

**RESTAURANT  
& CATERING**  
SOUTH AUSTRALIA

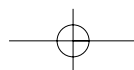
# ESSENTIAL INGREDIENT

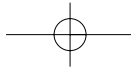
*Cooking with Natural Gas*

NEWSLETTER FOR RESTAURANT & CATERING SA • MARCH 2007

## IN THIS ISSUE

- Butt-free Dining
- "Word of Mouth"
- Hospitality Audits
- Contradictions





## RESTAURANT & CATERING SA

10 Kingston Avenue  
Richmond SA 5033  
PO Box 3261 Rundle Mall  
Adelaide SA 5000  
Ph: (08) 8351 7837  
Fax: (08) 8351 7839  
Email: [rca@restaurantcater.asn.au](mailto:rca@restaurantcater.asn.au)

### PRESIDENT:

Frank Favaro - Mb 0413 110 010

### CEO:

Sally Neville - Mb 0411 836 423

### IMMEDIATE PAST PRESIDENT:

John Khouzam - Mb 0418 836 316

*This newsletter is intended to provide accurate and authoritative information in regard to the subject matter covered, and with the understanding that Restaurant & Catering SA does not pass legal opinion or interpretation or other professional advice. If you require a more detailed understanding of legislation referred to in this document, it is recommended that you seek legal advice.*

## THANKS TO OUR INDUSTRY PARTNERS

### DIAMOND

Envestra

### PLATINUM

Foster's Australia

### GOLD

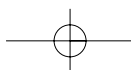
Adelaide Produce Market  
Advertiser Newspapers  
Angelakis Brothers  
AON Risk Management  
American Express International  
AMJ Produce  
APRA  
Bowden Printing  
Casual Living Commercial  
Chaircovers Over All  
Channel 9  
Chesser Chemicals  
Coca Cola Amatil  
Cosmos Foods/King Island Group  
Curtin Foodservice Equipment  
Diner's Club  
Empire Liquor  
Festival City Wines & Spirits  
H&L Australia  
Harbottle On-Premise  
Holco Fine Meat Suppliers  
Icon Brands  
International Oyster & Seafood  
Macmont  
Meat & Livestock Australia  
Novatech  
Negociants/Samuel Smith & Son  
Pernod Ricard Australia  
Power Direct  
Skycity Adelaide  
South Australian Tourism Commission  
TAFE SA – Regency International Centre  
Tassal Group  
Vittoria Coffee  
[webmenu.com.au](http://webmenu.com.au)  
Westpac Banking Corp  
William Angliss Institute of TAFE  
Woodstock Wines

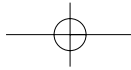
### SILVER

Alsco Linen  
Caterfix SA  
Possum IT  
Squid Inc

### BRONZE

Built Perspective  
Fine Wine Partners  
Foodservice News  
Host Plus Superannuation  
James Richardson Furniture  
Le Cordon Bleu





# A WORD FROM THE PRESIDENT

Welcome to March, which should prove to be a bumper month for hospitality.

With all the major events in Adelaide we will find this month one continuous party. Although spreading these events across the winter months would maximise our resources, we must make hay while the sun (and moon) shine and optimise this tremendous opportunity.

Some of you would have been kept busy lately by the Office of Workplace Services (OWS), which has been conducting record keeping and compliance, young workers, and regional audits simultaneously. My business, Chianti Classico, was one of the businesses targeted by the audit. Despite the fact we keep comprehensive records, have an office

manager responsible for payroll, and extensive documentation for all elements of our business, OWS staff were still able to find errors in our system that have led to some minor retrospective payments.

I tell you this not for sympathy, or to excuse our mistakes, but to warn you to be vigilant in your own systems and to ensure all your paperwork is in order, that staff are paid appropriately according to their award or agreement, and that any agreements have been formally lodged with the Office of the Employment Advocate (OEA).

It is easy when you are busy in your business to overlook details. As long as your staff members are happy with their pay it is easy for small details to slip by unnoticed. Take, for instance,

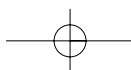


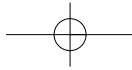
the 30-minute unpaid break after five hours. We know staff generally do NOT want to take this break, but if they are covered by the state award or - if your company is a Constitutional Corporation - a NAPSA, they are obliged to take it or your business is in breach and you are required to pay double time from when that break fell due. With an AWA, you have the opportunity to ask your staff to agree to extend their shift and take the break after six hours. This is of enormous benefit to the average business but must be negotiated and implemented via an approved AWA that has been lodged with the OEA.

(continued over.....)

