



THE ASHBURTON CLUB & MSA

CEO driving success and profitability at Ashburton Club & MSA

Kevin Kamat joined the MSA as their CEO in February 2023 at a time when the Ashburton Club & MSA along with their Superliquor store was going through the most turbulent time. Not only there was low staff morale, and resignations by staff, decrease in member numbers, an unutilised restaurant, the Committee board members themselves had taken on operational and management roles.

Within a month of Kevin Kamat being appointed as the CEO, the Committee board members went back to their governance role.

Nine months on, staff morale has increased, there have been no staff resignations, more staff have been employed, membership benefits have increased and new members joining the MSA are now at an all time high.

Kevin responds to quick fire questions.

Q) What are some of the changes you did at MSA as their CEO and why?

A) This Club is quite a complex business operation and I had to quickly come up to speed to understand it's intricacies. In any business, there must be a good work culture, one must have a focus on things that are important, must be up-to-date with all compliance and health and safety, and use modern technology to achieve goals and profitability. I then formulated

strategic plans, including for a change in our work culture, and discussed it with the Board and we continue to work through it.

At an operational level, early on, I noticed that we lacked data that would help steer our business and profitability moving forward. So, we invested in a new accounting program called xero. By using xero, I now have visibility of our accounts remotely at any time.

The next step was looking at minimising cash handling time and errors. To this extent, we invested in a cash recycler machine. Instead of staff spending hours making floats, manually counting end of day cash and doing the banking, this machine accurately makes floats for any departments, counts cash and calculates overs and unders, all within 45 seconds. This has not only increased our accuracy and traceability, but increased our productivity by saving staff valuable time which they now put to good use in other work.

As part of change management, I focused on change of culture at the Club to make it a happy place to work at. I am happy to report we have had no staff attritions and have employed more staff. As staff, members and Board notice the positive effects of changes, it helps us to move forward.

Next, I looked at our digital newsletter

and changed it to a format that allows for participation between us, our members and the wider community. Not only does it regularly highlight our Club history over the last century, but provides for good reading keeping members abreast of what is happening at our Club. We have also monetised it.

We redesigned our website and increased our footprint in various social media channels.

Next I looked at the way we handle new memberships. A lot of effort, time and money was spent in sending postal reminders, accepting money in the office and then printing individual plastic cards. Also members had to handwrite in an entry book. Our database lacked certain management data. To improve this, we have invested in SwiftPOS, a system that significantly improves the way we communicate with members. In the very near future, we will have an app on the phone which can be used for entry to many other Clubs in New Zealand.

Q What are the challenges moving forward?

As we make positive changes for the future, issues arise that we have to overcome. I will explain this with an example. One day, we booked out all our rooms, and realised that this resulted in some unforeseen issues. For example,

we do not have a soundproof barrier between two of our rooms, which affected people in both rooms. So at this point, we can only hire out one of those two rooms at a time. We have to positively work our way through such issues. The Club has inherited some issues from the past due to decisions made a few years ago and we are working our way through those.

Q) What would you attribute your success at the MSA?

I have introduced strategic and a lot of operational and management changes that affect the way we do business positively, and there is more to come.

I would attribute part of my success to all our staff who have accepted and moved ahead with these changes. I would like to thank them. Part of my success is due to our current Board members who share their wealth of experience and knowledge, and have also taken on board various changes implemented. I would like to thank them too. We receive valuable feedback and support from our Club members which has helped the Club move forward. I would like to thank them for their continued support and look forward to providing more benefits to our members.

~Advertorial by Ashburton Club & MSA

Club Sections

Ashburton MSA Cornhole Sections

NEW SECTION!!

Growing in Popularity!

Wednesday 7pm

\$5.00 Entry per team of 2

Raffles on the night. \$2 a ticket

Prizes two set of cornhole bags

Prizes for the Team that wins on the night

Ashburton MSA Darts Section

COMING SOON!!

Are you a darts enthusiast?

Join us or register your interest

by phone 03 308 7149

LOOKING FOR A SPACE TO HOLD A CLASS OR WORKSHOP

- Free Wi-fi
- Affordable Hire Charge
- Dance Floor
- Stage Lighting
- Projector
- Open 7 Days

Call : 03 308 7149
office@ashburtonclub.co.nz

Space Availability:
Monday 11am to 12.30 pm
Wednesday & Thursday 12pm - 6.30pm
Friday 11am - 5pm



CEO Kevin Kamat operating the cash recycler machine.



211 Burnett Street Ashburton

Phone 03 307 6443

Mon-Fri: 8:30am-5:30pm | Saturday: 9:30am -12:00pm

Sunday: Closed



266 Havelock Street

03-308 7149

Mon: 10am - 6pm

Tue: 10am - 8pm

Wed-Sat: 10am - 9pm

Sun: 10am - 6pm



OPERATING HOURS

Wednesday to Saturday

4:30pm - 9:00pm

Sunday 11:00am - 2:00pm

4:30pm - 9:00pm

Closed on Mondays



266 Havelock Street, Ashburton

Ph. 03 - 308 7149