



BMI CLUB MANAGEMENT

November 3 - 7, 2025

BMI Club Management Course Remuera Golf Club

Nov 3-7 2025

The 40-hour intensive week-long BMI Club Management course explores the manager's roles and responsibilities with other likeminded managers of differing levels. Each day you participate in leadership simulation exercises, bringing to life case studies that highlight the unpredictable nature of facilities and club management and the human nature of management. You will improve your decision-making ability in many aspects of your current and future roles.

Timetable

Day 1 Monday 3 2025, November

Time	Subject	
0830	Introduction, welcome and orientation	
0835	Management, delegation, and governance	Kerry Topp The Kerry Topp Collective
1000	Break	
1015	Management, delegation, and governance	Kerry Topp The Kerry Topp Collective
1215	Lunch	
1330	Service Management in clubs	Kerry Topp The Kerry Topp Collective
1500	Break	
1515	Professional image and personal branding	Kerry Topp The Kerry Topp Collective
1600	End of day	

Day 2 Tuesday 4 November 2025, at Tara Iti GC

Time	Subject	
930	Communications	Matt Guzik Zoey Gruener
1100	Break	
1115	Golf Operations	Matt Guzik Zoey Gruener
1245 1330	Lunch	
1330 1500	Social media Marketing	Matt Guzik Zoey Gruener

1500 1515	Break	
1515 1630	Service in clubs	Matt Guzik Zoey Gruener
1600	End of day	

Day 3 Wednesday 5 November 2025

Time	Subject	
0830	Membership marketing	Ed Chapman CCM CEO Royal Auckland and Grange Golf Club
1000	Break	
1015	Employment Legalities and Issues	Kerry Topp The Kerry Topp Collective
1215	Lunch	
1330	Case Study	Kerry Topp The Kerry Topp Collective
1500	Break	
1515	Creating and managing a Beer and Wine menu for a NZ Golf Club	Des Topp GMA NZ
1600	End of day	

Day 4 Thursday 6 November 2025

Time	Subject	
0830	Lumina Spark Portrait by ZOOM	Jason Koenigsfeld PhD, CHE Club Management of America Senior Vice President of Professional Development
1000	Break	
1015	Lumina Spark Portrait by ZOOM	Jason Koenigsfeld PhD, CHE Club Management of America Senior Vice President of Professional Development
1215	Lunch	
1300	Cost control	Paul Jacobi Financial Controller Tara Iti Golf Club
1500	Break	
1515	Career development	Kerry Topp The Kerry Topp Collective
1700		
1800	Dinner – Hokkaido Restaurant	

Day 5 Friday 7 November

Time	Subject	
0830	Accounting	Mike Rondel Partner BDO Christchurch Board member Golf NZ
1000	Break	
1015	Budgeting	Mike Rondel Partner BDO Christchurch Board member Golf NZ
1215	Lunch	
1300	Test	
1400	Wrap up	
1430	End of day	

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Remuera Golf Club

Overview

This course is essential for developing your skills to better “Lead” your club and to make a step change in your performance at the leadership table and providing authenticity to your role. You will learn how to solve problems and develop the club's business, status, or reputation, to the benefit of both you and your club.

The BMI Educational Programme is the industry standard benchmark for golf club managers reporting to a board or a senior management team. It is also a pre-requisite to becoming a graduate of the globally recognised Certified Club Management Programme run in conjunction with the Club Management Association of America.

The benefits of this course extend beyond leadership skill building. Previous attendees have developed strong networks in the golf management community. They report personal growth and confidence in their roles and an acceleration in their careers after taking the course.

Course Content

The curriculum and learning outcomes have been provided by the Golf Managers Association of New Zealand, and this training course is endorsed by the Club Managers Association of America as part of the educational pathway to the Certified Club Manager (CCM) qualification.

Club Governance

The structure, the process, and the politics. You will explore best practice in this area and discover the common traits of the most effective volunteer committees.

Marketing in Clubs

Gone are the days when a club could afford to ignore the opportunities presented by effective marketing campaigns. Whether your club is aiming to recruit members or attract visitors, this course will give you the basics of that plan, considering current trends, modern social media, and the use of demographic tools.

Statutory Compliance & Risk Management

To help you sleep peacefully at night you need to know that you have all the basics covered with regard to Health & Safety, Employment Law and many other legal hurdles facing your club. Experts, familiar with clubs in each of these areas of law, will be on hand to give you the knowledge that will help keep you and your Club out of court.

Food & Beverage Basics

Whether your operation is in house or outsourced, there is far more Member focus on this area of the business than ever before. Gaining knowledge of stock control menu construction, bar set up and industry standards will enable you as a modern manager to balance the conflicting demands of delivering great food and beverage with achievable financial results.

