Your Future Rossdale

Phase 1 Webinar
04 May 2023



ROSSDALE GOLF CLUB

capire

Tract

We pay our respects to the Traditional Custodians of Country throughout Australia, their Elders and ancestors, recognising their rich heritage and enduring connection to Country and acknowledging the ongoing sovereignty of all Aboriginal and Torres Strait Islander Nations.

We recognise the profound connection to land, waters, sky and community of the First Nations peoples, with continuing cultures that are among the oldest in human history. We recognise that they are skilled land shapers and place makers, with a deep and rich knowledge of this land which they have cared for, protected and balanced for millennia.

Objectives

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1. To introduce you to the potential redevelopment and project team.

2. To inform you about the project including:
   - the need for change,
   - the planning process and policy context,
   - and key information from preliminary site investigations.

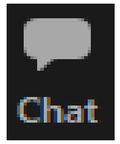
3. To share information about opportunities for you to provide site visions, values and aspirations.

4. To provide you with an opportunity to ask the project team questions.

Housekeeping

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- If your Zoom webinar freezes at any time, leave and re-join the webinar using the **'Leave'** button at the bottom right of your screen.
- Use the **Chat function** to ask for **technical assistance**.



- We are **recording** the webinar which we'll upload to the website for others to view.

Q&A



- To submit a **question**, use the **Q and A button** at the bottom of your screen.
- Answers to any questions we do not get to after the presentations will be provided on the project website (Q&A page and PDF) once we compile the answers over the next few business days.

Tonight's agenda

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1. Background information including the rationale and need for change
2. Planning process and policy context
3. Preliminary site investigations
4. Engagement opportunities
5. Panel Q&A
6. Wrap up and next steps

Tonight's speakers

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1. **Andrew Noonan**

   General Manager, Rossdale Golf Club

2. **Nick Clements**

   Senior Principal Town Planner, Tract

Rossdale Golf Club - Timeline

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Rossdale members reject relocation from Aspendale by Previous Board

Rossdale golf club has **450 members**

Rossdale Board upgrade kitchen facilities and employ team to create commercial F&B revenue driver

Rossdale Members resolve to leave Aspendale

Rossdale Members further resolve to leave Aspendale

Rossdale Board upgrade software to reduce administration costs
- Finance (Xero)
- Membership (MiClub)
- POS (SwiftPOS)
- Phone application
- Website upgrade

Rossdale Board resolve there is **no funding to relaunch commercial F&B**

2016 | 2017 | 2018 | 2019 | COVID 2020-21 | 2022

A new Board committed to remaining at Aspendale was elected and implemented the following;
- Digital Marketing Campaign
- Discounted Membership promotions
- Launches Women Intro Program
- School Scholarship
- Increase public access

Rossdale builds strategic alliances with local sporting clubs to grow database via sponsorships

Rossdale acquires Pro Shop as additional revenue driver

SIGNIFICANT STORM DAMAGE & INSURANCE CLAIMS

Rossdale Board upgrade facilities to meet consumer expectation
- Mens and Women's Locker Rooms
- Performance studio
- Practice Facilities
- On course aesthetics
- Indoor furniture

Food and Beverage team Leave due to Covid closures

Rossdale golf club has **950 playing members**

Rossdale Golf Club – Where are we now?

Since 2019 Rossdale Golf Club has introduced over **1100** new members, however, have **retained less than 40%**

Member Exit Interview Themes (Consumer Feedback)	
	60% joined due to discount membership
	67% Have joined or are considering joining another golf club in the area
	Price increases and Course condition are the two highest reasons for leaving
	Rossdale is 23% over-priced for the facilities provided

Members Leaving for better value

Board Identifies Four Capital Spend Requirements to meet Member & Resident Feedback

Clubhouse upgrade & Increased Staffing
(Food and Beverage Services)

Maintenance Facility & Irrigation System Overhaul

Increased Course Maintenance Staffing

Course Master Plan & Design Improvements and drainage
(Storm Events, Golf Ball & Tree damage to property)

"When considering cash flow shortages, Rossdale does not have the capital required to repair or upgrade its facilities to meet consumer expectations and retain members"

