

Survey Results and Solutions. This is part four of a series of newsletter articles informing Members of the results and of any solutions (to be) implemented from the survey feedback. The full series of these articles can be viewed on the Clubs Website.

Birthday Vouchers. 64.5% of the 1528 responses to this question use their Birthday Voucher and this question also generated the most individual feedback.

The \$40.00 Birthday Voucher, which is a gift to all financial Members, was designed solely as a promotion to drive our Taylor Restaurant business and although it had reasonable success we were aware it was not reaching its full potential.

Although most understood the rationale behind the promotion and were grateful for the voucher, it also attracted a lot of constructive criticism and suggestions, confirming our thoughts that it was not appealing to a fair portion of our wide and diverse membership. Some of the suggestions were not financially viable but the variety of the feedback received was sufficient to provide the Solution.

Solution: The Birthday Voucher will now offer three different dining options on the one voucher and priced accordingly so that the recipient can then determine just how they would like to celebrate their Birthday at the Club.

Options One: Taylor Voucher can be used Wednesday night through to Sunday night in the Taylor Bar & Eatery and has a value of up to \$40.00. The Voucher is only valid in the month of the recipient's birthday and bookings are essential.

Option Two: Bistro Voucher can be used on any day or night in the Bistro and has a value of up to \$25.00. The Voucher is only valid in the month of the recipient's birthday and bookings are essential.

Option Three: Terrace Café Voucher can be used at any time the Club is open and has a value of up to \$15.00. The Voucher is only valid in the month of the recipient's birthday. No bookings are required.

Like before, the voucher will be posted the month before the recipient's birthday and can be used throughout the month of their birthday. The Voucher is for the pleasure of the recipient only and can only be used up to its value of the food purchases for the recipient. All of these options and conditions will be spelt out clearly on the voucher. The new vouchers are yet to be implemented.

Lee Davis
Chief Executive Officer