

June 2018 – Member Forum



Our Purpose

Sanctuary Lakes Club is a premier golf and leisure club that is inclusive and committed to delivering ongoing value to its members, in an innovative way.

Key Updates

- Membership Update
- Financial Position
- Our Key Critical Initiatives
- Club Captain's Update
- Q & A with our new course curator

Membership Update

- Listened to feedback and course improvement has been a real focus
- Introduced new member retention policies and processes
- We are starting to attract members from other clubs
- Social calendar is also helping build our club culture
- Membership income declined in 2018 but is forecast to improve in 2019

Membership Summary

Membership Numbers as reported in Virtual Manager (Membership Database)

	Jul-14	Jul-15	Jul-16	Jul-17	Jul-18
CATEGORY	QTY	QTY	QTY	QTY	QTY
PLATINUM				19	34
DIAMOND	196	175	164	130	132
GOLD	170	161	166	143	154
6 DAY	32	50	50	68	81
SILVER	71	81	86	86	110
INTERMEDIATE	32	67	82	61	52
JUNIOR	21	22	28	30	42
	522	556	576	518	571
Overseas Diamond	2	8	8	5	6
Overseas Gold	1	1	1	1	0
DEFERRED	29	48	10	15	5
	554	613	595	539	582

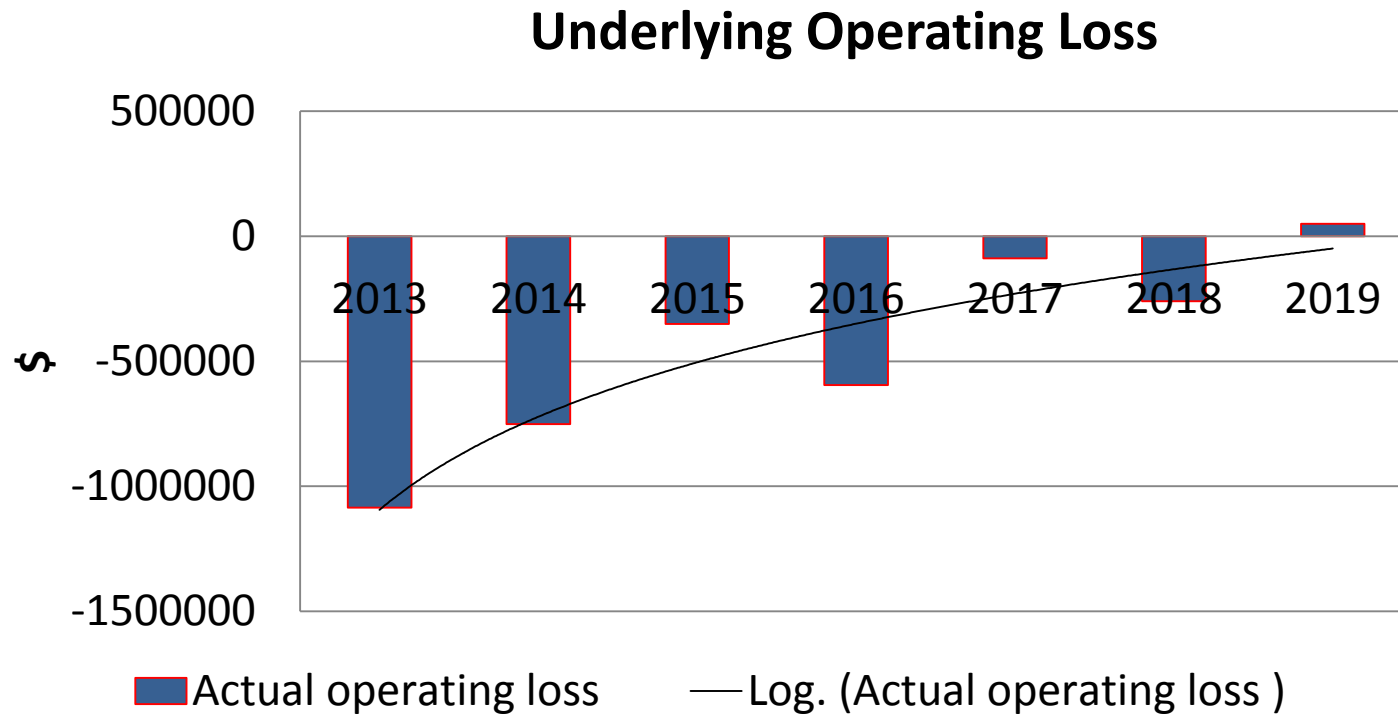
Financial Position

- Immediate financial position is sound
- Operating loss has deteriorated – forecast at \$260K for 2018 year
- Reality check – we continue to make losses
- Course and facilities are aging and require significant future investment
- More to do to secure our long term financial future

Financial Position Continued

- Membership renewals this year are strong
- Significant savings on course curation (despite recent investments made)
- Our core golf course product is improving (lead to green fee income)
- Range income continues to grow
- We are targeting our first ever operating profit in 2018/19

Targeting our First Ever Operating Profit in 2019



Our Key Critical Initiatives

Delivering a profit remains a key deliverable of this board. We will do this by:

- Growing membership subscriptions
- Growing corporate and social golf income
- Grow pro shop and driving range income
- Explore property development opportunities

Look for a step change

Whilst we are on the right track to improve our bottom line, essentially “trading out of” the losses is a long road. Additionally

- We don't have cash reserves should anything unforeseen happen
- We can't make bigger investments if the opportunity was right
- We have under utilised assets in the form of land and buildings
- We have limited ability to borrow given auditors report

Expression of Interest – Property Development

- Delivering a profit does not guarantee long term financial stability
- Significant delayed maintenance spend we want to address
- Grow non core golf income streams to keep golf at SLC affordable
- Maximise the use of our land assets
- We are not selling the land to a developer, we are undertaking the development with a JV Partner

Expression of Interest – Property Development

- Calling for commercial property developers to consult with us
- To improve facilities for our members
- To grow non core golf income streams (ie. Rental income)
- Secure our long term financial future

EOI Land Considered



EOI Land Considered



Improving your course



Club Captain's Update

Short term course priorities:

- Consistency with all playing surfaces – Greens and Bunkers in particular
- Get weeds under control
- Vegetation management in particular around hazards
- Better defined fairways and rough – mowing lines

Club Captain's Update

Long term course priorities:

- Deliver on course strategy document from 2017 – be true to the original design intent
- Recover lost green edges through upcoming renovations
- Rough – make it more playable and consistent in height and type of grass
- Fix cart paths – loose and missing bricks and removal of 18th path near houses
- Renovation to address thatch in fairways/surrounds
- Removal of all lomandras around bunkers

Club Captain's Update

Eradicate the Lomandra – They are needless, and waste maintenance time and slow play



Club Captain's Update

Match and Member priorities:

- Conduct successful Board events & continue to improve competition calendar
- Improve speed of play – starter, marshalling, accountability
- Course pride – bunkers, pitch marks and littering
- Education on most frequent rules violations
- Club Championships 2018 – Bigger and better
- Member respect and constructive feedback and more volunteering

Sanctuary Lakes Club

Thank you