

# HotelSA

THE OFFICIAL PUBLICATION OF THE AUSTRALIAN HOTELS ASSOCIATION (SA BRANCH) DEC 2018/JAN 2019

## Port Pirie's Award Winning **SPORTIES TAVERN**

SA Music Hall  
of Fame



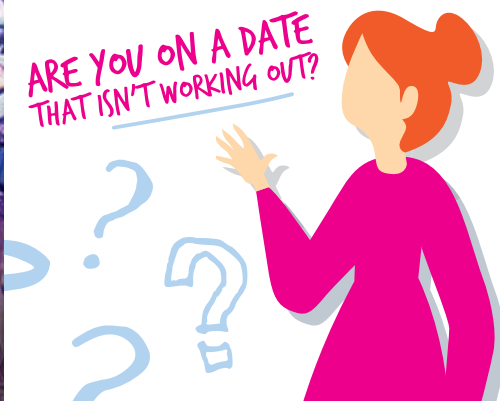
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# Contents



## SPORTIES TAVERN - THE PRIDE OF PORT PIRIE

How does a small country pub become the best in the land? This is the case for Sporties Tavern, a long-standing favourite in Port Pirie that has been transformed into an award-winning hotel.



## THE PULLMAN ADELAIDE

Twelve months after being rebranded, the Pullman Adelaide in Hindmarsh Square is re-energised and embarking on an ambitious rejuvenation plan in its quest for a 5-star rating.



## WOMEN IN HOTELS

A fabulous night was had for the Women in Hotels Christmas Function held on 20th November at the Brompton Hotel.



## ASK FOR ANGELA LAUNCHED

The AHAISA, SA Government and SA Police jointly launched the internationally recognised "Ask for Angela" initiative.



## FAMILY BUSINESS - SA HOTELS

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# From The President

DAVID BASHEER – AHA/SA PRESIDENT

## “SEE NO EVIL” IS NOT GOOD POLICY

The online rental industry is here to stay but pressure is mounting for a responsible approach that is in line with international best practice.

In September it was reported that Queensland’s Workplace Health and Safety was investigating the death of a four-year-old boy while staying at an Airbnb. An ABC report stated: “...the little boy’s death has raised questions about who’s liable when things go wrong at an Airbnb, and what consumers can do to protect themselves from legal traps.”

In November, a university-based study reviewed regulations covering the likes of Airbnb in NSW and Victoria, and

concluded they took “a very permissive approach to regulating STL (short term listings), compared to cities overseas”.

The research proposed several ways to strengthen regulatory responses to STL, including:

1. The inclusion of a registration system for STL listings, to facilitate enforcement.
2. Additional localised strategies to limit STL and ensure adequate affordable rental supply in areas of intense STL use.
3. The integration of measures to limit commercial-style STL within a broad-ranging, integrated housing policy, which reflects the changing nature of housing markets and the complex drivers behind these shifts.

The report, authored by University of New South Wales and Swinburne University of Technology researchers, also found short term letting “is removing properties from the long-term rental market, thereby contributing to increasing unaffordability”.

In addition, it made the observation that “if Airbnb is genuinely committed to the ideal of ‘sharing’, as it regularly claims, it should share its data with regulators, even if it is not made publicly available. Airbnb’s unwillingness to do so (to date) indicates its sharing rhetoric is more of a sales pitch than a guiding philosophy”.

This is not news to the AHA. As you will read on page 50, Tourism Accommodation Australia (TAA) has “called on governments at all levels to act against non-compliant accommodation providers who are putting guests’ safety at risk, threatening jobs and contributing nothing to the Australian economy.”

The Chair of TAA and former Federal Tourism Minister, Martin Ferguson, said there was an urgent need for governments to address the issues to ensure that guests and legitimate operators were protected.

TAA’s position is very clear. We need national laws that require the registration of accommodation that is let on a commercial short-term basis by individuals and companies.

The proposition is also very fair, in that it treats resident landlords differently to non-resident commercial landlords, which caters for the mum and dad renting out their spare back room now that their kids have left home.



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It is clear the AHA nationally is no longer a lone voice. As another example, Holdfast Bay Council says Airbnb-type accommodation need better regulation and some properties should be classified as hotels, and attract commercial rates.

All we ask for is a level playing field. Many members justifiably believe we operate in an over-regulated industry, yet regulators turn a blind eye to Airbnb. We see how that “see no evil” approach has played out for the banks and insurance companies at the Financial Services Royal Commission.

Please tell me we are mature enough that we don’t need unnecessary deaths in an unregulated commercial complex to spark a Royal Commission, after which we will come to the conclusion that the laws protecting public safety should be equally applied?

### THE LOCAL

At a recent function, State Opposition Leader Peter Malinauskas raised the issue of men’s mental health. He noted the disturbing fact that one in three men have suffered from loneliness.

In contrast to this is a growing body of research that shows the social benefits for those who have a “local” they call their own. The most recent study (see page 46) found those who visited a local pub had better “general mental health and less anxiety than those without a local”.

It begs the question: why do we impose such high rates of tax on beer served in a bar?

Putting those with extreme views to the side, I can’t imagine too many people would vote against a reduction in the price of a schooner at their local!

### ASK FOR ANGELA

In this issue you will see details of the internationally recognised “Ask for Angela” initiative, which has been championed by the Attorney General, Vickie Chapman and embraced by the AHA/ISA. Working with the Office for Women and SA Police, Wendy Bevan in the AHA/ISA office has done a wonderful job, which has seen hotel operators and staff enthusiastically adopt the program.

The bottom line is that it provides patrons with a way to remove themselves from uncomfortable or potentially dangerous situations.

It is a clear representation of the high level of social responsibility adopted by SA hotels in 2019. You can read more on page 26.

### \$16 MILLION IN CHARITY

You may be interested to know, through IGC, our pubs and clubs have donated \$16 million to needy metropolitan and country charities along with community and sporting groups throughout the State.

This philanthropy generally occurs quietly and at a grassroots level. Our pubs see a need and they chip in to help out with little or no fanfare.

Amongst the hundreds of organisations to benefit directly are Foodbank, Mary Potter Hospice, BlazeAid, Tutti Ensemble Inc, Walker Flat Country Fire Service, Minda and #ParmaForAFarmer.

However, the success of a larger contribution is worthy of attention as 2018 draws to a close. I’m talking about the highly successful rollout of defibrillators in hotels and clubs across the State. Working with St John’s, we are now approaching two-thirds of the 300 lifesaving units to be put in place, mainly in strategic regional locations. Lucy Randall has played an instrumental role and we are all very appreciative.

AHA/ISA members should be enormously proud of their contributions. Together we are making a better society.

### MERRY CHRISTMAS

As Christmas draws near, I trust that your festive season trading will be buoyant up to expectations. Enjoy time with your family, travel safely and here’s to a prosperous 2019 where we continue to create new employment opportunities for our fellow South Australians.

Merry Christmas!

David Basheer  
AHA/ISA President





## From The General Manager

IAN HORNE – AHAISA GENERAL MANAGER

### WHAT A DIFFERENCE A YEAR MAKES!

The last 12 months have seen significant changes, challenges and opportunities.

#### STATE ELECTION 17 MARCH 2018

The threat of a “hung” parliament influenced by former Nick Xenophon’s SA Best party did not eventuate. In fact, SA Best, having run 36 Lower House candidates failed to win a single Lower House seat.

The Liberals won after 16 years in Opposition securing effectively 26 seats (with former Liberal Troy Bell). The ALP secured 20 seats (including former ALP MP Frances Bedford) but actually increased their two party preferred support by 1.1%.

The importance of the election outcome cannot be overstated. South Australia fortunately avoided policy and decision-making chaos, and anti-hotel industry ambitions that would have decimated parts of the hotel sector.

### NEW PRESIDENT ELECTED

David Basheer was elected unopposed as the AHAISA State President after the retirement of Peter Hurley AO who served the industry for 24 years as President. David is a third-generation hotelier who is well versed in the challenges of the hotel industry.

### THE DEMISE OF THE IGA

Following a review of the Independent Gambling Authority (IGA) by former Supreme Court Judge, Tim Anderson QC, the new Liberal Government in its first budget in September, abolished the Authority and allocated all its responsibilities and functions to Consumer & Business Services.

The AHAISA welcomed this policy as the IGA had become a duplication of the role of CBS and a significant bottleneck for decisions and directions.

We anticipate a more open and balanced approach to the management of gambling issues in the State.

### TABCORP COMES TO TOWN

AHAISA supported the merger between Tabcorp and UBET because it promised opportunities for growth and innovation.

The AHAISA and Tabcorp subsequently entered into a Members Only package that delivers rebates on Sky Channel, the promise of capital and marketing funds and the opportunity for smaller operators to participate through the introduction of self service terminals.

Tabcorp also promises new and innovative gambling options such as animated trackside and future technology including geo-fencing and digital commission structures. A great outcome all round.

### LIVE MUSIC AND PUBS CLOSELY LINKED

Music SA’s 2018 annual census has again confirmed that pubs host at least 80% of all live music gigs in SA.

This is nothing new to AHAISA. Hotels have and continue to be the backbone of the live music scene in this State.





## LIQUOR LICENSING REVIEW

A major review of liquor licensing will take some time to implement and that began in 2017 with additional implementation of aspects of the review occurring in 2018.

The AHA|SA in reviewing this year's amendments discovered what was essentially a 'mistake'.

The legislation inadvertently removed the right of employees to ask for identification. The Act allowed only the Licensee, a Responsible Person (RP) or security guard to ask.

This made no sense as it is the bar person or waiting staff who have responsible service qualifications and who actually serve customers. An amendment was quickly passed through Parliament and the error corrected.

## COMMUNITY

Finally, community efforts were many but in particular the distribution of 300 defibrillators to country hotels and clubs.

This initiative by the AHA|SA and Clubs SA will have an enormous benefit for regional South Australians who cannot access the type of medical services or response that city dwellers take for granted.

Then our members quickly adopted the #ParmaForAFarmer campaign and raised some \$50,000 in a very short time to support drought stricken farmers in South Australia.

We finished the year with the launch (in conjunction with the Attorney General, Vickie Chapman) of the #AskForAngela program. This program is designed to promote SA hotels as safe places and to provide an easy and recognisable way for any patron who feels unsafe to be able to ask for and get help from venue staff. This is an international strategy that is operating in NSW and now in SA.

Of course, each year brings its challenges and opportunities and 2019 will be no different.

Thank you to all our members for their ongoing support and participation in the life of the Association.

Merry Christmas and a prosperous New Year to all.

