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**Newsflash No 1 – July 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**

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| **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 Club Management –** **19-23 June 2023 - registrations open**  **BMI Food and Beverage Management – 24-28 July 2023 - registrations open**   * **GMA NZ 2023/2024 Subscriptions**   **GMA NZ Club Car 2023 Club Manager of the Year Award. Registrations now open.**   * **GMANZ Resource Centre** * **GMA NZ Member News** * **GMA NZ Branch news** * **GMA NZ Golf Club Executive Recruitment Service**   **Vacancies:**  **Thank you - Sponsors** |



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| **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 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 – Supplie*r* personnel  **REGISTRATION**  [Click **here** to access the registration form](https://www.golfmanagers.co.nz/assets/_site_/downloads/Delegates_registration_form_02052023.docx)  **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). |

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| **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**.**  **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 Final CCM examination**](https://www.golfmanagers.co.nz/assets/_site_/downloads/NZ_CCM_Review_Course_Schedule_-_2021_-_updated_August_14_2021.docx)**.**   Completed.4 CCM graduates to give 15 CCM graduates in NZ.   * **BMI Club Management –** 19-23 June 2023. Still taking registrations. * [Click here to register](https://www.golfmanagers.co.nz/assets/_site_/downloads/BMI_Club_Management_Flyer_-_June_19-23_2023.docx) * [Click here to view course curriculum and timetable](http://www.golfmanagers.co.nz/assets/_site_/downloads/BMI_Club_Management_Course_Curriculum_timetable_3.docx) * **BMI Food and Beverage Management –**24-28 July 2023. Registrations open * [Click here to register](https://www.golfmanagers.co.nz/assets/_site_/downloads/BMI_Food_and_Beverage_July_10-14_2023.docx) * [Click here to view the course curriculum timetable and case study](https://www.golfmanagers.co.nz/assets/_site_/downloads/Food_and_Beverage_Management_-_July_10-14_2023_-_Curriculum_timetable_and_case_study_2.docx) * **BMI Leadership Principles** – Next course 2024 * **BMI GM/COO –** Next course 2024   Managers who participate in the BMI Education 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](https://d.docs.live.net/a72c106d8ba7d744/DJT/GMANZ/GMANZ%20Newscasts/Newscasts%202022/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 |

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| BMI Club Management Graduates  The class of June 2033 |

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| Press release – Dean Murphy appointed to the Board of Parkland  Parkland Products Ltd is pleased to announce that Dean Murphy, current CEO of Golf NZ, has joined the company’s board.  Dean Murphy  Parkland Managing Director, Chris Todd says that the company is readying for an exciting period of business growth – one that he is confident Dean will make a significant contribution to. |

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| A picture containing text  Description automatically generated  **The benefits of conducting an annual wage and salary survey**   1. Competitiveness:   An annual wage and salary survey can help golf clubs assess their competitiveness in the labour market and make necessary adjustments to attract and retain top talent.   1. Retention:   By conducting a survey, golf clubs can determine whether its employees are happy with their compensation packages or not. If clubs identify that its employees are not as happy as they should be, then a salary survey can provide data that can help the club allow for adjustment to employee packages to boost employee retention.   1. Benchmarking:   A golf club can use the survey data to compare pay rates to other golf clubs within the golf club industry or geographical region. It will help the club get a clearer idea of what the current market trends and standards are, thereby helping set competitive pay rates and benefits packages.   1. Compliance:   Salary surveys can be used as evidence for compliance with regulatory and legal requirements.   1. Identifying trends:   Wage and salary surveys over the course of years can help identify long-term trends in the industry. Golf clubs can evaluate how wages have evolved over time for particular job profiles and adjust their compensation policies and benefits packages accordingly to stay competitive in the market and retain their top employees.   1. Budgeting:   Survey data can help with setting realistic wage budgets for the year, making informed decisions, reducing HR costs, providing cost savings without sacrificing benefits, and identifying opportunities for investment in employees' development.   1. Employee Morale:   Conducting a wage and salary survey and sharing its results with employees can be beneficial to morale, employee satisfaction, and engagement. Employees will feel heard and valued by the golf club. |

