

Ainslie Football and Social Club Ltd

1.0 Introduction

1.1 Ainslie Football and Social Club (Ainslie) is a club complex that focuses its activities on providing facilities and services for Members and their guests, sporting and general recreational programs along with a commitment to charities and community groups.

1.2 Ainslie has become a focal point for an expanding range of leisure, sports and community development programs, primarily in the inner north of Canberra and the Gungahlin District. The main clubhouse commenced trading in 1958, Gungahlin Lakes Community and Golf Club in 1996 and Ainslie amalgamated with Canberra City Bowling Club in 2001. Since 1958 Ainslie has grown from humble beginnings and continues to promote its activities with a strong community focus¹.

1.3 Ainslie Football and Social Club as a community and sporting based non-profit organization is dedicated to excellence in club operations and the promotion of Australian Football. Our major aim is to attract and hold our members through the provision of first class facilities and services and a strong community profile. This will be achieved by the pursuit of best industry practices and maintenance of an ethical, fair, courteous and sincere relationship with members, club personnel and all who have an interest in the club.

1.4 Ainslie makes use of sport and recreation in encouraging community development and this is very effective especially when applied to young people who are a growing part of Ainslie's demographic and an essential component of the sporting community that Ainslie fosters. These sports programs are aimed at a diverse range of participants, from beginners to emerging elite athletes, with benefits extending beyond social and health aspects. The aim of our strong focus on sport is to create a psychology amongst the general population that participation in sport is good. Through this process we are able to assist life long self help programs for individuals to maintain an active and healthy lifestyle which has significant long term benefits to the community.

¹ Ainslie Football and Social Club : growing with the community; ISBN 0 9595686 2 X – Ainslie Football & Social Club - History

2.0 Demographic Overview

2.1 Ainslie has approximately 57,000 Members - 18,500 in Gungahlin and 38,500 in Belconnen and the inner northern suburbs of Canberra (as at February 2009).

2.2 Ainslie's catchment areas contain 60,013 households: North Canberra – 17,446; Belconnen – 31,466; and Gungahlin – 11,101.²

2.3 There remains a large number of younger children and a growing number of adolescents especially in Gungahlin, and retirement-aged couples or singles in the inner north with the establishment of aged care facilities and construction of multi dwelling units. As the number of younger and aged persons grows there will be increasing demand on sporting facilities (sport ovals, indoor facilities, lawn bowls and golf). As the population ages there will also be a greater demand for places to go for groups to meet. Therefore the infrastructure required to support healthy activities will need to be significant.

3.0 Beginning of New Growth

3.1 In 1997 Ainslie constructed a world-class sports ground at a cost of \$3.5m primarily for Australian Football, however the Brazilian Soccer team used the oval as a training facility during the 2000 Sydney Olympics. Also Ainslie refurbished and expanded its Member facilities including the dining, bar and lounge areas in 2000, 2003 and 2006 and 2007. In 1996 Ainslie acquired the Gungahlin Lakes golf course, and has since invested around \$30m in a clubhouse and the golf course for the benefit of Members and the public which provides the only substantial integrated recreational and social facility in Gungahlin.

3.2 With expanded sporting facilities, Ainslie has “ramped up” its sporting and community development program with the primary focus being to assist emerging or start up sports clubs. Ainslie has assisted many sporting clubs in the Gungahlin district with seed funding for such things as basketball, softball, cricket, junior golf, school sporting programs along with adult and junior Australian Football.

² http://www.actpla.act.gov.au/_data/assets/pdf_file/0007/7675/Canberra_at_2006_Census.pdf

3.3 In 2002 the Gungahlin Lakes Golf Club Committee developed a ten year building plan. Since 2005 this plan has been progressively implemented with the project now 65% completed³. These upgrades have transformed the Lakes golf course and practice driving range into a premium venue and most talked about golf course in Canberra. This facility provides enormous benefit to health and well being of the community especially those looking to engage in the pursuit of healthy activities at very reasonable prices.

4.0 New Projects and Involvements

4.1 Ainslie has provided management expertise to assist in the development and consolidation of a number of local sporting bodies.

