

GCMA 

**2023 GCMA**

**MEMBER AWARDS**

INSPIRE | SUPPORT | DEVELOP

**We're excited to launch the 2023 GCMA Member Awards, with the eventual winners to be announced at the Gala Dinner at our National Conference taking place on November 13th at Hinckley Island Hotel.**

This year we're delighted to announce some new awards categories, designed to acknowledge teamwork, personal development and contribution to the GCMA community and the industry as a whole. We think this is a great step forward for us and provides us with a wonderful opportunity to celebrate not just the outstanding personal achievements that so many of our members demonstrate every day, but also some of the incredible work that goes on within the Association as a whole and the many successes that our members have had throughout their careers in so many different ways.

In addition to our Manager of the Year, Newcomer of the Year and Team of the Year categories, we will also be awarding 'Support Manager of the Year', 'Outstanding Contribution' and 'Lifetime Achievement'.

More details of each of the categories, along with the application criteria and process, can be found below. All the very best of luck to everyone who is nominated for one of the Awards and we look forward to celebrating the many successes and achievements of our members at the Conference later this year, it is sure to be a fantastic event.





### AWARDS TIMELINE AND PROCESS

#### ASSESSORS (FOR AWARDS WHERE REQUIRED)

- To assess the nominations there will be 3 panels each consisting of 3 assessors
- Each panel will assess nominations for 2 separate awards and provide a shortlist
- Each panel will also assess interviews for 2 separate awards (the assessing panel will change between nominations shortlisting

and interviews)

- Where in-person interviews are required, the CEO will also join the panel
- Senior GCMA Members will be selected to carry out site visits
- Site visitors will be kept consistent for all visits for any one award to ensure fairness and consistency

#### INTERVIEWS

- Held in one location – finalists travel to take part in their respective interviews



### MAKING YOUR NOMINATION

- Nominations will open from the July 1 for all categories.
- We welcome all nominations, however, please ensure you read each individual award criteria prior to submitting your nomination.
- Nominations will be graded on the award criteria and it is therefore extremely important that you take the time to provide relevant information related to ALL the areas outlined in the criteria to give your nominee the best opportunity of being shortlisted.
- The graded score of your nomination letter will be combined with any site visit scores and/or interview scores to decide the eventual winners, so bear this in mind when completing your nomination.
- To submit your nomination letter, please email: [nominations@gcma.org.uk](mailto:nominations@gcma.org.uk) by July 31, 2023





### 1. MANAGER OF THE YEAR

#### Assessment Period:

September 2022 – August 2023

#### ASSESSMENT CRITERIA FOR NOMINATIONS

Nominations should consider ALL of the following achievement areas as they will be shortlisted based on the scores generated by the evidence provided as part of the nomination. The nomination score will also contribute to the final decision combined with a site visit score and interview score.

#### Achievement Areas:

- Team Management
- Member Communication
- Financial Performance
- Member Experience
- Visitor Experience
- Managing Upwards
- GCMA Engagement
- Personal Development/Education

#### NEXT STEPS...

#### SHORTLISTING PROCESS

All nominations will be consistently graded

against the agreed criteria by a different panel to those who will form the final interview panel. The top 3 nominees will be announced as finalists.

#### FINAL DECISION

Once shortlisted, the top 3 nominees will be judged via an on-site visit and an in-person interview. Site visit criteria:

- (i) Clubhouse and grounds
- (ii) Golf course
- (iii) Meeting with heads of department– F&B / Course / Head pro / Admin
- (iv) Meeting with club chairman

In-person interview and Q&A:

- Panel interview
- 10-minute presentation
- Q&A aligned with the award criteria
- Interviewers will independently grade each criterion for each finalist

The winner determined by: Nomination Score + Site Visit Score + Interview Scores = Highest Score, will be awarded Manager of the Year.



## 2. NEWCOMER OF THE YEAR

### Assessment Period:

September 2022 – August 2023

### ASSESSMENT CRITERIA FOR NOMINATIONS:

Nominations should consider ALL of the following achievement areas as they will be shortlisted based on the scores generated by the evidence provided as part of the nomination. The nomination score will also contribute to the final decision combined with a site visit score and interview score.