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| **A picture containing drawing, game  Description automatically generated** Logo  Description automatically generated  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 Des Topp, Executive Officer Golf Managers Association of New Zealand.  Close off: Now extended to 5.00pm Friday, July 21, 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.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   |  | | --- | | **A picture containing drawing, game  Description automatically generated** Logo  Description automatically generated  **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](mailto:eo@gmanz.co.nz) | |

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| A picture containing drawing, game  Description automatically generated  What is Email Marketing  Email marketing is a form of marketing that uses email to promote the products and services offered by your company. This digital marketing strategy allows you to inform those included in your email lists about the availability of new products, sales, and other special offers. Moreover, besides being an informative technique that periodically reminds your customer segment about your brand, well-organized email marketing campaigns help build strong customer-brand relationships and generate more [leads](https://passionates.com/how-to-get-marketing-qualified-leads/) for your website.  Furthermore, email marketing is considered one of the best-performing digital marketing strategies. Despite the emergence of different technologies with their respective opportunities, marketers keep going back to email marketing. The reason behind this is quite obvious: each dollar spent on email marketing generates [$40 in ROI](https://www.oberlo.com/blog/email-marketing-statistics)!  Why is Email Newsletter Design Important  However, bombarding your subscribers with unattractive and not well-thought-out emails won’t help you [increase your conversions](https://passionates.com/double-your-conversion-rate/). Moreover, many subscribers may ignore your emails and probably unsubscribe. This definitely is the last thing you need for your business. For this exact reason using well-designed newsletter templates is extremely important.  Remember that you are writing these emails to your potential customers, so you should use content and designs they would like and consider interesting. Try to strategically incorporate several email design elements which are close to your recipients’ preferences as much as possible. Your email newsletter design should be aesthetically pleasing, consistent with your branding and appealing to your subscribers.  Email Newsletter Design Best Practices  Now let’s dig into the matter and observe 10 excellent newsletter design practices. These tips can help you increase your email marketing ROI and attract more of your target audience.   1. Create an Appealing Header   The header is the first thing your audience will see when opening your email, so it’s essential to make it appealing. If it’s visually not so attractive, chances are people will ignore the email even without reading the content.  Remember that the header should have an appealing design but be simple and to the point. It should show, in a short way, what the email will be about so that your users know why they need to read your content.   1. Use the Layout Smartly   Make sure that your layout is organized. Every element of your content should be in place. Do not make your emails too cluttered with texts or images. Keep it simple and relevant to the topic of your email. Unorganized emails will increase the abandonment rate and won’t even stimulate your recipients to read the content or visit your website.  To avoid this undesired ending, you should use the layout smartly and create organized newsletter templates. You probably send similar types of emails, like special offers or some informative blogs, so it’s better to create newsletter templates so as not to spend much time designing a new email.  Everything in the email newsletter design should be balanced: text, imagery, and white space. Don’t forget to add some space to let your design breathe; otherwise, it will seem too cluttered.  For instance, look at the newsletter example below. The creators used a proper contrast of colours, which is also quite minimalistic in this case. The information and the clickable buttons are placed in the middle of the layout to draw the viewers’ attention to the product and the actions they want them to take.   1. Add Call-to-Action Buttons   CTAs are one of the most important buttons for your conversion. By adding these buttons, you can convince your recipients to take different actions, from following you on social media to shopping on your website. Furthermore, according to a Campaign Monitor study, you can increase your [click-through rates by 28%](https://www.campaignmonitor.com/blog/email-marketing/2019/05/buttons-email-marketing-campaigns/) by replacing simple text links with Call-to-Action buttons.  Keep in mind that Call-to-Action buttons should be visible and attention-grabbing. For instance, in the example above, we can see how strategically the CTAs are placed. Moreover, it is worth noting that, in this case, the picture is clickable, too. So, the viewers will find themselves on this brand’s website even after accidentally clicking on the image.   1. Personalise Your Emails   Try to send personalised emails to your audience. Customised emails create a more humanised and personal connection between your brand and your target audience. If you opened your mailbox and came across an email more or less tailored to your needs, you would be more inclined to open it, right?  So, put your first-hand individual experience into business thinking. Personalised emails will help increase your retention rate, leading to higher conversion rates. Personalised emails may include newsletters that inform your subscribers about the new arrivals that may interest them based on their previous purchases or viewed items or a particular email wishing them a happy birthday. Let’s agree that receiving such an email would make most people feel special. You can even add a little bit of spice by giving them a birthday discount. Just like in the example, you can find below:  On this note, it is essential to mention that sending a birthday email is a wise investment. Experian Data found that birthday emails have [481% higher conversion rates](https://www.experian.com/) than direct email marketing campaigns. These kinds of numbers and contrasts shouldn’t be taken for granted. So, if you were lost and had trouble figuring out where to start, this fact should put you on the right track.  