

CEO Message

Dear Members,

Our thoughts are with all our clubs during this difficult time.

The past 12 months has been a 'time like no other' in the living memory of club managers and directors in Victoria, as we juggled operating restrictions and earned notoriety as the most locked-down city in the world with state government imposed COVID-19 restrictions impacting our business sector heavily.

From assisting clubs and liaising with the hospitality sector over an extended period of COVID-19 restrictions, we recognize that it's hard out in the community right now. There is a very tangible lockdown fatigue, concern for staff and club member welfare is high, together with balancing financial pressures and business operation challenges. I appreciate that managers also absorb stress from the terrible position that some staff are in. The disruption from these lockdowns is getting everyone down, especially managers who see first-hand the cracks forming throughout the hospitality and small business community supply chains.

My message to managers and club directors is to stay strong and look after yourselves. Light is emerging at the end of the tunnel and we all need to keep our positivity and use the skills and resources that so many managers and clubs bring to the table. Keep focusing on positives in life and the great camaraderie that clubs offer, by bringing people together to support each other during hard times.

Please use your peer-support channels to discuss issues with your colleagues and also remember that you can contact the CCV team to discuss issues and take advantage of our networks to assist with issues coming out of COVID. There are some valuable key support services available for managers and staff to access, including from CCV Partner, Trauma Centre Australia who may be contacted on (03) 9205 9488.

The overwhelming community concern currently is around the theme of preparing to re-boot our economy, getting staff back to work and re-energizing our community to return to a sense of normality as soon as practically possible.

CCV has developed and lodged with government a COVID-19 vaccinated economy, industry re-opening plan to impress upon the Health Department clubs' commitment to providing a COVID-safe environment and demonstrate that clubs can continue operating safely in the eventuality of further outbreaks.

We recently wrote to all Victorian Government Ministers, opposition portfolio holders and the crossbenchers to articulate clubs' plight and demonstrate how clubs could

continue to operate safely during future outbreaks. Some of the cross-bench MPs have been in contact with us and indicated a willingness to be a voice for our industry in the Victorian Parliament. We will continue to progress this and articulate to government important issues on behalf of our members.

Thank you also to the clubs who have volunteered to be assessed as Vaccination Hubs and Trial Sites, to assist with government progression of the 'Road-Map'.

We know that clubs bring communities together and provide an enormously beneficial social cohesion with activities including sports, hospitality offerings, great facilities and importantly provide a 'Hub' for people to meet.

The historic quote from Dale Carnegie, 'when life gives you lemons – you make lemonade' is a sentiment that is very poignant right now and clubs have an opportunity to look at their operations and think outside of the square and identify opportunities, to diversify and turn this COVID crisis into an opportunity! CCV has run some webinars on this topic to share some great club experiences and learnings that may be translated to other clubs as potential opportunities for diversification and adding products and services to appeal to a larger audience of potential club members. This webinar is available to be viewed via the CCV web site and some of the innovative business initiatives that clubs have implemented include:

- Co-location of service providers at the club, for example hair care and beauty services.
- Franchise micro business opportunities to incorporate into the club like a café or hot bread kitchen.
- Establishment of a serviced offices suite for meetings and local businesses services.
- Introduction of a deli, mini-mart, bottle shop or ice-creamery.
- Sports store or pro-shop.
- Introduction of a take-away menu and/or home delivery services.

In many cases clubs have substantial buildings and infrastructure that provides flexibility and scope for sub-lease or re-design of facilities to incorporate new initiatives, such as those listed above.

CCV's architectural sponsor/partner firms are a great place to start by having an obligation free discussion with experienced consultants about potential opportunities and viewing the suite of highly successful completed projects our partners have delivered within the hospitality and club sector. Contained within our supplier and service providers directory is a valuable resource of partners who are able to assist clubs with a range of services.

Stay strong, utilize the club network and on behalf of the CCV leadership team and board, we wish you and your club well for the 'busy season' of 2021-22 and beyond.

Kind Regards,

Andrew Lloyd