4.1.1 Through **Softball Canberra**, Ainslie has assisted with fund raising activities and the sponsorship of special events. Ainslie has also sponsored many individual teams and regional competitions making Softball Canberra one of the strongest competitions in Australia. Ainslie's contributions have assisted many local men and women softballers to achieve Australian team selection and Canberra softballers are significantly over represented in the Australian team.

4.1.2 Ainslie has assisted **North Canberra Gungahlin Cricket Club** in relocating to Harrison playing fields in Gungahlin and provides continued strong financial support.

4.1.3 Ainslie has provided ongoing financial support to **Lifeline Canberra** over the past decade. Also Ainslie was a major contributor to the launch of Club Care, a service to persons who may have issues with gambling.

4.1.4 **Gungahlin Jets Australian Football** clubs (Seniors and Juniors) has been provided with substantial funding over the past decade to assist with the continued development of the clubs. The Junior Jets have grown from one team to having a team compete in each age group in the space of 10 years.

4.1.5 Ainslie has provided scholarships and financial support for a number of **developing elite**

³ Page 11 & 12 <http://www.ainsliefc.com/srcfiles/AFC-AR-08web3.pdf>

athletes including Stuart Rendell⁴, Olympic representative, two-time Commonwealth Games hammer throw champion and 2001 World Athletics Championships team captain, and Sasha Wainwright⁵, Captain Matilda's and long time representative.

4.1.6 Ainslie has assisted **North Canberra Gungahlin Little Athletics** with the purchase of equipment such as the recent purchase of starting gates.

4.1.7 Ainslie has assisted the **Vietnam Veterans' Page Sub Branch** with funding for the complete refit and overhaul of a mobile food van which is used for fund raising activities.

4.2.8 Ainslie has sponsored the **ACT Swimming Championships** in recent years.

4.2.9 Ainslie has strongly supported the **Asian Tsunami and Canberra and Victorian Bush Fire Appeal** in recent years. In 2009 we contributed \$10,000 to the Kinglake Football Club via the Yarra Valley Football and Mountain and Football and Netball League to help Kinglake re-establish their football and net ball teams. It should be noted that we are ready to assist individuals and groups affected by natural disasters when they occur.

5.0 Other School Orientated Projects

5.1 Ainslie has provided on going financial support to many schools in inner North Canberra and Gungahlin, and assisted with the development of schools oriented sports programs through a full time Development Officer of the Ainslie Football Club.

5.2 Ainslie has assisted schools in our catchment by allowing students to use the Gungahlin Lakes golf course. Also Ainslie has developed a fully funded junior training program for promising junior golfers through Gungahlin Lakes Golf Club, and a gauge of the program's success is that four of past five Club Champions have been junior golfers.

5.3 Ainslie has assisted schools swimming carnivals by sponsoring events.

⁴ http://www.athletics.com.au/fanzone/athleteprofiles/stuart_rendell

⁵ http://www.womensoccer.com/refs/ofc-refs/ofc-auswin_13apr03.html

5.5 Over the past three years, many school and their students have used Ainslie's facilities, ranging from football and golf facilities to speech nights, formals and various cultural events and fund raising events.

5.6 Ainslie has funded **Dickson College** graduation day and **Ainslie Primary School** activities for many years.

5.7 Ainslie has provided staff to judge schools based training programs related to **Business Week**.

6.0 Community Partnerships

6.1 Ainslie has further expanded its community contribution by developing partnership arrangements with a number of well-established, long standing service organisations as follows.

6.1.1 **Lifeline** – Ainslie was a founding member of Lifeline's Club Care program and has provided funding in excess of \$300,000.

6.1.2 **Council for the Ageing** - Ainslie for many years have hosted free of charge the ACT Government Chief Minister's breakfast for the Council for the Aging.

6.1.3 **Aglow** – Ainslie has provided a venue for Christian groups to meet and use facilities free of charge.

6.1.4 **Goodwin Homes** – Ainslie continues to provide annual Christmas luncheon for the elderly residents from the nearby Goodwin Homes which is hosted by the Directors and Management providing table service for food and beverage gratis.

6.1.5 **ClubsACT Community Partnership** - Ainslie has been a strong supporter of ClubsACT Community Partnerships proving funding support to organisations including Camp Quality, The Spastic Centre, Crime Stoppers, and The Big Issue.

