

# CORPORATE PROGRAM

ClubsNSW is the peak body for the New South Wales registered club industry.



## WHO WE ARE

Representing 1094 member clubs and 6.7 million (end customer) memberships, the purpose of ClubsNSW is to protect and promote the interests of clubs and their communities. Through a range of member services and advocacy support, ClubsNSW leads a sustainable industry that makes a significant contribution to the local communities registered clubs serve.

As a central voice for the industry, ClubsNSW enjoys the position of influencer to many member clubs and works to enhance the reputation of clubs, strengthen relationships across key stakeholders and support industry responsibility, viability, and sustainability.

### Member Clubs

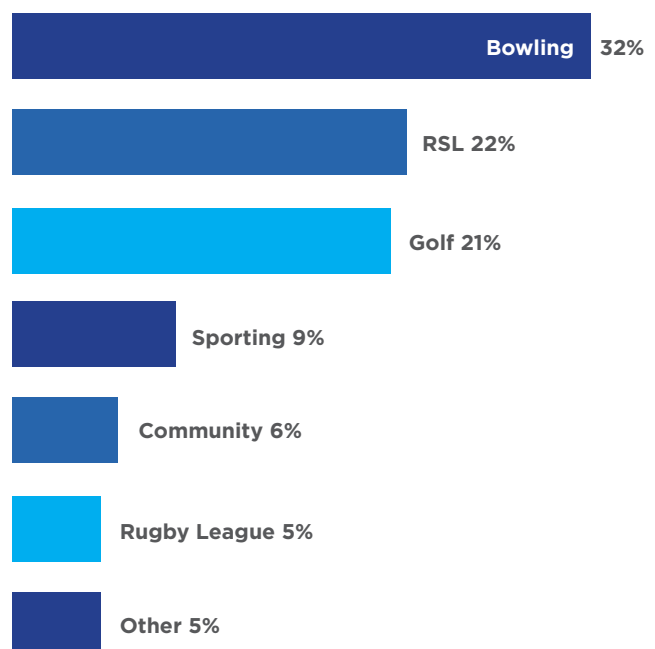
**36%**

Sydney Metro

**64%**

Regional

### Member Club by Type



# WHAT WE DO

ClubsNSW has unparalleled knowledge of the broader industry landscape and enjoys strong relationships with both metropolitan and regional clubs, providing your business with the ideal engagement channel.

We work with you to:

- Promote your products and services to the appropriate audience of decision makers and influencers
- Educate member clubs utilising your expertise
- Shorten the supplier 'sales cycle'
- Encourage visitation and spend within member club venues
- Maintain or build brand reputation
- Assist with achieving favourable trading conditions for member clubs.

# HOW WE DO IT

ClubsNSW engages with interested suppliers through the Corporate Partnership and Industry Supporter programs.

The Industry Supporter program provides your business with a link to the industry in a cost-effective way. Industry Supporters are informed of key industry communications, access to purchase tickets to events, promoted on the Business Directory, and have access to ClubsNSW IP. For more information, see the [Industry Supporter Benefits](#).

If your business aligns with the strategy of ClubsNSW, a corporate partnership can be built based on agreed objectives in a bespoke way. The Corporate Partnership program requires an appropriate level of investment, which allows a greater level of access and engagement with member clubs. Some examples of benefits of both programs are highlighted below.

## PROGRAM BENEFITS



### Lead Generation & Procurement\*

ClubsNSW works with member clubs and suppliers to understand the respective needs and provide tailored solutions on an industry basis across a variety of spend categories.



### Strategic Alignment\*

Access experienced management and staff of ClubsNSW for consultation and collaboration in a variety of areas, for example:

- Industrial relations
- Digital & data strategy
- Member services.



### Events & Activations\*

Partners can be provided with activation opportunities to showcase their products and services at ClubsNSW events, positioning them in front of a highly engaged and relevant audience.



### Networking & Relationships

Our reach in both metropolitan and regional NSW makes ClubsNSW a powerful platform for networking with club management and associated stakeholders.



### Aggregated Communications

ClubsNSW provides an array of digital communication channels for high impact marketing and promotional needs. Headlined by *ClubLIFE*, our online news-style website that offers the latest industry headlines, stories and advice on advocacy, innovation and governance. We also offer bespoke EDMs and *ClubCOLLECTIVE* — communicating the latest industry information, promotions and events for our member clubs, delivering updates direct to decision-makers.



### Learning & Development\*

Relevant partners may be considered for valuable educational content delivery, positioning them as a 'trusted advisor' alongside ClubsNSW.

*\*Opportunities available to Corporate Partners only.*

## WHAT'S NEXT FOR YOU?

If your business is interested in better leveraging opportunities with the NSW club industry, please contact the ClubsNSW Corporate team at [corporate@clubsnsw.com.au](mailto:corporate@clubsnsw.com.au), and we'll arrange a time to explore the options with you.