

MORE

Employer Edition 2011



Hassle free super

Letting you build your business

Building business one tweet at a time

Racing around after good staff

Committed to quality service

Going solo? Look after your future today





A word from our CEO

Our CEO David Elia talks about some exciting news for HOSTPLUS and some of the interesting articles in this edition of MORE.

HOSTPLUS awarded Top Industry Super Fund for 2011

So far in 2011, HOSTPLUS' strong returns and consistent overall fund performance has seen us win the title of Top Industry Super Fund for 2011, awarded by *Your Money* magazine. In this, and in every other way, we're committed to quality, so you can be assured you're choosing a quality fund to look after your employees' financial future.

In this edition of MORE...

You can read about how Moonee Valley Racing Club believes the right culture attracts the right staff, and how Twitter and social media can be used to grow your business. And of course, there's an article from Scott Pape – the Barefoot Investor, as well as the main changes to super to come out of this year's budget.

If you have any questions, please call 1300 HOSTPLUS (1300 467 875), 8am–8pm, Monday to Friday and we'll be more than happy to help.

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MORE quality performance

The first half of 2011 has seen positive returns for all of our investment options. HOSTPLUS has again performed ahead of the industry average, with our Balanced option returning an impressive 10.11%. Our overall fund performance has also been consistent, helping us maintain the highest possible rating from independent ratings agencies SuperRatings, Chant West and Rainmaker.

For full details of our investment returns visit hostplus.com.au

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Barefoot Investor visits wine country

HOSTPLUS took Scott Pape back to school in the beautiful surrounds of the Hunter Valley. The students feasted on his financial advice.



Ask most people what they associate with New South Wales' Hunter Valley and most will respond 'wine'. Thanks to its well-known hotels, restaurants and vineyards, the region has a huge focus on hospitality, catering to thousands of tourists annually.

It's one of the reasons the NSW Hunter Institute set up the Hunter Valley Hotel Academy School in Kurri Kurri in 2009. The campus has a functioning hotel and restaurant, makes wine from its own vineyard, and has already started adding to its trophy case, including a Gold Award from Hunter Tourism for 'Best Education Facility'. It is also soon to open a multi-million dollar addition including three state of the art commercial kitchens.

All of which made it an enticing destination for Barefoot Investor Scott Pape, who was invited by **HOSTPLUS** to present his 'High School Reunion' financial advice seminar to the students and staff of the Academy.

Attended by Kurri Kurri students and staff as well as visitors from Ourimbah, Maitland and Hamilton TAFEs, the session generated enthusiastic audience participation and greater awareness of the benefits of belonging to a super fund that puts members' interests first. Scott's advice covered a broad range of financial issues including financial planning, home-buying, developing a savings strategy and preparing for retirement.

Supporting you and your sector

At **HOSTPLUS**, we understand that the tourism, hospitality and event management industry sectors are critical to the sustainable future of areas like the Hunter, and the Australian economy generally. That's why we support employers in the sector with activities such as the financial wellbeing seminars with Scott Pape, member education programmes, our employer SuperSite and quality customer service.

Taking your super online is easy with SuperSite

SuperSite is our free online service to help you manage super contributions. It's secure, convenient and efficient and part of our commitment to delivering a quality service.

With SuperSite, you can:

- search, add, remove or update employee details
- access contribution reports, transaction records and your full contribution history
- complete your super contribution advice online
- make your contribution payments online via EFT, direct debit or BPAY®
- receive reminder emails to help you keep on top of your obligations
- save on postage and paperwork.

POSTbillpay, cheque and cash payments can also be made.

Visit hostplus.com.au/employers for more details.

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Going solo

Are you looking after yourself?

We talked with Amanda Hall, Account Manager for Fitness Australia, about how sole traders can sometimes sell themselves short when it comes to superannuation.

When Amanda set up her own business as a personal trainer she had organised her ABN, set her tax arrangements in place, and carefully analysed her operational cashflow. But she didn't pay herself any super.

Sole traders, while diligent in setting up their business, sometimes neglect putting long-term investments in place for their future, and don't adequately insure themselves for injury or illness. Amanda told us that she missed out on about ten

years of super, during which she could have been in the investment market and building wealth for her future. As well as missing out on the advantage of paying just 15% tax on the gross earnings, she could have been putting into her super.

