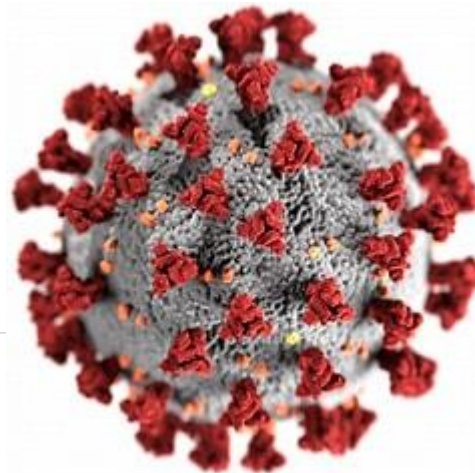


LOCKDOWN Online Interactive Clinics: Club Sustainability.

Clinic 10: Club Sustainability- Updated



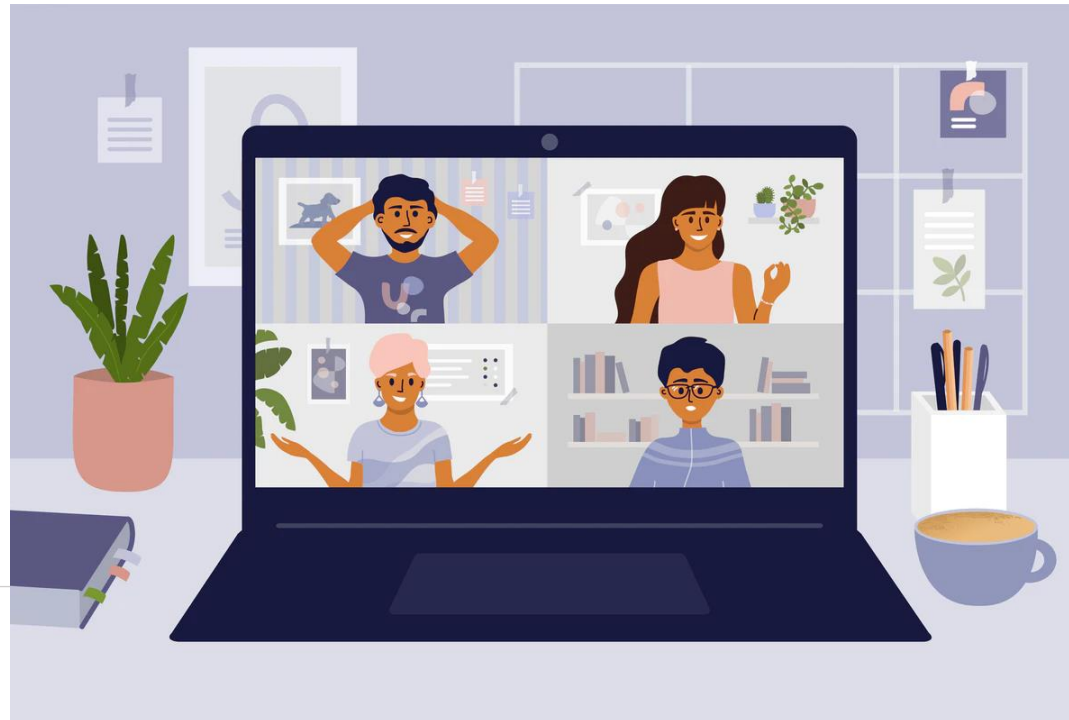
Our Landscape- Oct 2021

1. Lock down 2.0-
Still multi levels throughout the country
2. Domestic travel on hold for many
3. Inflation in the rise
 - 2.2% Sept Quarter
 - biggest rise since 1987
 - 4.9% annual inflation
 - forecast over 1-3% target for some time
4. Interest rates rise with RB 0.25 OCR increase
-forecast an additional 50 basis points in Nov
5. Economic forecasting unknown for next year
6. Green fee revenues significantly down for many
7. Functions significantly down for many
8. GMA survey 86% wanting full Vac expectations



What is impact on your golf club?

Break out groups



How to optimise the opportunities?



1. The right leadership doing the right things
2. Planning / planning / planning
3. Helping your people be the best they can be
4. Making smart financial decisions
5. Looking at all revenue options
6. Knowing ALL the different people using your facilities
7. Communicating
 - the right messages
 - the right way
 - to the right people

Our Changing Landscape

1. More members
2. More green fee players
3. More rounds
4. Domestic tourism on hold for many
5. New breed of people playing golf – 25/45
6. Value add verse discounting
7. Clubs collaborating



Our Opportunities

New breed of people playing golf – 25/45

- They don't all want to be members initially
– 4,500 of which 1,100 joined- 1 in 4 now members of a club
- They want to play with their mates not club days
- They don't want to play in current comps
- They are happy to pay more
- They want a cart
- They want to make a choice of where they want to play online on their phone
- They won't conform with some clubs dress codes.
- They won't score and play "social rules" when just with their mates



