



ClubsNSW



Partnership Opportunities

Our purpose: To advocate for and advance the interests of all member clubs



INTRODUCTION TO CLUBSNSW

A Century of Leadership

Established in 1920 to protect and advance the interests of the state's registered clubs.

Unmatched Scale

Representing 1,100 member clubs and more than 1,270 venues across metropolitan and regional NSW.

A State-Sized Audience

Direct line to three million individual memberships – representing a deep connection to the majority of the adult population in NSW.

Economic Anchor

An industry powerhouse generating \$1.3b in food and beverage and employing more than 69,000 people.

Purpose-Driven

Our mission is to create opportunities for members to thrive and lead a sustainable industry that strengthens the communities we serve.

THE CLUBSNSW ADVANTAGE

Deep Loyal Ecosystems

Unlike the transient trade of hotels, our member-based ownership structure allows you to embed products into patrons' habits through loyalty-driving memberships, member pricing and points redemption.

Economic Resilience

The registered club model insulates brands from economic downturns and provides long-term supply stability through a commitment to food and beverage subsidisation.

Established and Loyal Audience

In addition to a strong established membership, clubs connect brands with a broad, stable and diverse audience spanning young professionals, families and full-time working adults who view their local club as a community asset, not just a venue.

Concentrated Volume

Clubs operate as large-scale, multi-outlet precincts (encompassing dining, bars, event centres and community sports facilities). This consolidated model generates significantly higher volume and footfall per account than the average pub.

Reinvestment Mandate

As not-for-profit venues, Clubs reinvest their surpluses directly into capital expenditure (CAPEX), community initiatives and continuous venue upgrades.

High-Value Procurement

Because of this reinvestment cycle, clubs consistently create high-quality, tech-forward environments. For patrons and brand partners alike, venues provide powerful, highly tailorable marketing and activation ecosystems.



Partnership Opportunities



Strategic Partner *Shape the Industry's Future*

A strategic partnership offers more than visibility; it provides deep advocacy alignment and a platform for high-level industry engagement. As the ultimate endorsement from the state's peak body, this partnership secures your seat at the table, allowing you to help shape the legislative and social priorities defining the future of NSW clubs.

Executive Partner *Elevate your status as a thought leader*

Access strategic intelligence and high-level marketing integration while becoming embedded in the NSW club ecosystem. Don't just be seen — become integral to how clubs operate, engage and deliver value to their communities

Industry Partner *Credibility: Educate and lead the sector*

An active industry presence and high-level endorsement. Amplify your visibility while focussing on credibility and collaboration.

Brand Partner *Visibility: Be seen by Decision-Makers*

A consistent market presence with targeted reach. The Brand Partner tier is designed to keep your brand top of mind for club decision-makers across the state.

Association Supporter *Connection: Be plugged into the network*

The foundational entry point into the ClubsNSW ecosystem. Designed for businesses looking to establish a credible footprint within the sector.



ClubsNSW

For further enquiries
corporate@clubsnsw.com.au

✓ **Build Brand Authority**

Increased trust, stronger positioning and brand recognition where decisions are made.

✓ **Accelerate Business Development**

A faster path to pipeline growth and higher-converting opportunities.

✓ **Amplify Your Visibility**

Precision marketing that delivers measurable engagement and brand lift.

✓ **Engage the Industry & Build Relationships**

Unparalleled access to the people shaping the industry's future.

✓ **Tell Your Brand Story**

Thought leadership that builds deep trust and long-term influence.

✓ **Influence Priorities Shaping the Industry**

Deep alignment with sector priorities and a tangible role shaping the industry's future.

ClubGrants Program

In 2025, more than 7600 charities and community groups benefited from \$127 million in ClubGrants funding.