

Kokoda Youth Challenge Launched

The SCA has launched the Kokoda Youth Challenge as a major community project designed to turn disadvantaged and wayward youth into the leaders of tomorrow.

The Association - representing RSL and kindred clubs - has joined forces with Adventure Kokoda and Camp Dare to launch the Kokoda Youth Challenge with the first of the leadership treks over the infamous Kokoda Track in New Guinea planned for early next year. The announcement was made at the recent Ralph Honner Oration hosted by the Kokoda Track Foundation in Parliament House Sydney.

It follows a successful trek earlier this year led by Adventure Kokoda's Charlie Lynn, a NSW Upper House MP and ex Army Major who has made 36 crossings of the Track and youth leader, Brett Murray of Camp Dare. Mr Lynn has for some years used the Kokoda Track as a lesson in leadership and teambuilding for many leading Australian companies, demonstrating to them the true spirit of Kokoda - strength in adversity, courage and mateship - and the program has achieved powerful results. He now believes this

program can have the same results on our youth.

The leadership program is a natural progression for the Association clubs which have already committed more than \$50,000 to the Kokoda Track Foundation, chaired by Mr Lynn, to

Charlie Lynn on trek with the boys from Punchbowl High.



establish educational scholarships for descendants of Kokoda's "fuzzy wuzzy angels" who saved the lives of countless Australian soldiers during the campaign.

The potential outcomes of the youth challenge have been well documented through a trek earlier this year involving a group of students from Punchbowl High in Sydney when a disparate group of year 11 & 12 students was welded into a team to overcome the military icon. Members of the group have now gone on to become ambassadors for the youth leadership courses conducted by Camp Dare and it has had a remarkable impact on the operation of their school and their own lives.

Association CEO, Graeme Carroll, said the leadership program was aimed primarily at young people at school and disadvantaged and unemployed young people in the community who were having difficulty in finding their way in society. The Association Clubs see the project as providing a major contribution to the community by:

- Creating a source of young leaders coming back into their ranks;
- Encouraging these young leaders to help motivate their peers to take a positive role in their community and, among other things, reduce youth crime rates; and,
- Encouraging participants to work with local community leaders on a range of projects. *Cont'd p3*

Minister responds positively on inquiry provisions

The Association has received an assurance from the Minister for Gaming & Racing that it is not the intention of the Government to use 41X(3) corporate governance legislation provisions to initiate an inquiry into clubs undertaking legitimate restructuring of their operations.

Following concern expressed by several member clubs, the Association wrote to the Minister in relation to the intended use of Section 41X(3) of the Registered Clubs Amendment Act, which, among other things, grants powers to the Director of Liquor & Gaming to conduct an inquiry into "matters relating to the termination of employment of members of staff of a registered club".

The Association pointed out that clubs were concerned that, should they introduce proposed restructurings - which would undoubtedly involve some redundancies, either forced or voluntary - this clause could be used to inquire into a club.

The Minister has responded positively to the Association's concerns by indicating that he had received the assurances of the Director that *'the power conferred by these new provisions will at all times be exercised judicially and in the best interests of the community and club patrons'*. He also gave his assurance that *'provisions of section 41X of the Act were not intended to interfere or impede...'* *Cont'd p3*

From the CEO

Graeme Carroll

Conference registrations up

Registrations for the 3rd Annual SCA Conference in Canberra in September are surpassing all expectations with numbers racing past last year's figure. The Conference, sponsored by Aristocrat Technologies, will be staged at the Hyatt Hotel, Canberra from 16-19 September.

With the theme *Meeting the Challenges* delegates will be treated to presentations from a range of expert speakers on topics ranging from marketing to financial management, dealing with the media, getting the right people for the job, problem gambling and customer service.

The signature conference dinner will be held in Anzac Hall, at the Australian War Memorial under the imposing 'G for George' exhibit. All inquiries should be directed to CCM Travel on (02) 9954 9366.

Support those who support us

Our thanks to Don Lane for his support in voicing a community service announcement urging the public and members to attend the industry gaming tax rally in Sydney on 1st September. Don's passion for the entertainment industry and indeed clubs is very strong and we thank him for donating his time to the cause.