6.1.6 ClubsACT Annual Golf Day – Each year Ainslie has made available its golfing facilities to ClubsACT to raise funds for charities. These charities include Koomari, Galilee, Ted Noff's Foundation, South Care Helicopter, Breast Cancer Foundation, Movember, Affirm and Cyclops ACT. Over the past eight years almost \$100,000 has been donated.

7.0 Family and Senior Support

7.1 Over and above the wide-ranging family and seniors' programs provided by Ainslie, the club is also now providing the following additional programs:

7.1.1 Each week Ainslie hosts the **Belconnen Day Club** for its meetings providing a function rooms and refreshments free of charge.

7.1.2 Ainslie provides a weekly venue and refreshments for the **Vietnam Veterans'** group, and funding over many years exceeds \$100,000.

7.1.3 Every Tuesday the Gungahlin Lakes Community and Golf Club provides a meeting room for **Breast Feeding mothers** so individuals can enjoy each others company and share ideas about motherhood.

8.0 The Future and Conclusion

8.1 Ainslie will continue to build upon its existing foundations to further realise the Constitution Objects including facilities and services for the benefit of Members and their guests, fostering Australian Football, golf and lawn bowls and other recreational pursuits and assist other community and sporting groups and charities through Ainslie's community and sporting contributions.

8.2 Ainslie's success as a community based club is centred on rapport with a diverse range of groups involving welfare, sport and recreation, and programs are aimed at a wide cross-section of the community bringing people together through well-managed and inclusive programs.

8.3 Ainslie will endeavour to expand partnerships with all levels of government and established welfare and sporting agencies. However, continued upgrading of facilities for Members and

their guests and support to existing recipients and any new beneficiaries will be decided by the revenue streams especially gaming. Ainslie needs to operate profitably to meet its Objects. Conversely, a decline in revenue streams will cause Ainslie to withdraw from certain activities which may cause groups to falter or be reliant on government resources (if available).

9.0 Impact of Macro Policies

9.1 Non Smoking in Public Places - in December 2006 the ACT Government banned smoking in enclosed spaces within clubs, and while Ainslie supports this measure it has significantly reduced gaming revenue and has put at risk those Clubs that were carrying even modest levels of debt.

9.2 Increased Gaming Taxes - the ACT Government significantly increased gaming taxes which has created a difficult burden on the business models of most Canberra clubs. Has this extra significant burden coupled with the introduction of non smoking caused Clubs to manage more aggressive business models? – a paradox given Clubs are primarily focused on assisting the community.

9.3 Club Failures - since December 2006 the following Canberra clubs have ceased as entities: Royals Rugby Club, Canberra Soccer Club, Western Districts Rugby Club, West Belconnen Leagues Club and Canberra RSL Club, and other clubs are experiencing fiscal pressures and are tottering. Ainslie's surpluses have reduced from \$3m⁶ in 2005-2006 to \$207,798 in 2007-2008.

9.4 Private gaming versus Community based gaming: The landscape has been changed forever with aggressive Government policies to allow private operators the rights to operate gaming machines, with exception of the ACT and Western Australia. Clubs are not for profit with all surpluses going back to the community in one form or another. Given that no individual from the Club industry shares in any benefit from gaming, the business models that have operated for years have always been more community conscious and less aggressive than privateers who are profit driven. Has the proliferation of private gaming which

⁶ Page 20 <http://www.ainsliefc.com/srcfiles/AFC-AR-2006.pdf>

is purely profit driven increased competition in the market at the expense of community based gaming? The landscape where private gaming operates has changed.

9.5 Under the legislative requirement of the ACT a statutory level of community contribution is required. Even since these statutory limits have existed Ainslie's contribution has always significantly exceeded the statutory limits. For the Club sector the outcome is the same with the statutory requirement being \$7,017,717 versus \$14,604,445 being provided. It should be noted that hotels and taverns in the ACT only provided about their statutory requirement (see footnote 9).

9.6 Probable Fiscal Pressure and further Club Failures: Since mid 2008 mature aged persons disposable income has been seriously affected with the likelihood of any short term recovery improbable. This impact will be felt for many years with most superannuants now having to live with the expectation that retirement incomes will be at least 50% less than what was expected only 12 months ago. The impact that surrounds "economic expectations" and how they can affect consumer behaviour is best described by Robert Shiller⁷. Basically, Shiller is saying that due to massive doom and gloom individual consumers have stopped spending given their current short term liquidity has dried up. Added to the imminency of the retirement of the baby boomers and the current economic gloom, lower retirement incomes of this segment are expected. The baby boomers are one of the largest segments in the consumer market.

