



Golf Club Managers' Association

PRINCIPLES OF GOLF CLUB MANAGEMENT

LIVE ONLINE COURSE

Monday May 22nd - Thursday May 25th 2023



SUPPORT | INSPIRE | REPRESENT



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 affects 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.

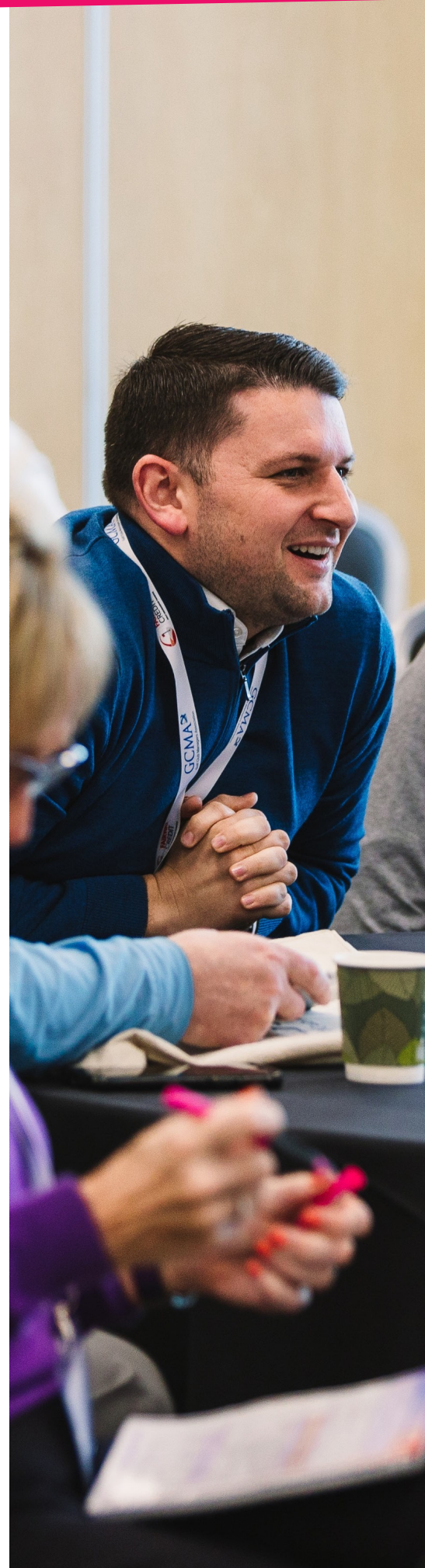
Run by the GCMA, this course has been running in excess of 30 years and is a recognised standard within the golf industry and by golf clubs and recruiters as essential education for new managers, heads of department and assistants seeking career progression or those from outside of the industry seeking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



SUMMARY OF COURSE CONTENT

- FOOD & BEVERAGE MANAGEMENT
- THE ROLE OF THE GOLF COURSE MANAGER
- THE ROLE OF THE PGA PROFESSIONAL
- GOLF CLUB MARKETING
- RECRUITMENT AND STAFF RETENTION
- GOLF CLUB LEADERSHIP AND STRATEGY
- GOLF CLUB VOLUNTEER PATHWAYS
- OVERVIEW OF HEALTH AND SAFETY
- INTRODUCTION TO GOLF CLUB ACCOUNTS AND FINANCE
- HR AND EMPLOYMENT LAW FOR GOLF CLUBS
- EMOTIONAL INTELLIGENCE AND PERSONALITY PROFILING
- WELLBEING AWARENESS

COST: £645 (VAT EXEMPT)





PREVIOUS TESTIMONIALS

“Very informative, the information and contacts I have taken away can only benefit me in the future.”

Ashley Lerigo, Golf Club Manager, Hickleton Golf Club.

“A fantastic course with an amazing insight into the role of a Golf Club Manager and the perfect step for anyone looking to learn more about the role. All the presenters are fantastic and delivered amazingly by the GCMA.”

Joshua Stevens, Golf Operations Supervisor, Breadsall Priory Marriott Hotel & Country Club.

