



Newsflash No 1 – November 2023

Please circulate to:

Club President, Club Chair, and Club Board Members, Club General Manager, Manager, Club Administrator, PGA Professional, Golf Operations Manager, Course Superintendent, Food and Beverage Supervisor

In this issue we cover

- **GMA NZ 13th Annual General Meeting** – Election of Officers confirmed.
- **Reminder GMA NZ Podcast 10.00am Tuesday 7 November**
- **Storage of Lithium-ion battery golf trundlers – eliminate the risk!**
- **GMA NZ – BMI Education Programme 2023**
- **Next BMI Course** - BMI GM/COO Nov 27, 28 2023 - and Feb 19,20,21 2024. **Register now!**
- **Social media tip sheet for October** courtesy of Clubhouse Creative.
- **Board of Management - Code of Conduct Policy**
- **Stop chasing the next generation – the future is older than you think.**
- **Menu engineering tips to improve your café profitability.**
- **GMA NZ Salary and Wages Survey** results
- **GMA NZ Executive Recruitment service**
- **David Herbert CCM appointed General Manager - North Shore Golf Club**
- **NZGIC News – Golf Matters Conference** Te Pae Exhibition Centre Christchurch August 4-7 2024
- **GMA NZ Member News**
- **Thank you - Sponsors**

Golf Managers Association of New Zealand 13th Annual General Meeting

Election of Officers

Representatives appointed:

Northern Branch – Matt Owen - GM Pupuke GC
Bay of Plenty Branch – Michael Williams - GM Mt Maunganui GC
Waikato Branch – Scott Meiklejohn GM Tieke GC
Central Branch – Amy Sidford - GM Boulcott's Heritage Farm GC
Northern South Island Branch – Mike Hadley - GM Christchurch GC
Sothorn South Island Branch – Shelley Duncan PGA – GM Otago GC.
Independent representative - Richard Nauck PGA, CCM. – GM Titirangi GC
Independent representative - Matt Guzik CCM CCE - GM Tara Iti

Golf Managers Association of New Zealand - Monthly Educational Webinar Series – Reminder - Time: Tue 07 Nov 2023, 10:00 AM NZT

The Board of the Golf Managers Association of NZ would like to extend an invitation to all members to attend our first monthly Educational Webinar.

Matt Guzik is inviting you to a scheduled Zoom meeting.

Topic: Putting the Governance Puzzle Together presented by Thomas Wallace III, CCM, CCE, ECM

Time: Tue 07 Nov 2023, 10:00 AM NZT

Join Zoom Meeting

<https://us06web.zoom.us/j/9723068353?pwd=U3VEUUEzNHZYNGFsNUhBdTkvdIB1dz09>

Meeting ID: 972 306 8353

Passcode: MKqQF1

We have allocated an hour for this presentation and discussion focusing on one of the most pressing issues that managers and clubs face right now and into the future: Board Dynamics. To generate thoughtful discussion and provide valuable information that you are looking for from this presentation, please feel free to share your thoughts with us or any questions you may have on the above subject matter.

For further information about Thomas Wallace III please click here: <https://www.linkedin.com/in/thomasbwallace/>

Please forward your questions for the panel to eo@gmanz.co.nz.

