

PRESIDENTS REPORT 2019/2020

Dear Member,

2020 proved to be an incredibly challenging year as the Board and Management continue to manoeuvre the club through the issues presented by the COVID-19 global pandemic.

The challenges ranged from:

- Projecting and monitoring our cash flows to ensure the liquidity of the club
- The winding down of the club house operations
- The gearing up of our golf operations, to cater with the unexpected upturn in golf demand
- Ensuring we were adhering to all the NSW Health Department's guidelines which were allowing us to continue to play golf through the lock down period
- Ensuring we were COVID safe when the clubhouse reopened in June

At times it may have been perceived we were adopting a contra-wise strategy in the way we kept the course open during the lockdown and how we have managed the entry of visitors into the clubhouse since we have reopened.

Our strategy in relation to the pandemic has been to have a very disciplined approach by following the recommendations of our 2 peak industry groups:

- Club NSW
- Golf NSW

Both of these organisations were lobbying government to ensure we and our industry had a voice in decision making and communicated the government's directives excellently during this period.

I do not want to labour any longer on the pandemic, rather I would like to update you on progress we have made in implementing the club's Strategic Plan.

The club's vision is that we aspire to be the best golfing and social experience on the Central Coast for our members and community.

The vision will be achieved by having:

- **An efficiently managed business that has a sound financial position:**
 - We have reported a record profit despite the adverse effects of COVID-19 which were offset by the government's JobKeeper Program and grants for course capital projects
 - The result was abnormal and my educated guess as to what the profit would have been with those effects backed out, would have been approximately \$500,000
 - All debt has been paid down during the year
 - The board is being restructured by reducing its size from 9 to 7 and the Treasurer position eliminated, with these changes being completed by the 2021 Annual General Meeting.

- **A golf course that is rated in the top 100 public access courses in Australia, that is a fair test of golf but enjoyable experience for golfers of all abilities, coupled with an improved golf program:**
 - In the 2019/2020 Fiscal Year we have approved over \$200,000 on course capital projects
 - In addition to the clubs internal funding on the course we have utilised an additional \$150,000 in government grants in the current year on drainage and a new toilet block
 - We have introduced a nine hole “Chook Run “competition and now have 18-hole competitions every day for our members
 - We have commenced our partnership program with local schools and sporting organisations to increase junior membership
 - We held an Indigenous Golf Day and we will continue to pursue hosting a National Indigenous golf event once COVID-19 rules allow.
 - We have been unofficially notified that we have retained our position in the top 100 public access courses, this will be announced in the media in December.

- **A modern clubhouse that takes the advantage of its unrivalled ocean views, with first class hospitality and a variety of entertainment:**
 - Stage 1 of the Clubhouse Master Plan has been commenced with the addition of a function facility in the north west wing of the club.
 - The pylons in the top floor removed to enhance the ability to watch live entertainment once COVID restrictions are lifted.
 - The Northern Terrace will be completed first week of December to provide additional alfresco dining space.
 - The bottom bar remodelling is currently being costed for Board consideration.

If we put COVID in the background for one minute, we are making great progress in delivering the Strategic Plan and are in a position that once the COVID restrictions are lifted, that we can provide you as members with the best golfing and social experience on the Central Coast.

I would like thank Scott Armstrong and all the Operations Team for making this year extremely successful in very adverse conditions.

To the Board members, thank you for the time and effort this year, in particular Peter Sliwinski who we are very fortunate to have as Club Captain.

In closing, a big thank you to all our members for your continued patronage, we know you have choices where you play golf, dine and entertain your families and we are extremely glad you choose Shelly Beach Golf Club.

Malcolm Sheldon
PRESIDENT