“A brilliant course! Sessions were informative and insightful. It was great to be able to listen to so many people from all areas of a golf club. Thank you to the GCMA and the presenters for a brilliant week!”

Karen Armstrong, Office Manager, Belton Park Golf Club, Lincolnshire.

“The GCMA Principles of Golf Club Management course provides an excellent insight into the contemporary club manager role and the wider context of golf club management, through a well-structured programme of content, a range of experienced and engaging speakers, and the opportunity to interact with and learn from fellow participants.”

Aaron McIntosh, Lecturer in Events Management, University of Sterling



COURSE PRESENTERS

Tom Brooke (TB)

GCMA Chief Executive Officer

[Tom Brooke](#) | [LinkedIn](#)

Jerry Kilby (JK)

Kanda Golf, ClubNet Systems

[Jerry Kilby CCM](#) | [LinkedIn](#)

Matt Bloor (MB)

Volunteer Manager, England Golf

[Matt Bloor](#) | [LinkedIn](#)

Stuart Langhorn

Course Director, Beaconsfield Golf Club

[Stuart Langhorn](#) | [LinkedIn](#)

Scott Clark (SC)

General Manager, Boyce Hill Golf Club

[Scott Clark](#) | [LinkedIn](#)

Matthew Orwin (MO)

Promote Golf

[Matthew Orwin](#) | [LinkedIn](#)

Carolyn Wahlen

Golf HR

[Carolyn Wahlen](#) | [LinkedIn](#)

Biddy Lloyd Jones (BLJ)

Progrezo Leadership Training

[Biddy Lloyd-Jones](#) | [LinkedIn](#)

Debbie Kleiner

Wellbeing at Work

[Debbie Kleiner](#) | [LinkedIn](#)



PROGRAMME TIMETABLE

	MONDAY 22 ND MAY	TUESDAY 23 RD MAY	WEDNESDAY 24 TH MAY	THURSDAY 25 TH MAY
	CONTENT	CONTENT	CONTENT	CONTENT
9:00AM - 10:30AM	Welcome and Introduction to the Course	Introduction to F&B Management	Essentials of Finance and Accounting	Group Networking Session
11:00AM - 12:30PM	Golf Club and Industry Leadership	The Role of the Golf Course Manager	An overview of Health and Safety Management	Understanding Yourself - EQ and Personality Profiling
1:30PM - 3:00PM	Golf Club Strategy and Planning	The Role of the Golf Club Professional	HR for Golf Clubs	Wellbeing Awareness
3:30PM - 5:00PM	Golf Club Volunteer Pathways	Marketing for Golf Clubs	Recruitment and Staff Retention	Summary and Next Steps
5:30PM - 6:30PM		Group Networking Session		



COURSE NOTES

This course will be delivered using the Virtual Conferencing site/app, Zoom. In order to receive the full experience of the course, delegates 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.

It is not compulsory to attend all of the sessions. However, evidence will need to be provided of learning from the missed sessions before the certificate can be awarded. It is highly recommended to attend the start and finish session and the workshop sessions on Thursday and Friday.

The course will include a WhatsApp group. The course will also include a Networking Event on Tuesday evening. This event is not compulsory but will help in building your network and developing friendships throughout the course.

You will receive an email with the private viewing link to the video of the session. The invitation to attend and the link to each session will be sent to the delegates after registration closes and payment has been received.

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.

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**

To register for this course please **click the link below:**

[REGISTER NOW](#)

Registration for the course closes on May 19th at 12:00.





MAKING PAYMENT

Online

[Click here to register for the course](#) through the online registration portal, and follow the on screen payment instructions

Phone

Call us on 01275 391153

By BACS – Bank Details

Name on the Account: Golf Club Managers Association

Address: Bristol & Clifton Golf Club, Beggar Bush Lane, Failand, Bristol, BS8 3TH

Bank: 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: Surname: +PoGCM 0323

For further information on our payment options and invoicing, please contact Lianne Wheeler at

lianne@gcma.org.uk

For all other enquiries, please contact GCMA Member Services.

Email: memberservices@gcma.org.uk

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



Golf Club Managers' Association

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