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BULLETIN



RSL & SERVICES CLUBS

Association releases new corporate logo

The RSL & Services Clubs Association has released a new corporate image following the recent name change.

The new name was adopted to more accurately reflect the type of club which the organization represents with more than 40 of the almost 70 member clubs in the Association having 'RSL' in their name.

The new logo was designed and directed by Calligram which has worked on many national and international corporate identity and signage projects for numerous

organisations and institutions, including a number of major NSW clubs.

Calligram Creative Director, Can Elmaskaya, said the RSL and Services Clubs Association new logo represents coming together and unity.

"The three services (army, navy, airforce) and all other similar organisations are represented in the coloured lines to form a fabric of a flag which in return represents their deep connection with our society", he said.

"It also represents - marching together - leading the group and being

the flagbearer to all members. The colours - derived from air, sea and land - are also connected to the national flag's colours".

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, the Association needed to strengthen its brand.

Calligram a corporate identity specialist

Established as a design hub in 2002, Calligram has been providing graphic design services to a broad range of clients throughout Australia.

The company's Creative Director, Can Elmaskaya, has established a reputation as a specialist in corporate identity, image strategy and information design.

The word Calligram describes a graphic device that combines thoughts, letters and pictures. The art of the Calligram lies in its potential to communicate several messages.

Can says Calligram uses a structured approach to explore design possibilities. The result is relevant and meaningful communication solutions.

"Our long term client relationships are built around the open exchange of ideas, belief in the value of design and a collaborative service approach" he said.

Can was born into the design community, working hands-on from a very early age in his father's own design studio. After graduating from university with a Bachelor of Fine Arts in 1987, he immediately started his own design practice Arena.

Seeking new design opportunities in the Asia Pacific region, Can moved to Australia in 1994 and in the past twelve years has designed and directed many national and international corporate identity and signage projects.

Some of Can's design projects and clients include Cockle Bay Wharf, Harbourside, Sydney Showground, continued on page 3

Conference numbers up!

More than 200 delegates have attended the 4th annual conference of the RSL & Services Clubs Association - Switched on for Success - held at the Hyatt Hotel Canberra from 20-23 November.

The number of delegates was up more than 10% on last year's attendances, a reflection of the high standard of the conference program and the increased number of member clubs of the Association, up from the 23 when formed in early 2002, to 70.

Following a day and a half of sessions the conference ended with the signature dinner at the Australian War Memorial, preceded by a remembrance service in the Tomb of the Unknown Soldier.

During the conference the Association made a special presentation to acknowledge the work of the founding chairman of the Association, Craig Fantom, who left the industry in September to pursue a career in hotel management.

Mr Fantom had been chairman since the organisation's foundation in late 2001.

The Association also signed the MOU with the State Opposition on the Coalition's future gaming tax proposals and long term strategy for the NSW club industry.

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From the CEO's Desk Graeme Carroll

As many members are aware, my counterpart at the NSW Leagues Clubs Association, David Williams, has decided to 'call it a day' and take things easier from next month.

Like myself, David came to the club industry in a period of considerable upheaval due largely to imposition of unsustainable new gaming tax imposts and an attack on the integrity of the industry resulting in significantly strengthened corporate governance legislation.

But it is a period which also saw a strong unification of the industry and along with David Costello at ClubsNSW and our counterparts at the Golf and Bowls Associations, Workers Clubs and CMAA, there has been a strong alliance to face up to the challenges. The ability of all the sectors to put aside any particular differences and combine as a single entity has been its strength in recent times.

David Williams has always brought a forthright view to the industry table in representing his sector of the industry and I've always respected his views.

I would take this opportunity to wish David and his wife, Joy, all the best for the future. It's also opportune to welcome his successor, Peter Turnbull, the former CEO of the Cronulla Sharks.

Sign-in review

The issue of sign-in registers for entry to clubs is often a 'bone of contention' and is seen as a 'barrier' to potential new members.

In speaking recently with a number of member clubs there is a clear desire to have a sign-in system which allows for greater flexibility in application and financial economies in how they manage the process. Clearly, this would need to be done in such a way as to maintain the fundamentals of club membership. While not directly linked, care will also need to be taken to preserve the tax concessions enjoyed by clubs under mutuality provisions of the Tax Act.

