

Where you see challenges, we see opportunities.

You want to grow, stretch your legs, run with the wind. We want to get you there. We see a thriving club industry that is continuously proving its strength and determination. We see managers and directors giving it all they've got; communities cheering on their local clubs. We see the long nights and patient strategizing. More profit, facilities, investments & opportunity. We see your wealth in resources and opportunities. We see your business thriving.

In short, we see what you don't. Where you see grey, we see colour. We want to show you the light.

The future is brighter. Take it from an industry insider who understands the highly specialised nature of the hospitality and gaming industry.

Make the move today. Talk to a professional at Russell Corporate Advisory.

"Greg Russell has been guiding and consulting our organisation for over a decade. His personal approach and intimate understanding of not only operational, but legislative issues of the industry, have made him an invaluable synergy to our organisation. Greg's broad expertise in a range of services and subject matter, have also aided as an excellent catalyst for furthering the skills and education of both our Board and Management. RCA's services coupled with its integrity and values, are unique"

Anthony Sobb
CEO Fairfield RSL Club

Call today to arrange a consultation (02) 9957 6700

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IS YOUR BUSINESS ON THE RIGHT TRACK?



See your business through the eyes of the hospitality specialists.

At Russell Corporate Advisory, we see things in colour. We believe in creativity, agility, innovation and competitive spirit. We recognise that your business is more than just your bottom line. We get it.



Your business needs financial solutions specific to the industry.

Your success is our success. We want you to perform at your best and we know how to get you there. And you know what? The grass is greener on the other side.

We work with clubs across the country. We understand the structural and organisational changes in the club industry. We've been there. Russell Corporate Advisory can show you how changing demographics, customer preferences and legislative developments are affecting your business. Confronting these issues in a direct and timely manner with an industry professional will achieve the best possible outcome.

What if you could revive your business by employing a few simple strategies backed up by our industry expertise? What if we could confront the issues together, working to find the best possible outcome for your particular circumstances. Let's put strategies in place that make sense for the future of your business. Let's think beyond the normal paradigm, and consider all of the available options. Clubs are about people. Let us help you ensure the best outcomes are achieved for the club and the people associated with it.

It's about more than solutions; it's about transformation.

Yes, there is cash-flow analysis, amalgamation, and in some cases administration & liquidation, facilitation & feasibility studies, commercial negotiation and corporate governance. But there's more to Russell Corporate Advisory than all of that.

It's about the personal attention we give to your business. It's about a well-rounded approach, using the latest research and innovations not just to grow and maintain your business, but to see it thrive. It's about more than solutions; it's about transformation.

We know you're more than a set of numbers. Our accountants recognise the need to manage, direct and encourage people. At Russell Corporate Advisory, we work with you to develop a strategic plan based on your business's unique needs. We will guide you through this process, using up-to-the-minute information to empower your decisions from start to finish.

No man is an island. We recognize that successful clubs require the collaboration of the community along with a team of skilled workers. We will look at strategies for maintaining an efficient workforce that is cost-effective and firmly supported by functional management strategies.

We want to facilitate your transformation. At Russell Corporate Advisory, business transformation is our credo. We look at the long-term, working with our clients not just to address their immediate and most pressing concerns, but to build a business with the potential to employ your communities, children and grandchildren for decades to come.

That's why we work with businesses on an ongoing basis, developing long-term relationships with our clients. We also work as an independent sounding board for club managers to test their ideas and strategies and improve relationships between management and directors. We do more than just plant the seeds; we also water the garden.

We want to facilitate your transformation.

We'll make it simpler. Your business needs financial solutions that are specific to the industry. With our multidisciplinary team of advisors, we're ready to guide you through the process step by step, working together to address the unique challenges of your business. We put the science into your success, by using the latest research and keeping on top of the latest developments in the industry.

We're not scared of numbers and figures; it's the raw data that makes your business tick. We'll help you sort that mountain of paperwork and understand the numbers.

Where you see red, we see technical colour.