



Long Reef Golf Club Golf Shop Update



27 January 2024

We are fast approaching the exciting change in the Golf Shop operations at our Club. Starting from the 1st of February, we will be transitioning from the current contractor-run model with Teed Up Management to an in-house operation.

The decision to bring the Golf Shop operations in-house was made by the Club in 2023, marking a departure from the previous arrangement that had been in place for the past 16 years. The new Club run model will result in increased staffing hours and greater focus on integration between the Golf Shop and Club operations, ultimately enhancing the overall Member experience.

The Golf Shop will be focused on four key objectives:

- Prioritise customer service for both our Members and visitors
- Offer an extensive range of products, including custom fitting and expert advice
- Provide professional coaching programs that align with the Club's Membership strategy
- Create an additional and convenient setting for golfers to enjoy food and beverage before, during or after their game.

Over the past four years, we have witnessed significant increases in both rounds of golf and Clubhouse visits from Members and visitors. This transition provides a unique opportunity to expand our offerings by introducing a range of sandwiches, wraps, pies and other food items, as well as beverages that can be enjoyed on the Course or on the Golf Shop terrace.

The Golf Shop will operate with a very limited offering from the 1st of February as we prepare for the shutdown and refurbishment stage. A timeline outlining the process and planned improvements to the Golf Shop and practice facilities is included in this update, as well as the design renders that are currently undergoing a tender process led by our design and project manager, Brand Dimensions. As soon as the tender process is complete, project costs and more definitive key dates will be provided to Members.

During the refurbishment period, a temporary Golf Shop will be set up in the caretakers residence located on the right side of the Golf Shop terrace.

We do have access to all the major golf manufacturers and can provide pricing or place orders anytime from the 1st February onwards.

Throughout this transition, we will keep you informed through regular progress reports and important updates via email and the Members Portal. We are thrilled to embark on this journey and we appreciate your support and understanding during this time.

Yours sincerely,

Ben Russell
General Manager



TIMELINE - COMPLETE

August - November 2023

- Golf Shop brief prepared following review of past annual surveys and industry benchmarking
- Design mood boards and key points identified
- Retail and financial analysis undertaken
- Supplier discussions
- Design firm tender process

December 2023

- Appointment of Brand Dimensions for Design and Project Management
- Concept designs

January 2024

- Designs approved pending costs received from construction tenders
- Wednesday 31st January - Teed Up Management final day of operation



TIMELINE - IN PROGRESS

February 2024

- Thursday 1st February - Shop closed for stocktake and change over.
- Friday 2nd February - Shop limited offering until closure for fit out in March-April
- Monday 12th February - Painting of Golf Shop exterior commences (2 weeks)
- Thursday 29th February - Replacement of Practice Nets (3 weeks)

March 2024

- Mid-March - Temporary Golf Shop relocated in Caretakers Flat and construction commences (4-6 weeks)

April 2024

- Late April - Grand opening of new Golf Shop (stay tuned for more)





GRAB & GO

TRACKMAN

GLOVES
CAPS

Titleist
Callaway
PING

PING Callaway PING SRIXON SRIXON TaylorMade Titleist Callaway PING Callaway



Welcome to
Long Reef
Golf Course

Welcome to
Long Reef
Golf
Course







GOLF SHOP

OPENING TIMES
MONDAY 6AM - 6PM
TUESDAY 6AM - 6PM
WEDNESDAY 6AM - 6PM
THURSDAY 6AM - 6PM
FRIDAY 6AM - 6PM
SATURDAY 6AM - 6PM
SUNDAY 6AM - 6PM
PH: 02 9555 9999

Welcome to
Long Reef
Golf

Welcome to
Long Reef
Golf
course

NIKEGOLF

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YOUR PGA PROFESSIONALS



Jenny Schultenburg

Director of Golf
PGA Member since 2015



Michael Infanti

Head Teaching Professional
PGA Member since 2009



Danny Vera

Senior PGA Professional
PGA Member since 2004

THE NEW GOLF SHOP

- Expert club fitting from premium manufacturers including Ping, Titleist, Taylormade, Callaway and more, in our indoor simulator facility powered by Trackman
- Extensive apparel offering from leading brands with the latest styles each season
- Individual and group golf lessons with some exciting Member initiatives to come
- Onsite club repair service
- Easy and convenient food and beverage offering perfect for pre, post or during your round
- Competitive pricing and the ability to use all Member accounts across any area of the Club
- A space designed for golfers



MORE TO COME SOON...