LITHIUM BATTERY OPERATED TRUNDLERS

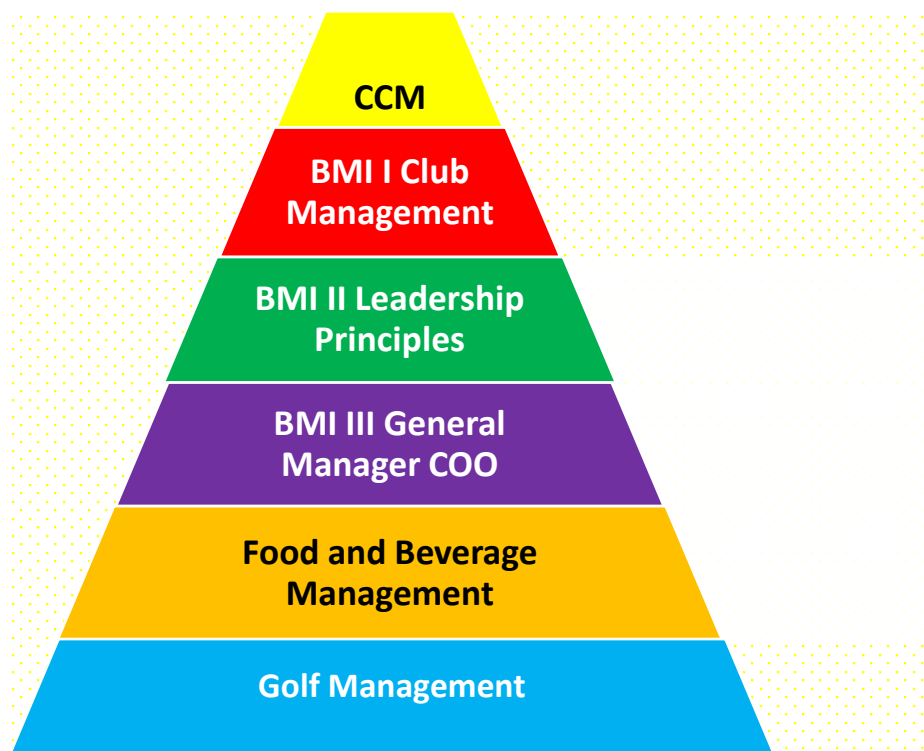
Eliminate the risk!!!

- Are you storing lithium battery operated trundlers inside your club house or greenkeepers shed?
- Is there a fire prevention sprinkler system in place to counter any outbreak of fire?
- Has the local fire brigade checked out your premise and assessed any risk from storing lithium battery operated trundlers inside your club house or greenkeepers shed?
- Have you checked with your insurance company to see if your current policies cover the storage of lithium battery operated trundlers within the confines of your club house or green keepers shed?

Note of clarification: The Eastern Golf club fire started in the trundler shed.

2023/2024 BMI Educational Programme

The **Golf Managers Association of New Zealand's** stated goal is to improve the standard of club management here in NZ through continuing education and by offering the **Club Management Association of America's** internationally recognized BMI Educational Programme, which leads to **Certified Club Management (CCM)** status, to its members.



Next course – 2023

- **BMI General Manager/ Chief Operating Officer**
- Tauranga Golf Club, 1295 Cameron Road Gate Pa Tauranga 3112
- Next course Part 1: Nov 27,28, 2023; Part 2 February 19,20 and 21 2024
- Action points
- Click [here](#) to register
- Click [here](#) to view sample course curriculum and timetable
- Click [here](#) to view case study

Course numbers are limited - register now.

Courses – 2024

BMI Leadership Principles – March 4-8, 2024.

- Click [here](#) to view course curriculum and case study.
- Registrations open.

BMI Club Management – May 6-10, 2024.

- Click here to [view](#) course curriculum and timetable.
- Registrations open.

BMI Food and Beverage Management – mid/late 2024

- Click [here](#) to view course curriculum timetable and case study. Actual dates to be confirmed.
-

BMI Club Management – late 2024

- Click [here](#) to view course curriculum. Actual dates to be confirmed.

BMI Review Course and CCM Exam

- Next course May/June 2024. Actual dates to be confirmed.
-

Managers who participate in the BMI Career Development Programme receive a host of benefits:

- Making contact with industry experts.
- Networking with fellow managers who manage the most innovative and prestigious clubs across the country and around the world.
- Discussing new ideas that can be implemented in their own clubs.
- Receiving instruction from the nation's finest club management educators
- Visiting and touring other club operations; and

- Growing not only as individuals, but as an integral part of the club's management team.

CONTENT IDEAS FOR OCTOBER

CLUBHOUSE
CREATIVE

IT'S CORING TIME WHICH IS THE PERFECT OPPORTUNITY TO EDUCATE YOUR MEMBERS ABOUT WHY IT IS IMPORTANT - GET SOME VIDEO FOOTAGE OR EVEN INTERVIEW YOUR GREENKEEPER

BREAST CANCER AWARENESS MONTH - ARE YOU HOLDING A SPECIAL TOURNAMENT TO RAISE MONEY? IF YOU HAVE ALREADY SHARE HOW MUCH YOU RAISED WITH A PHOTO OF THE DAY