**Ian Horne**  
AHA|SA General Manager

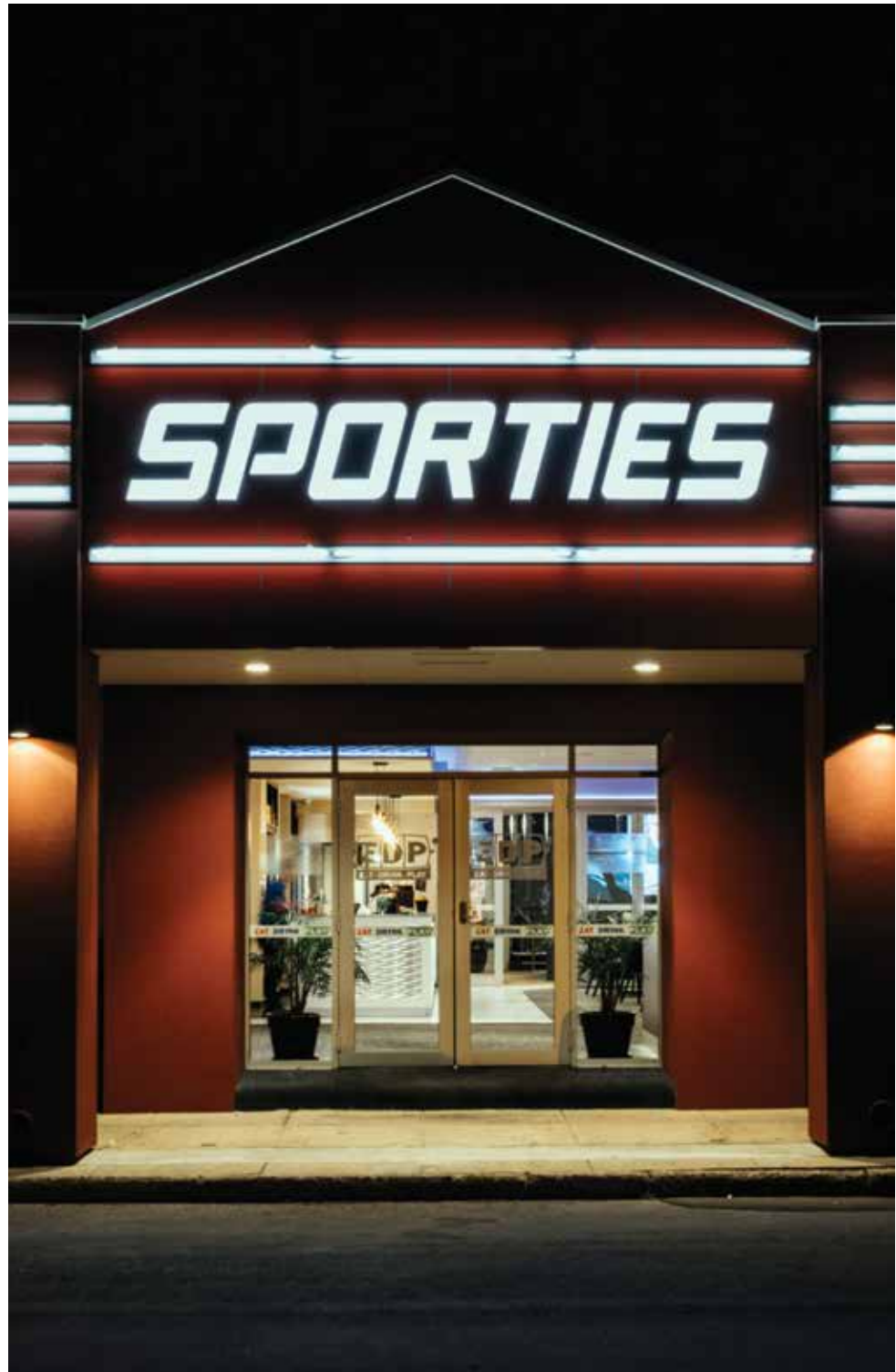




# *Sporties Tavern*

THE PRIDE OF PORT PIRIE – AND AUSTRALIA

WORDS: JOSH TEAKLE



## HOW DOES A SMALL COUNTRY PUB BECOME THE BEST IN THE LAND?

This is the case for Sporties Tavern, a long-standing favourite in Port Pirie that has been transformed into an award-winning hotel that recently won Best Bar Presentation and Service (Regional).

Since the 1880s Sporties Tavern has been the classic country pub – a watering hole for locals, serving classic pub meals over the bar and providing a place for patrons to cheer on their much-loved sporting teams.





## RENOVATION DETAILS

Now, thanks to a major redevelopment of the internal and external surroundings of the hotel, it has become much more than that.

Beginning in 2017 the renovations saw a new bottle shop, bistro bar and sports bar developed, the addition of an alfresco area and a striking steel-grey facelift of the original exterior.

Behind the scenes, a revamped kitchen area has lifted the hotel's food offering to an entirely new level.

The redevelopment itself and the increased foot traffic through the doors has exceeded expectations. So too has its fame!

Sporties Tavern has made an impressive showing at both the

AHAISA Hotel Industry Awards for Excellence and most recently the AHA National Hotel Awards for Excellence.

At the SA awards night, held at the Adelaide Entertainment Centre in July, the Port Pirie pub took home the Best Bar Presentation and Experience and the Best Redeveloped Hotel in the country category. Those "gongs" soon had to make way on the wall when the hotel was once again read out at the national awards night.

"Sporties Tavern, Port Pirie" was announced as the number one in Australia for Best Bar Presentation and Service (Regional) to pin Port Pirie on the national map.

Located in Solomontown, Sporties Tavern is part of EDP Hotels (Formerly Eureka Group).



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Accepting the award for Bar Presentation & Experience - Country at the 2018 AHAlSA Awards For Excellence.



Accepting the award for Best Bar Presentation & Service - Regional at the 2018 AHA National Awards For Excellence.

## RECOGNITION

Operations Manager Margy Raymond said the State and National awards were fantastic recognition for hotel staff and the entire team that contributed to the rebuild.

“Winning the AHAlSA award was totally unexpected as there is always stiff competition in SA,” she said.

“This was a massive win for everyone who was associated with the build, the staff and management team received a great boost to be recognised with such an award.

“The response we received from our patrons was overwhelming, which we appreciated as some followed us on the night to be part of our success because they believed we could win.

“We were then nominated into the National awards and were totally in shock when we received the news that we had won a national award.

“We are so proud of the achievement.”

## SPORT AT SPORTIES


With a much younger and modern feel to Sporties, the hotel has also received a major update to its gaming facilities. Add in the new alfresco and bistro dining areas and it’s clear this was a major renovation. However, Sporties has always prided itself on its namesake – sport.

With this in mind the hotel is now home to large flatscreen televisions in a range of areas, including the new 200-seat dining room, sports bar and outdoor areas, which means patrons don’t miss a minute of the action, as well as the latest Ubet sports betting technology.


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Margy said Sporties now provided one of the best sporting experiences patrons could ask for, as well as a range of other entertainment.

“We hold entertainment in the venue Friday and Saturday nights and show all the main sporting events in the sports bar as well as our big screen in our alfresco area,” she said.

“We wanted to create a modern, relaxed atmosphere for everyone.

“Now we have a very good mix throughout the hotel, from the bottle shop across the road to the new bistro. Bar, gaming, loyalty and of course sport are always strong but we are always looking at ways to improve and be innovative in the hospitality trade.

“The plan was to be attractive to all markets and ensure that every patron has a feeling of being part of our big family known as Sporties.”

#### PIRIE PRIDE

With Australians taking great pride in their pubs and the publicans committed to providing the best pub experience for their locals and visitors, Margy said the award was a massive win for Sporties and the wider Port Pirie community.

“It was great not just for Sporties, but it was fantastic that the town and patrons got to celebrate with us,” she said.

“Port Pirie is a great town to live in and a town which has a big heart and is very proud of its history and is looking forward to the changes in the future - you are always made to feel welcome.

“We received great support from all of the patrons, suppliers, staff, families and friends who make Sporties a great place to be.

“There has been a noticeable increase in the number of travellers we are seeing, which will expand our clientele.

“Naturally we are always promoting the fact that we have a State award, as well as the National, and we have great pleasure in sharing this with everyone.”

#### COMMUNITY CONTRIBUTION

Sporties has been a part of the Port Pirie community for almost 140 years. Even when much of the venue was closed during the 11-month rebuild, the pub still contributed to the community.

“The hotel was able to continue trading with a relocated gaming room and small bar so we could keep some staff employed during the renovations,” Margy said.

“We helped the Solomontown Football Club with some of our equipment and staff to encourage our patrons to go and support this club during our renovations.

“The walls around the gaming room and bar were knocked down allowing the building to begin while the standalone bottle shop was built and completed prior to the hotel renovations.

“The new gaming room was the first area to reopen and shortly after that the alfresco and dining room were brought on line. Approximately a month later the sports bar was opened.”

The new look, strikingly modern Sporties Tavern can be found at 150 Warnertown Road, Solomontown. With classic pub food, a strong community feel and a rich sporting culture it retains all the best aspects of the lovable Sporties that has been supporting locals since the 1880s – but now with three magnificent awards hanging on the wall.

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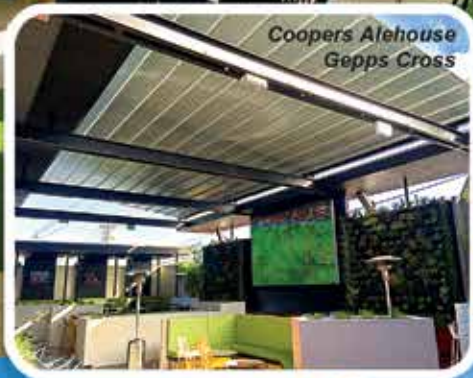
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Sporties Tavern,  
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# Regional Meetings

The AHAlSA conducted regional meetings for the Gawler Barossa region on 25th September at the Tanunda Hotel, the Yorke Peninsula region on 16th October at the Royal Exchange Hotel, Kadina and for the Metro region on the 30th October at the Caledonian Hotel.

These venues had excellent rooms to conduct our presentations. They also had outstanding private dining areas for our lunch with sponsors.

Thanks to all the staff at the Tanunda, Royal Exchange and

Caledonian for providing great service and superb food to all our hoteliers and sponsors on the day.

The regional presentations included information on the New Tabcorp UBET rebate that was made possible through the hard work of the AHAlSA. Ian Horne, our General Manager, also went through the AHAlSA's objectives moving forward, and other issues confronting the industry.

The AHAlSA would like to thank our sponsors who willingly supply product for these luncheons.









# Music Hall Of Fame Inductee

The Arkaba Hotel has been inducted into the SA Music Hall of Fame. The iconic venue joins fellow Venue Hall of Fame Inductees The Gov, The Wheatsheaf, Grace Emily, Semaphore Worker's Club, Adelaide Oval, Three D Radio and Thebarton Theatre. The induction ceremony at the Arkaba was attended by the Premier, Steven Marshall, and included special guest performances by Hall of Famers, Dave Blight, Trev Warner, Chris Finnen, John Swan and many more.

Noting the induction, the organisers praised "The Ark as the place to go in the late 1960's and all through the 1970's to see great Aussie bands (and International bands) like Cold Chisel, The Angels, Redgum and many more. It is a landmark in Adelaide and remains a great supporter of live music and is part of Adelaide's music and venue history and landscape."

## LIVE MUSIC STATISTICS

The 2018 Music SA Live Music Census again showed that SA continues to host the vast majority of all music gigs in SA, at 80%.

Over the past four years the census has expanded its survey area and now includes the entire Adelaide metropolitan area and larger regional areas and measures a variety of venues, including cellar doors and small bars.

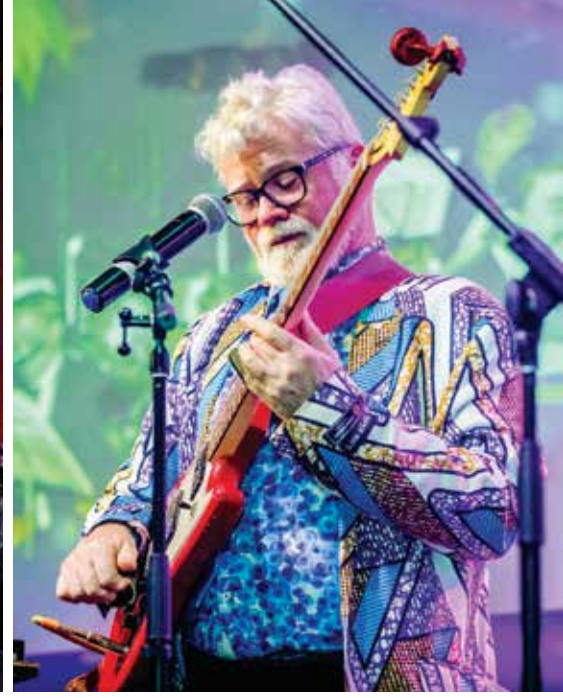
That overall gig numbers and venues continue to increase and that SA hotels remain the biggest supporter of live music is good news for all.



