

# Planning for our Future!



"A new era of our Club development and growth has begun"

Garry Buckley-President SGBCC

**"The Premier Club"**  
on the South Coast of NSW

## About our Club

The Members\* and your Board agree:

- Building maintenance and services (air-conditioning) upgrades are required
- The club decor is dated
- The existing open plan main lounge is cramped and has limitations.
- The "Sports Bar" and "Family" activities need to be separated from the lounge.
- Our food offering is in need of improvement. A modern concept such as a "food court" or similar should be explored.
- The "Fisho's Hut" facility needs upgrading.
- We should provide better facilities and services for young families.
- The auditorium needs refurbishing
- We need to refresh and modernise our image, overall presentation and methods of communication
- We need a clear "Plan for the Future"

\* based on member survey results- Oct 2016

## From the President - Garry Buckley

During 2016 your Board has been very busy. The Club investigated and with membership approval moved forward towards amalgamation with the Vincentia Golf Club. This month ILGR (Liquor & Gaming) approved our application in principle, and I am pleased to say it is likely this process will be completed in early 2017.

The Board also commenced a "Strategic Planning" process which included membership consultation. This process has identified our key weaknesses and some exciting opportunities for the future have appeared.

We are now in the process of engaging consultants to test, develop and implement the concepts we have so far explored and this document is intended to better inform you of what we have in mind. However, one thing is clear- "A new era of our Club development and growth has begun"

Amalgamation has raised the potential to re-brand the businesses and to freshen up our image. Towards this end the Board has adopted a vision statement or mission of becoming

**"The Premier Club"** on the South Coast and as soon as possible we will be emphasising our new dual club relationship simply as ...."The Country Club"

Having said this, I do want to stress that this does not mean there will be a significant change to the existing golf and sporting club structures just the trading names of our two businesses will be -

"The Country Club- *St Georges Basin*"  
and  
"The Country Club- *Vincentia*"

I am also pleased to say that preliminary work on our overall business plan is underway and initial financial modelling, at first glance, shows we are in a strong position to consider significant reinvestment in our business.

However, while one of our prime goals is to deliver the best facilities we can for our members this has to be done within our financial means. So we have embarked on a professional and independent review of our financial resources.

The "Premier Club" on the South Coast

The Country Club

*St Georges Basin*

As stated we have about to adopt, subject to further member input, a draft Five Year-Strategic Plan that incorporates three(3) stages as follows:

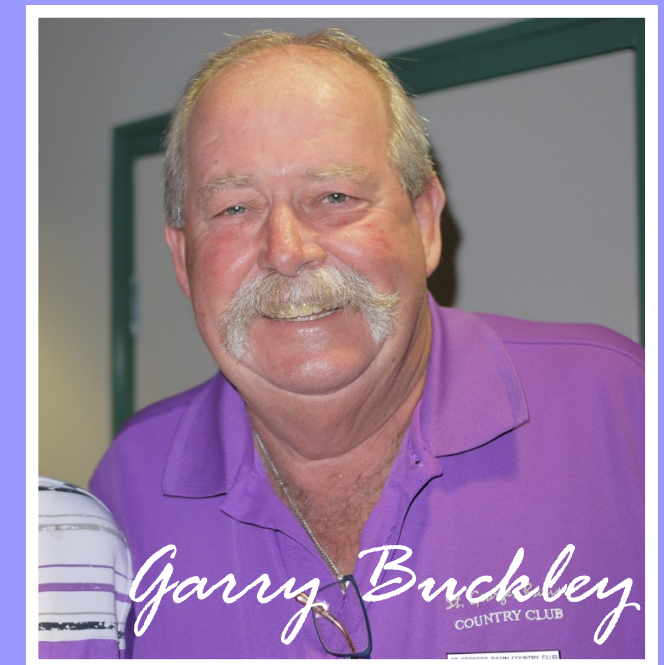
- The Boards and your primary wishes (from the survey) incorporated into Stage 1,
- Investigation of a major building expansion possibility for Stage 2, and
- an overall concept or "Master Plan" for the long term, as Stage 3.

Over recent weeks there has been some conjecture about what might happen to certain aspects of our current business and facilities and I have made a commitment that no existing activity, sub section or service will suffer or be disadvantaged as part of this process.

Again we are asking for your feedback on the work we have done to date.

Good information and positive feedback can only add to our planning process and inform the debate that occurs around the Club.

To this end I hope this document is informative but again remind you we are at an early stage in this process. Soon we will have engaged the best consultants available and you will be kept informed of our progress.



# The Draft Strategic Plan

The draft “Strategic Plan” creates a focus for essential decision making over the next 5 years and provides an overall concept for beyond .

## Stage 1

- Update Club image, promotion & communication for both clubs
- Undertake essential Vincentia Golf Club (VGC) works e.g. Toilet upgrade , general maintenance and implement new TAB, gaming and Foxtel arrangements
- Implement essential upgrades to SGBCC e.g. air conditioning and decor improvements
- Move snooker club upstairs and construct new function rooms over disused squash courts
- Construct “Eat Street”

Note: It is quite possible that our existing floor space will be sufficient to accommodate our major needs for at least the next few years

## Stage 2

- Embark on major SGBCC building expansion works
- Undertake any major VGC upgrades and initiatives that are viable

Note: Stage 2 will not proceed until a detailed assessment of the performance of Stage 1 is undertaken and it becomes financially viable to do so.

## Stage 3

- Longer term facility upgrades including on going SGBCC golf course improvements, possible indoor bowling centre and tourist accommodation.
- Possible Sports Pavilion
- Further building expansion, if needed
- Possible VGC redevelopment project

Note: Stage 3 is longer term and outside the current five year planning period



# Eat Street

## Stage 1- Food & Drink

**"Eat Street"** is about providing our members with a diverse range of food styles, types and prices. The Bistro and "Fisho's Hut" will be brought together under the one roof and in a pleasant, high quality environment.

The **"Eat Street"** concept will provide specialised outlets for:

- Asian Food
- Wood fired Pizza
- Fish and Chips
- Hamburgers
- Kebabs
- Milk Bar
- Coffee Shop
- Cakes and Sandwiches

There will also be:

- A bistro for roasts, and an
- Al a Carte (e.g. steak) Restaurant

**"Eat Street"** will provide *take away* and *eat in* facilities with areas specifically designed for family dining and quieter more intimate dining spaces for those who prefer a slower pace.

There will be areas just to meet friends

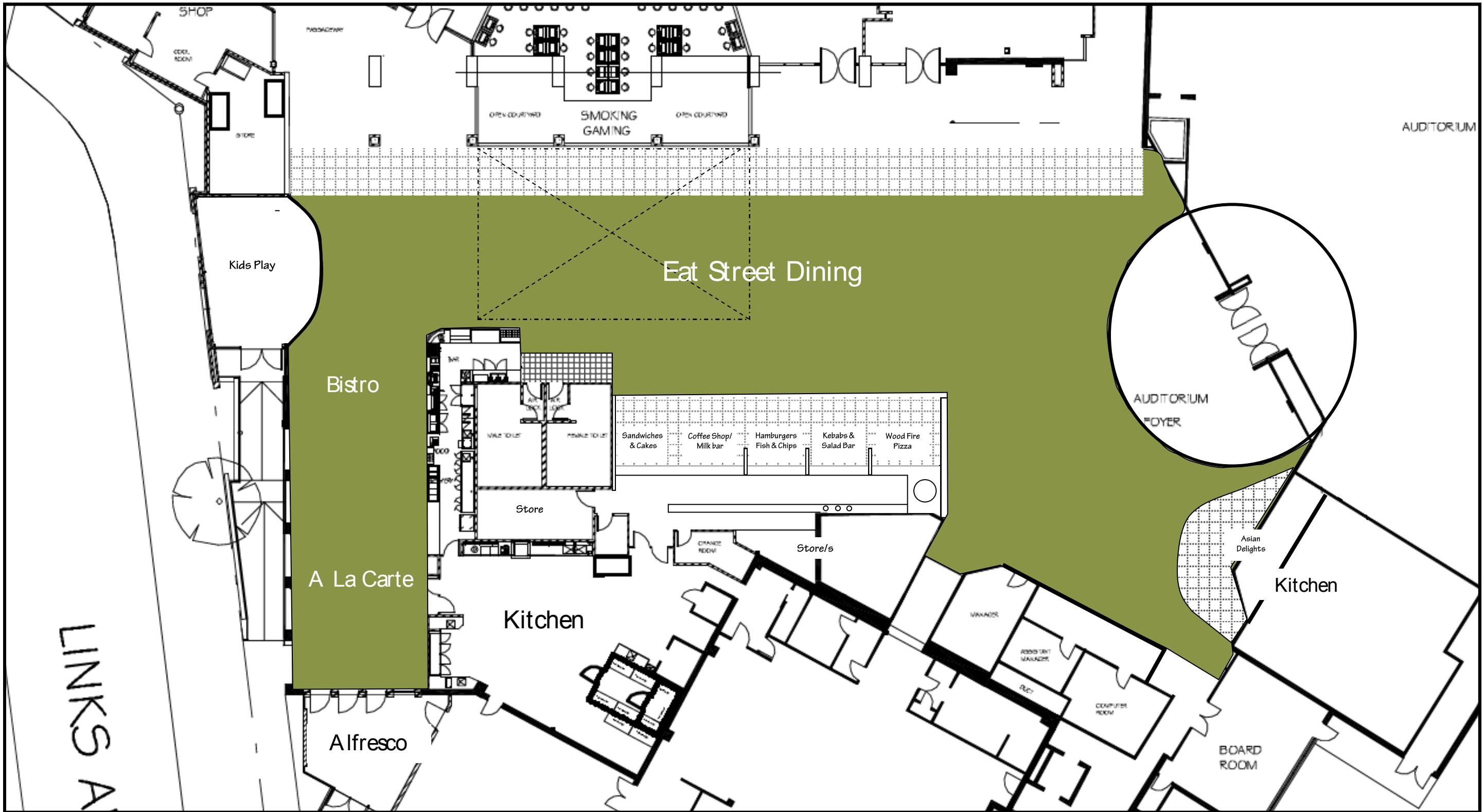
and have that special coffee and cake or to stay as long as it takes to satisfy your tastes!

