



THE ART OF GOLF
CLUB MANAGEMENT

BY

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SHARING GOOD PRACTICE

British PGA – 8 Years

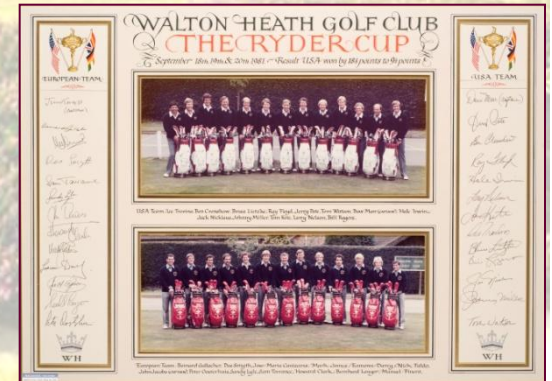


PGA Professional

Wentworth Club – 11 Years



Walton Heath – 2 Years



GREATEST ASSET

PEOPLE

Hardest to Manage/Predict

PEOPLE

PEOPLE

Staff – Smile / Welcoming
Helpful
Loyalty

Members – Club part of their life
Call by their name
Proud of their Club

Visitors – May only come once / expectation
Surprise them with welcome
They will return & tell their friends

CONSISTENCY OF PRODUCT

Decision Making

Honesty

Greens on the Course

Food

Locker Rooms



STANDARDS/ GOOD PRACTICE

Set Standards in Keeping with the Club
– Checking

Opening / Closing Procedures

Quality of Service & Product

Think YES before NO

GOLF COURSE

Head Greenkeeper –

Most important member of staff

Help Members understand the work on
the golf course

Staff Golf – Invest



FOOD & BEVERAGE STOCK CONTROL

Food Consistency

Food Cost / Portion Control

Speed of Service

Food & Beverage Stock Controls

Dress Code

Smoked Salmon with Dill Cream Cheese and Lemon

- Choose the bread the customer has asked for.
- Butter the bread to the corners.
- Spread the dill cream cheese evenly on one slice of bread. Ensuring that is not too thick.
- Place a good amount of smoked salmon on to the cream cheese mixture and place the other slice of bread on top.
- Cut into four evenly from corner to corner. **NOT PUSHING DOWN ON THE SANDWICH**
- Slice a piece of fresh lemon to serve the sandwich with.
- Place onto the plate making sure it is not on the rim.
- Present as pictured below.



GOLF PROFESSIONAL

Vital link with the Members

Listen to Member's views, stock accordingly

Build very strong relationships with
Secretary/General Manager

Try to employ diverse team

Welcome

Retainer

Gross Profit

HEALTH & SAFETY



Food Hygiene



Employ professional advisor

Make staff responsible – culture

Safe environment

MAINTENANCE

Buildings & Machinery

Cleanliness

Energy Saving Projects

Capital Projects

Contractual Agreements

MARKETING & COMMUNICATIONS

The background of the slide is a photograph of a golf clubhouse and green. The clubhouse is a large, dark-colored building with a gabled roof and several windows. In the foreground, there is a well-maintained green with several people playing golf. A golfer in a blue shirt and white cap is visible on the left, preparing to hit a ball. Other people are scattered across the green in the background. The image is framed by a double-line border, with the inner line being green and the outer line being maroon.

Nobody told me!

Internet / Website

E-mail & Telephone

Printed Material

Recommendation & Referral

FINANCE

Members Club v Privately owned Club

Balance of groups

Good financial information

Wage Control / Review

Difficult times

– Joining Fees

Members Levy / Discount

Don't be afraid to charge / Benchmark

HUMAN RESOURCES

Be aware of the Law!

Seek professional advice

Do not avoid issues – deal with them

Staff Accommodation

Holiday / Sickness

Staff Benefits / Communication

SECURITY/FIRE

Staff / Member Security

Stock


Fire Alarm / Evacuation

GOLF TOURNAMENTS

In principle, all the same

Build relationship with organiser



A scenic view of a golf course with a green fairway, a line of trees in the background, and a field of purple flowers in the foreground. The sky is blue with some clouds.

PGA CHAMPIONSHIP WENTWORTH

156 players – per day

20,000 spectators – per day

5,000 cars – per day

300 + marshals – per day

A tall, white flagpole stands in the center of the frame, flying several flags. From top to bottom, the flags include a green flag, a white flag, a flag with a red and white pattern, a flag with a green and white pattern, a flag with a red and white pattern, a flag with a yellow and red pattern, a flag with a blue and white pattern, and a flag with a red and white pattern. The background is a cloudy sky, and the bottom of the image shows the tops of trees. The text "ANY QUESTIONS?" is overlaid in the center of the image.

ANY QUESTIONS?