

# WHEN THE DREAM BECOMES REALITY

THE STORY OF RE-MAKING ÖSTERÅKERS GOLF CLUB OUTSIDE STOCKHOLM IN SWEDEN

SELF FINANCED



## **PURPOSE OF THE HOUR**

- **BIG PICTURE OF ÖSTERÅKERS GOLF AND OUR JOURNEY**
- **SWEDISH GOLF**
- **KEY FACTORS FOR OUR SUCCESS**
- **POTENTIAL POT HOLES**



# Andreas Ljunggren



# FACTS ABOUT ÖSTERÅKERS GOLF

- **BIG DEVELOPMENT FROM THE START FOUNDED 1990  
– ONE OF A KIND WITH 36 HOLES BY THAT TIME**
- **2100 MEMBERS, 1600 SHAREHOLDERS (400 JUNIORS)**
- **OWNED BY SHAREHOLDERS (MEMBERS)**
- **HOSTED INTERNATIONAL AND NATIONAL CHAMPIONSHIPS – CT, LET, EC, SC AND MANY OTHERS.**



# FACTS ABOUT ÖSTERÅKERS GOLF

- **ALL IN HOUSE – SHOP, RESTAURANT, RANGE ETC**
- **25 FULL TIME EMPLOYEES (AVERAGE IN SWEDEN IS 10) OCH TOTAL 70 DURING HIGH SEASON**
- **REVENUE ABOUT 50 MKR (SEK) ~ £5M**
- **THE CLUB OWN OUR LAND/GROUND**

# FACTS ABOUT SWEDISH GOLF

- **453 GOLF CLUBS**
- **FEW HAVE EVERYTHING IN HOUSE (about 20 % have F&B IN HOUSE)**
- **500 000 LICENSED PLAYERS – 1 000 000 CALL THEMSELVES GOLFERS**
- **ANNUAL FEE AVERAGE IS ABOUT £750**