*Peter and Jenny Hurley, of the Arkaba, accepting the SA Music Hall of Fame award from Premier, Stephen Marshall.*









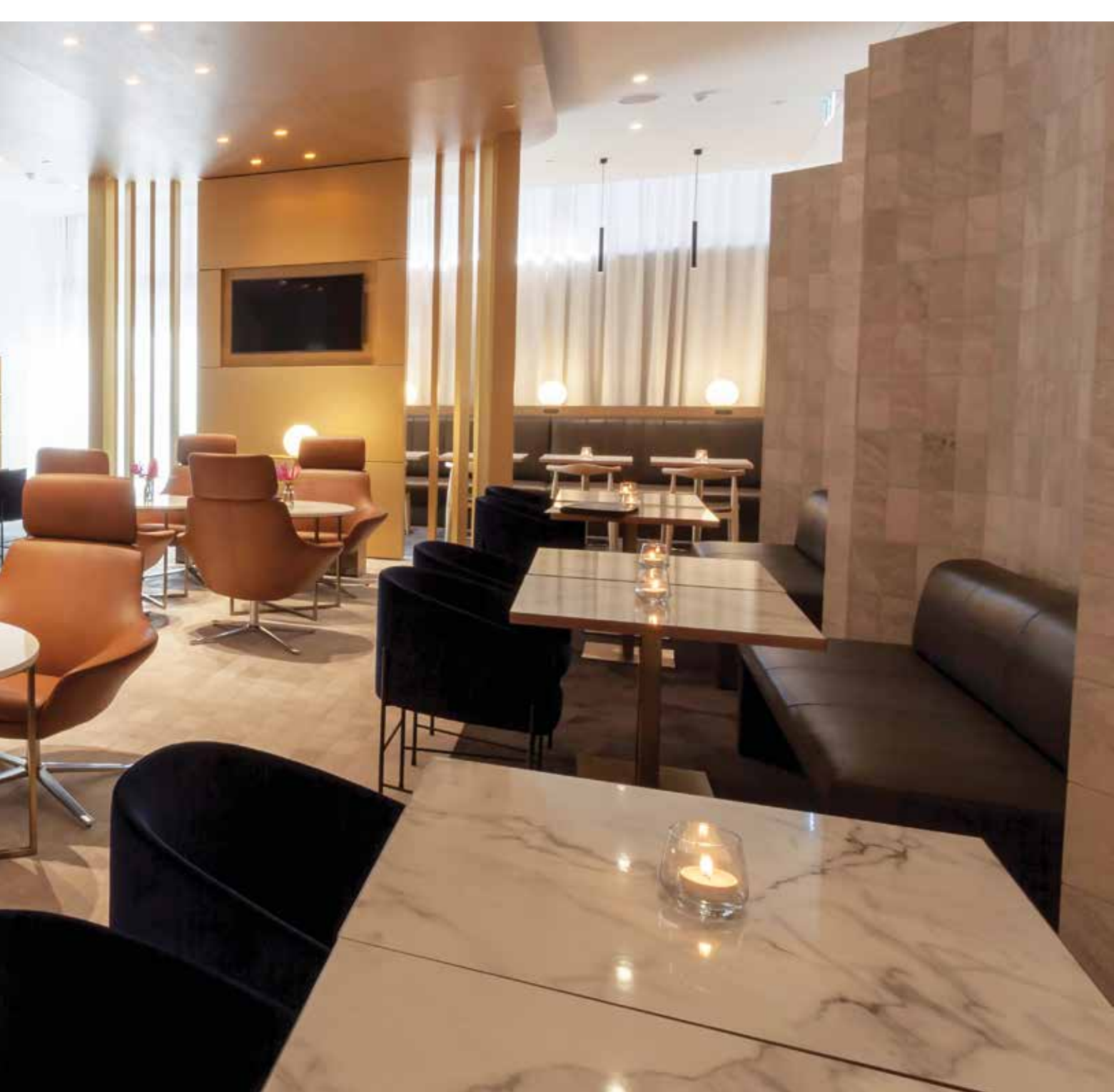


# *Pullman Adelaide*

THE QUEST FOR 5-STAR

HOTEL SA INTERVIEWS LLEWELLYN WYETH





**T**welve months after being rebranded, the Pullman Adelaide in Hindmarsh Square is re-energised and embarking on an ambitious rejuvenation plan in its quest for a 5-star rating.

The challenge has been handed to veteran hotel manager, Llewellyn Wyeth, who many might remember from his sojourn at The Barossa Novotel, 12 years ago.

He is also managing the nearby Ibis Adelaide in Grenfell Street.

One of the first stages in a multi-staged refurbishment of the Pullman is the creation of The Executive Lounge – which every Pullman-branded hotel must provide.





Llewellyn Wyeth



## EXECUTIVE LOUNGE

Named the Hindmarsh Club Executive Lounge, to give it a distinctive South Australian identity, it opened in mid-November and is available daily to members and guests.

Breakfast is served in the lounge each morning, and drinks and canapes between 5:30 p.m. and 7:30 p.m. each evening.

At the rear of the lounge, a meeting room is available for guests to use for formal meetings and presentations.

Members can check-in via the lounge while enjoying a complimentary glass of wine or other beverage, which makes for a relaxed and exclusive arrival experience.

The lounge was designed by Woods Bagot, a local interior design firm that now has a global footprint. The eye is immediately drawn to the striking Scandinavian-style leather chairs, which sit comfortably amid a blend of earthy tones, dark marble, wood grain and distinctive bespoke carpet.

Llewellyn said the opening of the Hindmarsh Lounge was an important first element in the process of achieving a 5-star status. Design elements will flow throughout the hotel as it is systematically upgraded, and Woods Bagot has been tasked with achieving both the quality and the consistency expected of a top tier hotel.

At the time of writing, work was underway on refitting the in-house gym. As well as all new equipment, a dedicated bike zone - Skill Bikes - takes pride of place and is an Australian first.

## VIRTUAL BIKE ZONE

The virtual bike zone is set in front of large TV screens, but what makes it unique is that it allows a visiting cycling enthusiastic to download their planned ride for that day, that may have been in a different state, and ride that course.

“The gym is extremely important for our guests who rank it as one of their highest priorities,” said Llewellyn.

Work will start on the redevelopment of the conference and events floor in 2019. As the Pullman is blessed being situated in a unique location, we will be using this as inspiration when creating a space that invites natural light and the picturesque views of the Adelaide Hills and surrounds.

## SUITES RENOVATION

The Pullman plans to renovate all of the 13 suites, which comprise three executive suites and 10 junior suites.

The renovations will include the bathroom and bedrooms, as well as its soft furnishings.

“These are our premium rooms and we are taking them from a 4-star to a 5-star bracket,” said Llewellyn.

“It is one of the hardest things to do in hotels, taking a 4-star hotel and raising it to a 5-star level, based on customer perception.

“Whilst we have formal star ratings, in today’s world it is what the customer perceives as quality that counts for so much, and we want their recognition.”

The suites will reflect many of the design elements found in the Hindmarsh Lounge, including the colour palette and selective use of wood grain. The remaining rooms in the 308 rooms in the hotel will also receive make-overs. All of the beds in the hotel have already been replaced with Pullman 5-star beds, as have all of the televisions.

## TECHNOLOGY CHALLENGE

The technology initiatives continue with the installation of charge pads and sophisticated light fittings to keep up with current trends.





“One of our greatest challenges is technology,” said Llewellyn.

“Once you would go to a hotel and get an experience that you couldn’t get at home. Now with the level of technology available in homes, it requires a significant investment for us to stay up to date.”

As General Manager, he has one eye on the future and technology is never far from his mind.

Among many options, the Pullman is also looking at voice activation technology which will know who the guest is, remember how they like their light levels set, what clock they like and so on. It is possible that rooms would do away with physical phones, as phone calls would be activated through voice technology.

This is not Llewellyn’s first stint in South Australia. Some 15 years ago he managed the Novotel Barossa Valley Resort, where he met his wife. Despite moving interstate for work, they kept their house in the Barossa and today he commutes to the city each day.

“The reason for returning to South Australia was the lifestyle,” said Llewellyn.

“I was working in Melbourne and when the opportunity came up I jumped at the chance.”

Part of the job description was to manage both the Pullman and the 4-star Hotel Ibis in Grenfell Street, both of which are part of the AccorHotels Group.

Llewellyn said they were two very different hotels with different clientele - but both are highly successful.

“I’ve been incredibly impressed by the way the Pullman, which is eight years old, has bounced back after rebranding (from Crowne Plaza) 12 months ago,” he said.

“It is one of the hardest things to do in hotels, taking a 4-star hotel and raising it to a 5-star level...”

#### SECRET PLANS

While he is open about most of the hotel’s plans, Llewellyn is ‘playing his cards close to his chest’ about the blueprint for a planned restaurant and bar makeover.

“We have a very strong concept for the restaurant. It will be a complete transformation but that’s all I can say at the moment,” he said. The challenge that hotels like ours face is that you have to provide a great breakfast experience in the morning and then provide quite a different environment at night.

“We want to provide a 5-star breakfast offering, along with a world class dinner offering. It’s about balancing practicality with the aesthetics of a night-time restaurant.”

For the dining project and beyond, there is no doubt he, along with the Hines Property Group and Woods Bagot, will be able to draw upon the incredible depth of knowledge and experience that resides with Accor. The group also offers the benefits of a ready-made distribution network, brand elements and strong loyalty.

“One in 10 Australians are a member of Accor,” he said.

“Focusing internally, the group also offers extraordinary staff training and development, and it enables staff to travel throughout Australia or the world.”





## THE HINDMARSH CLUB EXECUTIVE LOUNGE

“We invite people to do reviews online and, as a result, we get triple the amount of reviews compared to our competitors.”

“When I was 17 I landed my first hotel job but I was too young to serve alcohol, so I was involved in setting up and packing down conference rooms. When I finally got to see guests, the first person I served was Greg Norman.

“It was at the old Gold Coast International Hotel and I was serving at a function, I was very excited and nervous, and I noticed one of the tables I was looking after had a number one on it. I was a drinks waiter and the first drink I poured was for Greg Norman.”

He went on to do an IHG hotel management course, which involved a six-month stint in cleaning hotel rooms. That experience is seared into his memory.

“I truly appreciate what cleaning staff do and with the greatest respect I can say it is the worst job I have ever done,” he said.

“Cleaning public toilets at 3am on New Year's Day, I asked myself, ‘Is this really what I want to do?’”

The fledgling hotel manager took a gap year to travel in his mid-twenties and highly recommends it to aspiring managers. He has now been with Accor 23 years, starting with the group when it had 36 hotels – it now has 365. During his career he has worked once in Western Australia and Queensland, twice in South Australia and thrice in Victoria.

“The fact that we have a new Sofitel hotel being built in Adelaide is significant and shows that South Australia is standing on its own two feet. It is a testament to the calibre of South Australia and its industry that there is such strong investment in hotels.

### MENTOR

Llewellyn said the greatest joy of his career is mentoring future hotel general managers “and seeing them succeed”.

“I want to be able to inspire the next person who comes in to a restaurant for breakfast at the age of 14 and says ‘I want to work in hotels’.

