



## Newsflash No 1 – May 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 Summit August 28, 2023, Lower Hutt – “Partnering beyond the green”  
Registrations now open
- GMA NZ – Education Programme 2023
  - BMI Joe Perdue Certification Review Course – May 22-25, 2023
  - BMI Club Management – 19-23 June 2023
  - BMI Food and Beverage Management – 24-28 July 2023
- BMI General Manager/Chief Operating Officer Course graduates
- GMA NZ 2023/2024 Subscriptions
- GMA NZ Club Car 2023 Club Manager of the Year Award. Registrations now open.
- GMA NZ Resource Centre
  - “Are you having fun at your golf club “- relevant thoughts with compliments to Lightspeed
  - GMA NZ 2022 - Results of Wages and Salary Review.
- Kitchen equipment for sale ex Omanu Golf Club
- GMA NZ Member News
- GMA NZ Branch news
- GMA NZ Golf Club Executive Recruitment Service
- Vacancies:
- Thank you - Sponsors

# GMA NZ One Day Summit On-line and in person "Partnering beyond the green"



Boulcotts Heritage Farm  
Golf Club  
August 28, 2023

## GMA NZ SUMMIT

**MONDAY, AUGUST 28, 2023**

The GMA NZ 1-day Summit is set down for Monday, 28, August 2023 and is to be held on-line and in person on Monday 28 August at the Boulcott's Farm Heritage Golf Club in Lower Hutt.

## PROGRAMME

8.00 am	Registration opens
8.30 am – 8.35 am	Welcome
8.35 am – 9.35am	Plenary Session
9.35 am- 10.35am	Plenary Session
10.30 am – 11.00 am	Morning tea
11.00 am – 12.00 pm	Plenary Session
12.00 pm – 1.00 pm	Lunch
1.00 pm – 2.00pm	Plenary Session
2.00 pm – 3.00 pm	Plenary Session
3.00 pm – 3.30 pm	Afternoon tea
3.30 pm – 4.30 pm	Plenary Session
4.30 pm	Summit closing
7.00 pm	Summit dinner and GMA NZ Club Car Manager of the Year award

## SUMMIT PRELININARY SPEAKER PROGRAMME

Jeff Morgan CMAA

"The importance of continuing education in this competitive job market"

Liz Perkins

"The Importance of Building a Positive Work Culture to Ensure Long-term Staff Retention."

Kerry Topp

"Unleashing the Power of Artificial Intelligence: Exploring the Advantages and Opportunities of Chatbots in Today's Golf Club Management World"

Lyncia Podmore

"Balancing Act: Juggling Board and Staff Responsibilities with your Home Life".

Mike Rondel

"Maximizing Performance: Understanding Universal Key Club Performance Indicators for Effective Management"

“Spencer Cooper”

"Using Artificial Intelligence to revolutionize your turf management with TurfPro Mobile App - Collect, Display and Log Turf Conditions with POGO on your Apple or Android Device."

#### Panel discussion groups

Golf NZ personnel

Dot Golf personnel

Golf Course Machinery Technology trends – Supplier personnel

#### REGISTRATION

Click [here](#) to access the registration form

#### GOLF DAY

Boulcotts Heritage Farm Golf Club will host the Club Car golf day on Sunday 27 August with a rolling start from 12 noon. Prizegiving and refreshments will follow at the conclusion of the golf.

To register for golf please email Amy Sidford [admin@boulcottsfarmhgc.co.nz](mailto:admin@boulcottsfarmhgc.co.nz).



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.

### 2023 BMI Educational Programme

- BMI Club Management – Feb 13-17, 2023. Completed
- BMI General Manager/ Chief Operating Officer – May 1-5, 2023. Completed
- BMI Leadership Principles –.

- [BMI Joe Perdue Certification Review Course and BMI examination](#) – April 12-14, 2023, and May 22-24, 2023
- **BMI Club Management** – 19-23 June 2023
- [Click here to register](#)
- [Click here to view course curriculum and timetable](#)
- **BMI Food and Beverage Management** – 24-28 July 2023
- [Click here to register](#)
- [Click here to view the course curriculum timetable and case study](#)
- **BMI Leadership Principles** – Next course 2024

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

- Making contact with industry experts.
- Networking with fellow managers who manage the most innovative and prestigious clubs across the country.
- Discussing new ideas that can be implemented in your own club.
- 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 our national club network.

