

ALSA CONFERENCE

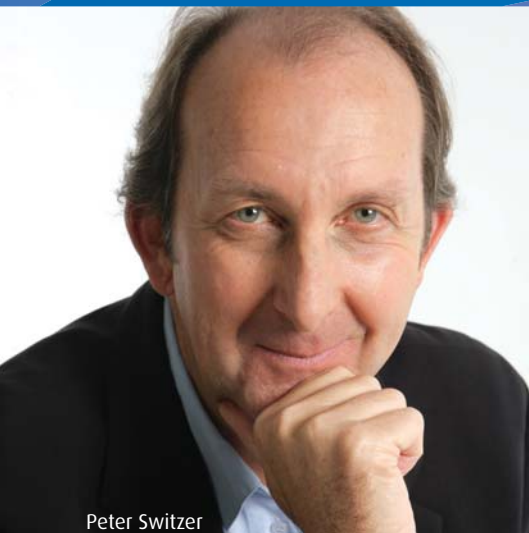
THE RETAIL LIQUOR
INDUSTRY BENCHMARK

2010
GOLD COAST
SHERATON MIRAGE
RESORT & SPA



Conference Registration

Sunday 22nd - Thursday 26th August 2010



Peter Switzer



Allan Cheesman



Cath Peachey



Max Walker



Michael Walton

Some of our Guest Speakers include:

Peter Switzer, Director - Switzer Media & Publishing

Max Walker

Allan Cheesman, Managing Director - Cheesman Associates Pty Ltd

Michael Walton, Executive Director - Liquor Services Pacific Nielsen

Cath Peachey, Chief Executive Officer - DrinkWise Australia

See inside for full list of Guest Speakers and Conference Program



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 22nd August

PM	Registration & Check-in
5:45pm	Networking Cocktails
6:00pm	Welcome Dinner Come and enjoy a refreshing drink and sumptuous BBQ Buffet Dinner poolside and get to know your fellow delegates.

Day 1 – Monday 23rd August

9:00am	Conference Opening Conference Welcome – Andrew Gill, Master of Ceremonies Official Welcome – Mal Higgs (ALSA President) and Terry Mott (ALSA CEO) Official Opening Address – Federal Government (TBC)
9:30am	The GFC – What, why, why such a short impact, double-dip, where are we now and where to next? Peter Switzer, is one of Australia's most respected business and financial advisers, a former lecturer in Economics at the University of NSW and columnist with a host of key Australian media outlets. Peter will examine what has driven the troubled Australian and international economy for the last 12 months and where we are headed to next for Australian liquor retailers! His forecast last year was spot on – so well worth hearing what he's got to say about the future!
10:15am	Morning Tea & Networking
10:35am	ALSA Hypothetical on Switzer Live The ALSA Hypothetical evolves this year into an exciting 'Switzer Live' studio environment where Peter will quiz a panel of senior Australian alcohol beverage and retail industry executives. This year will also introduce a new twist with one of Australia's top business coaches, Lesley Ann Grimoldby who will focus on things retailers can do to make their business work for them. The Panel will include: Tim Salt, Managing Director – Diageo Australia • James Brindley, Managing Director – Lion Nathan Australia • John Pollaers, Managing Director – Carlton & United Breweries • Mal Higgs – ALSA President • Lesley Ann Grimoldby – Co-Founder of Switzer Business Coaching
12:00pm	ALSA Around The Grounds In a new panel format the ALSA CEO will lead an ALSA representative panel including State and Territory LSA representatives, Master Grocers and Coles and Woolworths. The panel will discuss key issues that have already impacted or will impact on their members. Each state or territory will also outline what they have been doing on your behalf on those issues and there will also be a Q&A opportunity for delegates.
1:00pm	Lunch & Networking
1:45pm	Workshops Workshop 1: RLDF – Best Practice Liquor Retailing – How do you stack up? Take the opportunity to evaluate your business in today's environment. Evaluate the strengths and weaknesses of your business. Every retailer has a great understanding of what is happening within their own business but do you compare to others? What are the best retailers doing and how are they achieving those top results? This RLDF session has actual case studies and looks closely at the characteristics of entrepreneurs within the industry. Each participant at this dynamic session will leave with an action plan ready for implementation. Workshop 2: Wine Master Class Henry Dawson-Damer Wine Educator from Fosters Wine Group returns to the ALSA Conference to share the tastes and sensations of another great Wine Master Class – looking at some classics & new taste sensations – a session not to be missed!
2:45pm	Afternoon Tea & Networking
3:00pm	Workshops continued
4:30pm	Leisure
5:00pm	Networking Cocktails
6:30pm	Evening at Leisure Enjoy the local culinary delights from a wide choice of restaurants and bars – all within walking distance

Day 2 – Tuesday 24th August

9:00am	Nielsen – The snapshot Michael Walton, (Nielsen's Executive Director of Liquor Services Pacific), will return to the ALSA Conference and provide a snapshot on the latest liquor market trends, growth opportunities and his projections for the future. Michaels thought provoking commentary and scenarios have made this segment a very highly rated session in all previous conferences.
9:45am	"A Pom's View" – Australian vs International Wine & Retail Market Place Allan Cheesman International Management & Retail Consultant and former Director of Food, Drink & Wine at Sainsbury's London for many years, gives his perspective on the international scene vs. the Australian wine industry and liquor retailing. Allan will discuss international experience with taxation on wine and alcohol in general, plus emerging varietals and trends in retailing with the re-emergence of the specialist independent liquor retailer in UK. He will identify what it takes to make that point of difference and pose an answer to the question – is the independent liquor retail sector alive or dead?
10:20am	Morning Tea & Networking
10:40am	Tobacco POS & Display Bans – What Does it Mean to Retail Liquor? David Quain category manager of British American Tobacco will brief us on the important changes to tobacco POS and display ban legislation being rolled out around Australia. Responsible for the category management in Australia and with his international experience he brings an insightful perspective on the new regulatory environment. David will also explain the profit opportunity largely ignored by liquor retailers – but still available from this category. He will demonstrate how to comply with legislation on display bans and how BAT can assist ALSA members to comply with the new regulations using their retail display initiatives.