Rossdale Golf Club – The Need for Change

Business KPI's 2016-2023
Clubhouse (F&B) profitable
Pro Shop Profitable
Subscription revenue increased by over 40%
Green Fee Revenue increase (10 year high)
Wages maintained (Less than CPI since 2016)

Major Fixed Cost Increases
Property Insurance and Excess (Storm Events & resident claims)
Affiliation Fees – Player Insurance
Machinery Lease
Fuel & Course Chemical
Cost of Goods - Inflation (Non-fixed cost)

* The Average Rossdale member playing subscription is **$1683**

*Fixed costs at Rossdale are currently **$2.1million**

"Despite the efforts of Rossdale's Board, Members and Staff to ensure Rossdale's viability at Aspendale, membership subscriptions and department profits do not fund its fixed costs and coupled with debt, this is now no longer possible. As numerous other golf clubs have done, the Board has engaged a team to secure the rezone required to gain the funding to ensure its long term preservation"

The Rossdale Golf Course site

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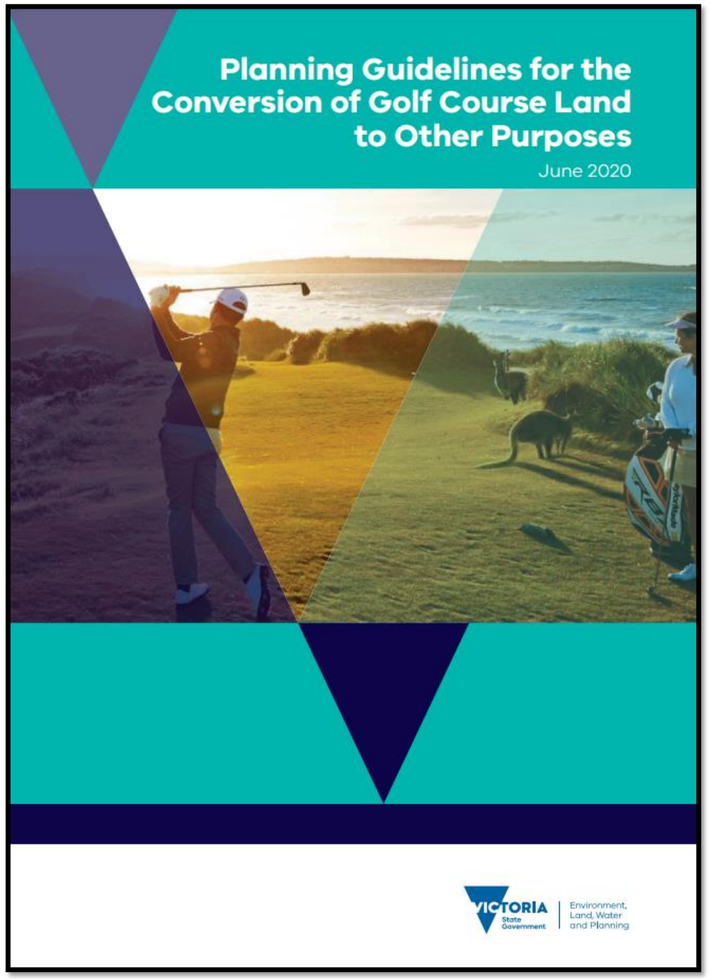
- The Rossdale Golf Course (the site) is approximately 43.5ha in area.
- The Aspendale Railway Station and accompanying shops are located approximately 400-450m north-west of the site.
- The Edithvale-Seaford Wetlands and a number of sporting grounds are located to the east of the site.
- There is a significant network of trails located to the east of the site.Regents Park immediately abuts the south-west corner of the site.
- Existing single and double storey houses abuts the site to its north and south.
- Sixth Avenue forms the western interface.
- A number of existing local streets end at the boundary of the site.



