

# SANDRINGHAM GOLF LINKS PROJECT

## STAKEHOLDER ENGAGEMENT

BACKGROUND INFORMATION PAPER

SEPTEMBER 2017



*This paper provides information regarding the context for the concept proposal for the Sandringham Golf Links Project.*

*The paper has been prepared to provide stakeholders with background on the project and promote questions and comments to be discussed at the stakeholder meetings.*

## PROJECT OVERVIEW

The Sandringham Golf Links Course Project ('The Project') is a joint initiative between Golf Victoria, Golf Australia, PGA Australia and the Sandringham Golf Links Management with funding support from the Victorian Government.

The project concept includes the following elements:

- **Public driving range:** 350 metre (approximately) long driving range including grass tees and target greens.
- **Public short game practice area:** Large chipping area and putting green.
- **Public golf training facilities:** Indoor training facilities including golf simulators.
- **Public café:** Public café within the main building with views over the course.
- **An area for Golf Victoria and Course Management:** Administration space for Golf Victoria and Sandringham Golf Links staff.
- **Creation of another water body:** For water storage and course irrigation, reducing the course's reliance on potable water.
- **Increase the number of indigenous trees and vegetation.**
- **Course safety improvements.**

## PROJECT OBJECTIVES

The objectives of the project (in no specific order) are to:

- Provide various improvements to Sandringham Golf Course in line with previously identified needs from community consultation.
- Grow the participation in the sport and usage of the golf course particularly through engaging new markets such as young people and time-poor players.
- Generate additional revenue to support the operations of the Club and ensure its financial viability into the future.
- Provide high quality practice facilities for all players of all levels from social to the elite to develop their skills as well as for skilled players to have access to high performance training facilities.

The Project represents a significant investment into golf in the region and the Sandringham Golf Links course.



## PROJECT BENEFITS

The benefits of the proposal include:

### *SPORT / SOCIAL*

- Provides additional short course options to encourage participation for new markets such as younger people or time-poor players whilst retaining the 18-hole course.
- Provides new and improved facilities for users of the Sandringham Golf Course.
- Reconfigures particular golf holes to minimise the risk of errant golf balls.
- Improves golf training facilities for participants.
- Provides enhanced amenities for participants.
- Enables Sandringham Golf Links Management to run programs to get school children, beginners and families into golf.
- Enables improved programming of Sandringham Golf Links.
- Provides Council with an opportunity to expand the Sandringham Leisure Centre to accommodate growing usage and participation levels.

## *ENVIRONMENTAL*

- Provides for the renewal of indigenous vegetation via removal of vines and weeds as well as the renewal and diversification of the native and indigenous flora at the course.
- Replacement of native indigenous flora at Sandringham Golf Links on a 3:1 basis for any removal.
- Lakes one and two increase water-holding capacity, which can be used for course irrigation, reducing potable water consumption for the golf course. Both of these lakes will be fully funded by the Golf Bodies.
- Lake three on the golf course would provide a further water source for Council's community recreation needs. The development of this lake would be subject to Council funding.

## *FINANCIAL*

- Provides investment and improvements to a Council at no cost to the ratepayers.
- Reduces recurrent maintenance costs for Council by replacing aging assets with new facilities.
- The Project's golf components are fully funded by the Victorian Government, Golf Victoria and the Sandringham Golf Links Management and are not reliant on any Council funding.

## **BACKGROUND**

### *GOLF TRENDS*

- The number of golf rounds played between 2012 and 2015 is increasing nationally (12.1%) and in Victoria (16.5%).
- Whilst golf is commonly played by middle and older adults (top five activity for 45+age cohort) children have a very low participation rate.
- Top three drivers for golf participants are fun / enjoyment, social reasons and physical health or fitness (2017 Ausplay Survey).
- Golf needs to focus on developing fun and social options for the game, followed by options to play a short game (2015 Golf Landscape Research).
- Golf needs to offer short course options for six and nine hole formats, that complements the 18 hole tradition (Golf Australia Participation Plan 2013 – 2016).
- The short course options will enable golf to cater for an ageing and diverse population (Future of Australian Sport, CSIRO).
- The trend in new golf development internationally appears to be toward short, compact courses that are public and family-friendly.

### *SANDRINGHAM GOLF LINKS COURSE*

- The overall number of rounds played at Sandringham Golf Links has decreased by 25% from a high of 93,000 in 1999 to 70,000 in 2016.
- Despite an overall decline in the number of rounds, the number of 9-hole rounds played has been growing. Over 50% of rounds at Sandringham Golf Links are 9 holes.

### *IDENTIFIED COMMUNITY NEEDS*

Bayside City Council previously undertook research and commissioned strategic reports for golf in 2008 and 2012. These reports provided the following insights:

- 75% of users of the Sandringham Golf Course are aged 50 years and over.
- The majority of golfers indicated that they would use driving range facilities if provided.
- Golfers previously advised that the course would benefit from practice facilities for short game and putting practice.

### *COUNCIL*

Council, at its meeting on 25 July 2017, considered a report on the Project proposal and supported Golf Victoria and Sandringham Golf Links Management to commence stakeholder and community consultation.

### *THE PROJECT TEAM*

The Golf Bodies have engaged Waypoint, a Brighton based consulting firm, to assist in the planning and delivery of the project.

Richard Simon, from Simon Leisure Consulting, has been engaged to coordinate the Consultation process and provide independent advice to the Project team.