As mentioned above, personalised newsletter examples may also include recommendations. Imagine opening an email informing you about the available sales and recommending some items that suit your taste. This kind of approach saves your recipients’ time and once again makes them feel special. This is a great way to show your professionalism and boost customer loyalty. Take a look at the newsletter example below for some inspiration.  5. Add High-Quality Visuals  Imagine opening an email and seeing several paragraphs of text without any visual content. It would be incredibly dull, and you wouldn’t even want to read it. Imagine you send this kind of email to your subscribers; they won’t be so excited to read your content, either. That won’t be serving your purpose, right?  So, try to give your audience some visual treats. And don’t stick to one kind of imagery, flavour your emails with different engaging images, videos, GIFs, or animations. Remember that the human brain processes images faster than text. Use visuals to direct the reader’s eyes from one part of your newsletter to another and ensure they read all the content you sent.  Also, don’t forget to use high-quality and relevant imagery. Otherwise, it may ruin all your efforts and have the opposite effect on the subscribers.   1. Make it Consistent with Your Branding   If you want to be more recognized and leave a lasting impression on your customers, you need to have a consistent image across all your marketing channels. And that includes your email newsletter.  So, make sure to use colours, fonts, logos, icons and other [brand design](https://passionates.com/importance-of-brand-design/) elements to increase your brand recognition. It’s not necessary to use all of these at once. But making sure that all your designs have a unique style and recognizable patterns that can be easily associated with your brand is vital in making your brand memorable.   1. Make Your Design Responsive   Then you need to make sure that your email newsletter design is [responsive](https://passionates.com/responsive-web-design/). Responsive design is one of your website’s most critical design elements. The indispensability of this design element doesn’t diminish when it comes to newsletter templates or general emails aimed to market your brand. A responsive design enables your recipients to read your emails conveniently, no matter what kind of device is at hand. Making your emails fit any screen will improve your recipients’ user experience and, of course, your retention rate.   1. Keep it Simple and on Point   This is an essential point for any kind of design: keep it simple. If you add a lot of text or visuals or make your newsletter too long, people won’t pay attention to your content. Simpler, minimalistic, and relevant designs are easier to digest and more likely to increase user engagement. Don’t make it too cluttered with unnecessary information.  So, remember that it’s important to value people’s time. Give your recipients the necessary information and skip the details. This will help to reduce the unsubscription rate.   1. Have an "Unsubscribe" Button   I would like to mention another essential design element, and that element is the “Unsubscribe” button. Remember that email marketing is effective only if you provide your recipients with content that more or less fits in with their interests. However, people change with time, and so do their preferences and needs. So, over time, your content may become irrelevant to some of your audience.  Thus, considering the above-mentioned circumstances, it is vital to give your recipients a chance to leave on a positive note rather than get annoyed and disappointed by your company/brand. So, don’t forget to add a visible unsubscribe button to your newsletter template.  P.S. Don’t forget that besides being a critical email design element, this is also a legal requirement. According to the law, you should inform your recipients how not to receive emails from your company in the future. So, having this button is not an optional design addition.   1. Test and Optimise Your Email Newsletter Design   This one is not a direct tip on how to make your newsletter design better, but it’s still crucial. In order to stay relevant to your audience and increase user engagement, you need to constantly analyse and learn from your past campaigns.  Did you reach your goals with your past emails? How did your subscribers like your design? Did your user engagement increase? Make sure to regularly ask yourself these questions and find the answers to them. Depending on the results, you may need to change one or two design elements, the text, or the main message.  Also, follow the [trends](https://passionates.com/latest-trends-in-web-design/), analyse your audience’s preferences and update your newsletter templates from time to time to stay relevant to your target audience.  Bonus Tip: Create a Catchy Subject Line  Besides the design of your email newsletter, don’t forget to pay attention to the text, more importantly, to the subject line. The subject line of your email is the first thing your recipients see. So, it sets their first impression and makes them either ignore your email or click and open it. It’s very important to create a catchy subject line that triggers your recipients’ interest, otherwise, no one will see the unique email designs you created.  To write a good subject line, try to grab your reader’s attention and provide them with a summary of what they will see once they open the email. Just try to avoid words such as “**free**,” “**help**,” or “**reminder**” since, according to a Mail Chimp, they affect the open rates negatively.  Final Thoughts  Email marketing is one of the most efficient digital marketing strategies. However, you should remember that it’s not about sending texts to your potential customer via email. It’s about convincing that your product or service is worth buying. Therefore, it is essential to ensure that your emails are on point and eye-catching. Follow our 10 excellent email newsletter design best practices to increase your conversion and retention rates. |

