

# They're challenging, great value and they're all within easy driving range of Perth

**CORPORATE** golf days, incentive golf weekends and short breaks are the fastest growing segments of Sports MICE. The popularity of the game itself, coupled with spectacular resorts built around award-winning, accessible courses is proving a boon to specialist event organisers.

Dollar-for-dollar, Australia offers some of the best cost-per-head rates for incentive groups. Participants can get into the swing of things close to Perth at a number of world-class courses and resorts that are rated amongst the most spectacular and cheapest in the world. Airlines, keen to reward their top customers, were among the first to stage regular corporate events. Now they have been joined by the whole gamut of industry keen to reward performance and lift productivity levels.

Events can be as short as a day or stretch over a week or two using a spread of courses offering various playing challenges. They can involve selected participants or partners and spouses. Most of the better golf resorts can set up a range of activities or sight-seeing trips for the non-golfer. Otherwise, those not playing can usually relax and enjoy the resort's other attractions.

When delegates aren't playing, the range and depth of supporting conference facilities is impressive. Most resorts can cater for boardroom meetings up to groups requiring large indoor facilities or outside marquees. The flexibility can be useful for presentations other than the traditional end of day prize-giving cer-



Joondalup Resort - voted Australia's top golf resort by readers of Golf Australia magazine. Joondalup took the award from another Western Australian golf resort, The Vines Resort and Country club.

emonies, such as an inspirational speech or delivering targets for next year's sales plan.

The better golf clubs and resorts can also provide expert staff to help with organising the day, booking the course, catering and services. They often will also provide player time sheets, scorecards, equipment hire, handicap assessments, organise team play and conduct player briefings. The club professional is often on hand to provide tips, demonstrations and coaching clinics. Some resorts will also assist with trophies for presenta-

tions, corporate signage placement for sponsors and promotional merchandise.

## The Vines

Since it opened in 1991, the Novotel Vines Resort has been Western Australia's undisputed premier golf facility with a 36-hole championship course.

Located in the famous wine growing region of the Swan Valley, 35 minutes from the centre of Perth, the Vines offers fully-equipped conference facilities, including four function rooms and a boardroom, and 156 accommodation rooms.

The resort has just released two new areas that it believes will be of great interest to the conference and events market — The Lodge and Lakeside Reserve.

The Lodge is a large, fully self-contained property within a five-minute walk of the main resort. Its facilities include a large conference/meeting area, relaxation area with pool table, kitchen with basic cooking facilities, boardroom, sitting room, four breakout rooms (these can be converted to sleeping quarters if required), private bathroom and barbecue area.

Lakeside Reserve is a large grassed area near the main entrance of the resort and the golf course, which is ideal for product launches, trade events and marquee events, as well as team-building activities.

“With the launch of both The Lodge and Lakeside Reserve, we are now focusing on attracting suitable events for these areas,” said marketing and communications manager, Blanche Morris. “Whilst we will still continue to source customers from the general business

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At The Vines Resort & Country Club, we have a dedicated Corporate Golf team ready to assist you with coordinating and designing your next event.

Corporate golf days start from as little as \$69.00 per person. Discover the additional benefits of holding your next event at a venue that offers more than just a game of golf.

We can also fully coordinate all prizes, themed and branded corporate merchandise as well as additional activities within the Swan Valley.

**from \$69.00**  
per person\*

*“Ranked in the Top 5 Resort Courses in Australia”*



**For further information contact**

**08 9297 0777**

**[www.vines.com.au](http://www.vines.com.au)**

\* Price indicated is best price available dependent on the number of participants



*Resort & Country Club*



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market, we feel that there is a need in the marketplace for these types of conference facilities.

“There has also been a shift in focus over the past year towards incorporating all of the resort’s facilities in conferences and events. We like to offer our clients the option of combining recreational activities, including golf, tennis and team building with their formal conferences.

Morris said Western Australia’s potential to host exciting events was often underestimated. “The sheer diversity of what is on offer by way of facilities, combined with our beautiful environment and competitive pricing, provides some amazing opportunities.”

A two-day conference at The Vines is priced at A\$297 single occupancy, including dinner, overnight accommodation and breakfast. A round of golf (18 holes) costs A\$60 midweek and A\$77 at weekends, including motorised cart.

#### Joondalup Resort



Burswood’s 18-hole public golf course arranges corporate golf packages in-house, in consultation with the resort’s convention centre staff.

North of Perth, Joondalup Resort — voted Australia’s top golf resort two years running — offers a five-star, 70-room hotel plus five conference rooms that can host from six to 500 people.

The Country Club at the 27-hole championship golf course can also host small groups in a conference boardroom-style, while the clubrooms can be used for corporate and conference lunches and dinners.

“The conference rooms range from our exclusive boardroom, situated upstairs, seating 18 people comfortably to hosting a large cocktail function for up to 500 people and anything in between,” said Allison Domney, executive sales manager.

Corporate/conference rates differ throughout the year. “We are always happy to tailor-make a quote as we prefer to do so. This gives the client the best possible options for their function.”

