



MEMBERS' SURVEY

As part of the Club's redevelopment process, a members' survey was conducted from 11 June to 2 July 2015 to seek members' feedback on the redevelopment plans at both Island and Bukit locations. Taylor Nelson Sofres, a renowned market research consultancy firm, was engaged to conduct the survey. To ensure maximum participation from members, the survey was conducted both online and onsite at the Club's premises.

At the close of the survey, a total of 919 completed questionnaires, accounting for 11.7% of the membership, were received. We are heartened by members' enthusiasm as this high participation rate bears testament to members' interest and concerns about the Club's redevelopment plans and future.

The results of the survey will be furnished to the design architects for review. Below is a summary of the survey results.

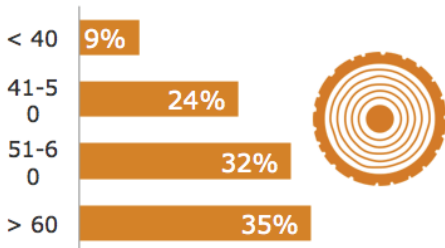
Demographics



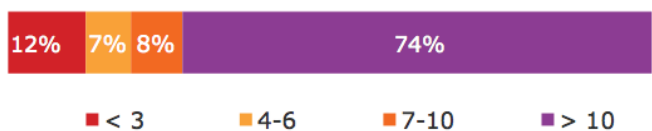
Marital Status



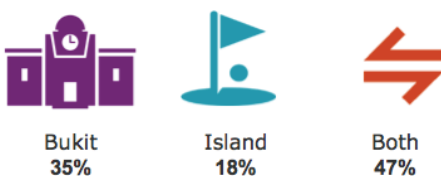
Age (y.o.)



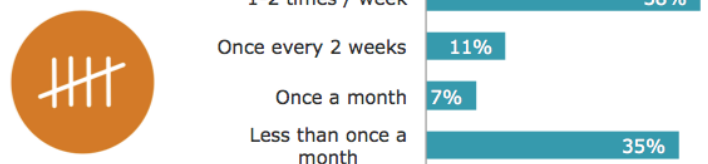
Length of Membership (in years)