DO YOU HAVE NEW SEASON STOCK ARRIVING IN YOUR PRO SHOP? OR AN END OF SEASON SALE? CREATE A VIDEO SHOWING THE ITEMS YOU WANT TO PROMOTE - SAME APPLIES WITH YOUR NEW SEASON MENU

NOW IS A GREAT TIME TO POST ABOUT CHRISTMAS COMING UP AND TO BOOK YOUR XMAS FUNCTION OR STAFF LUNCH AT THE CLUB

GET OUT ON THE COURSE AND TAKE SOME PHOTOS OF THE CHANGES IN THE SEASON

THE 10TH OF OCTOBER IS WORLD MENTAL HEALTH DAY - WRITE A POST ABOUT THE BENEFITS OF GOLF ON MENTAL HEALTH (GOOGLE THE STUDIES)

DO YOU HAVE A SUMMER MEMBERSHIP SPECIAL? NOW IS A GOOD TIME TO PROMOTE IT

Board of Management – Code of Conduct

One of several excellent takeaways from last week's Online Forum was a suggestion from Sandy March, GM Helensville Golf Club, that clubs should consider implementing a Board of Management Code of Conduct policy.

Sandy noted that the Golf Club, by introducing the policy, is finding a better calibre of person applying for Board positions, combined with a definite uplift in the Board's performance.

Here's a template for your reference.

XYZ Golf Club

Board of Management – Code of Conduct Template

As a Board Member of the XYZ Golf Club I agree that I:

- will be honest and constructive.
- will ask questions and be willing to challenge.
- will actively seek out other Board Members' views and contributions.
- will spend appropriate time on important issues.
- will come to Board meetings prepared, having read the Board papers, and be willing to actively participate.

- will agree to serve the club as a whole and not strive for personal gain.
- will respect other Board Members and their opinions, even when I may not agree with them.
- will listen to the thoughts and ideas of our valued staff and the members.
- will work on club governance and strategic matters and leave operational matters to our staff.
- will care for and support our staff.
- will, outside of Board meetings, agree with all Board decisions, even if they differ from my personal view.
- will not promote personal agendas.
- will not bring the club into disrepute based on any decision made in committee.
- will refrain from using social media to promote any club business.
- will seek and mentor future Board members.

I have read and fully understand and agree with the above.

Signed _____

Board Member – XYZ Golf Club

Date _____

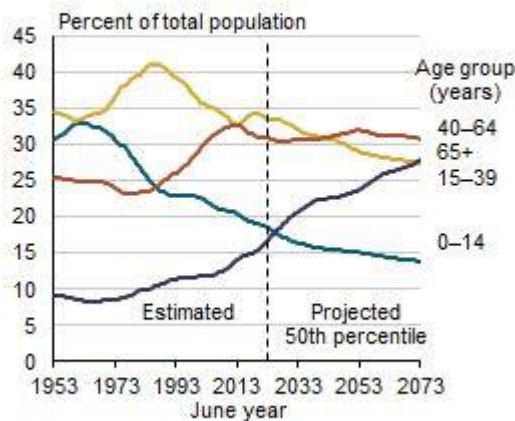
STOP CHASING THE NEXT GENERATION... the future is older than you think.

With thanks to Janine Chamley FMCG expert.

This year we reach a tipping point in New Zealand with more people over 65yrs than under 14yrs - and the future keeps swinging in this direction.

"A median age of 40 years is likely to be reached in the early 2030s. By 2073, there is a 3 in 4 chance that half of the population will be older than 45 years. The gradual ageing reflects the combined effect of people having fewer children and people living longer" - NZ Dept of Stats (June '22)

Age distribution of population 1953–2073



Source: Stats NZ

Despite the literal reality of math's and population demographics pointing to a major (aging) change in population - there is still a continual focus on youth. An article looking at Gen Z in the workforce (that's the yellow line on the chart), and the stat that 1/3 of the working population will be in this group - overlooking the fact that 2/3 will not. The fascination with youth makes for good clickbait but falls flat when you start to probe a little deeper.

The reality?

🔑 **The workforce WILL be older.**

You can't have a median age increasing, and expect that people will all stop working at 65yrs and then retire for 30 years...