Referring to the current skills shortage, Llewellyn said more people were needed for hotel middle management positions and the challenge was luring them to Adelaide. “It's a challenge for us as an industry to get brilliant industry people,” he said.

“We must keep our regional migration classification; Sydney and Melbourne have enough but Adelaide and the regions are where the shortages are.”

Taking the reins at the Pullman Adelaide has been something of a gift.

“It's a great hotel with a lot of regular guests and I like their feedback,” he said.

“We are in hospitality because we are ‘people people’.

“But we are also reinventing a product here; it is super exciting. A day wouldn't go by where we don't talk about what is next and what we have to do for the future.”

### FEEDBACK AND SOCIAL

Coming back to the renovation, the staged approach allows for a feedback loop that many hotel owners and managers would shun.

“The good thing about doing it in stages is that we can get feedback from clients about what they are thinking and how they feel,” he explained.

“In fact, I encourage this. We invite people to do reviews online and, as a result, we get triple the amount of reviews compared to our competitors. I look at each review and I respond personally.”

After the interview, Hotel SA put him to the test. After four positive reviews came a negative review and – true to his word – there was a reply under Llewellyn's name and his email address so the individual's issues could be addressed at the very top.

“I do believe that social media and sites such as TripAdvisor have changed the industry. Previously we were very introverted, all that has changed. Customers' online reviews have been a game changer and it is an incredible opportunity.”

### DEFENCE

Looking at the local economy, he believes the swathe of multi-billion-dollar defence contracts that the State has secured will provide an enormous boost.

“I think it is fantastic for SA in general, every business can benefit,” he said. “We get direct business already but every restaurant, cafe and club should seize the opportunity and make sure they benefit from the people that will be coming to South Australia.”

### CAREER

While Llewellyn took a gap year, it wasn't – unlike most of today's graduates – straight after his final year at school. His mind was already made up and he had ambitions to fulfil.

“I distinctly remember the moment I realised I wanted a career in hospitality,” he said.

“As a teenager I was in a restaurant in another country with my parents. The buzz at breakfast was amazing. At the age of 14 I decided that's what I wanted to do with my life. I was hooked.

# Gaming Care Staff Spotlight

JARROD EGAN  
GAMING CARE OFFICER



## WHEN DID YOU JOIN GAMING CARE?

Initially in October 2006 for 4.5 years, then returned on 10 September 2018.

## TELL US A BIT ABOUT YOURSELF AND WHAT YOU DID BEFORE JOINING GAMING CARE?

Directly before joining Gaming Care in 2006 I was the General Manager for the Beswick Hotel Group. In between leaving and re-joining Gaming Care in 2018, myself, my wife and children purchased, renovated and then sold a small country hotel just west of Clare.

## WHAT ARE YOUR KEY RESPONSIBILITIES AT GAMING CARE?

Patron Welfare is my key responsibility. Assisting venues in identifying, reporting on, and assisting patrons experiencing

difficulty around gambling and/or their families. Helping venues to have a good working relationship with the gambling help sector in order to help facilitate the referral of patrons and/or their families, experiencing difficulty around gambling.

We work holistically with a wide range of government and non-government agencies as well to help provide a safe environment.

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

Chasing the kids around, particularly our youngest who is an 18-month-old dynamite!

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

I used to be skinny, fit and had hair!

## WHERE IS YOUR FAVOURITE HOLIDAY DESTINATION?

Yorke Peninsula is lovely and so easy to get to and get around, and Queensland is of course a great place to take the whole family.

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

Kevin Beswick, Peter Hewitt, Frank Tasker (if he was still with us) and Greg Fahey as they have all been great to me over the years and have been very supportive.

I'll also add Wally Woehlert, even though my colleagues will accuse me of sucking up, but he is undoubtedly a good bloke and one of the finest minds in the industry!



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# Women In Hotels

The recent Women In Hotels Christmas function was a wonderful success! Over 120 women, and a handful of men, attended the traditional end of year celebrations at the Brompton Hotel.

The fundraiser raffle raised \$1400 for Junction Women's Housing Australia. This funding will be used to purchase much needed home starter kits for vulnerable women in need this Christmas.

Attendees also donated over six laundry baskets full of essential items to Junction Women's Housing Australia, which will be made up into gift packs for the women this holiday season.

Thank you to our generous raffle and beverage sponsors on the night.

Raffle sponsors include: Accolade Wines, Treasury Wine Estates, Asahi Premium

Beverages, Hostplus, Bank SA, Boylen, St John, CCA, Coopers, Lion, Winnall & Co, Concept Collections, Electra House, Samuel Smith & Son, Brown Forman, Diageo, Options Wine Merchants, Pernod Ricard, Jaquillard Minns, Boileau Business, Technology, Aon Risk Solutions, Studio Nine and Bunzl.







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# Ask for Angela Launched

In November the AHAlSA, SA Government and SA Police jointly launched the internationally recognised "Ask for Angela" awareness raising initiative in South Australia. The goal of this project is a simple one: to promote SA hotels as safe places for their customers and to provide an easy and recognisable way for any patron who may feel unsafe to be able to ask for, and get help. The AHAlSA provided Ask for Angela materials to all its member venues in late 2018 for rollout progressively across the State.

## #ASKFORANGELA

**SAY NO MORE TO SEXUAL VIOLENCE**

“ HI I'M ANGELA,

ARE YOU ON A DATE  
THAT ISN'T WORKING OUT?

DO YOU FEEL LIKE  
YOU'RE NOT IN A  
SAFE SITUATION?

IS YOUR DATE NOT  
WHO THEY SAID THEY  
WERE ON THEIR PROFILE?

DOES IT ALL FEEL  
A BIT WEIRD?

IF YOU GO TO THE BAR AND ASK FOR 'ANGELA'  
THE BAR STAFF WILL KNOW YOU NEED SOME HELP GETTING  
OUT OF YOUR SITUATION AND WILL CALL YOU A TAXI OR  
HELP YOU OUT DISCREETLY - WITHOUT TOO MUCH FUSS

”



# #ASK FOR ANGELA

## TIPS FOR VENUE STAFF

- 01** Offer to take the person asking for help to a part of venue not in sight of the public or potential threat (staff room, kitchen, toilets).
- 02** Offer to call the person a taxi or assist them in calling a friend or family member to come and collect them.
- 03** Where safe to do so (the person asking for help is out of sight and the staff consider it safe) request the person causing distress leaves the venue.
- 04** **Ask the person in distress what it is they want to do?**  
It might be they just want to alert staff that things are becoming uncomfortable and might need someone to keep watch whilst they collect possessions from the area where they were seated.
- 05** **Do Not** allow the person asking for help to leave the venue in sight of the person causing them distress as this could lead to them being followed out of the venue and placed at higher risk.
- 06** If the person causing distress becomes angry consider calling for police assistance or follow your corporate policy on this issue.



This document is provided as a guide only. It is recommended that all venue staff are trained and communicated with regularly around the process for managing situations which may arise from the 'Ask for Angela' initiative.



Government  
of South Australia



SOUTH AUSTRALIA POLICE  
KEEPING SA SAFE

aha|sa  
Australian Hotels Association (SA)



Original campaign by  
Lincolnshire County Council UK



# #ASK FOR ANGELA

SAY NO MORE TO SEXUAL VIOLENCE

## ARE YOU READY?

### PREPARATION CHECKLIST FOR VENUE MANAGEMENT IF A PATRON AT YOUR VENUE ASKS FOR 'ANGELA', WHAT WILL YOUR STAFF DO?

WHO	WHAT	HOW
<input type="checkbox"/> Staff and management	Understand the campaign is and its purpose.	Discuss how a sense of safety is important for your premises. Discuss how some people may not be comfortable asking for help. 'Angela' is a code word to use in these situations.
<input type="checkbox"/> Staff and management	Know a safe place to take a person away from the uncomfortable situation.	Assess venue layout and identify appropriate locations to take a customer and procedures for dealing with any escalations. Ensure all staff can readily identify location(s) to take person asking for assistance.
<input type="checkbox"/> Staff	Understand their role and can respond appropriately when the 'Angela' code word is used.	Discuss scenarios and how to respond in your venue : a) assisting the person to leave the premises safely b) identifying options to access transport safely c) assist them to call someone they trust d) don't hesitate to contact police if required. Remember to consider your own safety. Display the tips for staff poster in an appropriate place as a staff reference/reminder.
<input type="checkbox"/> Staff	Feel confident and respond respectfully to a request for assistance.	Discuss the need for discretion, respect and non-judgemental language. Staff don't need to know the background and details of the scenario. Discuss and identify potential risks and agree on mitigation strategies in line with current procedures.
<input type="checkbox"/> Patrons	Know they can 'ask for Angela'	Display posters in appropriate places in your venue. <b>'Ask for Angela' should only be promoted to patrons at your venue when all of the above steps are completed and your staff are prepared.</b>

## SCENARIOS TO DISCUSS WHEN PREPARING VENUE STAFF

Sexual violence can occur in many forms, and a person may feel unsafe without it being obvious to others around them.

Please use discretion, respect, and non-judgemental language.

You can ask the person what they need, but you don't need to know the background and details of the scenario.

### WHAT IF A PERSON 'ASKS FOR ANGELA' IN THE PRESENCE OF THEIR DATE?

A suggested response is 'Angela's out the back if you want to come with me' or something similar and take the person to a discreet space to work out the next steps which may include:

- assisting the person to leave the premises safely
- identifying options to access transport safely
- assist them to call someone they trust
- don't hesitate to contact police if required.

### WHAT IF THE DATE IS AWARE OF WHAT THE REQUEST FOR 'ANGELA' MEANS AND REACTS AGGRESSIVELY?

If a person behaves in an aggressive or intimidating manner follow existing procedures for responding to antisocial behaviour in your premises.

### WHAT IF THE PERSON'S DATE ASKS WHERE THEIR DATE WENT?

Staff are under no obligation to disclose the whereabouts of other patrons.

If required, follow existing procedures for managing anti-social behaviour.

### WHAT IF THE PERSON'S DATE FOLLOWS THEM?

Do not allow the person asking for help to leave the venue in sight of the person causing them distress as this could lead to them being followed out of the venue and placed at higher risk.

Police should be called for assistance if the circumstances of the incident constitute an offence and in conjunction with existing procedures.

Bar staff and security are asked to provide sufficient protection to the person in need of assistance prior to police arrival.



Government  
of South Australia



SOUTH AUSTRALIA POLICE  
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# Industrial Relations And Casual Employees

## IS A CASUAL EMPLOYEE IN FACT A CASUAL EMPLOYEE?

According to research undertaken on behalf of the AHAI/SA, approximately 75% of employees in the hospitality sector are engaged on a casual basis.<sup>1</sup> Many of these employees have been engaged as a casual for many years, work hours in the range of a full or part time employee and/or work a similar roster week to week. Therefore, what does it actually mean to be a 'casual employee'? In this article, we look at what the definition of casual employment is and how a recent Federal Court decision on this very matter, may impact on casual employment moving forward.