Frequented SICC Location



Golfing Frequency

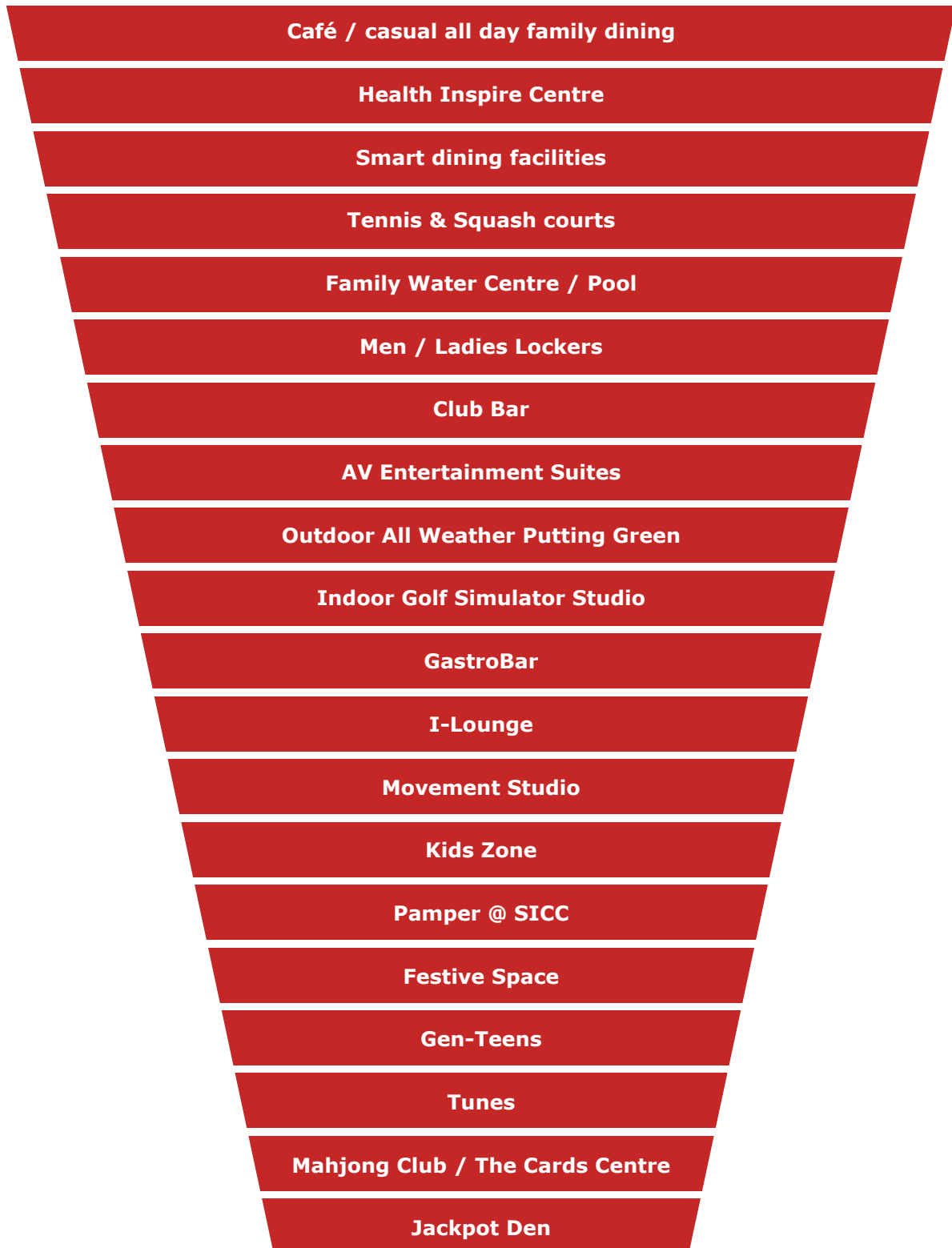




Bukit Redevelopment

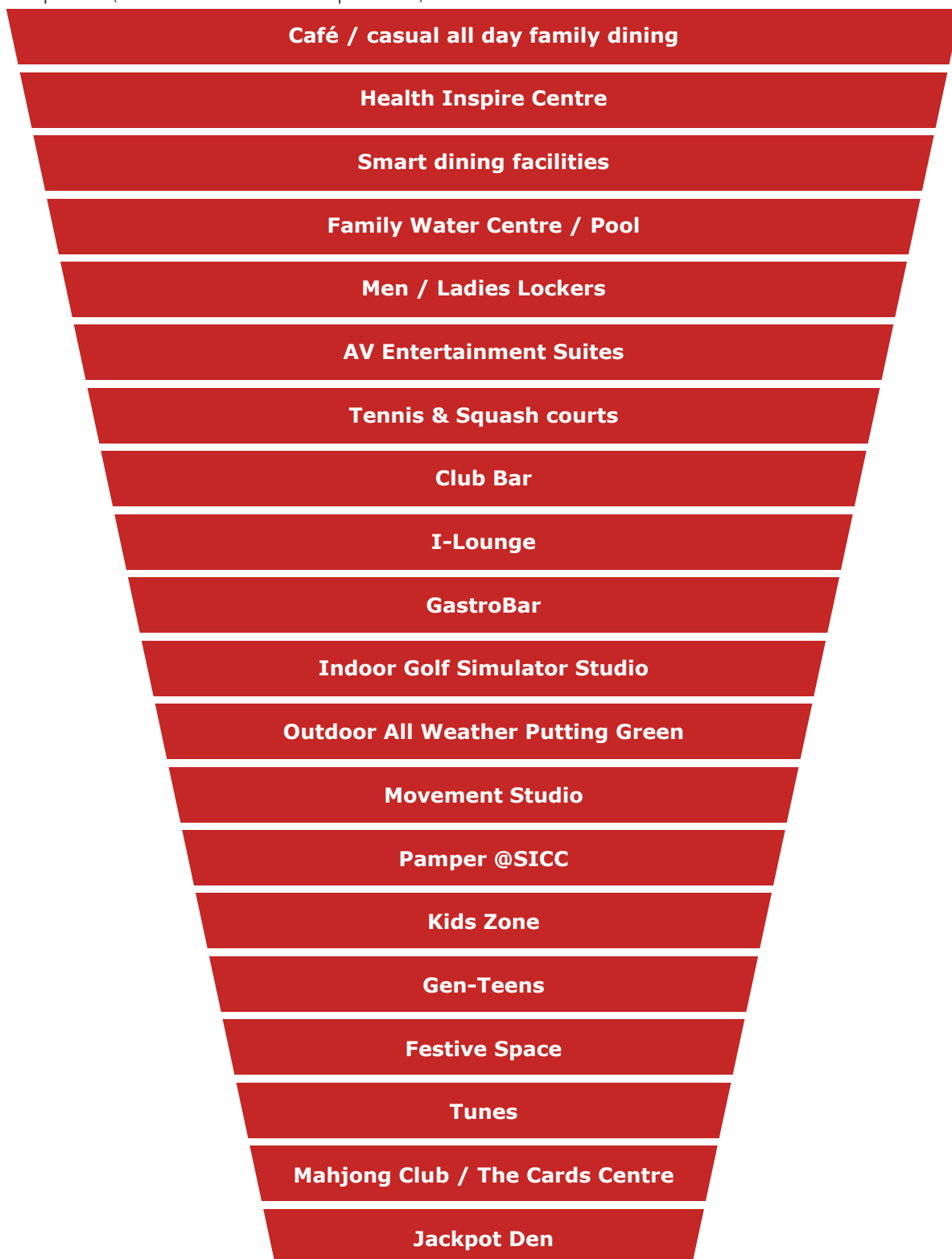
SICC is looking to extend the range of facilities currently available at the Bukit location, and would like to understand your preferences.

