

THE GOLF CLUB MANAGERS' ASSOCIATION



ACCREDITATION LEVELS – QUALIFICATION CRITERIA GUIDE



- **Available to:** Any Affiliate or Full Member of the GCMA
- **Suitable for:** Anyone employed in a Management capacity within a Golf Club (Department Head, Duty Manager, Deputy Manager or a new Golf Club Manager) with aspirations for career progression and professional development
- **Minimum years of experience:** 1
- **CPD Points upon application:** 40
- **CPD Points upon renewal:** 40 per 12 month cycle

Professional Practice Standards

You will be required to provide a summary of your skills, knowledge, responsibilities and achievements in the following areas of Professional Practice in Golf Club Management:

Service Delivery

- Managing Customer Service Delivery
- Managing and resolving customer complaints
- Manage and improve customer service

People and Leadership

- Develop working relationships with colleagues in a line management capacity

Business, Finance and Strategy

- Managing communication in the workplace
- Management of a Department level budget
- Management of a Departmental Business Plan

Compliance and Risk Management

- Understanding and supervision of H&S in the workplace for own areas of responsibility

Golf and Hospitality

- Management of a Department within a Golf Club
- Improvements to the performance of a Department within a Golf Club



- **Available to:** Any Full Member of the GCMA
- **Suitable for:** Anyone employed in a Management capacity at a small to medium sized club, able to demonstrate the effective management of a Golf Club
- **Minimum years of experience:** 3
- **CPD Points upon application:** 80
- **CPD Points upon renewal:** 40 per 12 month cycle

Professional Practice Standards

You will be required to provide a summary of your skills, knowledge, responsibilities and achievements in the following areas of Professional Practice in Golf Club Management:

Service Delivery

- Managing Customer Service Delivery
- Managing and resolving customer complaints
- Manage and improve customer service
- Manage sales and marketing operations
- Develop, manage and review customer service

People and Leadership

- Develop working relationships with colleagues in a line management capacity
- Recruitment, selection and induction process
- Principles of team leadership
- Understanding and management of the employee performance review process
- Delivery of staff training

Business, Finance and Strategy

- Managing communication in the workplace
- Management of a Department level budget
- Management of a Departmental Business Plan
- Management and delivery of a marketing plan
- Management of a club budget
- Management of a club business plan

Compliance and Risk Management

- Understanding and supervision of H&S in the workplace for own areas of responsibility
- Understanding and supervision of H&S in the workplace for all areas of a Golf Club operation

Golf and Hospitality

- Management of a Department within a Golf Club
- Improvements to the performance of a Department within a Golf Club
- Management of 2 or more Departments within a Golf Club
- Improvements to the performance of 2 or more Departments within a Golf Club



- **Available to:** Any Full Member of the GCMA
- **Suitable for:** A highly proficient and knowledgeable Golf Club Manager, at a medium to larger sized club
- **Minimum years of experience:** 5
- **CPD Points upon application:** 100
- **CPD Points upon renewal:** 40 per 12 month cycle

Professional Practice Standards

You will be required to provide a summary of your skills, knowledge, responsibilities and achievements in the following areas of Professional Practice in Golf Club Management:

Service Delivery

- Managing Customer Service Delivery
- Managing and resolving customer complaints
- Manage and improve customer service
- Manage sales and marketing operations
- Develop, manage and review customer service
- Develop, manage and review sales and marketing operations
- Develop customer service procedures

People and Leadership

- Develop working relationships with colleagues in a line management capacity
- Recruitment, selection and induction process
- Principles of team leadership
- Understanding and management of the employee performance review process
- Delivery of staff training
- Employee Performance Management and Improvement
- Understanding and delivery of employee well-being support
- Discipline and grievance management
- Personal development. Leadership skills and development of team culture practice

Business, Finance and Strategy

- Managing communication in the workplace
- Management of a Department level budget
- Management of a Departmental Business Plan
- Management and delivery of a marketing plan
- Management of a club budget
- Management of a club business plan
- Management of stakeholder engagement
- Contribution to strategic business planning
- Implementation and delivery of budget planning

Compliance and Risk Management

- Understanding and supervision of H&S in the workplace for own areas of responsibility
- Understanding and supervision of H&S in the workplace for all areas of a Golf Club operation
- Management of risk assessments and operating procedures
- Management of staff training on health and safety in the workplace

Golf and Hospitality

- Management of a Department within a Golf Club
- Improvements to the performance of a Department within a Golf Club
- Management of 2 or more Departments within a Golf Club
- Improvements to the performance of 2 or more Departments within a Golf Club
- Overall management of a Golf Club
- Improvements to the overall performance of a Golf Club
- Events management



- **Available to:** Any Full Member of the GCMA
- **Suitable for:** Anyone recognised as a highly experienced and accomplished Golf Club Manager demonstrating continued success at medium or larger sized clubs
- **Minimum years of experience:** 10
- **CPD Points upon application:** 100
- **CPD Points upon renewal:** 40 per 12 month cycle

Professional Practice Standards

You will be required to provide a summary of your skills, knowledge, responsibilities and achievements in the following areas of Professional Practice in Golf Club Management:

Service Delivery

- Managing Customer Service Delivery
- Managing and resolving customer complaints
- Manage and improve customer service
- Manage sales and marketing operations
- Develop, manage and review customer service
- Develop, manage and review sales and marketing operations
- Develop customer service procedures
- Initiate and implement operational improvements to customer service
- Initiate and implement improvements to sales and marketing operations

People and Leadership

- Develop working relationships with colleagues in a line management capacity
- Recruitment, selection and induction process
- Principles of team leadership
- Understanding and management of the employee performance review process
- Delivery of staff training
- Employee Performance Management and Improvement
- Understanding and delivery of employee well-being support
- Discipline and grievance management
- Personal development. Leadership skills and development of team culture practices
- Design and implementation of staff training programmes
- Personal Development. Emotional Intelligence and personality profiling
- Training and Development of people - Supporting career pathways and progression for individual employees

Business, Finance and Strategy

- Managing communication in the workplace
- Management of a Department level budget
- Management of a Departmental Business Plan
- Management and delivery of a marketing plan
- Management of a club budget
- Management of a club business plan
- Management of stakeholder engagement
- Contribution to strategic business planning
- Implementation and delivery of budget planning
- Delivery of strategic business plan
- Contribution to strategic business developments and improvements

Compliance and Risk Management

- Understanding and supervision of H&S in the workplace for own areas of responsibility
- Understanding and supervision of H&S in the workplace for all areas of a Golf Club operation
- Management of risk assessments and operating procedures
- Management of staff training on health and safety in the workplace
- Implementation and review of risk assessments and operating procedures
- Implementation and delivery of a health and safety management plan

Golf and Hospitality

- Management of a Department within a Golf Club
- Improvements to the performance of a Department within a Golf Club
- Management of 2 or more Departments within a Golf Club
- Improvements to the performance of 2 or more Departments within a Golf Club
- Overall management of a Golf Club
- Improvements to the overall performance of a Golf Club
- Events management
- Implementation and delivery of an operations project
- Implementation and management of a golf course / green keeping project

YOUR
Experience



YOUR
Skills,
Knowledge &
Achievements



YOUR
Professional
and Personal
Development



GCMA
ACCREDITATION

