



WARRINGAH GOLF CLUB LIMITED

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4 May 2017

Northern Beaches Council
725 Pittwater Rd
Dee Why
NSW 2099

Attention: General Manager- Mark Ferguson

Dear Mark

I write to you on behalf of the members of Warringah Golf Club and the many social golf players and local residents that have contacted me and the club in relation to the online survey and the telephone survey that is being conducted.

We believe that both surveys contain a great deal of bias in the way in which the actions and options are presented and questions relayed by telephone. This represents a classic example of "push polling".

In particular I would point out the following:-

Online Survey

Actions

Action 5

Due to lack of availability of suitable land and the significant cost to ratepayers this is not considered a viable option.

This statement basically locks out the Action as an option. Surely the aim of a survey is to determine the thoughts and wants of the person taking the survey not direct them towards an answer.

I will refer to this matter again when I deal with the options presented on the second page of the survey.

The Options

Option B

This means we will have a shortfall of supply, fields will be overused and we may not have enough space for everyone to play sport.

This emotive statement pushes the respondent towards Option A as it basically says that it will be their fault by choosing this option if there are insufficient fields in the future.

Why was there not an Option C “All of Actions 1-3 plus action 5”?

If the response to Action 5 by the majority of respondents was “very supportive” then they are left without an Option to support. Surely whether Council supports it or not it is a viable action that merited an option for the respondent to select so that it is considered.

Once again the survey is pushing the respondent towards a desired outcome.

Q 6 Demographic/Usage

I note that the question here has been changed from the version that I have previously completed. At the time that I completed the survey it listed, if I selected Golf Club, all of the local clubs. It had no provision for a social player. Whilst I am pleased that this has now been changed I would question why the earlier version was specifically looking to target what club the response came from.

Telephone Survey

Whilst I have not encountered this personally I have received a number of emails, from non-members of Warringah Golf Club, who have been surveyed. I list below some of the questions they were asked.

Question 1 – is there an 18-34 in the household that they could speak to – answer no

Question 2 – ok then is there a male in the household that they could speak to – answer no

Then they stated oh well possibly she could do the survey as there is a massive shortage of sports fields.

My wife received a phone call from a person who said she was conducting a survey on people's opinion on the need for more sports Fields in the Northern Beaches area and whether some land could be acquired from golf courses. She advised that I was at the drop-in session in an endeavor to save Warringah GC so the conversation was terminated.

The caller directly identified Warringah Golf Course in the conversation with me.

Clearly the questioning is age specific and heavily biased towards an age group and demographic that would support the expansion of sports fields at the expense of Golf Courses. That our club was actually mentioned in one of the calls beggars belief.

I would put to you Mark that the very nature of the questions, comments and lack of impartiality shown in this survey calls into question the validity of the survey as a whole and any conclusion that it may draw.

I am happy to discuss our concerns with you personally should you wish.

Yours truly

A handwritten signature in blue ink, appearing to read 'Scott Campbell', written in a cursive style.

Scott Campbell
President
Warringah Golf Club