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| **The benefits of a state-of-the-art virtual driving range at your club?**  The top 10 golf driving ranges in and around Toronto  It’s no secret that technology has changed the way we play golf. It’s also changed when we are able to play golf. Golf is now a year-round sport thanks to golf simulator technology, even for golfers who live in the coldest of climates. For golf course operators, adding a golf simulator business can help diversify their service offering, drive revenue and satisfy golfer demand year-round.  Here are some key things to keep in mind when adding golf simulators on site.  **Why start a golf simulator business at your course?**  It may seem like a lot of extra work to take on, but there are number of real benefits for opening some simulator bays at your course. Here are just a few.  **1. It’s a popular and growing business**  The indoor golf simulator market is booming is projected to nearly double by 2030. With the new generation of golfers seeking year-round experiences, starting a golf simulator business at your facility can help to secure this customer base for the long term.  **2. It diversifies your service offering**  With golf becoming a 12-month endeavour for die-hards and casual players alike, golf courses are making the investment in golf simulators to deliver an added service to their customers. After all, if the desire is there, why not satisfy the demand?  Even during peak season when the course is full, it allows golfers to visit your facility, practice their game and take advantage of your services.  **3. Off-season revenue**  Adding indoor golf simulators at your golf course can bring golfers to your facility at a time when it would be fully shut down. In addition to the fees charged for simulator use, it’s a chance to get customers into your bar, restaurant and pro shop. From individual golfers to large parties and corporate events, golf simulator businesses attract a wide range of customers.  **4. Equipment testing and lessons**  Golf is a data-driven game. Thanks to golf simulators, amateurs, weekend golfers and beginners have more access to club data, ball data, swing data and instant feedback than ever before. This had led to two potential benefits for courses who commit to running a golf simulator business:  **Try before you buy:** Club testing and fitting has become highly popular. Allowing customers to demo equipment from your pro shop is a great customer service feature and an excellent way to generate buzz about certain products  **Data-driven lessons:** Golf simulator technology adds a whole new dynamic to standard golf lessons. It allows your head pro to back up their insights with real-time data in a controlled environment where they can really engage with their students.  GCQuad  **How much room do I need to set up a golf simulator?**  Establishing where you are going to set up your software and swing bays is the first step. As a reference, the following are their **minimum specifications for room dimensions:**   * Width: **3.0 metres** * Height: **3.0 metres** * Depth: **5.0 metres**   These are just minimum dimensions for average golfers to swing and for the software to properly collect data Ideally, each swing bay you set up exceeds these dimensions.  It’s also important to include space for golfers to sit, rest their clubs and stretch. In other words, you don’t want the individual swing bays to feel cramped.  Regardless of whether you build space, repurpose an existing outbuilding or you utilize spare room in your clubhouse or pro shop, keep these dimensions in mind and ensure you have adequate room for multiple swing bays.  **The difference in buying a launch monitor vs golf simulator.**  It’s important to note that purchasing golf simulator technology is not as simple as buying a launch monitor.  The launch monitor is certainly one component, but most golf simulators for indoor use are sold in packages that include things like frames, impact screens, projectors, turf strips, hitting mats, computer carts, software features (courses, games, etc) and more.  With many package options and prices differing between the manufacturer, a purchase like this takes some research and a lot of due diligence.  **How much do different golf simulator packages cost?**  Launch monitors and simulator packages are available at a variety of price points. Regardless, setting up full swing bays does not come cheap, especially if you go with a top brand.  **TrackMan** carries a large price tag, but it’s hard to offer a better indoor golf experience. The company offers custom golf simulator solutions: they will design, build and install swing bays tailored to your exact needs and specifications. Going this route means paying a premium, but it’s certainly worth it for courses who are serious about investing in a golf simulator business.  **Foresight Sports’** GC line of launch monitors are considered some of the best in the industry. When it comes to indoor golf simulators, Foresight offers a number of Sim-in-a-Box® packages at different price points, depending on what you are looking for.  Another industry leader, **aboutGolf’s** line of simulators offer an immersive, highly dynamic indoor golf experience. As with other companies like **TrackMan,** their sales and consultation team will work with you to design and install simulators according to your needs and specs.  At a slightly lower price point, **Uneekor’s** SimKit is a good option for those looking to save on upfront cost.  A good entry level option for those on a budget, **SkyTrak** launch monitors come at a lower price point. Simulator add ons will cost extra. You can then work with one of their simulator partners to access courses, games and digital practice areas.  **What goes into setting up a good simulator space?**  Setting up a simulator on your own can be a daunting task. Going through a professional golf simulator installation service (either directly from a brand or via a third party) will ensure it’s done right.  