

RSL

SCA

Bulletin



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Conference registrations ready to open

Registrations are open for the 4th annual conference of the RSL & Services Clubs Association to be held in Canberra from 20-23 November 2005.

The Association has engaged an exciting range of speakers to take a down to earth view of the issues facing the club industry and business in general and arm delegates with a wealth of information to address the challenges confronting them.

The conference is aimed at management and directors from member and non-member clubs. The registration fee for member clubs is \$1,195 (same as last year) and includes conference sessions, all functions and three night's accommodation.

Among the main presenters at the conference, entitled "Switched on for Success", will be Ross Honeywill, an internationally recognised authority on consumer behaviour and the impact of the rapidly changing social fabric on the future business environment.

Another keynote speaker will be Steve Simpson, an author, consultant and international speaker who heads up Keystone Management Services, whose unique insights help organisations to profit from an improved culture.

Peter Thurin, through his many outstanding sporting accomplishments, has developed a keen insight into what focuses, motivates and inspires people to achieve their best. As a successful businessman and Melbourne pharmacist he has put into practice the very principles he now espouses

to grow and develop his own employees and businesses. He will conduct a strategic exploration of the club industry and present his views on people development principles.

Other speakers at the conference will focus on issues such as industry consolidation; achieving a balance between problem gamblers and sustainable gaming; the pros and cons of leasing or buying major assets; the battle to maintain food trends in the face of increasing food safety regulations; options for water recycling in the club industry which improve your bottom line; the emerging Asian gaming industry and its implications for Australia; understanding the business challenges ahead; a panel discussion focusing on the burden of remaining fully compliant with the myriad of legislation and the latest technology to run your club and meet the needs of patrons.

The conference will get under way with a welcome reception BBQ on Sunday 20th November with the conference commencing on Monday 21st November. The conference will continue the popular entertainment showcase introduced last year at the dinner that evening, while the highlight will be the conference dinner, to be staged in Anzac Hall at the Australian War Memorial and to be addressed by the National President of the RSL, Major General Bill Crews.

Registrations open this month for the conference which will again be sponsored by Aristocrat Technologies, and supported by Tooheys, Southcorp Wines, Coca Cola and Maxgaming.

Phone CCM Travel 02 9439 5100 or register online at www.ccmtravel.com.au

A General meeting of members has formerly approved a change of name for the Association to the RSL & Services Clubs Association Limited.

The Association CEO, Graeme Carroll, says the new name more accurately reflects the full type of clubs which the organisation represents.

"More than 40 members of the 60 strong clubs in the Association have 'RSL' in their name," he said.

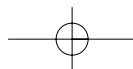
"When formed in late 2001 the former NSW RSL Clubs Association was still in existence and the Association had to opt for the more generic terminology of services clubs. There was a view that while the former name was all encompassing of RSL, ex-service, services, memorial and legion clubs, we needed to strengthen the brand of the Association", he said.

"There is no doubt that RSL is a strong and well-recognised national brand".

The name change will bring it in line with similarly titled organisations in Victoria and Queensland.

Use of the letters RSL has been approved under the required Ministerial approval and by the RSL National Office.

New name for Association



Castle Hill RSL unveils showpiece club

It looks and feels more like a five-star hotel or resort than an RSL club but Castle Hill RSL has stepped out of tradition and presented the community with a brand new focal point to meet.

When the club set about building its new venue it decided to offer its members and the local community something totally different to what they had been used to.

The result is a spectacular foyer, lounge areas, bistro, coffee shop and alfresco dining area which are proving extremely popular with the members and local community, particularly the younger generation of the Castle Hill area which,

judging by the numbers attending the club, is a long awaited facility.

Combined with its gymnasium and aquatic centre, which boasts 6,000 members, the heart of the 24,000 strong club is now beating strongly and it has approvals to build its membership to 40,000 to cater for the fast growing local residential development areas.

The club has not lost site of its RSL heritage and it was with that in mind that the Minister for Defence, Senator Robert Hill, was invited to perform the official opening of the re-birthed club on 23rd July.

The \$18.2M renovation is the result of a partnership between

the club and Paynter Dixon Constructions.

Managing Director of Paynter Dixon Constructions, David Macintosh, said that due to the forwardthinking of the Board and Management of the Club, who decided to provide to the community a state-of-the-art entertainment and leisure complex, a 10 year masterplan was devised by Paynter Dixon.

