The CMAA is delighted to announce that Wohlsen Consulting has been appointed as the exclusive “**CMAA National Research Partner**” and will provide industry data and insights for club management nationally to support improved business practices and outcomes.

Wohlsen Consulting is a specialist consulting firm for non-for-profit clubs with offices in Sydney and Brisbane. Geoff Wohlsen has been providing consulting services to the Clubs industry for 25 years. In July 2021, Philip Wohlsen joined Wohlsen Consulting, bringing his 30 years of international corporate management experience in major multinationals to the consultancy practice.

Wohlsen Consulting offers a range of services to the club’s industry including strategy, research and business intelligence, business improvement planning, feasibility and bank finance, economics, industry and sector analysis, service and culture; and governance and policy development.

Services provided by Wohlsen Consulting to CMAA members in 2022 will include:

1. **Club Visitation Survey** – As a top priority we are planning a Quarter 1 club member online survey, allowing clubs to access to benchmarking analytics against other clubs at a state and national level. Accordingly, we will soon be communicating with the industry seeking a sample of clubs to participate in this survey.

1. **Financial Benchmarking** – Leveraging annual reports and providing revenue, expenses, profit, and balance sheet benchmarks. We are pleased to advise that our NSW top 60 club benchmark study, already prepared by Wohlsen Consulting for FY 2019/20 will be released in a series of email publications commencing early 2022.
2. **Gaming Trends** – Ongoing state-based analysis of revenue trends by state, region and LGA; ADR metrics and trends; and market share of clubs vs. pubs. Frequency of reporting will be in line with state-based data availability.
3. **Remuneration Survey** – Clubs will be invited to participate in national online survey covering remuneration of key management positions with reporting segmented by club size.

1. **Departmental Metrics and Operational KPI’s** – Online survey for clubs to provide departmental data to be aggregated into a benchmarking report. Results will be segmented by state and by club size for meaningful benchmarking.

This program has been designed to add value to club managers with improved information and data analytics. CMAA members are therefore encouraged to support these research studies through participating in surveys which will be coordinated through the CMAA. Wohlsen Consulting guarantees to protect the privacy of data for individual clubs and will only publish aggregated data.

Geoff and Philip Wohlsen will also be attending many of the CMAA 2022 regional meetings and conferences where they will be sharing the insights and data compiled through this research program.

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