# **WHEN IT ALL STARTED 2013**

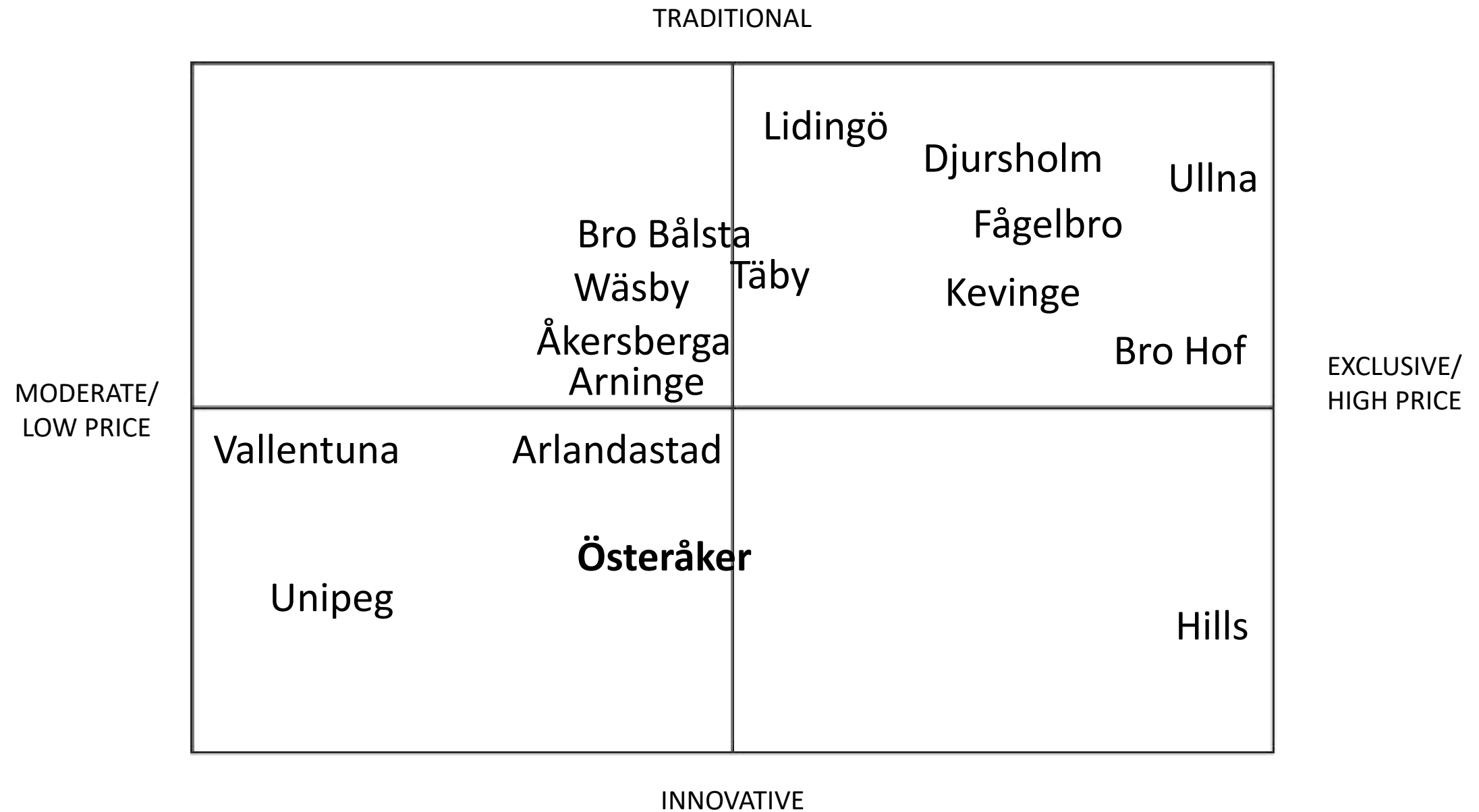


# 10 YEARS BACK

- THE GOLF INDUSTRY WAS STRUGGLING
- WE LOOKED LIKE AND OFFERED THE SAME THING AS ALMOST ALL OTHER GOLF CLUBS.
- GOLFERS/MEMBERS WERE UNFAITHFUL AND JUMPED FROM CLUB TO CLUB CATCHING THE BEST OFFER.
- HARD TO LOOK FORWARD - EXTINGUISHES FIRES
- WE WERE STUCK IN OUR POSITION



# Position 2013 (Golf Clubs in Stockholm)









- BUILT ON OLD LAKE BOTTOM
- TECHNOLOGY FOR BUILDING GOOD COURSES HAS CHANGED A LOT SINCE -89
- PROBLEMS WITH STANDING WATER DRAINAGE IS ONLY BASED ON PIPES / HOSES AND NOT ON SURFACE WATER
- RUNOFF LOW POINTS AND POOR DRAINAGE GIVE RISE TO ICE FORMATION = DAMAGE









- **ALL BUILDINGS MUST BE PAINTED**
- **DRESSING ROOM NEEDS TO BE RENOVATED**
- **VENTILATION NEEDS TO BE CHANGED**
- **SEWERAGE STRAINS MUST BE CHANGED**
- **THE ELEVATOR MUST BE REPLACED**
- **SURFACE LAYERS ARE NEEDED**
- **REFRESH THE HEATING SYSTEM MUST BE REVISED**







