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DEE WHY RSL WINS INDUSTRY AWARDS

Dee Why RSL's determination to maintain its previous level of support for community and sporting groups despite the Club Industry's worst gaming year on record has helped win it the prestigious Outstanding Community Service title at the ClubsNSW Awards for Excellence ceremony.

The Club has also collected the Best Casual Dining Venue award and Best Club Gaming Venue award announced Friday evening at the Sydney Convention & Exhibition Centre Darling Harbour.

With indoor smoking bans commencing and a fourth consecutive increase in poker machine tax occurring during the last financial year, the board of Dee Why RSL resolved under no circumstances would they reduce the Club's support for local community groups.

The Club's commitment ensured that \$1.2m was donated to more than 100 local community organisations composed of social welfare services, community health and education, aged care services, adult education, at risk youth services, social groups, transportation services, mental health services and counselling groups.

During the past year Dee Why RSL has employed a Community Support Co-ordinator who acts as a middle person between local community groups and the community. This role has become the voice of the people at the Club, ensuring the needs and wants of local community groups are heard by Club staff and directors.

CEO of ClubsNSW David Costello said Dee Why RSL has not only established itself as the premier club on the North Shore, but the equal of any club in the state.

"Dee Why RSL is primarily known for two things in the Club Industry, their ability to create diversified income streams and their commitment to supporting local community groups.

"And of course the most exciting news is that the Club is set to further this diversification and community support with the opening next year of the largest childcare centre in Sydney.

"I was very happy to see Dee Why RSL's Flame Lounge and dining win the Best Casual Dining award. It's unlike any other venue in a club environment and has certainly won the hearts of local diners.

"Membership at the Club has increased by 13.25% during the past year, no doubt largely on the back of the Flame. Diners know live music ranging from a single pianist through to jazz and swing quartets will be on show seven days a week.

"Management of the Flame has also been performing expertly. The introduction of a full table service style to the main dining area has added greatly to the Club's bottom line. In the past year, entrees have increased by 18.1%, desserts by 45.9% and tea/coffee by 18.9%," he said.

A complete list of award winners can be found at www.clubsnsw.com.au

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