“The club has received a whole new modern look but also continues to offer the traditional RSL facilities and values that will support the community’s needs over the next 20 years or more” he said.

“The club has been refurbished and

More effort needed to attract female patrons



Many RSL and services clubs are failing to attract female patrons because they are “too blokey, show too much sport on in-house television screens and are too smokey”.

And décor of clubs also came in for criticism as being too old fashioned and not reflecting modern trends.

That’s the conclusion of multi-media personality Susie Elelman who was addressing the annual RSL and Services Clubs Conference at Twin Towns Services Club, attended by representatives of clubs

from Victoria, New South Wales and Queensland.

Ms Elelman told the audience that in the lead-up to the conference she had spoken to numerous female friends about their attitude to their local RSL or services club, whether they attended and if not, why not – and the results were pretty conclusive. While the smoking concerns were being addressed some of the other issues needed more attention.

She also singled out the attitude of staff towards women as an area which needed to be addressed.

“For example, women on their own need to be treated in an unthreatening and friendly way, such that they feel safe in the club environment”.

Ms Elelman said that women represented 50% of the population and as such, was a demographic that cannot be ignored. She dissected the female club market into three sectors – young singles, mums and the more mature.

“Clubs need to target each sector

with an offer particular to that sector such as crèches for the mothers who wish to attend the club, perhaps to catch up with their friends”, she said.

Ms Elelman said that clubs should not be frightened to survey female members to find out what they want when visiting the club.

“Focus groups are particularly useful in this process, but don’t forget to reward them in some way for participating.

“Clubs should also endeavour to attract women onto the Boards to reflect the views of the women members.

Conference MC, David Fordham, said that the large number of women now in business presented another opportunity for clubs to attract new female patrons.

“Many clubs are situated in or near business areas and as such are ideally placed to capitalise on that by perhaps forming business women’s clubs to attract those patrons”, he said.

modernised which includes a whole new contemporary and timeless look that is warm and inviting and will stand the test of time.”

One of the newer facilities provided was a large outdoor courtyard which includes a children’s playground area. The outdoor area has attracted young families as well as a younger generation to enjoy the facilities of the club.

Mr Macintosh said that the result has not only provided members with a totally new entertainment and leisure experience, it has also already attracted many new members from different demographics and revenues are reportedly on the way up.”



1. Club President, Warren Glenny, Federal Member for Mitchell, Alan Cadman, Minister for Defence, Senator Robert Hill and Club General Manager, David O’Neil, at the official opening of the newly renovated club.

2. The Atrium Restaurant

3. Alfresco dining area

Two-up trial approved

The first trial day allowing the playing of two-up on commemorative days other than Anzac Day will be held this month – Victory in the Pacific Day (15th August).

Legislation to approve a trial recently passed through the NSW Parliament.

It means that two-up can be played on Victory in the Pacific Day (15th August) and Remembrance Day (11th November). The game can be played on the additional days under the same regulations currently in force for Anzac Day, however, on Remembrance Day, play will not be allowed before midday.

While it was initially proposed by the Government to be only played in RSL and services clubs, it has now been extended to all clubs and hotels as some sub-branches,

particularly in regional areas, do not have a local services club.

The trial follows a submission by the RSL & Services Clubs Association to extend the playing of two-up to other commemorative days as a means of bringing our diggers in contact with younger club members who will become the club’s future directors and who will be entrusted to protect the traditions on which these clubs were founded.

The Association had proposed that, in an attempt to raise the significance of those two other remembrance days, a commemorative service be a pre-requisite to the playing of two-up and that the day should not simply be an excuse to play the game. Regulations will now be drafted to meet with the Association’s proposal that money

raised from the game on these days be donated to an associated charity, such as Legacy.

Following Remembrance Day this year, the Government will review the extended operation of two-up with key stakeholders to determine whether the extension should continue. The Association is aware that concern by police over the conduct of two-up on Anzac Day is more related to responsible service of alcohol issues than with inappropriate gambling practices. Prior to the first of the trial days in August, the Association proposes to provide RSL and services clubs with guidelines for conduct of the game, based on successful playing of two-up on Anzac Day in a number of member clubs.

Goulburn Soldiers hits water saving jackpot

Being faced with an order from your local council to cut water consumption in your club by one third or be subject to tighter restrictions presents a major challenge.

