

Women in Industry Program



The second stage of the Women in Industry *social media* workshop was held in early May. Michelle Vigor from *Let's Face It* conducted a comprehensive instruction on how a business can set up its own Facebook and Foursquare pages and networks.

Participants who attended the workshop brought their own laptops with them for the interactive and instructive demonstration. They all agreed that there is an almost endless amount of marketing opportunities from these programs and the instant nature of contacting the business networks can provide quick sales results.

As with all technology the pace of change is rapid. If the basis for good marketing is all about contacting customers and providing them with good customer service (which it is) then these social media platforms are at the forefront of where businesses should be. (Or they should at least be giving them some serious thought.) As Michelle explained, the technology is changing on a daily and weekly basis. "Changes to search engines and the way they find information have now changed to include searches on social media platforms. What this means is the more you engage on social media, the more likely you are to come up on Google or Bing searches."

"For a business this means that the more information you put online on these social media platforms – business name, location, products, special deals and so on – the more likely it will be that a search will have your business closer to the top of the search results list," added Michelle.

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Participants at the second Women in Industry workshop

AMIC Working for You

By Paul Sandercock

The AMIC Master Butcher is an exciting project and its aim is to recognise those individuals who have skills and experience beyond the norm. Work has commenced with a trial of the project amongst a number of butchers in South Australia. AMIC selected a number of participants who could quite easily be indentified as being at the higher level of skills within their field.

Each participant has been asked to complete the master Butcher application form and to also provide supporting materials that they believe sets them apart. Once the applications are completed each participant will then have their application assessed. A further 'on site' assessment will then be conducted to verify the details in the original application and for the assessment panel to see first hand the level of skills, knowledge and experience of the applicant.

The trial process will enable AMIC to fine tune the entire application and assessment process prior to the roll out of the project next year. Please contact AMIC (SA) if you would like more information on the AMIC Master Butcher or if you would like to nominate for the trial.

Visits to members across the State in an ongoing role of AMIC and in most cases, with the exception of some remote areas, the objective of two visits each year is currently being achieved. Almost without exception the discussion amongst members recently has been about the increasing costs of operating a business, whether it is the costs of goods or the day to day running costs.

Recent member visits have been across the metro areas, the Southern Vales and Fleurieu and the West Coast. Other regional visits will be in the Mid North, Riverland and South East in conjunction with the Sausage King Competitions.

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Kane and Michelle Paues checking the workshop data

Whilst the general media can sometimes portray social media platforms in a negative manner, the Women in Industry workshops focussed on the use and benefits of social media for business and how with regular information updates the benefits are limitless.

The major benefits for businesses is the fact that there are no costs (apart from your time) in setting up a Facebook or Foursquare page and the ability to contact customers is rapid and can potentially reach hundreds of users.

AMIC (SA) recognises that these platforms can provide benefits to members. If there are any new developments, changes to awards or legislation or we need to get information out to members quickly then a Facebook or Foursquare page will form a part of our communication strategy.



Susan Knoll (Independent Institute) and Jenni Visentin (AMIC) confirming the workshop information

As an experiment we have established an Australian Meat Industry Council (SA) Facebook page and we will trial this over the coming months.

If you would like any more information on the Women in Industry social media workshop or future workshops please call Jenni at AMIC (SA) on 8272 2400. Or you can check the following references; <http://www.letsfaceit.net.au> <http://www.facebook.com/letsfaceitadvertising>

Food Safety Update – Cooling of Hams

By Paul Sandercock

A number of members have raised the concern that the regime for the cooling of hams can be too difficult to achieve. This is of particular concern when there are increased quantities of hams to be processed and that refrigeration can be inadequate and *under pressure* in order to complete the process effectively.

The matter was included as an agenda item at the meeting of the Meat Food Safety Advisory Committee held on 19 April 2011.

Whilst the Meat Hygiene Unit (MHU) is sympathetic to the needs of industry its main concern is always with product integrity and safety. Ray Coffey from the MHU indicated that there are no options than to comply with the Australian Standards and the approved arrangements.

Verification of Cooling

It is important that you verify your cooling program. You must be able to demonstrate that you can achieve:

Temperature	Uncured Products	Cured Products
Cooking to 12 degrees C	6.0 hours	7.5 hours
12 degrees C to 5 degrees C	Within 24 hours	Within 24 hours

The key to achieving this cooling regime is to drop the temperature quickly when the cooking process has been completed. An iced water dip is recommended but we are aware that our members have a variety of ways and you should do whatever is the normal process when checking your cooling rate.

Record the temperature on your Cooking Sheet when you do the verification. You only have to demonstrate that the 12 degrees is achieved in the 6 hours or 7.5 hours – you do not have to record the temperature drop on every batch of product.

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The following is an update of recent changes in Industrial Relations and State and National legislation.

Work Health & Safety Legislative Change – members will be aware from previous correspondence that there are major changes in the Work Health and Safety legislation at both a State and National level. Nationally, the Federal Government is continuing with the focus on the harmonisation of model WHS laws across all States and all reports indicate that the 1 January 2012 introduction of the national laws will be met.

AMIC together with a number of other industry associations in South Australia meets on a regular fortnightly basis to keep up to date of the progress of these changes and where necessary we provide feedback on the proposed Act, the Regulations and the various Codes of Practice.

At a State level there has been the introduction of the complementary State legislation. Legislation was introduced by Minister Bernie Finnigan in early April and following his sudden resignation from Parliament, the portfolio has been taken up by Minister Patrick Conlon.

There were a number of concerns with the introduction of this legislation and AMIC (SA), along with a number of other concerned industry associations, on the 29 April 2011 wrote to the new Minister expressing our concerns and requesting that the Minister defer the passage of the legislation through the Parliamentary process.

