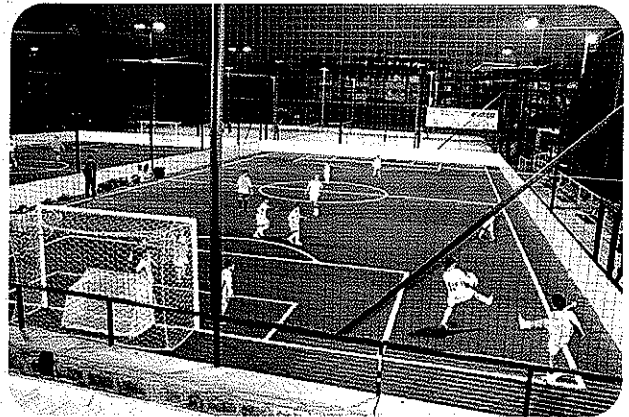
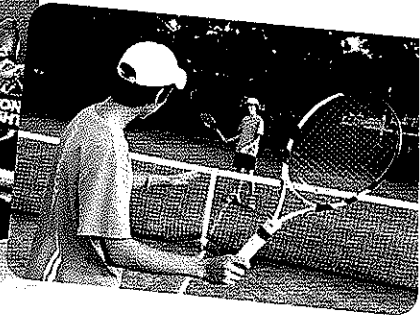


Local Impact Assessment Class 2
Strathfield Recreation Club limited
trading as Strathfield Sports Club



Venue Id: 230538
4a Lyons St, Strathfield NSW 2135

October 2010



Local Impact Assessment Class 2
Strathfield Recreation Club Ltd trading as Strathfield Sports Club

EXECUTIVE SUMMARY

1. INTRODUCTION

1. This document is a Local Impact Assessment Class 2 which will accompany a threshold Increase form for a low range increase (20 machines) for Strathfield Sports Club. The Club was established in 1885 and is a not for profit club that offers a number of sport and recreational facilities to its members as well as many of the local schools within the area.

2. RESPONSIBLE GAMBLING MEASURES

- ii Chapter 2 outlines many of the mandatory requirements for Responsible gambling measures along with additional measures that SSC has put in place to ensure compliance with the Gaming machines Act 2001 and all associated Regulations.

3. LOCAL COMMUNITY

- iii Chapter 3 outlines the areas that make up the Burwood LGA as well those areas that we believe define the local community. Included is the location of many of the schools that SSC currently supports along with those that we hope to be supporting through programs that we plan to run in the future.

4. POSITIVE CONTRIBUTION

IV. Chapter 4 of this report will give details to the positive contribution that will result from the approval of this application to the local community. This will include:

- Community Support Program
- CDSE
- SSC Junior Tennis Academy
- Environmental Sustainable Policy

5. CONCLUSION

1. INTRODUCTION

- Strathfield Sports Club (SSC) is located in the Burwood Local Government Area (LGA) and is classified as a Band 3 by the Casino, Liquor and Gaming Control Authority. License Number 230538
- SSC is located at 4a Lyons st, Strathfield NSW 2135
- SSC has a current poker machine threshold of 16.
- SSC is submitting a class 2 LIA for a poker machine threshold increase of 20
- General Manger is Chris Dunn. Contact number is 02 9747 5055.
- SSC is a not for profit sporting club. It is a member's owned facility that was established in 1885. Some of those facilities include:
 - 7 synthetic tennis courts
 - 4 natural grass courts
 - 2 x 5 a side Soccer fields
 - 10 Billiard tables
 - A Korean bistro that offers both a Korean and Western food menu.
 - BBQ and function areas.
 - Children's play equipment
- Appendix 1. Is a site survey of the club and sporting facilities. Clearly labeled is the location of current gaming floor. We believe the current location will allow us to increase the number of machines with only minimal changes to clubs layout.
- The club has no restrictions on trading hours as per license conditions, however the trading hours of the venue are:

Sunday- Thursday	11 am-12midnight
Friday	11 am- 2am
Saturday	9am-2am

SSC has no intention of extending the trading hours if application is successful.

- It is hard to truly identify a player patron profile, due to the number of sporting and recreational facilities available at SSC, as well as changing demographics of Strathfield. Due to the small size of our Gaming floor, we do not have a player loyalty program that would better allow us to track player information. However the fact that we do have a smaller member base, a smaller gaming floor than many larger clubs, puts us in a position where we are in able to make reasonable assessments of patrons who frequent the gaming room. We have a very diverse multicultural blend of members and gaming patrons. Predominately there is a high number of Koreans aged 40-60 who make up the majority of gaming patrons. Most of these are businessmen who own many of the local businesses in the Strathfield Business District.