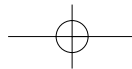
But Goulburn Soldiers Club, in the heart of one of the hardest hit areas in New South Wales as a result of

the current drought conditions, has risen to and exceeded that challenge. Club General Manager, Toni Mitchell’s first thought was to look at recycling. While she identified a reasonably cost effective solution it actually ended up producing more water than the club could utilise on

its premises. In most cases the thought of too much water would be considered a godsend in a city stricken by drought, but the club was forced to look further.

The end solution has been a relatively simple product called desert cubes (a waterless urinal) which

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cont... Goulburn Soldiers

claims to reduce water consumption in an average urinal by almost 151,000 litres per year.

Mrs Mitchell says the system has been so successful it has actually cut water consumption in the club by two thirds – twice the requirement of the Mulwarra Shire Council.

She says that importantly, it has led to a corresponding huge saving in water consumption and sewerage charges.

In April the club's water usage bill was \$506.65 and by June was down to \$71.28. Sewerage charges, based

on the club's water usage, have dropped from \$1,036 to \$170 during the same period.

Mrs Mitchell estimates that over a twelve months period the savings on water and sewerage charges will amount to more than \$10,000.

And the cost for the Desert cubes per month – just \$120 per urinal.

Mrs Mitchell says members are actually reporting that the cubes smell better and there has been no complaints.

The average urinal is claimed to waste 151,000 litres of water a year

and the small blue desert cube could reduce that by 98%.

The Desert Cube is claimed to overcome bad odours, eliminating the need for costly and poisonous deodorant blocks, sanitisers and air fresheners.

The environmentally friendly Cubes are also 100% biodegradable, septic and sewerage safe and are claimed to reduce maintenance costs to urinal valves and water storage tanks.

More information can be gained from www.desert.com.au or phone (02)9518 7909.

Kokoda Track Golf Challenge

Proceeds from the Association's upcoming golf day will go towards sponsoring a participant on the Kokoda Youth Leadership Challenge, a major initiative of the Association.

The RSL & Services Clubs Association launched the Kokoda Youth Challenge last year as a major community project designed to develop disadvantaged or wayward youth into the leaders of tomorrow.

The Irish Fourball event, sponsored by Stargames, will be held at the Fox Hills Golf Course on Tuesday 27th September. There will be teams and individual events in addition to long drives and nearest the pins.

The cost of \$400 per team will include prizes, on course drinks, light breakfast, luncheon and green fees.

Clubs seeking entry forms can phone the Association on (02) 9579 4555 or email: gcarroll@servicesclubs.asn.au.

First group completes Kokoda Challenge

The first trek of the Kokoda Youth Leadership Challenge ended on Anzac Day with a team of nine young men completing what is regarded as one of the world's toughest treks.

The Services Clubs Association launched the Kokoda Youth Challenge last year as a major community project designed to develop disadvantaged or wayward youth into the leaders of tomorrow.

More than 60 people recently attended a presentation night for the trek participants at the Castle Hill RSL Club.

Merrylands RSL Club (1), Fairfield RSL Club (1), Castle Hill RSL Club (2), Wyong RSL Sub-Branch Club (2), Coffs Ex-Services Club (1), Toukley RSL Club (1) and Rooty Hill RSL Club (1) and Youth Insearch (1) each sponsored participants on the trek which left on 16th April and ended on Anzac Day, 25th April. Assistance in sponsoring the young men was also provided by Tooheys Limited. Castle Hill director, Rick Cumming, accompanied the young men on the crossing.

The Association has joined forces with Adventure Kokoda and Camp Dare to stage the Kokoda Youth Challenge over the infamous Kokoda

Track in New Guinea. The trek was led by ex-Army Major and NSW Upper House MP, Charlie Lynn, a veteran of 39 crossings of the Track.

Association CEO, Graeme Carroll, told a recent presentation night following the trek, that the challenge wasn't without its dramas with one of the boys helicoptered out after an ankle injury.

"For those who continued on it was to become a triumph over the elements and obstacles thrown at them by the infamous Kokoda Track which proved to be one of the major campaigns of World War II", he said.

Mr Carroll said the trek generated considerable publicity for clubs on a local level and created considerable media interest nationally while it was underway.

The next trek leaves on 22 August with 15 young people coming from Albury SS&A, Fairfield RSL and Nerang RSL clubs.

Picture: The trek team at the memorial at Isurava.



services clubs association

The SCA would like to acknowledge the following sponsors and encourage your support:

