

PRINCIPLES OF GOLF CLUB MANAGEMENT



WELCOME TO THE COURSE

A Golf Club Manager has a diverse role requiring many skills including leadership, communications, finance, innovation, club governance and also knowledge of current legislation that affect golf clubs. There are many audiences that need to be satisfied, be it from the board or committee, members, guests and visitors, to the local community and authorities. In addition, there is the day to day management of the office, clubhouse, bar, professional, course and their associated teams of staff. It is a hugely challenging role but with that comes the rewards of team achievement, personal development and making a positive impact on the golfing and wider community.

The Principles of Golf Club Management course will provide you with the knowledge and resources to understand the numerous areas of control that a Golf Club Manager requires. It aims to inform you of crucial legislative processes, employment and Health & Safety principles, along with the many varied roles and responsibilities that the modern Golf Club Manager needs to have at their fingertips.

Run by the GCMA, this course has been running in excess of 30 years and is a recognised standard within the golf industry and by golf clubs and recruiters as essential education for new managers, heads of department and assistants seeking career progression or those from outside of the industry seeking a change in career path.



SUMMARY OF COURSE CONTENT

- ➔ Wellbeing and Golf in the Community
- ➔ Leadership, Management and Enterprising Skills
- ➔ Hospitality, Food & Beverage and Customer Service Golf
- ➔ Club Legislation and Compliance
- ➔ Membership Management
- ➔ Golf Club Accounting and Finance
- ➔ Golf Business Models and their Governance Golf
- ➔ Operations
- ➔ Course and Estate Management
- ➔ Technology and Innovation in Golf

The cost of the course is £595 (VAT exempt).



PREVIOUS TESTIMONIALS

"I really enjoyed the course and found a lot of the content insightful. I have been looking into starting the process of becoming a GM and this course covered several aspects that I do not get the chance to experience in my day to day role, so it has opened my eyes to some key areas of development I need to work on. I would recommend it to anyone who is thinking of pursuing a career as a GM."

Dan Killen – Key Account Manager, R&A

"Found the entire course incredibly useful and all very insightful. As a junior manager, I think that this has definitely given me what I need to excel in my career."

Tom D’Rosario – Bar Manager – Bearsted Golf Club



COURSE PRESENTERS

- ➔ Gavin Robinson (GR) – GCMA Professional Development Manager Scott
- ➔ Clarke (SC) - General Manager, Boyce Hill G.C.
- ➔ Yvonne Ebdon (YE) - General Manager, UK Spa Association Stuart
- ➔ Langhorn (SL) - Course Manager Beaconsfield G.C.
- ➔ Suzanne Weekes (SW) - HATC - Hospitality, F&B consultant & writer Sam
- ➔ Poole (SP) - Sam Poole Golf Management
- ➔ Gavin Anderson & Matt Bloor (GA + MB) - England Golf Jerry
- ➔ Kilby (JK) - Kanda Golf
- ➔ Matthew Orwin (MO) - Promote Training
- ➔ Carolyn Wahlen (CW) - Golf HR
- ➔ Karen Drake - Managing Secretary, Burnham & Berrow G.C. Biddy
- ➔ Lloyd Jones (BLJ) - Progrezo Leadership Training Rob Corcoran (RC)
- ➔ - The Revenue Club
- ➔ Andrew Massey (AM) - The Pacific Institute



PROGRAMME TIMETABLE

	MONDAY 8 Mar	TUESDAY 9 Mar	WEDNESDAY 10 Mar	THURSDAY 11 Mar	FRIDAY 12 Mar
1st Presentation:	9.30am - 10.00am	9.30am - 11.00am	9.30am - 11.00am	9.30am - 11.00am	9.30am - 11.00am
	The GCMA and it's Education Program (GR)	Managing F&B (SW)	Golf Club Governance (GA & MB)	Employment Law (CW)	Personality Profiling Workshop (BLJ)
2nd Presentation:	10.00am - 11.00am	11.15am - 12.45pm	11.15am - 12.45pm	11.15am - 12.45pm	11.15am - 12.15pm
	Head Professional vs Director of Golf (SC)	F&B Profit and Loss (SW)	Private Members Clubs (JK)	Accounting for Golf Clubs (KD)	Maximising your Tee Sheet (RC)
3rd Presentation:	11.15am - 12.45pm	1.30pm - 3.00pm	1.30pm - 3.00pm	1.30pm - 2.30pm	12.15pm - 12.45pm
	What is Wellbeing? (YE)	Club Operating Systems & Digital Marketing (SP)	Proprietary Golf Clubs (MO)	The Leadership Mindset (AM)	Next Steps (GR)
4th Presentation:	1.30pm - 3.00pm				
	The Course Manager (SL)				



COURSE NOTES

This course will be delivered using the Virtual Conferencing site/app, ZOOM. In order to receive the full experience of the course, the delegate will be expected to have a stable internet connection. In order to recreate the most accurate education experience possible, we hope that all delegates will use a camera and microphone in order to participate fully, especially in the breakout rooms sessions where delegates will be split into smaller groups.

All sessions will be recorded and will be available to view via YouTube within 48 hours of the live session ending. You will receive an email from YouTube with the private viewing link to the video of the session.

If the host (GCMA) or co-host (Presenter) is unable to deliver a session or sessions for whatever reason at the agreed time, a later time and date will be agreed to fulfil the obligation.

The invitation to attend and the link to each session will be sent to the delegates after payment has been received.

Upon completion of the course, each delegate will receive a Certificate of Completion which will be posted to their registered address.

The GCMA reserves the right to make changes to the course if it is perceived to improve the experience for the majority attending the course.



HOW TO REGISTER

In order to register for the course please send an email to Gavin Robinson (gavin@gcma.org.uk) with the following information:

- ➔ FULL NAME
- ➔ DATE OF BIRTH
- ➔ ADDRESS (Where you want the certificate sent)
- ➔ CURRENT EMPLOYMENT
- ➔ PREFERRED EMAIL ADDRESS
- ➔ YOUTUBE SIGN UP EMAIL ADDRESS (required for sending recorded sessions)
- ➔ TELEPHONE NUMBER
- ➔ ICEBREAKER (something interesting about you)

Registration for the course closes on the 5th of March at 12.00pm.



MAKING PAYMENT

BANK DETAILS

Name on the Account:	Golf Club Managers Association
Address:	Bristol & Clifton Golf Club, Beggar Bush Lane, Failand, Bristol, BS8 3TH LLOYDS
Bank:	BANK
Address:	2 South Parade, Weston Super Mare BS23 1JL
Account Number:	00358968
Bank Sort Code:	30-99-51
IBAN Number:	GB75 LOYD 3099 5100 3589 68
BIC/SWIFT:	LOYDGB21232
Reference:	PoGCMvZ 0321

For further information on our payment options, please contact **Lianne Wheeler** at lianne@gcma.org.uk

For all other enquiries, please contact **Gavin Robinson**.

Telephone: 07926 960100

Email: gavin@gcma.org.uk

All information may also be found on our Website under Education: www.gcma.org.uk





LEARN WITH US.

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