

Sunday 2nd September 1.00pm – 2.00pm

Making Yourself Redundant

Working On, not in Your Business

Jason Linnell, Founder/ Managing Director, Toss! The Salad People

You've just finished a day directing staff, satisfying tricky customers, creating culinary delights, cleaning up the mess and kicking off the mental tasks... before it dawns on you – you've got your real job to do. Running your business! Sound depressingly familiar?

The pressures of the everyday hospitality business can often mean wearing many different hats every day. As the accounts pile up and you try to recruit new staff, train them and keep them, you still need the customers at the door to pay for it all.

Jason Linnell, founder and owner of the new sensation to Auckland, Toss! has 16 years business experience in diverse fields. From corporate management in the oil game to senior suit in advertising Jason has pearls of wisdom to take away with you. Take this opportunity to learn the lessons he has gained about making time to work on – not in – your business. A seminar for all those interested in growing their business but can never quite find the time.



Sunday 2nd September 2.30am – 3.30am

Achieving More and Doing Less

Building Profitable Teams for the Future

Donald Jessep, President National Speakers of New Zealand and Business Facilitator, Profitable Teams, Auckland

"Can you stay behind tonight and clean up Mike?"

It was the boss and it had been a big day at the Down Town Espresso.

"Sure" said Mike ... and then he figured how he'd explain it to his fiancée.

The question is always the same...How do we attract workers like Mike and how do we keep them inspired?

Donald Jessep will share a fresh perspective on these two skills, critical for 'Achieving More and Doing Less' in hospitality.

Originally a high country sheep farmer, he speaks from experience owning businesses over 27 years and now he teaches Peer Leadership all over New Zealand. Make this seminar to see how changing your thoughts about your staff can really change your business for the better and the future.



Monday 3rd September 9.30am – 11.30am

Time Management and Profit

Learning to Win the Race Against the Clock to Grow your Business and Profit

Ryan MacGilloway and Sarah O'Conner, Hospitality Business Coaches, Transform, Wellington

Time is an Entrepreneur's greatest asset. The more discipline one has around their time the greater freedom they have to grow their business and increase profit. As one of the major areas most business owners and managers struggle with, time management should be at the top of everyone's list to conquer.

Both Ryan and Sarah are dynamic speakers who offer a great deal to hospitality businesses around the country through Transform. With coaches in both Australia and New Zealand, Transform has worked with over 300 businesses since its establishment in 2003.

This workshop asks the question "How much time as a business owner do I spend and how much do I INVEST?"

- Learn what real time management means
- Learn to recognise what financial return needs to be received from each hour you spend on your business
- Learn to identify tasks the business owner needs to focus on and how to create leverage by developing the art of delegation

Make time to take part in this workshop to 'change your future through the decisions of today' and learn how real time management can increase your profit.



Timetable

Sunday 2nd September

9.30am
Innovation in the Hospitality Market Place in 2007

Paul Ayers, The BMC, Consultant

11.00am
'Good' Water - The Building of a Sustainable Product and Brand in a Crowded Market Place
Grant Hall, NZ Juice and Beverage Association

1.00pm
Making Yourself Redundant - Working On, not in Your Business

Jason Linnell, Founder/ Managing Director, Toss! The Salad People

2.30pm
Achieving More and Doing Less - Building Profitable Teams for the Future
Donald Jessep, President National Speakers of New Zealand and Business Facilitator, Profitable Teams, Auckland

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Monday 3rd September 12.00pm – 1.30pm

Socially Responsible Consumers

The Rise of the Conscious Consumer and What it Means to the Hospitality Industry

Gregor Fyfe, Freedom Farms

Rebecca Davis, Moxie Design, Wellington

Steve Knapp, Director of FTAANZ (The Fair Trade Association of Australia and NZ)

Today we are faced with a growing number of people who are concerned about increasing global issues and personal pressures. They feel responsible for the environmental and social problems associated with modern living and they are questioning and researching what is in their food, homes, and other everyday products. They tend to share similar world views, values and lifestyle aspirations and make decisions with the environment and culture in mind. As a result there is a rising, global shift towards a healthy and sustainable lifestyle. Internationally this group is valued at hundreds of billions annually and are known locally as Solution Seekers.



Moxie Design are here to share information about this group and their seven principles of the sustainable market.

Joining Moxie will be Gregor Fyfe and Steve Knapp from The Fair Trade Association of Australia and New Zealand.

Animal welfare advocate, keen environmentalist and passionate about using only the best quality foods available, Gregor Fyfe, co-founder of Freedom Farms will be discussing the benefits of "happy pork" and choosing free range products. He is a firm believer that consumers are becoming more and more ethical in their food choices and that it is now time for the food industry to respond.