🔑 **Flexible work isn't only for 'young' people**

Caring for aging parents and rebalancing work: life priorities aren't only a mindset for new workers. It's also something that is hugely relevant to people wanting to ease their workloads and work on side-hustles, volunteering and more. It benefits EVERYONE to think differently.

🔑 **Broadening age targets is smart business.**

Categories that ONLY focus on the younger population are likely to miss out on a huge portion of future demand. James Hurman's excellent book on Future Demand is a literal guide to looking on why building your brand among tomorrow's customers is the key to start-up success.

🔑 **Check your bias.**

Crazy house prices mean that wealth is concentrated in older cohorts than many may assume (check out the number of health fanatics over 50 who want to live healthier for longer).

The time is right to address your membership marketing strategy.

How to increase the profitability of your Cafe. Menu Engineering Tips

Ever wondered how top chefs manage to create menus that customers love, have great balance and are also profitable? Or how they keep their costs under control without compromising on quality? Here's two game-changing processes that can transform your business. These two strategies are part of 'menu engineering', which tells you a lot about the intentionality and focus that's gone into it.



First, let's talk about the best workflow for creating dishes and recipes. A robust recipe workflow isn't just about cooking; it's a science that impacts your sales. Here's how to get it right:

Record Recipes manually:

Every new prep item or dish should be manually recorded with expected weight or volumes. This is your starting point.

Weigh and Record:

Use scales to weigh each recipe and record amounts as you prepare each dish. Precision is key.

Add to Recipe Software:

Input each recipe into the system you use to keep everything centralised (bonus points for using Loaded, which handles this effortlessly!)

Accurately Cost:

Use the formula $\text{COST PRICE/COGS GOAL} \times 1.15$ to make sure you're getting the margin you need.

Specials Board:

Test demand by selling new dishes via a specials board over a week.

Review Sales:

Review sales against other specials you've run recently. Is the demand there to add it to your menu for the season or the long term?

Only once a dish has been through this process, and started to hit the right numbers, should you consider it ready for your menu.

But don't stop there. Here's how to make sure your recipes, menu and profitability goals are always in sync: use the science of dish monitoring & cost analysis.

80/20 Principle:

Focus on the margins being great on your top sellers. They're your bread and butter. If you have margin or COGS issues in your top 20% of dishes, you'll have profitability issues too.

Weekly Top & Bottom Sellers:

Regularly generate this report to know what customers are loving and what you might need to replace.

Monitor POS Links:

Keep an eye out for dishes that fall outside your COGS window and do something about making them better.

Wages Report:

Track this daily. Kitchen labour costs can make or break you.

Price Fluctuations:

Note any products with a price increase of over 5%, and - you guessed it - do something about them.

Stocktakes:

Do these weekly and monthly. No exceptions. Start with your top sellers if you're not stocktaking today.

These aren't just handy tips; they're proven menu engineering strategies that can redefine how you operate and how much you earn.

With acknowledgement to Loaded Reports.

Societies Registration

The way incorporated societies are run in New Zealand, as well as their duties and responsibilities, is changing under the new Incorporated Societies Act 2022 (Act).

Overview and Re-registration Requirement

This Act was passed into law on 5 April 2022 and has ushered in a new era for nonprofit organisations, drawing upon modernised governance and management best practices to enhance transparency, accountability, and overall efficiency in the sector.

There are currently 24,000 incorporated societies registered across New Zealand. All these societies will need to consider whether they wish to continue their operations, and if so, prepare to re-register under the Act. The timeframe for re-registration runs from October 2023 to April 2026. Any societies that do not re-register before April 2026 may be struck off from the register.

Societies planning to re-register under the Act will need to complete a review of the society's rules to ensure it aligns with the Act's requirements. Once this is completed, the society can submit an application to the Register of Incorporated Societies to re-register under the Act.

Why have these changes been made?

The Incorporated Societies Act 1908 has been in operation for over 110 years and described as “uncomfortably old” with little amendments made over the decades. The purpose of the new legislation is to -

- improve the self-governance of societies;
- strengthen the responsibilities of financial compliance;
- introduce statutory duties for the officers of societies; and
- provide members with a constructive dispute resolution process.

