



RSL & SERVICES CLUBS

## *Management Circular 31/2010*

### Wanderest Launched

Members clubs may be aware that the Richmond Club has now officially opened its Wanderest project which provides free camping facilities for up to three days for caravaners/mobile home users on property adjacent to the club.

The park features toilets, showers, powered and non-powered sites, a dump site for black water, picnic tables and open grassed areas. Occupants are able to access the club for meals, entertainment etc and then move on, or if staying in the area, to the local commercial camping ground. The project has the support of the Camper and Motorhome Club of Australia and local council and caravan park operators.

Initial feedback to the club has been extremely positive with comments focusing on the ability of visitors to have close access to high quality facilities.

The Richmond Club Board has agreed to provide the concept to the RSL & Services Clubs Association to distribute exclusively to member clubs that would like to adopt it.

The Wanderest project has received wide acclaim from caravan and mobile home users and motoring organisations and could form the basis for a series of sites to operate adjacent to RSL and services clubs throughout the state. Similar concepts operate in the United States at Walmart stores and are extremely popular.

The Wanderest branding has been 'trademarked' by the Richmond Club and its use will be subject to operational guidelines to protect the brand. Richmond Club has spent considerable time and resources on developing Wanderest but has agreed to provide the concept package to the Association, including a Development Application template; operation manual; use of the trademark; business plan, marketing strategy and database of organisations to market the concept. The package will be available for an initial marketing/administration fee and an annual licence fee to the Association. The fees will be used for the benefit of member

clubs or for special projects such as the Kokoda Youth Leadership Challenge or Operation CARE.

The program will be promoted on the Association's website and assistance also sort through other agencies such as the NRMA.

Details of the package are being finalised by the Association and the Richmond Club and should be available for rollout to member clubs by December.

In the meantime, clubs interested in exploring use of the Wanderest concept should contact the Association's CEO, Graeme Carroll on (02) 9579 4555 or [graemec@rslservicesclubs.com.au](mailto:graemec@rslservicesclubs.com.au)

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3<sup>rd</sup> November 2010.