## NEW MEMBERS

- Kenji Modern Japanese – Adelaide
- Tongue Thai'd – Mile End
- The Greek Mezze – Adelaide
- Fino Restaurant – Willunga
- John's Pizza Bar – Roxby Downs
- Delaware North Companies – Adelaide Airport
- Birdies Restaurant at the Tap Inn – Kent Town
- Regattas Bistro at the Adelaide Convention Centre – Adelaide
- South Australian Jockey Club – Morphettville
- #10 Cucina et Bar – North Adelaide
- Chesser Café – Adelaide
- The Brasserie at the Hilton Adelaide – Adelaide
- AAMI Stadium – West Lakes
- Del Monte at the Beach – Henley Beach
- Morska Vila – Henley Beach
- Boatshed Café – Tumby Bay
- Cos Restaurant – Adelaide
- Chardonnay Lodge – Coonawarra
- Red Poles Café – McLaren Vale
- Chappy's Restaurant – Littlehampton
- Chesser Chemicals – Gold
- Fleurieu Milk Co. – Corporate
- Westpac – Gold
- Caterfix SA – Bronze
- Parmalat – Corporate
- Squid Inc – Bronze





## A WORD FROM THE PRESIDENT (CONT.)

Call the Association office, or me, for information about agreement making.

Time and again we've been told that "service" is the element of the dining experience that determines what a customer will pay. Yet, as restaurateurs, we often complain that individual employees do not understand service. If that is so - that is our fault! Since front-of-house staff can come from a variety of backgrounds, some will have had experience in high-level service environments, while others won't. The best ways to ensure consistent levels of service delivery is to provide staff with training, and then 'reward' the right behaviour.

Often we, as operators, have the skills and knowledge to our run business, but we may not be experienced in the training of others. Often, we leave our senior service staff, who are great trades-people, to train others. They have often reached this level of rank because they are good at what they do, not necessarily because they are skilled trainers. It is important to relay to our management and staff the detail of our systems and procedures, the culture of our business, and the intricacies of menus and wine lists but service skills may sometimes be better taught and reinforced by professionals.

We must ask ourselves what sort of training we want our staff to undertake – what skills do we want them to acquire? Is it general service skills, up selling, use of point-of-sale equipment, coffee making, or wine appreciation? Or, do we want staff to



take on a larger management role? Then there's menu costing, selecting and motivating staff, train the trainer, roster management, stock control, etc. These decisions need to be made before an appropriate training plan can be devised.

Every restaurant that provides good food and food service also should have a structured training strategy to induct new staff and to recognise and perhaps promote existing staff. Without this culture of training and excellence our businesses will be ad hoc at best, leaving our success to chance.

Restaurateurs often enter the industry from an operational knowledge base, so often we also are not fully trained. The Better Business series the Association is conducting is an opportunity to learn new skills and to reinforce old ones in an industry-driven environment. These sessions include a formal, interactive presentation by a consultant, followed by an open forum in which we can discuss with peers our own issues, and benefit from the fellowship,

goodwill and guidance of our colleagues. Please support these sessions to ensure these continue. For details of venue, costs and times visit [www.rcsa.asn.au](http://www.rcsa.asn.au)

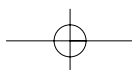
**Frank Favaro**  
**President**  
**Restaurant and Catering SA**

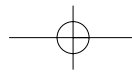
### **PAGODA RESTAURANT**

was established in SA  
 in 1965.

Are there any  
 existing restaurants that  
 predate this?

Contact the office if this is  
 the case and we will report  
 in the next edition.





# NEW CORPORATE PARTNERS



Hospitality coaching is about providing education, growth, support and accountability for owners. "Champions have coaches" Contact Josh Hampton on **04301 99888** for a free trial and start your business funding the life you want.



**Caterfix** are suppliers of new and second hand commercial catering equipment & modular stainless steel.



**Built Perspective** provide project management services to assist clients in planning and fit our of premises. They work with clients to link built form with business objectives to maximise value and minimise project stress.



**Westpac** Business banking is proud to support RCSA. Their broad range of Banking solutions are perfectly suited to the needs of RCSA members. Locally based, they consult with you on the products and services best suited to your business and how they can improve your Cash flow.



**Squid Inc** supplies the food industry with a unique type of skinless non bleached preservative free 1 gram of fat per 100gm calamari squid steak.



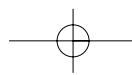
**Chesser Chemicals** is an Australian privately owned family company, manufacturing and supplying high quality cleaning and sanitizing chemicals and systems to hospitality Australia wide. When selecting a supplier of cleaning products consider Chesser, the quality alternative.