We look forward to your receiving your registrations and ask that you make contact if you require further information - [eo@gmanz.co.nz](mailto:eo@gmanz.co.nz)

“The professional and club-industry focused BMI programme was a no-brainer to get involved with. The competencies covered are club specific with everyday relevance to our club/working environment.”

Hugo Littlejohn General Manager Maungakiekie Golf Club

**BMI III General Manager/Chief Operating Officer  
Course Graduates**



L to R; Richard Attwood GM Harewood Golf Club, Amy Sidford GM Boulcott's Heritage Farm Golf Club, Cliff Morgan GM Taupo Golf Club, Stephanie Grant On Course Golf Manager Remuera Golf Club, Carry Dale GM Mangawhai Golf Club, Vic Martick Manager Waipu Golf Club, Stephen Gee Workforce Development Manager Golf New Zealand (Presenter)

### **GMA NZ 2023/2024 Subscriptions**

The GMA NZ board has set the following subscriptions for the 2023/2024 financial year:

Clubs over 1000 members	\$750.00 + GST
Clubs 501-999 members	\$500.00 + GST
Clubs 1-500 members	\$250.00 + GST
Associate/BMI Students members	\$150.00 + GST
District Associations	\$250.00 + GST

Subscriptions will be mailed out June 20, 2023, with payment due July 20, 2023.

This year GMA NZ in appreciation of your on-going support will be providing a top-level benchmarking evaluation of your club's latest financial results, and a salary and wages survey for staff working in the club management space.

Requests for information will be sent out in subsequent months.



**Golf Managers Association of New Zealand  
2023 Club Manager of the Year Award  
in conjunction with Club Car**

Nominations are now being taken for the 2023 Power Turf Golf Manager of the Year Award.

#### Overview

The **Golf Managers Association of the Year Club Car Club Manager of the Year Award** recognises outstanding dedication, commitment, and overwhelming contribution to the success of a golf club.

#### Eligibility

Any Manager/CEO/ Manager/Administrator or alike of a golf club (either “for profit” or “not for profit”) who has displayed outstanding achievements across the criteria listed is eligible for the **Golf Managers Association of the Year Club Car Club Manager of the Year Award**.

#### Nomination process

Nominations may be made by club representatives, Board Chairpersons or Board Members, or any other person(s) who have detailed knowledge of the Managers achievements and should be made using the nomination form. All nominations must be accompanied by a supporting letter from Club Management or Board Chairmen and must be addressed to the Executive Officer Golf Managers Association of New Zealand.

Close off: 5.00pm Friday, June 16, 2023, T: 021 392007 E: eo@gmanz.co.nz

#### Selection

Nominations for the **Golf Managers Association of New Zealand Club Car Manager of the Year Award** will be assessed in relation to the above criteria by the **Golf Managers Association of New Zealand Club Car Club Manager of the Year** selection panel and announced at the GMA NZ Summit Dinner at the Boulcott’s Heritage Farm Golf Club, Lower Hutt on Monday 28 August 2023.



## Golf Managers Association of New Zealand Club Car Club Manager of the Year Award

### Nomination form

I ....., wish to nominate .....  
(Insert nominators name) (Insert nominees name)

.....  
(Insert nominee’s position) (Insert name of golf club)

for the **Car Club Golf Managers Association of the Year Club Car Club Manager of the Year Award**

I have known ..... for .....years and can vouch for his/her outstanding  
(Insert nominees name)  
dedication, commitment, and overwhelming contribution to the success of our golf club.

The following criteria should be considered, and evidence provided when nominating an individual for the **Golf Managers Association of the Year Club Car Club Manager of the Year Award**:

1. Outstanding leadership: The golf club manager of the year should demonstrate exceptional leadership in motivating and inspiring their team to achieve the club's objectives.
2. Financial performance: The manager should have a proven track record of financial performance that exceeds industry standards while keeping the club's expenses under control.
3. Membership: The manager should demonstrate positive membership growth across all categories and show evidence of maximizing membership retention.
4. Customer satisfaction: The club manager should have a reputation for providing excellent customer service by understanding their members' needs and exceeding their expectations.
5. Staff management: The manager should have demonstrated an ability to hire, train and motivate staff, and develop a healthy and positive work culture.
6. Club maintenance: The manager should show a commitment to supervise course maintenance at the highest possible standard, ensuring impeccable playing conditions throughout the year.
7. Community involvement: The manager should be involved in promoting charity events, encouraging youth participation, and other community initiatives.
8. Innovation: A creative approach to problem-solving and club management is essential. Nominations should showcase the manager's ability to implement new ideas, embrace technology, and drive operational efficiency.
9. Professionalism: The manager should demonstrate the highest level of professionalism in their conduct, decision making, and communication.

