



RED CLIFFS GOLF CLUB Inc.

PO Box 449 Red Cliffs Vic. 3496

Tel: (03) 50241531; Fax: (03) 50241449

THE RED CLIFFS 'WHACKER'

ISSUE # 20 – FEBRUARY 2005

ARE YOU PAID UP AND PASSIONATE?????

My apologies for pinching an AFL club's catch-phrase but I was keen to get the message across. The club needs your subscription now! If you haven't paid your membership fee for 2005: **DO IT NOW!!!!!!**

The President's Message

The summer competition is drawing to a close with the opening of the new season scheduled for March 12th. Coinciding with the start of the season will be the official opening of our new 12th green. Thank you to all members for their patience while this green has been prepared. It will certainly add more character to our great course.

Plans are also underway for the redevelopment of the 12th tee, which will be undertaken shortly. Following the required earth works, turf will be laid, which will mean the tee will be available for use in a relatively short time.

Most of the development works going on around the course are being done at little or no cost to the club and are a result of funding obtained through the 'Work for the Dole Scheme' and some kind donations.

Following the election process, one position remained unfilled on the General Committee and as such, the committee has exercised its prerogative to co-opt Tom Crawford to that position for the remainder of the year. We look forward to working with him in that capacity.

It has been agreed to purchase the shed behind the practice net with a view to storing our golf carts in them, out of the weather. Another larger steel shed has also been purchased at a very minimal cost and will be used improve our storage and service facilities.

It has been pleasing to see increased numbers in our Saturday fields and the number of green fee players. This is certainly encouraging for the future.

One of the objectives of the committee is to have the clubhouse open more, particularly over traditionally busy holiday periods, in order that we maximise trading opportunities for Red Cliffs Golf Club. The benefits of this were obvious over the Christmas break and as such, we will be seeking assistance from members in keeping the clubhouse open over the Easter break. Details will be released in due course.

One of the undoubted strengths of our club is the huge contribution individual members make in so many different ways to the operation and development of Red Cliffs Golf Club. These contributions are greatly appreciated and are vital to our future.

Andrew Wood – President.

A Special Letter

The General Committee received the following letter at its meeting on Monday 21st February. It is reproduced here for the interest of all members.

Dear Andrew, Committee & Club Members,

Enclosed is payment for the catering provided for Ray's memorial service. I have added slightly to the amount but still feel that it is inadequate. How could I ever repay the members for what they did for my family and I.

The venue looked magnificent and Ray would have been so pleased to know his family and friends were with him at his much loved golf course.

You have all made the general public very appreciative of what a wonderful resource they have in their midst. Perhaps this has given a meaning to Ray's premature death. If some good can come from it and we can all remember what a great celebration the day was of the life of a wonderful man who was passionate about Red Cliffs Golf Club.

I would very much like to continue to be involved with the club. At present I am still coming to terms with my unbelievable loss but I would like to volunteer my time to assist in any way.

Thank you all so much for your kindness, care and concern. Ray's family and mine will be eternally grateful for what you have done for us.

My sincere thanks for everything.

Cheryl Patterson

Notes from the General Committee

The second General Committee meeting of the year was held on Monday 21st February. The main items were:

- A draft Operating Plan was presented, which will now be looked at in more detail by a small sub-committee with a final draft to come back to the General Committee.
- The old fridge in the bar area will be repaired.
- The General Committee decided not to increase hire charges for the clubhouse for functions. A hiring agreement proforma will be developed.
- The junior golf program is causing some concerns and we desperately need someone to take it up

The passing of a Life Member

All members of the Red Cliffs Golf Club were saddened to hear of the recent death of one of our Life Members, Vyda Dean. Everyone connected with the Red Cliffs Golf Club offers their condolences to Bob and Judy Dean and family at this very sad time.

“Issues & Challenges for Golf Clubs in Victoria”

Regular readers will remember that the last issue of the ‘Whacker’ included an item on this very topic. It was based on an article in a recent edition of ‘Golf Victoria’ that summarized the Ernst & Young report recently commissioned by the Victorian Golf Association. We now have the report: “Issues & Challenges for Golf Clubs in Victoria” and the General Committee intends to go through it over the next few months as part of its strategic planning processes. I will attempt to keep the general membership informed about this important issue through the ‘Whacker’.