**SOMETHING NEED TO HAPPEN**



- **WE OWN OUR LAND (the ground)**





**IF WE COULD DO WHAT EVER WE WANT,  
WHAT SHOULD WE DO THEN?**



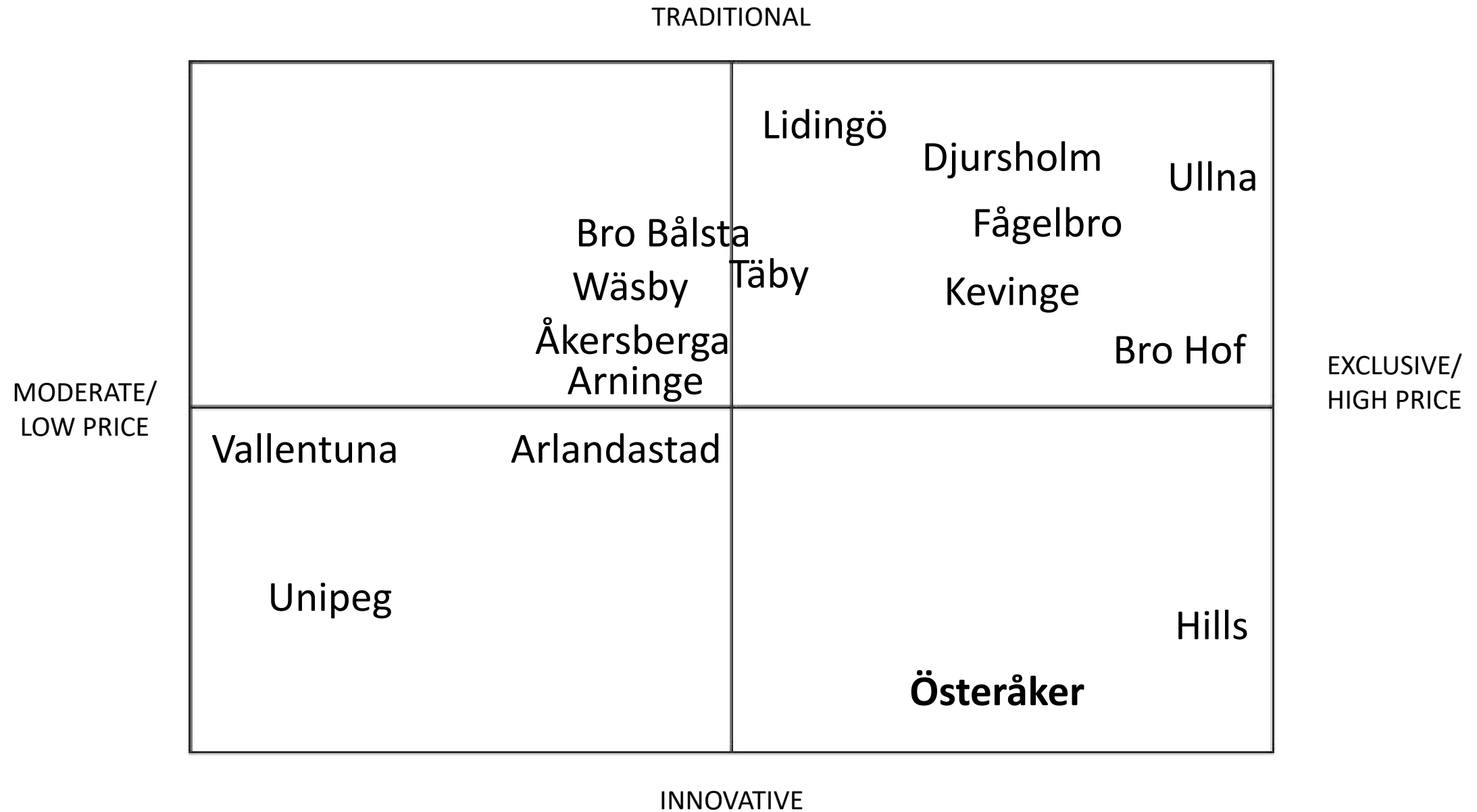
- **WERE DO WE START?**
- **WHICH STEPS DO WE NEED TO TAKE?**



