

INTENTION DOCUMENT

Sporting Futures



PREMISE:

In 2011 Spalding Park Golf Club (SPGC) created its own strategic plan to drive the club to the year 2020. The goal was to create a vision, establish a clear mission and develop a core set of values to lead the SPGC in alignment with the City of Greater Geraldton's own vision for 2029. This has been launched and pursuit of SPGC's 2020 Vision is now underway, led with a new board and organisational structure.

SPGC VISION:

We are the premier golf, leisure and entertainment club in WA, providing first class facilities and services to our members and our community.

INTENTION:

In order for us to truly accomplish our vision, we would be seeking to acquire adequate amounts of additional surrounding land to add another minimum 9 to 18 holes of golf (approximately 175 acres) and other sporting facilities (tennis, lawn bowls, pool etc) as well as re-establish our club house and possibly on course stay-and-play accommodation within the next 8 years.

RATIONALE:

Current membership is 424 and we have maintained our base in a declining market across the state over the past 12 months. With our drive for increasing participation in the FIFO and women's markets, along with our continued growth plans in male golfers, we expect within 5 – 8 years, in line with the CGG's growth we will most likely "max out" in membership (approx. 1000).

When this occurs it will leave limited or no room for "Green fee" players or public. The city, in line with "increasing participation" would need to source another location and club to establish another 18 hole golf course facility elsewhere. Also, there is an under supply of "outside of CBD" accommodation.

Golf has many links to the growth and development of our community, its people and the economy. Simple things like the major events run bring new people to our city for extended stays and they spend their monies at our retailers. For example, events like Country Week (200 golfers and their families ascend on CGG for one week per year) and the SPGC Open (100 professionals, their caddies, their families and fans) put CGG on the map for many people. The bigger the facilities and offerings, the bigger and more numerous the events that SPGC can bring to create greater economic value to the CGG.

As a participation sport, golf is one of the most played sports in the world. SPGC has developed a membership strategy to facilitate greater participation of some of our key employment sectors, specifically FIFO workers. SPGC is seeking ways to increase participation in sports not only through golf, but by increasing its offerings (croquet for example) and also creating a sporting and leisure experience for families to enjoy together.

Part of SPGC's strategic plan is to create a strong and rich education and training program for Junior Golf. Getting kids involved into sport is part of our mandate. Improving our facilities and increasing our membership we will be able to service an increase in the development of juniors. Furthermore, talent development in other sports would be available too.

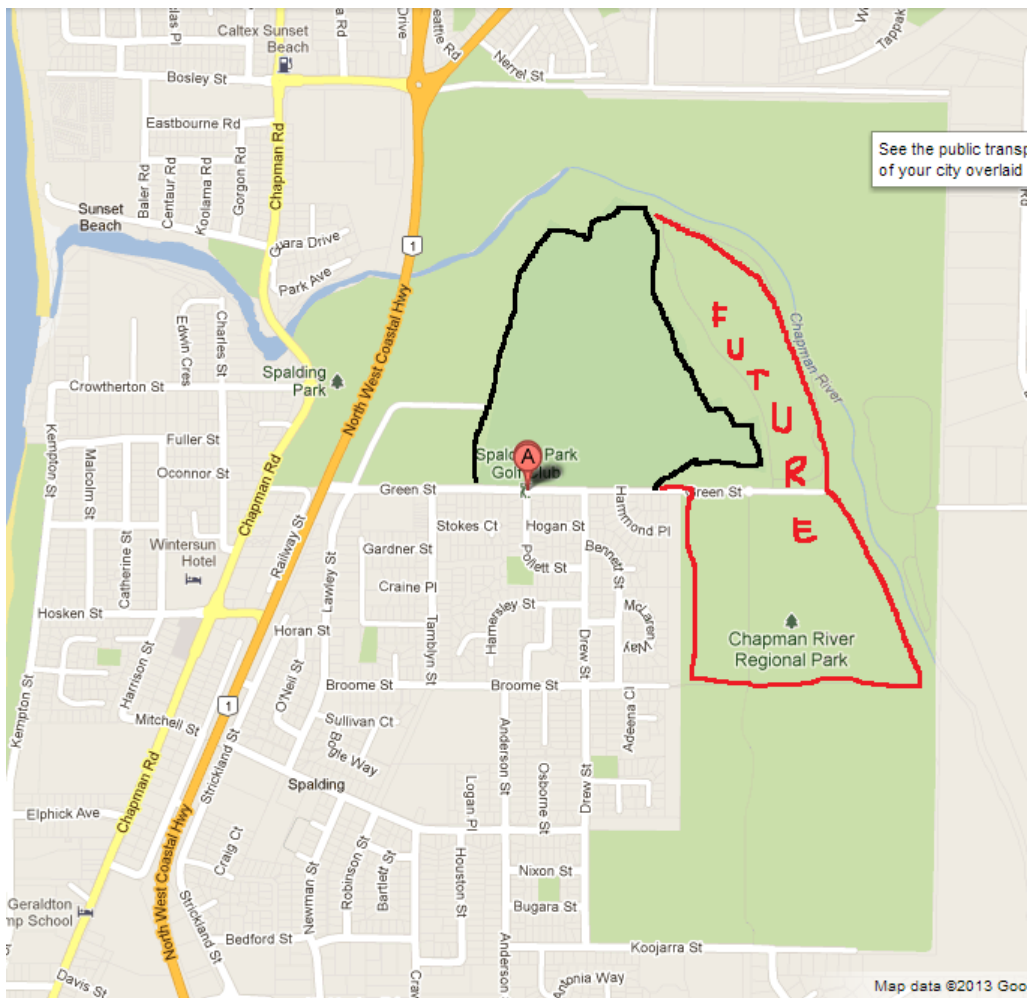
An additional 9 - 18 holes of golf at SPGC would fit perfectly with the CGG's mission to increase participation in sports. We are looking to partner with the city to develop more golf, and more sports and recreation facilities in a beautiful surrounding while preserving some of CGG's most precious flora to be enjoyed for generations to come.

WHY NOW?:

To design, develop and establish a course and additional facilities can be a 3 – 5 year project. It is critical to start the planning and preparation process now. We are merely seeking inclusion into the sporting futures and some sense of acknowledgement that a conditional land usage assessment can be made.

PROPOSAL:

See attached map for rough sketch of suggested possibilities of expansion plans to incorporate the above intentions.



Dave Clare
President, SPGC
www.spgc.com.au
EM: dave@atc-midwest.com.au