

CELTIC CLUB MELBOURNE PRELIMINARY DESIGN STUDY

Prepared for
Celtic Club of Melbourne

MacroPlan Australia Pty Ltd
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FINAL REPORT



Report Contact

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1 Executive Summary

The Club has an important opportunity to define its future with its members.

Ensuring the future viability of the Club is a key priority for the Club. Recognising the important and ongoing cultural function of the Club and the importance of Irish heritage for members will be central to an effective redevelopment of the Club.

It is recognised there are many challenges involved in ensuring an effective and balanced redevelopment solution for the Club. A careful, step-by-step process involving discussions between the Committee and members through a Design Reference Group (DRG) will ensure effective buy-in and support from members on a go forward basis.

A number of important themes have emerged from discussions with the DRG and feedback from club members.

Quality of Facilities & Functional Relationships

- inadequacy of existing facilities for members and non-members and the need for better internal functional relationships and integration of spaces to accommodate the Club and its operations
- the quality of existing bar/food/dining offer for members and visitors and the relationship between bar/dining and gaming areas
- the need for more effective and accessible spaces for group events including effective facilities allowing for conventions, theatre, performances and cultural appreciation supporting a range of cultures and user groups
- access for the public to various areas within the club through creation of a number of inviting spaces including outdoor spaces/terraces allowing for greater member and non-member visitation

Club Management & Financial Sustainability

- lack of membership and declining membership and associated risks to the long term financial viability of the Club
- the need for an effective balance between cultural heritage roles and functions and the broader commercial operations of the Club to ensure operational efficiency and long term financial viability
- consideration of possible commercial business operations generating financial benefits for members including secondary conferencing facilities, fitness & lifestyle facilities
- potential for investment by members in a range of commercial/private developments through the Club's redevelopment including possible residential, serviced hotel/apartment/backpacker accommodation
- the need to allow careful redevelopment of the Club's CBD site through partnerships with members/investors fund new facilities that will attract new membership and generate value for the Club

Understanding these themes and effectively balancing these through the redevelopment of the Club will be critical for achieving value for the Club and generating a sustainable future for members and other users.

The Club building will need to have capacity to accommodate growth in membership and activities over time and this will generate an immediate and future floor space requirement for the Club.

A number of design themes and options are explored in this study reflecting the ideas and needs of members and an indicative Club re-development concept incorporating a broader redevelopment of the site is presented.

This study has demonstrated there is significant potential for redevelopment of the site to accommodate an exciting new Club facility that will enhance member services and create new facilities and functions through broader redevelopment of the site that will support the long term financial viability of the Club.

MacroPlan has undertaken a high level initial evaluation of the indicative design concept presented in this study and has determined there is potential for value capture through redevelopment of the site which may fund part and/or all of the Club facilities subject to a comprehensive feasibility assessment.

A more detailed design study to coincide with a comprehensive development feasibility study reflecting a preferred development scenario is recommended on the basis of the preliminary analysis provided in this study.