Members' responses (in order of most to least preferred) are as follows:



Which of these facilities do you feel your spouse / family will also enjoy?

Members' responses (in order of most to least preferred) are as follows:



The same three facilities were considered most important by members when asked their preferences, as well as those of their family.

Integrated facilities that include pools, golf simulators and kids' zones appealed more to families with young children. Gastrobars, on the other hand, appealed more to couples without children. The results also indicate that members are looking for a range of dining options – both cafeteria/take away/hawker fare for casual occasions, as well as a fine dining facility for more formal occasions.



What else would you like to see included in the redevelopment of the Bukit location?

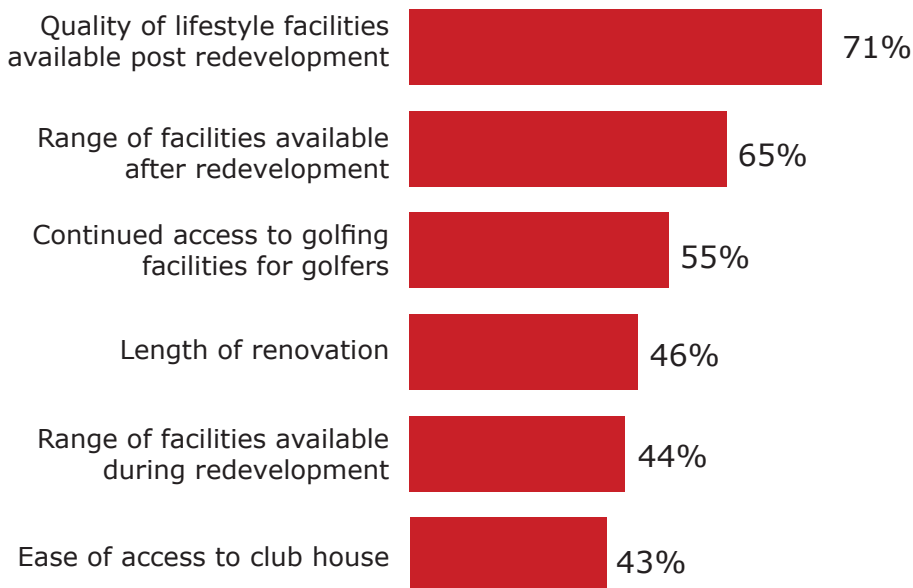
Underground Car Park – Keeping in mind the limited space available, members suggested building an underground car park to save the open space for other facilities.

Fine Dining Concept – Members felt that there should be varied dining options available. They listed hawker-style fare and casual dining options alongside a gastro bar and fine dining outlets, to cater to different occasions/needs.

Designing Facilities – Members suggested exercising caution while designing the new Clubhouse such that facilities incorporated at the Bukit location post 2030 are not duplicated, so as to save space.