Domney said there were plans to enclose the outside area in the resort’s restaurant — Bistro 38 — to make it an indoor/outdoor restaurant. “By having an enclosed roof and glass side panels will keep the warmth in for winter.”

Apart from this, she said there were no further proposals to extend the resort’s hotel or golf course.

#### The Golf Club Kennedy Bay

Major plans are on the drawing board for The Golf Club Kennedy Bay, south of Rockingham — the only true 18-hole links-style course in and around Perth.

Club director, Jack McCarthy, says the plans include a clubhouse and resort, featuring a hotel, self-contained accommodation and conference facilities.

He said the accommodation development was at least 18 months down the track.

At present, there is a temporary clubhouse with golf shop and a fully licensed cafe that can set up to 110 people for functions.

Green fees for the challenging par-72 course are A\$50 on weekdays and A\$55 on weekends. Corporate golf events are priced on application.

Located 35 minutes from the Perth CBD, the club is owned by Victorian-based golf and management company, Golf Club Properties Ltd.

#### Burswood

In Perth itself, a new hotel due to open later this year in the vast Burswood complex, will further boost the resort’s MICE

*Australia's Number One Public Access Course*

Located alongside the blue waters of the Indian Ocean, The Golf Club Kennedy Bay shares all the attributes of the Classic Links Courses of the British Isles.

Only 40 minutes south of Perth, this unique West Australian Course has recently been rated Australia's Number One Public Access Course by the Golf Course Guide 2003 and 2004 and the 2003 Australian Golf Digest.

Come and enjoy the Kennedy Bay experience and match your skills against this truly great links course.

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**The GOLF CLUB**  
KENNEDY BAY

facilities.

The 291-room mid-scale Holiday Inn Burswood is the first purpose-built hotel in Perth for 12 years and will add a second accommodation tier to the resort's luxury InterContinental hotel offering, which has more than 400 rooms including 19 suites.

The Holiday Inn Burswood will have three meeting rooms, each catering for between 35-40 people, a covered ter-

raced area and a fully functional business centre.

"It will help to further boost our position in the convention market, allowing conference delegates and visitors alike, a more diverse mix of accommodation options catering for both the mid-level and deluxe markets," said Damian ten Bohmer, area director sales and marketing, InterContinental Group.

For conference delegates, accommodation rates at both Burswood properties depend on several factors, including length of stay, number of delegates, number of conference rooms needed, meal plans and the days of the week.

Burswood's 18-hole public golf course arranges corporate golf packages in-house, in consultation with the resort's convention centre staff.

	The Vines Resort	Joondalup Golf Club	The Golf Club, Kennedy Bay	Burswood Park Golf Course
Web	<a href="http://www.novotelvines.com.au">www.novotelvines.com.au</a>	<a href="http://www.joondalupresort.com.au">www.joondalupresort.com.au</a>	<a href="http://www.kennedybay.com">www.kennedybay.com</a>	<a href="http://www.burswoodparkgolfcourse.com">www.burswoodparkgolfcourse.com</a>
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Phone	(08) 9297 3000	(08) 9400 8888	(08) 9524 5333	(08) 9362 7906
Star Rating	4.5	5	(in planning stage)	5
Rooms	144	70		413
Banquet	200	250		100
Classroom	140	110		50
Cocktail	300	250		100
Theatre	260	200		100
U-Shape	80	50		35
	Consistently judged as one of Australia's top three golf courses since 1991, The Vines is one of Western Australia's premier golf facilities with a 36-hole championship course. Nothing beats a few hours on the golf course for enhancing, cementing or fostering relationships and golf co-ordinators will cater for all group needs from start to finish.	Joondalup Resort Hotel offers world-class accommodation among the emerald green fairways of a magnificent 27 hole championship golf course. Joondalup has seven conference rooms to choose from and two styles of luxurious accommodation rooms. It also offers a restaurant - Bistro 38. It is located five minutes from the beach, just 25 minutes from the CBD, and 40 minutes from Perth's International Airport.	The Golf Club Kennedy Bay, the only true links style course in WA, is situated 35 minutes from the CBD. It comprises 18 holes, practice facilities, professional teaching services, golf shop and fully licensed cafe. The Golf Club Kennedy Bay caters to groups of all sizes and requirements.	Overlooking the stunning Swan River the golf course covers 5870 metres and offers golfers a fully equipped pro-shop, cafe bar and function room facilities within its luxurious clubhouse. Player facilities are amongst the best in Perth and include superb locker rooms, Pro Shop, licensed café, Sprig Bar and Function Centre, day-night driving range, chipping and putting greens.



## Voted Australia's Top Golf Resort\*

Joondalup Resort is the perfect venue for conferences, business meetings, incentives and social function. Our superbly equipped functions rooms, some with spectacular views over the golf course, are flexible enough to cater for groups of up to 250 guests. We have people to take care of every detail of your function, plus a wide range of resort facilities to help ensure the success of any occasion.

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\* By readers of Golf Australia Magazine.