## DEFINING CASUAL EMPLOYEE

Who is a casual employee? Is it enough the parties refer to the relationship as casual or is more required? The Fair Work Act 2009 (Cth) ('FW Act') does not define casual employee, only a long term casual employee. The latter simply states such employee is someone who is a casual employee and who has been employed on a regular and systematic basis during a 12 month period.<sup>2</sup> Modern Awards ('Award') or Enterprise Agreements ('Agreement') often state a casual employee is a person engaged as such, but go no further.<sup>3</sup>

The courts and industrial Tribunals have considered the characterisation of casual employee, each taking a different approach. In *Telum Civil (Qld) Pty Ltd v CFMEU* [2013] FWCFB 2434, a case concerning an entitlement to redundancy pay, the Full Bench of the Fair Work Commission held an employee will be a casual employee for all purposes if engaged as such in accordance with an Award or Agreement.<sup>4</sup> The same meaning can be applied to the FW Act as the Award because this is what the legislature intended.<sup>5</sup>

The court has instead focused on the substance of the relationship and not what the parties call the relationship.<sup>6</sup> Casual employment is characterised by the '...informality, uncertainty and irregularity of the engagement...', and the fact

that an employer can offer work on a particular day and the employee can elect to work or not.<sup>7</sup> A further characteristic is the '...absence of a firm advance commitment as to the duration of the employee's employment or the days (or hours) the employee will work...'.<sup>8</sup> According to the Court, it is this general or traditional meaning that needs to be used when considering the definition of casual employee for the purposes of the FW Act.

If casual employee is taken to have one meaning for the FW Act and one for the Award, this becomes problematic when consideration is given to the fact a casual employee receives a loading. This loading is paid as compensation for paid annual and personal/carer's leave, notice of termination, redundancy benefits and other benefits received by full or part time employees which have their foundation in the FW Act.<sup>9</sup> It could be argued an employee is double dipping if in receipt of the loading and at the same time, entitled to paid leave under the FW Act.

## A CASE ON POINT

Why does the definition of casual employee, or consideration of who is a casual employee, actually matter? The answer lies in determining what entitlements an employee may be entitled to and this was the issue at hand in the recent decision of *WorkPac Pty Ltd v Skene* [2018] FCAFC 131 (16 August 2018) ('Skene').

Mr Skene was employed by Workpac under two separate but contiguous contracts of employment between 2010 and 2012. Prior to the commencement of each contract he was provided with a letter 'Notice of Offer of Casual Employment'. Under the second contract he worked as a fly in fly out mine worker on a continuous 7 day on 7 day off roster and was paid a flat rate of \$50 per hour. The rosters were provided 12 months in advance. Mr Skene's employment was terminated by Workpac, and he subsequently sought payment for unused annual leave.

At first instance, the primary Judge found Mr Skene was a casual for the purposes of the Agreement covering his employment, as he had been engaged as such. However, the Judge held he was not a casual for the purposes of the FW Act

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as his employment was regular and predictable, continuous, and he had no opportunity to elect to refuse shifts given the fly in fly out nature of the position. He was therefore entitled to be paid annual leave on termination. Workpac appealed this decision, stating the primary Judge erred in finding Mr Skene was a casual for the purposes of the FW Act.

On appeal, Tracey, Bromberg and Rangiah JJ considered the definition of casual employee under the FW Act, in particular section 86 of the FW Act as it was under this section Mr Skene claimed he had an entitlement to paid annual leave (ie he was not a casual employee). Workpac contended for the purposes of this section of the FW Act, casual employee should be given the meaning long attributed by the specialist Industrial Tribunals, this being an employee should be regarded as a casual for all purposes if they are employed as such in accordance with an Award or Agreement.<sup>10</sup> The Full Court rejected Workpac's argument, instead holding the general or traditional meaning must be applied to the term for the purposes of the FW Act. To suggest otherwise could result in the same phrase being given a different meaning throughout the FW Act and this is against the general rules of statutory construction.

In applying the traditional meaning of casual employee, the Full Court held Mr Skene was not a casual employee for the purposes of the FW Act. The very essence of casual employment is the absence of any firm advance commitment of ongoing work.<sup>11</sup> In this case Mr Skene knew the exact roster he was to work 12 months in advance and this evidenced an advance commitment, at least on the employer's part. Further, there was a regular and predictable pattern of work based on an expectation Mr Skene would be available.<sup>12</sup>

The pattern of work alone may not be sufficient to find an employee is a casual. The pattern of work needs to be assessed objectively against the surrounding circumstances, including those created by the Award or contract.<sup>13</sup> The payment of a casual loading therefore may indicate the parties intended for the relationship to be casual in nature however where there is an ongoing and agreed pattern of work this intention will likely be displaced.<sup>14</sup> What would be required is some irregularity or uncertainty to the way work is scheduled<sup>15</sup>, or a lack of certainty as to the continuity of the employment relationship.

The Full Court held that the primary judge did not err in finding Mr Skene was a casual for the purposes of the FW Act. Not only was there a regular and predictable pattern of work, but Mr Skene was simply paid a flat rate with no indication that part of that rate was a loading that was paid in lieu of annual leave.<sup>16</sup> Additionally, Mr Skene was held not to be a casual for the purposes of the Agreement as a result of the specific wording of the relevant provision. Mr Skene was therefore entitled to be paid out any unused annual leave on termination.

## THE FUTURE

There are many casual employees who work fairly regular hours and have done so for a long time. This is often due to

the preference of the employee given the perception a casual employee receives a higher rate of pay. The decision in Skene now poses a question mark over whether these employees are entitled to paid annual leave. If in fact they are, whether employers can set off any entitlements that may arise is the subject of a current matter before the Federal Court, also involving Workpac.

The hospitality industry operates far differently to the fly in fly out mining sector, and therefore there is a greater ability for casual employees to reject shifts and for employers to alter the pattern of work from week to week. However, in light of Skene members may wish to consider the following:

- Ensure, in so far as practicable taking into account the provisions of the Award, patterns of work are irregular, unpredictable and uncertain.
- Provide casual employees with a written contract of employment on engagement which states they will be paid a casual loading in lieu of certain entitlements.
- If a casual employee is paid a 'flat rate', ensure a written individual flexibility agreement is used (Award covered employees only, those covered by an Agreement need to check that Agreement).

## FURTHER INFORMATION

Members should contact Owen or Sarah at the AHAlSA if they have any questions in relation to casual employment generally or specific to this article.

<sup>1</sup>South Australian Centre for Economic Studies Study, Economic Contribution of the Hotel Industry in South Australia (2016) 9.

<sup>2</sup>FW Act s 12 (definition of 'long term casual employee').

<sup>3</sup>See for example Hospitality Industry (General) Award 2010 cl 13.1, General Retail Industry Award 2010 cl 13.1.

<sup>4</sup>Telum Civil (Qld) Pty Ltd v CFMEU [2013] FWCFB 2434 (22 April 2013) [58].

<sup>5</sup>Ibid.

<sup>6</sup>Skene [2018] FCAFC 131 (16 August 2018) [49], [53].

<sup>7</sup>Reed v Blue Line Cruisers (1996) 73 IR 420.

<sup>8</sup>Hamzy v Tricon International Restaurants trading as KFC (2001) 115 FCR 78 [38].

<sup>9</sup>Reference should be made to the applicable Award of Enterprise Agreement in order to ascertain what entitlements the casual loading is paid in lieu of.

<sup>10</sup>Skene [2018] FCAFC 131 (16 August 2018) [70]

<sup>11</sup>Ibid [172].

<sup>12</sup>Ibid [183].

<sup>13</sup>Ibid [181].

<sup>14</sup>Ibid [182].

<sup>15</sup>Ibid.

<sup>16</sup>Ibid [147].

# Growth Focus For Economic Advisory Council



The hotel industry has welcomed the inclusion of former AHA|SA General Manager, Bill Spurr AO, on the Economic Advisory Council. The AHA|SA has consistently argued for the need for growth, which is a key objective of the Advisory Council.

“The hotel industry is inherently labour intensive. Staffing requirements across hotel venues are closely linked to turnover levels,” said AHA|SA President, David Basheer.

“Our sector employs 26,250 South Australians. A Bentleys SA report last year found that a 15% increase in hotel turnover would potentially lead to the creation of an additional 2,049 part-time and casual jobs and create economic growth in SA across a number of sectors.”

Announcing the Advisory Council earlier this year, Premier Steven Marshall said it would provide strategic advice to him on the State Government’s range of ideas and policy initiatives aimed at stimulating

strong economic growth and jobs creation. The Council members have backgrounds ranging from information technology entrepreneurship, defence, banking and finance, education and tourism to mining and scientific research and development.

“South Australia is home to some of the sharpest and most progressive minds across industry who constantly challenge the status quo to drive superior economic performance,” Premier Marshall said.

“My government was elected on a platform of reinvigorating and growing our state’s economy, through lowered taxes and increased exports and investment, and the Economic Advisory Council will provide invaluable advice to me as we deliver on that commitment.

“As prominent and respected leaders in their fields, the members are all true assets to the State, and I look forward to them bringing their unique insights and perspective to the table.”



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## “First Mover” Pubs Help Win Plastic Straw War

**S**outh Australian hotels took a leadership role in the phasing out of plastic straws.

Long before the fast food giants agreed to end the use of plastic straws, many local pubs had already stopped the practice.

Typically they supported the initiative with posters explaining the reasons behind the move, which is the harm caused by straws finding their way into oceans and waterways.

It is claimed Australians use an estimated 10 million plastic straws a day and while this statistic is debatable, there is no arguing the fact that their decomposition takes hundreds of years.

As a recent National Geographic pointed out, “although straws amount to a tiny fraction of ocean plastic, their size makes them one of the most insidious polluters because they entangle marine animals and are consumed by fish. A video of scientists removing a straw embedded in a sea turtle’s nose went viral in 2015.”

“We have seen the market completely shift to eco friendly, biodegradable straws and there is no longer any demand for the plastic variety. There has been movement at the same time for all take away food packing to more environmentally friendly options,” said Allan Bartlett, Cobalt Blue.

“Cobalt Blue has sourced a range of three types of high grade and certified biodegradable/compostable straws available in a myriad of colours and styles - oxo biodegradable, PLA – poly lactic acid and paper.

“PLA (vegetable starch) is the most popular option, with paper close behind. Both lines of straws are gaining momentum as venues are wanting a splash of colour and variety while they tick all the boxes for a compostable and biodegradable option.

“Our PLA (vegetable starch) cocktail drinking straw is a great choice for venues looking for a commercially compostable, biodegradable straw that is user friendly with all beverages

including high acid juices. They come in a range of colours such as green, natural, white and black and a range of styles including cocktail, regular, jumbo, super shake and flexi straw.

### STRENGTH

“Today’s paper straws are certainly a much better quality than the paper straws of old. Cobalt Blue only stock the highest quality paper straws that are made of 3ply kraft foodgrade certified paper which hold their shape when immersed, unlike some other straws in the market which are 2ply or less. They are now available in a range of vibrant patterns and colours and are nice to enjoy your beverage with.

“Publicans have expressed that it is a great initiative and they are more than happy to do their part to help with the environment. Patrons are in full support of the change and are pleased that our venues have chosen to use environmentally friendly options.”

“Cobalt Blue has sourced a range of three types of high grade and certified biodegradable/compostable straws available in a myriad of colours and styles - oxo biodegradable, PLA – poly lactic acid and paper.”

# Three Ways To Save Energy This Summer



## ONE: KEY CARD ROOM CONTROL

Hotel key card control has significant potential energy savings. Guest rooms are the largest energy consumers in hotels due to air conditioning and lighting used by guests. Rooms are usually unoccupied for a substantial amount of time but the air conditioning and lights are normally left 'on' by guests. Depending upon the policy of the hotel, the cleaners sometimes turn off the air conditioning, lights and television.

Key card room control is a convenient way to turn off air conditioning and lighting when the rooms are not occupied. Some higher star rated hotels are opposed to the concept of key card control as the room temperature is outside the comfort zone when guests return to the room (warm in summer and cold in winter). Introducing key card room control is recommended with either of the following two options:

- Option 1 – turn off air conditioning and lighting when room is unoccupied.
- Option 2 – turn off lighting only when room is unoccupied, and reset the room temperature to an acceptable temperature such as 26°C in warmer months and 18°C in cooler months.