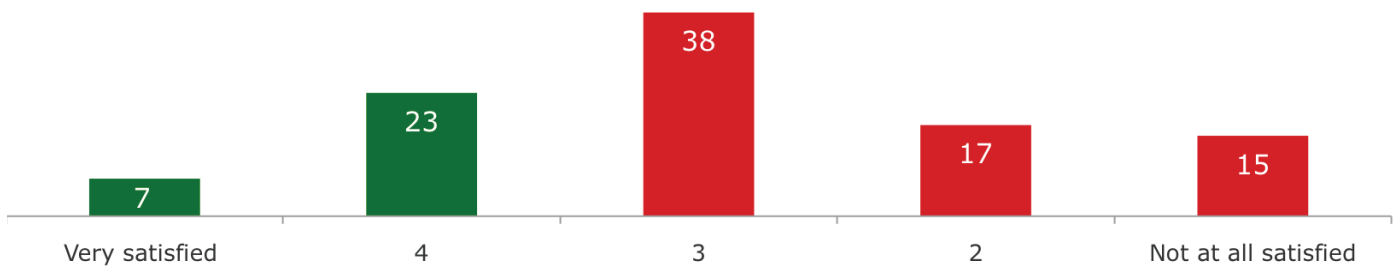
Lounge Areas – Members said that the redevelopment plans should include facilities for families as a whole. For instance, when golfers or swimmers are busy at the golf course or in the pool, there should be an area where their families can relax. They suggested having a casual, air-conditioned lounge where members can have some drinks or light snacks with friends or enjoy a good book.

What concerns would you have, if any, on the redevelopment of the club facilities at Bukit?



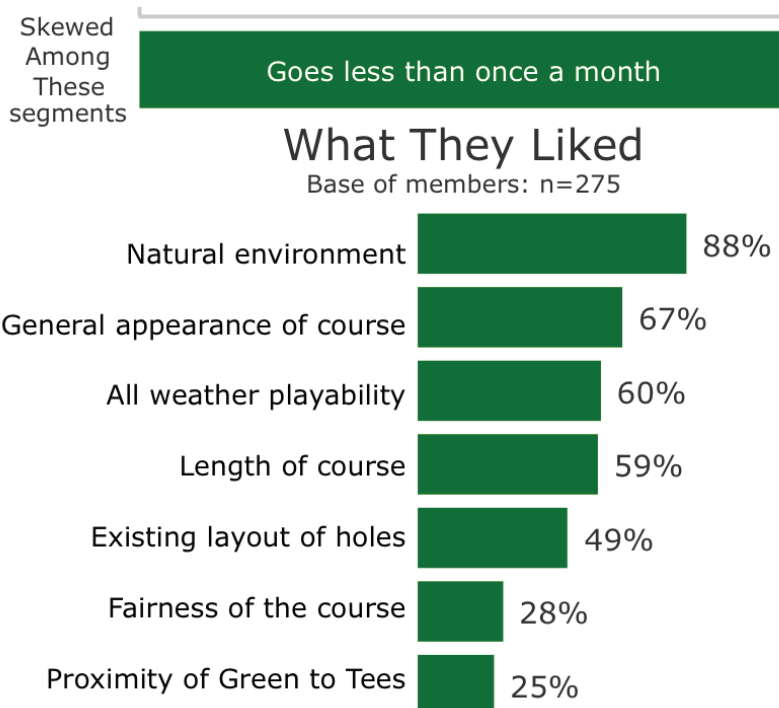
Island Redevelopment

How satisfied are you with the present New Course?