Together with generally updating our decor and facilities e.g. Carpets, furniture and air conditioning your Board has put **"Eat Street"** as their No 1 priority and consider our financial risks are minimised because for the main part we will be consolidating the existing "Fisho's" and Bistro businesses .

**"Eat Street"** will be very different to the current space. The potential exists to open up the roof to the sky, to make it a light and vibrant space, to introduce water features and native plants that echo key aspects of our beautiful local environment. We have much to be proud of and we should show case it!







# New Games and Function Rooms

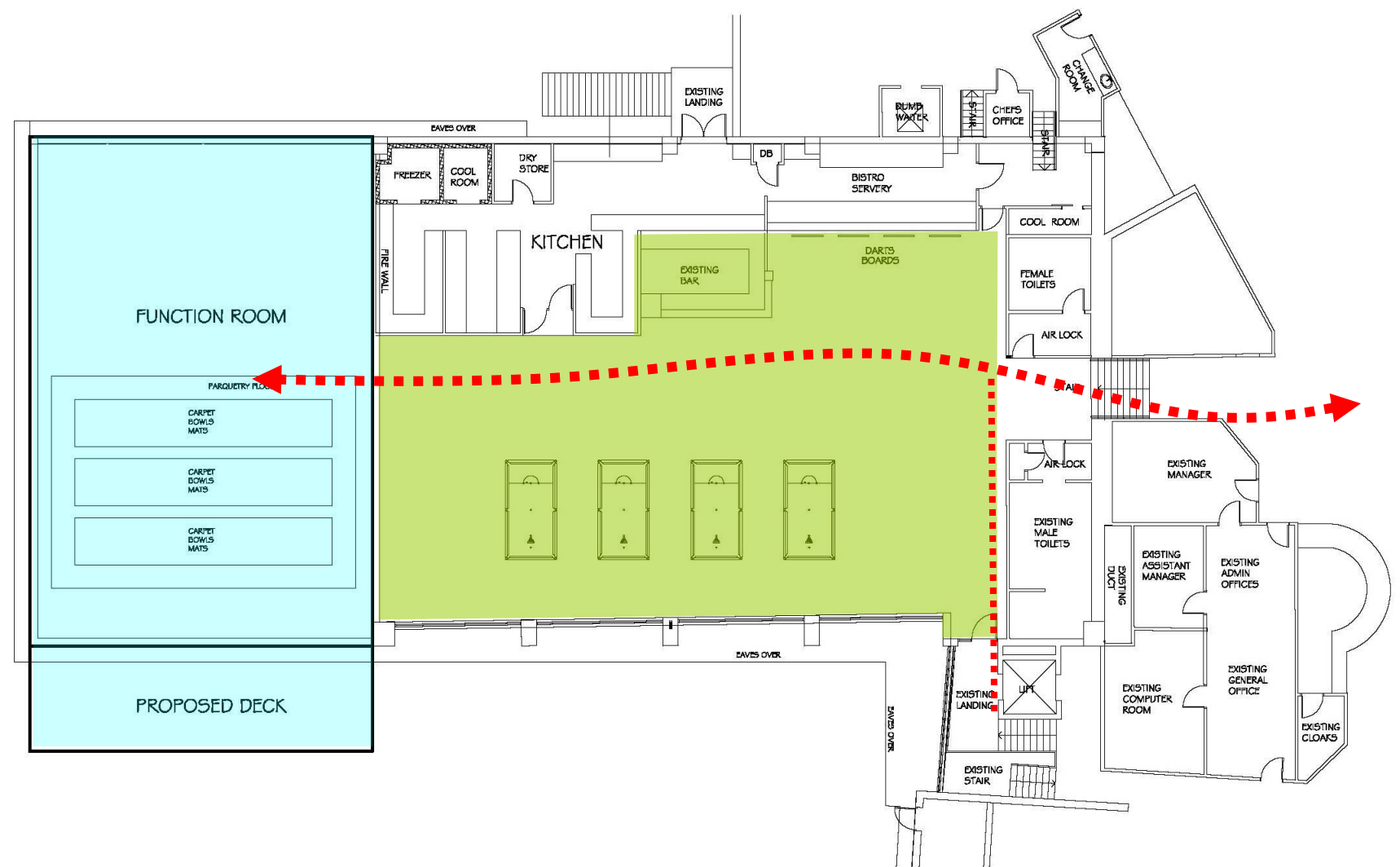
In order to free up space for construction of **Eat Street** our snooker facilities will be relocated upstairs into the existing function room area.

