

MEMBERSHIP BROCHURE 2024

WHO WE ARE

The Golf Club Managers Association was originally formed in 1933: by Golf Club Managers, for Golf Club Managers.

We have a history and heritage to be proud of and alongside this we have an exciting vision for developing and shaping the future of Golf Club Management in the UK and believe that our Members are at the very heart of everything that we do.

As the leading association for Golf Club Management in the UK, we are committed to making a positive difference to the game of golf, through supporting the professional and personal wellbeing of our Members.

We recognise the importance of not only providing our members with technical guidance and advice, but also delivering a wide range of education and professional development opportunities AND supporting personal development and wellbeing.

We look forward to welcoming you as a Member of the association and supporting you on your journey as a Golf Club Manager.

Tom Brooke
CEO - GCMA



INSPIRE | SUPPORT | REPRESENT



OUR VALUES



INSPIRE

We engender a sense of community with a culture of modern and progressive leadership.



SUPPORT

By providing quality and relevant professional and personal development services and surrounding our members with knowledge, guidance and expertise in all aspects of golf club management.



REPRESENT

We ensure members' voices are heard and we influence the direction of golf in the UK.

INSPIRE



SUPPORT



REPRESENT



YOUR MEMBERSHIP

Welcome to your GCMA membership, which unlocks a community of like-minded professionals, supports you in your professional and personal development and provides you with a multitude of benefits – from tools and services to allow you to excel in your profession, to a network of like-minded professionals supporting your personal and professional wellbeing.

Your benefits. Your development. Your community.

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YOUR BENEFITS



ONLINE INFORMATION HUB

Advice, templates and information documents covering all areas of golf club management.



GOLF MANAGEMENT HELPDESK

Our online helpdesk is staffed by industry experts to swiftly answer your management questions.



EMPLOYMENT LAW HELPLINE

Support in the workplace for members on a personal level.



FINANCIAL HELPLINE

Free access to financial advice for GCMA members and their golf clubs.



COUNSELLING

Free confidential support and advice by phone to you and your family members with a qualified counsellor.



GCMA MEMBERS' APP

Our members' app is the perfect companion to your GCMA membership.



PERSONAL USE INSURANCE COVER

Comprehensive legal coverage and support for personal use.



YOUR DEVELOPMENT



QUALIFICATIONS

Access the nationally accredited Diploma in Golf Club Management and the GCMA's Principles of Golf Club Management – the only industry-specific qualifications of their kind.



GCMA SKILLGATE

Our dedicated online learning and CPD platform including over 1,300 courses covering key topics of business management, finance, leadership and wellbeing.



PERSONAL DEVELOPMENT AND WELLBEING

Access the GCMA INSPIRE series and our online wellbeing and personal development toolkits and learning modules.



WEBINARS & PODCASTS

Access our comprehensive webinar & podcasts series, which includes: GCMA Hot Topics, GCMA Know How, GCMA Inspire and GCMA Insights.



GCMA ACCREDITATION

Designed to capture your skills, knowledge, experience and value to the industry.



FUTURE AND DEVELOPING GOLF CLUB MANAGERS

Support for up and coming Club Manager's with a range of person and professional development opportunities, including highly valued GCMA Mentor programme.



REGIONAL BUSINESS MEETINGS

Our industry-leading programme supporting up-and-coming golf club managers and those looking to become golf club managers.



YOUR COMMUNITY



REGIONAL NETWORKS

Our Regional Networks provide fantastic networking opportunities, regular communication and act as an excellent source of information and support.



E-MAGAZINE

Subscription to our respected monthly journal: The Golf Club Manager.



GCMA WEEKLY E-NEWSLETTER

Keeping you up to date with all the latest news and advice from within the industry.



THE GCMA BI-ANNUAL CONFERENCE

Invitation to attend the bi-annual GCMA conference.



CLUB MANAGEMENT AWARDS

Recognising outstanding performances among GCMA Members.



EXCLUSIVE GOLF COMPETITIONS AND EVENTS

The opportunity to represent the association in regional and international matches and play in our National Golf Day and Regional Golf Days.



REGIONAL BUSINESS MEETINGS

An opportunity to get together with other Golf Club Manager's within your region to network, discuss, learn and help develop your career.



