



# PRINCIPLES OF GOLF CLUB MANAGEMENT



EDUCATE | INSPIRE | 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 affect 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.

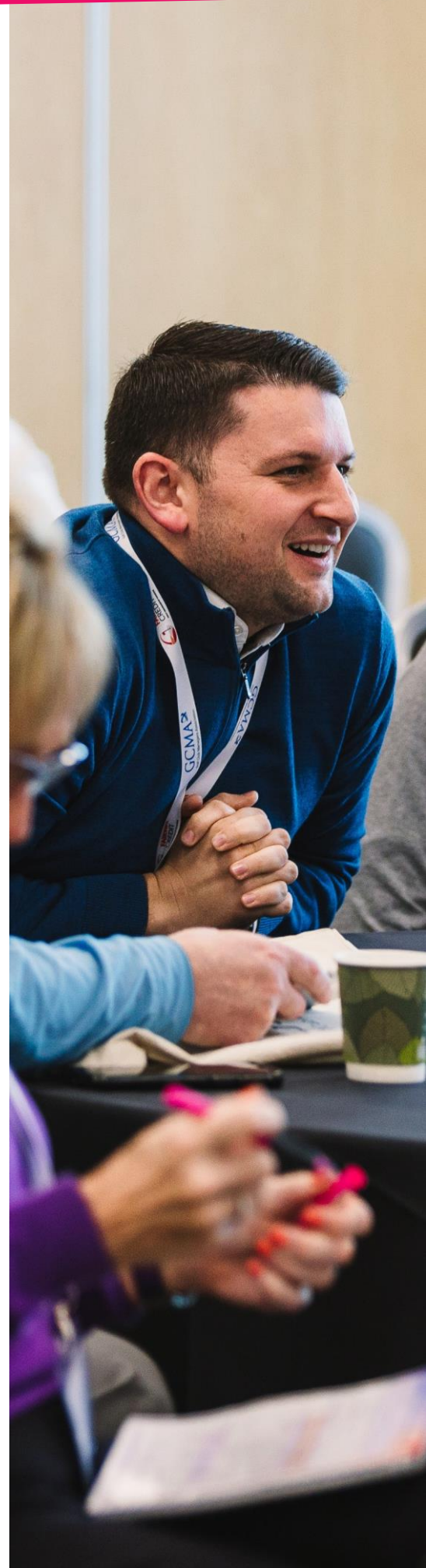




# SUMMARY OF COURSE CONTENT

- WELLBEING AND GOLF IN THE COMMUNITY
- LEADERSHIP, MANAGEMENT AND ENTERPRISING SKILLS
- HOSPITALITY, FOOD & BEVERAGE AND CUSTOMER SERVICE
- GOLF CLUB LEGISLATION AND COMPLIANCE
- MEMBERSHIP MANAGEMENT
- GOLF CLUB ACCOUNTING AND FINANCE
- GOLF BUSINESS MODELS AND THEIR GOVERNANCE
- GOLF OPERATIONS
- COURSE AND ESTATE MANAGEMENT
- TECHNOLOGY AND INNOVATION IN GOLF

**THE COST OF THE COURSE IS £595 (VAT EXEMPT).**





# PREVIOUS TESTIMONIALS

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“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, Marriott Breadsall Priory Hotel & Country Club**

“the course has delivered 110% - the sessions were really good and insightful. It was great to listen to so many different industry experts and be able to pick their brains “

**Nathan Gilpin, Senior Recruitment Officer, University College London.**

“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

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**Gavin Robinson (GR)**

GCMA Professional Development  
Manager

[Gavin Robinson | LinkedIn](#)

**Scott Clark (SC)**

General Manager, Boyce Hill G.C.

[Scott Clark | LinkedIn](#)

**Yvonne Ebdon (YE)**

General Manager, UK Spa Association

[Yvonne Ebdon MSc BA\(Hons\) PGCHE | LinkedIn](#)

**Stuart Langhorn (SL)**

Course Director, Beaconsfield G.C.

[Stuart Langhorn. CMDip | LinkedIn](#)

**Suzanne Weekes (SW)**

HATCS - Hospitality, F&B consultant &  
writer

[Suzanne Weekes PGDip Ed. MIH | LinkedIn](#)

**Steuart Fotheringham (SF)**

Health & Safety expert, ALPS  
Consultancy

[Steuart Fotheringham | LinkedIn](#)

**Jerry Kilby (JK)**

Kanda Golf, ClubNet Systems

[Jerry Kilby CCM | LinkedIn](#)

**Paul Williams (PW)**

Trackman EMEA

[Paul Williams | LinkedIn](#)

**Matthew Orwin (MO)**

Promote Training

[Matthew Orwin | LinkedIn](#)

**Karen Drake**

Managing Secretary, Burnham &  
Berrow G.C.