This will become our new **Games Room** which will provide updated facilities, in a modern lounge setting, not only for snooker but for indoor bowls, darts, the poker club and bridge players. The existing upstairs bar facilities will be reactivated to serve these new needs.

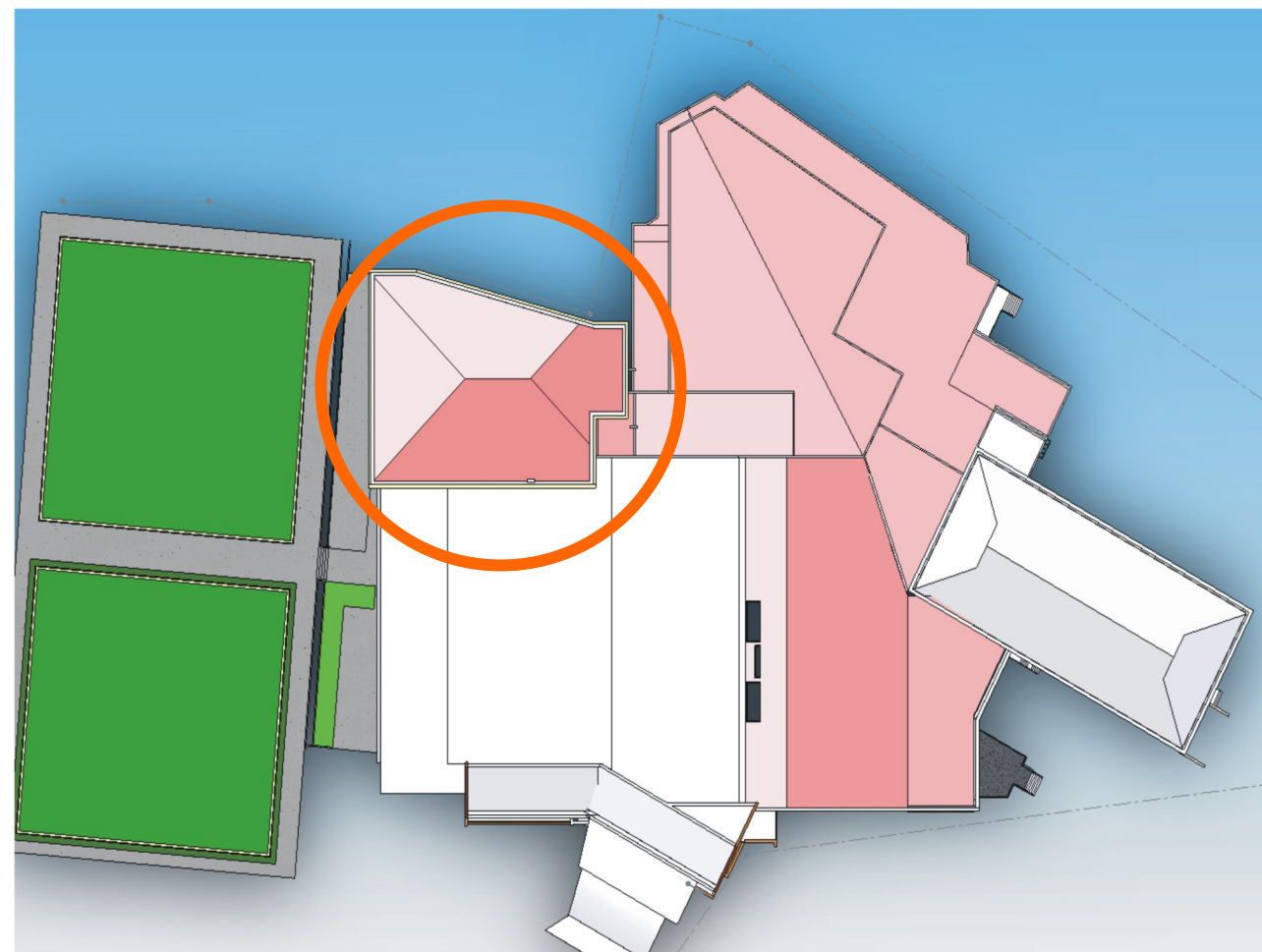
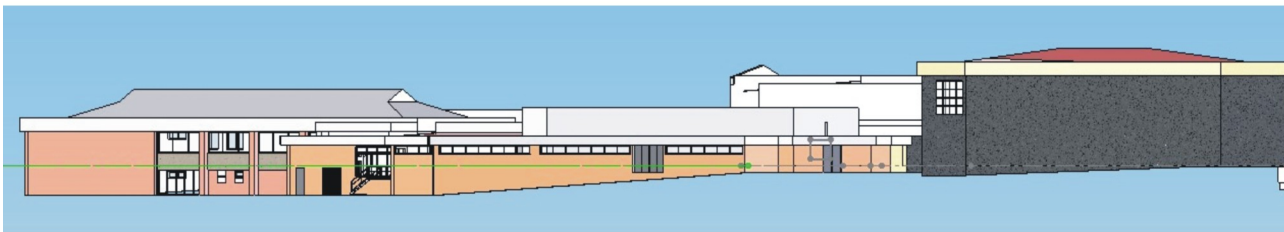
A new **Function Room** will be constructed by building over the existing squash courts (which are currently being used as a youth centre). This will also accommodate the indoor bowls facilities.

