLICANS?**

We have been in the wine business for many years. We have a number of wineries, two wine distribution companies (one in Singapore), and had two restaurants in Singapore. We felt that owning a pub would be a logical step for further distribution, and a fun renovation project. We have renovated four houses in four countries, and love older buildings. We are good friends with Brett and Sarah Matthews, and found a shared love and interest in old pubs and hospitality. In working with Brett, I have gained valuable insight into this complex business, giving me the confidence to "go it alone" at Uraidla.

**WHAT BROUGHT YOU HOME?**

It was a number of things: my parents are getting older, I felt 20 years away overseas was a long time, and I wanted myself and my family to spend time with them. Our older three pretty much grew up in Asia, and I felt it was important for them to have a more realistic grounding, a country to call home, and for them experience something of my upbringing. And, I wanted to come home! Thankfully Ed loves it here and was happy to relocate to the Hills and loves the region as much as I do.



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**WHAT ARE THE KEY LESSONS YOU HAVE LEARNED THAT YOU HADN'T ALREADY LEARNED IN YOUR PREVIOUS BUSINESS VENTURES?**

This is a people business with many complexities, so I have learned how they are interrelated and how they affect each other in ways not always obvious. Both staff and patrons require an empathetic ear and while I have always had a knack for listening to people, I've realized how time invested in people pays off, and strengthens your leadership. I have learned to be more confident in speaking to large numbers of people, and to stand by my ideas and ideals. Its important to have a story and a strong ethos and to make this the basis of your business.

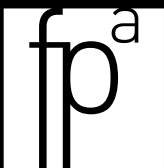
**WHAT'S NEXT?**

Nothing in the immediate future. I like to do things well and

there is a lot to do with both hotels. I'll keep plugging away until all pieces are nicely in place and things are running smoothly before taking on another project!

“We look at drinking trends and try to tailor the selection to reflect our clientele, whilst also offering rare or challenging wines...”

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## Congratulations to Crafers Hotel

Congratulations to Ed and Julie Peter, Brett Matthews and all of the team at the Crafers Hotel on the amazing renovations to this extraordinary venue.

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Here is a taste of what The Crafers Hotel main menu has to offer:

**PETITS PLATS**

Soupe à l'Oignon – classic french onion soup .....

Tarte aux Légumes – roast vegetable tart, salade maison, caramelised shallot, walnut jam, crème fraîche (v) .....

Salade de Thon – seared tuna, goats cheese, apple, frisée, smoked speck, lemon vinaigrette .....

Moules Marinières – South Australian mussels, saffron white wine broth, pommes paille, piquillo rouille, baguette

**PLATS PRINCIPAUX**

Blue Eye Trevalla Provençale – trevalla fillet, braised fennel, olives, green beans, cherry tomatoes, lemon caper beurre noisette, pommes grenaille .....

Salmon Coulubiak – salmon fillet, mushroom, spinach & rice in puff pastry, white wine & dill veloute, pommes grenaille .....

Boeuf Bourguignon – braised beef, pork lardons, pearl onions, mushrooms carrots, red wine reduction, pommes mousseline...

**CLASSICS**

Chicken Breast Schnitzel – free range chicken, panko crumb, chips, celeriac & carrot remoulade salad, lemon.....

Chicken Parmigiana – napolitana sauce, cheese, Newbury & Watson ham, chips, celeriac & carrot remoulade salad .....

Beer Battered Orange Ruffly – chips, celeriac & carrot remoulade salad, tartare sauce, lemon .....

Southern Australian Salt & Pepper Squid – chips, celeriac & carrot remoulade salad, aioli, lemon .....

Crafers Burger – 250gm prime beef patty, Emmental cheese, confit onions, Dijon aioli, savoury pickles, tomato, lettuce, chips & aioli.....

Prawn & Barramundi Curry – baby spinach, curry leaf, chilli, cream, pilau rice, tomato basil jam, lime wedge, roti & pappadum .....

Two Cheese Baked Gnocchi – Gruyère, brie, cherry tomatoes, artichoke, green peas, fresh herbs (v)



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## From Jones To Judge And Jury Of That Marvellous Product - Beer



*Tony Jones*

My recent article regarding the retirement of SAB employee Trevor Jenkins had a photo of him, Michael Jackson and Tony Jones above, which prompted my research on the profile of Tony Jones.

Tony Jones – wow, what a career he has had in our industry as well!

Tony retired in January from his brewer role at the West End after 36 years with the company. Tony is a 100% local Adelaide product who was born in Mile End and raised in Torrensville, a short stroll from the hops aroma linked to the brewery.

He attended the University of SA and achieved a degree of Bachelor of Applied Science Chemistry/ Microbiology in 1974, which were great qualifications for his future career. He joined West End (then the South Australian Brewing Company) in 1982 as an analyst, before moving through a variety of production roles.

This led to his appointment as Head Brewer in late 1993, shortly after the Lion takeover occurred.

With a strong technical and quality background, Tony has a

passion for beer and took every opportunity to move outside brewery walls as an ambassador of his product to the trade and public consumers as well.

This was particularly so in hosting, using his outstanding qualifications to explain the intricacies of beer in layman's terms at beer tasting and food matching evenings at regular intervals around the country.

In fact he is one of the few Australian brewers to be honoured by having his signature on a beer label (Southwark Bitter). Tony also had a stint as Chief Brewer at the Malt Shovel brewery, the Sydney-based brewers of the James Squire craft range of beers for a five-year term before he returned to West End in 2012.

Tony Jones is a world renowned authority on beer, judging quality for events and has judged at the Australian International Beer awards and the World Beer Cup in the US for many years, as well as the Royal Adelaide Show since 2013.

You can imagine how thrilled I was years ago in my publican days at Ravo's Moonta Hotel, when one day Tony and a few mates came in for a beer. He sampled my West End product and proclaimed to all and sundry within hearing range that my beer was as good as he had tasted anywhere in the wide world.

I was as proud as punch and from that day on - at least once a day - having filled a glass with beer, with a nice "percentage" head on top, always halted a client from his first sip with the words "hang on mate, don't drink that yet – I want to get a photo of that ..... that's a perfect beer !" My psychological logic was the customer then checks the appearance of the beer before consuming it. Anyone who said I was a mug was a fool, ha ha!

Tony and his wife Sue now enjoy a swelling tribe of grandchildren – currently up to nine and all the joy that emanates from being attached to a close knit family.

Tony has a sporting history as well, with a close and long affinity to the West Torrens District Cricket Club at Henley Oval as a junior coach for many years, along with being a playing life member of the Adelaide Turf Cricket Association. Tony is also a football playing life member of the SA Amateur League, having played for the University and Henley Football club teams for over 150 games.

Whilst Tony Jones has now retired, he is only slowly being weaned off the beer brewing product, still dabbling in the craft in a casual role as Community Brewer with West End, operating their mini-brew kit for staff training purposes.

Well done Tony Jones, enjoy your retirement and thanks from all in our industry for your great contribution to beer production, which has been so integral to every pub in SA.



*Pavitran "Pav" Nambiar*

# From Glassy To Globetrotting GM

The story of Pavithran “Pav” Nambiar can be summed up as “dropout med student becomes pub glassy becomes general manager of five-star hotels”.

It’s been a whirlwind career for the GM of Adelaide’s InterContinental and he is forever thankful that it started in a humble suburban pub.

“I absolutely capital “L” loved being a glassy and working in a pub,” he recalls.

“That’s where I learned the ABCs of the business. There’s a self-reliance that gets bred into you when you work in a small business and I’m enormously grateful.”

Pav is Mt Gambier born and bred, and the pub that gave him his first break was The Nag’s Head Hotel in Glebe, NSW. (Although at the time, his then girlfriend, now wife wasn’t so sure, commenting that she “signed up for a med student and ended up with a glassy”.)

“I had no anticipation that hospitality was going to become my career. After leaving med school for the second time, I just needed a job until one day a lightning bolt would strike me and say ‘you shall be an architect or a journalist or a something’.”

Pav spent four years, working his way around The Nags, including as a cellarman, barman and duty manager, before accepting his next job was as a waiter in the nearby Darling Mills restaurant.

“That’s where I started learning a little bit about luxury and a little bit about fine dining.

“The manager was the NSW head of the Sommelier’s Association so I tagged along with her to everything she’d get invited to and started learning about wine. I was so happy, I really loved it.”

Yet Pav also concedes he was “full of angst waiting to figure out what I was going to do when I grow up”.

An impetuous decision to move to Byron Bay eventually led to the opportunity to work in the famous Beach Hotel, which was owned by John Cornell (better known as TV comedian “Strop” and agent for Paul Hogan). Cornell has offered one of Pav’s mentors the chance to set up a fine dining restaurant in the pub and Pav was appointed as manager.

“We opened the restaurant in September of 1997 and we stumbled out in exhaustion about March of the next year,” he says

“We just got smashed from the beginning. It was so busy and we won two chefs hats in that first year and were named as the best restaurant outside Sydney.

“We started with a wine list of eight whites, eight reds and two sparkling wines. By the time I left three years later we had well over 300 wines on the wine list, vertical vintages and winemakers opening up their private cellars for us, requests to list wine ... it was just an extraordinary experience.”

Three years later, another mentor offered him the position as food and beverage manager at the Novotel in St Kilda.

“By now I was about 27, everything we owned fit into and onto a very old Mitsubishi Magna, and that included several surfboards and a couple of bikes.

“So I had a haircut and bought some shoes and we arrived in Melbourne, fresh from beautiful Byron, and the weather was sideways sleet. We thought, ‘What have we done?’”

A rapid promotion from F&B to rooms division manager seemed to be another positive step “but that was the worst year of my life; it sounds funny now but it nearly broke me.