Due to a number of businesses in close vicinity to the club, there are a smaller percentage of older Australians aged 50+ who make up some of the gaming clientele

The residence of majority of most gaming patrons is Strathfield, Burwood and Homebush.

With the introduction of 5 a side Soccer in 2009, we are seeing a gradual increase in European gaming patrons which is a flow on from the types of customers the Soccer fields has attracted.

- Due to increase in membership numbers in all membership categories, the introduction of 5 a side soccer and a growing reputation for our Korean bistro, we are finding that 16 poker machines is not enough to meet the needs of our current members.
- We also believe that an increase to our Poker Machine threshold will allow us to better compete with many larger clubs and pubs in the area with Burwood rd, Burwood catching most of the gaming patrons in the Burwood LGA. There are 4 venues with Gaming machines on Burwood Rd.

2. RESPONSIBLE GAMBLING MEASURES

- All staff employed in the capacity of Bar and Gaming hold a responsible conduct of gambling certificate. RSA and RCG refreshers courses undertaken frequently.
- Player information brochures on display in relevant community languages reflecting demographics of patrons as per clause 22,23 and 28 of Gaming machines Regulation.
- All machines are located in private area of the club which do not attract interest and are not in view from outside of the club to members of the public.
- The club maintains all necessary records as per clause 18/19 of Gaming Machine Regulation.
- All Jackpot links are located in Gaming room only.
- All relevant gaming related signage is located in prominent areas of gaming room as per clause 25,26 and 49 of the Gaming Machines Regulation.
- Club operates its gaming in accordance with ClubsNSW code of practice.
- Club operates a clubsafe self exclusion scheme with all signage and contact cards prominently located, as per clause 47 of Gaming Machines Regulation.
- No cash payments over \$2000.

In addition to regulatory requirements, the club ensures:

- No cash advance facility available on premise.
- ATM is located on opposite side of club, not in view of the gaming room. A maximum of \$300 withdrawal has been placed on the ATM.
- All prize cheques are endorsed "prize winning cheque – cashing rules apply"
- RCG register regularly updated.
- Weekly self-audit of gaming room to ensure compliance.

- Self-exclusion list is located in safe area for staff only to see. Staff are made aware through staff training.

3. LOACL COMMUNITY

- I have attached a copy of a 5km radius of the club which is Appendix 2. Those visitors which enter the club within this area are required by legislation under the Registered clubs act to take up membership unless being signed in by another member. The suburbs that fall within this radius include:

Rhodes, Liberty Grove, Mortlake, Cabarita, Russell lea, Fivedock, Haberfield, Ashfield, Abbotsford Summer Hill, Croydon, Croydon Park, Burwood, Strathfield, Strathfield South, Homebush, Campsie, Canterbury, Canada Bay, Concord West, Concord, North Strathfield, Five Dock, Homebush, Homebush West, Enfield, Belfield and Belmore.

While this would be considered Local Community, an analysis of our Membership base along with a study of the various Schools and community groups that use our facility regularly, the vast majority of people or organisations reside in Strathfield, South Strathfield, Burwood, Homebush and Hombush West. We would consider this area to more reflective of our Local community.

- Appendix 3 is a 1 km radius of the club that clearly labels all clubs, hotels, schools, hospitals and sporting facilities within the area. This list includes.
 - 1. Strathfield Hotel
 - 2. Coronation Club
 - 3. Club Burwood
 - 4. Avondale Hotel
 - 5. Burwood Hotel
 - 6. Russian Club
 - 7. Strathfield Private Hospital
 - 8. Burwood Public
 - 9. Meriden ladies College
 - 10. Santa Sabina Ladies College.
 - 11. St Anne's Anglican Church
 - 12. Chinese Presbyterian Church
 - 13. Burwood Uniting Church
 - 14. St Martha's Parish
 - 15. West Sydney Chinese Christian Church
 - 16. Greek Orthodox Church
 - 17. St John of God Provincial
 - 18. Baptist Union Of NSW
 - 19. Salvation Army Chinese Army Corps
- While Strathfield Sports Club falls under the Burwood LGA, it is worth noting that its premises are on the border that defines both Burwood and Strathfield. The

club premise is less than 500metres from Strathfield Town Square and Strathfield Railway Station, making SSC an integral part of Strathfield Municipality. SSC is also part of Strathfield Chamber of Commerce and is a major sponsor of 2010 Christmas Festival being held in Strathfield Town square.

