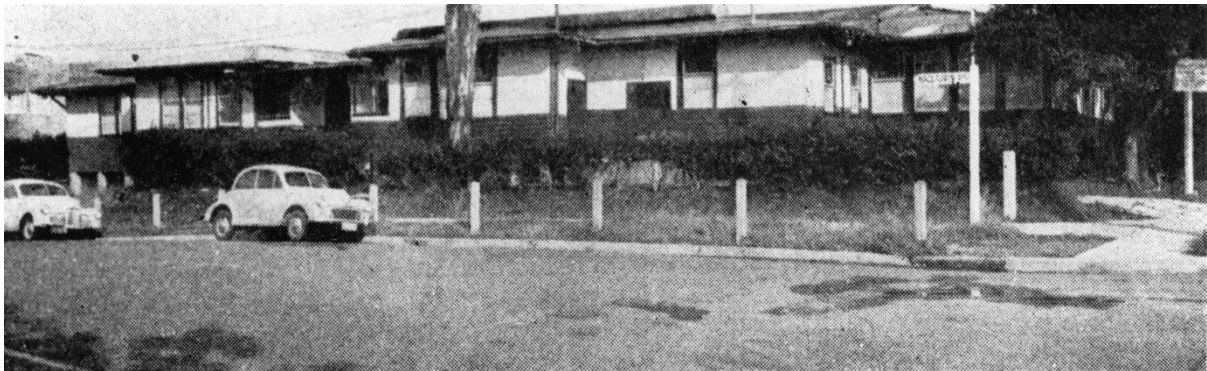


RRSMC POSITION STATEMENT – JUSTIFICATION OF RRSMC PLANNING PROPOSAL

The following position statement has been prepared by the Board of the Roseville Returned Servicemen's Memorial Club (The club) in the capacity of owner and applicant to support the accompanying Planning Application relating to 64 and 66 Pacific Highway Roseville prepared in conjunction with our development partner Hycorp Property Group HPG).

History:

The RRSM Club was first opened on the 27th September 1947 and was originally sited on Council leasehold land on the corner of MacLaurin Parade and Pacific Highway (the current Memorial Park site). The Clubhouse comprised of a large amenity hut known as "Anzac Buffet" which was relocated from Hyde park. The lease over this land expired in 1960, and after discussions with Council, it was decided to purchase land from the Council adjoining the shops and to erect a more permanent Clubhouse. This was officially opened by Sir Eric Woodward on the 3rd March 1962. The old Clubhouse was demolished, and the site returned to Council for the creation of the Memorial Park



Exterior view of Club House from Pacific Highway—soon to be demolished to make way for a Memorial Garden.



Exterior of the Club in 1962 in its current location



Exterior of the Club in its current form.

Background:

Clubs throughout Australia have undergone significant change over the last decade or more. Today, large numbers of these clubs are under significant financial stress with some having no option but to close their doors due to ageing membership, membership attrition and competing market offerings.

Indoor smoking bans, waning interest in bowling greens, limited facilities to attract a younger generation and the crippling costs of maintaining facilities are amongst a host of reasons clubs are under stress.

In NSW clubs are failing due to financial distress. According to the 2015 Clubs NSW Census, there has been 65 club closures in NSW since 2011 and 33% of NSW clubs showed signs of distress in 2017, indicating more closures are to come.

There have been 32 club amalgamations in NSW alone since 2011, demonstrating the necessity of clubs to merge with one another to stay afloat and consolidate memberships.

As a result, there are fewer clubs overall, but those that remain are bigger with steady membership growth due to the provision of more appealing and commercially appropriate community facilities.

The new wave of club offers more than just a gaming, drinking and bistro venue, they have transformed into community hubs, aligning themselves with restaurants, hotels, supermarkets, retail outlets, gymnasiums, sporting and leisure facilities, child care centres and a plethora of other community offerings.

Further, an emerging trend is clubs developing hotels, apartment complexes and retirement villages, either directly or through partnerships with developers. The opportunity for diversity in offerings on club owned land is unique, as planning rules provide greater flexibility for clubs to integrate a variety of uses into their offerings.

In the last five years, several developments have embraced this trend including: Revesby Workers Club, which has developed a retail and entertainment precinct on land adjacent to its Club; Redfern RSL Club, which has allowed an 18-storey residential and office tower on its site; Rooty Hill RSL, which now offers a Novotel, gymnasium, and several restaurant options; and Dee Why RSL which boasts a retirement complex, restaurants and ten pin bowling centres.

Moreover, in the works are the Harbord Diggers development – the largest project in Australian club history, comprising a hospitality venue, fitness and swim centre, seniors living retirement complex, child care centre and various retail outlets; and Cronulla Leagues Club's Woolooware Bay Development, which includes a hotel, regional sports accommodation, apartment complex, and extensive retail and shopping facilities.

A handful of Sydney RSL's are currently in major development mode, seeking more robust outcomes than that of Roseville's. The Kogarah RSL site is well into construction with the scheme to include 220 apartments and a 2,000 square metre home for the Club. Bondi RSL's is currently at planning with the intend of creating a \$200 million project over 13 storeys containing 124 apartments. Other intended projects around Sydney include Petersham RSL's transformation into approximately 300 apartments and Merrylands RSL pursuing 401 apartments across multiple buildings at their Military Road address.