“It was dreadful, I didn’t know what I was doing and I didn’t have the confidence to believe that I had anything to offer to assert myself as a manager, it was really, really tough.”

Clearly he did something right because the Accor hotel group then gave Pav his first opportunity to manage a hotel, the Mercure Grand on Flinders Lane. It was a 58-room, all-suite hotel where Pav hand wrote a welcome note to every single arrival.

“It is a real, old school ‘mine host’ hotel, it was wonderful and I loved it.

His wife, Anna, had now finished her studies and wanted to head overseas to explore her new career as a marine scientist who also held a Masters in International Development.

Accor saw an opportunity and in 2005, offered him a position in India.

“It just felt perfect because of dad’s heritage. Six weeks later we had rented out our apartment, sold everything and were on a plane to Hyderabad.

“I took a demotion and a 50% pay cut.

“The project was huge. It was the opening of what is still the only significant convention centre in India, as well as a 288-room Novotel and I was Executive Assistant Manager to both.

“It was insanely difficult. I took six days off in seven months. Everybody’s got sob stories about openings but this was just a nightmare. We opened the convention centre in January 2006 and the hotel in May.

“The existing management team couldn’t figure out how this place worked but they knew this new guy with the Indian name of Pavithran Nambiar would translate and work it all out.

“I walked in thinking, ‘well I’m not going to know everything but I will have more insight than most others’.

“I quickly discovered I didn’t have a clue what was going on.”

Perhaps that’s because Pav was born and raised in Mt Gambier. His father came from a humble Indian village and his mother from a well-to-do Flemish family that had a diamond tiara made for her confirmation ceremony.

His father was a forest scientist and his mother was studying medicine. Although they were apprehensive about moving to Mt Gambier, Pav says it was “an incredible experience for our family”.

“My sister was born there and we had an amazing childhood that perhaps is not as accessible these days. Freedom was the order of the day. Saturdays you could leave home after breakfast and had to be home for dinner and what happened in the intervening hours was largely up to yourself

“There was a gang of kids on the streets, climbing trees and exploring farms.”



Fast forward in time to Hyderabad and Pav was slowly becoming accustomed to the local culture and was eventually promoted to the position of General Manager. Anna had found an amazing position with Nireekshana, providing care and support of HIV positive people. Their eldest children, Maya and Rhohan, were born in Hyderabad.

After five years, Pav relocated to manage the Goa Marriott Resort and Spa, and to oversee its refurbishment. This period saw the birth of their third child, Emily.

It was a relatively short stay (2.5 years) before the group again called on Pav, this time to run the JW Marriott in Mumbai.

“It took me completely unaware and I had to pick myself up off the floor. This is a flagship hotel in India.

“We loved Goa and its beautiful beaches but we knew we couldn’t stay there forever and this was such an amazing opportunity.”

His new establishment comprised 355 rooms, 832 staff, five restaurants, a butchery and fishmonger.

“In total we spent 12 years in India. The speed at which the country is changing is good and there is such energy and optimism. People are so committed to getting ahead.

“But it was time to come home. Anna had also grown up in the country and we dreamed of something like our own childhood for our own kids.”

Living in Stirling and working on North Terrace offers that lifestyle.

Pav stayed anonymously at the hotel before accepting the role.

“I fell in love with the InterContinental straight away. It’s the team and the guests and the bone of the hotel; I just got lucky.

“It’s not a new hotel but the team goes the extra yard. For a 30-year-old business to be growing 10% year on year – across all areas – is testament to that. So is the fact we have a huge number of returning guests; including a 200-stay guest which was a first in my career.

“Our children are in school and it’s time for us to put down some roots for a while.”

## Pav’s Advice

ASKED WHAT ADVICE HE WOULD GIVE TO YOUNG PEOPLE ENTERING THE INDUSTRY, HE SAYS:

- Work on the floor if you can.
- Become an expert in one area.
- Mastery of the business is more important than rushing ahead; no-one cares if you make GM when you are 31 or 32.
- Be brilliant at what you do.
- There is so much potential in this industry – so never fret about your next job.
- Throw out your plans.
- Wholeheartedly hurl yourself into new ventures.



# Here's Cheers to Draught Beer!

Many pubs have been built around draught beer. Purists say it's the only way to drink the amber fluid – fresh from a keg in a clean, cold glass with frothy head that lasts until the final swallow.

In this year's AH&SA Awards For Excellence, draught beer was put on a pedestal with two awards for the best draught beer in the metro and regional areas of SA.





Matthew Roberts, CUB

### WHAT ARE TYPICAL PROBLEMS YOU SEE IN HOTELS?

Front Of House - bad pouring practices: milking the pour, dipping the tap into the beer and touching the glass with the tap, too heady/no head, over pouring (wastage). Back Of House - Incorrect line cleaning practice, kegs past best before dates, unclean cool rooms, incorrect operation/settings of systems (gas pressures, temperature, pour speeds).

### WHAT ROLE DOES THE KEG ROOM PLAY?

The keg room is the engine room of a draught beer system where the beer in the kegs, in the freshest condition is tapped into the venues Draught Beer system. If the keg room is not correctly maintained and operated it is not possible to serve the product as intended by the brewers. Getting it right here is paramount in being able to provide a quality product at the tap to the consumer.

### BEER HAS A LIMITED LIFE SPAN. WHAT IS THE IMPLICATION OF THIS FOR A LOW TURNOVER HOTEL?

Having the right assortment of beers tapped which sell well is very important for stock life management. Many low turnover venues have too many beers on tap as well, which impacts on the quality beer. This can then be noticed by consumers and can lead to them going elsewhere.

### ARE WE IN A GOLDEN AGE OF BEER?

We are certainly in a wonderful era of beer, not sure I have been around long enough to say it is a golden age. It feels like the interest in beer, where it comes from, who makes it and how great it tastes has never had more momentum in the 20 years I have been in and around the industry. There are a large number of new entrants driving more interest each day and the way the world is becoming smaller means the ability to access information on different beers from around the world has never been easier.



## INTERVIEW WITH MATTHEW ROBERTS

### SHOULD BAR STAFF KNOW THE CHARACTERISTICS OF THE BEER THEY ARE SERVING?

Absolutely, understanding how a beer should look, smell, taste is crucially important. They should also have an understanding of the basic beer styles and the best food & beer combinations. The more knowledge they have the more beer they will sell as they encourage their guests to experiment from time to time.

### WHAT ROLE DO BAR STAFF PLAY IN QUALITY CONTROL?

Being able to identify when the product is not as good as it should be and having the knowledge to identify and address the issue. Knowing how to pour a perfect draught beer and coaching others correctly is also important.

### WHAT MAKES A GOOD DRAUGHT BEER?

Freshness, temperature, taste, presentation and good customer engagement.

### IS DRAUGHT BEER SUPERIOR TO BOTTLED BEER? AND COMPARED TO CANS?

Draught beer is typically the freshest a beer can be. Cans are increasing in popularity for a number of reasons but particularly because they prevent any light damage which can be one of the factors that impacts on the quality of packaged beer. I would say I am a little biased but there is nothing better than a fresh draught beer served properly in a pub and consumed with families and friends.

### BREWERIES HAVE LITTLE CONTROL OVER HOW THE BEER THEY HAVE PRODUCED IS SERVED IN THE PUB. HOW DO YOU OVERCOME THAT?

Education and training, increase awareness of what bad/good is through social media and all breweries having the same agenda. We have been strong in driving the annual AHAISA draught beer quality award so that it becomes the benchmark of how high to set the bar in terms of beer presentation & quality in venues. Crucial elements of this award are the back of house management and the service at the bar. Both completely rely on the staff in venues to execute consistently.

### WHAT ARE YOUR BEST-SELLING DRAUGHT BEERS?

Carlton Draught, Great Northern Super Crisp have been consistent strong performers for CUB.

**SOME PEOPLE PULL A BEER WITH THE TAP IN THE BEER TO CONTROL THE HEAD. THOUGHTS?**

Definite no for Coopers Beers. An appropriately cleaned glass on a slight angle for control and if necessary the 'two pull' method for correct pouring and level of head.

**WHAT ARE THE CONSIDERATIONS WHEN IT COMES TO THE GLASS THE BEER IS SERVED IN?**

The correct glass for the style of beer that has been cleaned and stored in good manner and used only for the consumption of beer.

**WOULD YOU PREFER TO SEE EACH GLASS RINSED BEFORE THE POUR?**

We don't have a considered opinion on glass rinsing and any positives effects if any on our brands from this practice.

**THERE ARE TIMES – SUCH AS DURING A FESTIVAL OUTDOORS – WHEN PUBS HAVE TO SERVE BEER IN A PLASTIC GLASS. WHAT ADVICE DO YOU HAVE AT THESE TIMES?**

Being heavily event-experienced at Coopers, our messages to the event Promotors, management staff and serving staff are consistent. Yes, the beer will perform slightly different off tap and the consumer experience may detect slight flavour change from some styles of disposable plastic glassware and the beer in some conditions will warm quite quickly. It is important that we convey this quite early in all conversations.

**WHAT MAKES A GOOD DRAUGHT BEER?**

A good draught beer is your point of difference from your competitors and the relationship you have with the venue and staff to present the beer in the manner the brewers had originally intended.

**WHAT IS THE FUTURE OF DRAUGHT BEER?**

I see a future with draught beer being an important part of venue existence. Every venue should aspire to have the best draught beer in the country and with continued education and training consumers will enjoy these benefits at the tap point.

**TELL-TALE CLUES THAT SOMETHING'S NOT RIGHT?**

Every draught beer style behaves slightly different from the other. Coopers Ales, in particular, being secondary fermented Ales demand a little more attention to deliver good draught beer quality. Beer pouring with excessive carbonation, little head retention and off taste with distinctive bad aromas usually raise the 'red flag' that something is not right.