The Fair Trade Association of Australia and New Zealand (FTAANZ) Inc is an incorporated, not-for-profit, member based body for all individuals and organisations interested in and supportive of fair trade. Through its members, and a small secretariat that is headed by Steve, the FTAANZ seeks to increase awareness of fair trade; help facilitate and coordinate fair trade activities; assist producers from developing countries, especially in the Asia-Pacific region, to access Australian and New Zealand markets; and establish a regional organisation to manage Fair Trade certification and labelling.



Monday 3rd September 2.00pm – 3.30pm

From Bean to Cup

The Changing Face of Coffee Culture in New Zealand

Panel includes David Thomas, Atomic

Chris Dillon, Coffee Supreme

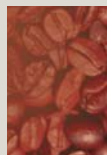
Visiting Australian café professional Sean Edwards,

David Burton, Burton Hollis and Craig Miller, Miller's Coffee

Coffee and café culture has long been a part of hospitality in this country. The continued rise of the café has meant a change in how we eat, drink and meet but has it changed the way cafes and restaurants operate?

Join a panel of coffee roasters and café owners to hear their thoughts on how the market stands today, what the strengths and weaknesses are, price wars on coffee, the creation of the New Zealand Roasted agenda and how the international players arriving on our doorstep are affecting the NZ market.

This will be an extremely interesting panel and anyone working in hospitality should be here to listen to what the industry has to say.



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Time Management and Profit-Learning to Win the Race Against the Clock to Grow your Business and Profit

Ryan MacGilloway and Sarah O'Conner, Hospitality Business Coaches, Transform, Wellington

12.00noon
Socially Responsible Consumers - The Rise of the Conscious Consumer and What it Means to the Hospitality Industry

Gregor Fyfe, Freedom Farms
Rebecca Davis, Moxie Design, Wellington
Steve Knapp, Director of FTAANZ (The Fair Trade Association of Australia and NZ)

2.00pm
'From Bean to Cup-the Changing Face of Coffee Culture In New Zealand'
Panel includes David Thomas, Atomic
Chris Dillon, Coffee Supreme
Visiting Australian café professional Sean Edwards,
David Burton, Burton Hollis and Craig Miller, Miller's Coffee

4.00pm
Building Brands for the Future-business savvy on a shoestring
Gwyn Thomas, Business Growth Manager, WHK Gosling Chapman

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Monday 3rd September 4.00pm – 5.00pm

Building Brands for the Future

Business Savvy on a Shoestring

Gwyn Thomas, Business Growth Manager, WHK Gosling Chapman

With over 15 years experience in sales, marketing and leading people, Gwyn spent 2 years as General Manager of iconic Stonyridge Vineyard on Waiheke Island, worked with Starbucks Coffee in central Auckland, where service and the 'numbers' are key to success and had a lengthy stint as an area manager in high volume retail, running an area of 21 stores and 160 staff with a \$20M sales budget.

Passionate about travel, food, and wine, his experiences have taken him to live and work in the UK, the Middle East and the USA.

Gwyn's focus is on building a brand identity for your business. Recognition of who you are in the market by your customers plays an important role in how you grow your identity and your profit.

Join Gwyn to discover:

- 3 ways to make your cafe/bar stand out from the crowd with no budget
- 5 ways to grow your business fast and have fun while you do it!



Tuesday 4th September 9.30am – 10.30am

'The Young and the Restless'

Training our Superstars of Tomorrow Through Business Education

Angelique Jon Green, Head Factotum, The Pepper Girl Hospitality Systems

Each year the Lewisham Awards show us the new rising stars of the industry. They are those that have been nurtured and have been able to grow to their full potential through the training of outstanding operators and their own keen spirit.

Training is so often seen as part of a new employee's orientation rather than an essential ongoing process. By teaching young or new employees to understand how your business makes money (can have significant returns for all, turning them from workers to business people better equips them to drive revenue growth, work and make decisions more efficiently plus recognize opportunities for business growth quicker. Our seasoned managers learn to understand key numbers through everyday use, not business school and your employees are no different.

Give them the tools to understand what the company is about, how it makes money and how they can measure both their own and the business's progress and growth and you will see personal investment through renewed energy and accountability.

To make learning stick and your investment in human capital pay off, you need to make business education part of your everyday culture. Join Angelique to find out how to make on going training a reality in your business.



Registration Send to Restaurant Association, PO Box 8287, Symonds St, Auckland
Phone 09 638 8403 Fax 09 638 4209 Email restaurant.assoc@xtra.co.nz Web www.restaurantnz.co.nz

Contact _____

Establishment _____

Postal Address _____

Phone _____

Email _____

Membership No. _____

I enclose a cheque for \$ _____ (made payable to Restaurant Association of New Zealand)

Please debit my credit card Visa Diners Amex Mastercard

Expiry Date _____ Name on Card _____

Signature _____

Please note: Payment must be received before tickets are issued.

