

5 June 2010

CLUBLAND GETS A NEW POSTCODE

Dee Why RSL has won the Large Club of the Year award for the second time in three years, and in the process confirmed Sydney's Clubland has moved from its western suburbs heartland to the sand and surf of the northern beaches.

The recognition as Australia's best club comes at the conclusion of a hectic 12 month period that has seen the Club open Sydney's largest long-day care centre, approach completion of a 76 unit seniors living village and rebuild its self-service car wash.

During the year membership has grown by 9% to for the first time hit the 40,000 mark. Over the same period the Club donated more than \$1.2million to 108 local community and sporting groups. The Club also committed \$400,000 over ten years to the Lifeline service on the Northern Beaches.

CEO of ClubsNSW David Costello said the North Shore and Northern Beaches were in the middle of a transformation that had them level pegging with the mega clubs of Sydney's west and south west.

"Dee Why RSL has led the transformation of the clubs on the northern side of the Bridge. But other clubs such as Pittwater RSL, Balgowlah RSL and North Sydney Leagues have also undergone significant developments that have led to large increases in membership and the development of much needed community services.

"Pittwater RSL is just 2 months from opening a new \$6million sports centre that is already receiving bookings for 2011.

"With its focus on families, Dee Why RSL has led the club industry's push to higher quality restaurants and entertainment.

"Over the next few weeks the Club will host a 5 course dinner and wine event which will be accompanied by commentary from Hunter Valley winemakers. Several days later 3 sold out Playschool shows will keep the children entertained for hours.

"Clubs have always seen themselves as family friendly venues. However, as the definition and expectations of a family have changed, the Club Industry has needed to change with it. Dee Why RSL recognised this early on and wonderful projects such as their ten pin bowling alley and the child care centre are testament to their visionary planning and willingness to listen to their members," David Costello said.

At a gala dinner at the Sydney Convention and Exhibition Centre on Friday night, Dee Why RSL won awards for Outstanding Human Resource Management, Outstanding Club Governance & Innovation, Best Club Gaming Venue and of course Large Club of the Year.

A complete list of Awards For Excellence winners is available at www.clubsnsw.com.au

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