



EXPRESSION OF INTEREST

A unique opportunity to partner with Australian Golf

PGA
AUSTRALIA



WPGA TOUR
AUSTRALASIA

AUSTRALIAN GOLF

Background

THE INAUGURAL STRATEGY FOR AUSTRALIAN GOLF | 2022 – 2025

OUR PURPOSE

More Australians
playing more golf

OUR PHILOSOPHY

All golf is golf and all of
us can be golfers

OUR PURPOSE

A sport for life and
fun for all

STRATEGIC PILLARS

Tell our story better

Attract new golfers

Grow our core

STRATEGIC ENABLERS

Attract new fans and grow revenue

Work together

The Australian Golf industry has launched its new national strategy from 2022 – 2025, designed by golfers, for golfers.

Our strategy provides a clear vision for golf's future and a plan for growth for our entire sport.

We are clear on our purpose – to inspire more Australians to play more golf, which is consistent with our belief that all golf is golf and that all of us can be golfers. Working together we will position golf as a sport for life and fun for all.

[Click here](#) to view our strategy in full.



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Working together

In alignment with the Australian Golf Strategy, Golf Australia (GA), the Professionals Golfers' Association (PGA) and the WPGA Tour of Australasia (WPGA) have identified an opportunity to generate efficiencies in the form of a golf centre which will house administration functions, provide world-class high-performance training areas and present an inviting facility to the community through the activation of national programs on site. For the purpose of this document this opportunity shall be referred to as the Queensland Golf Centre.



Golf Australia (QLD) offices are currently located in Brisbane with an overarching purpose to get “more Australians playing more golf”. Key responsibilities of Golf Australia include developing and coordinating participation programs, providing services to clubs and facilities, conducting tournaments and events, managing the rules of golf and the national handicap system and promoting the game.



The PGA (QLD) offices are currently located on the Gold Coast. Its primary purpose is to deliver national PGA programs including education, events and tournaments to PGA Professionals and the wider industry. The Queensland Golf Centre will allow the PGA to evolve its services to its members and extend its operational support to the wider golf industry.



The WPGA Tour do not currently have offices located in QLD. Its primary purpose is to create and enhance playing opportunities for female golf professionals within our region, and therefore works closely with both the PGA and Golf Australia to do so. The Queensland Golf Centre will provide administrative space for the WPGA Tour to increase its collaboration for the betterment of female professional golf.

The Queensland Golf Centre will bring significant efficiencies for Australian Golf, specifically in allowing for additional investment in game development activities as described in the Australian Golf Strategy whilst further enhancing its world-class high performance programs.



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Queensland Golf Centre

An evaluation of government (national, state and local) funding sources is currently being undertaken with an overarching vision to align investment from specific levels of government with available sites to determine the best location. As a result, the three organisations are therefore seeking expressions of interests (EOI) on this unique opportunity to partner with Australian Golf from golf courses, clubs, facilities and investors as to their desire to develop a new site or use an existing site on their property on which the Queensland Golf Centre could be located.

It is acknowledged that opportunities for the Queensland Golf Centre will exist in a variety of commercial structures. Such options that may be explored include though are not limited to:

- Leasing the space over a long term agreement
- Joint venture development opportunities
- Purchasing of golf facilities and/or generation of new golf facilities.

KEY DELIVERABLES – Below is an overview of the desired requirements of the three organisations:

Item	Requirement	Comments
Office Space	500m2 to 1000m2	Total office space including workstations, storage, offices, boardrooms and meeting rooms as well as amenities
Work Stations	Up to 40 staff	Such workstations would include those located in offices
Storage	One storage room of approx. 300m2	External access desirable though not a necessity
Kitchen	One kitchenette for staff use of approx. 40m2	It is desirable for such amenities to be exclusive though not a necessity
Toilets	Three male and three female toilets	It is desirable for such amenities to be exclusive though not a necessity
Car Park	Up to 40 car parking spaces for staff and guests	It is desirable for such spaces to be exclusive though not a necessity
Course Access	Exclusive access to the course for a defined number of days	To be used for associated state championships and/or networking events
Coaching	The ability to conduct coaching activities for PGA and GA Programs	These may include GA squad sessions, game development activities, training of PGA Associates and other education sessions
Function Space	The ability to utilise a space at the golf facility for meetings and functions in excess of greater than 100 individuals	These may include PGA education sessions, GA delegate meetings, Annual General Meetings and other networking events
High Performance	<ul style="list-style-type: none"> • Driving Range • 1-3 High Performance bays (fitted out with technology, software, force plates) • Gym • Physio room • Meeting and conference rooms • Short game area – green, bunkers, full wedge range, chipping/pitching green, putting, short grass, long grass 	To be utilised primarily by GA high performance athletes and may include access by other stakeholders

Expression of Interest

Golf Australia, the PGA of Australia and the WPGA Tour formally invites expressions of interest on this unique opportunity to partner with Australian Golf from current or future golf facility owners/operators on which the Queensland Golf Centre could be located. Expressions of interest responses shall be accepted from parties which have rights to represent the proposed site of the Queensland Golf Centre and shall comply with the conditions prescribed.

Timelines

Below is an overview of the anticipated timelines in relation to the development of the Queensland Golf Centre:

Expressions of Interest Open	29th August, 2022
Expressions of Interest Close	30th September, 2022
Consultation with golf facilities regarding expressions of interest	October 2022
Desired period for QLD Golf Centre to be complete	TBC

Other considerations

The key deliverables form part of a greater evaluation relating to the following factors:

1. Location and proximity to key stakeholders;
2. Government (local and state funding) availability;
3. Ability to provide long term tenure; and
4. Business modelling that delivers benefits to all stakeholders.

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A golf facility's EOI response should not be exhaustive, however a written overview of the following is recommended:

- Ability to achieve the key deliverables and any perceived challenges
- Location of the proposed tenancy on the property
- Benefits for Golf Australia, PGA and the WPGA Tour
- Benefits for the entity providing the EOI response
- Any factors that could impact the associated timeframes
- Other supporting information deemed relevant

There is no requirement to provide any financial modelling relating to land, tenancy or lease costs however any options that you wish to highlight that may benefit both parties is encouraged.

EOI's shall be completed by completing the [online form](#) by 5pm on Friday 30th September, 2022.

Conditions

1. GA, PGA and WPGA obligations

- 1.1** GA, PGA and WPGA reserve the right to undertake negotiations with entities who do and do not make submissions in response to this EOI.
- 1.2** No payments will be made to entities in relation to a golf facility developing a response to this EOI.
- 1.3** GA, PGA and WPGA are not obligated to proceed with all or any part of the development of the Queensland Golf Centre.

2. Submission of EOI response

- 2.1** An entity must respond to the EOI by way of an online form by Friday 30th September, 2022.

3. Ownership of documentation

- 3.1** All details, concepts, ideas and modelling in a golf facility's response to this EOI are not identified as the intellectual property of the entity submitting the EOI.

4. Evaluation

- 4.1** GA, PGA and WPGA will evaluate all EOI responses from entities and may request further details or clarifications.

Contact

All enquiries in relation to the expression of interest shall be directed to:



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