It is proposed to construct a deck or **Verandah** off the function room as this will take advantage of good views towards St Georges Basin. Importantly this project will provide us with an opportunity to improve the look of our Club as seen from Paradise Beach Road.

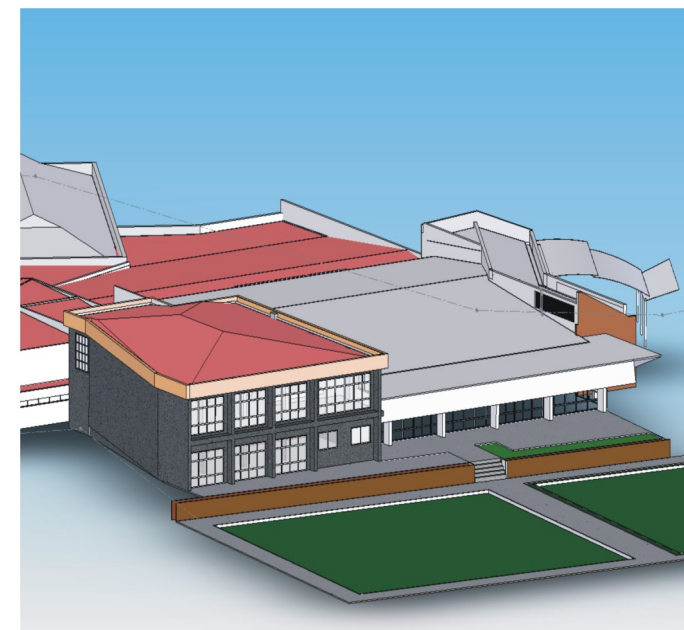
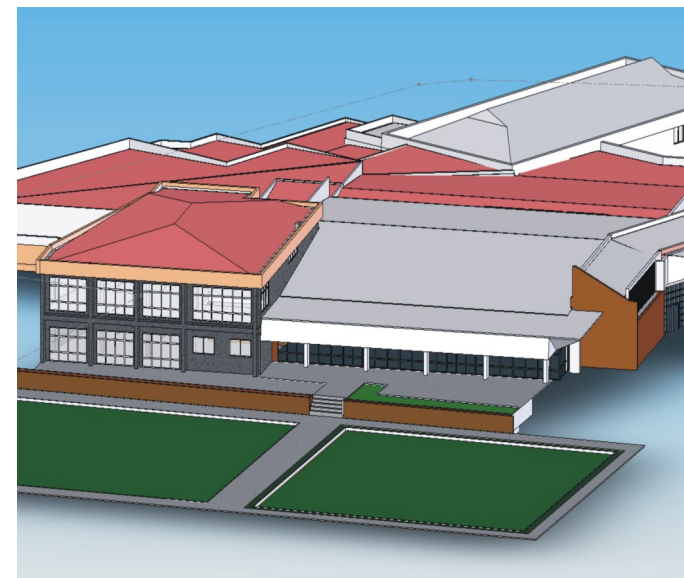
Consultation with our indoor sports clubs will commence once we engage our architects. We believe we can create one of the best indoor games facilities in the region







