



BECOME ONE OF AUSTRALIA'S BEST CLUBS

Well-established for more than 12 years, de Groots Media has long been respected in the restaurants arena. Its online restaurant information site *Best Restaurants of Australia* (www.bestrestaurants.com.au) was the first national dining website, developed out of a customer-driven need for up-to-date information about what's happening in the restaurant scene across the country. Since its inception in 1996, www.bestrestaurants.com.au has grown to be Australia's most visited website for comprehensive and current information for establishments ranging from cafes through to BYOs and some of the world's most exclusive restaurants.

de Groots Media is a team of dedicated professionals with many years' experience in the travel and hospitality industry. Founder and managing director, Maureen de Groot, began her career in hotel management and is a respected food editor. The de Groots restaurant guide *Dining Around Sydney* is the preferred industry guide to dining in the greater Sydney area. Used by corporations, five-star hotels, and restaurant-goers, *Dining Around Sydney* spells out what's what and what's new in the restaurant scene.

"Our company's success is largely driven by the quality control we place over our listings," explains Maureen. "We are very selective about the restaurants that are included on the site and respect that our clientele depend on very timely and in-depth information."

In 2008 de Groots was delighted to launch *Best Clubs of Australia* (www.bestclubs.com.au) – its fresh-faced online guide to club dining, club functions, and club entertainment and facilities Australia-wide. Over the previous 12 months, Maureen de Groot had noticed an increasing number of enquiries from customers on the hunt for information about the dining and function facilities at clubs. "Clubs have been busy updating and renovating their restaurants and developing high quality function facilities that offer good value quality dining. Our customers have recognised this and now request the same type of extensive dining and function information for clubs as they do on *Best Restaurants*," she said.

In the current climate, where there is strong demand for good quality dining at a fair cost, clubs in Australia are supplying some of the best cuisine and dining experiences to a growing market. Clubs are also proving very popular for functions, with room hire for weddings, parties, and even corporate events and meetings, at an affordable price. Additionally, some of the country's top chefs are heading up these restaurants and dishing up sophisticated mouth-watering menus.

www.bestclubs.com.au is proud to be an industry supporter of ClubsNSW too, and offers detailed information about clubs, including full contact details, opening hours, and maps as well as full descriptions of food, beverage, and function facilities. Viewers are able to search for the ideal restaurant or function space within a club according to location or specific criteria including cuisine, live music, or even wheelchair access. And, enquiries are able to be made online and forwarded directly to the club. If your club is looking for a great way to further promote its facilities and services to a broader market, than look no further than www.bestclubs.com.au

So, what other services are offered by de Groots Media? The de Groots Media suite of hospitality websites now receives over 500,000 unique viewers each month. In addition to *Best Restaurants of Australia* and *Best Clubs of Australia*, de Groots Media also publishes *Best Venues of Australia* (www.bestvenues.com.au) and *Best Gift Certificates* (www.bestgiftcertificates.com.au).

Best Venues of Australia (www.bestvenues.com.au) showcases Australia's most beautiful destinations for functions, weddings, parties, product launches, balls, school formals, or for any reason at all that requires a venue. Each venue has its own separate listing complete with function capacity details, extensive photos, full function menus, and approximate pricing. Viewers are able to email venues directly from the site in order to make further enquiries.

Best Gift Certificates (www.bestgiftcertificates.com.au) offers lifestyle experience gift certificates and dining gift certificates for a host of leading Australian restaurants, and make the perfect gift for a birthday, anniversary, or just to say thank you. It's the only online gift certificate website in Australia dedicated to restaurants, wine, food, and the hospitality industry, combined with lifestyle experiences. Gift certificates are available from \$25 to \$500, and can be conveniently delivered instantly by email throughout the world. Corporations also widely use *Best Gift Certificates* as a versatile option for corporate rewards and staff incentives.

For further information about how your club can take advantage of the many services on offer at de Groots Media, simply contact Maureen de Groot today on **02 9211 6088** or via email maureen@degrootmedia.com.au ■

