



MORNINGTON GOLF CLUB INC.

Multi Sports Complex



2010 – The year of digging deep and looking within – Why?

- Declining Membership
- Aging Membership 70% over 60 years old
- No Lady Members
- No Junior Members
- Wakefield Park Artificial Grass Project – Congestion, poor car parking
- Clubrooms which did not provide a platform for growth – poor light – split lounge upstairs/down stairs- limited locker room facility – limited bar facility
- Declining revenue for WCC
- Possible closure of golf course or reduction of holes
- The market had changed and we did not change with it

How did we start the turn around process?

- Change of mind set from a sporting club to running a business
- Established a strong Business & Marketing Plan
- Set strong targets and measures
- Reviewed membership subscriptions to encourage new members
- Built a strong working partnership with the Wellington City Council
- Obtained the approval to work on the golf course and to provide security
- Gained local media support
- Formed a strong working management committee
- Review opportunities to move to new facility – Berhampore Bowling Club

Our Vision for the future – the move to the Berhampore Bowling Club

- The opportunity to build a training & coaching area
- Large lounge area to accommodate growth – bright, spacious
- The opportunity to build a large locker room and buggy room
- Improved office area
- Ability to house juniors and lady members
- Ability to build an outside recreational area
- Ability to add on new sports – NEW PRODUCTS
- Improved car parking
- Improved ability to provide security for the golf course

Today's Offering

- Golf – Men – Lady – Junior Membership
- Lawn Bowls
- Community Bowls
- Indoor Bowls
- Special Olympic Bocce
- Special Olympics Golf
- Parent Group
- Dance Club
- Corporate Team Building
- Community Centre Facility
- Aged Concern Facility
- DHB Rehab Unit – use of the sports complex