

# Order Form

Thank you for your interest in the Australian Golf Industry Report – 2004. Please complete the information required below and return or fax to:

**The Australian Golf Union**  
153 Cecil St, South Melbourne  
Victoria, 3205

**Fax: 03 9690 8510**



Australian Golf Industry Report

# 2004



**ERNST & YOUNG**  
Quality In Everything We Do

**The Australian Golf Industry Report - 2004 is the culmination of an on-going partnership between the Australian Golf Union and industry advisors Ernst & Young. Based on a 6-page survey of all golf clubs in mid 2004, the report adds another layer of detail to that provided in the inaugural report of 2002.**

A highlight of the report is the inclusion for the first time of industry Profit and Loss statements, identifying financial and expense benchmarks for clubs and courses of like size, fee levels, and type. The report also contains readily useable information and detail on specific areas of club operations, including some that have never been previously researched.

All information is presented in easy to read tables, with benchmarks provided via a number of measures including membership numbers, annual fees, and annual rounds played. This allows for instant interpretation and comparison of the numbers to specific operations. Where appropriate other benchmarks are provided based on location (State, regional/metropolitan), green fee levels and course type.

#### The areas covered in the report include:

- Club overview, addressing joining and annual fees, membership levels, membership age, green fees, golf cart numbers and utilisation, club competitions, speed of play, and rounds played;
- Financial performance, addressing club revenues and expenditure, employment, and management salaries; and
- Club Operational issues areas, including corporate governance and structure, pro-shop operations, practice facilities, food and beverage and juniors.

Analysis of the total Australian golf participation profile is also provided, using the 2003 Australian Sports Commission Survey, detailing total rounds played nationally and other key social golf participation trends.

The information presented in the report is valuable to all connected with the industry. With more research now available than ever before, decision makers within the industry, such as club executives, committee members, pro-shop operators and management companies, are now able to make more informed decisions regarding their operation. Providers to the industry will also find a wealth of useful information in the report as you plan your business around golf.

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Club Name: \_\_\_\_\_ Golf Link No: \_\_\_\_\_

#### Please send me:

[ ] copies at **\$165 each** (includes GST) \$ \_\_\_\_\_ **Total**

#### Preferred payment method:

**Cheque**  made payable to the Australian Golf Union, send to address above; or **Credit Card**

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