## TWO: LIGHTING SYSTEMS

Lighting is one of the major energy consumers in hotels. However, lamp technology is continually evolving, resulting in increased energy efficiency. There are also many simple lighting control techniques that can be implemented to improve energy efficiency or reduce energy wastage. Major energy saving opportunities are:

- Use of energy efficient lamps.
- Lighting level: over lighting wastes energy. It is important to measure the lux level of areas and minimise these levels where necessary in order to meet Australian Standards for the activities undertaken. If an area is over lit, de-lamping or dimming may be considered to reduce lighting levels. Australian Standards for lighting levels for different areas are shown in Table 9.3.
- Lighting control:
  - Use energy saving voltage control for fluorescent lamps.

- Use timer control for areas which have set occupancy times.
- Use of motion detectors when lighting is not required continuously in areas such as conference rooms.
- Use lux controllers in areas that receive ambient daylight through windows. These controllers can turn lamps off and on, or dim them depending on the ambient daylight. This type of control is also called daylight compensation control.

## THREE: ENERGY CONSERVATION THROUGH CONTROL

Automation, control and optimisation is one of the major energy saving opportunities in the hotel industry. Building Management Systems (BMS) are becoming more popular in medium to large hotels.

BMS are conventionally used for:

- Time schedule – allows for switching equipment such as lights, fans and chillers on and off at set times.
- Direct digital control (DDC) of cooling and heating. DDC is the regulatory digital control algorithm which provides more accurate control than analogue systems and hence opportunities to increase energy efficiency. A DDC control system has the potential to improve energy efficiency by up to 20 per cent from a conventional analogue system.

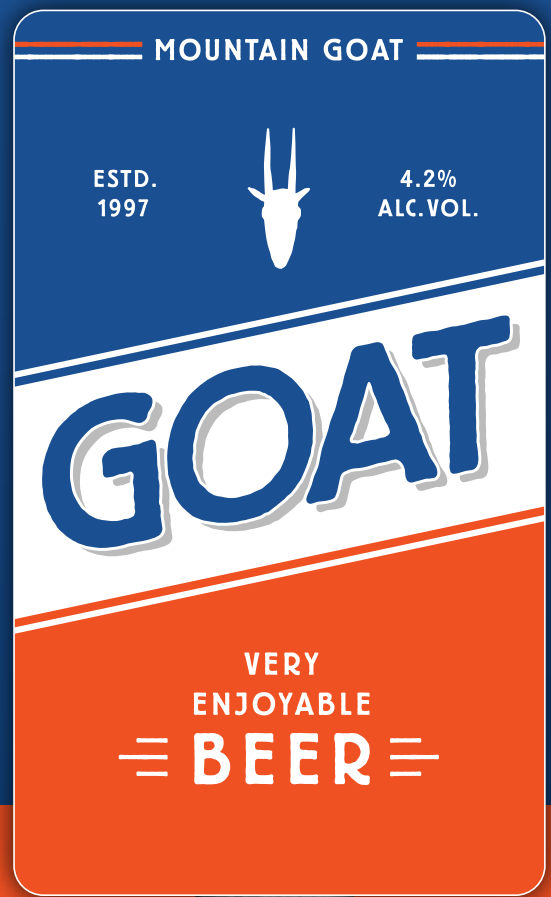
Energy Management System (EMS). The conventional BMS can be upgraded to EMS providing advanced and optimal control for:

- chillers
- HVAC (heating, ventilation and air conditioning systems)
- pumps
- cooling towers
- boilers
- electricity demand.

Typically EMS can save energy between 20 to 50 per cent for chillers and HVAC systems.



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PLEASE DRINK  
RESPONSIBLY

# Yalumba Viognier Selected In Wine Spectator Top 100



Yalumba Y Series Viognier 2017 has been ranked #56 and received 90 points in Wine Spectator's Top 100 wines released on 19th November 2018.

The Y Series Viognier is one of only four Australian wines represented and the only wine of its variety in this year's list.

Now in its 30th year, Wine Spectator's annual Top 100 is selected by the US publication's editors based on quality, value, availability and excitement, honouring successful wineries, regions and vintages around the world.

The success of the variety in Australia is largely attributed to Louisa Rose, Yalumba Head of Winemaking, who is considered by many to be an expert on the variety and one of the world's most respected winemakers.

"We're really pleased to be included in the Top 100; Wine Spectator is a publication for which we have huge respect," says Rose. "It shows the significance of our place in the Viognier story on a world scale. As a leading Viognier producer we're proud that our wines are recognised and loved all over the world."

For Yalumba, this is a great acknowledgement for the variety they have been growing and making in Australia for more than 35 years.

## YALUMBA

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## YALUMBA Y SERIES

At Yalumba we believe that one good wine leads to another. The Y Series was created with that belief in mind. The Y Series represents a collection of iconic classics and exciting new varietals, each authentically crafted from fruit grown in South Australia's most celebrated wine regions.

## WINE SPECTATOR

Wine Spectator is a USA based wine magazine owned by current publisher and editor Marvin R Shanken. The magazine is issued 15 times a year, rating and reviewing wines from all over the world using a 100 point scale system. Wine Spectator is considered one of the most influential wine/lifestyle magazines in the USA.



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# Family Business Lessons For SA Hotels



The number of hotels that are family businesses is approximately 87% in South Australia. This is representative of the fact that some 70% of Australia's 2.1 million businesses are family owned.

This brings many benefits – but also many pitfalls.

In the latest KPMG Enterprise and Family Business Australia survey of family businesses in Australia, “if there’s one thing that was loud and clear... it was that good communication, and even healthy conflict, between family members is vital to boost the sustainability of the business and wellbeing of the family.”

The report goes on to say “it was clear that there were different generational perspectives on a family’s level of success. This is to be expected as different generations think and operate differently.

“The incumbents have got experience and they’re confident in their roles. The next generation is coming through, they are learning, they are uncertain, they are inquisitive, they don’t know everything, and they are in need of support. Having insight into these differences can help us understand just how sustainable family businesses really are.”

The report said communication is a key factor in ‘socioemotional wealth’ (SEW), which is a measure of the non-financial aspects of the business, or the ‘emotional value’ for the family.

“It is clear from this investigation into family businesses that barrelling forward with a ‘business first’ approach, without respect for the socioemotional wealth of the family, can lead to a greater likelihood of passing the baton (leadership and/or ownership) to a non-family member down the track,” it says.

“And with so many differing intergenerational perspectives across the areas of future growth, communication and conflict, transition strategies, and confidence, SEW is something that must be worked on.”

Bill Noye, a partner at KPMG Enterprise, says: “The big issue for me is the importance of the family to parallel plan. The family

“Focusing on training, mentoring and developing the next generation to be prepared for leadership is absolutely critical to overcome that concerning lag in self-confidence.”

having a shared vision and objectives for the family and where it is going with the business, and the vision and objectives of the business itself. Secondly, I would really like for families to get in touch with their socioemotional wealth as part of that, and to look at how they will develop that.”

KPMG Enterprise and FBA partnered with the University of Adelaide’s Family Business Education and Research Group to conduct the survey, analyse the results and write the report.

“Accepting that conflict will happen, and doesn’t have to be detrimental, is also important,” the reports states, “as is recognising that enlisting outside help to mediate meetings can be beneficial.

“It is fundamental for families to have a shared understanding on leadership and ownership strategies and transition plans, or people may lose their connection to the business. Focusing on training, mentoring and developing the next generation to be prepared for leadership is absolutely critical to overcome that concerning lag in self-confidence.

“Finally, governance frameworks for the future must be put in place to ensure the interests of the family and the business are secure and understood by all involved.”



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# Smithy's Shout and About

Recently I caught up with Tony Waterman and Glen Aikman and asked them about the new business ventures they are managing.

Tony is the General Manager and Glen is the Marketing Manager of Entertainment Venues Australia.

They said they are a small hospitality group coming into the market, taking some risks to the same degree but are confident they can make it work.

So far, they have acquired as part of the business, The Propaganda on 12th September, the Pier at Glenelg on the same date, The Brougham Adelaide (ex 'O' Hotel) on 26th September, Lady Bay Hotel on 1st November and will take over The Anchorage at Victor on 5th December and The Royal (North Terrace) on 10th December.

It was enlightening to hear their ideas on what they are going to do with each venue.

They made a deliberate decision to focus on the corporate sector in the first instance, providing a good quality lunch and quick and efficient service at a reasonable price. In fact, you can get a five course lunch for \$20.00.

The Chef Jon Kimber has designed and cultured a wonderful menu for the venue. Jon was a chef at Georges on Waymouth until moving to The Propaganda.

They are now getting Christmas bookings for downstairs and the laneway (which is licenced for 100 people) alongside the venue.



## THE LADY BAY HOTEL

Prior to the group taking over, the bar and accommodation ran as two separate businesses. They believe they can make it better by having the two businesses combined.

Having accommodation as part of the contract provides the group with the opportunity to promote functions and conferences at the venue, to the point they now have a member of staff that organises, promotes and pursues new business.

The new manager Troy Smedley has a wine background, in fact Tony said Troy's wine knowledge is impeccable with this flowing to the wine list he introduced to the hotel. He was also in an operations role at a hotel in Brisbane.

Troy grew up in the local area, playing cricket and football, is involved with the local football club and lives a stones throw from the Lady Bay, and more importantly has a good rapport with the "locals".

Troy and the team have tweaked the menus, wine list and draught beer selection just that little bit to keep the locals and visitors enthused with the venue.



## THE BROUGHAM ADELAIDE

### THE BROUGHAM ADELAIDE

They made a very conscious decision to rebrand from the O Hotel to The Brougham as they wanted to focus on food and to a lesser extent, gaming.

Being realistic, it is a small venue in a challenging location.

However, in the short time they have been there they have built up a good relationship with the residents especially those from the accommodation units above the hotel.

They want to bring back some old style to the hotel by introducing pizza and pasta nights and everyday tap beer pricing that will hopefully hit home with the locals and create a bit more bar space in the venue.

They are also updating many of their gaming machines to suit the update of the hotel.



## FIRSTLY, THE PROPAGANDA

Tony and Glen agreed that it has taken time to get the venue to where they want it. Initially they had no phone number, no website no advertising, new staff etc.

However, now these things are in place business is gradually improving.

They are focusing on the bar and kitchen, they believe they have some really good staff on board that have a passion for food, cocktails and providing great service.



# PIER

## THE PIER HOTEL GLENELG

Firstly they talked about changing the name, however after due consideration and understanding that the Pier is such an iconic venue with a sound reputation that the team wanted to build on, they decided the name should and would stay the same.

The competition for food, drink and entertainment in the Bay area is wide-ranging so the team decided they need to make the total Holdfast Bay Council area more of an attraction. They met with the council and the Mayor to discuss tourism incentives for the area which is ongoing.

The original plan was to trade through summer and not do anything with the hotel.

However, they decided to completely renovate the Pier Bar which now includes the largest (so I'm told) indoor high definition screen in SA, it is 15 square metres.

There is also two other three metre diagonal screens in the venue.

Their focus for the Pier will be entertainment and sport, the delivery of sport and how they do it. They believe if done right it will invigorate the venue during the winter months when normal general business and visitation/ tourism is at a low ebb.

They want the hotel to be a destination for football and other general sports, and horse racing. They have just had UBET installed in the Pier Bar.

They also are focusing on food, the Head Chef Chris Esson and the team have adjusted the menus and they have

installed three brand new kitchens, each with a new charcoal oven.

They have rebranded the restaurant as the Pier Bar and Grill, the Pier Panthai and the Beachside Kitchen which opened on Friday 23rd November.