YES! I would like to attend
The following sessions:

- Qty**
- | | | | |
|--------------------------|---------------|---------|--|
| <input type="checkbox"/> | Sun 2nd Sept | 9.30am | Innovation in the Hospitality Market Place in 2007 |
| <input type="checkbox"/> | | 11.00am | 'Good' Water |
| <input type="checkbox"/> | | 1.00pm | Making Yourself Redundant |
| <input type="checkbox"/> | | 2.30pm | Achieving More and Doing Less |
| <input type="checkbox"/> | Mon 3rd Sept | 9.30am | Time Management and Profit |
| <input type="checkbox"/> | | 12.00am | Socially Responsible Consumers |
| <input type="checkbox"/> | | 2.00pm | From Bean to Cup |
| <input type="checkbox"/> | | 4.00pm | Building Brands for the Future |
| <input type="checkbox"/> | Tues 4th Sept | 9.30am | Training our Superstars of Tomorrow |
| <input type="checkbox"/> | | 11.30am | Recruitment and the Future of Staffing Hospitality |
| <input type="checkbox"/> | | 1.00pm | Enhanced Customer Service |
| <input type="checkbox"/> | | 2.30pm | Support Local by Buying Local |



RESTAURANT ASSOCIATION OF NEW ZEALAND

Timetable

Tuesday 4th September

9.30am
'The Young and the Restless'-Training Our Superstars of Tomorrow Through Business Education

Angelique Jon Green, Head Factotum, The Pepper Girl Hospitality Systems

11.30am
Recruitment and the Future of Staffing Hospitality in New Zealand
Rachel Jackson, Fix.d Café Recruitment
Shona Greer, Proviodr

1.00pm
Enhanced Customer Service: The key to Improved Organisational Performance ... and more!
Michelle Pascoe, Owner of Optimum Operating Procedures and Services, Sydney, Australia

2.30pm
The Last Word On: Support Local by Buying Local and Grow our Industry!
Chris Fortune, Farmer's Market Advocate/Creator and Chef, Mike Daly, Executive Chef, Millenium Hotels and Resorts Limited,
Catherine Bell, editor of award winning Dish Magazine

Tuesday 4th September 11.30am – 12.30am

Recruitment and the Future of Staffing Hospitality in New Zealand

Rachel Jackson, Fix.d Café Recruitment
Shona Greer, Providore

Staffing shortages are pushing the industry to their limits and unskilled staff have become a regular feature in establishments around the country. Anyone opening the Herald any day of the week would think we have a growing industry! What do you do when you have had that job advertised for six weeks and still no replies? Recruitment experts can be the way forward. Shona and Rachel both speak passionately about the industry as a whole and have spent many hours interviewing and compiling appropriate staff for businesses. Come along to hear what they have to say about the state of staffing in 2007, the challenges they face with generation y candidates and how recruitment in a time of shortage can save you time and money.



Tuesday 4th September 1.00pm – 2.00pm

Enhanced Customer Service The key to Improved Organisational Performance ... and more!

Michelle Pascoe, Owner of Optimum Operating Procedures and Services, Sydney, Australia

In an increasingly constrained, competitive, and challenging market, we are all looking for ways to improve business.

With the notion that customer is 'king', it is easy to recognise that a happy customer is critical to a happy environment and is the key to repeat business. More importantly, they become an advocate in the ongoing quest for new customers.

Enhanced customer service is clearly a key to improved organisational performance and can help the growth of a positive culture in the work place.

Michelle Pascoe the owner of Optimum Operating Procedures and Services, better known as OOPS, is a passionate presenter, drawing upon her diverse experiences in life and the workplace. Establishing a small business in 1994, she draws upon the trials, tribulations, and ecstasy of her now numerous small businesses.

Join her for this interactive session to learn

- Six basic needs of the customer
- Knowledge of the pre-eminent position of "first impressions"
- An understanding of "minimum standards" and acknowledgement of progression toward Customer Service excellence



Restaurant Association of New Zealand
PO Box 8287
Symonds St
Auckland

Tuesday 4th September 2.30pm – 3.30pm

The Last Word On: Support Local by Buying Local and Grow our Industry!

Chris Fortune, Farmer's Market Advocate/Creator and Chef, Mike Daly, Executive Chef, Millenium Hotels and Resorts Limited,
Catherine Bell, editor of award winning Dish Magazine

Join three voices on the future of food in our industry. Each play an important role in the development of ideas and the changing of how we eat and shop. Sustainability is the final word.

