

LUXGOLF, AUSTRALIA

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Alethea Dean. Deputy Editor, APAC Quintessentially Lifestyle.

Under a blazing January sky in Sydney's Moore Park, Travis Bruinsma, Director of LuxGolf is giving me a lesson in the art of...golf.

I am a beginner in the purest sense of the word, having never even putted my way around a mini-golf course. But Bruinsma is unfazed; he has teed off with passionate veteran players across all of eastern Australia's finest courses, but is a picture of unfailing politeness as he coaches me through the basics. And it isn't just his Canadian upbringing, he really is incorrigibly pleasant.

Travis is a natural athlete, with a lifetime's proficiency in soccer, tennis and—of course—ice hockey, where he played semi-professionally as a goaltender. But golf is his first love, a sport entirely dependent on his own prowess rather than team efforts. Family holidays growing up usually included a few rounds on a nearby green, and the Bruinsma clan became discerning connoisseurs of golf travel.

It was this sporting background that allowed Bruinsma to spy out a gap in the Australian golf scene when he arrived in Sydney to work in the finance industry 10 years ago. Australia had the world-class courses and prestigious clubs, but there was no means for the international enthusiast to play them in style. And so LuxGolf was born, a luxury golf company that sweeps it's clients off their feet for a full service experience through the most exclusive clubs of Sydney, Melbourne and beyond.

There were those that raised an eyebrow when he left well-paid, steady employment to swing a club for a living, but the risk paid off dividends. Not least in that Bruinsma now gets to spend his days doing what he loves most in the company of equally passionate golfers. Nor was he doing it alone. His chutzpah earned the attention of Porsche, who provide sleek four-wheel transportation to whisk LuxGolf guests to the green, as well as sponsorship by Callaway.

As any novice player is aware, Callaway is one of the most highly respected names in golfing accoutrements; but the for the elite golfer, the Callaway's "Legacy Collection"

clubs are nigh on legendary. Available in only three countries in the world (Japan, China and now in Aus) these clubs are a rare sight on the green. Made of special Japanese forged steel that's too expensive to mass-produce, Callaway created this line for the most discerning purist golfers. With each order custom made to the client's individual measurements; they are pretty much the samurai sword of golf clubs. To illustrate their exclusivity, previous top range sets from other manufacturers usually retails around AUD 1,500; Callaway Legacy clubs go for AUD 8,000, a price tag that comes with delivery anywhere in the world within 48 hours of fitting, followed by a lifetime of re-gripping and servicing by courier.

Callaway saw something special in LuxGolf's model, and it is one that has since seen the Legacy swinging into the hallowed greens of The Australian Golf Club, the New South Wales Golf Club, Royal Melbourne, Kingston Heath and their ilk. Bruinsma's clients are treated to play the finest, in all senses of the golfing world.

At the conclusion of my lesson, I have managed a few satisfying thwacks across Moore Park's sleek new driving range—one of the signatures of the Legacy is its distinctive 'ting' on contact. To my left, Bruinsma is demonstrating another perfect swing, the elegant arch of his driver sending the ball soaring into the distance. I do not see it land.

As a special compliment to Quintessentially Lifestyle guests, LuxGolf will gift Members a LuxBlack 'Game-Day Kit'. This exclusive black velvet pouch contains a sleeve of three Callaway balls, a Callaway golf glove (fit to your specs), a luxurious custom embroidered LuxGolf towel, LuxTees, and LuxDivot tool with ball marker and pencil, all valued at AUD 90.

Contact Quintessentially Lifestyle to book your round.

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