



PRINCIPLES OF GOLF CLUB MANAGEMENT

COURSE BROCHURE 2024
(ONLINE & RESIDENTIAL)



INSPIRE | SUPPORT | 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



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

Jerry Kilby (JK)

Kanda Golf, ClubNet Systems

Matt Bloor (MB)

Volunteer Manager, England Golf

Scott Clark (SC)

General Manager, Boyce Hill Golf Club

Carolyn Wahlen (CW)

Golf HR

Biddy Lloyd Jones (BLJ)

Progrezo Leadership Training

Matthew Orwin (MO)

Promote Golf

Stuart Langhorn (SL)

Course Director, Beaconsfield Golf Club

Michael Herd (MH)

Senior Consultant, CMM, Global Golf Recruitment

Debbie Kleiner (DK)

Wellbeing at Work



ONLINE COURSE EXAMPLE PROGRAMME TIMETABLE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
9am – 10.30am	Welcome and Introduction to the course	Introduction to F&B Management	Essentials of Finance and Accounting	Group Networking session
11am-12pm	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
3.3pm-5.00pm	Golf Club Volunteer Pathways	Marketing for Golf Clubs	Recruitment and Staff Retention	Summary & Next Steps
5.30pm-6.30pm		Group Networking session		



RESIDENTIAL COURSE EXAMPLE PROGRAMME TIMETABLE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9am – 12pm	Intro & Icebreaker	Golf Course and Greenkeeping Management	Golf Club Leadership & Strategy	Essentials of Finance and Accounting	EQ and Personality Profiling
1pm – 3pm	Food and Beverage Management	Marketing for Golf Clubs	The role of the Governing Body and Club Volunteers	Introduction to Health and Safety Management	GCMA Support, Next steps and Wrap up
3.30pm – 5.30pm	The Role of the PGA professional and Retail	Recruitment and Staff Retention	Presentations and Q&A session with Golf Club Managers	HR for Golf Clubs	
7pm – 10pm	Dinner and informal networking	Dinner and Social Evening	Dinner and informal networking	Dinner and Social Evening	



ONLINE 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.



RESIDENTIAL COURSE NOTES

Materials will be provided by the hotel to take notes during each session.

It is permitted to use a device to record the session for private personal use only.

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HOW TO REGISTER

For more information and to register for our next course visit the Principles of Golf Club Management page on the GCMA website:

www.gcma.org.uk/principles-of-golf-club-management

COSTS

Online:

Mon 10 – Thu 13 June 2024: £710 member / £815 non-member (VAT exempt)

Link to register: [Mon 10th-Thurs 13th June 2024](#)

Online:

Mon 2 December – Thu 5 December 2024: £710 member / £815 non-member (VAT exempt)

Link to register: [Mon 2nd-Thurs 5th December 2024](#)

Residential:

Mon 7 – Fri 11 October 2024: £1500 member / £1600 non-member (Phone & BACS payments only)

Link to register: [Mon 7th October – Friday 11th October](#)

PAYMENT OPTIONS:

Online/Phone/BACS

For further information on our payment options and invoicing, please contact Lianne Wheeler:
lianne@gcma.org.uk

For all other enquiries, please contact GCMA Member Services:

01275 391153 or memberservices@gcma.org.uk





Golf Club Managers Association

www.gcma.org.uk

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