**INTERVIEW WITH ADRIAN CLARK**

**SOME PEOPLE THINK THAT PASSION FOR BEER IS LIMITED TO SMALL CRAFT BREWERS. YOUR VIEW ON THIS?**

After 156 years of brewing quality Ales and Stouts our passion for beer has never changed, in fact with our 6th generation

Cooper family members joining the brewery it is being enhanced with new endeavour. In my role as Draught Beer Manager & Beer Education Ambassador I am consistently being reminded by our craft brewing peers that the Coopers history and brands have been their own inspiration and desire to create a history not unlike Coopers Brewery for themselves.

**WHAT ARE YOUR BEST-SELLING DRAUGHT BEERS?**

Coopers Original Pale Ale, Coopers Session Ale, Coopers Mild Ale.

**WHAT ARE YOUR TOP TIPS FOR GETTING GOOD DRAUGHT BEER INTO THE HANDS OF PATRONS?**

Beer Quality Education across all levels of venue staff and management. Product knowledge and confidence in the brand communication from staff and a good working relationships with brewery account managers for education reinforcement.

**IS STAFF TRAINING IMPORTANT?**

Staff are the brand conduits to the consumer, ongoing investment in training and education at venue level is crucial in the brand messaging and overall product experiences of our customers.



*Adrian Clark, Coopers*



# HIT THE REFRESH BUTTON.

Coopers is proud to announce a new addition to the family – Coopers Dry, just in time for summer. Offering a refreshing alternative to other low carb beers on the market, Coopers Dry is a clean crisp, fine filtered low carb beer with moderate bitterness. A true ‘dry’ style.

If you'd like to refresh your summer beer sales, contact your Coopers representative.





### WHAT ARE YOUR BEST-SELLING DRAUGHT BEERS?

Hahn SuperDry, West End Draught and XXXX Gold are our biggest selling tap beers, with Furphy growing rapidly.



### DO YOU UNDERTAKE CELLAR ASSESSMENTS?

Yes we do regular draught quality reviews where we check out the customers beer system including compliance to AS5034, liquid levels, cleaning procedures (including correct chemical use), keg room and beer line and component cleanliness, gas system, glass cleaning equipment and glass cleaning procedure and beer pouring technique.

### WHAT MAKES A GOOD DRAUGHT BEER?

Fresh beer served in a clean glass with about 1 to 2 cm of head/foam, served around 1.5 degrees C with a crisp fresh distinguishable flavour and lace cling left in the glass as it is consumed.

### HOW IMPORTANT IS THE GLASS?

Glass cleanliness is one of the main contributors to a well-presented draught beer. Ensuring the glass is clean and that the handling of the glassware (remembering “the customer owns the top half of the glass”) are of upmost importance in presenting a quality beer. Incorrect chemicals or incorrect handling of the glass will lead to a poorly presented beer with head that does not last and doesn't “lace”.

### HOW IMPORTANT IS GOOD DRAUGHT BEER IN A HOTEL?

Good quality draught beer is vital in a hotel and can provide a hotel with a competitive advantage. A well poured beer off the tap is one life's great pleasures and given that tap beer is predominately only available through hotels and clubs it provides them with a key differentiator.



*Jason Baily, Lion*



## INTERVIEW WITH JASON BAILY



# A SPIRE TO ASPIRE TO AS RATED BY THE BREWERS

THE CATHEDRAL HOTEL - KYM BOND



From the pulpit of the AH&SA's annual awards, the commandment has been handed down: the Cathedral Hotel has the best draught beer in Metropolitan SA and National award.

A "Tex" Walker punt from the Adelaide Oval, the Cathedral sees condensed periods of frenetic business as thirsty football and cricket fans congregate around the fonts to pontificate on their chosen game.

"Yes, the hotel goes through a great amount of draught beer around events at Adelaide Oval," says General Manager, Kym Bond, who is partial to a glass of Heineken.

"We have 12 beers on tap with Hahn Super Dry being the most popular.

"It's very important that we stock popular products on tap in order to meet our customer requirements. With this, it's also very important for us to make sure that we are serving beer of the very best quality."

So what makes a good draught beer? Kym's sermon is "quality ingredients to ensure the highest standard of product, and ensuring that the venue serving the beer has quality provisions in place to ensure that the beer is served in the manner that the brewery intends.

"If we all get behind it I believe that we can help this category grow. It's very important that we do everything in our power to serve the beer the way in which the brewers request.

"We put many hours into staff training around the correct pouring technique, cleaning dishwasher, making sure that we serve beer in a cold glass. We ensure that our beerlines and kegroom are always clean for quality assurance."

Asked how the hotel maintains a premium level of quality required to win this hallowed award, Kym lays down his

commandments: "Staff training, cleanliness, correct stock rotation and pouring the beers in the correct manner.

"Good draught beer should be paramount for every hotel, as it's something that can't be replicated at home.

"Staff play a vital role in ensuring that they pour the beer in the correct way, make sure the glass is cold and that the beer is also cold.

"It's very important that the manager or owner ensures that the beer is being looked after, through the cleaning of the lines and making sure that staff are correctly training to pour the beer. It's where some of the opportunities are to maximise GP% and hence make more profit."

## KEG ROOM

Kym rates the keg room as one of the most important areas of the hotel for staff to keep clean and tidy "to ensure that we can serve the very best beer we can".

Like regional winner, the Vine Inn, the Cathedral conducts staff training on a monthly basis, focusing on pouring techniques and ensuring that individual staff are pouring beer correctly.

Where the two pubs do differ is in their approach to the level of beer knowledge among bar staff. Unlike the Vine Inn, Kym believes that bar staff should know the characteristics of the beer they are serving "in order for them to give the customer the best experience". This does not include rinsing glasses just before a pour, "as we already have cold glasses from the fridge ... it's very important that draught beer is served in a cold glass that is clean". Other key factors include "making sure we have enough gas, ensuring that the lines are cleaned as per our schedule and that all glass washers are cleaned".

# “BEER TRAGIC” OVERSEES AWARD-WINNING DRAUGHT

VINE INN BAROSSA COMMUNITY HOTEL - CHRIS LINDEN



Chris Linden of the Vine Inn Barossa Community Hotel describes himself as “a beer tragic”.

So it’s no surprise that he oversaw the construction of a purpose built keg room at the hotel four years ago. However, as every publican knows, it takes more than good equipment to deliver the best draught beer to customers; or as Chris describes it, “how the product hits the glass and retains its true taste, sparkle and marbling”.

Hotel SA spoke to the hotel’s Chief Executive Officer to gain an insight into the secrets of success. The Vine Inn offers 10 choices of beer on tap, plus a cider and CC. The biggest sellers are Coopers Pale and Hahn Super Dry.

“We are passionate about our product. Every beer is scrutinised and staff are well aware of the need to pour every beer to present these as best they can” said Chris.

“Like all publicans, I hate waste but if a beer is not properly presented, I would rather pour it down the drain than put up an inferior product in front of a customer.

“All equipment from glass type to how the glass is prepared for use, cleaning techniques, fridge temperatures, machine cleanliness, the presentation of our keg

room (spotless), regularity of servicing of lines, glycol tank efficiencies, gas pressures and types used, and regular servicing of all equipment to ensure high quality and prevent breakdowns.”

Asked if country pubs have to approach draught beer any differently, due to transportation or other factors, the answer was an emphatic “No”.

“There are no excuses for poor quality no matter where you live and work.

“I scrutinise all areas of the system, front to back on a daily basis.

“It is our responsibility to give our team the right product to work with. How can we ask them to produce a quality product if we don’t provide the correct mechanisms, back of house?

“Without the right back end, you can’t produce the right front end. I designed the keg room layout, selected the right chillers and compressors and worked closely with Craig Hinter of Lancer to make sure that the system was exactly what we needed to deliver the right product. While we already had a keg room in existence, we purpose built a new one when we did our refurbishment nearly four years ago. When anyone sees the keg room for the first time they comment that it looks as good as new. All

walls are cleaned on at least a monthly basis, temperatures are checked daily and Lancer performs a full maintenance program every three weeks.

“I also spend time in the bar, pouring beers with my team and they know that I will “direct” them to do the job properly in those times when they may become a little lax.

“It is imperative that staff are trained and encouraged to always present the best product that they can. They all understand my obsession with correct glass cleanliness, temperate and use of correct techniques to pour.

“After use, every glass is hand washed with a brush and a cleaning solution. Correct detergents are used in the machine, which is cleaned daily. Our glass fridges run at <3 degrees and we only use Headmaster glasses.”

The Vine Inn is a well-run operation that deserves its mantle as having the best draught beer in regional SA.

“We had a beer audit subsequent to the AHA/SA inspections and Russell Hosking gave us his first 100% rating that he could remember giving in over seven years of inspections.

“I am a beer tragic and love the product (which is how I stay so svelte) so I have



tried to encourage my team to become beer tragics as well. They were extremely proud when we won the State Award Regional and are enthusiastic about how we present our product.”

“We don’t have too many problems as we are constantly scrutinising personal and product,” said Chris.

“One small issue that can happen is that staff can forget to reset the cellar boy, which will mean that the system will not shut off when a keg runs out and waste will be encountered pushing the new product through the lines for service. I check this daily and always look at the cellar boys to make they are in the reset position if I am changing a keg myself.

“Things have drastically changed since the old days of keg spears or direct pull systems. Technology has made it easy to pour a consistent, quality product provided you use the technology effectively.”

**How important is good draught beer in a hotel?** Vital. I have been in the industry for over 40 years and have seen some major changes to the industry over that time. But no matter what happens within the industry, survivors need to be flexible to change to market needs and a good beer is still the cornerstone of any pub in my opinion.

