

CEO'S

Report



Hello Members,

Firstly, I would like to wish all of our members good health and happiness for 2024, and pass on my condolences to those who have recently lost loved ones.

It gives me great pleasure to present the CEO's report for 2023, highlighting the achievements, challenges, and progress made throughout the year.

Financial Performance

I am pleased to report to our members that despite the many ongoing challenges, Penshurst RSL Club has maintained a strong financial position in 2023.

We have achieved another great profit for the year of approximately \$1.33m (un-audited), and this is credit to the ongoing loyal support and patronage of our wonderful members. Our commitment to fiscal responsibility has enabled us to continue delivering exceptional services and amenities to our members, whilst ensuring value for money and long-term sustainability. In August 2023 we made the final payment of the club's loans, one which was activated for the club renovations back in 2016, and the other, legacy debt of over \$2m. Members can now be reassured that your club's longer-term viability is sound. The full audited annual report will be made available to all members on the club's website from early April.

Membership Growth and Engagement

In 2023, we witnessed significant growth in our membership base by attracting new members to our club, whilst also strengthening our relationships with existing members, reflecting the real value and appeal of Penshurst RSL Club within the community. Our efforts to enhance member engagement through tailored promotions and our rewards program have yielded positive results, fostering a sense of belonging and togetherness among our diverse membership.

Community

At Penshurst RSL Club, we are deeply committed to supporting and giving back to our local community, and in 2023 we continued on with this tradition by actively participating in various sponsorships, community projects and partnerships with local charities and organizations. Whether it's providing assistance to local schools, sponsoring sports teams, or organizing fundraising events, we remain dedicated to making a meaningful difference in the lives of those around us. We were privileged in hosting the Anzac Day Dawn Service, where there were over 1,500 people in attendance, and over 600 people attended the club for breakfast.

Looking Ahead

We are set to begin more renovations in March 2024, unfortunately there have been a number of set-backs from council, however as they say patience is a virtue! And as we embark on the journey ahead, I am confident that Penshurst RSL Club will continue to thrive and evolve. With a dedicated commitment to our vision of securing our long-term future by providing outstanding facilities and services for our members and guest, we are well-positioned to overcome any challenges that may arise and seize opportunities for growth and innovation.

Thank You

Late last year we farewelled our Operations Manager, Craig Merrit, and we wish him well in his new role as a General Manager in the club industry.

I would like to thank our caterers Kenny and Yvonne for their service at the club over the past 7 years. They have done a wonderful job and we wish them well for the future. We welcome our new caterer Andy, who has kept the rest of the catering team.

I would like to congratulate the following two staff members on their length of service with the club; Dave Goddard 25 years' service and Reny Rice 15 years' service.

A remarkable achievement by both of these staff members, who are wonderful assets to our business.

I would like to thank the board of directors for your strategic planning and ongoing support, the management team for your leadership, and all of our staff for your exceptional customer service.

In closing, I extend my heartfelt gratitude to our members, for your unwavering support of the club. Together, we have achieved remarkable success in 2023, and I look forward to building on this momentum in the years to come.

I look forward to seeing you at the Club soon!

Kind Regards,

Chris Hendley

Chief Executive Officer