



## **MEDIA RELEASE** **for immediate release**

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### **INSIDE RIGHT CLUB MANAGEMENT, A HOLE IN ONE FOR EYE OF AFRICA**

**Johannesburg, 17 August 2009:**

International golf and residential estate developer, Medallist Developments, has scored a hole in one with the appointment of Inside Right Club Management (IRCM), a leading South African golf consultancy, for their development, Eye of Africa. This golfing lifestyle estate boasts a Greg Norman designed championship golf course, located 17km south of the Johannesburg CBD.

IRCM is the brainchild of Dave Usendorff, a qualified PGA Class AAA professional and golf commentator for SuperSport, who has over 35 years of golfing experience both amateur and professional. Usendorff's knowledge has been gained over years of golf course management and working with golf course design and layout. His three years heading up Matko Turf (who design and construct golf courses) led to extensive travel throughout southern Africa, absorbing invaluable insights into all elements of golf course construction and maintenance and day-to-day operations of golfing amenities.

"The past ten years have shown a rapid growth in golf estate developments in South Africa. People appreciate the value of living in upmarket gated communities, which offer security and a community element while still being within walking distance of a golf course and the amenities on offer. IRCM understands this concept and is positioned to offer a holistic approach to golf course developers, ultimately saving them time and money and taking golf estate living to a whole new level," explains Usendorff.

Dave envisions a 5-star golf experience for Eye of Africa, which aligns with the international standards required by Medallist for all its developments worldwide. This will ensure that players have a quality experience of service and facilities to match the Greg Norman Golf course. Some key responsibilities include introducing and documenting operational systems and procedures, securing preferred suppliers for the pro-shop, sourcing qualified staff, advice on membership issues such as the constitution, fees, golf course presentation and setting-up of the golf academy for players of all skill levels.

The Medallist design philosophy entails highlighting and protecting the area's natural landscape features with complimentary amenities to create a community lifestyle. Combined with IRCM's input, Eye of Africa is set to become one of South Africa's premier residential golf estates

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### **About Medallist:**

Medallist is a joint venture between Macquarie Group Limited, a global provider of banking, financial, advisory, investment and funds management services, and Greg Norman's Great White Shark Enterprises which has developed a portfolio of amenity-focused lifestyle communities throughout the United States, Australia and South Africa containing over 15,000 residential sites and 270 holes of golf over the past 12 years.

### **About Eye of Africa:**

Eye of Africa is Medallist's first private lifestyle golf estate to be developed in South Africa. Medallist Developments is a joint venture between Greg Norman's Great White Shark Enterprises and Macquarie Group Limited – and local players, Pixley World Investments.

Eye of Africa comprises 667ha of land and when completed, the estate will be home to approximately 1 200 freehold stands (Res 1) and 900 sectional title units (Res 3).

Eye of Africa will incorporate hiking and bicycle trails among other healthy lifestyle amenities, within a secured estate environment. The golf course, expertly designed by Greg Norman Golf Course Design, will have minimal impact on the natural environment, by utilising and enhancing the natural landscape features into the shape of the course.

Homes will display a distinct character that complements the site. The architectural vision is to incorporate the use of simple raw materials gleaned from the surrounding Highveld earth fused with European and African designs – all combining into a unique "Afropean" style.

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### **Issued by Grapevine Communication on behalf of Medallist**

Contact: Tanya Diamond  
T: (011) 706-9600 / F: (011) 706-9365  
tanya@grapevinecommunications.co.za  
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