



Clubhouse Upgrade Project



Needs Assessment Report 2024

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1. Executive Summary

The Shire of Serpentine Jarrahdale is one of the fastest-growing communities in the country. The current population figures are 38,389 residents with growth being predicted to reach 95,275 by 2046.

The Serpentine and Districts Golf Club's course is the only golf course in the Serpentine Jarrahdale shire with the nearest facility being 26 km away at Marri Park Golf Course.

The Club provides an alternative to other golf clubs where golfers have limited financial capacity as it maintains a significantly lower membership and green fee structure. The Club continually attracts pensioners and self-funded retirees, and its members are drawn from many outlying suburbs as well as from the local area.

The Club uses the clubhouse 7 days a week for the entire year. Its primary use is to host the 4 weekly competitions where members gather before and after the playing of the game. Each member is required to enter the clubhouse to register for the competition and to enter their scores at the end of play. During the 7-8 hours that the clubhouse is open for competitions members make use of the changerooms, kitchen and internal activity areas, which includes a pre-game address and post-game presentations and refreshments.

The clubhouse also provides 24-hour access to a public toilet and an undercover registration area for the increasing number of green fee players. The volunteers who work on the course also access the clubhouse changerooms, toilets, showers, and kitchen at various times on most days during a typical week of continuous course maintenance.

In addition, the clubhouse allows the Club to host fundraising social golfing events that attract up to 150 people, with the events running for about 12 hours. There are 2 of these major events plus a small number of smaller social events each year.

Occasionally the Club will hire out the clubhouse to other community groups to use for social functions. For example, the local Volunteer Bushfire Brigade uses the clubhouse to host its annual awards dinner. The Club would like to expand the use of its clubhouse and course by other community groups and the public. There have been two weddings and several wakes held at our facility and believe that this is a potential source of income for the club.

The Club are working with WA Golf to plan and implement a junior golfing program for school children, but the current condition of the clubhouse is a restricting factor especially the lack of changerooms and facilities for the disabled.

There is an obvious and demonstrable need for the existing clubhouse to be upgraded to not only meet national building standards but to meet the increasing demand for improved administration, toilet, changeroom, catering and social facilities associated with the golf course.

2. Community Profile

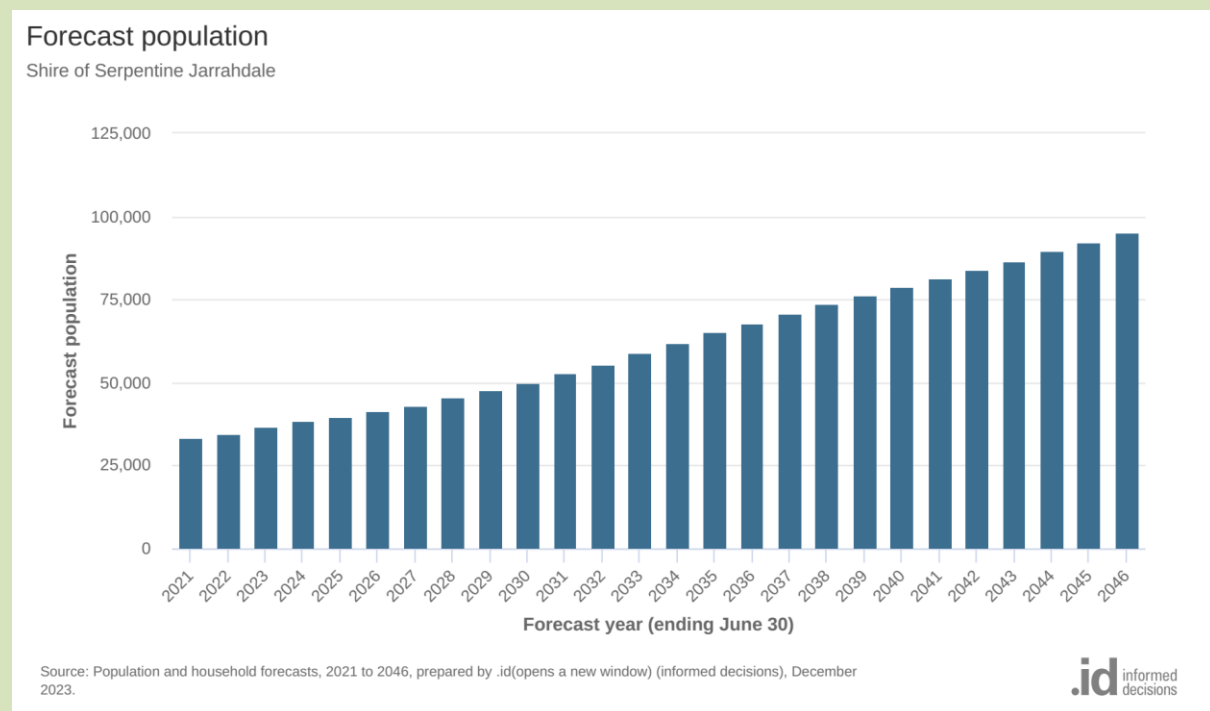
Current & Projected Population

The following information is provided by the Shire of Serpentine Jarrahdale on their website.

