

# ***SA CENTREMARK***

***SQUASH AUSTRALIA ACCREDITED***



**SQUASH AUSTRALIA  
CENTRE BENEFITS PACKAGE**

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# What is Centremark?

Centremark aims to identify, develop and recognise high quality squash centres and their contribution to the development of the sport of squash in Australia.

Centremark's unmatched rewards gives centre operators the opportunity to sign up for these new partnerships, taking advantage of massive discounts on various products including:

- Schweppes
- Hollier Dicksons
- Groupon
- Durallex
- CourtTech
- Peter's Ice -cream
- Redbull
- SportyHQ
- Hart
- Squash Australia Eshop
- Insurance Products
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## **Tournaments & Memberships:**

5% SportyHQ fee on online payments

~2.89% merchant fees on online payments

\*If you don't use the online payment gateway, it's free for tournaments.

## **Leagues**

First 10 teams free each season.

Then \$3/team/season after that.



# Clubs

Squash Australia are doing a one-time setup and then optional support contract (custom depending on club requirements)

## ***Club Software includes:***

- Member management
- Online membership sign up / renewal. Create auto-recurring plans and unlimited membership types (adult, part-time, senior, junior, etc.)
- Send emails and announcements to your members through the interface.
- Online document storage
- Online photo galleries (great for keeping everything under one roof and easily accessible to your members)
- Online court bookings (lots in here, so I can expand if you need me to)
- Club website
- Box leagues
- Run tournaments, leagues and individual leagues.
- Enter and manage results from your club.
- Maintain club ranking lists.
- Create events that can be used to capture registrations for things like referee clinics, courses, parties, etc.
- Create recurring events that can be used to quickly capture registrations (e.g. weekly Tuesday night drop-in)
- Reporting around membership types, user demographics and so forth.



An average sale of 4 cases per week, Squash Centres have the opportunity of making a profit of \$8,400 per annum. **MASSIVE DISCOUNTS** and up to **\$2 REBATES** back to centres on products sold. The deal includes a fridge and servicing and 24 hour hotline.

Pack	Carton Qty	Invoice Price			Profit			
		List Price	Price after discount	Unit Price	Retail	Revenue	Profit	Margin
Schweppes/Pepsi 450ml PET Bottles	24	\$52.56	\$27.80	\$ 1.16	\$ 3.40	\$ 3.09	\$ 1.93	63%
Schweppes/Pepsi 600ml PET Bottles (inc Traditionals)	24	\$60.41	\$36.25	\$ 1.51	\$ 4.00	\$ 3.64	\$ 2.13	58%
Cool Ridge Spring Water 500ml PET - Sparkling	24	\$38.52	\$28.89	\$ 1.20	\$ 3.40	\$ 3.09	\$ 1.89	61%
Cool Ridge Spring Water 600ml PET	24	\$38.53	\$15.89	\$ 0.66	\$ 3.20	\$ 3.20	\$ 2.54	79%
Cool Ridge Spring Water 750ml PET	20	\$50.58	\$29.18	\$ 1.46	\$ 4.20	\$ 3.82	\$ 2.36	62%
Cool Ridge Spring Water Flavoured 750ml PET	20	\$50.58	\$29.18	\$ 1.46	\$ 4.20	\$ 3.82	\$ 2.36	62%
Cool Ridge Spring Water 1L PET	12	\$27.80	\$20.85	\$ 1.74	\$ 4.00	\$ 3.64	\$ 1.90	52%
Spring Valley Fruit Juice 350ml PET	18	\$39.80	\$26.60	\$ 1.48	\$ 4.00	\$ 4.00	\$ 2.52	63%
Pop Tops Flavour 250ml PET Fruit Drink	24	\$26.33	\$16.46	\$ 0.69	\$ 2.40	\$ 2.18	\$ 1.50	69%
Pop Tops Water 250ml PET	24	\$26.33	\$16.46	\$ 0.69	\$ 2.40	\$ 2.18	\$ 1.50	69%
Real Iced Tea Co 500ml PET	12	\$29.44	\$21.23	\$ 1.77	\$ 4.00	\$ 3.64	\$ 1.87	51%
Gatorade 600ml PET	12	\$35.59	\$22.24	\$ 1.85	\$ 4.20	\$ 3.82	\$ 1.96	51%
Gatorade 1L PET	6	\$27.18	\$15.68	\$ 2.61	\$ 5.50	\$ 5.00	\$ 2.39	48%





NATIONAL WHOLESALE DISTRIBUTION SPECIALISTS SINCE 1854

PERTH | ADELAIDE | MELBOURNE | SYDNEY | BRISBANE

Discounts up to 10.5% on hundreds of products from leading brands.





## STEP BEYOND TRADITIONAL MARKETING CHANNELS!

Groupon is an online marketplace with a customer base of 5 million members.

- Reach up to 40 – 50 new members with each Groupon offer
- Squash Australia will cover the costs of the placing the advertisement





Average 27% margin on Impulse lines

Rebates back to centres

Freezer investment

Ongoing asset support and maintenance

Gold Star support service

## SNACKING



## INDULGENCE



## REFRESHMENT



## FUN & VALUE



## BETTER FOR YOU



## FAMILY ESSENTIALS



## SCOOP



## SUPER PREMIUM



# Red Bull®



## Red Bull VIP Program

Silver (8% Discount) – Range 1 SKU and place a piece of Point of Sale or visibility Tool

Gold (10% Discount) – Range 2 SKU's, Set price at RRP and POS or Visibility Tool

Platinum (15% Discount) – Range 3 SKU's, Set price at RRP and POS or Visibility Tool

## Rebate Structure

Silver: 5% Member

Gold: 7% Member

Platinum: 10% Member



➤ Discounts on big brands



# HART

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## *S P O R T*

Over 5000 products!

The range has been developed by professional people who know "their stuff".

➤ 5% off Hart products

Bulky Freight



Shop Instore



Schools



Request a Catalogue



New Products



Request a Teamwear Catalogue



Design Online



Info and Tips



International



Heart Foundation





# DURALEX®

- **PAINT TODAY– PLAY TOMORROW**
- High quality paint
- Affordable prices
- Low odour
- Low in VOC (Volatile Organic Compounds)





Ashaway is best known for manufacturing the world class racket strings used by many of the world's leading professional players.

10% DISCOUNT ON ASHAWAY PRODUCTS





# Business Support

## **Operational Support**

- ✓ Best practice guides
- ✓ Legislation guidelines
- ✓ Assistance with Grant Applications
- ✓ Operational Business Support
- ✓ Product support
- ✓ IT Support: CRM and Court Booking software
- ✓ Staff Training
- ✓ Access to all Squash Australia's Participation Programmes
- ✓ Business Consultancy

## **Marketing Support**

- ✓ Manage and market your business more effectively
- ✓ Access to Marketing Material
- ✓ Best practice guidelines

## **New Centres can Access:**

- ✓ Template Business Plans
- ✓ Financial Models