Policy Context – Planning Guidelines (1 of 2)

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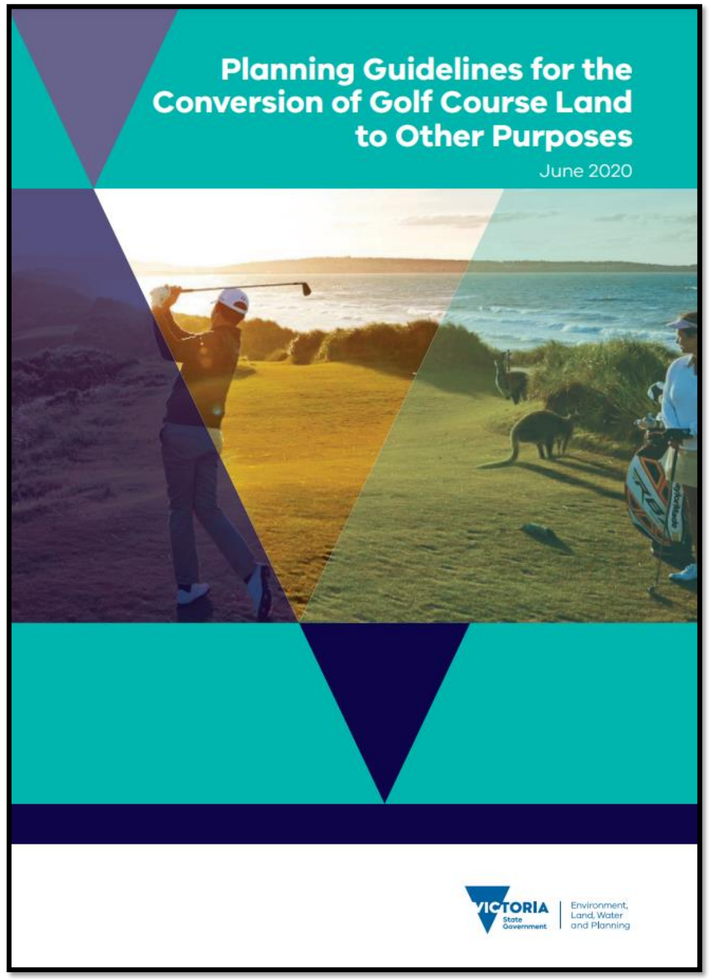
- Introduced by the State Government in June 2020 in response to growing demand to redevelop existing golf courses.
- The guidelines set out clear expectations for all stakeholders, including the community, about how golf courses should be redeveloped.
- The guidelines provide for a seven-step approach:
  1. Consider whether the land should be redeveloped.
  2. Identify the strategic direction for the site.
  3. Determine what assessments and approvals are required.
  4. Document site values, constraints and opportunities.
  5. Engage the community.
  6. Develop a land use concept that delivers net community benefit.
  7. Deliver a quality outcome.



Policy Context – Planning Guidelines (2 of 2)

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- **Prior** to a proposal being formulated, the guidelines require proponents to engage with the community.
- Today's webinar illustrates the commencement of this engagement.
- Our engagement seeks to:
  - *Assist the community to understand the need for the golf course land conversion.*
  - *Allow the community to provide input to identification of site values and constraints.*
  - *Allow the community to contribute to identification of opportunities and ideas for the golf course land conversion.*
- Further consultation will occur after a proposal has been prepared, both led by the proponent, and led by the Planning Authority (Council) - as outlined on the project website.



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Golf Course Redevelopment Assessment Pathway

Rossdale Golf Course
Indicative Program

CONCEPT ONLY

December 2022 | **April 2023** | **August 2023** | **2024**

We are here

Step 1: Consider whether the land should be redeveloped

Step 2: Identify the strategic direction for the site

Step 3: Determine what assessments and approvals are required

Step 4: Document site values, constraints and opportunities

Step 5: Engage the Community

Phase 1 Community engagement to inform the masterplan

Launch of project

Provide information on the need for change and Golf Course viability

Collect information on site vision, community values and aspirations, to inform the preparation of a masterplan

Phase 2 Community engagement to develop the masterplan

Present findings and outcomes of detailed site analysis and community engagement

Obtain feedback on an initial draft masterplan, and identify gaps and improvements to refine the masterplan

Phase 3 Planning Scheme Amendment Public Exhibition

Provide detailed information about rezoning and masterplan

Statutory Exhibition period, as directed by Minister / Council

Step 6: Develop a land use concept that delivers net community benefit

Step 7: Deliver a quality outcome

Planning & Environmental Approvals

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The project team has determined that the following planning and environmental approvals will likely be required (subject to confirmation by appropriate authorities):

- Planning Scheme Amendment (alteration of zone and overlay controls)
- Planning Permit Application (subdivision, buildings and works, removal of vegetation TBC)
- Environment Protection and Biodiversity Conservation Act referral (removal of vegetation TBC)

At this point in time, the project team does not believe an Environmental Effects Statement (or referral) will be required.