We believe it is important to draw comparisons between Burwood and Strathfield as the demographics and socio economic status of Strathfield is more indicative of our member base and gaming patrons. One of the major differences is:

Total Gaming Entitlements:

Burwood LGA – 553 (including SSC 16)
Strathfield LGA – 206
Strathfield Municipality – 58 (excluding SSC 16)

Total Gaming Expenditure:

Burwood LGA - \$11,623 078 or \$20,904.80 per EGM
Strathfield LGA - \$3,308 468.34 or \$16794 per EGM

Total EGM per Adult:

Burwood LGA – 1 EGM per 46 people
Strathfield LGA – 1 EGM per 128 people

We believe these figures are essential when assessing this threshold application. While Burwood is classified as a band 3, SSC falls right on the border of Strathfield LGA, a band 1. Strathfield has a considerably smaller number of poker machines, less total gaming expenditure, less total expenditure per EGM. Our membership database indicates that most of our members are Strathfield residents and SSC is part of Strathfield Business district.

Appendix 2 which is a 1 km radius of the club indicates there are 6 other licensed venues which have EGM's in the vicinity of SSC. Of these 4 of them are on the outskirts and are reflective of Burwood Municipality. These clubs are on the main road in Burwood (burwood rd), but are also within 100 metres of Burwood Station. The two venues nearest to SSC and part of Strathfield Municipality have a total number of 48 EGM's.

Burwood LGA has also seen a growth in population of 10.64% since 2001. This is compared to an average growth of 6.28% of NSW. This indicates that Burwood LGA is growing at a rate 50% greater than any other suburb and will continue to grow over the next 5 or more years.

Recent data indicates that there is an average of one EGM per 46 people in the LGA, however this will surely decline as Burwood has one of the highest growth populations in NSW.

- Appendix 4 shows a breakdown of our membership by suburb. We have 1684 members to date. 21.8% of our members come from Strathfield with only 2.7% residing in Burwood. This breaks down to 367 living in Strathfield compared to 46 in Burwood.

The increase in membership from those suburbs that are not within the 5km radius has grown as a direct result of the two 5 a side soccer fields constructed September 2009. This stands at 52.5% A condition of competition play is that you must be a member of the club. As this facility is the first of its kind, we have attracted new members from outside the local community. A large number of these members are junior sports members and therefore not reflective of gaming patronage. Our sports members are at present are very small percentage of gaming patrons, however as the club continues to grow we are expecting this to increase.

We must also note that there is no recent evidence to make comparisons between household income against that of gaming machine expenditure. ABS information has current information as of 2007 and it would fair to say that population growth would have continued since this period.

4. POSITIVE CONTRIBUTION

Community Support

- 2009 saw the introduction of a community support program. What this involves is the club committing to spend 10% of its Annual Net profit each year to selected support group. 2008/2009 has seen us make a commitment to offer over \$42000 to various support groups within the local area. This was in line with the clubs strategic plan to become a more community focused club.

We will continue this commitment while the club continues to remain viable. 2010/2011 will see us join the CDSE for Burwood LGA.

Any increase in revenue generated from poker machine threshold increase that results in increase to overall net profit will see the clubs annual commitment to community support increase.

SSC is applying for an increase of 20 bringing total to 36.

Total revenue from gaming from Sep 2009 to August 2010, as per max gaming was \$1,221,451 before G.S.T and taxes. Based on 16 entitlements this works out to be \$210 per day per machine.

Chalmers Road School, Strathfield

- In 2009 54 students were enrolled at Chalmers Road School, Strathfield.

Each student enrolled at Chalmers Road School has an intellectual disability, often in conjunction with communication disorders and behaviour difficulties. A significant number of students have needs associated with Autism Spectrum Disorder.

Students range in age between four and eighteen years. Approximately seventy eight per cent of the students are from a language background other than English.

Students come from many suburbs surrounding Strathfield. Most access the NSW Department of Education and Training Special Transport Scheme which provides transport to and from school.

Chalmers Road has highly dedicated and professional teaching staff together with enthusiastic and dedicated administrative and support staff. All teaching staff have an undergraduate degree or diploma.

Some of the Programs Include:

Community access enables students to learn important skills such as social behaviour, money handling and reading in real settings. It not only provides valuable learning experiences for the students, but also raises awareness of our school in the community. It includes visits to parks, shopping centres, restaurants, libraries and sporting venues.