Introduction to Club Accounting and Budgeting

Financial Management is the most common competency area to trip up a Club Manager. This session will begin to build your knowledge, credibility and most importantly confidence so that you are better prepared to handle financial statements such as the profit & loss, balance sheet and budgets.

The Importance of Service in Clubs

In this competitive environment there is always a competitor willing to look after your customers. You will learn how to guide your staff so that they react correctly to the many opportunities they have to impress a customer each year, and to remind members why they should renew their subscription for the following year.

Management & Delegation

There is only one of you, so how can you create a supportive environment to help manage change in your club? You will learn what are the dos and don'ts of effective delegation in a club.

Effective Staff Management in a Club

Managing staff in a club environment is especially challenging but is the key to high performance & member satisfaction. You will learn sound HR principles and management skills to support you in this goal.

The Basics of Strategic Planning

Without a plan your club can spend many hours and many dollars heading in the wrong direction. This course will help you start the process of plotting the best way forward for your club so that your management team and committee are pulling in the same direction.

Facility Maintenance

Often overlooked until it is too late, your facilities need to reflect the short and long-term aspirations of your club, taking into account customer demand, safety, legal requirements, financial restraints, and many other factors. Learn to plan for the future through a combination of maintenance and capital investment programmes.

Creating a Member Event at your Club that will not have to be cancelled.

“We put on these great events, and nobody comes!” You will be told the ten key ingredients to a successful event at your club.

Effective Member Communications

Members demand up to date, well-written and appropriate communication, which will consume much of the club manager’s daily life. You will be given techniques for best managing this part of your job in the context of a modern club utilizing modern technology.

Career Development & Professionalism

We are lucky to work in places where our customers choose to spend their leisure time, but despite that fact, job satisfaction can be hard to find. We will establish how to obtain the correct training and focus to cement the trust of your committee and your members.

BMI Club Management

The class of '25

Course Presenters



Jason Koenigsfeld PhD, CHE
Club Management of America
Senior Vice President of Professional Development

Jason is the Senior Vice President of Professional Development for the Club Management Association of America (CMAA). Jason has conducted numerous education sessions on topics including leadership, management competencies, management and delegation, organizational behaviour and change, membership marketing, communication, strategic planning and team development for the Club Managers Association of Southern Africa (CMASA), the Club Managers Association of Europe (CMAE), the China Chapter of CMAA, the Canadian Society of Club Managers (CSCM), The Private Club Alliance of Russia (PCA), Club Management Association of New Zealand (CMA NZ), The Golf Managers Association of Australia (GMA), The Colombian/Peru and Ecuador Club Managers Association and for CMAA.



Kerry Topp
Managing Director - KDT Collective

“Helping courageous business leaders innovate & collaborate for intergenerational value, impact & relevance.”

Kerry Topp is the founder of **The Kerry Topp Collective** (The KTC), a boutique leadership and innovation practice. Specializing in aiding multi-sector organisations with turnovers ranging from \$10m to \$100m, The KTC is dedicated to accelerating strategy development and execution, as well as the delivery of new products, services, markets, and models for growth. Kerry brings an emphasis on incorporating cultural intelligence from a Pākehā perspective and is committed to aligning Boards and Executive teams, all while honouring the principles of Te Tiriti o Waitangi.

Kerry's career history includes influential roles such as Associate Director of Transformation & Innovation, and prior to that, General Manager of Digital, Mobile & Innovation at Datacom,

Distribution & Customer Solutions Manager at Air New Zealand and Senior Technical Programme Manager at Telstra Clear from 2004 to 2005.

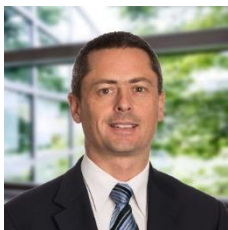
Kerry's approach is relationship-centered, fostering trust and respect. His mission consistently aims to enrich lives, with a clear purpose to 'connect people & technology' for the advancement of businesses and communities, and he aspires to leave a legacy as '**Good Ancestor.**'



**Matt Guzik CCM, CCE,
General Manager
Tara Iti Golf Club**

Matt is the General Manager and Certified Club Manager of Tara Iti Golf Club, Te Arai, New Zealand. He has the responsibility of the startup and oversight of all Club operations. Matt came to the Tara Iti Golf Club with a wealth of experience gained in 30 plus years of Country Club management. He has been instrumental in opening and managing several prestigious Clubs across the country, notably Charles Schwab's Stock Farm Club in Hamilton, Montana, the Golf Club at Newcastle in Bellevue, Washington, Interlachen Country Club in Edina Minnesota, the Desert Mountain Sonoran and Cochise/Geronimo Clubhouses in Scottsdale, Arizona, which hosted the Tradition, a major senior PGA event, the Eau Claire Country Club in Eau Claire, Wisconsin, the Quail Ridge Country Club in Boynton Beach, Florida, and the Midland Hills Country Club in Roseville, Minnesota.