### Achievement Areas

(Also reference where the club were before the nominee was appointed in relation to these areas)

- Team Management
- Member Communication
- Financial Performance
- Successful Completed Project
- Member Experience
- Change Management/Governance
- GCMA Engagement
- Personal Development / Education

### NEXT STEPS...

### SHORTLISTING PROCESS

All nominations will be consistently graded against agreed criteria by a different panel to those who will form the final interview panel. The top 3 nominees will be announced as finalists.

### FINAL DECISION

Once shortlisted, the top 3 nominees will be judged via an on-site visit and an in-person interview. Site visit criteria:

- (i) Clubhouse and grounds
- (ii) Golf course
- (iii) Meeting with heads of department– F&B / Course / Head pro / Admin
- (iv) Meeting with club chairman

In-person interview and Q&A:

- Panel interview
- 10-minute presentation
- Q&A aligned with the award criteria
- Interviewers will independently grade each criterion for each finalist

The winner determined by: Nomination Score + Site Visit Score + Interview Scores = Highest Score, will be awarded Manager of the Year.



### 3. TEAM OF THE YEAR

#### Assessment Period:

September 2022 –  
August 2023

#### DEFINITION OF “TEAM”:

GM, Course Manager, Head Pro, Clubhouse Manager and Assistant Manager / Admin Assistant

#### ASSESSMENT CRITERIA FOR NOMINATIONS:

Nominations should consider ALL of the following achievement areas as they will be shortlisted based on the scores generated by the evidence provided as part of the nomination. The nomination score will also contribute to the final decision combined with a site visit score and interview score. Please note, for TEAM OF THE YEAR we will accept

nominations from the club’s Golf Club Manager.

#### Achievement Areas:

- F&B Achievement
- Pro Shop / Coaching Achievement
- Greenkeeping Achievement
- Projects Delivered
- Teamwork – evidence of cross-departmental co-operation
- Member Experience
- Visitor Experience
- GCMA Engagement of the GM
- Personal Development / Education of all team members

#### NEXT STEPS...

#### SHORTLISTING PROCESS

All nominations will be consistently graded against agreed criteria by a different panel to those who will form the final interview panel. The Top 3 nominees will be announced as finalists.

#### FINAL DECISION

Once shortlisted, the top 3 nominees will be judged via an on-site visit, a report provided by the club and an in-person ‘Dragon’s Den’ style presentation and Q&A. Site visit criteria:

- (i) Clubhouse and grounds.
  - (ii) Golf course
  - (iii) Chairman meeting
- Club report: Basic information to be provided by the shortlisted finalists consisting of the following information:-
- Why is your team unique?
  - What’s the most prominent service or product within your club?
  - What is your typical clientele (member / visitor)?
  - If you were to highlight one aspect of your club as ‘Award-winning’ what would it be?
  - What makes you stand out

above your competitors?

- Have you had any major product developments or launches in the past 12 months that would have contributed to your performance?
  - What would you consider to be your club’s greatest achievement(s)?
- In-Person Dragon’s Den-style presentation and Q&A:
- Presentation to use same criteria as the basic information report (above)
  - Panel interview / Q&A aligned with the award criteria
  - Interviewers will independently grade each criterion for each finalist
- The winner will be determined by: Nomination Score + Site Visit Score + Interview Scores = Highest Score, will be awarded Team of the Year.



### 4. SUPPORT MANAGER OF THE YEAR

**Assessment Period:**  
September 2022 –  
August 2023

**DEFINITION OF “SUPPORT MANAGER”:**

Any job title for a second in command to the General Manager / CEO.

Please be aware nominees must be GCMA members – we will accept nominations where Support Managers join the association at the point of nomination.

**ASSESSMENT CRITERIA FOR NOMINATIONS:**

Nominations should consider ALL of the following achievement areas as they will be shortlisted based on the scores generated by the evidence provided as part of the nomination. The nomination score will also contribute to the final decision combined with a site visit score and interview score.

