

CIRCULAR



Subject: 2022 CUB End Of Year Reporting & Survey

Date: 16 August 2022

Document ID: 31, 2021-22

From: Joe Georgiades, Partnership Manager
Phone: 0432 743 341 (Office Hours Mon to Fri, 8.30am to 5pm)
Email: joe@perthfootball.com.au

Audience: Club Committees, Board, Bar Managers

Summary:	Action:
All PFL Clubs are required to provide their annual 'CUB Purchases Report' by September 30, 2022.	To complete the 'CUB Purchases Report' complete the attached Excel spreadsheet.
All PFL Clubs are required to complete the Club Bar Survey by August 31, 2022	To complete the 'Club Bar Survey' click this link. https://form.typeform.com/to/ITQ9QEAn

As many Club's football seasons are coming to a close, one job that is essential to remember to do before you shut up for the year, is to complete the 'CUB Purchases Report'. This process has been in place for a number of years and has been instrumental in the Perth Football League having some leverage to help expand our partnership with CUB moving into the 2023 season.

Again we are asking Clubs to submit their End of Season CUB bar purchases and also ask that you provide as much detail in the report as possible on your spirit purchases (RTDs or Bottles).

The finer details of the new CUB contract is still being negotiated with the varying partners and CUB have asked for increased information and data on Club bars; Compliance Management; as well as Perth Football League investing more resourcing into the management of this contract. As I hope you have also experienced this year, there is great scope to work with CUB as a valued partner to improve the offering we give to the PFL community and maximise the income generating potential from Club bars through sharing best practice and tweaking a few things *here and there*.

For the above reasons, all clubs are also asked to complete the *Club Bar Survey* so we can factor in your unique situation into the contract and future planning / investments as part of the CUB contract.

Details of the 'CUB Purchases Report'

At the completion of the Club's Bar trading season or no later than 30 September, 2022, Clubs simply open the Excel Spreadsheet provided, enter purchase data in the Bottles, Cans, Kegs, or Spirit tabs depending on which of these they use. Please ensure data is as close to 100% accurate as possible.

When complete 'Save' the Excel File under the Club's name and send to joe@perthfootball.com.au

Details of the 'Club Bar Survey'

Clubs simply open the Survey link <https://form.typeform.com/to/ITQ9QEAn>, and complete this survey prior to 31 August, 2022, which should take about 10 minutes. Please ensure the best person to answer this survey at the club does so. Once complete the PFL will be able to tabulate answers accordingly.