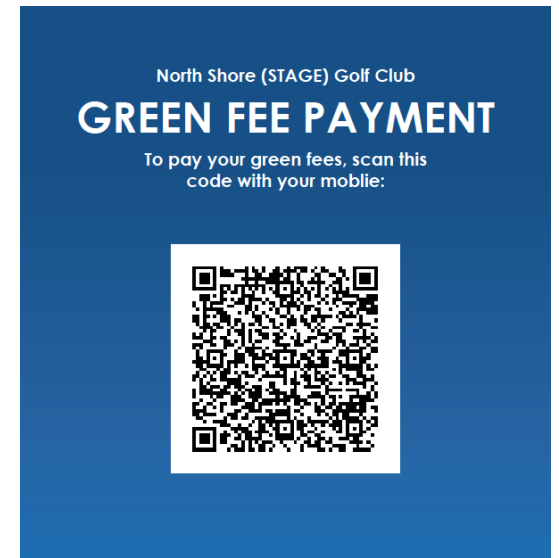
Our Opportunities

- Diversity of revenue streams
- Domestic tourism opportunities
- Value add verse discounting
- Clubs collaborating
- Community engagement



Retention / Attraction Using Technology

- Member and user surveys
- Web site optimisation
- The importance of social media
- Club management resources- Dot Golf



Two Roles of a Board/Management Committee



Performance

- Primarily tackles Value Creation and Resource Utilization
- Looking forward

Conformance

- Deals with Accountability and Assurance
- Looking in the mirror

NEED TO FIND
THE BALANCE

Focus MUST be on the big picture not the minutiae



PLANNING

The importance of getting the next steps right

Key Questions for Boards/ Committees

Long Term

1. Do these issues change your long-term plan?
(if you have one)
2. This is the time to update your plan or develop one
3. Take your members on the journey
4. Keep it simple
5. Make it a living document

Next 12 Months

1. What does your club need to change this year?
2. Make sure your members understand both the impacts and the reasons for change





<http://www.golftutor.co.nz/club-governance>

WHS **Golf Club Governance** Safegu

- Golf Club Governance - Committee Structure
- Golf Club Governance - Board Structure

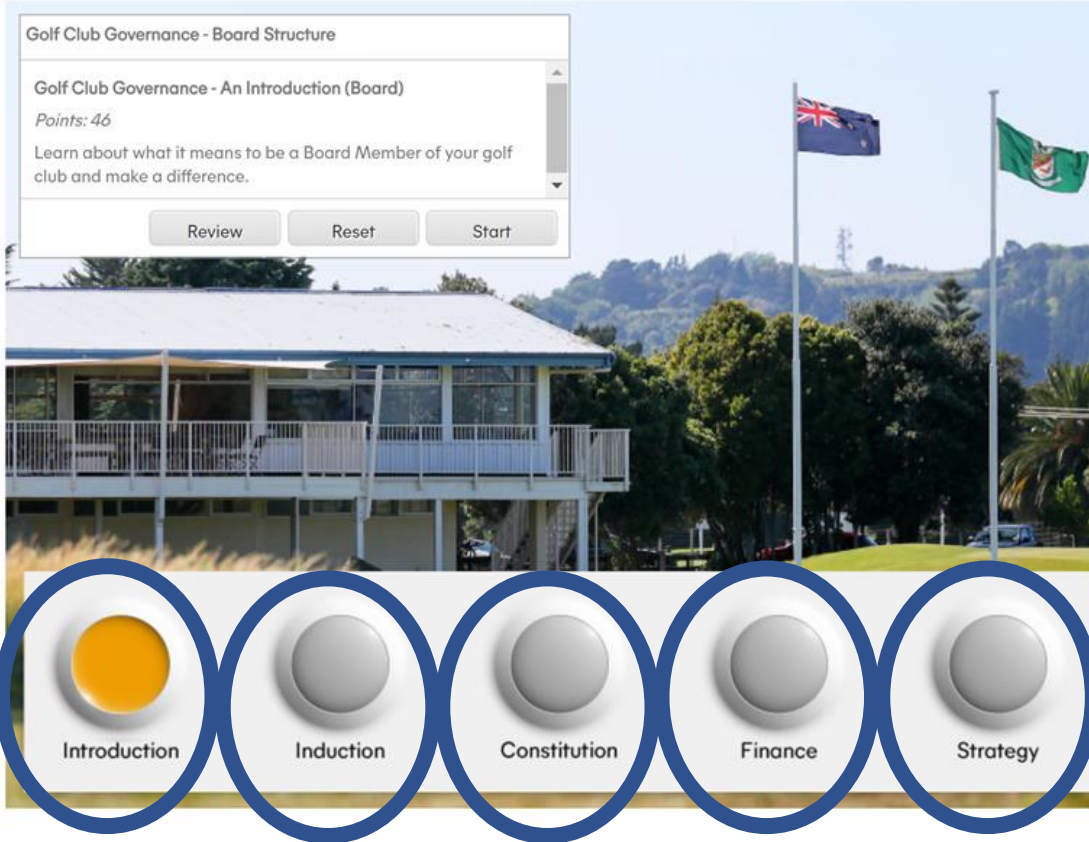
Golf Club Governance - Board Structure

Golf Club Governance - An Introduction (Board)

Points: 46

Learn about what it means to be a Board Member of your golf club and make a difference.

[Review](#) [Reset](#) [Start](#)



Introduction

Induction

Constitution

Finance

Strategy

Contacts

Your district or regional team

stephen.gee@golfnz.org

<http://www.golftutor.co.nz/club-governance>

Dot Golf: <http://support.golf.co.nz/>
or
Ph: (09) 447 1970

**Feel free to join in on one or all of these sessions.
Put them in your diary now:**

There will be two sessions running each day at 3 pm and 7 pm.

7 September - Club Sustainability

9 September - Governance

14 September - Planning

16 September - Financial Leadership

21 September - Funding

<https://us02web.zoom.us/j/2168729830>