"In your twenties and starting out, you're more concerned with getting clients and marketing yourself, than thinking about super," Amanda said.

Amanda's experience as a sole trader is not unusual. Superannuation is frequently forgotten amidst the hectic day-to-day pace of running your own business.

**SOLE TRADERS AND OTHER
SMALL BUSINESSES OPERATED BY
INDIVIDUALS SOMETIMES NEGLECT
TO PAY THEMSELVES SUPER. DON'T
LEAVE YOURSELF VULNERABLE.**

Many sole traders also overlook insurance. An injury to a personal trainer such as Amanda could mean loss of income, sometimes for a long period of time. Yet most super funds offer automatic insurance, once a member (or their employer) makes a contribution. In a fund like **HOSTPLUS**, insurance premiums can be paid directly from a member's super account. Cover is typically a basic amount of Death and Total and Permanent Disability (TPD) cover, which can usually be simply upgraded to a level of cover appropriate to the member's needs.

Salary continuance (also known as income protection insurance), which covers members for loss of income while they are injured or ill and unable to work, is also usually available. **HOSTPLUS**, for example, can cover up to 90% of a member's pre-disability salary (75% is paid to the member and 15% to their super account, ensuring their super contributions continue).

Looking back, Amanda is philosophical about her years without super.

"You would do things differently with the benefit of hindsight," she said. "Back then, super was the last thing on my mind. You're young, have less life skills, and don't understand the importance of these things. Starting out, you don't think about sick leave and super – and you pay yourself last."

In her role with Fitness Australia, Amanda is now a strong advocate for superannuation and its benefits for sole traders.

**Call us on 1300 HOSTPLUS (1300 467 875) to
arrange a meeting with a financial adviser.**

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HOSTPLUS members can take advantage of a free fact-finding consultation with Industry Fund Financial Planning (AFSL 232514), courtesy of **HOSTPLUS**. There's no obligation, and no financial advice is given – but it will help you decide if you need to go further.
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**Working for a fitter,
healthier Australia**

Fitness Australia, the national health and fitness industry association, works to support, promote and represent the fitness industry. A not-for-profit, member-based association, Fitness Australia has over 1,300 registered fitness business members and over 23,000 registered exercise professionals Australia-wide.

As part of its role in supporting the fitness industry, Fitness Australia runs a Continuing Education Scheme to assist in ongoing professional development at all levels, whether you're just starting out or a professional looking to grow your skills.

For anyone thinking of setting up their own business in the fitness industry, Amanda has some good advice based on her own experience.

"Whatever approach you take in a sole-trader career, never forget to address your super and insurance issues. It takes time to build a successful business and it's important to know about these things in your set-up phase," she said. "You may think you're making money – but your hourly rate needs to cover costs such as down-time, travel, marketing, salary, tax, super and insurance. After all that, it can be a lot less."

When it's all said and done, the income you earn as a sole trader must finance not just your lifestyle now, but also your retirement. To find out more about paying yourself super, or to discuss a superannuation plan for sole traders, talk to a **HOSTPLUS** licensed financial adviser from Industry Fund Financial Planning. Industry Fund Financial Planning advisers are never paid commissions, so you can be sure their advice is impartial.



Fitness Australia
THE HEALTH & FITNESS INDUSTRY ASSOCIATION



The Twitter Generation

Building business one tweet at a time

Social media is more than just a passing fad. Canny business operators are tapping into growing forms of communication to talk to their customers.

Social media makes it easy for customers to connect with your business and share their experiences.

In one sense, there's nothing new about social media. In the old days, it was called word of mouth. Or networking. Today, it's exactly the same thing – people talking about your business. Whether to other customers, potential customers or directly to you, social media (Twitter, Facebook, LinkedIn, plus others) are opening up the channels of communication for the whole world to see.

All of which makes it a very good idea to get up to speed with how social media can work for your business. Let's say you run a restaurant. A customer enjoys a meal and tweets or blogs about it. Suddenly, thousands of people can read the online review. This is the kind of advertising money can't buy.



@John_B John B

Comment@twitter: Had a great lunch at 65 Degrees today – top food, wine and ambience.

But don't just leave it to your customers. Set up your own Twitter account or Facebook page. Add a blog to your website. All these outlets are easy and free to establish and take next to no time at all to get started. Before you know it, you'll be blogging, posting, tweeting and commenting all about your business.