Matt is a graduate of St. Mary's University in Winona, Minnesota, with a double major in Business and Communication Arts. Matt was selected and recognized for the class of Fellows at the 2020 CMAA World Conference, has won CMAA's overall "Idea of the Year" on several occasions. He has previously spoken at CMAA National Conference and written several articles for Boardroom Magazine.



**Michael Rondel BCom
Partner – BDO
Christchurch**

Michael helps lead the audit and assurance advisory division at BDO Christchurch. He has extensive experience both in New Zealand and overseas in providing professional services to medium to large-sized corporate entities and is also involved with a large number of not-for-profit and public sector organisations. Michael is involved at a governance level with a number of not-for-profit organisations. He is a Trustee and Chair of the Risk, Audit and Finance Committee of the Arts Centre Trust Board (a large heritage site in Christchurch), a Trustee and Chair of the International Track & Field Trust (a

charitable trust focused on developing pathways for youth into elite athletics) and is currently the Chair of the Canterbury Golf Association, Finance Director at the Harewood Golf Club. He has also undertaken a number of statutory appointment roles at Schools on behalf of the Ministry of Education as well as providing advisory services to a number of Board of Trustees. Michael is also an experienced training facilitator. Canterbury born and bred; Michael is married with three children. He is a keen sports enthusiast, enjoys watching many sports and is still actively playing football and golf (when time permits) and running for fitness.



Paul Jacobi B Com
Finance Manager
Tara Iti Golf Club

Paul has been the Finance Manager at Tara Iti Golf Club for just over 3 years and manages the accounting and finance functions within the club. Prior to that he spent 12 years in the radio industry as Accountant and then Finance Manager for The Radio Network and NZME, and before that worked for a small, chartered accounting firm. He is still learning some of the intricacies of golf club accounting but has brought to the Club extensive experience in revenue and cost analysis, business systems and reporting. Paul has worked on and in a number of business and accounting systems and has a special interest in Excel. At Tara Iti, he utilizes those Excel skills and systems knowledge to develop analytical and reporting tools on top of the club software. Working closely with Matt Guzik, he has used those tools and his analytical experience to gain a better understanding and (hopefully) control over the costs of the business. Paul is a qualified Chartered Accountant and has a Bachelor of Commerce from Auckland University. He has also been a mentor and trainer at various times over his career.

Contact details - Presenters.

Name	Name	Position	Organisation	Email
Jason	Koenigsfeld PhD, CHE	Snr. Vice President, Professional Development	Club Management of America	Jason.Koenigsfeld@cmaa.org
Matt	Guzik CCM CCE	General Manager	Tara Iti Golf Club	matt.guzik@taraiti.com
Kerry	Topp	Managing Director	The Kerry Topp Collective	kerry@thekerrytoppcollective.nz
Mike	Rondel BCom	Partner	BDO Christchurch	michael.rondel@bdo.co.nz
Des	Topp	Executive Officer	GMA NZ	eo@cmanz.co.nz
Paul	Jacobi BCom	Finance Manager	Tara Iti Golf Club	Paul.Jacobi@taraiti.com

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REGISTRATION FORM

November 3-7, 2025

Name... ..

Golf Managers Assn Member: Yes/No (please circle)

Club... ..

Address... ..

Email Address... ..

Phone number:

Please register me for the BMI Club Management Course

Check here to register:



REGISTRATION INFORMATION:

WHEN: Nov 3-7, 2024

CONTACT:

WHERE: Remuera Golf Club Auckland

For all enquiries and to
register please email:
eo@cmanz.co.nz

COST: CMA NZ Members- \$2300.00 + GST
Non – CMA NZ Members – \$2500.00 + GST

REQUIREMENTS: Accommodation to be arranged by the
attendees. CMA NZ is happy to provide
advice on this.

Cancellation policy – BMI Educational Courses

1. Candidates for BMI educational courses are required to inform the Golf Managers Association Executive Officer eo@cmanz.co.nz as soon as possible if they wish to cancel their participation in a BMI Course.
2. Cancellation will only become effective upon receipt of written notice from the candidate (email notices are acceptable).
3. Cancellation by a candidate 30 days from start of course proper - 50% refund is applicable.
4. Consideration of a full refund for a cancellation due to exceptional circumstances will be considered by the Board of GMA NZ.
5. Any related personal expenses incurred by the candidate such as air travel, accommodation etc. are the responsibility of the candidate.

Refund policy BMI Educational Courses

1. In the event of a cancellation, a candidate may request a refund due to them to be applied to the cost of future BMI courses.

Des Topp
Executive Officer