- **POTENTIAL POTHOLES.....**

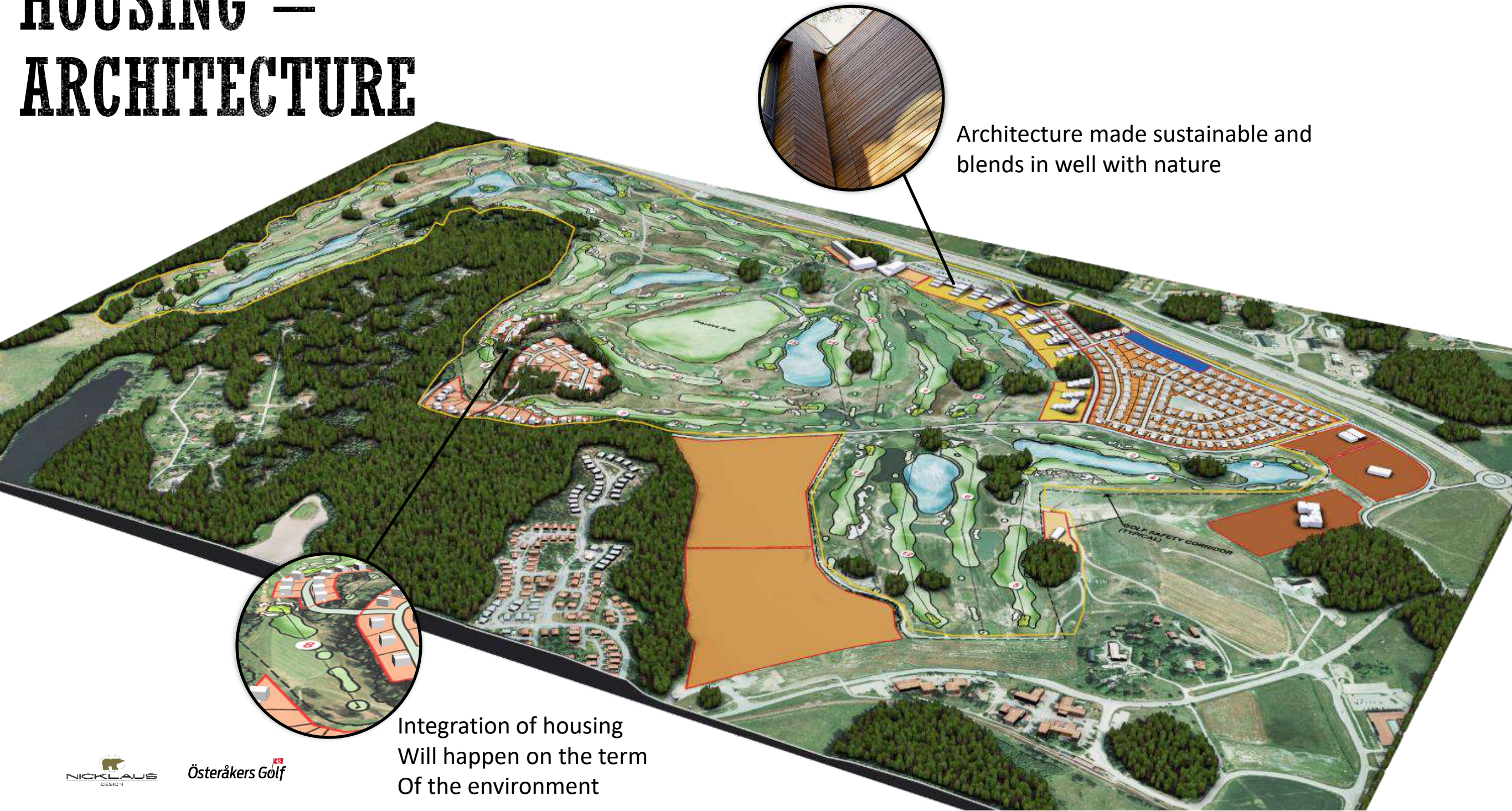


# Position 2022





# HOUSING — ARCHITECTURE



Architecture made sustainable and blends in well with nature

Integration of housing  
Will happen on the term  
Of the environment



Österåkers Golf





# **PRESENTATION FOR THE MUNICIPAL MANAGEMENT**





## HENRIK STENSON GOLF DESIGN

- Founded in 2015
- Best Scandinavian male golfer of all times.
- Open Champion in 2016
- Passion for creating great golf courses
- Working together with professionals
- Creating a standing legacy





HENRIK STENSON GOLF DESIGN

← TO STOCKHOLM

**SCORECARD**

ÖSTERLED																					
	1	2	3	4	5	6	7	8	9	UT	10	11	12	13	14	15	16	17	18	IN	TOT
65	400	415	380	165	520	350	170	495	400	3295	415	135	450	535	400	165	270	360	495	3225	6520
62	375	390	360	150	495	335	160	470	385	3120	395	125	425	515	380	155	250	335	475	3055	6175
56	335	350	330	130	455	310	145	430	350	2835	365	115	390	465	360	140	230	310	435	2815	5645
48	295	300	290	120	385	240	105	380	300	2415	310	90	335	405	290	110	210	250	390	2390	4805
43	260	240	265	105	355	225	85	345	275	2155	275	80	310	360	255	85	190	220	345	2120	4275
PAR	4	4	4	3	5	4	3	5	4	36	4	3	4	5	4	3	4	4	5	36	72