There are a lot of details, measurements and technical elements that go into a commercial golf simulator set up. Working with experts ensures you will have ample space for the product, as well as the appropriate equipment, hardware and software to offer the best possible customer experience:   * Cameras and sensors * Powerful PCs * Proper hitting mats * Ball dispensers * Ball washers * Adjustable tees and/or tees of varying heights * High quality impact screens or full access to driving range * Good lighting * Privacy screens and frames   That said, there are other elements you can bring to the table as well. From quality golf balls and bag holders to club head stickers, comfortable seating, storage bins and more, there are plenty of bonus elements that can add to the experience.  **Creating the right golfer experience**  Golf simulators are ideal places to hone swings and gather data-driven insights. But they are also places to socialize and have fun!  From playing world class courses in the middle of winter to challenging friends to target golf and closest to the pin, they offer golfers a unique experience: drink, eat, lounge, hit your shot and repeat.  The key? Create an atmosphere at your golf simulator business that appeals to a range of golfers:  *Offer food and beverage.* Add the simulator area to your golf course restaurant POS or allow for ordering via mobile app so golfers feel well taken care of as they play  *Set up TVs to show sporting events.* Don’t think of your simulator area as a space exclusive for golf  *Think of it as an multimedia entertainment space* or a lounge where people can watch the game, listen to music, share laughs with friends all while hitting some golf shots  *Run lessons with your PGA professional* out of the simulators for those looking to dive deeper into their swing  *Ensure there are ample places for individuals or groups to sit, relax and socialize* as people play  If you are up to it, *create one fully enclosed bay for serious practice and private lessons*  **Booking and pricing**  The costs associated with starting a golf simulator business at your course means booking and pricing are essential: you want it to be as easy as possible for golfers to book at a competitive, yet advantageous price.  **How much to charge for using a golf simulator?**  Expect to pay between $30 to $75 an hour to use a simulator, depending on the technology  It’s important to do research into the simulator businesses in your area to determine a fair, yet competitive price point for your services  While some golf simulator businesses charge hourly, some will charge by the half hour or even 15 minute intervals  Be sure to offer group rates and ‘memberships’ for your golf simulator, encouraging people to buy sessions in bulk  **How to manage golf simulator bookings?**   * Managing the booking for your golf simulator can be done quite similarly to how you manage tee times on the course * Using good golf management software with a powerful tee sheet and booking/scheduling tool integrations is important to ensure a seamless experience for customers and employees * Your golfers should be able to book into predetermined time slots online days in advance of when they want to use your golf simulator   Golf - Yard Resort  **Marketing your golf course’s golf simulator business**  Like strategic pricing and seamless booking, marketing your golf simulator business properly is essential to seeing a return on your investment. Ultimately, the tactics you use should align with your broader golf course marketing strategy. Here are some tactics to consider.  *Give your golf simulator business an identity*  When it comes to carving out a unique golf simulator business in the community, yours has to stand out with a unique brand identity.  *Give it a name, a cohesive look and feel* and take a hardline on positioning: is it a premium experience? A place for performance and practice? A place to watch the game and kick back? Regardless of the atmosphere you’re going for, lean into it and market accordingly.  **Start early and generate buzz**  Don’t wait until your golf simulator business opens to start marketing. Regardless of what channels you use, spread the word early and often. Post progress pictures online, run pre-opening specials and promotions, partner with local media outlets to announce the opening, etc.  **Leverage your email list and newsletter**  Notify your existing members and customer base and get them excited about the simulator. Keep them updated on key information, promos, opening dates and offer exclusives to drive loyalty right from the start.  **Social media marketing**  Show off your golf simulator business on your course’s Instagram, Facebook and Twitter pages. Make sure the updates are visually appealing, consistent and informative. Encourage your customers to share their experiences on their own social media pages, tagging your course and simulator.  **Online advertising**  Allocate an ad budget and leverage platforms like Google Ads, Facebook and Instagram ads to target golfers in your area looking for golf simulator services.  **Update your website**  Ensure the golf simulator component has good visibility on your website. Include detailed images, video, features and benefits, detailed pricing and booking information and an online booking widget.  **Market it to golfers at the course**  One of the biggest advantages of opening a golf simulator area at a golf course is the captive audience. Spread the word both in person and online to golfers who book a round, enticing them with exclusive offers. Advertise your simulator area on course signage, menus, in the pro shop and wherever else you can think of.  **Host events regularly**  From grand opening events and simulator tournaments to league nights and themed events, create a dynamic event and promo calendar for your golf simulator business and spread the word.  **A golf simulator business is an investment, but there’s plenty of upside**  There is no doubt that opening and managing a golf simulator business at your golf course is an investment: it will cost you time, money and energy on top of your existing duties.  That said, this technology has exploded in popularity and golfers of all ages and skill levels are finding value in it.  By opening golf simulator bays at your golf course, you have a real chance to take advantage of this growing market, diversify your service offering, open up a new revenue stream and create an amazing experience for golf enthusiasts.  If you do opt to start a golf simulator business at your course, having the golf management software is key.  **Acknowledged with thanks to Lightspeed.** |