**People are drinking less and the demand for quality is greater than ever before. How has that affected your approach to draught beer?** I must admit, I am a bit of a beer tragic. I have always seen the need to put the best product you can in the glass despite what happens

with customer’s tastes and choices. When times are good, people will drink. When times are tough, people will drink. Providing the best product you can gives you an edge over your opposition. In all honesty, while beer is a cornerstone product, we are of the realisation that all parts of business have to work effectively so as to compliment each other.

**Should bar staff know the characteristics of the beer they are serving?** Not unless they are working in a specialist beer house. Generally, products go across all states and unless there is something new that we put on tap, people know most beer types and tastes.

**Do you conduct staff training and if so, why?** Absolutely. When a person starts with us I always look at how they actually pour a beer. If it is well done we encourage them to maintain that standard and if it not we train them in how we want our product to be presented. Also, as previously mentioned, my team know that I constantly scrutinise presentation when items hit the bar. If it’s not right, I will go and fix it myself so as to guide staff in how we expect our beer to present.

**What is the future of draught beer?** It’s still bright. While the old days of the six o’clock swill are gone, people still love the product.

**What is your favourite draught beer?** I like them all, which is a bit of a problem from a dietary perspective but I guess my current favourite on tap is Super Dry.







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## SA Hotels Lead The Way In SA Food Service Culture

**H**otels account for the lion's share of food service in South Australia – but it is a market typified by ever-increasing competition.

Not only are more “players” popping up every day, some of the key input costs are rising at a rate far in excess of the consumer price index.

Many hoteliers will have seen their seafood prices rise in recent times and the terrible drought in the eastern states is pushing up prices as supply ‘dries up’ and demand increases as the hospitality industry enters the frenetic festive season.

### PRICING

Some new entrants in the food service business do not understand how to accurately cost and price to achieve a reasonable profit.

As a result, under-pricing creates unrealistic competition, as consumers gravitate to artificially low prices from outlets that are doomed to fail.

Smart hoteliers will always have a weather eye on their margins. It is difficult to continue to pass on the rising costs to consumer, which means smart purchasing and finding new operating efficiencies is critical to achieve sustainable success.

### SKILLS

The skills shortage that AHAI SA President, David Basheer, covers elsewhere in this issue of Hotel SA is another hot issue.

Highly skilled staff are a critical component of any food operation to achieve a consistent and high quality product.

Part of the issue with the skills shortage is the notion among younger Australians that service is not a desirable or noble profession. They see it as a short term endeavour, often while they are studying something else.

This compares with countries such as Italy, where a career in hospitality and service is highly regarded and receives the status it deserves.

### EFFICIENCIES

Technology is a great source of innovation. For example, predictive ordering technology can help reduce wastage, which in the general community amounts to 30 to 40 percent of food supply. Ordering app Level Up has the following advice: “To streamline the predictive process, assign each menu item with a unique SKU number. When a customer places an order, information about that individual (his or her name, age and address), the item (SKU number) and situation (time of day and location) is recorded.



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

## “...don't keep doing things the way you always have...”

“This data is processed by the predictive ordering system, and, over time, behavioural patterns are recognised. This information can then be used to more accurately target your customers.”

Technology is also critical in getting your staffing levels right. Make sure you are using the most of your technology to look at a range of options for rosters and the effect this has on your payroll, while still maintaining standards. In other words, don't keep doing things the way you always have, because that's the way you always have!

**Open up new revenue streams.** For example, if you offer home delivery, promote this in your hotel to maximise your potential without having to pay for advertising beyond printing a few posters.

Use your membership of the AHA/SA to benchmark yourself with other publicans who aren't competitors.

To start, you may not wish to share financial data but you can certainly share ideas about front- and back-of-house practices.

Is it time to refresh your menu and add in trial dishes that meet changing consumer tastes (or fads) – and attract a healthy margin?

“Customers are eating more simply and healthfully when dining out. They want menu items made with high-quality greens, grains and proteins, among other things. Restaurants who cater to their needs win their loyalty and business,” advises the National Restaurant Association (US).



from coast to coast

## BARRAMUNDI

Our selection of premium saltwater barramundi is sourced from Humpty Doo Barramundi in the wild tropical north of Australia.

With a mild flavour and medium oil content the flesh is translucent pink in colour, which becomes white and flaky when cooked. Barramundi is one of Australia's finest eating fish, great for baking or grilling with a crispy skin.

**202875**

R/W FRESH BARRAMUNDI  
BABY WHOLE FARMED

**049821**

R/W FRESH BARRAMUNDI  
LARGE WHOLE FARMED

**201797**

R/W FRESH BARRAMUNDI  
FILLET SKIN ON

**200757**

R/W FRESH BARRAMUNDI  
FILLET SKINLESS

**201810**

180G FRESH BARRAMUNDI  
PORTION SKIN ON BONELESS

**062551**

180G FRESH BARRAMUNDI  
PORTION SKINLESS BONELESS

**201811**

200G FRESH BARRAMUNDI  
PORTION SKIN ON BONELESS

**068644**

200G FRESH BARRAMUNDI  
PORTION SKINLESS CENTRE CUT

For more details, contact  
**Michael Wybrow**  
Seafood Sales Manager  
0488 382 370  
mwybrow@pfdfoods.com.au



[www.pfdseafood.com.au](http://www.pfdseafood.com.au)

Find us on:

[www.facebook.com/pfdseafood](https://www.facebook.com/pfdseafood)

# SA Sets New Standard At AHA National Awards

South Australia was crowned with the top award at this year's AHA National Awards.

In a year when South Australians convincingly voted against the anti-hotel stance of the Nick Xenophon political movement, national judges awarded the Overall Hotel of the Year award to the The Crafers Hotel (see story page 10).

South Australian hotels took out some of the industry's top awards, showing once again that SA hotels are among the best in Australia.

SA hotels won seven awards at the AHA National Awards for Excellence function on the Gold Coast.

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

- Sporties Tavern, Port Pirie – Best Bar Presentation & Service – Regional
- Lakes Resort Hotel – Best Gaming Venue – Metropolitan
- Largs Pier Hotel – Best Mid-Range Accommodation
- The Crafers Hotel – Best Redeveloped Hotel – General Division
- Apothecary – Best Restaurant – Metropolitan
- The Crafers Hotel - Overall Hotel of the Year – Metropolitan
- Cathedral Hotel – Draught Beer Quality

Congratulations to all the SA finalists who participated in the AHA National Awards.

The full list of national winners is below.

## ACT

**Best Environment & Energy Efficiency Practice** - Little National Hotel

## NSW

**Best Bistro** - Metropolitan The Prince  
**Best Retail Liquor Outlet** - Warners At The Bay  
**Hotel Industry Rising Star** - Hilton  
**Best Deluxe Accommodation** - Emirates One&Only Wolgan Valley  
**Best Outdoor/Non Enclosed Facility** - Watsons Bay Boutique Hotel  
**Outstanding Community Service & Achievement** - Settlers Inn  
**Best Hotel Bar** - Accommodation Division - Sofitel Sydney Darling Harbour  
**Chef of the Year** - Emirates One&Only Wolgan Valley  
**Best Marketed Hotel** - General Division - Rose of Australia  
**Overall Hotel of the Year - Regional** - Headlands Hotel Austinmer Beach

## NT

**Best Sporting Entertainment Venue** - Beachfront Hotel  
**Best TAB Licensed Venue** - SKYCITY Darwin  
**Best Tourism Initiative** - Curtin Springs

## QLD

**Best Entertainment Venue** - Eatons Hill Hotel  
**Best Marketed Hotel - Accommodation Division** - Rydges South Bank Brisbane  
**Front of House Employee of the Year - Accommodation Division** - The Johnson  
**Best Meeting and Events Venue** - Sheraton Grand Mirage Resort Port Douglas  
**Best Redeveloped Hotel - Accommodation Division** - Sheraton Grand Mirage Resort Port Douglas  
**Front of House Employee of the Year - General Division** - Toms Tavern





SA Winner: Draught Beer Quality - Cathedral Hotel



SA Winner: Overall Hotel of the Year - Metropolitan - The Crafers Hotel



SA Winner: Best Gaming Venue - Metropolitan - Lakes Resort Hotel



SA Winner: Best Mid-Range Accommodation - Largs Pier Hotel



SA Winner: Best Bar Presentation & Service - Regional - Sporties Tavern, Port Pirie



SA Winner: Best Redeveloped Hotel - General Division - The Crafers Hotel

**SA**

- Best Bar Presentation & Service - Regional - Sporties Tavern, Port Pirie
- Best Gaming Venue - Metropolitan - Lakes Resort Hotel
- Best Mid-Range Accommodation - Largs Pier Hotel
- Best Redeveloped Hotel - General Division - The Crafers Hotel
- Best Restaurant - Metropolitan - Apothecary
- Draught Beer Quality - Cathedral Hotel
- Overall Hotel of the Year - Metropolitan - The Crafers Hotel

**TAS**

- Best Bistro - Regional - Formby Hotel
- Best Restaurant - Regional - Frogmore Creek
- Overall Hotel of the Year - Accommodation Division - MACq 01
- Best Superior Accommodation - MACq 01 Hotel