The Shire of Serpentine Jarrahdale population forecast for 2024 is 38,389 and is forecast to grow to 95,275 by 2046.

The Shire of Serpentine Jarrahdale population and household forecasts present what is driving population change in the community and how the population and age structure will change each year between 2021 and 2046.

The forecasts are designed to provide community groups, Council, investors, business, students, and the general public with knowledge to make confident decisions about the future.



These forecasts were last adjusted in December 2023 by .id, the population experts, on behalf of Shire of Serpentine Jarrahdale. Forecasts are available for each year from 2021 to 2046. We regularly monitor the performance of our forecasts.

NOTE: Not all elements on this page could be displayed due to insufficient data in Shire of Serpentine Jarrahdale for the selected variables. Try selecting alternate variables or contact us at demographics@id.com.au.

As of 2016, the Shire has 5,057 people aged 55 years and over. The Shire has a 6% lower proportion of those aged 55 years and over compared to the Greater Perth region. Over the whole Shire, it is projected that there will be 13,613 (20% of the population) aged 55 years and over by 2036. The proportion of the Shire's over 55 population in Byford is predicted to increase to 53% by 2036. (Ref: SJ Ageing Well Strategy 2019 – 2023)

Summary

The Serpentine Golf Course is located within the Peel Region and many of the Club members and green fee players are residents from this area or from the immediately surrounding shires of Armadale, Rockingham, and Kwinana.

Plans the future of the Perth and Peel metropolitan region up to 2050, based on the connected city scenario, that Perth and Peel will grow from its current 2.1 million population to 3.5 million. The Perth and Peel @ 3.5 million strategic document released by the State Government in 2015 states that Perth's population will grow by 1.5 million, equating to an additional 800,000 households and 800,000 new jobs.

From this projected growth, the shire is expected to add nearly 100,000 people by 2050. The change will have a measurable impact across the entire metropolitan area, affecting not only urban areas, but also the suburban and rural communities. This will also affect the demographic composition of the region as new residents look for housing, jobs, services, entertainment, and ways to be involved and give back to communities. (Ref: SJ 2050 report November 2016)



3. Organisational Philosophy

Strategic Plan

The Club has recently updated its strategic plan with the assistance of a qualified strategic planning consultant. The STRATEGIC PLAN 2023 – 2028 confirms that it is appropriate for the Club to be the lead stakeholder in the Clubhouse Upgrade project.

The successful completion of the project will significantly add to the Club's future viability and opportunities to continue providing a low fee golf club with facilities that will encourage an increase in participation of the local and regional communities in the activity of playing golf.

Club's Mission

"The club understands the need to maintain the tradition and spirit of golf, whilst also promoting a progressive approach designed to develop and grow the sport in our region."

"The club's Management Committee ensures appropriate systems and processes are in place so that both members and guests enjoy their experience of the club on the course and in the clubhouse."

"The Serpentine & Districts Golf Club actively promotes the game of golf to increase our membership and to attract more green fee players."

Club's Vision

"The Serpentine & Districts Golf Club will be widely recognised as an inclusive club that is well-managed and financially secure."

"The club will be recognised for its efforts to promote, develop, and grow the game of golf."

"The club will provide access to exceptional facilities both on and off the course."

4. Review Literature

Statistical Reports

The sources for the statistical information provided in this report are taken from;

- Shire of Serpentine Jarrahdale website - <https://www.sjshire.wa.gov.au/our-shire/about-serpentine-jarrahdale/population-forecast.aspx>
- Shire of Serpentine Jarrahdale – Council Plan 2023 – 2033
- Shire of Serpentine Jarrahdale – SJ 2050 Report November 2016
- Shire of Serpentine Jarrahdale – Ageing Well Strategy 2019 – 2023



Planning Policies

The following documents have informed the commentary in this report;

- Shire of Serpentine Jarrahdale – Ageing Well Strategy 2019 – 2023

Facility Plans

This report has been informed from information in the Shire of Serpentine Jarrahdale's Sport & Recreation Precinct Draft Feasibility Study August 2013

5. Analysis of Information

The course is open to the public during all daylight hours every day of the week, with only some minor restrictions during club competitions three mornings and one afternoon per week. Public players are required to pay a green fee of \$15 for 9 holes or \$20 for 18 holes. Green fee players average over 3,000 players per year, representing a steady increase from 1,800 in 2014. The Club's members play in competitions held every Tuesday, Thursday and Sunday mornings and Saturday afternoons. Fully paid members can play casually at any other time, with an estimated 11,000 rounds of golf played annually.

Nationally, golf club membership has seen a small decline in numbers over recent years, but this trend was stemmed in 2016-17. Also 36% of clubs across Australia experienced growth and more than a quarter of new members were aged between 18-34. Memberships for the Club have continually bucked the national trend by maintaining our numbers over many years with a 50% increase in female members in recent years.

In the most recent (2014) survey conducted by the Australian Bureau of Statistics of participation in sport and physical recreation in Australia, Golf was the 10th most popular activity with 6.6% of survey respondents playing golf at least once per week. If this participation level was extrapolated for the Shire of Serpentine Jarrahdale's population of 38,389, there would be 2,534 local residents playing golf each week, and when as predicted the population of the shire increases to 95,275 by 2046, the estimated number of weekly players would be 6,288.