# Stage 2



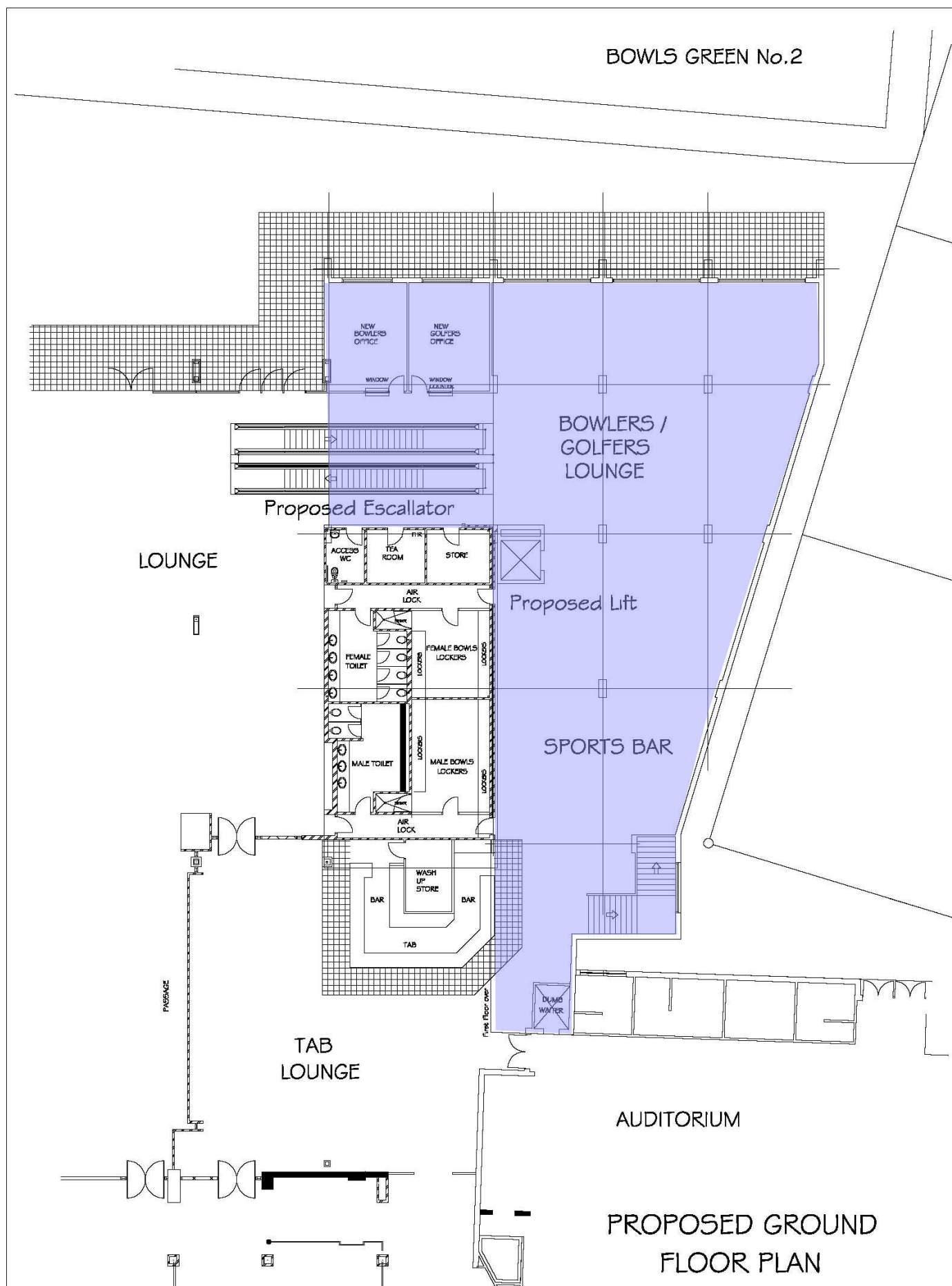
Stage 2 involves the construction of a major addition to our club house.

After an analysis of a number of options we have come to the conclusion that the Fisho's Hut site is the best location to build onto the exiting building and be the most cost effective solution. In addition, the Fisho's will be closed when Stage 1 is complete.

