



COMMUNICATION

Ray Burniston looks at various ways of communicating with members of the Committee.

Secretary At Work: Reviewed August 2011

During the past years this Association has extolled the advantages of having small management committees and allowing the secretary/manager the day to day running of the club to the policies set out by the committee. With the right personnel on both sides this works to the overall benefit of the club. In many cases clubs will wonder how they ever survived doing it the old way with endless committee and sub-committee meetings followed by few decisions ever really being taken. It is important that the secretary/manager keeps good communication both with the committee and the members. Some of the following points will assist this.

1. Although you may only have 4 or 5 committee meetings a year make sure they are kept regularly informed on all items you think are important. Monthly accounts should be circulated along with perhaps a brief report from you on items that you feel warrant importance. *
2. Provide all members of the committee with a loose-leaf folder along with necessary headings such a Golf Course, Finance, Clubhouse etc. This way they can keep an updated file for easy reference. In one case I know the secretary uses coloured paper for the different departments: golf course was blue, finance red, clubhouse yellow, minutes white etc. This made it easier for filing. *
3. Members need reports from time to time on events at the club and any major developments. In many cases the club will provide a regular Newsletter or in some cases a web site which can be updated as and when required. If you use this facility remember that many members may not have a PC. So they will not get this information. To compensate at least leave copies of the information within the clubhouse.
4. Many clubs have a dedicated telephone line which enables members to phone a number and get details of tee reservations and items such a course closure and trolley bans. But for this information to be of value it must be updated usually on a daily basis. Make sure they are aware of the time each day this is done so that they do not make wasted journeys to the club. Also remember that it may well be that providing this facility means members will not visit the club if the course is closed whereas in the past they would come in the hope they could play. This can reduce the income from the bar and catering during the winter months. NB:* Most members will now have use of the e-mail facility, and this will have a significant impact on the amount of time and paperwork involved.

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