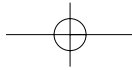


**Fleurieu Milk Company** prides itself on being 100% locally made and produced with its motto being "milk straight from the farm to the consumer". Milk comprises Homogenized, Unhomogenized and Low Fat in "Farm Fresh" range and the premium brand is Jersey milk "totally from a2 Gene cows". [www.wisechoicehealthyfoods.com](http://www.wisechoicehealthyfoods.com)



**Parmalat Australia Ltd** (previously Pauls Limited) specialises in the production of branded milk and dairy products and is one of the major manufacturers of milk, yoghurt and fresh dairy products in Australia. The company has an impressive stable of well recognised, popular milk and dairy product brands which are sold in both Australia and overseas and these include Parmalat, Pauls, Trim, PhysiCAL, Breaka, Ice Break and Vaalia.





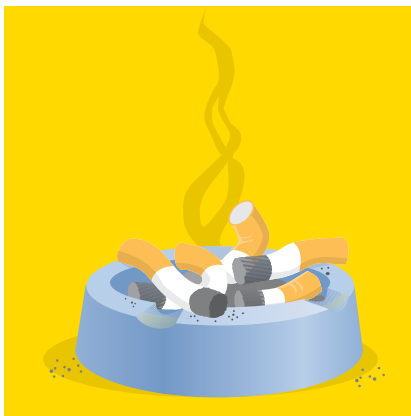
# BUTT-FREE OUTDOOR DINING

The restaurant and catering industry in South Australia continues to work towards best practice when it comes to environmental issues.

And now, Restaurant & Catering SA has joined with KESAB environmental solutions, to combat cigarette butt litter throughout South Australia.

The new "Butt Free Outdoor Dining" campaign will be launched in March, to continue butt litter reduction awareness. As a part of the Butt Free Outdoor Dining campaign KESAB has also partnered with the Butt Littering Trust and Galipo Foods to produce educational materials which your business can use to proactively reduce butt litter on and around your premises.

An element of the campaign will see KESAB educators speaking to the



public about cigarette butts and how damaging they are to the environment. Galipo Food Co. which supports the Butt Free Outdoor Dining campaign will distribute educational and display materials for their clients to use.

KESAB can help your business meet the needs of smokers without having butt litter accumulating on the footpaths, gutters and the grounds of your business. KESAB is able to

provide advice on the provision of well placed, easy to clean and attractive butt bins or windproof ashtrays, and education materials to assist your business.

Clean, tidy and cigarette butt free outdoor dining areas will return a higher investment to proprietors than those that are littered with cigarette butts. Act now and benefit from the state wide Butt Free Outdoor Dining campaign designed by KESAB environmental solutions to help keep South Australia Beautiful. For further information on butt litter reduction solutions please contact KESAB on 8234 7255 or [www.kesab.asn.au](http://www.kesab.asn.au).



*People are more violently opposed to fur than leather because it is safer to harass rich women than motorcycle gangs.*

## COMING UP....

**11th March**

Adelaide Hills Wine Festival Crush

**9th-11th March** Womadelaide

**12th March**

Adelaide Cup Day Public Holiday

**8th-31st March**

Adelaide Fringe Festival

**16th-25th March**

World Police & Fire Games

**30th March**

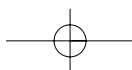
Self Nomination period expires. Send in your entry form NOW, before you forget!

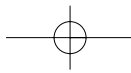
**30th April**

Members lunch at Enoteca

**1st May**

Better Business Series - How to make the media work for you.





# WASSAMADA!

At dinner the other night, the restaurant (Italian) had a delightful infusion of crushed tomatoes, roasted garlic and olive oil that accompanied the hot foccacia bread they brought to the table. When the waiter delivered it, I suppose that he told me what it was. I say suppose because whatever he said was said so fast and the words were so run together that it was unintelligible.

In the same way that we tend to say something like "wassamada" when we mean to say "what's the matter," phrases that are used frequently and spoken hurriedly tend to morph into a single hybrid word that outsiders can barely understand. There are several reasons why you want to notice this and correct it when it happens.

First of all it is rude to speak to someone in a way they can't understand. It leaves the listener feeling deprived at best and inadequate at worst, neither of which will enhance their mood, the dining experience ... or the tip they are inclined to leave at the end of the meal.

The second reason is that there is no word-of-mouth without something to talk about. In this case the infusion (and I am sure the bread) had a story behind it that I might have told my friends ... if it had been explained to me in a way I could understand. This is a serious opportunity lost because messages on the "friends and family" channel carry far more weight than any commercial source.