Key changes under the new Incorporated Societies Act

The changes introduced by the Act are summarised below and inform each society's review of their rules/constitution prior to re-registration. We encourage all societies and

their officers to review the changes introduced by the Act to gain an understanding of what it means for them and how the society operates.

Rules/Constitution

The society's 'rules' document is referred to under the new Act as the 'Constitution' and must contain the following:

- the name and purpose of the society;
- the process for becoming a member and how membership ends;
- procedures for amending the society's constitution, noting the different requirements between ordinary amendments or minor or technical ones.
- information about committee members, the number of members on a committee, the functions and powers of the committee and the procedures for committee meetings (such as voting and quorum requirements);
- information about each 'officer' position in the society, including appointment process, terms of office and grounds for removal;
- processes for managing and controlling the society's finances;
- a provision nominating a not-for-profit entity to which the society's assets may be distributed on wind-up/liquidation;
- arrangements to keep the society's register of members updated;
- appointment and replacement of the society's contact person;
- a dispute resolution process; and
- a process for members to make complaints.

Committee Requirements	<ul style="list-style-type: none"> ○ Societies are required to have a governing body or ‘committee’ with at least 3 people. The committee is made up of the officers of the society. ○ Societies must have at least one dedicated contact person whose details are made available to the Registrar. The contact person does not have to be an officer of the society.
Duties of Officers	<p>Officer duties in the Act are modelled on directors’ duties under the Companies Act 1993. Officer duties include:</p> <ul style="list-style-type: none"> ○ Acting in good faith and in the best interests of the society ○ Exercising powers for proper purposes ○ Comply with the Act and the constitution ○ Exercise reasonable care and diligence ○ Not create a substantial risk of serious loss to creditors ○ Not incur an obligation the officer doesn’t reasonably believe the society can perform.
Membership	<p>The minimum number of members has been reduced from 15 members to 10 members</p>
Dispute Resolution	<p>Societies are required to adopt a dispute resolution process. There is a dispute resolution process set out in the Act which Societies can adopt, if appropriate.</p>

Annual General Meeting	AGM must be held within 6 months of the society's balance date.
Financial Reporting	<ul style="list-style-type: none"> Financial statements must be filed with the Registrar within 6 months of the society's balance date. Financial statements are required to use XRB accounting standards, with an exception only for 'small societies'.
Asset Distribution	Surplus assets after winding up must be given to nominated not-for-profit organizations.
Amalgamation Regime	The process by which two or more societies may merge, amalgamating their members and assets (and even their names) now follows a simplified framework, set out in the Act.
Criminal Offences	Egregious management and administrative misconduct now recognized as a criminal offence
Te reo Māori	All documentation and records, including financials can be written in English or te reo Māori.

The details provided above will have different implications for each incorporated society, and therefore we recommend that you seek further legal advice if you have any queries.



Executive Recruitment Service

The Golf Managers Association of New Zealand (GMA NZ) is now offering an Executive Recruitment Service to its members at attractive rates. GMA NZ will connect your Club with skilled professionals who are looking for permanent opportunities and streamline the process to ensure that your recruitment needs are met.

Finding the right person for a role is more than just a skills match. Combining many years of club management knowledge and a high-calibre level of member service driven to deliver on your hiring objective, your Club will benefit from GMA NZ personalised talent identification solutions.

The industry specific, end-to-end service, conducted in partnership with selected club board personnel includes:

- Composing Job Descriptions for management positions across the entire golf club sector
- Creating an appointment process timeline
- Managing the vacancy advertising campaign
- Interviewing candidates
- Selecting and managing short lists
- Arranging final interviews
- Providing benchmarked salary packages
- Negotiating and finalising salary packages
- Preparing employment agreements
- Attractive rates for GMA NZ members

Recent appointments:

David Herbert CCM GM North Shore Golf Club

Michelle Dodunski - GM Maraenui Golf Club

Wayne Fletcher - GM Ohope Beach Golf Links

For a confidential golf club executive recruitment proposal contact:

Des Topp

Executive Officer

Golf Managers Association of New Zealand

W: www.golfmanagers.co.nz

E: eo@gmanz.co.nz

T: 021 392 007

Testimonial:

[Ohope Beach Golf Links - General Manager](#)

The Golf Managers Association of New Zealand has provided us with an outstanding service. Des Topp, the Executive Officer fully understood our recruitment requirements and we received excellent candidates for our General Manager role. Des's professionalism, promptness, and attention to detail were evident throughout the recruitment process, and we felt valued as an employer. Des went above and beyond to understand skills, experience, and preferences, and matched the club with several excellent candidates that aligned perfectly with our requirements. Our team found it wonderful to work with Des and the Golf Managers Association of New Zealand and we would confidently recommend the Association to others.