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

FREE Switzer Business Analysis for ALSA Conference Delegates

Peter Switzer will offer all ALSA Conference delegates a FREE one-on-one Business Analysis with a Switzer Business Coach, to help pinpoint the source of frustrations in their business and identify what is missing and what isn't working.

Whether the challenges be in Leadership, Management, Marketing, Sales, Staffing, Training, or any or all of these, the Switzer Business Analysis could help address them once and for all.



11:15am	Implementing Retailer Opportunities – Making Them Work for You! Denis Brown, National Sales Director – Diageo Australia, returns to review the retailer opportunities identified at the 2009 ALSA Conference and facilitate the implementation phase after a successful introductory session last year. This is an interactive workshop that allows delegates to discuss the opportunities identified last year and develop strategies to implement them into their business – this will stretch the thinking – but will give you some tangible ideas to implement in your own business after the conference!
1:00pm	ALSA EXPO & Trade Day – includes lunch, afternoon tea & networking An exhibition not to be missed! See, hear about and taste the latest product offerings from our Corporate Partner Members and other exhibitors – be the first to learn about new product initiatives and take advantage of the exclusive ALSA Conference Deals, incentives and prizes on offer – only available to ALSA Conference delegates!
3:30pm	Afternoon & evening at leisure

Day 3 – Wednesday 25th August

9:00am	The Fair Work Act Minefield & the General Retail Industry Award Are You Complying? What Costs are in the new General Retail Industry Award? Jos de Bruin – CEO of Master Grocers Australia will review your obligations under the new Fair Work Act – which is now in force! Jos will also outline the key implications of the new General Retail Industry Award, including penalty rates etc. ALL employers of staff full time, casuals and part time need to understand your obligations as an employer under the new Act! There are a raft of new requirements, so employment conditions, counselling requirements, cautions and dismissal can be mine fields for those who have not taken the time to understand the new requirements. This session is a must for ALL retail liquor store operators who employ ANY staff and Jos will field Q&A from the floor.
9:45am	DrinkWise Australia – What are we Doing? Why & What Next? Cath Peachey – CEO of DrinkWise Australia will explain what, why and how DrinkWise is helping to change the Australian drinking culture. This is no short term goal and requires a great deal of finesse to ensure that the youth of today mature with a positive and healthy approach to sensible alcohol consumption. DrinkWise is not about abstinence, but is about a healthy and sustainable drinking culture.
10:30am	Morning Tea & Networking
10:50am	The Reverse Swing on Small Business Max Walker – Aussie Cricketing Legend and Small Business Commentator will entertain whether it be with his Hypnotising Chooks, Kissing Crocodiles or other anecdotes to put his spin on how to win in business. A qualified Architect, Media personality and Australian Test Cricket career plus a period in VFL/AFL football with the Melbourne Football Club gives Max a unique view across many facets of life and business. His experience has led to him holding a number of company directorships, he has written, published and sold over 1 million copies across 14 books and specializes in changing the way we think about life and business.
12:00pm	Lunch & Networking
12:45pm	Workshops Workshop 1: RLDF – Best Practice Liquor Retailing – How do you stack up? Workshop 2: Wine Master Class
2:45pm	Afternoon Tea & Networking
3:00pm	ALSA Round Up & ALSA Conference Wrap Mal Higgs – ALSA President & Terry Mott – ALSA CEO will review the key issues ALSA has been working on this year discuss the successes and obstacles plus their plans for the future, and take questions from delegates. After Questions they will review highlights & learnings from this week's conference & where to from here!
4:00pm	ALSA Conference Close
6:30pm	Pre-Dinner Networking Cocktails
7:00pm	ALSA Gala Dinner – ALSA Carnivale

Day 4 – Thursday 26th August

AM	Angostura / Island2Island Day Out Thursday is the last day of the ALSA Conference, known as the Angostura / Island2Island Day Out. Delegates have the opportunity to play in the Golf Day (held at a premier resort course on the Gold Coast), go on one of the pre-booked Optional Tours, or simply relax at your own pace!
PM	Farewell BBQ All delegates meet back at the resort for a casual and relaxed Farewell BBQ poolside to reflect on the week that was and say goodbye to old and new friends – the perfect way to wrap up the conference for another year!
	Evening at Leisure

Post-Conference – Friday 27th August

AM	Check-out and departure
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Registration

ALSA CONFERENCE 2010
Gold Coast Sheraton Mirage Resort & Spa
Sunday 22nd – Thursday 26th August 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)

		TOTAL AMOUNT
ALSA Affiliate Member	<input type="checkbox"/> \$1,599	\$
Group	<input type="checkbox"/> \$1,499	\$
Non Member	<input type="checkbox"/> \$1,999	\$
Day Delegate	<input type="checkbox"/> \$219	\$
• 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="checkbox"/> Ex Adelaide/Canberra \$550	<input type="checkbox"/> Ex Perth, Darwin \$900	\$
Airport Transfers	<input type="checkbox"/> \$25 each way	Yes, please book my return airport transfers		\$
Single Supplement	<input type="checkbox"/> \$600	Yes, I would like to pay for the single supplement		\$
Car Hire	<input type="checkbox"/> From \$45 per day	Yes, please book my car hire		\$
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:	Signature:
Card Number: <input type="text"/>	
Expiry: <input type="text"/>	

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).

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



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