The Beachside is more your high-end restaurant, from local seafood products to char grill, with table service. More your upmarket venue which will be open Wednesday to Saturday nights only, so it is somewhat exclusive.

It's located in the tiered restaurant in the Pier which arguably has one of the best views in the State.

Additionally, there are three function rooms and the Paradise Bar (formerly the Sol Bar) which have also been updated.

## THE ROYAL TERRACE HOTEL

As Glen and Tony said, they are going old school with the Royal - good pub food, great service, good pricing, sport on the big screen, Ubet, quiz nights and family friendly, and a fabulous family or function venue upstairs with licensed balcony. All the things you would expect from your local hotel. Basically, a no mess no fuss venue for everyone to enjoy.

## THE ANCHORAGE

This has a good local customer base so the first focus for the team is to ensure they maintain this business.

The key will be providing a smooth transition for their staff and the public for the new addition to the group.

Most of the staff are local so that should only enhance the venues reputation and the transition.

It has a good reputation with the tourist market although this is more cakes, snacks and coffee.

They believe there is some upside especially during summer, where they can promote and utilise the balcony and downstairs bar.

There is also 110 room motel planned for the site next to the Anchorage, which they and the other hotels will get some spin off.

# Meeting The Prime Minister

KAREN MILESI FROM THE MURRAY BRIDGE HOTEL



It all started with a phone call from my Federal Member, Tony Pasin, who is a regular houseguest at the Murray Bridge Hotel. For years I have been trying to upgrade Tony to a "supreme room" just so he could go away and tell his constituents I have such a classification at the Murray Bridge Hotel, and finally it paid off. The PM, Scott Morrison, was coming to town and asked, could I host a private lunch for the top end of town and have a private audience with the Prime Minister? I couldn't say yes quick enough. Fourteen South Australian regional business leaders with a common industry interest arrived at the Murray Bridge Hotel on Saturday October 13, followed by Scott Morrison, who was completely relaxed and incredibly friendly and accommodating. He was in Saturday mode (casual). The Prime Minister greeted many of my front bar customers and spent genuine time chatting and listening to people of the Murray Bridge community. My staff stood to attention as the Prime Minister thanked them for a delicious lunch served with professional aplomb. It was a marvellous opportunity and hugely memorable for myself, my sons and my staff.



# Coca-Cola Amatil Invests In Restaurant Tech

Coca-Cola Amatil has taken a minority stake in Singapore-based restaurant tech start-up, TabSquare via its corporate venturing platform, Amatil X. TabSquare provides artificial intelligence [AI]-powered smart in-restaurant solutions to improve the restaurant experience for diners and improve operational efficiency for restaurant owners. It is the second investment made by Amatil X since its launch in April and follows an investment in Australian start-up Doshii in August. Chris Sullivan, Group Director of Partners & Growth, said Amatil X was set up to enable Coca-Cola Amatil to participate in the start-up ecosystem, to leverage start-ups to support the existing businesses and to explore future growth opportunities.

“This includes investing in restaurant tech companies like TabSquare which has developed a solution to benefit restaurants and their customers by using technology to streamline and personalise the dining experience.”

Amatil X was introduced to TabSquare by an employee participating in Coca-Cola Amatil’s corporate accelerator program, Xcelerate.

“Our employee’s startup idea was very similar to TabSquare, so they decided to explore TabSquare rather than reinvent the wheel.”

“We were impressed by the solution that TabSquare was promoting which has led us to invest in them.

“They have a strong team, a clear business model and ambitious growth plans, which include expanding from their established Singapore base to the whole of the Asia Pacific region,” Mr Sullivan said. TabSquare Co-Founder Chirag Tejuja said TabSquare offered a full suite of solutions for any type of in-restaurant dining.

“Our technology can personalise the entire dining experience for each customer, treating them uniquely, at scale.

“We have 6000 active terminals in the market, serving 12 million diners annually. We are collecting rich customer data at every interaction, allowing the restaurant to provide a unique and personalised dining experience.

“There is a huge market opportunity for TabSquare in this region,” Mr Tejuja said. “The addressable market is more than S\$1 billion in South East Asia, Australia and New Zealand alone.

“We already have an existing customer base in most target markets and will rapidly grow our footprint in the region with the current round of investment funding.”

TabSquare enjoys a number of strategic backers, including Kakaku.com and Resorts World Inc.

## PLUS THREE MORE AUSSIE START-UPS

Coca-Cola Amatil has also announced partnerships with three Australian scale-ups that have ‘ready-to-go’ ideas to improve delivery efficiency and consumer experience in the Australian market. Chris Sullivan, Group Director of Partners and Growth at Amatil said pilots had been agreed with Bellr, Snooper and Staybil as part of the second phase of the company’s Xcelerate program, designed to test whether combining emerging businesses with Amatil’s established customer base and supply chain footprint would deliver shared value.

“Xcelerate is a great opportunity for us to support the start-up and scale-up sectors and help grow Australia and New Zealand’s community of ideas,” Mr Sullivan said.

“We look for the best and brightest new talent in the areas of sustainable futures, customer experience and route-to-market. We then work together to build or grow their concepts into outcomes which delight our shared customers and deliver timely, creative solutions for business.

“Working with Bellr, Snooper and Staybil offers them the chance to pilot products and services in conjunction with an established business. And it gives us the opportunity to test ourselves on how we engage with the start-up community to quickly test new solutions.”

Xcelerate is one pillar of Coca-Cola Amatil’s corporate venturing platform, Amatil X, which was created in partnership with technology firm BlueChilli, to identify the best ideas to support our business of today and grow our business of tomorrow. As part of the program, scale-ups receive access to mentoring, a commercial partnership, and Coca-Cola Amatil’s new Small Supplier Payment Policy which is designed to ensure that small suppliers are not disadvantaged from longer payment terms. Amatil are signatories of the Australian Supplier Payment Code and recognise the importance of healthy cash flows for the small supplier community and their contribution to the overall success of our Australian economy. Laurie Wespes, Founder at Snooper, believes that the collaboration with Coca-Cola Amatil is helping to shape the future of crowdsourcing.

“Together, we are building a platform that will help the FMCG ecosystem improve in-store execution and deliver better shopper experiences in Australia and beyond. In only a couple of weeks, Amatil has scaled our solution across five product areas with some of our missions already delivering a 100x return on investment.”

The three companies joining the Xcelerate program are:

Bellr - a platform for the hospitality industry which help venues and brands attract and retain customers through dynamic venue promotions and tailored loyalty programs, leveraging the emerging trend towards an on-demand cashless economy and increasing use of mobile devices.

Snooper – a crowdsourcing platform for brands and retailers, leveraging a community of 35,000 everyday Australians to collect in-store data and share their experience with brands in real-time via our app. Shoppers get paid via the app to take a few photos and answer easy questions about in-store execution, while FMCG companies get instant access to actionable insights through a dedicated online dashboard.

Staybil - drives operational efficiency by leveraging the combined power of machine learning and enhanced modern mobility. Staybil’s optimisation engine utilises existing but often underutilised enterprise data to drive improvement, improve customer satisfaction, and reduce costs. Staybil also optimises static and dynamic workforces for medium and large location-based organisations and consults on infrastructure optimisation to combat urban congestion.



*Amatil has taken a minority stake in Singapore-based restaurant tech start-up, TabSquare.*



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## Study Compares Hotel Valuation Models

In determining accurate values for hotel properties, analysts typically use either of two methods, one based on comparable sales that includes hotel characteristics and another that relies on projected income estimates using capital market variables.

A new study from the Cornell Center for Hospitality Research (CHR) concludes that neither model is superior to the other, and further that combining the two models does not result in more precise hotel valuations.

The study compares price estimates based on property characteristics (such as number of rooms, hotel age, location, and market segment) with estimates based on income calculations (such as discounted cash flow and net operating income) to assess which is the most effective in explaining the variation in prices of hotels.

Results show that the hotel valuation model based on property characteristics performs as well as the model that only includes income-related variables.

The findings also indicate that the implicit prices of hotel property characteristics capture both fixed location income streams and income streams associated with local and national economic conditions.

Regarding which characteristics are significant drivers of hotel valuation, the study shows that a hotel sells for a higher price if it

has more rooms, it is newer, and it is located in a central business district.

Hotels also command a higher price if they are historic landmarks, have undergone a major renovation, or are in a higher quality hotel segment.

Capital market factors, including discount rate and cash flows, are also critical drivers of hotel pricing, the report states.

The report, published last year, is available on the Cornell website. It was titled "Do Property Characteristics or Cash Flow Drive Hotel Real Estate Value? The Answer Is Yes," and was written by Crocker H. Liu, the Robert A. Beck Professor of Hospitality Financial Management and a professor of real estate at the Cornell University School of Hotel Administration (SHA), and Jack Corgel, a professor of real estate at SHA.

The purpose of the Center for Hospitality Research is to enable and conduct research of significance to the global hospitality and related service industries.

CHR also works to improve the connections between academe and industry, continuing the School of Hotel Administration's long-standing tradition of service to the hospitality industry.

Founded in 1992, CHR remains the industry's foremost creator and distributor of timely research, all of which is posted at no charge for all to use.



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# Coopers Brewery Foundation Backs Anti-Poverty Initiative



*Coopers Brewery  
Foundation Chair,  
Melanie Cooper*

An organisation helping isolated Australian households struggling with unmanageable debt is this year's recipient of the Coopers Brewery Foundation's Sustainable Giving Program.

The Coopers Brewery Foundation will provide Christians Against Poverty Australia (CAP) with a total of \$150,000 over the next three years to help fund its Freeing Families: Community-led Debt Relief program.

Under the Freeing Families program, isolated individuals in metropolitan and regional areas facing high levels of poverty are provided with free and unconditional access to creditor advocates, financial educators and emotional support to help them develop their financial literacy and support their emotional wellbeing.

Coopers Brewery Foundation Chair, Ms Melanie Cooper, said CAP had been chosen by the Foundation's Board of Governors from six short-listed charities in the family and community sector.

"The Board of Governors was highly impressed by the work of Christians Against Poverty and the role it plays, in conjunction with local churches, in helping vulnerable families and individuals reduce the impact of unmanageable debt," she said.

"The Governors believe CAP's work will make a significant difference in the community by helping reduce intergenerational poverty and is a key reason it was selected."

CAP will be presented with \$50,000 covering the first year of the program, in the next few weeks with a more formal presentation to be made at a Friends of the Foundation event in Adelaide next year.

The Interim CEO of CAP, Mr Phill Pickering, said the organisation was thrilled to have been selected for funding.

"Our work is about equipping churches to provide practical, long-lasting help to people in their local communities who are isolated and hurting," he said.

"Poverty in Australia is often hidden and it robs people of their dignity in society. Many of the people we help have experienced financial, physical and emotional challenges that can spiral them deeper into poverty.

"One in three of our clients have considered or attempted suicide before coming to CAP while two in three have admitted to missing meals as a result of debt. Two thirds of clients say they are at risk of homelessness and more than a third have experienced relationship breakdown as a result of their financial position.

"The Coopers Brewery Foundation funding will enable us to establish seven new debt centres, working in conjunction with local churches, to train people to provide the financial and emotional support that vulnerable families and individuals need. We expect more than 530 vulnerable people will be supported as a result."

Ms Cooper said the Coopers Brewery Foundation would choose a charity from the youth education sector for funding next year. At that point the Foundation will be supporting three organisations simultaneously under its Sustainable Giving program.

Last year the Foundation selected the Australian Dental Outreach Foundation from the aged care, medical research or health care sector for support.

