

ALSA CONFERENCE

THE RETAIL LIQUOR
INDUSTRY BENCHMARK

2010
GOLD COAST
SHERATON MIRAGE
RESORT & SPA

Conference Registration

Sunday 22nd - Thursday 26th August 2010



SAVE \$100
EARLY BIRD
DISCOUNT

Register before
31st March 2010

ALSA

AUSTRALIAN LIQUOR STORES ASSOCIATION

Conference Overview

The Australian Liquor Stores Association (ALSA) Annual National Conference - THE retail liquor industry benchmark, now entering its 17th year is considered a must attend event for liquor retailers, owners, managers and staff.

Delegates have the opportunity to liaise with corporate partners and suppliers while enjoying a week filled with fun, relaxation and entertainment. Guest speakers include business experts, key liquor industry experts and suppliers, along with well known celebrities and your fellow liquor retailers.

All come together to share their wealth of knowledge and reveal strategies to help grow your business and profits, along with forums to discuss current and future challenges facing the industry.

Conference Program

Pre-Conference – Sunday 22 August 2010

PM	Registration & Check-In Welcome Dinner	Poolside
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Day 1 – Monday 23 August 2009

Conference Opening

AM	Official Opening Opening Address Post the GFC – What Next? Morning Tea ALSA Hypothetical / Switzer Live Studio	Peter Switzer Peter Switzer will quiz some of Australia's most senior Industry Executives on key industry issues
PM	Lunch ALSA – Around The Grounds Panel Afternoon Tea Optional Workshops Networking Cocktails Free Night	Hear what your Association has been doing in your state/territory and what challenges are being faced by your colleagues Including: Retail Liquor Development Foundation (RLDF) Enjoy the local culinary delights from a wide choice of restaurants and bars

Day 2 – Tuesday 24 August 2009

AM	Nielsen View of the Market What Next? Morning Tea ALSA Forum Implementing Opportunities	Michael Walton – Director Liquor Services Pacific Allan Cheesman – International retail & wine industry commentator An informative and entertaining look at the Australian Wine Industry & Retailing Key industry issues discussion Workshop – Making Retailer Opportunities Work
PM	Lunch ALSA Expo & Trade Day Includes Networking Cocktails Free Night	See & taste the latest product offerings – take advantage of exclusive deals on offer Enjoy the local culinary delights from a wide choice of restaurants and bars

Day 3 – Wednesday 25 August 2009

AM	ALSA Round Up The Spin on Small Business Morning Tea DrinkWise – How & Why?	Challenges, successes, obstacles and plans for the future Max Walker – Aussie Cricketing Legend & Small Business Commentator Cath Peachey, CEO of DrinkWise Australia
PM	Lunch Optional Workshops Afternoon Tea Conference Wrap & Close ALSA Gala Dinner	Including: Retail Liquor Development Foundation (RLDF) Highlights and learnings of the week and where to from here! ALSA Carnivale

Day 4 – Thursday 26 August 2009

Full Day	Golf Day & Optional Tours Farewell BBQ	Partnered by Angostura - Island2Island Poolside
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Day 5 – Friday 27 August

AM	Check-Out & Departure	
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Testimonials

I first went to an ALSA conference in 2001 after my wife and I had purchased a liquor store and we had no prior industry experience. We gained valuable insight into the liquor industry and made excellent contacts with other store-owners and suppliers. We have attended every conference since. In such a competitive industry experiencing increasing political intervention, it is essential to attend the annual ALSA conference to stay abreast of issues that affect my business.

John Owens, Fennell Bay Cellars

This conference is THE industry "personal and business development" conference. It's the conference you cannot afford to miss if you wish to improve the performance of your packaged liquor business. It will assist you to lift sales, become more profitable and establish valuable networking opportunities.

Jos de Bruin
CEO – Master Grocers Australia

From both a personal and professional perspective, the ALSA Conference is a highly enjoyable and worthwhile forum. It is serious fun, meaning it has the right balance of commercial and social networking content. It provides an excellent opportunity for all stakeholders to debate the key issues in our rapidly changing environment. This is rare in any other industry and endorses what we all know; that we are part of a great industry with great people.

Andrew Bower
Sales Director - Brown Forman

Delegate Registration Packages

	Early Bird (before 31 March 10)	After 31 March 10
ALSA Affiliate Member	\$1,499	\$1,599
Group (3 or more from one owner)	\$1,399	\$1,499
Non Member	\$1,899	\$1,999
Day Delegate Package (per day)* Monday, Tuesday or Wednesday	\$219	\$219

The prices above apply to delegates from stores or organizations which are members of an ALSA affiliated body (excluding the non-member packages).

