

# Board of Directors Update

March 2019

Members, welcome to 2019 and I trust you all had an enjoyable festive season.

Your Board is taking this opportunity to provide an update on what is happening at your Club, particularly the current challenges we and the industry are facing.

The financial trend that we experienced last year has continued and while we are still making a cash profit, the overall profit will be significantly reduced compared to previous years. This situation is common to most clubs in NSW but particularly in the Tweed Local Government Area (LGA) according to Clubs NSW statistics and official reports. The reasons are many but seem to be that patrons have less disposable or discretionary income to spend due to increased cost of living, political uncertainty, interest rates (term deposits) and the poor returns from the share market over the past 15 months. These challenges and reduced revenue are occurring at a time when we are experiencing our highest social membership for many years, while we are very busy in our dining and beverage outlets.

Feedback from members and visitors is very positive with independent judges such as Trip Advisor giving us a Certificate of Excellence (Trip Advisor gives a Certificate of Excellence to accommodations, attractions and restaurants that consistently earn great reviews from travellers and diners.) At the same time our bowling numbers are very healthy with large numbers on our social bowls days and our best competitive performance for many, many years.

You should be aware that the Board and Management are continuing to look for cost savings while still providing the highest standard of service and facilities to our members and visitors. We are working with the Council to try and provide more commercial flexibility with the very limiting zoning restrictions that inhibit our efforts to provide alternative income streams and meet our members' needs. We expect the upcoming state election to impact on both the timing and the outcome of these negotiations. Members may have seen our Club mentioned in discussions about relocating or renovating the Tweed Hospital. No such discussions have taken place with us as the CEO wrote recently in the local newspaper.

Options to reduce costs include the expansion of our solar capacity with another 890 panels above the indoor green coming online early April. This should reduce our overall power costs by approximately 24%, considering the 100kw we already have. We are also looking to capture more rain water off our roof to service our very thirsty turf greens instead of having to use town water, which comes at a significant cost. We recently experienced the driest January on record and with water costs continuing to rise we will continue to investigate the best way to capture and store water. Unfortunately, we cannot make use of spear pumps due to problems with the integrity of the water.

Marketing our Club has never been more important as we endeavour to showcase our excellent facilities, our terrific food and our high-quality customer service to members and visitors. A revamped entertainment program has seen such shows as Lisa Hunt as a monthly event. This show attracted many new visitors to the Club and was most successful. In addition, our weekly barefoot bowls event brings an increasing number of new faces to the Club and on Australia Day we experimented with a jumping castle on green 1 that also attracted new patrons. We do believe that our Club offers a high-quality product that many in the local community remain unaware of despite the excellent efforts of our marketing team. We have commissioned an extensive internal and external survey of members and the local community to identify any barriers we have, to bringing new people into the Club. Our intention is to use the findings of this important research to initiate necessary change. Our focus will continue to be retaining current members while providing new services and products to attract new members and guests. The



findings are expected to be received by late May. Please take the time to complete this online survey if you have received it by email as your voice is very important and will assist the Board and Management with our decision making.

Our courtesy buses continue to grow in usage as more patrons make use of this fantastic facility for all members and guests.

Please join me in congratulating one of our long-standing bowling members Carlo Campania on being awarded an Order of Australia Medal on Australia Day this year for his services to the sport of lawn bowls.

We have just released the Autumn edition of Tweed Life; your club specific magazine and we encourage you to participate or enjoy some of these upcoming events and promotions:

March:

- New 1921 menu
- The Gypsy Clovers
- St Patricks Day
- Moreton Bay promotion major draw

April:

- The Pink Tribute Show
- Social membership "join or renew" promotion.
- Family Meal Deal promotions in Bistro 16
- Easter festivities including free "selfies" with Easter Bunny and much more
- Grandkids special bowls day, includes free sausage sizzle and jumping castle (bring all the family)

May:

- The Herman's Hermits Story
- Mother's Day High Tea in Bistro 16
- 1921 Mother's Day special

June:

- Lisa Hunt
- "Make Music Australia" Laura Doolan Trio
- "Cooly Rocks On" with entertainment from Monday 3rd to Sunday 9<sup>th</sup>

And of course, don't forget all the beautiful food in the Café, Bistro 16 and 1921, plus Happy Hour every day between 4pm and 6pm.

If any member requires additional information or clarification on what's happening at your club, please just ask any of our friendly staff.

Leigh Tynan  
Chairman  
Tweed Heads Bowls Club Ltd