⁷ <http://www.econ.yale.edu/~shiller/>

Key Facts – a snapshot

Date of Establishment: Ainslie Football Club Inc 1927 and Ainslie Football and Social Club Ltd 1958.

Main Facilities: Ainslie Oval, Ainslie Social Club both located at Wakefield Avenue Ainslie; Gungahlin Lakes Golf Club and golf course located in Nicholls ACT, and Canberra City Bowling Club located at Elder Street Braddon.

The Club facilities include restaurants, bars, function and convention rooms, meeting rooms, pool tables, billiard tables. Overall the Club facilities are spread over more than 9,000 square meters of gross floor area.

The Objects of the Company are:

- (a) primarily, to foster Australian football;
- (b) to foster golf, bowls and all other sports and recreational pursuits;
- (c) to provide venues for the recreation of members and their guests in any sport or other recreational pursuit;
- (d) to become affiliated with any peak administrative body associated with any sport or recreational pursuit;
- (e) to establish, maintain and conduct a social environment for the accommodation of the members of the Company;

Number of Members: 57,000

Number of Poker Machines operated: Ainslie 219, Gungahlin 195, Canberra City Bowling Club 9; Total 423

Other Gaming Services: TAB facilities in each of the 3 Clubhouses

Economic Contribution to the Community

Number of persons Employed: Full Time 40; Permanent Part Time 11, and Casual 210. Total 261. Total payroll 2008 of \$7.45m

Total Revenue (excluding gaming revenue): \$28.4m (includes food revenue from the Ainslie Football Club's Company)

- Gaming Revenue: \$18.4m
- Food and Beverage, Golf and Bowls Income: \$10m

Gaming Taxes: \$5.3m

Financial performance: 2008: Surplus \$207,798 versus 2007: Surplus \$1,471,324⁸

Planned Investment: Gungahlin Lakes Golf course over the next 3 years: \$1.35m; Gungahlin Clubhouse 2010: +\$3m; and Ainslie Clubhouse 2011: \$1.5m

Social Contribution to the Community

Value of Community Support: Since statutory limits for contributions were introduced the Ainslie Group of clubs has always contributed more than the statutory requirement. In 2008 the club contributed \$2,596,510 to the community versus a statutory requirement of \$722,597⁹ and in 2007 these amounts were \$1,388,505 versus \$792,932¹⁰. Therefore over the past couple of years the Ainslie Group has exceeded its statutory contribution by almost \$2.5m.

Value of Sporting Contributions: over \$1m which includes the maintenance of Ainslie Oval and Gungahlin Lakes Golf Club and Canberra City Bowling Club.

The number of Volunteers: Football over 100, Golf over 50, Bowls over 20 associated sporting groups in the 1,000's

Examples of Community Infrastructure Maintained by the Club: Ainslie Oval, Canberra City Bowling Club and Gungahlin Lakes golf Club. It should be noted that the monetary

⁸ Page 27 <http://www.ainsliefc.com/srcfiles/AFC-AR-08web3.pdf>

⁹ Page 20 & 21

<http://www.gamblingandracing.act.gov.au/Documents/Community%20Contributions%20Report%202007-08.pdf>

¹⁰ Pages 19 & 20

<http://www.gamblingandracing.act.gov.au/Documents/CCMinisterial%20Report%202006-07.pdf>

contributions to these projects are in the multi millions and without Ainslie undertaking these projects it is unlikely, with the exception of Ainslie Oval, that this infrastructure would exist. It should be noted that Ainslie Oval lay dormant for years after not being maintained by ACT Rugby.

Education: Ainslie provided the initial seed funding to commence ClubStart an education program conducted to educate secondary school students in the responsible service of alcohol (RSA) and the responsible conduct of gaming (RCG). The aims of these programs are two fold; to provide certification of RSA and RCG to provide a career path into the hospitality industry and secondly to educate the youth of the dangers of excessive consumption of alcohol and issues associated with problem gambling. Since the commencement of the ClubStart program three years ago over 700 students have undertaken the ClubStart course.