

Dear Members,

We are writing to advise you that the club is holding an information session for members, regarding the long-term master planning of The Club's properties in Gerrale Street.

With a strong financial position behind The Club, our Board has acknowledged that preparing for The Club's future is vital to ensure its longevity. Cronulla is a strong region with major competitors in the food and beverage space. Constant changes in government legislation now and in the future will prove to challenge traditional revenue streams. We recognise change is on the horizon and we need to be prepared.

Our heritage and history within the Cronulla community is of priority to us, and must remain a focus, while ensuring this Club is here for the next generations to enjoy.

Part of the Board's responsibility is to create a Masterplan to secure the future of the Club and ensure it remains operable and relevant in changing times, now and into the future.

Our Board are looking to explore the opportunity of unlocking the full potential of our club and carpark through the creation of a Club precinct. Our objective is to diversify the Club's revenue stream and secure its legacy.

Following preliminary investigations, the Board have gained an understanding of the potential future uses of the Club's land and how this could benefit our Club, our members and our community. We welcome our members to join us on this important journey as we strive to ensure our continued long-term success.

### **Cronulla RSL Memorial Club**

There are a range of options to consider, and we have engaged external consultants to assist with this process. Understanding and utilising the development potential will better enable us to serve our members, visitors and our local community well into the future.

We will therefore be seeking potential partners to assist the Club in the next exciting stages and a marketing campaign will invite interested parties to submit their expressions of interest.

Engaging with our members is an important step in the process and this information session is designed to open a dialogue on the Club's future and the immediate opportunities for the Club.

The consultants working with the Board will be attending the information sessions and look forward to answering your questions. We encourage you to send any questions you have to us in advance so we can ensure we address them at the information sessions, **please send all questions to**

[crslfeedback@cronullarsl.com.au](mailto:crslfeedback@cronullarsl.com.au)

*Friends by the beach...*

**Sue McNeill - CEO & John Brown - President**

**Cronulla RSL Masterplan Information Session**  
**Wednesday 11<sup>th</sup> October**  
**4.30pm and 6.30pm**

**Cronulla RSL Memorial Club**