

September 2009

small
bar TALK



SBA Newsflash

Upcoming Event - Meet Minister Waldron
Tuesday, 27 October 2009 from 2.00pm
to 4.00pm at Level 20, The Quadrant
building, 1 William Street, Perth.

The Hon. Terry Waldron MLA, Minister for Racing, Gaming and Liquor and Deputy Leader of the Parliamentary National Party of Australia (W.A.) has agreed to meet with SBA members on Tuesday 27 October at Lavan Legal.

This is a wonderful opportunity for the small bar industry sector to have its voice heard by the government. The following are some initial thoughts of the SBA committee as to relevant topics for discussion with the Minister:-

- 1 The current government attitude and policy regarding the expansion of the small bar industry with the issuance of new licences.
- 2 Whether the government has any misgivings regarding the direction of liquor licensing since the introduction to the reforms in 2007.
- 3 The government's future vision for liquor licensing.
- 4 The Northbridge liquor licensing scene which is in stark contrast to the City of Perth's attitude to the grant of more licences.
- 5 Section 40 zoning certificates, the impasse from some councils and the change in the licensing authority's policy which now requires those certificates to be lodged with the licensing authority at the point of lodgement of the application.
- 6 The change in the licensing authority's policy which now prohibits an applicant from applying for certain extended trading permits until a licence has been granted.

- 7 The current wave of infringement notices issued by police.
- 8 The role and relationship of the police and health department in liquor licensing determinations.

Members please forward to the SBA any issues which you believe should be raised with the Minister so we may notify the Minister's office.

Small Bar Sites

The Association has been advised of a range of potential sites for small bar licences, namely:

- Durack House, 263 Adelaide Terrace, Perth.
- 12 St Georges Terrace, Perth.
- 200-206 William Street.
- 55 James Street.
- 208-210 William Street.
- Rear 790 Hay St, off Wolfe Lane.
- 1st Floor - 255 Murray St
- Rear ROW - 227 Murray St Mall
- Rear 663 Hay St Mall

Any member who might be interested in the details of those sites should contact Dan Mossenson, Secretary or the SBA.

Past Event – SBA Night – Monday, 7 September 2009

The first SBA industry night was held on Monday, 7 September at Canton Lounge Bar. This was a great opportunity for SBA members to meet and get to know each other. We are hoping to make this a regular event for SBA members, sponsors, licensees, bar staff, suppliers and anyone else who is interested in small bars!

We would love to hear your feedback from the evening. Do you have suggestions? What could be improved? What issues does the SBA need to address?

Many thanks to Sonia Brooks for allowing us to hold the inaugural SBA Night at her premises which is located at 532 Hay Street, Perth. Visit their website for more information at www.cantonloungebar.com

What is SEO?

Search Engine Optimisation (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via organic search results from Google, Bing and the other search engines. Generally, the higher a website shows on a search engine page, the more visitors and traffic that website will receive from visitors – potential clients and sales. Where you end up on a search page basically comes down to three factors: Content, Traffic and Links.

When it comes to ranking high, Content really is king. The most important aspect of any website is that you have a Content Management System (CMS) which allows you to update your website with useful information on a regular basis.

If your website contains relevant, useful information, you will find that your traffic will increase and people will start linking to your website – thus improving your overall SEO - and you will start appearing higher in search.

Network offers all SBAWA members a free SEO Analysis of their website, normally valued at around \$500. For your free consult and report, contact Adam at Nutwork - 08 9388 6918 or adamg@nutwork.com.au



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