

# Penfold News



The new Audi Centre Doncaster.



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## From the Managing Director

On behalf of the Penfold Group I would like to thank all of you, our customers for your patronage over the last twelve months.

Our business has performed well and we hope that you have all been happy with your interactions and dealings with our staff. We do put a major focus on our customer satisfaction, and our overall ratings are very high in comparison to our competitors. We are aware that this is an aspect of our business that can always be improved upon, and one which we are constantly working at.

The Penfold Group is very excited to announce that we have acquired the Volkswagen dealership in Doncaster.

This is a great addition to our group of dealerships, which now includes Holden, Audi, Mazda and Volkswagen. These are some of the most successful and up-and-coming brands in the country.

We plan to begin operating the Volkswagen service centre from August 17 2015, and will begin selling cars in September this year.

Our site on the corner of Doncaster and Elgar Roads – 584 Doncaster Road – will include service reception, passenger and commercial vehicle sales, and used vehicle sales. Passenger vehicle sales will also be located at 576 Doncaster Road.

The process of Penfold obtaining an “in demand” franchise such as Volkswagen is extensive and exhaustive. The parent company wants to ensure that their dealer partners will represent the brand at the highest level and will be active and progressive in promoting and selling vehicles, as well as providing a premium after sales experience in both servicing and spare parts. We feel very privileged that Volkswagen sees Penfold as having these attributes, as well as the experience, the personnel and the financial ability to take on this brand.

Many of you will have already visited our new Audi facility at 808 Doncaster Road. This was a big investment for our company. We believe that the Audi brand will continue to grow as it has every year for the almost 20 years that we have been involved with them. The resources they put into research and development, the extensive range of vehicle models they now have and the truly great cars they manufacture give us the confidence to make this type of investment.

In an industry that can often have a reputation as having high staff turnover, we believe we really buck the trend here. Over one third of our staff have been with us for ten years or more. We now have many second generation staff members and some third generation family members employed.

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# Royal Yacht Club of Victoria



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## The Club

The Royal Yacht Club of Victoria (RYCV) is the oldest Royal yacht club in Australia, initially founded as the Port Phillip Yacht Club in May 1853. The Club boasts stunning views of the Melbourne skyline, and is steeped in decades of yachting history and tradition. RYCV has more than 900 members and 300 yachts on its register and has a long and proud history of bay and ocean racing, as well as long-distance cruising.

In May of this year, the Club signed a ground breaking 65-year lease extension over its current land and seabed. The lease has secured the future of RYCV within the Williamstown community until 2070.

With extended security over its facilities, the Club now plans to invest in significant capital expenditure upgrades to improve amenities for current and future members and the community. The forecasted developments include:

- a state of the art new marina
- a clubhouse redevelopment, and
- many other initiatives to improve community access to the Club.

## The Marina and other Facilities

The 'Royals', as they are commonly known, are currently recruiting new members. The recruitment drive has been stimulated by a decision to replace and extend the Club's 165 boat wooden piled marina with a state of the art 240 boat floating marina.

Final approvals for the new marina are under way and construction is expected to begin in 2016, with completion due later that year. The development will provide up to 75 additional marina pens to offer to new members. The marina pens come in a variety of sizes ranging from 10 metres to 17 metres plus, and are able to be accommodated by yachts and power boats alike.

The Club is offering 20-year leases for these new berths and there are currently discounts available for new members who sign up over the next month or so. There has been plenty of initial interest and some sizes are almost sold out.

The Club has extensive facilities to support its member's boating experience including:

- a working yard for boat maintenance and repair serviced by a 28 tonne travel lift
- yard storage for 30-40 boats serviced by a broad range of marine contractors
- car parking for 100 cars, with an average walking distance of just 130 metres to the marina entrance
- lockers for storage of boat related equipment
- exceptional bar and dining facilities

In addition to catering for boat owners, the expansion will provide significant opportunities for new sailing and crew members to join the Club and get involved in the sport.

## Community

The Royals are well known within the Williamstown community for delivering a wide range of community initiatives. These include:

- running primary and secondary school, disadvantaged and disabled sailing programs
- holding regular sailing, training and safety courses
- hosting six Police and Customs' boats in its marina, and;
- facilitating more than 150 community meetings, functions and events every year - on top of the member's social calendar.

The Club has also hosted many successful World, National and State Championships in the past, including the 5.5 metre class at the 1956 Olympic Games.

## 2015 IFDS Disabled Sailing Combined World Championships

Later this year the Royals will be holding the 2015 IFDS Disabled Sailing Combined World Championships. The event will bring sailors from more than 30 countries together, represented by 90 Disabled Sailing class entries. This will see the Club playing host to over 150 athletes and 350 support crew, families and supporters.

The world-class sailing event is even more significant as it will be the final country qualifier for the 2016 Rio Paralympics. The event will be a true showcase of the 'best of the best' of disabled sailing on Port Phillip. The dates for the event are 26th November - 3rd December 2015.

## Contact

The Club is located in the heart of Williamstown at the entrance to the Yarra River and just nine kilometres from the Melbourne CBD.

More information on the Club, the marina and available leases, new member opportunities, upcoming events and other exciting projects can be found on the RYCV website ([www.rycv.com.au](http://www.rycv.com.au)). You can also contact the General Manager, Alex McGillivray on 9397 1277.

**Penfold Motors is a proud sponsor of the Royal Yacht Club of Victoria.**