Many of the reasons for which sign-in provisions were introduced in 1976, such as the notion of control over the playing of gaming machines, are no longer valid, particularly since the introduction of gaming machines to hotels in 1997.

What is required is a rational industry debate – devoid of emotion

– when key industry leaders and stakeholders can review all of the components involved.

Defence force personnel sign-ins

The Association has written to the Minister for Gaming and Racing to amend the Registered Clubs Act to allow entry by serving Defence force personnel to RSL & services clubs under a 'special' membership status on presentation of their Defence Force ID card – regardless if they reside within 5 kilometres of the licensed club.

The proposal stems from discussions with the RSL National and NSW State offices which have identified the issue, along with entry by veterans, as a continuing problem. The Association has also received several complaints (generally around Anzac Day) from serving personnel being denied access to clubs for a variety of reasons.

The issue arises generally when the personnel are home on leave and wish to attend the local RSL or services clubs, often accompanied by family, who may also not be a member.

Both the Association and the RSL are of the view that serving personnel are future members of both the RSL sub-branches and the clubs and that it is in our collective interests to ascertain how we might overcome the issue. More to the point, it is considered that given the current level of support for our ex-service people on Anzac Day and the support for troops currently overseas on various deployments that this move would be well received by the community and also be in keeping with our Anzac traditions.

In years gone by defence personnel were generally allowed entry to RSL and services clubs upon presentation of their services ID card. However, the introduction of the 5 kilometre rule in 1993 changed that practice as the Defence Force ID card has only name, rank and serial number (no home address).

In terms of the mechanism to allow such entry it may be best accommodated by establishing a new category of membership. Consideration will also need to be given to the defence force personnel being able to sign in a limited number of family members/guests (3) to avoid the situation where the defence force personnel were allowed entry and

their family and friends were turned away.

National Forum

Moves are underway to establish a national forum of RSL and Services clubs. The idea came out of a proposal by the Victoria RSL Licensed Sub-Branch Clubs Association at the recent national conference at Twin Towns Services Club with the aim of addressing issues of national interest.

While clubs in NSW, Victoria and Queensland have their own particular legislative requirements it was seen that there are some unique issues such as marketing of RSL & services clubs and taxation which can be addressed or discussed at a national level, as and when the need arises.

The conference delegates agreed that the executives of the three bodies should meet to establish how such a forum might be established and developed and initial discussions are underway with the first meeting planned for early next year.

New Association members and corporate partners

The Association has welcomed a number of new member clubs and corporate partners in recent months.

New clubs which has joined our ranks include Bathurst RSL, Griffith Ex-Servicemens, Nambucca Heads RSL, Redfern RSL, Brighton-Le-Sands RSL, Wangi Wangi RSL, Merewether RSL, Wallsend Diggers, Katoomba RSL, Gundagai Services, Oatley RSL, Mudgee Soldiers and Trangie United Services Club.

Several more clubs are currently in the process of making application which will swell our ranks to more than 70 clubs, from the initial foundation membership of 23 in 2002.

New corporate partners include Independent Gaming and Allleasing Finance, along with Paltronic Australasia and PKF. Several new sponsors also supported the recent Conference in Canberra – First Data International-Cashcard, the Australian Defence Credit Union and BizConnex.

The Association values the support it receives from all of its industry partners and encourages member clubs to consider these corporate partners when purchasing the products and services they have on offer.

New liquor laws proposed

The State Government has released consultation drafts of new 'plain English' liquor laws designed to reflect modern regulatory practices. They represent the first major rewrite of the State's liquor laws in more than 22 years.

The Government argues that the current Act has become too complex and outdated. Its three main goals are to:

- Implement remaining liquor licensing reforms recommended by the National Competition Policy review of the liquor and club management laws;
- Implement liquor licensing reforms identified in the Government response to the NSW Summit on Alcohol Abuse held in 2003;
- Simplify and standardise the existing liquor laws to aid understanding and enforcement.

The new Act will reduce by almost 30% the 240 sections in the current Act and is expected to be considered by Parliament during the Budget 2006 session. They are not expected to come into force until late 2006 or early 2007 as they will require extensive implementation work, including the development of new Liquor and Clubs Management Regulations, new administrative procedures and systems.

