

CLUBLINKS SUCCESS STORY

Centenary Park Golf Course

McClelland Dr, Frankston, VIC 3199

Clublinks proudly took management of Centenary Park Golf Course in January 2019 with the sole focus to revitalise and reenergise the public golf course based in South East Victoria.

In the almost three years of management, the course has experienced numerous challenges with trade including extensive COVID lockdowns equalling 24 weeks of non-operation. Yet despite this, Clublinks have managed to deliver unprecedented results for our client – Frankston City Council.

Clublinks' directive was simple – operate a profitable community hub where golf is played, that looks to attract new audiences in women and juniors and provide community impact events.

Returns for Frankston City Council:
19/20 FY (year 2) – 33.6% increase
20/21 FY (year 3) – 55% increase

Golf rounds results to date:
16% increase from 19/20 to 20/21 FY
January 2021 a record month with an increase of 15% YOY

Clublinks achieved these results through a combination of:

1. Complete rebrand to new and vibrant colours that more closely aligned to the brand's promise and personality
2. Introduction of innovative events and programs which attracted new members of the community to the course
3. An investment of \$150k by Clublinks into facilities and programs that bolstered new attendees' experiences

Our marketing strategy focused on the facility being inclusive, accessible and welcoming to all members of the community regardless of interest or experience with golf.

Program, event activities and results:

- **Golf Australia Junior Participation Program – return of 30% net profit**
- **Tennis & golf program sold to capacity that returned a 31% net profit**
- **Golfing school holiday programs sold to capacity that returned a 31% net profit**
- **New initiative of "Golf Pilates" to introduce new audiences to golf. Generated a 10% ROI**

With operational lockdowns expected to cease in 2022, Clublinks are anticipating unprecedented further growth through uninterrupted access by local residents and further innovation applied to current product and program offerings.