However, this will be confirmed as the technical studies are finalised and the masterplan is further progressed, and will be confirmed with relevant authorities.

Preliminary Site Investigations

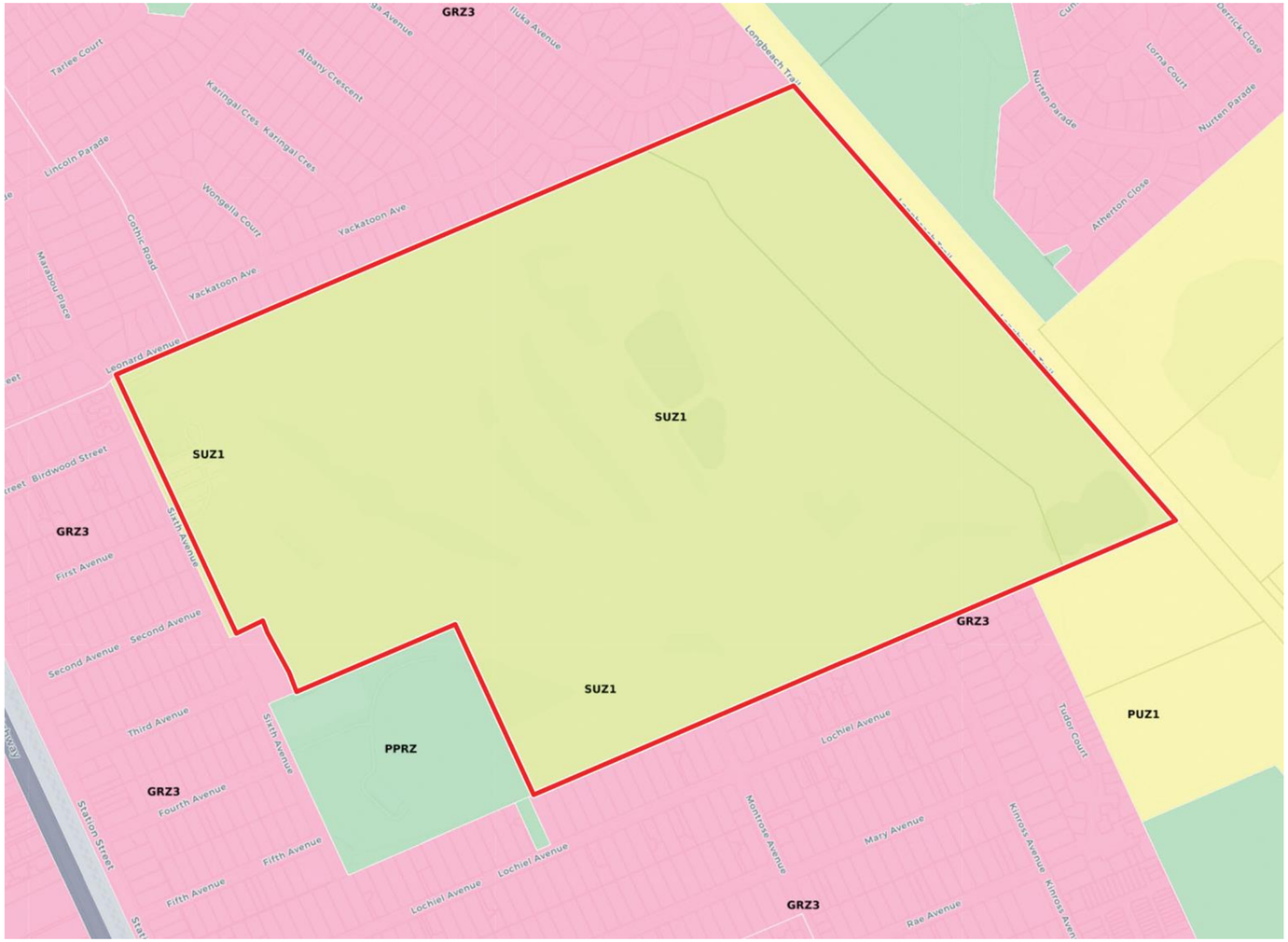
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The following preliminary site investigations have, or are soon to be completed:

- Arboriculture
- Archaeology & Aboriginal heritage
- Community infrastructure
- Drainage
- Ecology
- Civil and drainage engineering
- Environmental (contamination)
- Landscape
- Planning
- Survey
- Environmental sustainability
- Traffic engineering
- Urban design

Policy Context – Planning Zones

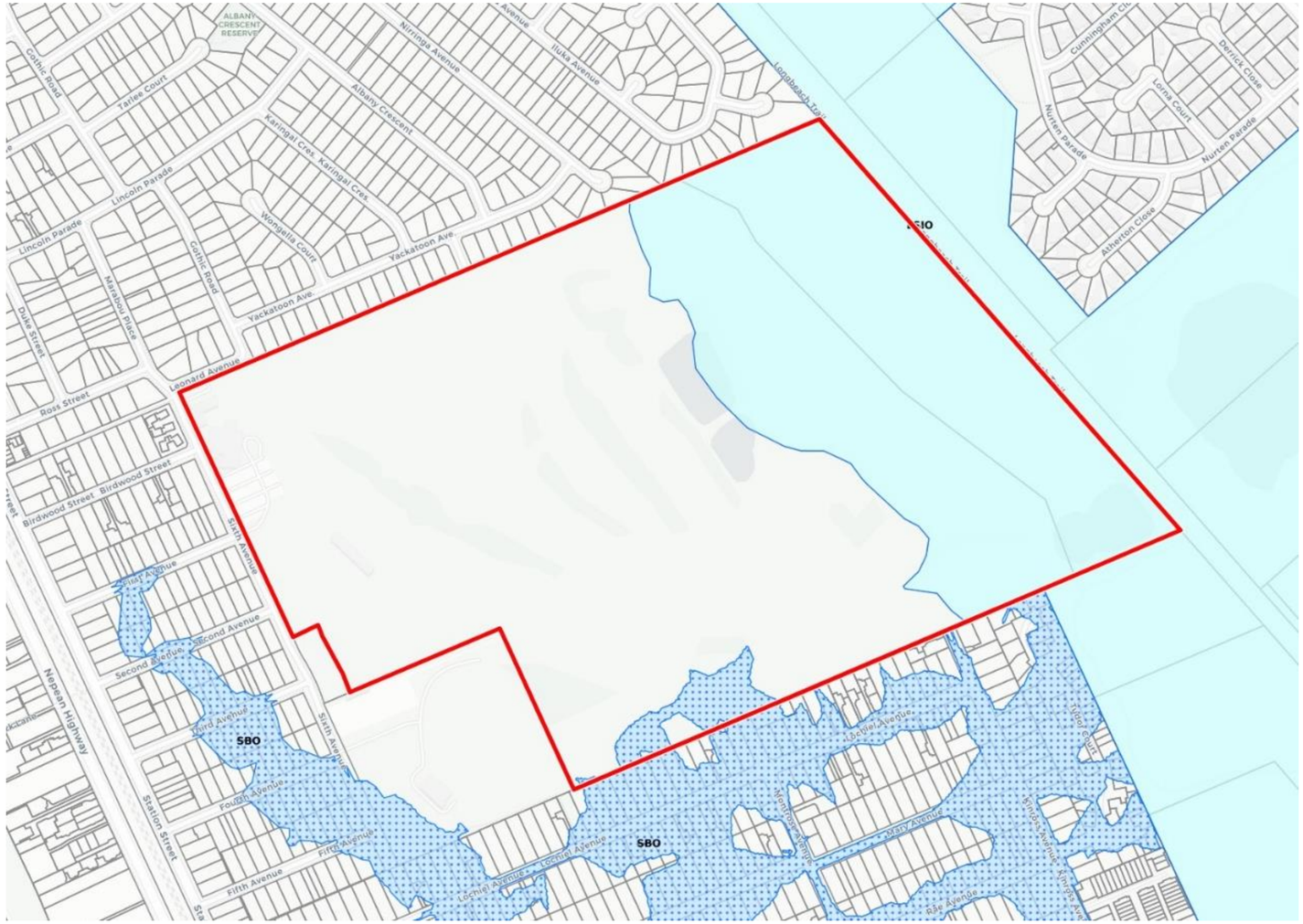
- The site is zoned **Special Use Zone** - Schedule 1 (SUZ1).
- It is intended that the site would be rezoned through this process.