Our thanks also to the major radio networks – DMG Radio, Grant Broadcasting, Capital Radio and R G Capital – with stations in major centres across NSW, for their support in backing the campaign.

IGT named Best Employer

Congratulations to Association sponsor, IGT, which has been presented with a "Best Employer" award in the 2004 'Best Employers in Australia and New Zealand' study. The winners were selected from 150 publicly listed and privately held businesses that included nine of Australia's top 20 companies. IGT was voted one of the best along with 13 others of the stature of McDonalds, Johnson and Johnson, American Express, Dell and Flight Centre.

IGT's Managing Director, Michael Horne, says the award is a reflection of IGT's focus on its people. "We see our employees as our most valued asset and we are proud of the success this has achieved", he said.

Your association's ER Hotline

Members of the Association are encouraged to make use of the Association's ER Hotline operated by Association sponsors, ER Strategies. The Hotline number is 02 8907 3848, or 1300 55 66 37 for areas outside the Sydney metro area.

You get immediate access to highly experienced Hotline Consultants who can help you with queries relating to Employee/Industrial Relations, employment contracts, OH&S, Workers' Comp, Employment Discrimination and other HR related areas.

Many members will know Steve Champion, Director of ER Strategies, which he established 5 years ago. Steve has a long association with the Club Industry, having been a previous Director of Industrial Relations at ClubsNSW before taking a senior ER role in private industry.

Steve was recently joined at ER Strategies by another highly experienced Employee Relations and Human Resources practitioner, Geoff Gavan.

Club Industry identity Terry Ashton is also a Senior Human Resources consultant at ER Strategies and has helped many Clubs with strategic planning exercises, staff handbooks and employment manuals.

SCA Promo shirts available

Services Clubs Association promotional polo shirts will be available for sale at the Annual Conference in Canberra.

In 'Cool Dry' material they will be available in Navy and White (mens and womens styles), sporting the SCA logo on the sleeve. The shirts will sell for a price of \$45 (inc GST).

SIR: I find it a little surprising that more Services Clubs have not joined the SCA. As you are aware, Smithfield RSL Club attended the inaugural meeting and supported the formation of the Association and has been a Member of the SCA since it's inception.

Some Clubs may think that the SCA is a 'break-away' from Clubs NSW. This is certainly not the case and I believe that the Association augments the services of Clubs NSW by dealing with specific matters that impact on Services Clubs in general.

Smithfield RSL Club has found Membership of the Association to be rewarding and have found the seminars and circulars to be most appropriate for our particular circumstances.

STANLEY ANDERSON
Vice President
Smithfield RSL Club

SIR: Just a short note to thank the Association for the representation provided to the services clubs sector during the past year. It has always been our club's belief that the Services Clubs sector should be strongly represented in industry discussions, as are the leagues, golf and bowling clubs.

It has also presented an opportunity to have our individual concerns addressed by representatives who are aware of the particular issues as they relate to services clubs – our destiny as a sector should be decided by representatives of our clubs.

Looking forward to again attending the annual SCA conference which is one of the most informative of the club year.

Adrian Vermeulen
General Manager
Forbes Services Club.

SIR: Since joining the SCA some 12 months ago our club has been impressed by the professionalism of the Association. It was after attending last year's conference in Canberra, where the quality of the program was first class, that my club took the decision to join the Association.

Since then we have been kept abreast of industry developments specific to our needs, particularly those of services club, and any issues have been promptly addressed. Of particular assistance to our club has been the efforts of the Association to try and broker a resolution of the long standing lease and property sale issues faced by a number of clubs in our sector.

I wish you well for the next 12 months and am looking forward to attending the upcoming conference in Canberra.

Judith Croese
Secretary Manager
Cardiff RSL Sub-Branch Memorial Club

letters to the editor

When the going gets tough... the tough get going



Martin Grunstein's work with over 500 Australian companies across over 100 industries has made him this country's most in-demand business speaker. He maintains that the response being

combat increased gaming taxes could be the wrong one.

