



Victorian Golf Infrastructure & National Golf Facilities Guidelines



Golf Australia (GA) with the support of the Victorian Government has commissioned SBP to develop a Victorian Golf Infrastructure Strategy and National Facilities Guidelines to support future investment and development of golf facilities across the state. In addition, SBP will also be updating the Community Impact Study of Golf in Victoria, first completed by SBP in 2015.

Below is a summary of the specific objectives for each project:



Victorian Golf Infrastructure Strategy

Provide an evidence base of data and insights to guide the planning and prioritisation of investment into golf infrastructure projects that deliver a strategic benefit for both golf and the local community. Outcomes of the project will include:

- Detailed analysis of golf participation and population trends.
- Analysis and mapping of the provision of golf facilities.
- Short, medium and long-term strategic golf infrastructure investment priorities.
- A 10-year Implementation Plan.



National Golf Facilities Guidelines

A dedicated national resource to lead best practice planning, design, development, management and maintenance of golf facilities and infrastructure.

This resource will cater for the diverse needs of a broad range of stakeholders, including golf club and facility managers, state and local government partners and other key golf industry stakeholders.

The guidelines provide direction around the development of golf facilities that are:

- Welcoming and inclusive.
- Economically and environmentally sustainable.
- Designed to support innovative and non-traditional activities to grow participation.



Community Impact Study of Golf in Victoria

Provide an updated Community Impact Study of Golf in Victoria which highlights the benefits that golf delivers to the community, including:

- Economic benefits;
- Health benefits;
- Social benefits, and;
- Environmental benefits.

The study will complement the Victorian Golf Infrastructure Strategy by clearly articulating and quantifying the positive impacts that golf facilities and infrastructure deliver in Victoria.

Project Methodology



1

Scoping & Project Management

- Workshops with the Project Steering Committee (PSC) and Project Working Group (PWG).
- Project Management Plan.
- 5-8 consultations with key GA staff.



2

Literature Review

- Review relevant GA strategies and policies.
- Review of best practice golf industry publications.
- Review of facility guideline documents.



3

Data Review and Enhancement

- Analysis of Golf Link database.
- Analysis of Golf Facility Audit Data.
- Population and demographic forecasting.
- Facility provision and catchment analysis.



4

Stakeholder Consultation

- Large scale online survey with participants, golf club managers and golf industry stakeholders.
- Depth interviews with key stakeholders.
- Extensive series of regional workshops.



5

Strategy Development

- Final Victorian Golf Infrastructure Strategy.
- National Golf Facility Guidelines.
- Updated study on the Community Impact of Golf in Victoria.



6

Implementation & Data Visualisation

- 10-year implementation road map.
- Data visualisation dashboard to support strategic decision making.
- Case studies of best practice and innovation.

Project Outcomes

- Key insights and understanding of the facilities and infrastructure elements which drive golf participation.
- Best practice case studies that diversify and optimise the use of land and support economically and environmentally sustainable clubs and facilities, innovative and non-traditional golf activities, and which drive beneficial outcomes for the community.
- An assessment of the impact of COVID-19 and recommendations to assist in the recovery from the pandemic.
- Recommendations on the optimum GA workforce to assist the performance of golf clubs and facilities.
- Identify opportunities for GA to increase golf participation by under-represented groups through improved diversity/inclusion within golf clubs and facilities.
- An evidence base for establishing an ongoing Victorian Government Community Golf Infrastructure Fund Program.
- Short, medium and long-term strategic golf infrastructure investment priorities.
- A 10-year Implementation Plan to breakdown the strategies into operational tasks and ensure a clear path for implementation.
- Community Impact Study that highlights the economic, health, social and environmental benefits which golf delivers for the Victorian community.



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