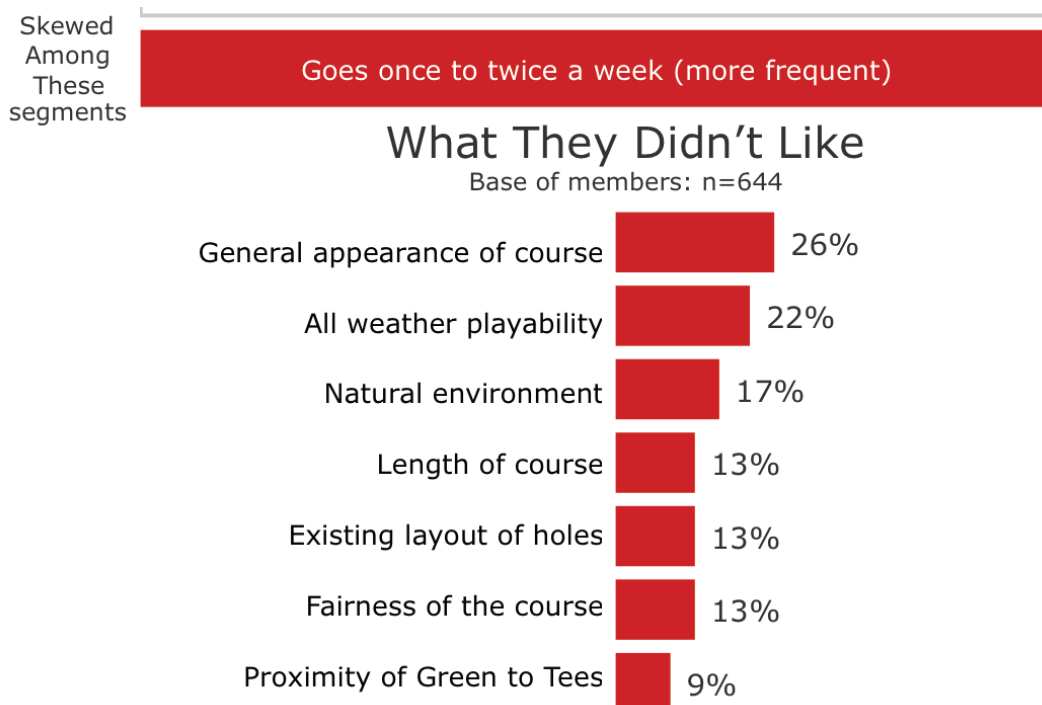


Most of those who selected values 4 and 5, visit the New Course less than once a month.
Most of those who selected values 3, 2 and 1, visit the New Course once or twice a week.

If you have selected rating 5 or 4, what do you like about the present New Course?



If you have selected rating 3, 2 or 1, what do you not like about the present New Course?



While listing their dislikes, the most common comment from members was regarding the condition of the greens and fairways. They felt they were below standards. Poor maintenance by way of on-level tees, weeds on fairways and inconsistent greens were other issues raised by them.

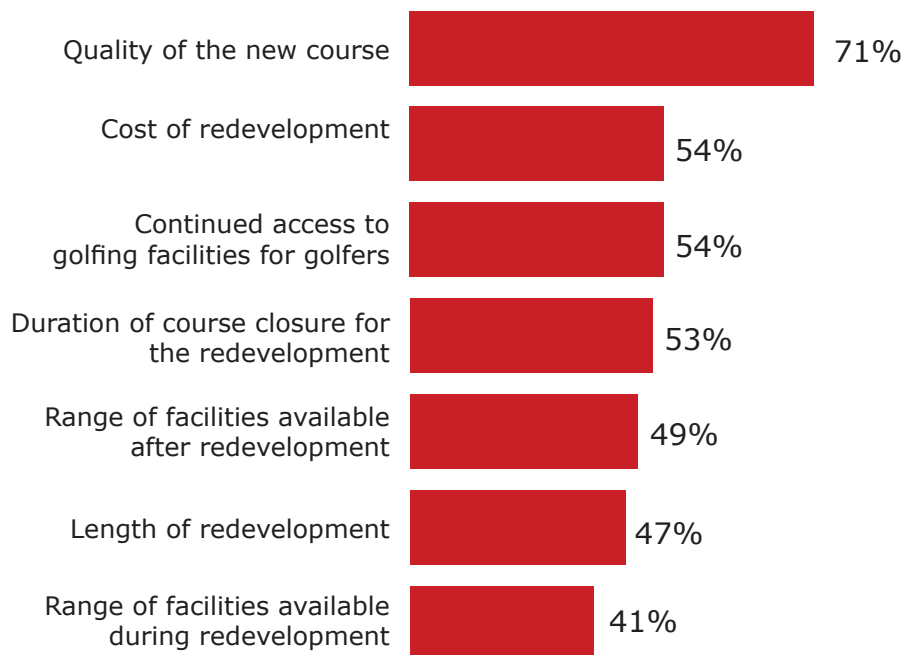


Thinking about what you would like to see in a golf course at SICC, how important is each of the following to you?



Members who played more frequently considered increased accommodation of golfing traffic and improvement of golf courses to be more important factors than having a course that is internationally recognised.

Specifically on the Island location, what concerns would you have, if any, on the redevelopment of the golfing facilities at Island?



Other Feedback

Range of Views – Members felt a range of membership's views should be incorporated into the redevelopment project. The GC should consider online or mobile voting to give a "voice" to more members and accommodate those who are unable to be present in-person at general meetings.

Improvement of Standards – The members felt the New Course should be designed to PGA standard with signature holes. They also felt there should be space for a hospitality area for international tournaments held at SICC.

Accessibility and Food Options for the Elderly – Members suggested bearing in mind the needs of the elderly Club members while undertaking the redevelopment. They raised issues of accessibility and said the redevelopment plans should cater to the needs of the general membership.

The summary of the Members' Survey can also be found on the SICC website as follows:

Home Page > The Club > Proposed Redevelopment Plans > Preliminary Planning