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PGA Head Office Starts Today at Sandhurst Club

After almost two years in the planning stages, construction will commence this morning on the new PGA national head office at Sandhurst Club in Victoria in the bayside City of Frankston, with work due to be completed by December 2006.

The official sod turning to be followed with a few practice putts by guests will take place on the building site before it is handed over to the builders this morning.

In a joint statement PGA President Geoff Scott and the Chairman of Sandhurst Club Ken Roche said the development of the PGA National Headquarters at Sandhurst, designed by Charles Glanville Architects and to be built by ADCO Constructions (Vic) Pty Ltd, would provide a world class golfing facility situated only 40 minutes from the Melbourne CBD.

“Featuring two championship courses this facility will provide a perfect show case for golf in Australia and a high quality training facility.”

The second course at Sandhurst Club to be known as the PGA Champions Course with every hole dedicated to winners of the PGA Championship is well under construction with expected completion early next year.

Mr Max Garske, Chief Executive of the PGA said “This is a significant milestone for the PGA’s administration which has been based in New South Wales since its inception in 1911. The opportunity to base ourselves at a world class facility like Sandhurst was a major factor in this landmark decision.”

The new national office has been designed not only for the immediate future of PGA operations, but also for the expected expansion of the PGA of Australia over the next twenty years.

The new office complex will be a state of the art building incorporating the latest technology in terms of communications and systems and has been designed to include excellent training facilities for PGA trainees, members and the golfing public, all within the same complex, at Sandhurst Club.

The new national office will give the PGA the ability to be able to cater for the growing number of services the organisation is set to make available in future years, as well as giving PGA members access to the outstanding facilities for their own business advantage.

“It is expected that the associated PGA Learning Centre will be completed within a similar time frame to the PGA head office and will also be a part of the Sandhurst Club complex,” Garske added.

“The Learning Centre will boast state of art golf instructional facilities and systems, all linked to the PGA academy, and will offer PGA members and their customers the opportunity to use these facilities.”

The new PGA national office will encompass two floors, with the ground floor incorporating the Sandhurst Club Golf and Sports Shop, the PGA reception, storage, training and administrative areas.

The first floor will incorporate national and Victorian administrative office services, along with boardrooms and meeting rooms.

The office has a north easterly aspect and looks across the front nine holes of the Sandhurst golf course to the north, and the real estate development to the east.

It is planned and proposed that during the first few years following the opening in early 2007, much of the office space will be sub let to other business partners including PGA Links Golf Facility Management, ClubLINKS and the Sandhurst Golf Club, in an effort to ensure that the facility is fully utilised from day one.

It is the PGA of Australia's intention to invite and involve all golfing organisations Australia-wide in the effective utilisation of these facilities.

At this stage, the current national office in Crows Nest, Sydney, will be retained as the NSW Divisional office and as a strong marketing and commercial utility to ensure that the PGA of Australia maintains a dominant position in the important Sydney market.

Mr Garske said that the next twelve months will be an exciting time as the new national headquarters is developed at Sandhurst Club and we are looking forward to the opening of the building early in 2007.

Media Enquiries

Toni Patsalides, PGA Communications & Systems Manager (02) 9490 9533

Mobile: 0402 200 631

Ron Smith, PGA Links (03) 9818 5700 Mobile: 0417 329 201

About the PGA of Australia

The PGA of Australia is the second oldest PGA in the world. Since 1911 it has been at the forefront of golf development and producing PGA Members who stride with distinction the fairways of the world. There are nearly 2000 PGA Members who serve the golfing community throughout the world as Club Professionals, Accredited Golf Coaches and Tournament Professionals.

The PGA conducts over 400 professional golf tournaments each year with total prizemoney in excess of \$5million. The Cadbury Schweppes Australian PGA Championship is its pinnacle event and will be played at the Hyatt Regency Cooloom in 2006.

The PGA is also responsible for many grass roots developments in golf including the Holden Scramble – Australasia's largest and most successful pro amateur teams event. Over 600,000 people have played in the Holden Scramble since 1992 and it now operates in every state and New Zealand.

The Cadbury Schweppes PGA Junior Program is a junior development program designed to encourage participation and enjoyment for kids starting out in golf. It is operated at over 175 sites throughout Australia under the guidance of fully qualified PGA members and coaches.

Golf is a multi-billion dollar industry in Australia. The PGA and its members are involved in many aspects of the industry including residential development, retail services, teaching and coaching, equipment design, manufacture and distribution, tournaments, education and training, golf promotion, corporate golf etc. Further information on the PGA is available at www.pga.org.au.

About Sandhurst Club

Sandhurst is a multi staged residential golf course community project which will feature over 1800 home sites, two championship 18 hole golf courses and associated sporting and recreation facilities for residents and visitors. It is located minutes from Port Phillip Bay and less than 30 minutes from the Melbourne CBD.