

RUSSELL CORPORATE ADVISORY NEWSLETTER

The Safe Haven Club

Welcome back! We hope you, your friends and family are all safe and sound.

As if that lockdown period wasn't bizarre enough, we are now about to step into The Twilight Zone. Yes, launch into a period of trading whilst we, as an industry, are collectively faced with the most challenged trading outlook in living memory. And not to forget the prolonged drought that still affects swathes of NSW and the horrific bushfire crisis that immediately preceded the current pandemic.

Out of all this bad must come some good. It's time to look for opportunities and explore possibilities. As an example, we see an opportunity for our clubs to be a safe haven, a bubble for their local community.

Most clubs have a system in place to track entry and exit. Most Clubs also have a system in place to communicate swiftly with its members. Clubs also have the ability to discipline members that don't comply with safety protocols. Clubs can create a safe venue for its members and differentiate itself from competing hospitality options.

Each club is different and with that comes opportunities that may be specific to your Club. Please contact us should you require assistance with re-shaping your Club's business. We can work with you to overhaul your Club's business or to identify specific areas that may only require a slight tweak. We can assist you with cash flow planning or help formulate a new strategic direction for your Club. Whatever your concern, please call us to discuss.

For an obligation free discussion about your club's circumstances, please call Greg Russell or Deanne Furlong on the below contact details:

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