

President's Annual Report 2020-21

Despite the on-going concerns about Covid -19, 2020-2021 produced an outstanding financial performance by our Club, with a Net Profit of \$773,000 being achieved. A before-depreciation Cash Profit of \$1,656,615 is an all-time record for our Club. Add to this, a positive assets revaluation of \$1,507,901 and an increase in net assets and members' equity to \$13,517,531 indicate just how well the Club operated in doubtful times. We are definitely in a very sound and secure financial position.

Members must realise that modern day clubs are businesses, and just like major companies there is a distinct delineation in the roles and responsibilities of the Secretary Manager and the Board of Directors. The Secretary Manager is totally responsible for the day to day operation and management of the Club's business, whereas the Director's roles are strategic and not operational: one of Governance, monitoring financial performance of the Club and for determining the strategic direction of the Club.

Our on-going financial success is due to the outstanding management team of Mick Bowen and David Brennan. Their business acumen and knowledge and implementation of modern, successful Club industry practices is a major factor in our growth and development as a cutting edge example of licenced club facilities and services.

Clubs need to continually update and improve the facilities offered to members, if they are to maintain and grow their member base. The growth in the number of young families now regularly using our club facilities is strong evidence for the success of the direction the club has taken. Providing high quality outdoor dining, bar and entertainment facilities is in line with the strong push from the NSW Government for licenced premises to provide greater al fresco situations, particularly with the ever-present Covid threat. The new Garden area and changes in the Coolangatta Room to bring the 'outside / inside' are in line with these directives and most of the successful clubs both in our area and Sydney are following in this direction.

The improvements to the Gaming Areas, with more privacy and spacing, together with the new upstairs area, have all proved to be very popular with our patrons.

Our bar, administrative and grounds staff are to be congratulated once again for their efforts and commitment throughout the last year. Members and visitors continually make positive comments about our happy, smiling and efficient bar staff.

Our Intra-Clubs continue to play an important role within our club. While many normal Intra-Club activities were disrupted by the on-going Covid threats, the various Intra-Club committees continued to work as hard as they could to provide as many positive opportunities and activities as was possible in trying conditions and are to be complimented on their efforts.

In an extended year where many of the normal Entertainment offerings had to be cancelled, we still managed to provide some excellent events. Two standouts were:

- Glenn Shorrock Show (Sold Out)
- Travis Collins, Country superstar

The recent re-introduction of Club and Intra-Club raffles, Member's Badge Draws, Second Chance Draws and 'Spin and Win' have gone a long way to returning the Club to somewhere near normality. These member promotions have all been welcomed back enthusiastically by all members who take part.

Our Club continued to play an important role in our local community, through contributions to the Community Grants Scheme. These grants included:

- Shoalhaven Heads Primary School \$5,347
- Karinya Palliative Care Unit, Australia Day Bowls Donation \$1,300.00
- Shoalhaven PCYC \$1,200.00
- Shoalhaven Heads / Berry Football Club \$5,000.00
- Shoalhaven Heads Golf Club \$500.00
- Berry Shoalhaven Heads Junior Rugby League \$1,500.00
- 'Last Man Standing' Twilight Cricket \$2,000.00
- Donation to RSL \$2,500.00

I would personally like to thank the Board for their assistance throughout the past year. Their commitment to work for the benefit of the whole club membership and their understanding of the governance role of a modern Board of Directors ensured that our Club continues to be one of the leading, most successful clubs in our region. To make the many positive improvements to our Club facilities and finances, requires a Board committed to be open-minded and willing to embrace change, linked with careful analysis before such change is implemented. Too many clubs in recent years have been forced to close or amalgamate because their Boards did not possess the foresight to realise the great need for continual improvement, innovation and diversification to prevent stagnation and decline in membership and financial performance.

On behalf of the Board, management, and members, I would like to offer our deepest sympathy and condolences to those who lost loved ones during the past year.

In conclusion, I would like to sincerely thank our club members and staff for the friendship, support and encouragement that you have given me this year, in my role of President of this great club.

Robert Ashby
President
Shoalhaven Heads Bowling & Recreation Club