**VIC**

- Best Gaming Venue - Regional - Zagames Ballarat

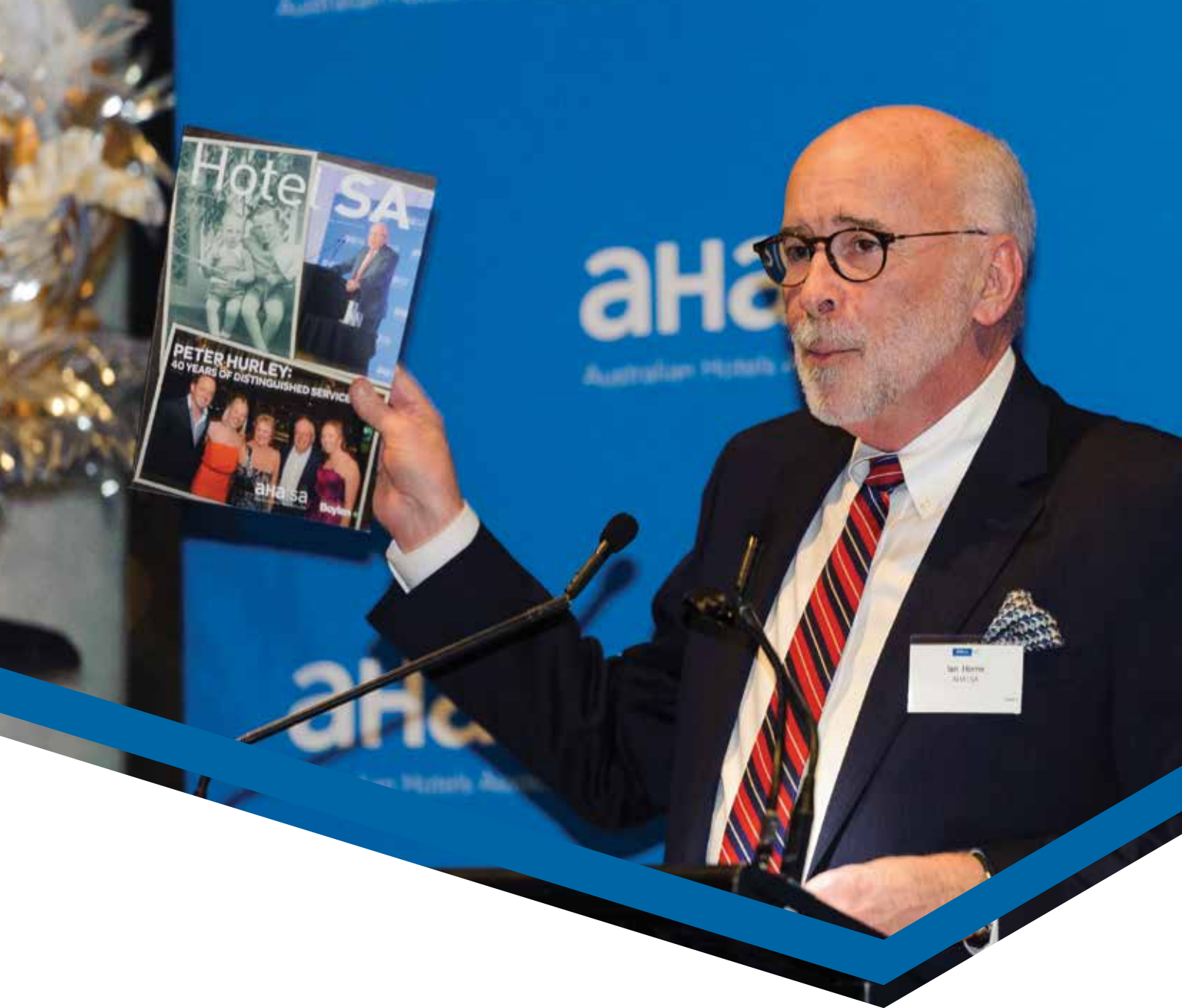
**Front of House Employee of the Year - Accommodation Division - Crown Towers**

- Best Hotel Accommodation - General Division - Taylors Lakes Hotel
- Best Hotel Group Operator - Pegasus Leisure Group
- Best Keno Venue - The Middle Hotel
- Chef of the Year - Garden State Hotel
- Employee Excellence in Service - Accommodation Division - Crowne Plaza
- Best Bar Presentation & Service - Metropolitan - Garden State Hotel
- Outstanding Achievement in Training - Grand Hyatt

**WA**

- Best Restaurant - Accommodation - Crown Perth
- Best Suite / Apartment Hotel - Fraser Suites Perth
- Employee Excellence in Service - General Division - Long Chim at the State Buildings





# ESSENTIAL READING FOR EVERY HOTEL

*“Our Members turn to Hotel SA for the facts and to stay up to date with industry news and issues.*

*“As business owners they are as interested in the advertising as they are in the stories, as they seek new ways of gaining a competitive edge.”*

**Ian Horne, CEO, AHA|SA**

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



# New AHA|SA Manager of Workplace Relations

OWEN WEBB

## 1. WHAT ARE YOUR QUALIFICATIONS?

I completed a Bachelor of Management (Labour Relations) from the University of South Australia.

## 2. PREVIOUS EMPLOYMENT?

In terms of undertaking work for the hotel sector I started at the AHA|SA back in 2001 where I worked in the industrial relations team for a couple of years before taking on the role of Group HR Manager with the RD Jones Group in SA. I worked in that role for 5 years, before joining the Mantra Group of Hotels where I was the Regional HR Manager - WA/SA/NT for just over 4 years. After working with the Mantra Group I returned to the AHA|SA in May 2012 where I've been a part of the HR/IR team for the past 6.5 years until recently being appointed to the position of Manager – Workplace Relations.

Prior to my time in the hotel sector, I've also worked in IR roles with the Australian Mines and Metals Association and also the Emergency Services Admin Unit.

## 3. DURING YOUR TIME WITH THE AHA|SA TO DATE, WHAT HAS BEEN YOUR PROUDEST ACHIEVEMENT?

I can't say that there has been one particular achievement that stands out, but I would like to think that over the past 6.5 years I've been able to assist members in negotiating some positive outcomes from a variety of difficult situations.

## 4. WHAT ARE THE THREE MOST IMPORTANT ATTRIBUTES OR SKILLS THAT YOU BRING TO THE AHA|SA?

- I would like to think that I'm a relatively patient and understanding person which can assist in those matters which may extend out over a long period of time.
- The ability to explore different ways of trying to resolve issues for Members, which I believe comes from having been in HR roles within the hotel sector and being able to relate to the day to day issues faced by employers when managing employees.
- Being able to analyse and interpret a range of information such as legislation, awards/agreements and hopefully relaying that information back to Members in a meaningful way.

## 5. IF YOU COULD GIVE ONE PIECE OF IR ADVICE TO MEMBERS, WHAT WOULD IT BE?

Documentation. When it comes to IR it's critical that you document your processes/discussions for a variety of reasons:

- It assists as a record of what transpired between the employee and employer. It's always difficult to remember what happened last week let alone 12 months ago.
- Documented KPI's, position descriptions and performance reviews provide important benchmarks not only to measure an employee's performance against but also to assist the employee in understanding the key requirements of their role.



- Documentation also becomes particularly important when trying to defend any claims of unfair dismissal, general protections, bullying and harassment or injury claims.

## 6. WHAT DO YOU LOVE ABOUT WORKING IN THE HOTEL INDUSTRY?

I'd have to say that it's the people. I've been fortunate to meet some great people in the industry so far which makes it an enjoyable environment to be in, and I've found members in particular to be very appreciative of the IR advice we've been able to provide.

## 7. WHAT'S YOUR LOCAL HOTEL?

There's a few great pubs around my area, but my local's the Walkers Arms Hotel.

## 8. ANY HOBBIES OR PURSUITS OUTSIDE WORK?

I enjoy exercising - running and the gym in particular. I've been fortunate to be able to run a couple of marathons over the last couple of years and definitely have a goal of trying to run some of the overseas marathons at some stage.

## 9. CROWS OR POWER?

I'm a Bombers man.



## Modern Award Review Update

The Fair Work Commission (‘FWC’) is continuing to undertake the 4 Yearly Review of Modern Awards (‘the Modern Award Review’). The Modern Award Review which began in February 2014 is coming into its final stages and in this article we provide a brief update of those matters that are still outstanding for the Hospitality Industry (General) Award 2010 (‘HIGA’) as well as providing an overview of the recent Family and Domestic Violence Leave Decision from the Modern Award Review.

The FWC as part of the Modern Award Review has focused on 2 key stages, the Common Issues Stage and the Award Stage.

### COMMON ISSUES STAGE

The Common Issues stage has focused on those issues raised by parties seeking to implement changes which effect a significant number of Modern Awards. Some of the Common Issues matters in which we have seen changes implemented into the HIGA so far as part of the Modern Award Review have included changes to apprentice conditions, annual leave provisions, casual and part-time employment arrangements and the introduction of family and domestic violence leave. There are still some outstanding common issues matters which will likely result in changes to the HIGA and they include conditions around the payment of wages, public holidays provisions, annualised salary arrangements and family friendly work arrangements. When decisions are finalised by the FWC on these outstanding common issues matters Members will be advised of what, if any, changes have been made to the HIGA and how such changes will impact them.

### AWARD STAGE

The FWC as part of the Modern Award Review separated the Modern Awards into 4 separate groups, with the HIGA separated into the Group 4 Award stage, the last of the Award stages. The Award stage focuses on those issues specific to individual awards and gives the parties an opportunity

to submit any specific changes they are seeking to make to individual awards. The AHA nationally have filed their submission to the FWC seeking specific changes to the HIGA. The main variations sought include; introduction of multi-hire arrangements, amending definitions for liquor service employee, juniors and RDO’s, changes to some of the classification definitions and numbering, and introducing apprenticeship provisions for maintenance and associated trades. A hearing will be convened by the FWC to hear evidence in relation to these submissions.

### PLAIN LANGUAGE REDRAFTING

The Modern Award Review also involves awards being redrafted using plain language principles to make the Modern Awards easier to understand.