VÄSTERLED																					
	1	2	3	4	5	6	7	8	9	UT	10	11	12	13	14	15	16	17	18	IN	TOT
64	500	320	290	525	155	310	155	400	350	3005	355	400	410	480	170	440	410	195	595	3425	6430
61	475	305	275	500	145	295	140	380	320	2835	335	380	390	460	160	415	395	175	540	3250	6085
57	450	285	260	470	135	260	125	360	290	2655	320	360	350	440	150	390	375	150	500	3035	5690
49	400	240	215	400	120	235	105	295	240	2250	280	300	300	385	125	340	310	120	420	2580	4890
41	360	200	190	365	100	200	75	260	195	1945	235	250	245	335	95	290	260	90	360	2180	4125
PAR	5	4	4	5	3	4	3	4	4	36	4	4	4	5	3	4	4	3	5	36	72



CONCEPTUAL MASTERPLAN  
**ÖSTERÅKERS GOLFKLUBB**

JANUARY 2016







# LAND FILL AGREEMENT

780 000 y<sup>3</sup> OF FILL MATERIAL TO BE IMPORTED  
FROM EXTERNAL CONSTRUCTION SITES.  
EQUVILENT TO:

250 OLYMPIC SWIMMING POOLS or  
16 THE CAPITOL ROTUNDA

















































# DEVELOPMENT OF THE LAND





SKALA 1:2000 (A3)



Osterby Stenson is nominated as  
**World's Best New Golf Course 2020**  
 koncept™

**ÖSTERÅKERS**  
 GOLFKLUBB · 1982

**UNDER ARBETE**

**TWO**  
 UNDER ARBETE  
 THE RESTAURANT AT  
 ÖSTERÅKERS GOLF

LANDSKAP, Översiktsplan - 200610

**Padel**  
 BY ÖSTERÅKERS GOLF

**HENRIK STENSON**  
 GOLF DESIGN

**Hagby Ång & Kullar**



A3 1:100



# **KEY FACTORS FOR OUR SUCCESS**





# TEAMWORK - INVOLVEMENT



# A STRONG VISION







Året runt

I EN LEVANDE

OCH UTVECKLANDE MILJÖ SÄTTER VI GOLFEN  
OCH MEDLEMMARNA I FOKUS

PÅ EN SPÄNNANDE ANLÄGGNING  
UTÖVER DET VANLIGA  
ERBJUDER VI KVALITET I ALLA LED

MED MER ÄN BARA GOLF

VISION

2030

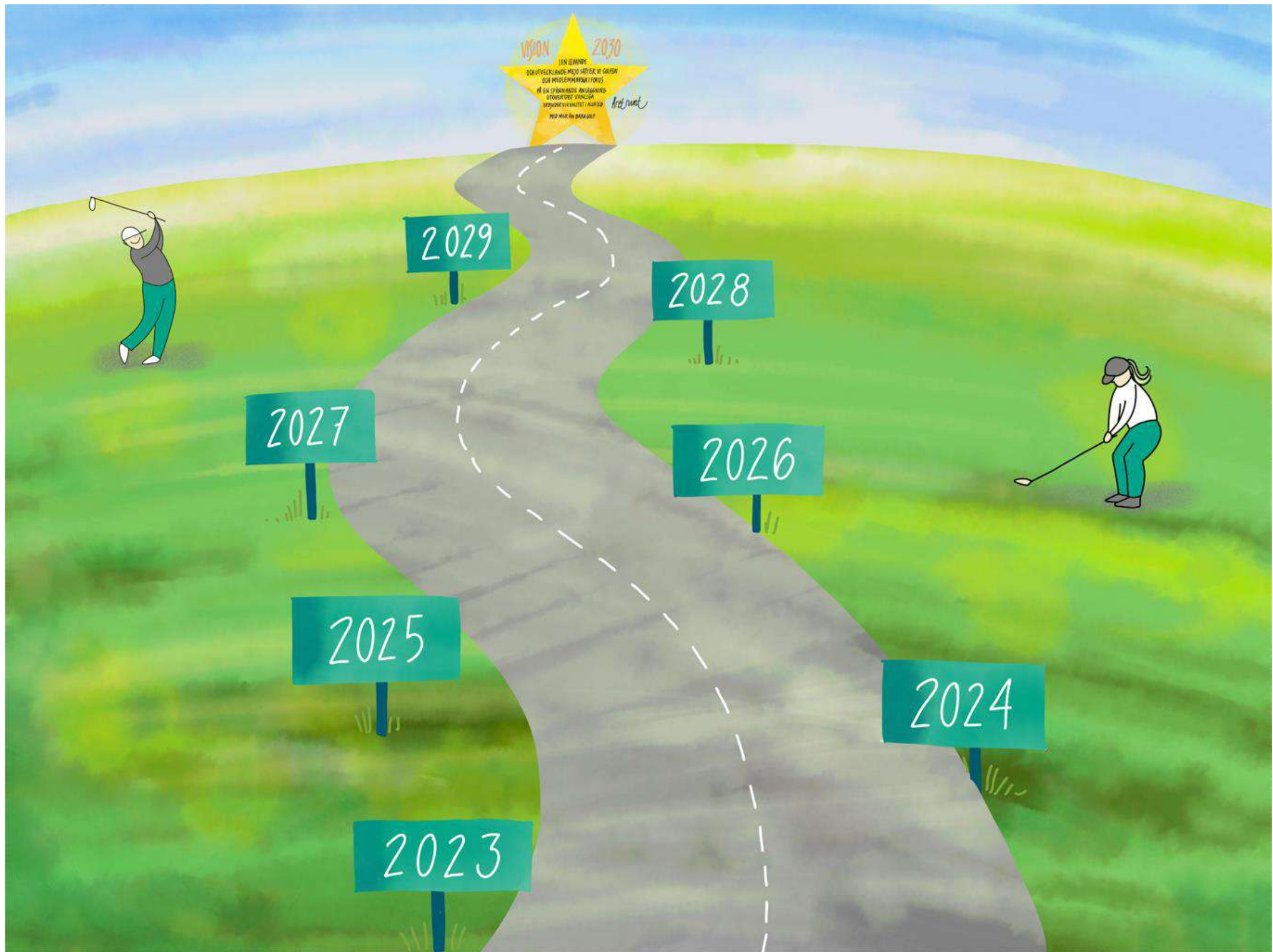
**IN A LIVE AND DEVELOPING ENVIRONMENT, WE PUT  
GOLF AND OUR MEMBERS IN FOCUS.  
AT AN EXCITING FACILITY BEYOND THE ORDINARY, WE OFFER  
QUALITY AT ALL LEVELS.  
WITH MORE THAN JUST GOLF.  
ALL YEAR ROUND!**