Which brings us to an important point. Always remember that once posted, most messages generally cannot be retrieved or changed. Badly-timed or ill-considered emails, tweets and posts are now daily fare in the newspapers. So take care to think about what you are going to say before you say it. One way of doing this is to ask yourself if you'd write the same words on a bridge poster over the freeway for everyone to see. If the answer is no, then don't tweet or blog it either.

Used wisely, social media can assist your business by getting messages about your product or service out there, as well as getting feedback from customers. Call it a revolution if you must, but the rules haven't changed: provide a good product or service, and communicate it clearly. It's just that today, there are more lines of communication than ever before.

Follow us on Twitter at twitter.com/HOSTPLUS and join in the conversation!

SOCIAL MEDIA CAN ASSIST YOUR BUSINESS BY GETTING MESSAGES ABOUT YOUR PRODUCT OR SERVICE OUT THERE

Five ways to get social media working for your business

Facebook and Twitter are on everyone's lips. And keypads. Just what are the benefits for a business to network, advertise or simply talk to customers via social media?

1. Find out what social media platforms your customers are using, whether it's Twitter, Facebook, LinkedIn, YouTube etc and listen to what they're saying about your business.
2. If you're already using social media, be active, update regularly, know who your social advocates and influencers are and always check and respond to messages, tweets or comments.
3. To make it easier for people to find you and your product or service, include links and relevant keywords when commenting on your blogs or forums. And, of course, include links to your social media accounts on your website.
4. Apart from basic measures like fans or followers, some social media platforms offer performance indicators like interactions, active users, traffic sources, audience locations and more. These may help you to refine your approach.
5. Offer exclusive deals or discounts to your social media followers. Customers feel rewarded by exclusivity.

Social media @ The George

Last year **HOSTPLUS** launched *Cook For Your Career*, a national cooking competition aimed at supporting aspiring chefs and the hospitality industry.

One key partner in the competition, the George restaurant in Perth, used Twitter to drum up significant support for their candidate. Their tweets provided dates and details of upcoming events, announced results, gave links to photo albums on Facebook, and encouraged followers to vote.

Telina Menzies, WA Executive Chef for the Publican Group (which manages prestigious Perth restaurant The George), believes social media provided a great support network for their entrant, who went on to win the state final.

Says Telina, "At The George we understand the power of social media. We offer a range of services through these channels from our online booking system through to our special deals, news and events via our Twitter account and Facebook page. It's another way we look to ensure we are talking to our audience in a way that suits them."



Telina Menzies

 twitter.com/thegeorgeperth



Racing around after good staff

Home to the Tatts Cox Plate, Moonee Valley Racing Club (MVRC) is a major hospitality player that chooses HOSTPLUS as its quality partner. We spoke to David Ploenges, MVRC's Human Resources Manager, about getting and keeping quality staff.

Skills shortages in the hospitality industry create competition for good staff. How does Moonee Valley Racing Club deal with the challenges of recruitment and retention of staff?

With no fewer than 15 function spaces catering for private and corporate events for 40 to 1,200 guests, MVRC values permanent and casual staff with the skills to run things smoothly and achieve memorable events for patrons throughout the year.

During the Victorian Spring Racing Carnival events and patronage go into overdrive, so it's even more crucial to have the right staff in place. Waiters, bar staff, ticket sellers and carpark attendants who might not

be permanent employees have to reflect the Moonee Valley brand during the year's busiest season. It's a sharp learning curve.

To get the right people, MVRC actively looks for skills and cultural fit. Their approach focuses on how an individual will adapt into a team and undertake their tasks competently. MVRC clearly defines expectations around these tasks.

It's not all about experience, David explains.

"We've had people of limited experience come in and become valued staff members, because they fit, the culture is right for them", he says. "It's mainly a Generation Y (predominantly aged between 16 and 31) labour pool, with lots of choice in the casual work field. We want to keep MVRC in the top group of preferred employers for this type of work".

Starting early in encouraging individuals who are already interested in working in hospitality pays dividends, the Club has found. MVRC worked through the Federal Government's Apprentice Kickstart program to offer work experience placements to school, university and TAFE students in hospitality, event management, administration and cookery.

It's all aimed at providing valuable hands-on experience to students in their area of interest.