## **CONCEPT DESIGN**

A draft concept plan has been developed for the Project which includes modifications to the design of the course to include:

- Modified course layout including revised tee and green positions, including some advanced tee positions that provide the option for players to focus on their short game.
- New driving range facility with varied green/pin positions to allow players to practice shot variety.
- New main building inclusive of public facilities, high performance golf gymnasium, administration rooms and café.

- Additional water body to enable increased water capture and storage on the course.

## **CONSULTATION PROCESS**

### *PHASE 1 – CONSULTATION BACKGROUND PAPER*

The Consultation Background Paper will be made available to key stakeholders and the community to provide background and context on the Project. Stakeholders are encouraged to review the paper and bring along questions and comments for the stakeholder meeting.

### *PHASE 2 – STAKEHOLDER MEETINGS*

A number of stakeholder meetings are planned to enable discussion on the Project proposal and gather feedback on the concept. The Project Group will note questions and comments for response or consideration in the concept plan development process.

In consultation with Council, the following stakeholders have been identified:

#### *GOLF CLUBS*

- Sandringham Associates Golf Club
- Sandringham Golf Club
- East Bentleigh YMCA Golf Club
- Mawarra YMCA Golf Club
- Mentone Golf Club
- Japanese Golf Association

#### *ENVIRONMENTAL GROUPS*

- Beaumaris Conservation Society
- Bayside Community Nursery
- Bayside Friends of Native Wildlife

#### *NEARBY TENANTS*

- Sandringham Basketball Association
- Sandringham Facility Leisure Centre Tenants
- Royal Melbourne Golf Club
- Victoria Golf Club

#### *SURROUNDING RESIDENTS*

### *PHASE 3 - MEETING MINUTES DISTRIBUTED*

Meeting minutes will be prepared and distributed shortly after the meeting to capture the discussion. Questions and comments will be noted for consideration in the concept plan and future response.

### *PHASE 4 – PROJECT GROUP RESPONSE TO ISSUES/QUESTIONS RAISED*

Having considered questions and comments on the concept, the Project Group will provide a response back to stakeholders.

### *PHASE 5 - FINAL CONSULTATION REPORT*

Following conclusion of the stakeholder consultation sessions, a comprehensive Consultation Report will be prepared by Simon Leisure Consulting. The Report will document the consultation process, key issues raised, responses to stakeholders and any recommended directions.

The Consultation Report will be presented to Council officers for consideration at a Councillor briefing or Council meeting.

### *PHASE 6 – REGULAR UPDATES*

Golf Victoria will provide regular updates on the Project through its website [www.golfvic.org.au/sandringhamproject](http://www.golfvic.org.au/sandringhamproject)



## ISSUES AND OPPORTUNITIES

The following is a summary list of issues that have been considered to date in the development of the project concept and planning.

### SPORT

- ***Changes to the course layout and length:*** The main change to the course is focused around the proposed area for the driving range which impacts on the existing holes 1 and 9 (closest to Cheltenham Road). The proposal will be worked through with the stakeholders to carefully consider any impacts.
- ***Built form of any proposed buildings:*** The proposed building will be limited to two storeys. The ground floor will be predominantly coaching facilities that will be available to the public, a swing analysis laboratory, pro shop, public café and amenities. There are several new service / golf activities that will be available to the community, these include a short game practice area, access to golf swing analysis and golf indoor simulators. The second floor will house modest administrative space.
- ***Impact on existing users of the Sandringham Golf Links course:*** The proposal includes more playing and practice options for the Golf Course users through the delivery of a driving range, practice chipping and putting areas and short course playing options. The proposal also provides high performance coaching tools and technology that will be accessible to the public.
- ***Retention of 18 hole golf course layout:*** The revised golf course layout will retain all 18 holes in a contemporary layout that appeals to a broader range of users.

### ENVIRONMENTAL / AMENITY

- ***Impact on trees and vegetation:*** The proposal has carefully considered the impact on existing trees and vegetation and minimises the loss of indigenous trees. The proposed minimal removal of old tired vegetation at the golf course will be replaced on a 3:1 basis.
- ***Impact on surrounding residential areas:*** The proposal including the revised golf course layout and the proposed building is confined to within the existing golf course site. The public driving range is planned for use during daylight hours and will not include lighting. The Proposal is therefore not expected to have a direct impact on nearby residents.

### FINANCIAL

- ***Cost impact of these additional facilities to golf course users:*** There is no proposed change to pricing for golf course use as a result of the proposal. Golf course users will be able to access the driving range for a fee.



- **Public access to these facilities:** The golf course, driving range, café and amenities will all be available to the public for use.

## **NEXT STEPS**

Consultation will be occurring with Project stakeholder including community workshops during the September / October 2017 period.

Project enquiries should be directed to:

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# Explanatory Notes

- ④ Training Facility
- ⑤ Short Game Facility
- ⑥ Car Parking

## Council Future Use

## Lakes

Lake 1 - Existing  
Lake Extended  
- No trees removed

Lake 2 - New Lake  
- No trees removed

Lake 3 - New Lake  
- Tree shrubland weeds removed  
- Offset with Indigenous Vegetation

## Legend

- Fairway
- Tee
- Green
- Lake
- New Bunker

Potential handover of golf course land to Council

Council initiative: Potential new lake

Potential new lake

Proposed new building and short game area

# SANDRINGHAM GOLF LINKS CONCEPT PLAN



Scale 1:5000 at B1  
Scale 1:3570 at A3



30 June 2017