MENTAL HEALTH FIRST AIDERS

Dedicated and trained Mental Health First Aiders support the wellbeing of Golf Club Managers.

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SUPPORT SERVICES AND LEGAL COVER

UP TO £50,000

With £50,000 of indemnity per claim, GCMA members have peace of mind knowing they have robust protection

1

LEGAL HELPLINE

Access to an array of valuable legal services, including a 24/7 legal advice helpline

3

LEGAL DOCUMENTS

Full suite of online consumer legal documents available, including a free Will

5

2

TAX ADVICE

Dedicated helpline for those who require expert assistance navigating complex personal tax issues

4

COUNSELLING

Free confidential support and advice by phone to you or your family members with a qualified counsellor

**INCLUDED IN
MEMBERSHIP**

www.gcma.org.uk

PROFESSIONAL DEVELOPMENT



We'll help and support you to manage your own learning and growth throughout your career. Our Professional Development and Education products and services are designed to be varied in content and flexible in delivery to suit everyone's needs, regardless of career profile and experience.

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PRINCIPLES OF GOLF MANAGEMENT



Suitable for those aspiring to become a Golf Club Manager, those new to the profession and those looking to brush up on some of their skills.

This one-week course provides you with a fantastic overview of all of the key proficiencies that you need to become a knowledgeable and well-informed industry professional.

For more information - [click here](#)

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ASQ DIPLOMA IN GOLF CLUB MANAGEMENT

Suitable for, and open to, all levels of skills and experience, this accredited golf-specific qualification is perfectly suited both for existing managers and those looking to move into the profession.

The Diploma covers all the core skills required to manage a golf club, and notably is an ASQ externally quality-assured qualification, visible on the framework of regulated qualifications.

For more information – [click here](#)

For anyone looking to specialise in a particular area of the industry, or to supplement existing experience, there is an option to complete pre-defined, individual ASQ Level 5 Certificates:

1. ASQ Level 5 Certificate in Golf Operations and Management of People
2. ASQ Level 5 Certificate in Finance, Legislation and Marketing in Golf
3. ASQ Level 5 Certificate in Enterprise, Innovation and Management of Change in Golf



GCMA ACCREDITATION

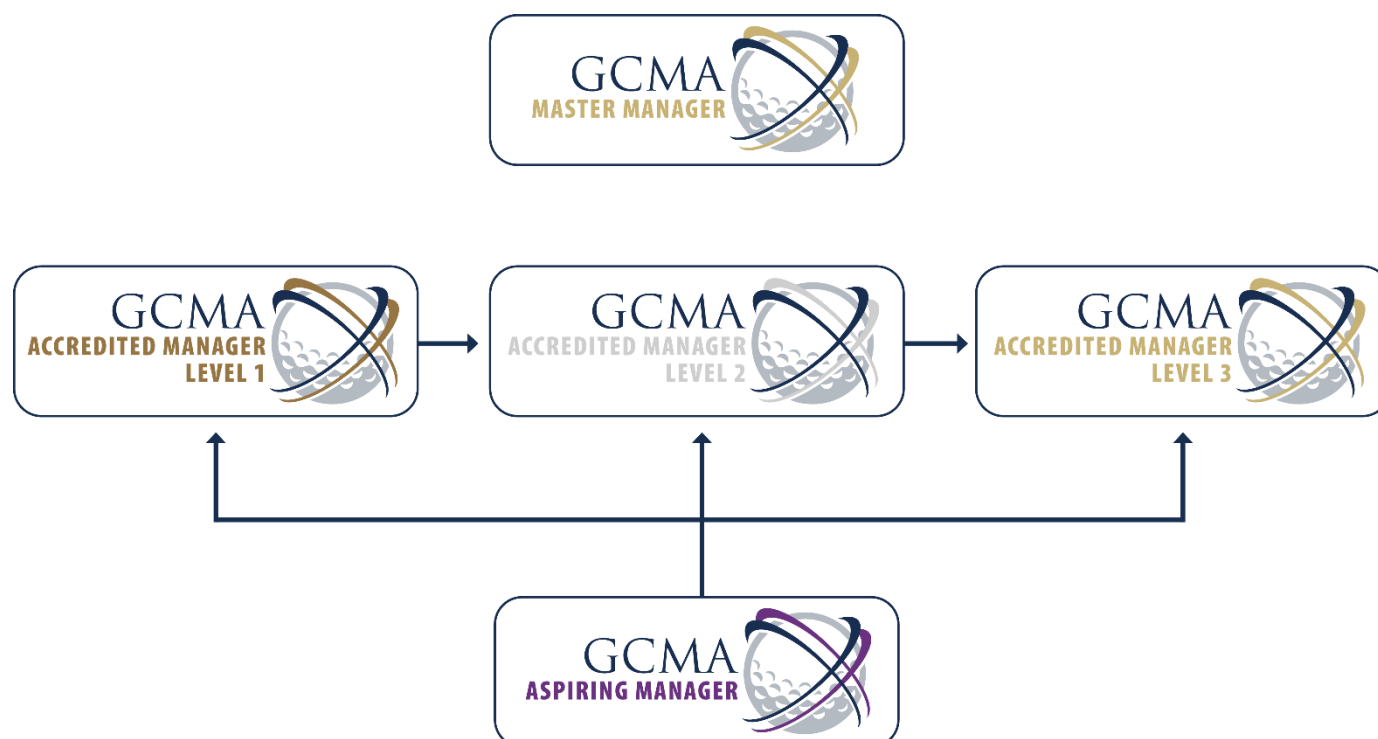
**A FLEXIBLE, INCLUSIVE AND REWARDING ACCREDITATION PATHWAY,
DESIGNED TO CAPTURE YOU AND YOUR VALUE TO THE INDUSTRY.**