The new Act proposes that registered clubs become "licensed clubs". The Registered Clubs Act 1976 will be renamed the Club Management Act 1976 and will focus on club management and governance issues and will continue to set requirements that must be met by licensed clubs, such as club rules and membership,

access to club premises and accountability matters.

A primary object of the new liquor act will be harm minimisation with new laws flowing from the 2003 Alcohol Summit strengthening the provisions first introduced in 1996. Included in these provisions will be a new definition of "intoxication" to be prescribed in the regulations and a simplification of laws relating to underage drinking to aid industry and community understanding.

A major change proposed for clubs will be the extension of social impact assessments for changes to existing venues (ie outdoor areas for smoking) to ensure that they do not increase levels of alcohol-related harm. The SIA process would focus on liquor harm minimisation issues such as crime and neighbourhood disturbance.

A significant change will see the Director of Liquor and Gaming take over from the Licensing Court of NSW and Liquor Administration Board (which will cease to exist) in determining liquor licence applications and disciplinary matters in the first instance. The Act will also see the establishment of a new Liquor and Gaming Court (replacing the current licensing court) to which decisions of the Director of Liquor and Gaming will be appealable. The new system aims to reduce costs for applicants, industry, the Government and the community.

Submissions from interested stakeholders are required to be lodged with the Department by 20 January 2005.

No butts about it

Clubs in the Tomaree Liquor Accord in the Nelson Bay area have come up with a novel approach to address the progressive introduction of smoking bans.

Under the banner of "Butt out! – Quit & Win" smoking patrons at the local clubs are invited to sign up to a QUIT program for which they are automatically entered into a monthly prize draw including dinner vouchers.

Quarterly draw winners receive 12 months gym membership while every six months there is a draw for a \$5,000 cash prize.

The campaign has been initiated by Association member, Nelson Bay RSL Club. General Manager, Malcolm Anderson, says that the six monthly prize winners can save more than \$9,000 a year under the program - \$5,000 through the draw and a saving of \$4,291.80 (based on a packet of cigarettes a day for 12 months).

"That's a huge incentive and it's attracted more than 220 patrons to take part in the first month of the campaign" he said. "That means an extra \$880,000 in disposable income for the participants, and 220 people who will not be affected by the smoking ban."

"We encourage participants in the program to set a goal for use of the money saved, such as a holiday or home entertainment centre".

Patrons simply purchase any quit smoking product from their local pharmacist, sign up to the Quit program with their local doctor and they receive an entry form.

In addition to the support of the Tomaree Liquor Accord the program has received the strong backing of the Hunter New England Population Health. The program involves six local clubs and hotels with support from five pharmacies and four medical centres.

Calligram a corporate identity specialist from page 1

Australian Rugby, Australian Swimming, PGA Tour Australia, Oceania Football Confederation, Permail, Brooklyn Lodge, Royal Easter Show, NSW Department of Transport, Sydney Airport, International Cricket Council, Sydney Opera House, Pfizer, Mediaware, Toronto Workers Club, Canterbury Hurlstone Park RSL Club, Rooty Hill RSL Club, Dee Why RSL Club and Hornsby RSL Club.

Conference numbers up! from page 1

Leading the presenters was keynote speaker, Ross Honeywill, a former director of KPMG, an internationally published author and co-founder of the privately-funded international consumer think-tank the Center for Customer Strategy.

Mr Honeywill focused on the New Economic Order – NEOs - and their spending patterns as opposed to the 'traditional' member and their likely impact on the club industry.

"While traditional and NEOs are equally likely to go to a club, NEOs – generally younger – are more attracted to food and entertainment. Further, NEOs are as attracted to change, as traditional are opposed to it".

Mr Honeywill told delegates they should know exactly which economic type their club is in business for and not to confuse customers by creating products or promotional campaigns that are misaligned.

He told delegates that clubs must recognise and reward customers; think and behave like a customer themselves; put a 'traditional' in charge of 'traditionals' and put 'NEOs in charge of 'NEOs'.

Other key speakers included Steve Simpson focusing on the unwritten ground rules of management cultures improving profits from an improved culture, and Peter Thurin, who left delegates with key messages on excellence in management.

Topics addressed at the conference included strategies to increase food profitability; the new wave of technology coming over the industry; water recycling; a look at the emerging Asian gaming market; an enlightening session on how Star City Casino is going about changing its service culture.



The Association acknowledges the following sponsors and encourages your support:



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