Work Education is an important aspect of the High School program developing student's knowledge, skills and behaviours for post school employment or community participation.

Students in years 9 to 12 participate in school and/or community work experience.

Transition to Post School. All 2009 school leavers successfully transitioned to a post school program. Two were funded for Transition to Work and two for Community Participation.

Aboriginal Education The Aboriginal Human Resource Plan 2009 – 2011 developed by the NSW Department of Education and Training was outlined at staff meetings and the school is committed to improved employment, education, participation and lifelong learning opportunities for Aboriginal people.

Multicultural Education the school is ideally situated to support its multicultural education program. Located in the Inner West of Sydney it serves a community

that includes many cultural backgrounds. The schools links with other schools have provided the students with opportunities to mix with their peers who also come from a range of cultural backgrounds. The school supports those who have a first language other than English by providing translators and appropriate signage.

Promoting Respect and Responsibility is central to the daily operation of the school. Revision of student welfare and discipline policy was ongoing and responsive to the changing school dynamics which resulted from the arrival of new students and other home situations. Both situations were a feature of 2009.

Finance

In 2009 Chalmers Road School's	income totalled	\$231,922.91
	Expenditure	\$253,234.86

This has left a shortfall of approximately \$21, 311.95

This did not include expenditure areas such as permanent salaries, buildings and major maintenance.

Strathfield Sports Club met with Acting Principal, Marlene Dowbiggin in June 2010. We had the privilege of being shown around the school and meeting some of the students and staff members. It became apparent that new exercise bike was needed to accommodate the older, larger students who were clearly too big for the little bikes that already existed. Strathfield Sports Club was only too willing to provide \$3000 to the school for the purchase of a LeMond G-forceRT exercise bike to compliment their exercise facilities.

Strathfield Sports Club is keen to foster a long lasting relationship with Chalmers Road School and look forward to providing financial assistance where possible in the future.

Should Strathfield Sports club be successful in a poker machine threshold increase we will commit to an additional \$25,000 per year for five years in assistance to help with the short fall in funds Chalmers Rd School currently experiences. Should our gaming revenue remain constant we will continue this commitment after the five year period.

Additional Community Support

- In addition to the community support to Chalmers Rd School as well as our community Support program. SSC plans to increase its overall contribution based on the additional revenue generated from poker machines threshold increase.

In 2009/2010 total revenue for SSC was \$1.97million. Poker machine Revenue contributed \$1.22 million or 62 % of total revenue.

If successful with application SSC will promise to commit 5% of additional revenue generated from Poker machine Revenue in excess of 1.22 million.

Based on average of \$140 per day per machine, this should be an increase of approximately \$600,000 per year, resulting in an increase of \$30,000 per year to local community support groups.

As we are a community focused club, we plan to distribute this amongst the following disadvantaged groups within the community as we feel they are in most need:

- Family Drug Support – A not for profit organisation established to assist families throughout Australia to deal with Drug issues in a way that strengthens relationships and achieves positive outcomes. With drug abuse such a major health issue nationwide, we believe that this is a charity worthy of assistance.
- Chinese Parents Association – Children with Disabilities. Their Mission is to provide a range of services and support to people with disabilities and their families, especially those with Chinese background; as well as to promote a caring community for the optimal growth of people with disabilities. Burwood has such a large Chinese community that we believe this is reflective of our local community.
- Special Children Service Centre – which focuses on needs of Children suffering disabilities. A recent project was the Early Intervention program.

SSC will make a promise to continue this commitment while our poker machine revenue exceeds our 2009/2010 trading figures.

Cdse

- 2009/2010 SSC was required to commit \$3321.77 to CDSE.
- It is estimated that with an extra 20 entitlements the club would be expected to net an additional \$600k-\$700K per year. This is based on \$140 per day average on all 36 machines. This would mean our CDSE requirement would increase by approx. \$9000 p.a. There would also be an increase in state taxes of approx. \$172,000.

Junior tennis Academy

- As part of our commitment to Junior Tennis and the promotion of healthy lifestyles for young children the club is hoping to begin a Junior Tennis Academy. If our request for a threshold increase is granted, we will be inviting all primary schools within the local area to attend various tennis clinics throughout the year. The clinics will be run by our Professional Tennis Staff. The emphasis will be on participation and enjoyment, and kids will be taught the fundamentals through

activities that will foster the development of these skills. A BBQ will be provided to assist with bonding, team work and social skills. The club will provide all the necessary equipment along with coaching, court hire, and food for all participants. We hope to run at least 4-6 clinics per year.

