



Seeking Feedback

The Country Club are seeking feedback on a proposed rebranding of the site currently known as “The Country Club Vincentia”. The area of Vincentia is largely not recognized by the tourist market, with the area being widely known as Jervis Bay.

For a considerable amount of time, savvy businesses in Huskisson have dropped the suburb name from their business and widely adopted the name of the bay to better associate their business with how the area is identified.

The Country Club are proposing a tweak to the current name to better appeal to the tourism market by calling the site “The Country Club - Jervis Bay”. This name change will also better align with the primary Club name of “The Country Club – St Georges Basin” which again aligns itself with the body of water it is adjacent to and better known for.

This adjustment would better align the Club with the tourism campaigns that receive millions of dollars of expenditure from Shoalhaven City Council and NSW Tourism, providing us with the increase in trade required for future sustainability and being able to reinvest in the Club.

It is anticipated that aligning the current and any future sub-clubs (i.e. Jervis Bay Men’s Golf Club) with the Jervis Bay region will better promote the existence of the Club when playing in external comps and any other external publicity these sub-clubs may receive.

Our focus on the short-term sustainability for the Jervis Bay site, will necessitate a comprehensive maintenance schedule in tandem with a creative promotions agenda. It certainly is an exciting prospect to contemplate the real probability of a significant increase in patronage and the social benefits that will no doubt flow from these endeavours.

Feedback can be provided directly to feedback@thecountryclub.com.au and we welcome your constructive conversation on the matter.

Kind Regards,
Bob Proudfoot
President