The Foundation's income is derived from non-operational fundraising efforts of the brewery, including tours, special events, recycling of waste materials and donations from corporate partners, shareholders and members of the public.

"Our work is about equipping churches to provide practical, long-lasting help to people in their local communities who are isolated and hurting."



# Rainmaker SelectingSuper Awards 2018

HOSTPLUS RECOGNISED AS FUND OF THE YEAR AND BEST IN SHOW FOR LONG-TERM PERFORMANCE

The industry super fund for hospitality, tourism, recreation and sport was honoured to receive five accolades at the independently-assessed Rainmaker SelectingSuper 2018 Awards in Melbourne today – including Fund of the Year; Best in Show – MySuper Product; Best Long-term Performance; and, Best-MySuper Performance – Risk Weighted.

Rainmaker's Executive Director of Research and Compliance Alex Dunnin said these awards recognised Hostplus' relentless focus on putting their members' best interests first – always.

"The sole purpose of a superannuation fund is to help prepare its members for retirement by delivering strong and consistent investment returns, reasonable fees, as well as providing appropriate and affordable insurance cover along the way.

"Against these key areas, Hostplus has repeatedly shown itself to be Australia's top-performing default super fund and is regularly among the top performers across most of the personal and retirement segments in which it competes.

"Driving this is consistently impressive investment performance in the flagship asset classes of equities and bonds, which it supplements with innovative investments in private equity and unlisted infrastructure.

"Hostplus is moreover an engaging fund highly committed to its industries. Led by a dynamic strategically-focused trustee board, Hostplus also has a reputation for product development and innovation – in particular, among low-cost indexed products for its personal members, which incidentally, are also strong performers," Mr Dunnin said.

Hostplus CEO David Elia said these awards were a positive affirmation of the industry fund's unwavering focus on delivering the best possible value to its members.

"...over 1.1 million Australians keep their super savings safe and prosperous, in a top-performing fund, so they can retire with more. We do not take the privilege of this role lightly."

"In celebrating our 30th anniversary since the fund's inception, 2018 has been an important opportunity for our team to reflect on our proud industry fund heritage and the strong member outcomes we have been able to achieve through growth and scale.

"Our Board and leadership team have guided us to help over 1.1 million Australians keep their super savings safe and prosperous, in a top-performing fund, so they can retire with more. We do not take the privilege of this role lightly," Mr Elia said.

Hostplus was also delighted to receive SelectingSuper's Best Performance – Fixed Interest award and was a finalist in six other categories. Mr Elia also congratulated the fund's long-term asset consultant JANA who was recognised as SelectingSuper's Best Asset Consultant.



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# Psychosocial Value Of Having A 'Local'

Social connectedness is important for our wellbeing. Overseas studies have suggested that having a 'local' pub or club can help people build their personal and community networks and Lion wanted to see if pubs and clubs played a similar role in the Australian context.

Dr Jonason's report expands on a similar study conducted in the United Kingdom by Oxford University Academic Professor Robin Dunbar, which found that "Pubs play a unique role in offering a social environment to enjoy a drink with friends in a responsible, supervised community setting". The research combined a behavioural questionnaire of more than 1,200 randomly selected participants, weighted to match the general population, with an observational study of conversation dynamics in licensed venues across the country, culminating in more than 260 hours of fieldwork.

## THE KEY FINDINGS OF THE RESEARCH ARE AS FOLLOWS:

1. People who have a local are more trusting and satisfied with life;
2. They also have broader friendship and support networks, and identify more closely with their community;
3. Most people who have a local say they use it for socialising and drinking with other people. Only six per cent of people who identified as having a local said they drank there alone;
4. Beer is the most commonly consumed beverage for those who have a local;
5. Women and men appear to socialise in their local in different ways, with men more likely to engage in intimate conversations and women more likely to converse in larger groups;
6. Those who lived in rural areas, who were light/moderate drinkers, and had a local, had greater general mental health and less anxiety than those without a local.

Dr Jonason's report addresses and considers consumption levels, cognisant of the broader importance of moderate and responsible alcohol consumption. The findings of the research come as scientific evidence mounts to suggest loneliness and isolation are growing public health concerns.

Dr Jonason said that there is little doubt that social interaction has tremendous importance in people's lives.

"It appears that having a 'local' can be good for your state of mind," Dr Jonason said.

"For many people, their local pub or club fulfils an evolutionary need for human contact in a society where such interactions are becoming increasingly hard to find. "

The ability to shake hands or put an arm around a friend are essential ingredients for coping with stress. 'Locals' are a place where people can seek out social support, via physical contact and intimate interactions, when they have nowhere and no one else to go to."



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**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

# Golf Fundraiser Supports Wonderful Cause

The broad hotel community - including pubs, brewers and support companies – raised a staggering \$110,632 at this year’s Chip in for Mary Potter Golf Day.

It brings the cumulative total to over \$700,000 in seven years.

Chairperson Jenny Hurley said the funds would support The Mary Potter Foundation Palliative Care Nurse Practitioner, Kevin Hardy.

“His role will make a significant difference for palliative patients and their families,” she said.

There are many ways that people support the Chip in for Mary Potter Golf Day. These range from major sponsors, hole sponsors and team registrations, to donations for prizes, a wine lucky dip, and food and drink for the day.



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Autumn 2019



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Summer 2018/19



# Tourism Accommodation Australia

CALL FOR GOVERNMENT ACTION ON UNREGULATED SHORT-TERM ACCOMMODATION  
TO STOP 'SHARING' ECONOMY FROM BECOMING A 'TAKING' ECONOMY

**T**ourism Accommodation Australia (TAA) has called on governments at all levels to act against non-compliant accommodation providers who are putting guests' safety at risk, threatening jobs and contributing nothing to the Australian economy. TAA has made submissions to Federal and State Governments to introduce legislation to require the registration of rooms that are let on a commercial short term basis by individuals.

In the submissions, TAA argues that there had been an explosion in the number of unregulated accommodation providers in Australia due to the rise of easily-accessible online distribution channels such as Airbnb, which is reported to already have over 35,000 rooms in Australia for rental. TAA is calling for Federal, State, Territory and Local governments to agree on a national system requiring the registration of premises that are used for commercial short stay accommodation, so that they meet a range of health, safety, tax and regulatory requirements.

Chair of TAA and former Federal Tourism Minister, Martin Ferguson, said there was an urgent need for governments to address the issues to ensure that guests and legitimate operators were protected.

"We are not against the 'sharing' economy, but we are opposed to the 'taking' economy, where unregulated commercial short-term accommodation providers take lots of money without meeting their obligations to guests, the community and the wider economy," said Mr Ferguson.

"TAA has no issue with new entrants who meet their regulatory requirements, but we do not believe that noncompliant accommodation providers should be allowed to ignore the rules set down to protect travellers and legitimate operators.

"If there is rampant growth of illegal short-stay commercial accommodation, it will significantly reduce the likelihood of investment in tourist accommodation, which has the potential to be one of the most sustainable generators of future employment in Australia.

"While city authorities overseas are beginning to crackdown on non-compliant accommodation, Australian councils have found it difficult to act on breaches, despite the operators clearly contravening building code and development consents. This can potentially threaten the validity of insurance policies for both the property owner and – in the case of an apartment block – all unit owners in the building.

"In order to address the situation TAA recommends the introduction of model legislation, agreed by the Federal, State and Territory governments that would require the registration of accommodation that are let on a commercial short term basis by individuals and companies.

"We believe that regulations should apply in a proportionate way, in that resident landlords should not be subject to the same regulations as non-resident commercial landlords of privately rented property, or houses in multiple occupation. However, it is vital that health, safety, tax and other regulations apply when non-residential commercial landlords are commercially letting out rooms or apartments through sharing economy platforms.

"We would advocate for councils to have greater powers to manage and monitor registrations of shorter term rentals/residential accommodation. The letting out of individual rooms by non-resident commercial landlords needs to be separately classified to permit application of any relevant agreed regulation, to differentiate from commercial accommodation. For example it could be classified as 'special residential', with a distinct and separate category for 'short stay' commercial accommodation.

"Distribution companies listing share accommodation on their sites will be required to ensure that all rooms listed are registered, indicating that they are compliant with Australian laws and have in place consumer protections.

"Ultimately the accommodation industry is seeking to provide certainty for those who invest in legitimate accommodation in Australia, protect jobs and ensure a high-level traveller experience that generates repeat visitation."





*In the interests of public safety, hotels are subject to a long list of legal compliance requirements.  
The same cannot be said for large organisations operating via portals such as Airbnb.*



## 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

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- 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

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- Lancer Beverage Systems 8268 1388

## BEVERAGE GASES

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- Supagas 8252 7472

## BEVERAGES

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- Asahi Premium Beverages 8276 4888
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- Brown-Forman Australia 8418 7104
- Carlton & United Breweries 8416 7819
- Coca-Cola Amatil 8416 9547
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- Empire Liquor 8371 0088
- Lion 8354 8888
- Liquor Marketing Group 8416 7575
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- PFD Foodservice 8114 2300
- Superior Foods Services 0400 273 272
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- Global Gaming Industries 0409 283 066

## GAMING MACHINE SERVICES

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- Konami Australia Pty Ltd 0409 047 899
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- UBET 8354 7300

## HOTEL BROKERS

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- H&L Australia Pty Ltd 8291 9555

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- Vintek 1300 001 337

## KITCHEN & BAR EQUIPMENT

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- Foreman Legal 8370 8500
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- FIVEaa 8419 1395
- Fox Sports 02 9776 2784
- Foxtel 1300 138 898
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## ONHOLD/MESSAGING

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## REFRIGERATION

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- Fox Sports 02 9776 2784
- Sky Racing 02 9218 1755

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- HITsa Industry Training 8351 5855
- Maxima 8340 7766
- St John 1300 360 455

## STAGING

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## SUPERANNUATION

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## 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
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- Maxima Training Group
- McGees Property Hotel Brokers
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# Hotel Reviews Are Changing

Madelaine Raschella sat down with Tim Boylen to discuss the changing face of online reviews.

**MADDIE: How important are reviews?**

**TIM:** If we look at hard data, about 85 percent of people say they “trust online reviews as much as a personal recommendation”. After they read between one to six reviews, almost 70% have made a decision on your product.

**MADDIE: The digital world is continually evolving. What trends in hotel reviews should we take notice of?**

**TIM:** When in doubt, look to Google because they create the algorithms that decide when and where reviews appear. Boylen’s assessment of Google’s research is that there are two key factors: the ability to have a “virtual try before you buy” experience, and “credibility”.

There has been incredible growth in the number of people watching YouTube videos related to travel experiences. The most popular are review-style videos made by ordinary people. Google’s Head



of Ads Research and Insights, Sara Kleinberg, says people are looking to videos made by others “just like them” to achieve a virtual experience. This is where video reviews fit in.

They see these types of review as being honest. It’s also pitched at their level.

**MADDIE: So what should hotels do differently?**

**TIM:** On social media posts, don’t make all of your posts too polished. This also applies to your website videos; use language that your audience uses, rather than hotel jargon, and show “everyday people”. As the good people at Google advise: “show what your product is really like. Show it in real-world conditions”.

**MADDIE: Any other advice?**

**TIM:** Check your reviews and respond, especially to the negative reviews. Most reviews are positive and it’s been found that people associate this “scarcity” with value. They also stand out. This is not just anecdotal, it’s solid research from the M.I.T. Sloan School of Management.

If people are reading a negative review about your hotel, then you need them reading your response. There are many articles online on how to handle negative reviews, with fairly consistent advice.

**Tim Boylen is Managing Director of Boylen. His team specialises in online solutions, ranging from websites to ongoing social media management.**

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Adelaide Hotel Association

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