In any communication with the guest, come to the table, stop, make eye

contact if possible and say what you have to say clearly and at a pace the guest can follow. Tell me an interesting story about what makes you better or different and I am likely to repeat it to my friends. Human nature is that people like to know things that other people don't know because it makes them look good to others when they tell the tale.

As you move through your dining room or past the counter or pass by the drive-up window, listen to what your staff is saying and how they are saying it. Are they telling stories about your place that guests will want to repeat ... or will the story your patrons tell be about how they couldn't understand half of what the staff was saying?

**Bill Marvin**  
**The Restaurant Doctor**



## Restaurant Owner Says Investment in POS System Has Paid For Itself Many Times

When Tus and John Papatolis took over the Strand restaurant/cafe in the beachside suburb of Glenelg in S.A., they identified four platforms critical to the success of their business - outstanding service to customers, quality food, skilled and personable staff and operating systems to manage the business. The existing POS system did not have all the functionality they needed to effectively manage their business. That's when they evaluated a number of other systems, and decided to implement Redcat's SmartPOS and SmartREST from Possum IT.

*"If we hadn't implemented the Redcat Point of Sale & Finance System from Possum IT I'd hate to think where we'd be now. You couldn't cater for the standard of business that we expect if we didn't have this system"*

Tus Papatolis – The Strand

Since implementing the system, Tus says the impact on the business has been significant. *"The percentages have definitely increased since the system has been installed. It's definitely a productivity enhancer, and the ability of the system to track items and purchases at any given time is brilliant."*

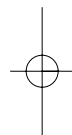
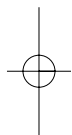
The Head Chef now uses his weekly produce report by category to monitor and manage his menu and if items are not moving, he easily knows when to change the menu or run specials around what's selling or not moving so well.

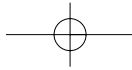
Tus also uses the integrated Financial system which links his wages, debtors, creditors and banking seamlessly to the POS system. "This feature has easily cut 10 to 15 hours per week from the time I spent in administration tasks" says Tus.

Tus adds, *"We thought the initial investment was a significant one for the business. But for the efficiency, timesaving and management control the system has brought to the business, it easily paid for itself within two years of its purchase."*



To receive your **FREE** copy of **"The Effects of POS Implementation and Retail Technology on Sales and Profitability for Small to Mid-Sized Hospitality Businesses"** call Possum IT now on **8347.1151**





# ANNOYING CONTRADICTIONS THAT CAUSE CUSTOMERS TO SAY **NO**

People like things to be predictable, especially when they're spending money. Are any of these 'nice, but...' situations familiar? I've experienced a few of them in the last few weeks:

- Beautiful designer surroundings but the service is forgetful - 'hello, anyone home? '...
- The place looks nice but the music is all wrong for the clientele or atmosphere...
- The staff look good, but then they open their mouth and have no idea about the menu...
- The prices say 'fine dining', but the flavour says 'no skill'...

- Everything about your visit was wonderful, then as you leave no-one says goodbye...
- The place is famous but when you rang the phone service was ordinary...
- The website looks beautiful, but when I print the menu it's all over the page...
- They said this job finishes at 11pm but we're still cleaning at midnight [new hire at a cafe]...

**Ken Burgin**  
Profitable Hospitality



## BETTER BUSINESS SERIES

\$33 per session inc GST

### Tuesday May 1

How to make the Media work for you

### Monday June 4

Understanding your Lease - Avoid future problems

For bookings or more information call

**8351 7837**

or go to

<http://www.rcsa.asn.au>

[www.rcsa.asn.au](http://www.rcsa.asn.au)

# SAFEWORK SA HOSPITALITY AUDITS

Safework SA have notified R&CSA that they will be conducting an audit of member businesses throughout May and June. The objectives of the project are education and prevention of breaches according to the Fair Work Act 1994 and the Long Service Leave Act of 1987. As part of the auditing process, particular attention will be given to the requirements to keep records under Section 102 of the Fair Work Act 1994 and Section 10 of the Long Service Leave Act 1987. Copies of these sections are available on our website in the "members only" area. In addition,

inspectors will be checking wages for a number of employees.

Be advised that although Safework SA's jurisdiction for checking wage records is restricted to non-constitutional corporations, they still have scope to look at Long Service Leave records and OHS requirements for both incorporated and non-incorporated businesses.

**Feel free to call the office for further advice or assistance on 8351 7837.**

## AWARDS FOR EXCELLENCE 2007

Nominations close  
30th March 2007.

You have to be in it  
to win it.

For more information,  
applications or advice call

**8351 7837**