Policy Context – Planning Overlays

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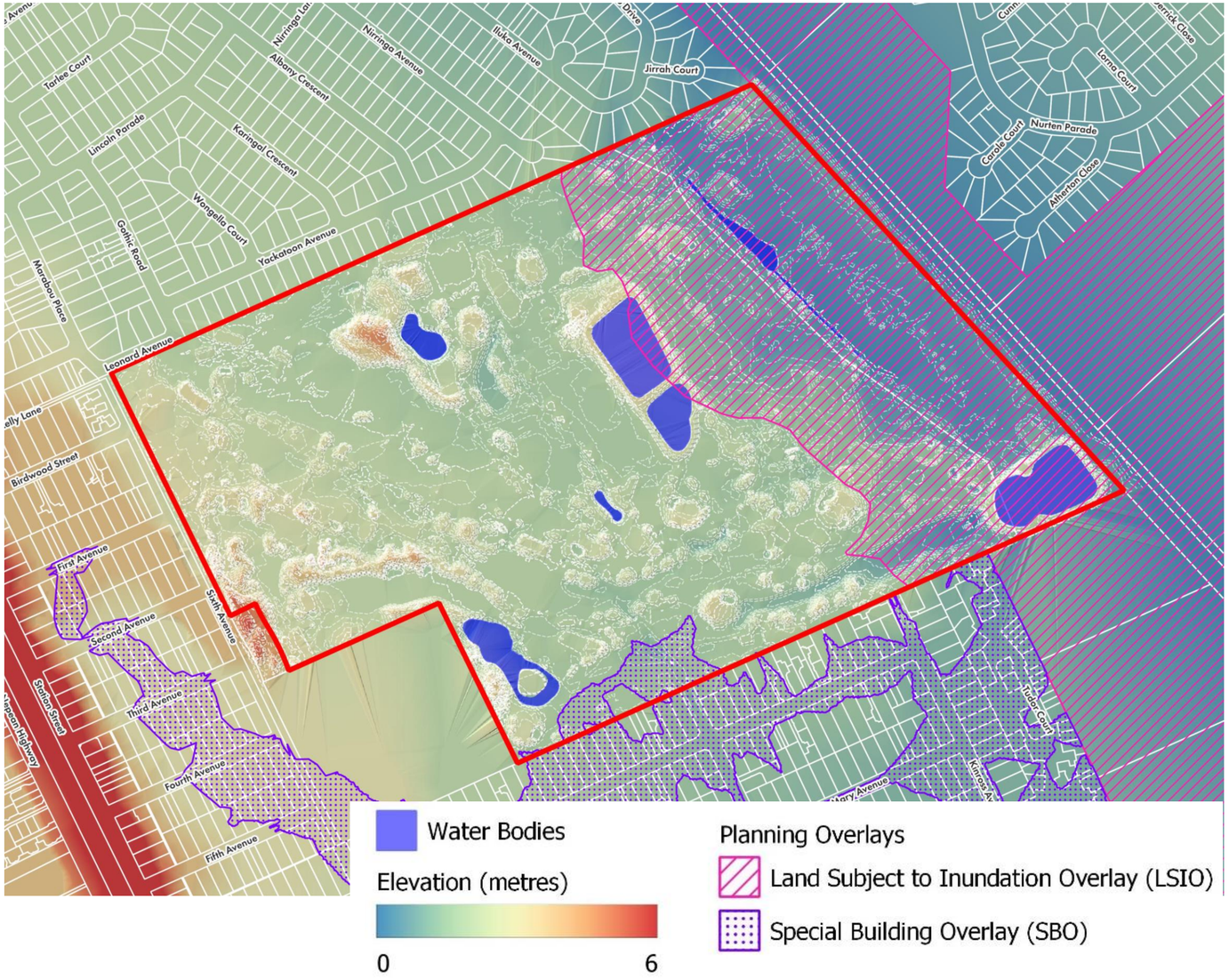
- The site is partially impacted by the **Land Subject to Inundation Overlay** (LSIO) and the **Special Building Overlay** (SBO).
- These overlays reflect the areas of the site that are currently liable to flooding.