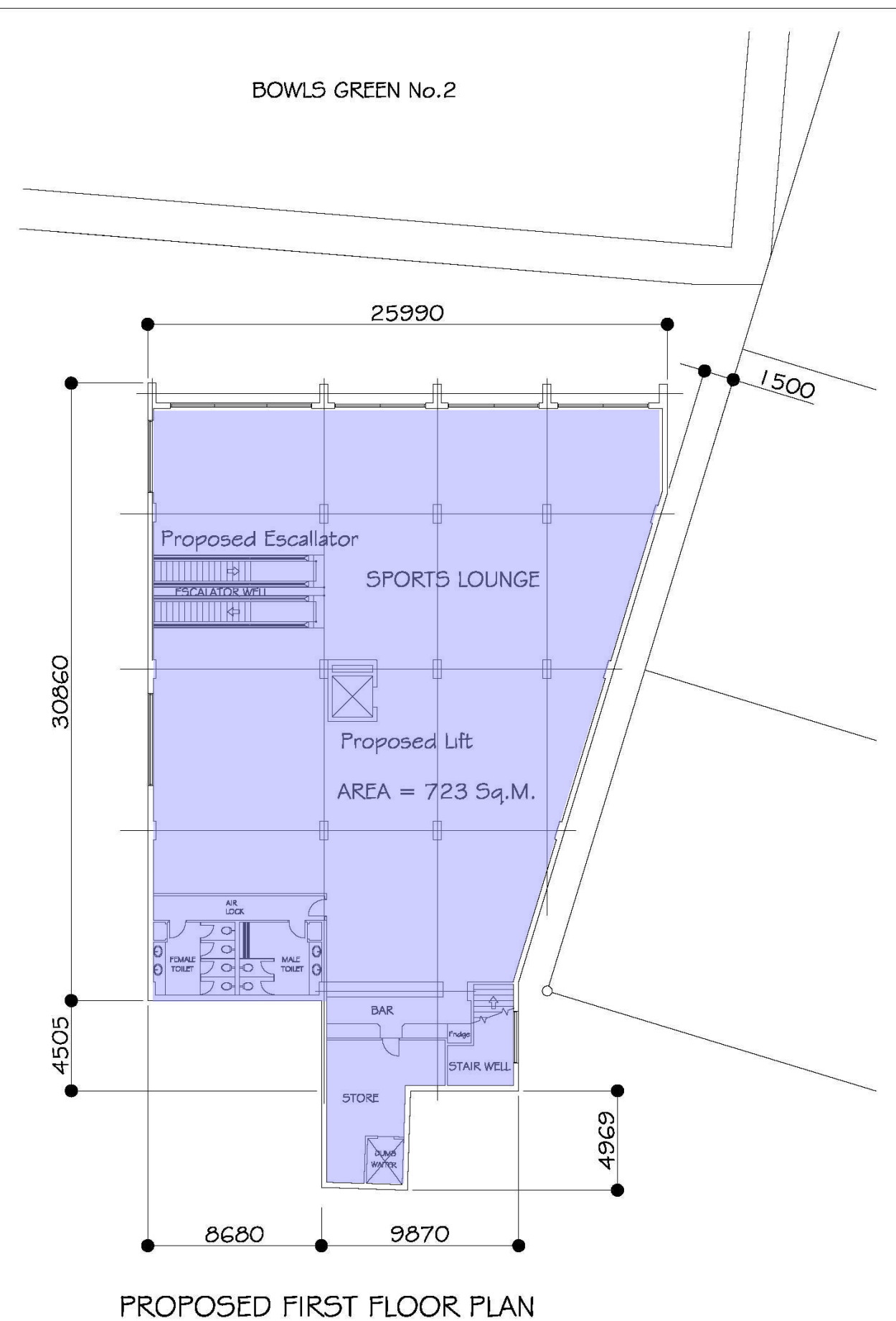
A concept for a ground floor **Sports Bar** has been suggested and an upper level with **Quiet Lounge** and additional function space.

This building will take advantage of views over the greens and golf course and double the amount of lounge space we have today.

The concept is indicative at this stage and subject to detailed design analysis and future costing.



Concept for Ground Floor - Sports Bar area



Concept for Upper level Lounge and Function area



# Stage 3

## The Country Club *St Georges Basin*

A draft SGBCC precinct “Master Plan” or (SGBCC-MP) has been prepared. This is a concept only and is intended to demonstrate how the Club facilities can grow and be accommodated in an orderly fashion over time. It is not a detailed design nor is it “set in stone”. Importantly, the MP will change over time as more certainty develops around each site and detailed design progresses.

Key aspects of the MP are:

As outlined in Stage 1 the existing club house will be improved internally (**items 1 & 2 on the plan**)

Later in Stage 2 the building could be extended laterally (**item 3 on the plan**) .

However, other options such as extending over the main lounge or function rooms would still exist and can be ex-

plored if these became a better solution or more viable.

**Items 4 – 9** principally refer to the area around the existing bowls maintenance shed. The concept suggests the potential to build a new Golf Pro Shop, cart store and Fisho’s BBQ in this area .

By repositioning the 1st golf hole tee and building a new 9th green land can become available for additional car parking and a possible tourist accommodation development (golf villas perhaps!) This will require the preparation of a “Golf Course Master Plan.”

The concept of an indoor or covered bowls facility is shown for the lower green area. **Item 7**

It is also worth noting that in Stage 2 it may be necessary to find alternate space for the existing bowls locker rooms and /or the golf and bowls administration rooms. If so, these could potentially be located in a new purpose built facility in this area e.g. as a

“ Sports Pavilion” and this would become part of Stage 2. Again, this is a matter for more detailed design, investigation and consultation.

