

# THE DUNEDIN CLUB

FOUNDED 1858 - ESTABLISHED AT FERNHILL 1874

## CLUB NEWS – NEWSLETTER NO. 131 – FEBRUARY 2017



### CLUB EVENTS



### PRESIDENT'S COLUMN



#### OTAGO OFFICERS CLUB

##### Garden Party

Dunedin Club Sunday 19 February  
2pm to 5pm. Tickets are \$30 and  
include a drink on arrival, canapés  
and entertainment



FERNHILL WHISKY CLUB

THURSDAY 16 FEBRUARY AT 6.30PM \$39 INCLUDING  
TASTING PLATTERS

The evening will begin in a traditional  
Scottish way with an address to the  
Haggis courtesy of Mr. Graeme Bell and  
Gerard De Courcy will blind taste three  
Scottish single malts and three Japanese  
single malts. We have only ten seats left  
so let us know if you would like to join us

Dear members

The club's membership is expected to continue to decline slowly in line with many private clubs around the world over the next 10 years. In addition to this challenge, only a small number of the current membership (less than 25%) are using the club on a semi-regular basis. The low member take up of the Bar, Dining Room and Club Events is impacting on the club's revenue as well as on the mood, vibrancy, perception and enjoyment of the Club. Research also shows that many Clubs are struggling to find connections with younger members. To anticipate what the future years will be like and to develop methods to minimise the effects of a reducing membership, our manager has reviewed the operations of the Club and compared the benefits being provided against the needs and wants of the current members and of those prospective future members. The challenge now is to meet the needs of the current membership while trying to become relevant and popular with younger people. These are two clearly different markets and the careful programming of club functions and services and the appropriate provision of food, beverage and entertainment will be essential. Although the review is yet to be completed in full, a stage one forward plan was presented to the Committee in December and subsequently approved in principal at a Special Committee meeting in January for implementation from the 1<sup>st</sup> of March 2017. This forward plan is principally aimed at providing services that address unmet member needs and providing members with more options and access to the Club. Stage one initiatives approved are as follows:

Overview with staff stage one recommendations. Review position descriptions and rosters and restructure roles as required. Develop a Service Sequence including full beverage service at tables during functions. Implement a staff training programme. Design a more modern Dining Room lunch menu. Change the menu monthly and provide a *Specials* menu catering for more traditional tastes. Close the Dining Room on Mondays other than the first Monday of each month when the Club lunch is held. Develop a "First Friday Club" and open the Dining Room for dinner with live entertainment on a 'once a month' basis between March and October. Create an alternative dining experience by opening a Café from the Bar, Card Room, Billiard Room and outdoor seated area Monday to Friday between 10.00am and 4.00pm. Develop a Café menu and introduce specialty teas, coffees, milk-shakes, iced chocolates & coffees, smoothies and ice-cream sundaes. Open the Bar regularly between 4.00pm and 7.00pm Tuesday and Friday regardless of member attendance remaining open longer when sufficient members are present. Implement a Friday "happy hour" by reducing the cost of selected beverages and provide substantial complimentary bar food. Relocate the television to the wall above the fire place in the Billiards Room and have Sky Television connected so sporting matches and other entertainment can be screened while providing an alternative area to Members. Create a Reading Lounge on the first floor lobby. Set up a Business Centre on the first floor. Install a Point of Sale system to provide accurate records and reports, improve the accuracy of Member charges and reduce the number of staff hours currently spent in this area. Introduce a Member and Non-Member pricing structure. Review the Function pricing structure and room hire charges. Refurbish the Ladies Toilet. Improve elements of the Clubs décor and introduce potted plants. Develop a Membership brochure with the new Membership sub-committee. Increase the number of events for younger members and families.

Kind regards Austen

#### MEMBERSHIP UPDATE

##### New Members:

##### Candidates for Membership:

**Mr J Chang** Proposed by A G A Hamilton, Seconded by M A Wong  
**Mr R Poulton** Proposed by R Joseph, Seconded by M Kernaghan  
**Mr T Anderson - Retired.** Proposed by A J Wright, Seconded by A H Banks  
**Mr R Chalklin - Co. Director.** Proposed by M A Wong, Seconded by C P Burke  
**Mr R G Duff - Director.** Proposed by G R Thomas, Seconded by P J Hutchison  
**G Wilson - Orthotist.** Proposed by M A Wong, Seconded by A H Banks  
**P M Wood - Manager.** Proposed by C J Barnes, Seconded by R R Quin

## **EVENTS** **CALENDAR**

### **February**

**Friday 10th**  
Chinese New Year  
Dinner

**Thursday 16th**  
Fernhill Whisky Club  
Tasting

**Sunday 19th**  
Otago Officers Club  
Garden Party

**March**  
**Monday 6th**  
Club Lunch

**Thursday 23rd**  
Otago Anniversary  
Day Dinner



The annual Club Chinese New Year Dinner, Friday 10 February at 6.30 PM for 7. PM \$55 including a drink on arrival.

Enjoy a four course dinner inspired by Malcolm Wong with Lion Dancers, live traditional entertainment and Guest speaker Sean Brosnahan who will present the documentary *The Journey to Lan Yuan* which explores Otago's Chinese history and heritage.

**SOLD OUT**

### **Otago Anniversary Day Dinner**

Thursday 23 March at the Dunedin Club 6.45 for 7pm. Guest speaker Sophie Barker Golden Peninsula Guardians. \$55 - cash bar. Tickets available from Otago Settlers Association or the Scottish Shop



### **CLUB MEMBER'S LUNCH**

**12pm Monday 6h March**  
**Guest Speaker. Mr. Sean Brosnahan**  
Curator at Toitu Otago Settlers  
Museum



Dear Members

Happy New Year to you all and I hope you had a safe and enjoyable holiday season.

The new year began early for Jan, Tania, Peter and I when we commenced a detailed cleaning programme of the Club. We washed the exterior of the building, re stained the entry veranda and had a new light fitting installed above the main door. We brushed down the cornice and paint work in the Main Hall, Dining, Junior, and Reading Rooms and had the chandeliers repaired, cleaned and fitted with new Led lighting. They look wonderful so please have a look next time you visit the Club.

As you will have read in the Presidents Column, we have been busy reviewing the Club operation and have plenty of work ahead as we begin to implement some of the recommendations. I will talk about these changes in more detail in our March newsletter. However, we are creating a reading lounge in the first floor lobby and would like to add some current books and magazines so please let me know if you would like to donate any material. I would like to thank Professor Chappell for his financial support in having Mr. McAuliffe from McAuliffe Jewelers repair and maintain the Club clocks, Mr. Ted Lloyd for donating a painting and Mr. George Owen for donating a computer for the new Business center. We very much appreciated this support and are grateful for these generous donations.

Yours sincerely Stephen Dawkins

### **PHOTOS FROM THE CLUB MEMBERS FAMILY CHRISTMAS EVENT HELD IN DECEMBER**