The FWC has issued a HIGA plain language exposure draft and the final version of the HIGA incorporating the plain language changes will be finalised soon. Members will be advised of when this becomes available.

### FAMILY AND DOMESTIC VIOLENCE LEAVE DECISION

On 6 July 2018 as part of the Common Issues stage, the FWC handed down their decision finalising the content of the Family and Domestic Violence Leave model clause to be inserted into all Modern Awards. The new entitlement came into operation from the first full pay period on or after 1 August 2018 and has been inserted as a new clause 37A into the HIGA.

All award covered employees, including casuals, can now access 5 days of unpaid leave per 12 month period to deal with family and domestic violence issues.

This new entitlement only applies to those employees covered by an Award (i.e. Hospitality Industry (General) Award 2010, General Retail Industry Award 2010, Restaurant Industry Award 2010 etc).



Employees do not have a right to this entitlement if they are covered by a Collective/Enterprise Agreement, unless the Collective/Enterprise Agreement itself provides for such, or are Award/Agreement free.

Given domestic and family violence is a sensitive issue, it is essential that employers take steps to ensure any information provided to them by an employee is treated, and where necessary stored, confidentially.

#### **WHAT IS FAMILY AND DOMESTIC VIOLENCE DEFINED AS?**

Under Clause 37A.2(a) of the HIGA family and domestic violence leave is defined as “violent, threatening or other abusive behaviour by a family member of an employee that seeks to coerce or control the employee and that causes them harm or to be fearful.”

#### **WHAT DOES THIS NEW ENTITLEMENT PROVIDE?**

Employees will be able to access up to 5 days of unpaid leave per annum in the event they are experiencing family and domestic violence. Unlike other forms of leave, this leave will not accumulate from year to year. The full 5 days will be available at the commencement of each 12-month period and any leave not used will expire at the end of that 12 month period.

For current employees, they are able to access the entitlement from 1 August 2018 and for any employees who commence after 1 August 2018 the entitlement will start from their commencement date.

#### **WHEN CAN THIS LEAVE BE ACCESSED?**

To access unpaid family and domestic violence leave an employee will need to be experiencing family and domestic violence, and need time off to do something as a result of the

family and domestic violence that they cannot do outside ordinary work time. This may include attending court hearings (i.e. relating to an intervention order, child custody issues etc), attending medical appointments, inspections of rental properties, attendance at counselling etc.

#### **DOES AN EMPLOYEE NEED TO PROVIDE NOTICE AND CAN WE ASK FOR EVIDENCE?**

An employee must provide notice to the employer that they will be taking this form of leave. This notice must be provided as soon as practicable and may be provided in the same form and manner as other forms of leave (i.e. personal, annual etc). It may be the employee is required to complete a leave form or phone/text a certain person (i.e. Venue Manager)

The employer can request reasonable evidence from the employee to show the leave has been taken for its specified purpose. Evidence may include a court notice, medical certificate, police document etc.

Employees, casuals excluded, can always use any accrued annual leave entitlement for any of the above reasons if they want to access paid time off.

#### **DOES AN EMPLOYEE ACCRUE ANNUAL AND PERSONAL LEAVE WHEN ON UNPAID FAMILY AND DOMESTIC VIOLENCE LEAVE?**

No, an employee will not accrue annual or personal leave whilst on a period of unpaid domestic and family violence leave.

Further information: Members with any queries should contact the Workplace Relations team on 08 8232 4525.

# #ParmaForAFarmer

AHA|SA members throughout South Australia ran fantastic campaigns in the month of August to support drought-stricken farmers. Hotels got involved with the #ParmaForAFarmer campaign in all sorts of ways, showing once again that hotels are at the heart of many local communities. Over \$40,000 has so far been raised by AHA|SA members, and we are still hearing more stories! Funds have donated to the South Australian Country Women's Association, Buy a Bale, and to Drought Angels.

**Did your hotel participate in #ParmaForAFarmer in August? TELL US ABOUT IT!** We want to hear about your hotel's fundraising. Please let us know how much you raised and share your wonderful fundraising stories [rsvp@ahasa.asn.au](mailto:rsvp@ahasa.asn.au)

Here is snapshot of just some of the hotels all over South Australia that have raised much needed funds for our farmers:

HOTEL	REGION
Clare Hotel	Clare
Clovercrest Hotel	Modbury North
Commercial Hotel	Strathalbyn
Criterion Hotel	Gawler
Flagstaff Hotel	Darlington
Golden Grain Hotel	Pinaroo
Hilton Hotel	Hilton
Hotel Eyre	Whyalla
Lameroo Hotel	Lameroo
Middleton Tavern	Middleton
Modbury Plaza Hotel	Modbury
Moonta Hotel	Moonta
Naracoorte Hotel Motel	Naracoorte
Royal Exchange Hotel	Kadina
Somerset Hotel	Para Hills
The Lion Hotel	North Adelaide
Vine Inn	Barossa
Walleroo Hotel	Walleroo
Warooka Hotel	Warooka
Willunga Hotel	Willunga
GM Hotels	
Hurley Hotels	
<b>Total Value Raised</b>	<b>\$32,254.05</b>



"We gladly participated in this initiative by donating \$1 from every parmy sold throughout the month of August. We found the public generally concerned for farmers' welfare and all too happy to get involved. The result was \$876 which we donated to SACWA under the guidance of AHA|SA's Lucy Randall, who researched where the funds were needed most in SA. It's a great example of community ties and our industry. It was also wonderful to see so many coming together in a time of need."

- Elisa Franzon, Hilton Hotel, Hilton

"...The Criterion Tavern and our customers raised a total of \$3,644.80!

We donated \$5 per parmy to the cause and had a tin for customers to donate if they so wished.

Both John and I, along with all our staff, were super excited to be able to hand over the \$3,644.80 to the SACWA."

- Sharon, Criterion Hotel, Gawler

"Hurley Hotel Group raised \$5,000 for SA Rural Communities!

In early September, the Hurley Hotel Group hosted a Bale Of Laughs fundraiser quiz night at the Arkaba Hotel. With donations from all HHG hotels and suppliers, we had great prizes and raffle items to encourage guests to donate and participate in the quiz for a great cause. A special mention to Adelaide's best quizmaster, Mandy Wachtel from the Tonsley Hotel, who did an amazing job of organising and hosting the quiz night alongside South Aussie with Cosi's Andrew Costello.

Together, we raised \$5,000 which will be donated to SACWA (South Australian Country Women's Association) who provide a helping hand for SA rural communities. The funds will assist South Australian farmers in necessitous circumstances – especially those who have suffered from a late break to the season and continuing low rainfall."

- Elly Deegan, Marketing Manager - Hurley Hotel Group

"We just posted our fundraising efforts! Pretty exciting, as a small country pub, our customers really dug deep for fellow farmers.

Kelly and I, on behalf of the hotel, donated \$1 from every Snitty sold (not just parmys) to Drought Angels, to aid in the relief of struggling farmers across Australia – we chose them as they send 100% of donations to the struggling farmers, in way of groceries, mental health support, feed for their stock or any other way they can help.

We sold 927 snittys in August, so that's \$927 + \$315.20 in our collection tin.

That's a total of \$1,242.20 to drought relief."

- Stacey Butler, Commercial Hotel, Strathalbyn



the drought **it ain't over**  
[buyabale.com.au/donate](http://buyabale.com.au/donate)

**PARMA FOR A FARMER**

**EYRE HOTEL**  
 THE HOTEL EYRE RAISED  
**\$1,235.00 FOR THE MONTH OF AUGUST.**

61 SMALL BALES OF HAY WILL BE TRANSPORTED TO AFFECTED AREAS

TIN COLLECTION IS STILL ON GOING AND WILL FINISH END OF OCTOBER

**Parma for a Farmer**

THE **COMMERCIAL HOTEL STRATHALBYN** will donate \$1 from every Parma sold in August, to help aussie

**#PARMA FOR A FARMER**

\$2.50 DONATED FOR EVERY PARMY SOLD IN AUGUST

Parma for a Farmer  
 Monday 13<sup>th</sup> - Sunday 17<sup>th</sup> August  
 \$5 from every Parmy Sold goes to help our farmers  
 the prompton

**PARMA** *RESTAURANT'S* **Naracoorte HOTEL/MOTEL**  
**for a FARMER**

\$1 FOR EVERY PARMA SOLD GOES TO AUSSIE FARMERS DOING IT TOUGH.

**MBAR**

**RAISED \$876**  
**#ParmaforaFarmer**  
**THX TO EVERYONE FOR HELPING!**



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

**Some of our duties include:**

- ✓ Assisting gaming licensees, managers and employees in the early identification and support of patrons and staff who may be experiencing difficulty with their gaming behaviour

- ✓ Developing and promoting initiatives, programs and policies designed to address early identification of problematic gambling behaviour
- ✓ Assisting venues to comply with the Gambling Codes of Practice, licence conditions and other legislation through undertaking audits, with a particular focus on patron intervention

Gaming Care has developed a Responsible Gambling Document for venues which details the manner in which staff training and measures for intervention with problem gamblers are implemented, and the roles of staff in the implementation of the code.

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

**Telephone:** 08 8100 2499  
**Facsimile:** 08 8232 4979  
**Email:** [info@gamingcare.org.au](mailto:info@gamingcare.org.au)  
4th Floor AHA|SA House  
60 Hindmarsh Square  
Adelaide SA 5000

# Dr Tim Cooper Appointed To Head World Brewers Institute

The Managing Director and Head Brewer of Coopers Brewery, Dr Tim Cooper, has been appointed President of the largest global professional body representing brewers, distillers, maltsters and cider makers, the Institute of Brewing and Distilling (IBD).

