

Survey Results and Solutions. This is part 11 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 www.clubsofmarlborough.org by clicking on the "About" page.

The first seven issues dealt direct with the percentage results of the various questions asked in the survey but for the remainder of this series I will be reporting on the many numerous suggestions that members freely made about the entire Club operation and what, if any, action will be taken.

The Bar. We received some good constructive comments and suggestions about our bar operation and off course the sell price featured, as too did customer service and product range.

Too Expensive. Some of the comments received stated that we are too expensive, in particular for a Club and on the face of it they are right but our history dictates our sell price. When our amalgamation was first mooted some 15 odd years ago it was agreed to pool resources and to raise funds to build new modern purpose built facilities to cater for the merging Clubs and the wider community of Marlborough. Back then it was clearly understood by all of those attending their respective Associations Special General Meetings - to progress the amalgamation - that we needed to raise millions of dollars to build our desired clubrooms and that we would need to operate our business in a commercial fashion to be profitable enough to service our mortgage, which currently stands at 5.5 million. So in essence it was resolved by all involved that we would receive new facilities in advance that we would be required to service and to do that we would need to ensure that there is a fair profit margin in everything we sell.

Solution. We will not reduce our overall sell price as it is important that we continue to present a good profitable business model to our funding provider but we have listened to our Members. Last year we increased the loyalty points that we offer on all bar purchases to 7%, specials excluded. Loyalty points can be accrued by financial Members only and can be redeemed throughout the year on any bar or food purchase but be warned, all unused Loyalty Points will expire on the 30 June every year

Lee Davis
Chief Executive Officer