Chris Fortune is the voice and presence behind Farmer's Markets here in New Zealand. As vendors may only sell what they grow, farm, pickle, preserve, bake, smoke or catch themselves from within a defined local area, Chris has played a key role in bringing to the forefront local produce to everyday consumers and industry through the formation of the Farmer's Markets New Zealand Association.

Mike Daly is a keen advocate for indigenous ingredients and those of our close neighbours in Australia. As a chef, he rises to the challenge of encouraging our local talent to look around them for inspiration and to source locally and certainly brings a flavour explosion to the table that will keep diners talking.

Catherine Bell, dedicated cook, is passionate about supporting smaller growers and producers. Dish makes a point of profiling as many of these people as possible but believes strongly that more chefs should be encouraged to not only use locally grown food but to name the growers on their menus just like the wine. In doing so, they not only ensure ongoing sustainability but also help to preserve the green belts around our cities.



Taste is an educational upskilling facility for the hospitality industry situated at the Restaurant Association at 45 Normanby Road, Mt Eden.

With up to fifty short courses a year, taste covers a broad range of important topics that affected you, your business and your staff. Calendars run from February to November and taste offers both annual membership or calendar memberships to taste to save you money.

Go to the taste website at www.tastenz.co.nz to look at upcoming short courses, events and other related classes hosted by taste such as liquor licensing and wine education that can improve your business through learning and upskilling and awareness.

Taste is also a wonderful venue that is available for hire through out the year for many purposes including cooking and product demonstrations, cocktail functions and classroom style education.

For all enquiries please email info@tastenz.co.nz or call 09 638 8403



Seminar Tickets

Single Seminar
Restaurant Association Members and Students \$20
Non-Association Members \$30

Full Programme
Restaurant Association Members and Students \$120
Non-Association Members \$180

All prices include GST

To register for these seminars please complete form on reverse side and send back to the Restaurant Association.



Telecom Business Seminars 2007

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Telecom

HOSPITALITY.NZ
FIVE EVENTS - ONE SHOW

HOSPITALITY SHOW

WINE NEW ZEALAND

NZ CULINARY FARE

TELECOM SEMINARS

THE NZ BAR SHOW

ASB Showgrounds
Greenlane, Auckland
September 2nd – 4th, 2007

For free registration to the hospitality show visit www.hospitalitynz.co.nz

The Telecom Business Seminar series is all about the future this year.

With the ever changing and evolving face of hospitality in New Zealand, it is important to take time out and take stock of where we are and what the future may hold for us as an industry. Join us for three days of great inspirational, evocative, and proactive seminars about the place of hospitality in New Zealand in 2007 and beyond.

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be inspired about

THE FUTURE

Sunday 2nd September 9.30am – 10.30am

Innovation in the Hospitality Market Place in 2007



Paul Ayers, The BMC, Consultant

Innovation in the market place is usually easy to spot. The continually awarded establishments and individuals seem to excel at being number one and importantly, are always looking forward.

So how do they do it?

Our opening presentation for our seminar series this year is all about innovation and the future. The future of your business and the future of hospitality in New Zealand.

Paul Ayers from The BMC is an ex Navigating Officer of the Royal Navy.

After leaving the Navy and setting sail into other business areas, Paul realised that there was distinct need for responsible and accountable business consultancy in New Zealand and The BMC was born.

Paul's focus for this presentation is on innovation:

- What is it and what difficulties arise in hospitality that can squash it
- How to capture it, harness it and create it
- and
- How it can be the changing force in your business

Join Paul for an hour that will highlight why and how innovative businesses are always ahead in the market.

Sunday 2nd September 11.00am – 12.30am

'Good' Water The Building of a Sustainable Product and Brand in a Crowded Market Place



Grant Hall, NZ Juice and Beverage Association

In 1998 Grant forecast the boom in premium custom label beverages and responded by launching his own kiwi brand 'Holy Water' – single handedly taking the brand from the drawing board to the marketplace. Today Corporate Water Brands is the number one supplier of premium custom branded bottled water products in NZ. Grant also represents the New Zealand bottled water industry on the Executive Committee of the New Zealand Juice and Beverage Association.

Renowned as an inspirational speaker, Grant will be making a presentation on the growth of the bottled water industry with a focus on recent innovations in response to consumer concerns around sustainable packaging. Having partnered with the Sir Peter Blake Trust, Grant will be launching New Zealand's first ever water bottle made from plants! Called 'good' in honour of Sir Peter's famous quote 'good water, good life' this new form of packaging is set to revolutionize the packaging industry. The bottle is produced from Polylactide (PLA) which is a product derived from natural sugars found in high starch vegetables.

Be the first to hear the story of how this product was developed, the challenges over come and lessons learnt prior to the official nation-wide launch the very next day!

For free registration to the hospitality show visit www.hospitalitynz.co.nz

Organised by