"The MVRC brand encompasses friendly, family entertainment, and this brand has appeal in recruitment. Staff want to be part of the MVRC brand and culture," David Ploenges says, adding: *"We also give potential staff a fair bit of choice in where and what part of MVRC they want to work. Cross-skilling gives people with transferable skills flexibility, freshness and a sense of value in the organisation."*

The result is that staff start to 'own' the brand and the culture, protecting and propagating it. So yes: brand and a friendly culture have a big part to play in attracting the right staff."

So you've got staff on board and they're happy being part of a friendly, nurturing brand. That's half the battle when it comes to retention. We asked David for any other tips.

"THE RIGHT PEOPLE WANT TO BE PART OF IT."

"We don't just collect feedback and suggestions, we actually act on them, bringing in initiatives such as a Health and Wellbeing program," David says. *"It all helps define our learning and development needs, and budget. Recently staff responded with an 85% satisfaction rate with their training. Staff are also kept up to date with an intranet and naturally, there's the importance of any relevant developments being communicated to staff."*

For David Ploenges, dealing with skills shortages and a mobile labour pool means having a well-supported recruitment dynamic in place. *"Attracting and retaining the right people rewards us with further success and reinforces our brand. It starts with what we offer. And the right people will want to be part of it."*

Moonee Valley Racing Club is proud of its brand and culture. The Club is home to the Tatts Cox Plate during the Victorian Spring Racing Carnival. The Tatts Cox Plate is regarded as the most prestigious weight for age race in Australasia.

There's also the growing popularity of night racing, which continues to rise in quality and includes several Group races.

Super update

Some of this year's federal budget changes to superannuation rules, although minor, will affect employer responsibilities. Here's a snapshot of some of the changes:

- **Super on payslips:** From 1 July 2012, super contribution amounts paid from employers into employees' super funds must be shown on payslips.
- **Higher contribution cap for over-50s:** The Government has again proposed a temporary measure from last year's budget to increase the concessional contributions cap for eligible members over 50 years of age to \$50,000, providing their account balance is under \$500,000.
- **Super co-contribution:** The Government has announced there will be no change to the current income thresholds for the 2011/2012 financial year.

Don't forget to give us your employees' Tax File Numbers

As required by law, you need to pass on your employees' TFNs to their super fund. If you don't, the Government could fine you \$1,100 for every TFN not given to the fund, and your employees might have to pay an extra 31.5% on their super contributions.

Check them today: And it's easy to submit them online at hostplus.com.au/employers

Call us on **1300 HOSTPLUS** (1300 467 875) 8am–8pm for any questions about your employees' – or your own – super. And don't forget to visit hostplus.com.au/employers to find out everything employers need to know about super.

The **HOSTPLUS** 2011 Annual Report is now available online at hostplus.com.au/annualreport



Committed to quality service

At HOSTPLUS, we're committed to providing quality service to all our employers and members. To help us deliver on this commitment we have offices in every state and territory in the country. So no matter where you are, you'll always have access to local support.

Meet Scott Vaughan, SA Account Manager

Following branch manager and senior financial planning roles in the banking industry, Scott has spent the last six years with HOSTPLUS as account manager in South Australia. Scott has a five-part philosophy that serves him well in work and in life.

1. Always be upfront and honest no matter how difficult the circumstances.
2. Return phone calls at the earliest opportunity.
3. Listen to, and understand, what people are saying.
4. Explain products in a way that members understand.
5. Smile. It's easier than frowning and more often than not you'll be remembered and respected.



Scott Vaughan of the HOSTPLUS Adelaide branch assisted me with my Total and Permanent Disability benefit. Knowing this process would be quite complicated we were extremely relieved and pleased at the service provided by Scott and his staff at all times. All queries were handled in a professional and timely manner... Our goal was achieved and I would recommend HOSTPLUS Superannuation Fund to any business or individual for their superannuation needs.

– HOSTPLUS member



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HOSTPLUS administration offices

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Choose a quality service

When you've served the tourism industry for over 24 years, you can't help but develop an appreciation for the importance of service. That's the reason we brought the **HOSTPLUS** contact centre in-house when many others are being outsourced. So our members are assured they're always speaking to a **HOSTPLUS** employee. And with offices nationwide, our employers can call our employer services team anytime. That's why InterContinental Melbourne The Rialto and almost one million Australians choose **HOSTPLUS**. You can too at choosehostplus.com.au or call **1300 HOSTPLUS (1300 467 875)**. Choose quality.

choosehostplus.com.au



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