Optional Extras

Return Flights

Ex Sydney	\$450
Ex Melbourne	\$500
Ex Adelaide, Canberra	\$550
Ex Perth, Darwin	\$900
Airport Transfers (Coolangatta only)	\$25.00 each way per person
Single Accommodation Supplement	\$600.00 per person
Car Hire (ALSA member rates with AVIS Australia)	From \$45 per day

Flight prices are per person, inc. GST. Packages are based on Virgin Blue conference package rates to and from Coolangatta (except Perth & Darwin that flies into Brisbane), and may be subject to additional charges levied by airlines prior to the conference.

Note – all prices are per person, include GST and are based on twin-share accommodation.

*The Day Delegate Package is offered specifically and exclusively to people that live in the local region (i.e. who would not require accommodation and are within two hours drive to the conference venue). The package includes attendance at the day's business sessions, morning tea, lunch, afternoon tea, and attendance at optional workshops or ALSA Expo (depending on day).

Your registration fee includes:

- Delegate Welcome Pack
- Five (5) nights twin-share accommodation
- Attendance at the Welcome Dinner
- Full buffet breakfast daily
- Attendance at all Business Sessions
- Morning tea, lunch & afternoon tea
- Attendance at the Optional Workshops
- Attendance at the Networking Cocktails
- Entry to the ALSA Expo
- Attendance at the ALSA Gala Dinner
- Golf Day or Optional Tour & Farewell BBQ



Registration

ALSA CONFERENCE 2010

PERSONAL DETAILS

Delegate Name 1:		Delegate Name 2:	
Additional Delegate:		Additional Delegate:	
Store Name:			
Address:			
Suburb:		State:	Postcode:
Phone:	Mobile:	Fax:	
Email:			

REGISTRATION TYPE (please complete by ticking the appropriate selection)

	Early Bird Before 31 March 10	General After 31 March 10	TOTAL AMOUNT
ALSA Affiliate Member	<input type="checkbox"/> \$1,499	<input type="checkbox"/> \$1,599	\$ <input type="text"/>
Group	<input type="checkbox"/> \$1,399	<input type="checkbox"/> \$1,499	\$ <input type="text"/>
Non Member	<input type="checkbox"/> \$1,899	<input type="checkbox"/> \$1,999	\$ <input type="text"/>
Day Delegate	<input type="checkbox"/> \$219	<input type="checkbox"/> \$219	\$ <input type="text"/>
• Day/s you will attend <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday			

OPTIONAL EXTRAS (additional charges apply)

Flights	<input type="checkbox"/> Yes, please book my return flights	<input type="checkbox"/> Ex Sydney \$450	<input type="checkbox"/> Ex Melbourne \$500	\$ <input type="text"/>
		<input type="checkbox"/> Ex Adelaide/Canberra \$550	<input type="checkbox"/> Ex Perth, Darwin \$900	\$ <input type="text"/>
Airport Transfers	<input type="checkbox"/> \$25 each way	Yes, please book my return airport transfers		\$ <input type="text"/>
Single Supplement	<input type="checkbox"/> \$600	Yes, I would like to pay for the single supplement		\$ <input type="text"/>
Car Hire	<input type="checkbox"/> From \$45 per day	Yes, please book my car hire		\$ <input type="text"/>
Car Hire	Pick-up date: <input type="text"/>	Drop-off date: <input type="text"/>		

GRAND TOTAL \$

DIETARY REQUIREMENTS

Please specify if you have any special meal requirements:

PAYMENT SECTION

I have enclosed a cheque (made payable to Australian Liquor Stores Association)

I wish to transfer funds via EFT (we will supply details)

I wish to pay by credit card, and my details are below Visa Mastercard American Express

Name on Card:

Card Number:

Expiry:

Signature:

Full Terms & Conditions are available on the ALSA website www.alsa.com.au

RETURNING FORM AND ENQUIRIES

Please return registration form and payment to:
 Australian Liquor Stores Association, Level 1, Suite 5, 3 Spring Street, Sydney NSW 2000
(P) 02 9247 8388 **(F)** 02 9247 8711 **(E)** info@alsa.com.au
(W) www.alsa.com.au ABN 96 964 612 678
 Or FAX BACK to: 02 9247 8711, or email scanned copy to info@alsa.com.au