The IBD is based in the United Kingdom and has more than 5000 members across 102 countries.

Dr Cooper was appointed as President for a one year term at the IBD's annual general meeting after serving as Deputy President since 2016.

He is the first Australian to lead the organisation since Bill Taylor (Lion, 2004-05) and Adrian Gardner (CUB, 2001-02) served as Presidents of the Institute and Guild of Brewing, an earlier iteration of the IBD.

The IBD oversees training across all levels of the brewing, distilling and cider industries, from non-production staff through to Master Brewers and Master Distillers.

It also offers an excellent resource for career development through a long history of publishing technical journals and running scientific meetings.

Members include the heads of some of the world's major brewing and distilling companies.

Dr Cooper said he was delighted to accept the position.

"The world's brewing and distilling industry is undergoing an enormous surge in interest and growth with the emergence of the craft brewing sector," he said.

"Craft breweries and distillers are opening across the world on a daily basis and this has led to the situation where demand for qualified brewers and brewery workers has reached unprecedented levels.

"The IBD is about improving the education and understanding of everyone involved in or entering the industry and helping to underpin the quality of the beers being developed."

Coopers currently has several employees undertaking IBD courses.



The Chief Executive Officer of the Brewers Association of Australia, Mr Brett Heffernan has welcomed the appointment.

"Dr Cooper's election as President of the IBD recognises his passionate commitment to industry excellence and his expertise as a master brewer," he said.

"It also underlines Australia's position as a world brewing leader.

"Tim is a living legend, respected by all across the entire alcohol industry and he brings with him a wealth of experience to the leadership of IBD along with a dedication to excellence that will serve the industry well into the future."

## H&L's Feature-Rich ODM

H&L's Order Display Monitor software (ODM) has made completing orders easier than ever. Its cloud-based software runs on any device that supports Chrome browsers and integrates seamlessly with your H&L POS system. Incoming orders appear on the visual display to give the operator complete control over the entire order queue. The ODM is packed with features, all designed to improve accuracy, optimise efficiency and help your venue deliver to your customers every time.

Some of the ODM's most enticing features include:

- New order alerts
- Completed Orders

- Bump Orders
- Snooze and Park Orders
- Expediter Screen
- Multiple Screens
- Communication
- Tracking & Reporting

H&L's products are all about optimising a venue's profitability and making profitability as easy as possible. Check out H&L's YouTube channel to see how the ODM interface improves your venue's order efficiency.



# Political Grasp Of Hotel Contribution Is Positive For SA

The hotel industry invested in a sustained and professional campaign to keep the Nick Xenophon/SA Best juggernaut from dominating State Parliament and wreaking havoc on our industry.

Part of that strategy involved placing an emphasis on facts, to counter than emotive, headline-driven one-liners that were spurious at best.

Since then we have seen more figures emerge that people using their phones and home computers to gamble is the hidden issue that needs attention.

At a retirement function for outgoing President Peter Hurley, the Premier Steven Marshall and Opposition Leader Peter Malinauskas spoke about our industry and its contribution to the South Australian economy.

It was heartening to hear an elevated understanding of the real issues from both leaders and a real recognition of the substantial economic impact that growth in the hotel sector has on the economy and employment.

In addition, there was clear consensus on the need for vibrant hotels to sustain the live music industry, without which live music would be on its knees in SA.

## For the record

- 26,250 people directly employed by SA hotels
- Annual payroll of over \$958,000,000 (\$958m)
- 84% of live music gigs are in SA hotels



*Premier, Steven Marshall*



*Opposition Leader, Peter Malinauskas*



# Regional Meetings

Regional meetings were recently held at the Owen Arms Hotel for the Lower/Mid/Upper North-East region, the Somerset Hotel Millicent for the South East region and the Aldgate Pump Hotel for the Hills/South Coast. These meetings keep our members up to date with the current issues of the industry, such as new Government legislation, our gaming objectives the

regional defibrillator program and the very favourable AHA member opportunities with Tabcorp, to name a few. Our very supportive sponsors also enjoy the opportunity to lunch and mix with members and AH&SA staff following all regional meetings. Special thanks to our corporate sponsors that support these days, especially those that supply product at these events.



# 84%

**of live  
music  
gigs in SA  
happen in  
hotels**





# Social Media Basics For Success

BY TIM BOYLEN

More and more South Australian hotels are harnessing the power of their social media audiences to increase the flow of patrons through their doors. On the flip side, social media undertaken poorly can be a great time drain and may actually damage your reputation. Here are a few pointers from the team at Boylen (AHA|SA Silver Sponsor):

## LEADING SOCIAL MEDIA PLATFORMS

### f FACEBOOK

Facebook is the most popular platform for businesses in Australia, with nine out of ten businesses that have a social presence interacting using Facebook.

- It is the most popular social network on the internet, with over one billion users.
- Facebook lets you promote most types of content, including text and multimedia – and now enables live streaming.
- Businesses can create public and private groups, as well as public pages, that enable interaction with followers.
- For most small and medium businesses, what is most useful about Facebook is the ability to use its impressive targeting features to reach out to potential consumers.
- Page owners can track fans and review page statistics. This can be useful not only in terms of improved interaction with the public, but also in terms of making business decisions related to products or services.

**The downside:** Facebook only shows your posts to a small percentage of your followers. In effect, this forces you to advertise on Facebook to maximise this potential.

### 🐦 TWITTER

Twitter is a popular social networking and online news service that lets users post short messages (“tweets”). Boylen recommends you just think of them as headlines.

- Particularly effective for product launches, news, announcements, trending and punchy content,.
- Allows you to get a quick reaction from users.
- A good source of traffic and it offers a useful B2B branding tool.
- Unlike Facebook, Twitter if used effectively has easy organic reach to relevant followers who are more likely to convert into consumers.

**The downside:** Though Twitter has significant traffic, many businesses have found that users of Twitter have low “purchase intent”. Other businesses find it difficult to keep up with the high volume of content required to make any form of marketing or engagement on Twitter effective.

### 📷 INSTAGRAM

Since being bought by Facebook, Instagram is a fast mover and well worth your consideration.

- Coupled with its great visual tools and reach, Instagram has a lot to offer. Instagram is particularly popular among younger people, so if a business aims to target Gen Z or millennials, an Instagram presence will most certainly be a rewarding experience.
- Businesses achieve engagement statistics almost ten times more than Facebook, according to some estimates. This means businesses generally have a greater degree of success interacting with users on Instagram than just about any of the major social media networks.

**The downside:** Instagram is good for glitz and glamour but if you do not have visual content that can wow the selfie generation, your business may not be a good match. If you are in a people sector, such as hospitality, then Instagram is a “must consider” proposition. On the other hand, we haven’t seen corporate insurance or actuarial services being sold successfully on Instagram.

### in LINKEDIN

Many view LinkedIn as a glorified jobs website.

- If you market to professionals – possibly accommodation - then LinkedIn is the definitive B2B platform with nearly 500 million users.
- The platform enables easy networking between individuals and businesses and is the only popular social media platform that facilitates posting long-form articles.
- In reality, we believe that LinkedIn is most useful however, as a research tool that enables businesses to not only better understand their target markets and gain leads, but also to study competitors.

**The downside:** Though LinkedIn has these unique advantages, it is neither the most effective platform for paid advertising, nor for directly selling to consumers. Unlike other social networking platforms, LinkedIn charges a membership fee for certain enhanced memberships. LinkedIn may offer a professional platform for businesses to engage, but it severely lacks as a visual branding tool.

## IN THE NEXT ISSUE WE WILL LOOK AT:

1. Dos and Don’ts for Businesses on Social Media
  2. Converting Followers into Customers
- In the meantime, contact [tboylen@boylen.com.au](mailto:tboylen@boylen.com.au) if you have any questions.

## ACCOUNTANCY SERVICES

- Bentleys Accountants 8372 7900
- Jaquillard Minns 8221 6551
- Winnall & Co. 8379 3159

## ATMS

- Banktech 1800 08 09 10

## ARCHITECTS & INTERIOR DESIGNERS

- Studio Nine Architects 8132 3999

## AUDIO VISUAL

- Big Screen Video 1300 244 727
- CatCom 8241 1185
- Nightlife Music Video 1800 679 748
- Novatech Creative Event Technology 8352 0300

## BACKGROUND MUSIC

- Foxtel Music 1300 148 729
- Moov Music 1300 139 913
- Nightlife Music Video 1800 679 748
- Zoo Business Media 07 5587 7222

## BANKING

- Bank SA 8424 5536

## BEDDING

- Elite Bedding 8243 1911

## BEER DISPENSE EQUIPMENT

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

## BEVERAGE GASES

- BOC Limited 8300 5668
- Supagas 8252 7472

## BEVERAGES

- Accolade Wines 8392 2238
- Asahi Premium Beverages 8276 4888
- Australian Liquor Marketers 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 8416 7575
- Options Wine Merchants 8346 9111
- Pernod Ricard Australia 8208 2400
- Samuel Smith & Son 8112 4200
- Treasury Wine Estates 8301 5400

## BOOKKEEPING

- Brisban Hospitality Consulting 8235 1594
- Jaquillard Minns 8221 6551
- Winnall & Co. 8379 3159

## BUSINESS SERVICE SUPPORT

- Boileau Business Technology 1800 423 181

## CABINET MAKERS

- JRCM Commercial Joinery 8234 9600

## CLEANING SERVICES

- Pace Cleaning 8367 8299

## CLEANING SUPPLIES

- Bunzl Hospitality Supplies 8245 6200
- Cobalt Blue Australasia 8352 3881

## ENERGY

- Choice Energy 1300 304 448
- Class A Energy Solutions 8391 4853
- Make it Cheaper 02 8880 1490
- Trans Tasman Energy Group 1300 118 834