The Ernst & Young report is split into seven chapters. The first chapter addresses and analyses the general demographic patterns evident in Victoria as they relate to golf. The second chapter provides an overview of the current golf supply and demand picture in Victoria. The remaining chapters then address each of the identified challenges facing golf clubs in Victoria. These challenges are:

*The membership challenge; The land challenge;
The environmental challenge; The cost structure challenge
The governance challenge*

Whilst it could be argued that the Red Cliffs Golf Club may not necessarily face all of these challenges it is obvious that all are important issues to some degree or another.

Population overview:

The first chapter of the report provided an overview of the patterns evident within the Victorian population. In general terms population growth across the state will be fuelled by a strong increase in the 50 years plus age group as the state’s population continues to age.

This forecast trend has direct implications for the golf industry. The age groups where significant growth is expected already reflect the highest level of participation in golf and this seemingly presents an opportunity to the industry as future demand, albeit from a select portion of the population, seems certain. On the other hand, as young adults continue to move towards the larger centres and the aged population seek out and remain in regional locations, the shifting demand mix will create certain operational revenue challenges as the earning levels of the more aged persons declines, therefore potentially impacting the income streams generated from discretionary spending at golf clubs across the state.

In the next issue of the ‘Whacker’ we will look at the next section of the report: “Victorian Golf Supply and Demand Overview.”

“CONCERT ON THE COURSE”

**Friday 18th March on the 18th fairway;
\$20.00 per head or \$50.00 per family.**

**A two-course meal plus great entertainment from
‘Grab Ya Cat’**

No BYO, drinks available at regular bar prices.

**What about getting a group of friends together and
come along and enjoy this great night out.**

**This is a perfect opportunity to highlight the magnificent
facilities at the Red Cliffs Golf Club.**

Junior Golf Program

For many years Red Cliffs Golf Club has prided itself on its Junior Golfing Program. The results of the program are there for all to see. With Steve Naylor’s departure we are in desperate need for someone to step into the breach. You don’t necessarily have to be the best golfer around, you just have to have a commitment to assisting a group of future golfers get a start in the game. If you can help out as either the coordinator of the program, or as part of a team of people who can work together to assist our young golfers, speak to President Andrew as soon as possible. The situation is becoming desperate and we need to get the program rolling again.

Upcoming Events

‘Concert on the Course’: We are hoping for a crowd of 400 plus but it is up to you, the members to make sure that this will happen. Every member has a group of friends, neighbours or work mates outside of the Red Cliffs Golf Club and it is these people we want to see come along. There used to be an old saying in Apex about fundraising: “the best money is outside money”. So get cracking and get your group together and buy your tickets. See Mick Hogan!!!

First major raffle: First prize will be a set of golf clubs, bag and buggy and tickets will be available shortly. We need all members to get behind this very important fundraising event.

Finance Update

Net profit for January was \$3,421.36. This compares with a profit for January last year of \$1,742.68. For the first three months of the year we are \$6.65 better off [yes! that’s correct], which is a concern given the fact that we had a \$5,000.00 start on last year with the market day and the second major raffle.

From a budget point of view the only real concern is the increase in course costs due to unexpected expenses for repairs and maintenance to machinery and the watering system. The only other big increase, which was not predicted, was the increase in water rates, which are up \$1,200.00 on last year.

We have been able to reduce our overall debt by \$3,772.00, which is down from \$133,547.00 in October 2004 to \$129,775.00 in January 2005.

On the income side when compared with last year membership is down as is catering. Golf activities, raffles, profit on bar trading, fundraising, sponsorship and advertising and other income are all up when compared with last year. On the expenditure side the net cost of the course is up as are clubhouse expenses and sundry expenses. Administration expenses and finance expense are both down when compared with last year. Chris Healey Treasurer.

WHAT ARE THE ‘TAKE HOME MESSAGES’?

- **Pay your subscriptions – we need the money NOW!!**
- **Get your tickets for the ‘Concert on the Course’**
- **If you can assist with the Junior Golf program, speak to President Andrew as soon as possible.**