Geoff Julian-President, Lidi Schiefelbusch-Vice President, Toni O'Sullivan Assistant Manager

Job board

Management Positions

Administration positions

Golf Operations Positions



Remuera Golf Club – Golf Shop Assistant
Click [here](#) to view advertisement.

Course staff



**Golf Managers Association of New Zealand
2023 Annual Salary and Wages survey.**

Click [here](#) to view 2023 Annual Salary and Wages survey.

NZ Golf Industry Council News

Advance notification

NZGIC “Golf Matters” Conference 2024

Provisional date: August 7,8,9 2024

Venue: Te Pae Convention Centre Christchurch

Action point: Mark the dates in your diaries now

Include costs in your 2024 budget. Allow for registration, travel, meals, and accommodation.

GMA NZ Member News

Congratulations

David Herbert CCM appointed General Manager North Shore Golf Club.

Welcome to new members:

Rob Selley – GM The Hills Golf Club

Mike Lightfoot – GM Mangawhai Golf Club

Paul Stancliffe-White – Vice-President Westown Golf Club

POWER TURF

Success from the ground up

Congrats, you have a growing and expectant membership, what's next? How do we retain them, how do we engage with them, how do we become more sustainable?

At Club Car, they have thought of that on your behalf and introduce Club Car Connect through Visage for your golf club's benefit.

Increased rounds – no worries control where your members go with 'Car Control' and protect your most important asset, the golf course so that it's in optimal condition every day.

Increase Revenue – instead of selling tee signs, sell ad space to your sponsors and partners. Accentuate food & beverage by advertising to players at certain times on the course. Incentivise players to purchase merchandise from your pro shop.

Increase engagement by utilising Bluetooth speakers so that members and guests can enjoy music, podcasts or sports whilst playing enhancing their experience.



CAR TRACKING

ViSAGE

MONITOR YOUR FLEET WITH ViSAGE

Fleet maintenance is crucial to the health and profitability of your course. ViSage reporting gives you a real-time picture of each vehicle, so you can address service issues before they become emergencies, reducing downtime and repair costs. Designed to monitor your fleet and boost your overall business, car tracking through ViSage Fleet Management is a proven tool for managing assets, maintaining efficiencies and delivering revenue.

READY TO TAKE YOUR COURSE TO THE NEXT LEVEL AND PROVIDE YOUR GOLFERS WITH A WORLD-CLASS GOLF EXPERIENCE?
Contact your Club Car Representative today!

CAR CONTROL

ViSAGE

TAKE CONTROL OF YOUR FLEET

ViSage Fleet Management with Car Control from Club Car includes smart connected features that protect your investment and your golfer's experience. Control any vehicle from anywhere by using the web or mobile platform to access the VCC to give you peace of mind. Enhance your course and operational efficiency with the next gen ViSage offering from Club Car Connect.

READY TO TAKE CONTROL OF YOUR FLEET?
Contact your Club Car Representative to learn more about our premium connectivity solutions.

GOLFER EXPERIENCE

ViSAGE

ENHANCE YOUR GAME WITH ViSAGE, THE INDUSTRY'S PREMIER FLEET MANAGEMENT SOLUTION

Today's golfers play an increasingly more scenic than ever before. Designed to enhance and enrich the golfer experience, the ViSage Golfer Experience module delivers a tech-rich user interface, enhanced 3D course graphics, voice-adjusted GPS packages and high performance Bluetooth speakers.

READY TO TAKE YOUR COURSE TO THE NEXT LEVEL AND PROVIDE YOUR GOLFERS WITH A WORLD-CLASS GOLF EXPERIENCE?
Contact your Club Car Representative today!

Principal Sponsor



Platinum Sponsor



Educational Supporters



Gold Sponsors



Silver sponsors



Bronze sponsors