VISION 2030  
[EN LERANDE  
SÄKERHETSLÖSNING MED 30 ÅRER AV ÖFVNING  
SOM MEDLEMSMÄNNAN FÖRSTÅR]  
[EN ÖPPNANDE ANSÄTTNING  
ÖVERFÖRDET AV EN  
KUNSKAPSKUNSKAP / KUNSKAP  
MED NÅRAN BÄSTA SÖL]  
Henrik Stenson

2029

2028

2027

2026

2025

2024

2023



# COMMUNICATION & RELATIONSHIPS





**NO ONE IS GOING TO DO THE JOB FOR YOU**





- **NEXT CHALLENGE IN OUR JOURNEY**

**RECONSTRUCTION OF VÄSTERLED  
OUR SECOND COURSE**





ROAD "276"

CLUBHOUSE  
AREA

PUTTING GREEN

ÖSTER BY STENSON

RESIDENTIAL  
AREA

STORTRÄSKET

# MASTERPLAN

## VÄSTER BY STENSON

STOCKHOLM, SWEDEN



ÖSTERÅKERS  
GOLFKLUBB · 1988

DESIGNED BY



HENRIK STENSON GOLF DESIGN

### SCORECARD

HS TEE	550	370	395	380	305	130	540	155	480	3305	365	160	420	520	175	485	400	115	410	3050	6310	
5TH	525	350	380	360	285	125	500	150	465	3140	350	150	405	485	165	470	375	110	400	2910	6050	
4TH	500	325	360	340	265	115	460	135	445	2945	330	140	380	465	155	460	350	105	380	2765	5710	
3RD	465	300	325	305	240	105	435	120	425	2720	300	125	350	435	140	430	320	100	350	2550	5270	
2ND	425	275	300	275	225	100	400	105	395	2500	275	110	325	390	125	400	295	90	325	2335	4835	
FIRST TEE	385	250	270	250	200	95	360	85	355	2250	250	95	300	350	110	365	260	80	300	2110	4360	
PAR	5	4	4	4	4	3	5	3	5	37	4	3	4	3	4	5	3	4	3	4	35	72



# QUESTIONS?

THANK YOU FOR LISTENING