**Achievement areas:**

- Level of delegation of work to the nominee by their General Manager
- Level of independent work undertaken
- Staff Management

- Member and Customer Service delivery
- Projects undertaken
- Personal Development / Education

**NEXT STEPS...**

**SHORTLISTING PROCESS**

All nominations will be consistently graded against agreed criteria by a different panel to those who will form the final interview panel. The Top 3 nominees will be announced as finalists.

**FINAL DECISION**

Once shortlisted, the top 3 nominees will undergo a Zoom interview with one GCMA board director (including their General Manager) as well as an in-person ‘Dragon’s Den’ style interview.

In-person Dragon’s Den interview and Q&A:

- Questions to be aligned with the award criteria
- Interviewers will independently grade each criterion for each finalist

The winner will be determined by: Nomination Score + Site Visit Score + Interview Scores = Highest Score, will be awarded Support Manager of the Year.





### 5. LIFETIME ACHIEVEMENT AWARD (FOR ACHIEVEMENT WITHIN GM ROLES AT GOLF CLUBS)

This award should recognise the outstanding management and leadership of an individual throughout their career and in particular their role as a Golf Club Manager or equivalent. This should be awarded only when a truly worthy candidate is identified and not necessarily on an annual basis, (contradicting the previously agreed general terms of reference).

#### AWARD OVERVIEW

This Award will recognise the individual who best represents achievement and longevity. The award acknowledges the winner's sustained achievements within the golf industry during a distinguished career. Eligible nominees are those who have been actively involved in the golf industry for at least 20 years and must be a member of the GCMA in any category. During this period the individual should have shown outstanding leadership characteristics throughout their career inspiring others to achieve similar success. Achievements should be evidence based and amongst other qualities include business excellence, sustainability, innovation, flexibility, profitability and customer service.

#### NOMINATIONS CRITERIA

Nominations may be made by any GCMA member and should include as a minimum:

- A cover letter from the nominator summarising the nominee's

qualifications and commitment to the Association and role as GM or equivalent.

- A résumé (CV) detailing education, appointments, achievements, awards and other relevant data as required should be included.
- An additional three letters of support with reflections on the nominee's contributions including those endorsements from individuals outside of the nominee's home club should be considered. These contributions should interpret the impact that the nominee has had on his/her clubs within the role of management or equivalent in the golf industry and may include previous associated clubs/regions the individual has worked within.

#### DECISION MAKING

On submission of any nomination the CEO should collate all information and refer to members of the Board of Directors for consideration.

### 6. GCMA OUTSTANDING CONTRIBUTION AWARD

This is to recognise a GCMA member who has demonstrated and been recognised by the industry and / or Association for going above and beyond with their involvement with other aspects of the industry, their colleagues or the Association.

This award should be to highlight the positive impact made by the individual and does not have to be limited just to the one year period between conferences / annual awards dinner. In fact, given the nature of the award, it is more than likely that the contributions made by the individual have been over a much longer period of time.

It would be preferable and more impactful if the process allowed for a level of secrecy so that those nominated don't know until the night of the awards.

#### NOMINATIONS

Nominations can be presented by Regional Managers, Regional Committees, the board or fellow GCMA members and colleagues. The nomination should include a summary of achievements and explanation from the nominating persons as to why the individual deserves the award. Examples of potential contributions likely to be considered:

- A specific contribution to the association (ie. launch of a new initiative)
- Holding of various volunteer roles within the association over a significant period of time and displaying strong performance within those positions

#### SHORTLISTING PROCESS

- Nominations in writing submitted to [nominations@gcma.org.uk](mailto:nominations@gcma.org.uk)
- The judging panel for this award will consist of one GCMA employee, one board member and one Regional Manager. (Identity of panel members to be decided by the board)
- The judging panel will shortlist the nominations based on the written submissions provided

#### FINAL DECISION

- The judging panel will interview the shortlisted nominating parties via ZOOM and vote on winning candidate