Preliminary Site Findings – Landform & Drainage

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- The site falls gradually from the west to east, towards the Edithvale-Seaford Wetlands.
- There are small undulations across the site, which is reflective of the man-made golf course landform.
- There are a number of water bodies located across the site.



Preliminary Site Findings – Landform & Drainage

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Existing water body in the south west corner of the site, adjacent to Regents Park



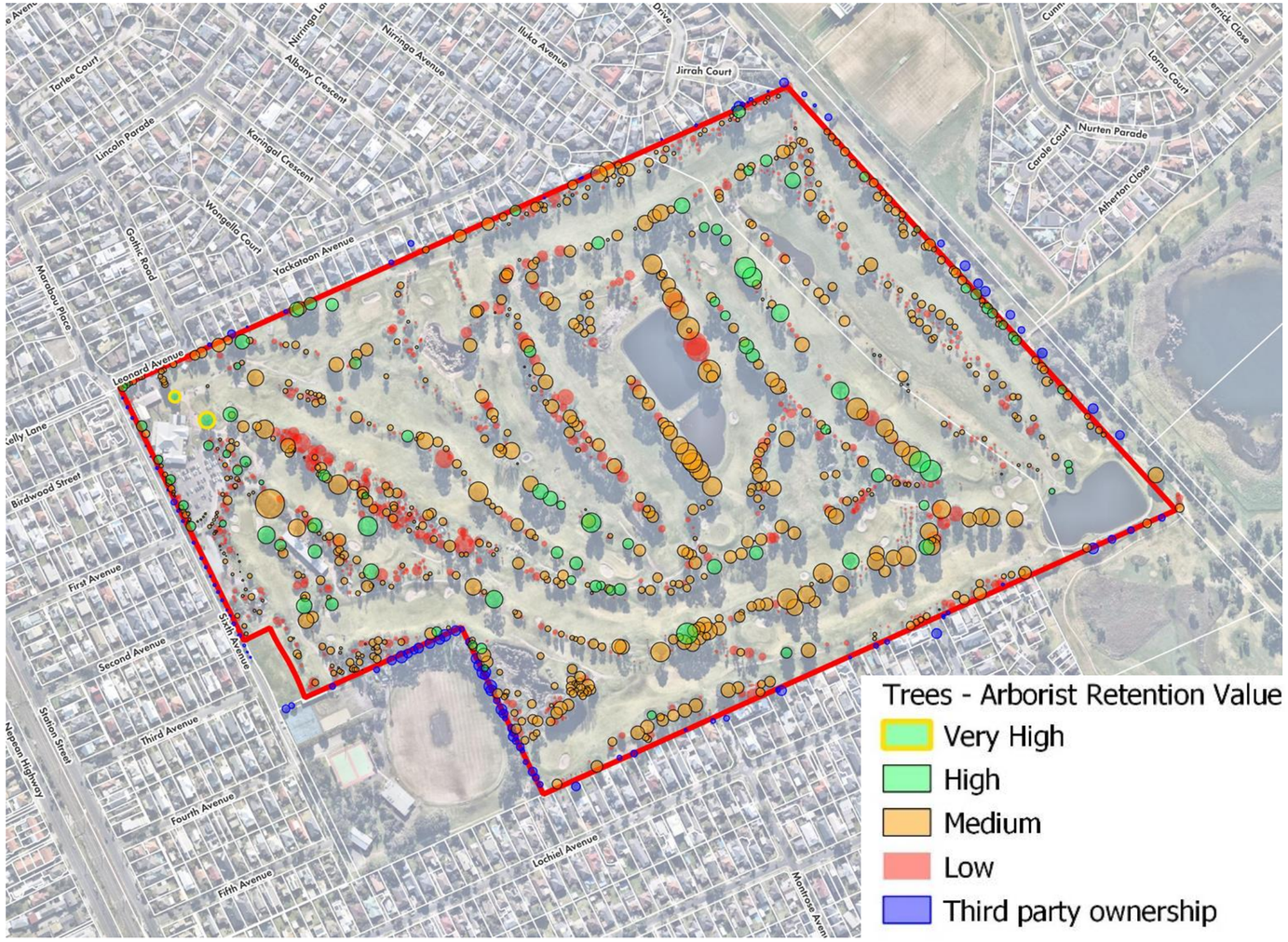
Existing water storage in south eastern corner of the site. This water is used to irrigate the golf course