The clubs industry is facing severe pressure from a number of directions, not the least of which are government and competitors. It is impossible to control the actions of government OR competitors, but we can manage our own response.

Too many industries have seen margins and profits erode since the recession 15 years ago due to their poor response to competitive discounting and other factors.

Don't let it happen to you! Here is a basic guideline. You don't fight fire with fire, you fight fire with water. When an outside influence impacts on you, you don't copy it, you do exactly the opposite.

For example, in the liquor store industry Dan Murphy advertises the cheapest prices guaranteed. An independent liquor store in Tweed Heads had a Dan Murphy open nearby. It would have been foolish to try and match Dan Murphy's prices so they did exactly

the opposite - they put a sign out that said "If you buy a bottle of wine and tell us a joke we haven't heard before we'll give you a free bottle of scotch". They had heaps of people coming in telling them jokes (and there weren't too many they hadn't heard before). People were enjoying the fun atmosphere and were happy to pay a dollar or two more for their wine and spirits. That's an intelligent response to the "no service, cheap prices" of Dan Murphy.

A hairdresser was charging \$25 for haircuts and never had any competition. For the first time a salon opened across the road with a sign in its window saying "\$6 haircuts". Instead of matching price the first hairdresser fought fire with water with great success. He simply put a sign in his window saying "We fix \$6 haircuts!"

Please remember to fight fire with water.

Now is not the time to cut service, advertising and prices. Now is the time to give club members reasons to come to your clubs and to treat them well. If the pie is made smaller we need to make sure we get a larger slice and that doesn't come from discounting and cutting back. Give it some thought. When the bushfire threatens you, grab a hose not a match!

In simple terms, often the most obvious thing to do in business is the WRONG thing. When governments increase taxes, the natural thing seems to be to cut back expenditure on advertising and entertainment etc. This couldn't be more wrong. We need to generate increased revenue, not decrease costs in these situations. We need the cycle to be positive not negative.

If you decrease expenditure, this will lead to falling revenue from less people coming in. This will probably lead to less budget for entertainment, events and customer service which will probably lead to less people coming in. Even if the government's increased taxes was the initial stimulus there is no satisfaction in business contracting even if you do blame the government.

Clever business is all about being anti-cyclical. Now is the time to invest in innovative ways to get people into your clubs and to get your staff to give even better service and build better relationships with your members. Where will the extra people come from? From the pubs, clubs and other entertainment venues who cut back and lose their clientele.

People have to go somewhere. It might as well be to your club!

... Kokoda from p1

He said that for clubs the program had the potential to build stronger ties with the community and local business while increasing their relevance with young people who will be their future members and become the 'custodians' of the Anzac and Kokoda traditions.

On returning from the trek participants will be found employment within the club industry or ancillary industries.

Mr Lynn says that while the Anzac campaign 'defined a nation' the Kokoda campaign 'saved a nation' when a vastly outnumbered force of virtual raw recruits withstood the might of a superior force of Japanese troops in one of the bloodiest campaigns of World War Two. "This leadership program will go towards creating a greater awareness of the sacrifices of our diggers in this campaign among our young people to ensure the traditions live on.

The first trek is planned for late January next year with a number of Association clubs already pledging to back the program by recruiting young people from their local area. It is hoped to conduct three treks in the first year increasing in future years to a maximum of ten, each with 25 participants.

... Minister responds from p1

..clubs legitimately restructuring their business operations in good faith.'

Clubs undertaking restructurings should ensure that they are not subject to unfair dismissal or other industrial relations actions by acting unfairly, ie. clubs should observe the introduction of change and redundancy provisions at clause 48 and 49 of the Club Employees' Award. Any club in doubt as to how to proceed can ring the Association's IR HOTLINE on (02) 8907 3848 or dial 1300 55 66 37.

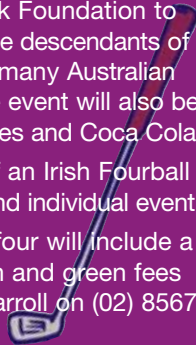
Golf Challenge entries open

The inaugural 'Kokoda Track Golf Challenge' will be hosted by the Association at the Fox Hills Golf Club in Sydney's west on Thursday 7th October.