As evidence of the financial performance of the club I have included our 2022 Annual Report and Balance Sheet along with our club's membership statistics and category movements comparing 2021 and 2022 data.

Please attach supporting documentation along with a head shot photo of the Manager when submitting the nomination.

Signature: .....

Date: .....

All nominations must be accompanied by a supporting letter from Club Management or Board Chairmen and must be addressed to the Executive Officer Golf Managers Association of New Zealand.  
Close off: 5.00pm Friday, June 30, 2023, T: 021 392 007 E: eo@gmanz.co.nz

## Are you making golf fun at your club?

Here's some ways you can make golf fun at your club grow your membership and attract new members:

### 1. Appeal to younger golfers:



With golf's culture changing, it's important to appeal to a younger audience. Relaxing the dress code and embracing new styles is one way to do this. Golfers want to feel comfortable and express their personal style on the course. You can also offer different game formats like golf by the hole and scrambles to appeal to casual players.

### 2. Improve pace of play:



Slow play can ruin the golfing experience for everyone. Educate players on the policy and enforce it regularly. Offering different formats of play, implementing split tees, and encouraging golfers to tee it forward based on their skill level are some ways to improve the pace of play. Deploy marshals effectively and respectfully remind players and groups when they are falling behind. Encourage all golfers to pay attention to the group in front of them on every hole and adjust their speed accordingly.

### 3. Host social events:





Golf is not just about playing the game but also the social experience. Hosting social events like tournaments, themed events, and demo days at the course and clubhouse can create a fun and social experience. You can also create a bar and restaurant that hosts trivia nights, watch parties, themed events, food specials, beer/wine tastings, etc. Partnering with local craft breweries can also add excitement to the event.

#### 4. Engage junior golfers:



Junior golfers are essential to the future of golf clubs. To engage them, offer kid-friendly amenities and programs like Junior Leagues, junior golf tournaments, and after-school programmes. Incorporating other amenities can create a fun, social, and educational environment for kids.

#### 5. Modernize the driving range and short game areas:



Modernizing your driving range and short game areas with ball-tracking systems like Trackman and Toptracer range can create a dynamic facility. You can also add lounge areas to relax, eat, drink, watch sports, and enjoy the company of friends and family. Offering music, food, and beverage on the driving range can create a laid-back, service-forward atmosphere. Opening a small mini-putt course for families and young golfers can also add to the experience.

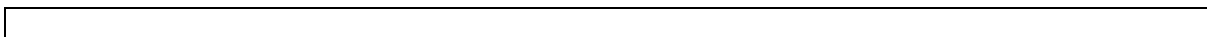
## 6. Daily hole-by-hole challenges:



Daily hole-by-hole challenges like closest to the pin, fairway challenges, and longest drive provide healthy competition and can boost retail revenues. Offering prizes from the golf shop like \$10 to take a shot on a par 3 hole and double the money in the golf shop can generate golf shop revenue during outings and tournaments. Creating skins games that your golfers can enjoy on a busy weekend morning can also boost bar and restaurant credit.

By implementing these strategies, you can create a fun and engaging environment for golfers of all ages and skill levels. Remember, golf is growing and changing, so have fun with it!

Acknowledged with thanks to Lightspeed.



## Kitchen Equipment for Sale



Moffat Turbofan Oven



Stainless steelwork bench 1050 x 900



Electrolux Sterilizer Washer



Blue Seal 6-burner gas stove

Neil Weber GM at Omanu Golf Club has a range of second-hand kitchen equipment for sale. Interested please contact Neil direct [manager@omanugolf.co.nz](mailto:manager@omanugolf.co.nz)

## Golf Club - Wage and Salary Survey

Click [here](#) to view the results the Golf Club Salary and Wages Survey as at 1 Sept. 2022.

Base salary and wage figures quoted. Figures quoted expressed as \$000's.