Preliminary Site Findings – Vegetation

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Arboricultural Assessment

- 1,955 trees records were assessed across the site, which included 29 groups (containing 250 trees).
- 94 tree record were assessed as ‘Very High’ or ‘High’ retention value.
- 717 tree records were assessed with a ‘medium’ retention value.
- 1026 tree records were assessed with a ‘low’ retention value.
- 118 tree records were assessed as ‘Third Party Ownership’ (located outside of the site.
- 82% of vegetation was either Victorian or Australian Native.



Preliminary Site Findings – Vegetation



Existing River Red Gum located near club facilities



Monterey Pine Trees in the central section of the site

Preliminary Site Findings – Ecology

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Biodiversity Assessment

- 132 flora species (82 indigenous and 50 non-indigenous) were recorded within the site. No nationally or state significant species were recorded.
- 37 fauna species were recorded in the site comprising 36 birds (30 native & 6 introduced) and one introduced fish.
- Three Ecological Vegetation Classes (EVCs) were mapped within western part the site.



Figure 2 Overview
Ecological features
Biodiversity Assessment for Rossdale Golf Course, Aspendale

Preliminary Site Findings – Opportunities & Constraints

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As part of any future proposition, the project team are aware that:

- Future development will need to respond to existing residential interfaces along the northern, southern and western site boundaries.
- Vehicle access into and through the site will need careful consideration and may connect to existing roads abutting the site.



Preliminary Site Findings – Opportunities & Constraints

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Some opportunities that arise as part of a future proposition may include:

- **Opening the site up** to the Aspendale, Edithvale and Aspendale Gardens communities.
- **Providing walking and cycling connections** through the site into the Edithvale & Seaford Wetlands, Regents Park and adjoining neighbourhoods.
- **Maximising the retention of high value trees** and habitat within future parks and streetscapes.
- **Providing improved passive surveillance** of existing parklands.
- Providing **swales and wetland systems** that treat stormwater and **connect into the existing Edithvale-Seaford wetlands**.



Phase 1 Engagement opportunities

www.rossdalegolfcourseaspendale.au/getinvolved

Online survey

19 April 2023 - 9am 17 May 2023

Fill in the online survey here

Online Webinar

6pm-7pm Thursday 4 May 2023

Zoom

Register below or here

Site Tour 1

10am-12pm Saturday 13 May 2023

Rossdale Golf Club

Register below or here

Site Tour 2

3pm-5pm Monday 15 May 2023

Rossdale Golf Club

Register below or here

Engagement timeline

Phase 1: Community engagement to inform Masterplan

April to May 2023

- To launch the Rossdale Golf Course development proposal, as well as introduce the project team.
- To test and validate preliminary findings about the Rossdale Golf Course's viability.
- To collect information about the community's visions, values, and interests for the Rossdale Golf Course area, which can be incorporated into the Masterplan for the development.

Phase 2: Share the draft Master Plan

Estimated month: August 2023 (Stay tuned)

- To explain how feedback from Phase 1 engagement helped formulate the draft Masterplan.
- To present the draft Masterplan to the community.
- To gather public feedback and sentiments about the draft Masterplan.
- To identify gaps, potential improvements and deficiencies in the Masterplan that needs to be rectified.

Phase 3: Public exhibition

The City of Kingston will be responsible for the public exhibition of the site's eventual planning scheme amendments. During this process, they may undertake community engagement. The Club will undertake additional community engagement.

Purpose:

- To provide accurate information about the rezoning and development Masterplan throughout the Exhibition period.
- To support the community in providing feedback to the City of Kingston throughout the public exhibition period.

Panel Q&A

1. **Andrew Noonan**
   General Manager, Rossdale Golf Club

2. **Nick Clements**
   Senior Principal Town Planner, Tract

3. **Alisanne Boag**
   Project Co-ordinator, Beveridge Williams

Engagement opportunities

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Website: www.rossdalegolfcourseaspendale.au/getinvolved

Email: info@rossdalegolfcourseaspendale.au

Phone number: (+61) (03) 9021 0602 *(answering machine only)*

Thank you

Phase 1 Webinar
04 May 2023