The event will be sponsored by Stargames and profits on the day will go to the Kokoda Track Foundation to provide educational scholarships for the descendants of the "fuzzy wuzzy" angels who saved many Australian troops during the WWII campaign. The event will also be supported by Tooheys, Southcorp Wines and Coca Cola.

The competition will be in the form of an Irish Fourball with trophies for winners of the team and individual event.

The entry cost of \$295 for a team of four will include a light breakfast, on course drink, lunch and green fees and prizes. All inquiries to Graeme Carroll on (02) 8567 0930 or 0412 188 097.



Tax impact takes hold

A survey of SCA member clubs has shown that 25% have shed staff in the past 12 months as they prepare for the impact of the new gaming taxes.

The snapshot of 28 large, medium and small clubs shows that 65 employee positions have been lost through either natural attrition or re-structuring.

Almost 70% have increased food prices (+9% on average, up to 20%) and beverage prices (up 7% on average, some up to 12%). Other services such as room hire, entertainment tickets, golf/bowls fees have not escaped with costs increased by up to 50%, nor has veteran welfare assistance with 11% initiating some cuts to subsidised meals and reductions in funding to RSL aged care and legacy.

Membership fees are also up by 100% in about 15% of clubs while others have indicated prices increases from next year.

IGT unveils new product



IGT has unveiled its new state-of-the-art bluechip gaming machine.

Managing Director, IGT Australia, Michael Horne, says that IGT bluechip represents an evolution in gaming machine design and technology. Combining industry feedback and leading edge technology, IGT has designed bluechip to deliver long term return on investment for gaming venues.

Bluechip features two ultra high-resolution 19 inch flat LCD screens - the biggest available in the gaming market - for crystal clear and vibrant graphics. The second screen is prominently placed in the top box and attracts old and new players alike via interactive game features, jackpot displays and advertising new games.

For players, bluechip offers a new world of gaming entertainment. A key feature is the new process or platform that contains increased memory and power to host a new breed of games with increased player interactivity and excitement.

"Bluechip has been designed to offer a new innovative and interactive gaming experience for players while providing gaming operators with technology that is adaptable for future gaming innovations", Mr Horne said.

maxgaming is growing



maxgaming says that a strong focus on customer needs in both product and pricing has resulted in a 200% growth in machines linked over the past year.

Sales and Marketing Manager, John Newson says the growing range of Statewide Linked Jackpot products, new pricing structures and machine participation to aid smaller clubs in NSW was bought to light by extensive customer research.

"Fraternal Links for the clubs and hotels are emerging as an opportunity to brand and market groups. The ability of customers to choose their Jackpot Levels to supplement their current inhouse jackpots have proved popular", he said.

Mr Newson said maxgaming had arrangements with leading machine manufacturers to offer premium and standard products to customers with no capital cost as long as the products are attached to a Statewide Link.

Penrith RSL makeover almost complete

Penrith RSL's stunning \$1.4 million makeover will be completed in November this year giving the club a spacious new 21 x 88 metre, multi-purpose auditorium.

The auditorium is to be located on level one and will be complimented by a stylish pre function and reception area with wood finishes on the bar, patterned honeycomb coloured décor and blue carpet. The state of the art lighting and audio will be undertaken by audiovisual specialists, Total Concept Projects. The renovations will increase capacity from 100 to 500 people and provide increased functionality.

Assistant General Manager Michael Titow said the flexibility of the spatial, sound and lighting design will allow the club to configure the room to host theatre, stand alone functions, expos, conferences, recording artists and bands.

The SCA would like to acknowledge the following sponsors and encourage your support:

ABN-AMRO Morgans

STARGAMES

ARISTOCRAT

acuiti

KENO

LAWLER

SOUTHCORP

MULA

TOOHEYS

PAYNTER DIXON

Enjoy Coca-Cola

maxgaming

IGT

Ainsworth Game Technology

ER STRATEGIES

Landed

SCOTT & BROAD

YCE

JEM systems

IGT

GOPHER