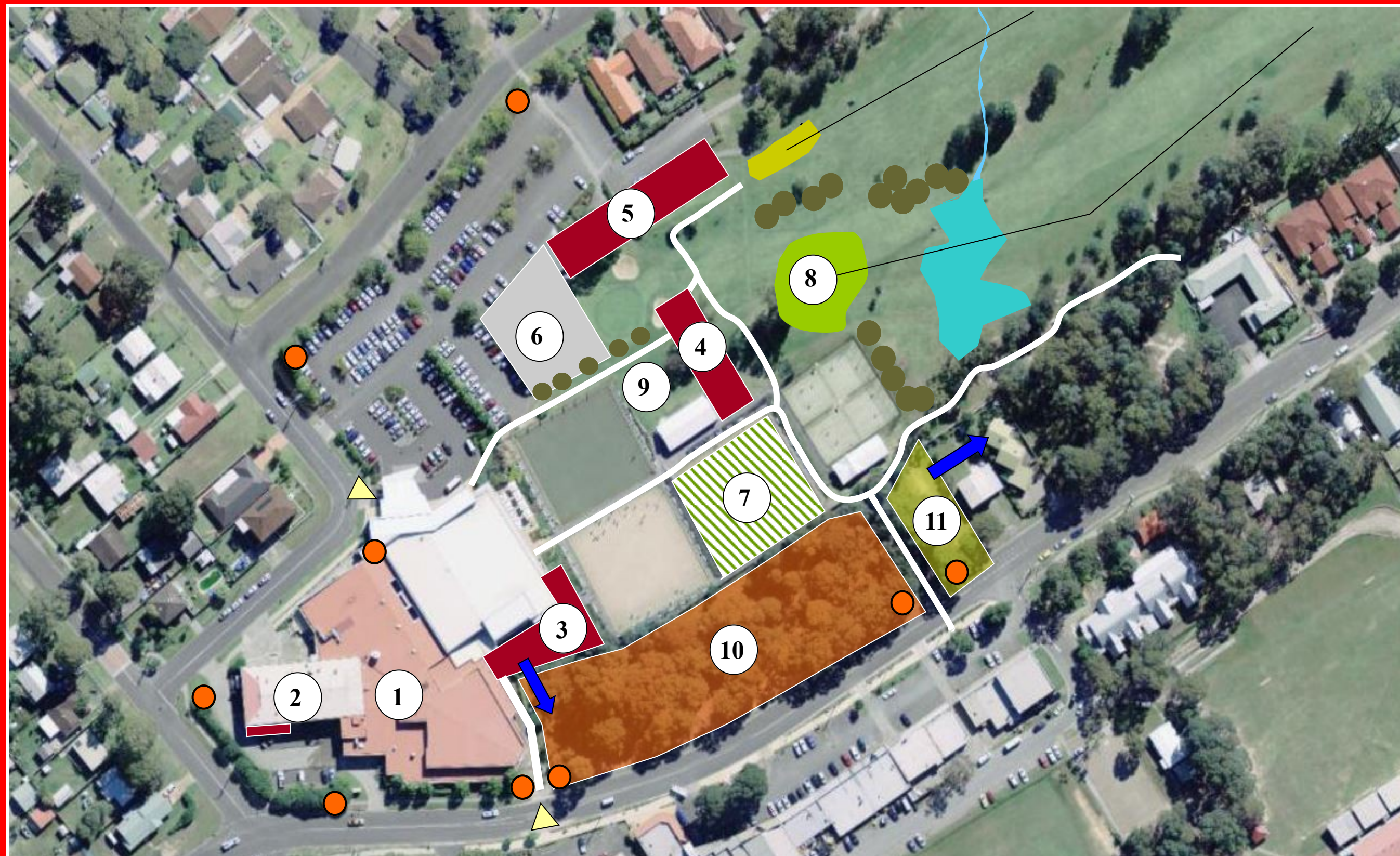
**Item 10** is the vacant land that adjoins the club to the east and which despite many attempts over the years has not become available for purchase. The MP concept shows possible expansion into this area in the longer term.

**Item 11** is the Clubs vacant parcel of land, behind the tennis courts. This land has potential for development e.g. some form of small scale accommodation or other business and it could become part of a much larger site i.e. if the Club wanted to acquire further properties to the north.

As the President has said:

One thing is clear-  
“A new era of our Club development and growth has begun”





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|--|--|----------------------------|--|
| 1 Existing Club Building– Internal Changes-Stage 1 | 4 New pro-shop, cart store , possible bowls facilities | 7 Covered Bowls Green      | 10 Other owner vacant land- Site A (10 lots under investigation)                           |
| 2 Verandah and Internal Changes Stage 1            | 5 Tourist Accommodation                                | 8 Relocated 9th Hole Green | 11 Club vacant land –Site B (possible accommodation & investigate other property to north) |
| 3 Club Extension- Stage 2                          | 6 Possible new car parking                             | 9 BBQ area “Fisho’s Club”  | Major Signage Opportunities  |

## SGBCC Precinct “Master Plan”

-  Major Entry Points
-  Possible Expansion