## Golf Balls Leaving Property Resources

Please see links below:

<https://www.golf.co.nz/resource-detail/golf-balls-leaving-property-nuisance-and-negligence>

<https://www.golf.co.nz/resource-detail/negligence-nuisance-case-studies>

<https://www.golf.co.nz/resource-detail/noise-complaints>



### 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:

Kelly Brenton – GM Te Puke Golf Club

Clinton Butler – GM Rotorua Golf Club

For a confidential golf club executive recruitment proposal contact:

Des Topp

Executive Officer

Golf Managers Association of New Zealand

W: [www.golfmanagers.co.nz](http://www.golfmanagers.co.nz)

E: [eo@gmanz.co.nz](mailto:eo@gmanz.co.nz)

T: 021 392 007

#### Testimonial:

*On behalf of the selection committee, I would like to sincerely thank you for your assistance in the recruitment process. It has been very successful, and we will not hesitate to use GMANZ again for our recruitment.*

*I also look forward to a strong continued relationship with you and GMA NZ in regard to staff development and education.*

*Craig McCulloch*

*Chairman*

*Te Puke Golf Club*

*December 2, 2022*

## GMA NZ Member News

### **New members welcome:**

Peter Scutts - Manager Arrowtown Golf Club

Dave Pfisterer – Director of Golf Tara Iti Golf Club

Karla Baxter - Chair Clarks Beach Golf Club

Dean Laurence – Club Captain Clarks Beach Golf Club

Shari Taylor – Operations and Functions Manager Pakuranga Golf Club

Nicole Martino – Golf Manager The Western Australian Golf Club Perth – BMI student

Fiza Errington – General Manager Gosnells Golf Club Perth – BMI Student

Robbie Lacon – Golf Events Manager – Jacks Point

## GMA NZ Branch News

### **GMA NZ Northern Branch – Matt Owen reporting**

June 13, 2023, 9.30am start Royal New Zealand Yacht Squadron Auckland

Topics for discussion

- Royal New Zealand Yacht Squadron – Managing a non-golfing sports club – Sarah Wiblin  
General Manager

### **GMA Bay of Plenty Branch – Mike Williams reporting**

29<sup>th</sup> May 2023 10.30am start Omanu Golf Club

Topics for discussion

- Omanu Golf Club course redevelopment tour and process
- Dot Golf update – Mat Eagleson
- 

### **GMA NZ Waikato Branch – Scott Littlejohn reporting**

Next meeting planned June - details to follow.

### **GMA NZ Central Branch – Amy Sidford reporting**

Next meeting planned June - details to follow.

Topics for discussion

- Clubhouse hospitality and trends

### **GMA Northern South Island Branch – Mike Hadley reporting**

Next meeting planned Wednesday 22 June - details to follow.

### **GMA Southern South Island branch – Shelley Duncan reporting**

Details to follow.

## Job board

### Golf Sales & Operations Positions



**OnPar Limited – Senior Campaign Manager**

Click [here](#) to view advertisement

**On Par Limited - Outbound Sales Consultant**

Click [here](#) to view advertisement

**OnPar Limited - Operations Manager**

Click [here](#) to view advertisement.

## Course staff



**Maungakiekie Golf Club - Course Superintendent**

Click [here](#) to view advertisement



**Karori Golf Club - Course Superintendent**

[Click here to view advertisement](#)



**Rotorua Golf Club Course Superintendent**

[Click here to view advertisement](#)





### Karori Golf Club – Greenkeeper – 2ic

Click [here](#) to view advertisement



### Carrington Golf Course – Greenkeeper

Click [here](#) to view advertisement.



TE PUKE GOLF CLUB  
NEW ZEALAND



### Te Puke Golf Club – Greenkeeping Labourer

Click [here](#) to view advertisement

Principal  
Sponsor



Platinum  
Sponsor

**POWER TURF**  
Success from the ground up

## Educational Supporters



## Gold Sponsors



## Silver sponsors



## Bronze sponsors







Remember to go to [www.golfmanagers.co.nz](http://www.golfmanagers.co.nz) for all Association information

Kind regards

**Des Topp**

Executive Officer

Golf Managers Association of New Zealand P O Box 39 272, Howick, Auckland 2145

+64 21 392 007 || [eo@gmanz.co.nz](mailto:eo@gmanz.co.nz) || [www.golfmanagers.co.nz](http://www.golfmanagers.co.nz) ||

<https://www.facebook.com/golfmanagers/>



The Golf Managers Association of New Zealand Inc takes your privacy seriously and your details will not be passed on to any other organisation. [Click](#) here to read our full privacy statement.

CAUTION: This electronic email message and any attached files contain information intended for exclusive use of the individual or entity to whom it is addressed and may contain information that is proprietary, privileged, confidential and/or exempt from disclosure under New Zealand law. If you are not the intended recipient, you are hereby notified that any viewing, copying, disclosure or distribution of this information may be subject to legal restriction or sanction. Please notify the sender, by electronic mail or telephone, of any unintended recipients and delete the original message without making copies.

