

Changing the name of the Golf Managers Association of New Zealand to the **Club Management Association of New Zealand** offers:

1. **Inclusivity:** A sport-neutral name can attract managers from various types of clubs, not just golf. This inclusivity can lead to a more diverse membership base, fostering a richer exchange of ideas and best practices.
2. **Broader Appeal:** The new name can appeal to a wider audience, including managers of tennis clubs, rugby clubs, football clubs, yacht clubs, business clubs and many other recreational organisations. This can increase membership and participation in the association's activities.
3. **Professional Development:** With a broader membership, the association can offer more varied professional development opportunities like Club Management of America's BMI Educational programme which GMA NZ launched in NZ in 2015 and can now endorse 20 CCM graduates. This can include training and certification programmes relevant to different types of clubs, enhancing the skills and knowledge of all members.
4. **Networking Opportunities:** A more diverse membership can lead to better networking opportunities. Members can learn from each other's experiences across different types of clubs, leading to innovative solutions and improvements in club management.
5. **Enhanced Reputation:** A sport-neutral name can enhance the association's reputation as a leading professional body for club management. This can attract partnerships and collaborations with other organizations, both locally and internationally.
6. **Adaptability:** The new name reflects adaptability and forward-thinking, showing that the association is evolving to meet the changing needs of the industry.