Junior membership will also be made available at a heavily discounted price. This we hope will encourage ongoing junior participation in sport. Those families that are deemed to come from disadvantaged families or backgrounds, the club will assist with sponsorship, through offering free membership and equipment.

We believe that this initiative will forge good relationships with all the local schools, as well as give all young people within the community the opportunity to become active, learn new skills, increase their knowledge of tennis at a facility that is safe and family focused.

The cost of our academy would be in excess of \$20,000 per year which would include court hire, 2-3 coaches, equipment, food, and transport, free or heavily discounted membership.

Environmental Sustainable Policy

- Strathfield Sports Club is mindful of the impact its practices and core business activities has on the environment. In 2011 we have set a goal to introduce policies and practices that will best reduce our Energy output as well decrease total water Consumption. With the assistance of Green Alliance, SSC has developed a number of Energy and Water Saving measures. These include:
 - Replace existing fluorescent 36w lamp T8 fittings(177 in total) with 28/14w T5 lamps with built-in electronic ballast and high performance reflector.
 - Installation of 3 new dual flush 4.5/3 toilets which use 1/3 of total water as current toilets.
 - Installation of 2000 litre slimline water tank to collect rain water to be used for irrigation of natural grass tennis courts.
 - Installation of 2 x 5000 slimline litre water tanks to collect water of main building. This will also be used for irrigation along with basic functions such as toilet flush

What this all means:

- Annual energy savings in kilowatt hours of 4400.
- Annual reduction in greenhouse gas emissions by 5.64 tonnes
- Annual reduction of water consumption by over 337 Kls

The costs to install the above measures will be approximately \$22,029.15. If SSC is successful with its Poker machine threshold increase we will be ensuring these measures are put in place in 2011.

Negative Impact

SSC has outlined the positive contributions a Poker Machine threshold would have on the local community, through increase support of those disadvantaged groups. However we are aware of the possible negative social and economic impact an increase may have. With increase revenue of approximately \$600k, there is an increased risk of problem gambling and a reduction in disposable household income. SSC plans to reduce this is through the following harm minimisation strategies:

- Refresher RCG training courses for all staff every two years.
- Establish good referral links with Problem Gambling Services
- Training for Staff to better recognise problem gambling.
- Regular staff meetings
- Consultation with South Sydney Area Health Services to determine best possible Harm minimization strategies.
- A condition of employment at SSC that all new staff to undertake additional training to assist with harm minimisation prior to commencing employment.

SSC is defined as a small club, due to a number of reasons. Number of Poker machines, total number of members and total annual club revenue. One benefit that small clubs do have over larger clubs is that they are in a better position to assess their member base and determine the risk of problem gambling. We believe that this, as well as increased training of staff will help minimise any negative impact a poker machine threshold will have.

Through increased revenue from Gaming it would be expected that one full time role would be created. This allows SSC to ensure we are conducting gaming machines in accordance with Clubs NSW best practice. Through increase in staffing, we are able to better identify those members at risk of problem gambling.

SSC is a community focused club, and as such any negative social or economic Impact that results from our Poker machine threshold will be addressed immediately. 2010/2011 will see us join CDSE. We are hoping that this will provide us with first-hand knowledge of any potential problem groups within the community that need assistance.

Conclusion

- This LIA2, pursuant to section 37 of The Gaming Machines Amendment Regulation 2009 outlines the positive contributions that SSC will have on the community should the poker machine threshold application be successful.
- The club operates its gaming facilities in accordance with Clubs NSW code of practice.
- The Introduction of Junior Tennis Academy will not only foster junior participation in sports, but also provide opportunities for those disadvantaged families who might otherwise not be given such choices.
- Chalmers Rd schools will benefit greatly with current shortfalls in finance to be covered by SSC. We have developed a close relationship with this school and have had first-hand knowledge of the work this school does for many students with Intellectual disabilities. With a large number of students suffering from Autism, we feel that this group is reflective of a local community desperately in need of our assistance.
- Our Community Support commitments we expect to increase by \$30,000p.a
- CDSE will increase by \$9,000p.a
- State taxes to increase by \$172,000p.a
- Along with the additional benefits listed above, we also believe that the above will create further employment both directly and indirectly to the club. We will require an increase in Bar and gaming staff, as well as Tennis coaches to assist with implementation of Junior Tennis Academy
- In summary SSC believes that an Increase to Poker Machine threshold will make only positive contributions to our community.



For and on Behalf of the board of Directors
Strathfield Sports Club
Chris Dunn
General Manager