

# URGENT!

## **PLEASE COMPLETE CLUBS AUSTRALIA'S CLUB CENSUS 2011**

Recently your Club would have received (either via email or mail) Clubs Australia's Club Census. We urge to complete this document by the deadline of 2<sup>nd</sup> December 2011.

**Unless you complete this document we cannot obtain the meaningful data we need on our industry.**

The Club Census 2011 is the first national survey of every registered and licensed Club in Australia. The Census will provide an inaugural national snapshot of the registered and licensed Club sector, profiling its reach and contribution. The Census will also provide invaluable information to key industry stakeholders about the important role that Clubs play in both their local communities and on a national level.

This study is the largest research project ever undertaken by the industry.

### **Why is Club Census 2011 so important?**

Club Census 2011 comes at an important time for the Australian Club industry. Perceived political instability arising from a minority government, combined with the current national debate around mandatory pre-commitment and regulation has cast a shadow over the future of the sector. In addition, an uncertain economic outlook is further adding to the level of angst amongst Clubs and their stakeholders. The results of the Census will assist us to inform the current national debate, by illustrating the social and economic contributions of the Club movement.

In this regard, the key objectives of the Club Census include:

- Profile the national industry, providing a summary of the number, type and geographical spread of registered and licensed Clubs across Australia;
- For the first time, value the contribution that registered and licensed Clubs make to the Australian economy in terms of Gross Domestic Product (GDP);
- Estimate the number of cumulative members of registered and licensed Clubs in Australia and the number of people employed by the industry;
- Summarise the number, type and location of facilities and community services that are provided by registered and licensed Clubs; and
- Estimate the value of the social contribution (including cash donations as well as the value attached to volunteers and subsidised services) of the industry as a whole.

### **Why we need you?**

The success of Club Census 2011 will depend on the number of Clubs that participate. It is critical that Clubs take the time to provide information on their individual social and economic contributions so that the researchers (KPMG) can accurately estimate the results nationally.

Whether your Club is large or small, your response will help to paint a picture of the Australian Club landscape.

**For the benefit of the Club industry, we urge to complete the Club Census 2011 by December 2<sup>nd</sup>.**

If you have not received the Club Census (either via email or post) please contact the Clubs SA office on Ph: 8290 2200.