



RSL CLUBS SEMINAR

Business Advisory Seminar

Date: Tuesday 15 February 2011
8:00am – 2:30pm

Location: Kedron Wavell Services Club
75 Hamilton Road, Chermside South, Brisbane
(Access via Kittyhawk Drive)

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ABOUT LAWLER

Lawler is a progressive group of like-minded independent firms that consists of professionals with decades of experience in the club and gaming industry.

In the last two years Lawler has acted for over 200 hospitality venues covering:

- large to small venues
- all geographical areas across the states of Queensland and NSW
- all types of venues including clubs, hotels and affiliated associations.

This seminar has been developed in partnership with the RSL Association of Queensland to address areas of most interest to Queensland RSL clubs, sourcing the combined expertise across the Lawler group.

SEMINAR PROGRAM

Amalgamation of sub-branches with clubs is a current and topical issue. This seminar program brings together a range of professionals who will share their knowledge to help clubs make informed decisions for their future.

8:00am	Registration	
8:25am	Welcome from CEO	Penny Wilson
8:30am	Club survey outcomes	Sue Johnston
9:00am	Amalgamation of clubs with sub-branches	Liam Murphy/Cameron Bradley
10:00am	Morning tea	
10:20am	Taxation update	Tom Hackett
11:10am	Governance—Directors & Management	Peter McLean
12:10pm	Driving revenue through loyalty systems	Dean James
1:00pm	Lunch	
2:30pm	Close	

SEMINAR COST

	One delegate	Additional delegates
Affiliates	Free	\$100 per delegate
Non-affiliates	\$300	\$300 per delegate

Please note that invitations to affiliate with the RSL Association Qld were dispatched to clubs in early January. If you have mislaid your advice, please contact Penny Wilson on 0418 198 619.

BOOKING PROCESS

To book for the seminar please send an email to brooke.newton@lawlerhacketts.com.au by **Thursday 10th February** including the following details:

- Participant name
- Club name
- Position Title
- Any special dietary requirements

Please **do not** send payment at this time. We will invoice you upon receipt of your booking.



BUSINESS ADVISORY SEMINAR

15 FEBRUARY, KEDRON WAVELL SERVICES CLUB

WHO IS THE SEMINAR TARGETED FOR?

- CEOs
- CFOs
- Marketing Managers
- Operations Managers
- Board/Committee members.

WHAT ARE THE SESSIONS ALL ABOUT?

Session 1: Likely impacts of proposed legislative change on Queensland Clubs

- What was the nature of the Lawler survey to Queensland clubs?
- What do Queensland Clubs think will be the likely impact on business operations of proposed legislative changes related to ATM machines and pre-commitment?
- How is it likely to affect employment levels, plans for redevelopment, community contributions and support and overall viability of Clubs?
- What pro-active steps can Clubs take as individuals and as a collective group?

Session 2: Amalgamations of clubs with sub-branches

- Why are amalgamations currently being discussed in the RSL club sector?
- What has been the experience in NSW and Victoria?
- What are the things a club needs to consider, including legislative obligations?

Session 3: Taxation update

- What is the up-to-date legislation regarding GST, FBT, CGT and Mutuality?
- What are the advantages under tax exempt status?
- Have you been paying too much tax?
- What are the potential risks for clubs regarding ATO policy direction?

Session 4: Governance – Directors and Management

- What is the key role and obligations of Directors?
- What is the key role and obligations of Management?
- What initiatives can you implement to get the balance right?

Session 5: Driving revenue through loyalty systems

- How do you best spend your marketing \$ to get measurable returns on investment?
- How do you build a loyalty strategy that will deliver organic growth rather than reliance on growing the membership base?
- What are the tips and techniques you can adopt to better leverage the data?

WHERE DO I GET MORE DETAIL?

- See attached flyer or contact Penny Wilson on ceo.penny@rslscaqlld.com or Mb 0418 198 619

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