

## **GOLF : THE STATE OF PLAY**

Summary of key golf trends supplied by WellPlayed golf consultancy, based on reports released by Golf Australia, the Australian Golf Industry Council (AGIC) and Sport Australia (formerly Australian Sports Commission):

- While golf remains one of Australia's most popular participation sports, the rates are declining. Adult (aged 15+ years) South Australians participate in golf less than the national average.
- Club membership numbers peaked in Australia in 1998 and have been declining ever since. Based on the current total golfer market size, it is unlikely that there will be any significant growth in golf club membership opportunities. What is more likely is that club membership will remain flat or continue to marginally decline.
- The average reported age of club members is 57.5 years. The average age of male members (56.1) is eight years younger than females (64.1).
- Visitation is a key performance measure for golf facilities. Whether operating primarily for public golfers or members, golf facilities require visitation to generate their primary revenue from green fee, hospitality, other golf and membership sales.
- A diversified revenue stream is increasingly important for golf facilities to remain sustainable. Additional revenue sources could include: driving range, mini golf, virtual golf, hospitality, site hire.
- A significant percentage of Australian golf clubs are under financial distress, and there has been a 4.6% decline in the number of clubs over the past 10-year period, from a high of 1,399 in 2008. There are currently 1,335 golf course-based clubs in Australia.
- The idea of amalgamating two (or more) golf clubs can be a valuable strategic opportunity, which can lead to improved outcomes for the club's members and local community.