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| Latest information release from the Restaurant Association  Recently, we've received reports from members across the country about escalating crime and aggressive behaviour affecting your venues, including a violent attack that occurred in Albany's (Auckland) hospitality sector recently. These issues, combined with an increase in anti-social behaviour in our city centres, is leaving many of you (and your teams) feeling unsafe.  We strongly believe that no one should feel afraid to commute to and from their workplace, or unsafe at work. To combat this issue, we're advocating for increased social investment to address the root causes of crime, as well as direct investment in crime prevention. The Association has created a **Restaurant Association** member restricted **safety & security portal.**  **If you need further information, please contacteo@gmanz.co.nz.**  **Hopefully the golfing community can steer clear of this type of issue.** |

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| **Golf Club - Wage and Salary Survey**  Click [here](https://www.golfmanagers.co.nz/assets/_site_/downloads/Club_wages_and_salary_survey_-_Aug_2022_-_Final.pdf) 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> |

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| **A picture containing drawing, game  Description automatically generated**  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](https://d.docs.live.net/a72c106d8ba7d744/DJT/GMANZ/GMANZ%20Newscasts/Newscasts%202022/Apr%202022/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* |

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| **GMA NZ Member News**  **New members welcome:**  Shandon Carter – GM Howick Golf Club  Nicole Terrill – GM Clarks Beach Golf Club  Add in  Onewhero  Westown  Clearwater x 2  **GMANZ 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**  29th May 2023 Omanu Golf Club – 17 in attendance  Topics discussed   * Omanu Golf Club course redevelopment tour and process * Dot Golf update – Mat Eagleson   IMG_1532.jpg  GMA NZ BOP Branch Meeting at Omanu Golf Club  **GMA NZ Waikato Branch – Scott Meiklejohn reporting**  Meeting held 24 May 2023 – 18 in attendance  Hana-Rae Seifert, Thiem Nguyen, Mathew Eagleson and Terry Booth presented on their relevant areas, followed by a round table update from all attendees. Scott Meiklejohn updated in relation to GMANZ. No other activities other than a standing lunch and general networking.  **GMA NZ Central Branch – Amy Sidford reporting**  Next meeting planned 27 June – Manawatu Golf Club  Topics for discussion   * Clubhouse hospitality and trends * Coffee and profits   **GMA Northern South Island Branch – Mike Hadley reporting**  Next meeting planned Wednesday 22 June – Christchurch Golf Club - details to follow.  **GMA Southern South Island branch – Shelley Duncan reporting**  Details to follow. |