## FINANCIAL SERVICE

- Winnall & Co. 8379 3159

## FIRST-AID

- St John 1300 360 455

## FOOD SERVICES

- Galipo Foods 8168 2000
- Holco Fine Meat Suppliers 8162 8400
- PFD Foodservice 8114 2300
- Superior Foods Services 0400 273 272
- Wills and Daniel 8260 7776

## FURNISHINGS

- Concept Collections 1300 269 800

## GAMING ANALYSIS

- Independant Gaming Analysis 8376 6966
- Winnall & Co. 8379 3159

## GAMING LOYALTY

- Bluize 1300 557 587
- Global Gaming Industries 0409 283 066

## GAMING MACHINE SERVICES

- 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 8275 9700

## GAMBLING SERVICES

- The Lott 132 315
- UBET 8354 7300

## HOTEL BROKERS

- McGees Property Hotel Brokers 8414 7800

## HOTEL MANAGEMENT

- Brisban Hospitality Consulting 8235 1594
- H&L Australia Pty Ltd 8291 9555

## ICE MAKERS

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

## INFORMATION SYSTEMS/SITE PREP

- Max Systems 8275 9700

## INSURANCE

- Aon Risk Solutions 8301 1111

## I.T. PRODUCTS & SERVICES

- Boileau Business Technology 1800 423 181

- Boylen 8233 9433
- Vintek 1300 001 337

## KITCHEN & BAR EQUIPMENT

- Andale Hotel Services 8234 0388
- Bunzl Hospitality Supplies 8245 6200
- Lancer Beverage Systems 8268 1388
- Silverchef 1800 337 153
- Stoddart Manufacturing & Food Service Equipment 0427 106 103

## LEGAL SERVICES

- Clelands Lawyers 8177 5888
- Duncan Basheer Hannon 8216 3389
- Foreman Legal 8370 8500
- Ryan & Durey Solicitors 6166 9000
- Wallmans Lawyers 8235 3000

## MEDIA

- Boylen 8233 9433
- FIVEaa 8419 1395
- Fox Sports 02 9776 2784
- Foxtel 1300 138 898
- InDaily 8224 1600

## MUSIC LICENSING

- APRA/AMCOS 8331 5800

## ONHOLD/MESSAGING

- Adelaide's 1800 ON HOLD 8125 9370

## PACKAGING

- Pro-Pac 1300 776 722

## PAYROLL & HR RESOURCES

- Brisban Hospitality Consulting 8235 1594
- Jaquillard Minns 8221 6551
- Maxima Training Group 8340 7766
- Winnall & Co. 8379 3159

## POS SYSTEMS

- Bluize 1300 557 587
- H & L Australia Pty Ltd 8291 9555

## PROPERTY VALUATIONS

- Knight Frank Valuations 8233 5222

## REFRIGERATION

- Lancer Beverage Systems 8268 1388

## SPORTS & ENTERTAINMENT MEDIA

- Foxtel 1300 138 898
- Fox Sports 02 9776 2784
- Sky Racing 02 9218 1755

## STAFF TRAINING & RECRUITMENT

- Career Employment Group 8645 6800
- HITsa Industry Training 8351 5855
- Maxima 8340 7766
- St John 1300 360 455

## STAGING

- Nexstage 7070 8191

## SUPERANNUATION

- HostPlus 8205 4965

## WEBSITES

- Boylen 8233 9433



## Gold



## Silver

- Ainsworth Game Technology
- APRA AMCOS
- Aristocrat Technologies Australia
- Australian Liquor Marketers
- Big Screen Video
- Bluize
- Boileau Business Technology
- Boylen
- Foxtel/Fox Sports
- IGT
- InDaily
- Independant Gaming Analysis
- Konami Australia Pty Ltd
- Liquor Marketing Group
- Novatech Creative Event Technology
- Options Wine Merchants
- Samuel Smith & Son
- Sky Racing
- Stoddart Food Equipment

## Bronze

- Adelaide's 1800 ON HOLD
- Andale Hotel Services
- BankSA
- Bentleys Accountants
- BOC Limited
- Career Employment Group
- CatCom
- Choice Energy
- Class A Energy Solutions
- Cobalt Blue Australasia
- Concept Collections
- Duncan Basheer Hannon
- Elite Bedding
- Empire Liquor
- Global Gaming Industries
- HITsa Industry Training
- Jaquillard Minns
- Knight Frank
- Lancer Beverage Systems
- Macmont Gaming Supplies
- Make it Cheaper
- Maxima Training Group
- McGees Property Hotel Brokers
- Nexstage
- Nightlife Music Video
- Pro-Pac
- Ryan & Durey Solicitors
- Silverchef
- Studio Nine Architects
- St John
- Supagas
- Superior Food Service
- Trans Tasman Energy Group
- Wallmans Lawyers
- Wills and Daniel Produce Merchants
- Winnall & Co.

## Industry Supporter

- Brisban Hospitality Consulting Services
- Brown-Forman Australia
- Clelands Lawyers
- Foreman Legal
- JRCM Commercial Joinery
- Pace Cleaning Services
- Vintek

## LICENSEE TRANSFERS JULY 2018

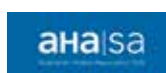
Hotel	Location	Date Granted	New Licensee
Gilbert St Hotel	Adelaide	1.7.2018	Gilbert St Hotel Pty Ltd
Koolunga Hotel	Koolunga	2.7.2018	Amanda Zoutman
Overway Hotel	Gawler	16.7.2018	Stockman 1857 Pty Ltd
The Howling Dog Tavern	Corney Point	17.7.2018	Sandra Mitchell
Rhynie Hotel	Rhynie	20.7.2018	Midac Enterprises Pty Ltd
Royal Oak Hotel	Penola	26.7.2018	Royal Oak Hotel Penola Pty Ltd

## LICENSEE TRANSFERS AUGUST 2018

Hotel	Location	Date Granted	New Licensee
Railway Hotel	Peterborough	3.8.2018	S & L Communications Supplies Pty Ltd
Springton Hotel	Springton	10.8.2018	Bowang Nominees Pty Ltd
Woolshed Inn Hotel Motel	Bordertown	14.8.2018	WIHM Pty Ltd
Golden Wattle Hotel	Adelaide	15.8.2018	Black White Black & White Pty Ltd
Junction Hotel	Brinkworth	17.8.2018	Rachael Godden
Criterion Hotel Motel	Quorn	20.8.2018	Paul Batchelor & Robin Anne Hay
Travellers Rest Hotel	Stirling North	20.8.2018	Augusta Partners Pty Ltd
Prince Albert Hotel	Gawler	21.8.2018	Stockman 1857 Pty Ltd
Royal Hotel	Kent Town	29.8.2018	FGH No.02 Pty Ltd
Renmark Golf & Country Club	Renmark	31.8.2018	Green Castle Renmark Pty Ltd

## WELCOME TO OUR NEW MEMBERS

Hotel			
Wellington Hotel, North Adelaide	Hotel Richmond	New Whyalla Hotel	Terminus Hotel Strathalbyn
Southwark Hotel	Pier Hotel Port Lincoln	Malt & Juniper	North Blinman Hotel
Pines Hotel	Coopers Burger Shack	Lyndoch Hotel	Golden Wattle Hotel
Pt Hughes Hotel			



## Office Holders

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 Web: [www.ahasa.asn.au](http://www.ahasa.asn.au)

### COUNCIL

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Andrew Plush	Jeff Ellis	Tim Gregg
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Craig Williams	Mark Davies	Trent Fahey
Guy Matthews	Melinda McCauley	Trevor Evans
Jason Fahey	Michael Lunniss	

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Wendy Bevan	Government Relations & Policy
Owen Webb	Workplace Relations
Brian Smith	Membership & Business Services
Katherine Taylor	Communications and TAA (SA)
Lucy Randall	Events & Sponsorship
Bronte McCarthy	Finance & Administration
Chris Thomson	Licensing & Gaming
Liz Turley	Training Coordinator
Wally Woehlert	General Manager of Gaming Care

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Matthew Binns	AHA SA Vice President	Matt Rogers
Andrew Bullock	AHA SA Deputy Vice President	Sam McInnes
Richard Lovell	AHA SA Secretary/Treasurer	

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Happy Chance™ is an exciting new two level Standalone Progressive series that brings an exciting new style of gameplay to the South Australian market. The two new titles HAPPY CHANCE CAT and HAPPY CHANCE PIG combine exotic Asian-style theming and proven popular game elements with several innovative new features to offer players a new choice in your gaming room.



SELECT A DENOMINATION

1c

2c

5c

10c

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# COMMERCIAL HOTEL COLLECTION

Our Hotel Collection offers you a great value option which won't compromise on quality or comfort. The Standard, Deluxe (featured in build below) and Executive all feature our **Bonnell Spring System** that has been the hallmark of durability, coupled with our comfort layers they deliver great value for comfort that will keep your guest totally rested.



### **Deluxe Mattress (Fully Reversible): Surface (Dual Sided):**

Smooth Top Design with Treated Fire Retardant Fabric cover to Australian Standards.

### **Comfort Layers:**

Medium feel cushioning Foam layers ensure the perfect balance of contouring comfort.

### **Bonnell Spring System:**

3 Zones of varied support that provide comfort and support where you need it most helping you achieve your best sleep.

**Base System:** Durable Timber Platform base that works in unison with the mattress to provide additional support for the life of the bed.

Mattress build is for illustration purposes only, fabrics, glides, castors and other materials will vary from actual product.



Please contact our Sales Manager to arrange a no obligation catch up to discuss your requirements when refurbishing your rooms or embarking on a new build accommodation project.



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