On the 3 May 2011 the Work Health & Safety Bill 2011 was removed from the Legislative Council by the South Australian

Government. Whilst, at the time of writing, we are uncertain of the exact reasons for the withdrawal of the Bill it could be in part due to the pressure of the industry associations. The Bill has subsequently been re-introduced into the Lower House.

Fair Work Ombudsman (FWO) – AMIC has received a number of calls recently relating to enquiries from the office of the Fair Work Ombudsman where the FWO officers are making checks on time and wage records. We have seen from some recent newspaper articles that the FWO in doing these checks is finding a range of underpayments to workers – see article on this page.

Whilst the FWO acknowledges that most of the underpayments are not done on purpose but rather because the employers were not fully aware of their responsibilities. It is hardly an excuse when there is so much of this information readily available.

AMIC members receive all of the required information from updates that are sent out or from enquiries made to the AMIC office.

There are a number of fundamental requirements when you are employing staff and this includes paying the correct and appropriate wages rates, ensuring that time and wage books are properly kept, that a pay slip is given to each employee and that taxation, superannuation and WorkCover levies are paid by their due dates.

If you are uncertain of the level of your employment responsibilities please contact AMIC and we will provide the information to you.

Fast food staff cheated

Three in 10 fast food outlets audited by the Fair Work Ombudsman have been caught underpaying staff or breaking rules related to payslips and records.

Fair Work inspectors randomly targeted 87 fast food outlets recently in Adelaide, Mount Barker, Murray Bridge, Nurioopta, Port Augusta, Goolwa and Victor Harbor. They found 60 businesses were compliant, while 27 were in contravention of rules. Eleven fast food outlets in Croydon, Dernancourt, Edwardstown, Fulham, Gawler, Port Adelaide and West Beach were found to have underpaid a total of 53



staff almost \$13,400.

Fair Work Ombudsman executive director Michael Campbell said fast food outlets were targeted for attention because of the large number of vulnerable workers they employed, including young people and migrant workers.

All businesses co-operated with inspectors and voluntarily paid all employees their outstanding entitlements without the need for further

action against them.

Other contraventions identified by inspectors related mainly to payslips and record-keeping.

Mr Campbell said the campaign identified employers who were failing to increase pay rates for junior employees on their birthday.

"In a number of instances, employers had not registered trainee contracts with Traineeship and Apprenticeship Services," he said.

"Our preference is always to work with employers to educate them and help them voluntarily rectify any non-compliance issues.

"However, employers need to regularly review their Award or agreement to ensure they are fully aware of their obligations to their workers."

Mr Campbell said a follow-up campaign was being considered to further assist businesses in the fast food industry to understand and comply with federal workplace laws.

Key stakeholders were advised ahead of the audits, including the National Retailers Association, Shop Distributive & Allied Employees Association, Business SA and master franchisors of popular fast food franchises.

Member Profile - Collins Court Butchers - Mick Lamond

By Paul Sandercock

One of the ambitions that Mick Lamond had when he was part way through his apprenticeship was to firstly successfully complete his apprenticeship term and secondly to gain sufficient industry experience and business knowledge to start his own business. In 2006 an opportunity presented itself with the business located in the Collins Court Shopping Centre on Jubilee Highway in Mount Gambier becoming available.



Mick Lamond checking the window display

The shop had already operated as a butcher shop and Mick recognised that he would be able to put his own ideas into place by taking on the ownership. In the five years since commencing, Mick now has a business that he is proud of, but as Mick says "There is still plenty to learn."

"The first consideration in running a business it that hard work has to be your driver, at least in the early years of establishing a good business. I doubt whether you can ever relax that much as the years progress," Mick said.

"One of our key success factors has also got to be that we work as a team in the day-to-day running of the business as well as with the ideas and development of new product lines. It keeps us all interested and I know that our customers enjoy coming

to our shop because of our *customer friendly focus*," Mick added.

Mick employs one full time butcher with two other casual butchers providing the backup support when required. Some of the most popular product lines at Collins Court include the Kievs, cordon bleus, beef shashliks, chicken mignons and the chicken parmigiana rolls. With the shop located on a busy highway with plenty of housing nearby it means that most of the retail customers are local people with a good wholesale business to local sporting clubs and hotels.

A confirmation of the quality of Mick's products came in 2010 when he entered and won the Poultry Category in the South East region of the AMIC Sausage King Competition. His chicken and sweet chilli sausage then went on to win third place in the State finals. "The benefit of these wins has been great and the product is now very popular," Mick said.

In the five years since Mick started his business he has reached the 10,000 hour rule which indicates a level of expertise has been achieved, but there is more to be done. Future plans are to continue to grow the business and in a year or two he will look at a shop upgrade.



Mick with some of his locally grown products

Quote: "All labour that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence," Martin Luther King Jr.

Welcome to our new Member

C Cooper and M Miller, McPhee's Butchers, Burra

Calendar of Events

JUNE - AUGUST 2011

DATE	EVENT
Thurs 9 June 2011	SA Processor Council meeting
Mon 13 June 2011	Public Holiday - Queen's Birthday
Wed 15 June 2011	Sausage King Competition - Riverland
Mon 20 June 2011	SA Retail Council meeting, AMIC Office
Thurs 14 July 2011	Smallgoods Competition - State
Fri 15 July 2011	Sausage King Competition - Metro
Fri 22 July 2011	Sausage King Competition - GRAND FINAL
Mon 22 August 2011	SA Retail Council meeting, AMIC Office
Sat 27 August 2011	Member's Big Night Out - ANNUAL DINNER



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