



Welcome

Websites are a voice to your existing customers and future prospects and as such require ongoing maintenance and development. In this issue we provide a eight point checklist to help you ensure your website is a valuable investment for your Club. We also look at our clients' performance over the last couple of quarters and lots more.

If you require any further information on any of the topics we have touched on, please contact us to discuss your club's needs and how we can work with you to meet these challenges and move forward with accuracy and confidence.

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INDUSTRY SUPPORTER 2009-2010

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How effective is your website?



Virtually all clubs have a website these days or intend to in the near future. Here's a checklist to help you ensure your website is a valuable investment in the future rather than an unavoidable cost of doing business.

1. The objective of your website?

Before you can measure your website's performance you first must define its purpose:

- To build a database of people who are interested in what the club offers?
- To show off what you do and generate enquiries?
- Full eCommerce – to facilitate online transactions? e.g. paying club memberships.

2. Content must be web friendly and relevant to your audience

Web users spend three to 15 seconds deciding to stay or move on. Quick loading pages, clear layout and no jargon will win you visits. Content should be easy to read using short sentences (no more than 20 words), broken into paragraphs (less than six sentences long) with subheadings.

3. Build the club's credibility

A good and credible website can mean the difference between being short listed or being overlooked.

Testimonials, awards, affiliations, club history and even annual reports all build confidence in your Club.

4. What you want them to do

Make it easy for visitors to get in touch with you. Suggest they phone or email with their enquiry, and tell their friends about the website.

Add a call to action to every page – 'phone us now' and 'email us today' for example.

5. Process for dealing with enquiries

An automatic email response acknowledging receipt of the enquiry is very easy to set up. While it's no substitute for more personal customer service, this 'stop gap' can buy you time, while providing your enquirer with a record of their enquiry.

7. Search and you'll be found?

Search engines are like the 'operating system' of the internet. If they don't know your website exists, they can't direct web users to you. Search engines look for certain 'markers' on your website. If your 'markers' are not there the search engine won't know how to classify your website.

There are certain things you can do to improve your search engine rankings:

- Every page should have a page title.
- Include the club name and service offerings several times in the content of your website.
- Put keywords near the top of the page.
- A picture is worth a thousands words but not to search engines. Add captions to all pictures and images.
- Update your website content.

8. Monitoring results

Whatever form of online presence you have you'll be interested in how effective it is. Does it provide a useful service to current and prospective customers? Does it generate more business? There are a range of tools that can help you to automatically collect a raft of information and metrics on the performance of your website. Google have developed 'Google Analytics' which is free and you can:

- Collect statistics on the number and location of visitors to your website.
- See how long people spend on your website and which pages they visit.
- See your site's ranking against other websites.

If you have put the effort into establishing a website you should put some effort into ensuring that your audience can easily find it and are aware of its functionality and benefits to them.

How is your club performing?



The table at right provides an analysis of our clubs bar revenue, poker machine revenue and total revenue when compared to the same periods as last year. For the year ending 30 June 2009, our clubs experienced good growth. September 2009 results were positive with our larger clubs showing positive growth compared to our smaller clubs. Some interesting facts are:

- Total revenue has continued to increase in all quarters results within the table with a lot of clubs looking at diversifying into new income streams.
- Good growth in poker machine revenue in the December, March and June quarters resulting in 9% growth on annual basis.
- Bar revenue has continued to show steady improvements except for a slight decline in the September 2009 quarter.

% CHANGE OF CUTCHER & NEALE CLUBS REVENUE COMPARED TO THE SAME PERIOD AS LAST YEAR

	Bar Revenue	Poker Machine Revenue	Total Revenue
September 08 Quarter	1%	(3%)	3%
December 08 Quarter	6%	13%	16%
March 09 Quarter	3%	12%	9%
June 09 Quarter	3%	17%	12%
2009 Annual Results	3%	9%	10%
September 09 Quarter	(1%)	0%	1%

Working Capital

One of the challenges facing many clubs today is ensuring their working capital reserves are protected in times of change.

"XYZ Club recently found themselves in the situation of wishing to renovate and expand an area of their club to attract patrons from the local community and had over a period of time collated enough funds to do so. However, their workers compensation premium was about to fall due, and this coupled with the clubs policy to update their gaming machines was going to bite hard into the cash reserves."

The Cutcher & Neale Finance Brokerage Division through its many accredited financiers were able to secure finance to meet with the clubs requirements via funding the workers compensation premium and the acquisition of the new gaming machines on a structure that complimented the clubs activities and cash flow.

In being able to provide these forms of funding the club continued to trade without any burden on their working capital reserves and was not required to provide any additional security.

The club achieved its goal with the assistance of our Finance Brokerage Division.

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