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| |  |  | | --- | --- | | GMA NZ Resources   |  | | --- | | Golf Club - Wage and Salary Survey  Click [here](https://www.golfmanagers.co.nz/assets/_site_/downloads/Club_wages_and_salary_survey_-_Aug_2022_-_Final.pdf) 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> | |   Job board  Administration positions   |  | | --- | | Wanaka Golf Club – Accounts Administration person  Click [here](https://gmanz-my.sharepoint.com/:w:/g/personal/des_gmanz_onmicrosoft_com/EQcZwHDtb9FNgnbLeAosVK4BYcXJ-bRpsijfdVdjlExEfQ?e=1OBGFJ) to view advertisement |   **Golf Operations Positions**   |  |  | | --- | --- | | Waitemata Golf Club  **Waitemata Golf Club Golf Operations Manager**  **Click** [here](https://gmanz-my.sharepoint.com/:b:/g/personal/des_gmanz_onmicrosoft_com/EeMqqUDoSLZEgxpVFg7B4WkBXFCAo8W5FDeRtmFPh-Xf4A?e=Y6G4S4) **to view advertisement.** | Omaha Beach Golf Club  **Omaha Beach Golf Club**  **Click** [here](https://gmanz-my.sharepoint.com/:w:/g/personal/des_gmanz_onmicrosoft_com/EaRhx8mUtUNGgM3iC8q263UB0OkxMjuTH8oj97yAqj2fQQ?e=SPyLYy) **to view advertisement.** |   Course staff   |  |  | | --- | --- | | Logo, company name  Description automatically generated  **Karori Golf Club - Course Superintendent**  [Click here to view advertisement](https://www.golfmanagers.co.nz/about/employment.html) | **Karori Golf Club – Greenkeeper – 2ic**  Click [here](https://www.golfmanagers.co.nz/assets/_site_/downloads/Greenkeeper_2IC_advertisement_Feb_2023_final.docx) to view advertisement | | |  |  | | --- | --- | | Carrington Estate wedding venue in Karikari Peninsula, Northland ...    **Carrington Golf Course Greenkeeper**  Click[here](https://www.seek.co.nz/job/59258711) to view advertisement. | Course Superintendent  Click  [here](https://www.golfmanagers.co.nz/assets/_site_/downloads/Course_Superintenden_July_23.doc) to view advertisement | | |  |  | | --- | | Text  Description automatically generated with low confidence Principal Sponsor | | Platinum Sponsor  Logo  Description automatically generated | |

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| 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  II   [eo@gmanz.co.nz](mailto:eo@gmanz.co.nz)  II [www.golfmanagers.co.nz](http://www.golfmanagers.co.nz/) II <https://www.facebook.com/golfmanagers/>  Text  Description automatically generated    Text  Description automatically generated with low confidence        A picture containing text  Description automatically generated  Logo  Description automatically generated [A picture containing application  Description automatically generated](https://gmanz-my.sharepoint.com/personal/des_gmanz_onmicrosoft_com/Documents/DJT/GMANZ/GMANZ%20Newscasts/Newscasts%202023/July%202023%20No%201.docx)  Text, letter  Description automatically generated     **BMI Logo**            Icon  Description automatically generated Logo  Description automatically generated A picture containing text, font, logo, graphics  Description automatically generated  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](https://www.golfmanagers.co.nz/assets/_site_/downloads/GMANZ_Privacy_Policy_1_12_2020.pdf) 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. |