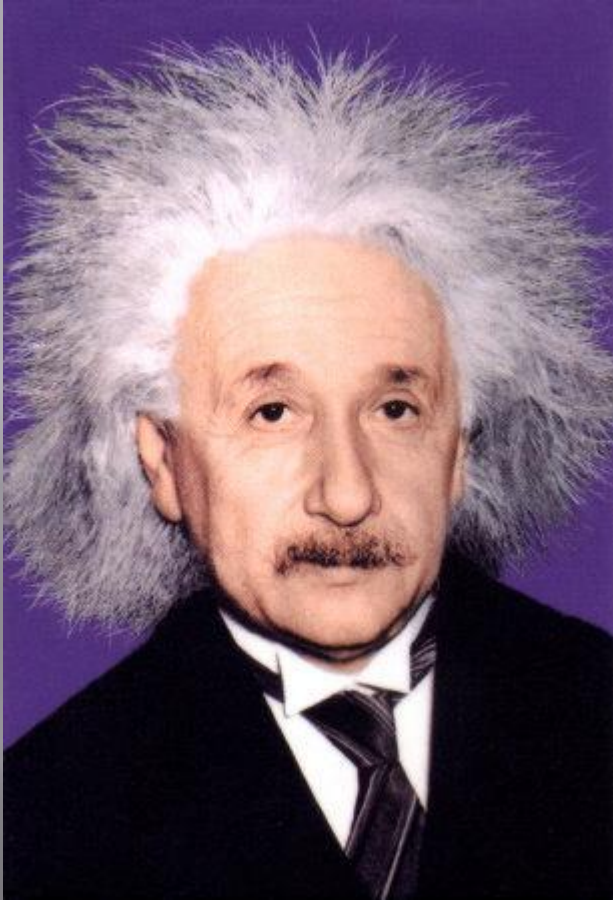


# EATON GOLF CLUB (NORWICH)

Keep your sanity and think outside the box  
by Peter Johns

# Albert Einstein



The definition of insanity is:

“Doing the same things  
over and over again and  
expecting different  
results”

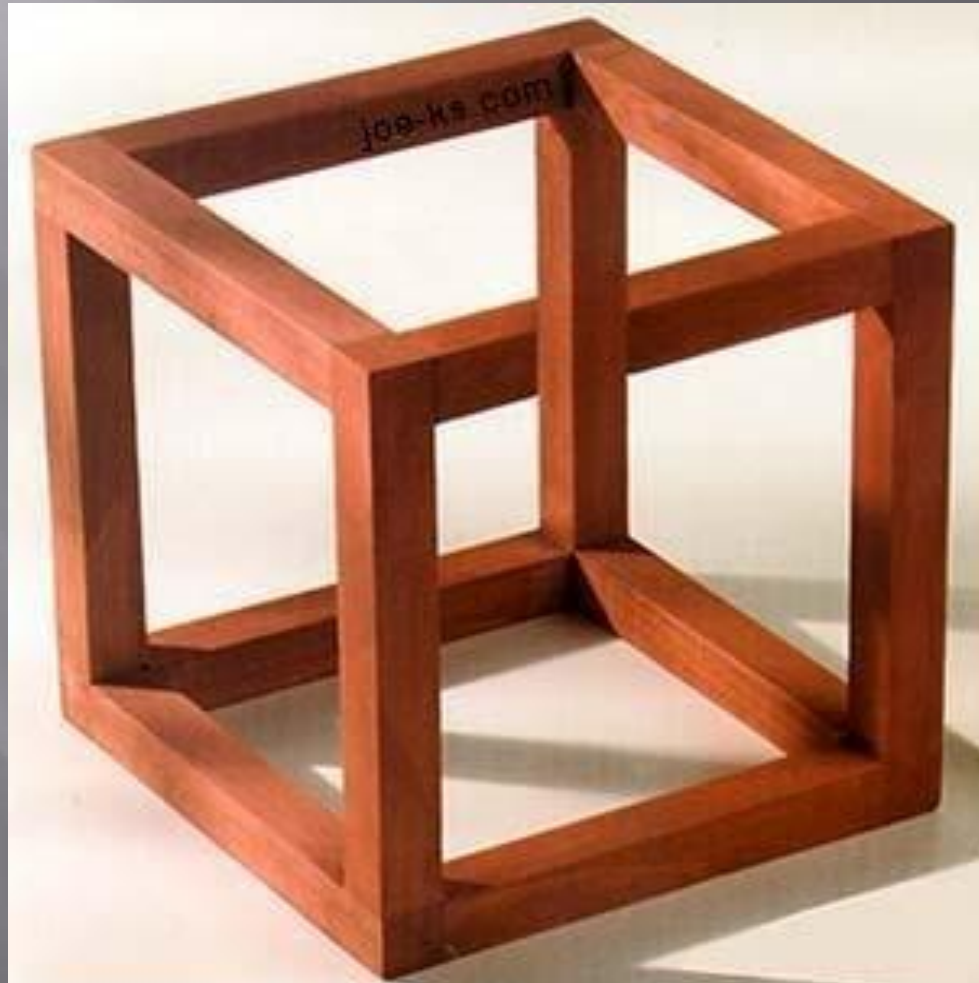
# Why me?

