

## SUMMARY OF CLUBS SA

Founded in 1919, Clubs SA is the peak body that represents the interests of licensed Clubs in South Australia. The membership base of Clubs SA comprises sporting, ethnic, social and community Clubs in South Australia. There are just fewer than 300 licensed Clubs in South Australia that are currently members of Clubs with 61 of those with gaming machines. Clubs SA membership continues to grow rapidly by almost 15% annually, increasing the opportunities of Corporate Sponsors to promote their products and services.



The Club industry in South Australia employs approximately 4,000 people and provides purpose and social networks for thousands of volunteers.



Sporting facilities maintained by the whole Club Industry includes approx 230 bowling greens, 148 golf courses, 250 tennis courts and hundreds of playing fields which cater for sports such as cricket, football, soccer, softball, rugby, just to name a few.

Clubs SA members include representation from each of these industries offering a broad range of target markets to Corporate Sponsors.

Clubs SA's membership base is spread throughout the state with approximately 50% of Clubs placed in the metropolitan area and the other 50% in regional locations. These Clubs are communicated with regularly through publications such as the monthly newsletter 'Keeping In Touch' and the full gloss bi-annual magazine 'Club Link'.



Broken into two types of Liquor Licences, just over half of Clubs SA Members hold the South Australian 'Club Licence', allowing them the freedom to trade to the general public with little restriction. The remaining members hold a more restricted licence called a 'Limited Club Licence'. Both types of Licences allow the premises to sell and supply liquor to both their members and the general public.



Corporate Sponsors of Clubs SA see great reward in their partnerships with the Association, utilising many of the opportunities available through their agreements.



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