

DURBAN COUNTRY CLUB'S FUTURE SECURE

Press release

17 August 2010

"We are not facing bankruptcy", says Durban Country Club chairman

Durban Country Club Chairman, Richard Pemberton, dismissed allegations that the club was facing bankruptcy as alleged in yesterday's The Mercury. "It couldn't be further from the truth," said Pemberton. "Whilst the recession has put pressure on this club, as well as most clubs around the country, we are very positive about our long term future.. Assets exceed liabilities by more than R57million."

"Furthermore, it's anticipated that the 2009 operational deficit of R2.3 million, before depreciation of R7.2 million, will be more than halved by December this year," he stated. "A positive cash flow is expected from 2011. To achieve this, and given the current difficult trading conditions, it would be unwise and irresponsible not to look at cutting costs and improving operational efficiencies in all areas of the club." Unfortunately, this cost cutting exercise includes having to reduce the club's staff complement through retrenchments by an anticipated 35 positions."

Commenting on membership of the club Pemberton said, "regrettably we did lose some members as a result of tough economic conditions and inconvenience through the alterations. That considered, we still have one of the largest club memberships in the country."

Ann Robbie, club CEO said that the club has recently had great success in attracting new members, with 111 applications being received in the last six weeks. This was based on the new, improved facilities and offerings.

"Our members are delighted with the improvements, particularly the very popular KidZone play area, our three superb restaurants and our world class, professionally run sporting facilities. We are particularly excited with the progress we are making with the greens replacement program on the DCC golf course which will be ready for the hosting of the 100th SA Open in December this year," she said.

“In spite of the recession, extensive and expensive renovations, we are in good shape for the future. We’re working with a core of loyal and committed staff members to ensure the sustainability of the club, one of the city’s prime assets” concluded Robbie.

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