Alternate Options Considered by the RRS MC:

- **Merger/Consolidation:** The Club participated in detailed discussions with the Dee Why RSL regarding potential merger and consolidation, however this dialogue was terminated by the Board of Dee Why RSL due to the size and scale of permissible development on the Roseville site.
- **Sale and Relocation:** The Club investigated options to divest the site and reinvest proceeds into an alternate site however upon review this option was opted against due to planning restrictions and the Clubs intrinsic relationship with the Roseville Memorial Park.
- **Do Nothing:** deemed to be irresponsible as it would inevitably lead to the demise of the Club.

The RRS MC and the Kuringai Community:

The RRS MC is the only Memorial Club in Ku ring gai and has a perpetual charter within its constitution to:

"provide a home and meeting place for Ex-service men, women, and their families in addition to maintaining a fitting memorial to the valour and sacrifice of those who made the supreme sacrifice in theatres of war".

The Club accommodates the Roseville RSL Sub Branch and supports the Roseville RSL Sub Branch in conducting their commemoration events, including the ANZAC Day Dawn Service and Remembrance Day Commemoration Services.

The Club has a demonstrable record (and intends to in the future) of supporting the local community in various ways from sponsorship of local sporting clubs, such as;

Community Groups – Chatswood Rotary, Roseville Toastmasters, North Shore Junior Cricket, Porsche Club, NSW Teachers Federation, Ferrari Club, American Civil War Group, Davidson Branch Liberal Party, Bradfield Branch Liberal Party, Roseville Legacy (Ladies Auxiliary) & Merchant Navy War Service Engineers

Sponsorships – Roseville Rugby Club, Roseville Cricket Club, Lindfield Rugby Club, Lindfield Cricket Club, & UTS Bats Cricket Club

Charity Fund Raisers – Paralympics, Trish Foundation, Bowel Cancer Australia & Prostate Cancer Foundation

The Club has in the past donated over \$200,000 to these groups and charities.

Groups Who Participate in Commemorative Activities; Central Bureau Intelligence Corps Association, Legacy NSW, Arthur Phillip Chapter of the Fellowship of First Fleeter's, World War One Writers group Ku-ring-gai Historical Society, Australian Armed Forces Entertainers, 1st Roseville Scouts, Gordon Rugby Club & Representatives from 24 schools within Ku-ring-gai laid a tribute at the 2017 Remembrance Day Service

The Club provides a meeting facility for the community and service groups such as Rotary, Toast Masters, Veterans groups and various others. The Club is the only facility within the Roseville Town Centre of its type with the nearest facility offering similar being the Chatswood Businessmen's Club in Chatswood.

Given the changing demographic of the Kuringai community - 71% of the Club's current members are over 70 years of age and the most recent census data revealing that the average age of home owners in postcode 2069 (Roseville) to be 48 years of age and predominantly comprised of family units giving rise for the need to change the way the RRSMC accommodates market demand.

The RRSMC 'anchors' the Roseville Town Centre and has done so since 1947 through its location and ongoing services and contribution to the community and the local centre. The Club is sited effectively at the 'gateway' to the Kuringai precinct and is seeking Council's support to enable the continued fulfilment of its mandate to its members and the community and 'celebrate' and leverage the sites unique characteristics and proximity to Memorial Park.

The Commercial & Operational Imperative:

The commercial and operational imperatives of the RRSMC include:

- The need to realise a commercial equation which will sustain the club through the retirement of debt, a new and unencumbered club premises and provision of essential working capital (**the Current DA before KMC does not deliver these imperatives**).
- The imperative to sustain the Club and fulfil the obligations of its charter as a Memorial Club
- The need to 'recalibrate' the club facilities and service offering with current market and community demand
- The imperative to retain and build upon the linkages with the adjacent Memorial Park

The recalibration of club facilities and service offering with market and community demand is manifest through the following initiatives:

- Rationalisation and redesign of back of house (BoH) and front of house (FoH) facilities through best in class design principles resulting in net reduction of required floor space
- Creation of a new contemporary facility to attract a new generation of member and younger clientele reflecting the local community demographic and demand
- A more extensive in-house facility and food & beverage service offering beyond current capability
- Capacity to host and service entertainment and F&B offerings at higher price point than to that currently provided
- Capacity to convene and host regular community functions offering through improved amenity and support services
- A broader and more comprehensive 'all day' F&B offering

Rationale behind the Planning Proposal (PP):

The Planning Proposal is seeking a small increase in the current development controls (Height and FSR) which were Gazetted in 2012, to permit additional GFA over and above that provided for under DA application 0134/18 **(we wish to stress that the scale of development proposed under DA 0134/18 will not deliver the development equation necessary to sustain the RRSMC into the future and maintain the current and proposed level of community service and support).**

The Directors and members of the RRSMC look forward to your timely consideration and support of the above and accompanying documentation and invite KMC Councillors and officers to contact us for clarification to any element of the preceding and accompanying planning proposal,

Your Sincerely,



Mr John M Whitworth
President

Mr Christopher R Walsh
Deputy President



Mr Michael J Conroy
Treasurer