- ▣ Member of Mundesley Golf Club 1969-1979
- ▣ Member of Eaton Golf Club 1979 to date
- ▣ Served on various committees
- ▣ Represented both clubs in County events
- ▣ Norfolk County President 2006
- ▣ Appointed Manager of Eaton Golf Club 2008
- ▣ Club Centenary 2010
- ▣ Golf Club Manager of the Year 2010
- ▣ Graduated from Bucks New University 2011

# Aims of Presentation

- ▣ Encourage lateral thinking
- ▣ Share ideas by providing examples and best practice
- ▣ Making the difference

# Think outside the box



# Challenge your preconceptions

- ▣ How could a baby fall out of a twenty-storey building onto the ground and live?
- ▣ The baby fell out of a ground floor window
- ▣ A man and his son are in a car crash. The father is killed and the child is taken to hospital gravely injured. When he gets there, the surgeon says, 'I can't operate on this boy - he is my son!!!' How can this possibly be?
- ▣ The surgeon is his mother

# What sort of Club do you want to be?

PROFITABLE

MINIMISE EXPENSE & MAXIMISE INCOME

Mission Statement –

- ▣ “Eaton Golf Club, as a members club, aims to be the premier golf club in Norwich and the surrounding area and will follow a strategy and make decisions to ensure that this is achieved”

# Take Action

“Ideas are a ten a penny. People who act on them are priceless”



# To Book On-Line or Not?

- ▣ Up to 1968 – turn up and play, paper system for competitions and payment in envelopes
- ▣ 1968 to 2002 – starting boards, paper system for weekends and competitions, payment in envelopes
- ▣ 2002 to 2008 – Club 2000 booking system and paper system for weekends, payment via PSI touch screen
- ▣ 2008 to 2010 – BRS on line booking and paper system for weekends, payment via PSI touch screen
- ▣ 2010 to date – BRS only for all bookings, payment via PSI touch screen

# Catering In House or Not

Prior to 2008 – Franchise

2008 to date – In house

Knowledge

Legislation

Management Structure

Management Time

Equipment

Health & Safety

Environmental Health

Pricing

Staffing Levels

Training

Service Standards

Margin Control

Waste Control

Supplier Issues

Committee Issues

Staff Issues

Member Issues

Record Keeping

**CAN YOU MAKE A PROFIT?**

# Inclusive or Exclusive?

- ▣ Club Rules – Are they prohibitive?
- ▣ Welcome – Golfers and Non Golfers alike?
- ▣ Dress Code – Is it a barrier?
- ▣ Member Attitude – Welcoming?
- ▣ Innovative – What can you do differently?

# RESULTS

## ▣ On Line Booking

- Enhanced management of players (625 members registered)
- Increased casual green fee revenue (£22,400 in 2010 and £34,800 in 2011)

## ▣ In House Catering

- Enhanced member and visitor experience
- Complete price control
- Adding to the bottom line (£12,400 in 2010 and £20,400 in 2011)

## ▣ Inclusive

- Increased food & beverage sales
- Increase in attendance at social functions
- Increase in Social membership (42 in 2010 and 137 to date)

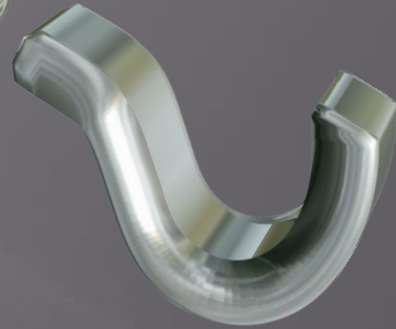


Every morning in Africa,  
a gazelle wakes up  
knowing it must run  
faster than the fastest  
lion or be killed

Every morning a lion  
awakens knowing it  
must outrun the  
slowest gazelle or  
starve to death



It doesn't matter if you are a lion or a  
gazelle. When the sun comes up, you'd  
better be running



QUESTIONS