YOUR Skills YOUR Achievements YOUR Development YOUR Accreditation

GCMA ACCREDITATION recognises your experience, skills, knowledge and achievements as well as your learning and qualifications and ongoing commitment to your own personal and professional development.

Your application will need to include:

- Career history and summary of roles within the golf industry
- An up-to-date record of learning, development and qualifications
- Evidence of ongoing commitment to professional and personal development
- A summary of your knowledge, responsibilities and achievements in golf club management





GCMA SKILLGATE INFINITY

SkillGate is an integral part of our commitment to your professional and personal development. SkillGate is an online learning platform where Members gain FREE access, via the GCMA website or the SkillGate app, to over 1,000 courses – ranging from 30-minute tutorials to full certificates.

Topics and learning opportunities include:

- **Achieve Your Potential**
- **Better Communication**
- **Develop Your Talents**
- **Finance**
- **IT Skills**
- **Managing Business**
- **Managing People**
- **Remote Working**
- **Sales and Service**
- **Wellbeing**
- **Written English**



GCMA WEBINAR SERIES



Regular webinars and presentations, covering a wide range of topics including principles of leadership, emotional intelligence and team building.



A library of technical and business skills webinars and interviews with our Business Partners and education collaborators. covering the key aspects of day to day Golf Club Management.



Live webinars, online discussions and Q&As tackling the major issues of the day within the golf industry. We put the most accurate and up-to-date information in front of our Members, delivered by Industry leaders.



GCMA STRATEGIC PARTNERS



We work with several leading brands and specialist service and equipment providers to ensure that our members are receiving up-to-date, quality advice and support on all technical and operational golf club management issues.

Our valued partners also provide our members with exclusive offers and discounts to benefit both yourself and your golf club.

Learn more [here](#)

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GCMA PARTNERS



LIQUIDLINE®



Golf Finance



Players 1st



intelligentgolf®



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GCMA PARTNERS

Affinity Leasing

Huxley[®] Golf

Symbio

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GolfHR

// howden

obbi
golf

TeetoGreen
ACCOUNTANCY



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clere[™]golf

m
c b Financial
Services

GOLF CAR UK
.com

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JOIN THE GCMA

JOIN NOW

MEMBERSHIP CATEGORIES

- FULL MEMBERSHIP: £390 per year
- AFFILIATE MEMBERSHIP: £240 per year
- RETIRED MEMBERSHIP: £98 per year

GCMA^{insights}

Not ready for membership?

Why not subscribe to our FREE GCMA Insights newsletter? It provides topical content for golf industry professionals, discussing the things that matter to those who work in golf clubs and exploring the world of golf club management. Find out what some of the leading golf club managers in the UK have to say on key issues for golf and club management.

[Click here to subscribe](#)

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**WELCOME TO
OUR COMMUNITY**