[Karen Drake | LinkedIn](#)

**Biddy Lloyd Jones (BLJ)**

Progrezo Leadership Training

[Biddy Lloyd-Jones | LinkedIn](#)

**Peter Williamson (PW)**

RARUK Golf Management

[Peter Williamson CDir | LinkedIn](#)



# PROGRAMME TIMETABLE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	5th July	6th July	7th July	8th July	9th July
	9.15am - 10.45am	9.15am - 10.45am	9.15am - 10.45am	9.15am - 10.45am	9.15am - 10.45am
1ST PRESENTATION	Course Introduction & The Principles of Golf Club Management (GR)	Accounting for Golf Clubs (KD)	Governance for Golf Clubs Part 1 (JK)	The Modern Day Golf Professional (SC)	EQ & Personality Profiling Workshop (BLJ)
	11:00am - 12:30pm	11:00am - 12:30pm	11:00am - 12:30pm	11:00am - 12:30pm	11:00am - 12:30pm
2ND PRESENTATION	Managing F&B (SW)	Maximising Team Performance (SF)	Governance for Golf Clubs Part 2 (JK)	Membership Retention (MO)	Golf Club Data Management (PW)
	12:45pm - 2:00pm	12:45pm - 2:00pm	12:45pm - 2:00pm	12:45pm - 2:00pm	12:45pm - 1:30pm
3RD PRESENTATION	The Course Manager (SL)	Health and Safety for Golf Clubs (SF)	Technology Strategy for Golf Clubs (PW)	Wellness and Me (YE)	Next Steps & Course Closure (GR)





# COURSE NOTES

This course will be delivered using the Virtual Conferencing site/app, ZOOM. In order to receive the full experience of the course, the delegate 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.

All sessions will be recorded and will be available to view via YouTube within 48 hours of the live session ending. You will receive an email from YouTube with the private viewing link to the video of the session.

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.

The invitation to attend and the link to each session will be sent to the delegates after registration closes and payment has been received.

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.

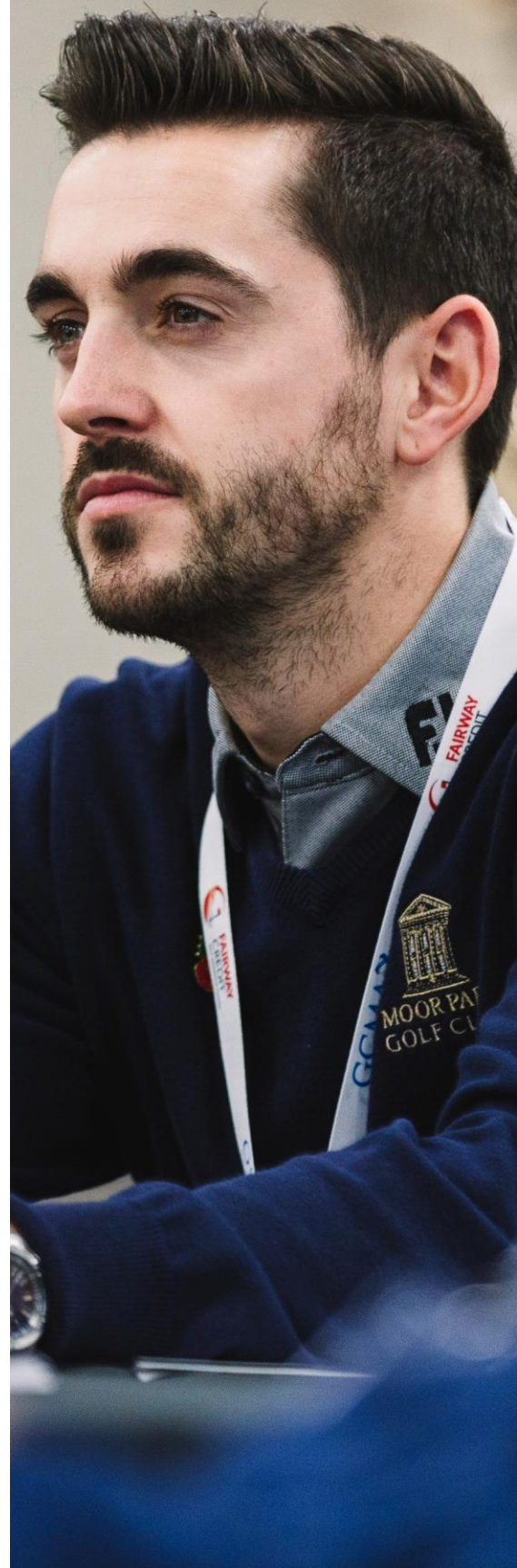


# HOW TO REGISTER

In order to register for the course please send an email to Gavin Robinson ([gavin@gcma.org.uk](mailto:gavin@gcma.org.uk)) with the following information:

- FULL NAME
- DATE OF BIRTH
- ADDRESS (WHERE YOU WANT THE CERTIFICATE SENT)
- CURRENT EMPLOYMENT
- PREFERRED EMAIL ADDRESS
- YOUTUBE SIGN UP EMAIL ADDRESS (REQUIRED FOR SENDING RECORDED SESSIONS)
- TELEPHONE NUMBER
- ICEBREAKER (SOMETHING INTERESTING ABOUT YOU)

**REGISTRATION FOR THE COURSE CLOSSES ON THE  
2<sup>nd</sup> JULY AT 12.00PM.**







# MAKING PAYMENT

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## BANK DETAILS

**Name on the Account:** Golf Club Managers Association

**Address:** Bristol & Clifton Golf Club, Beggar Bush Lane, Failand, Bristol, BS8 3TH

**Bank:** LLOYDS BANK

**Bank Address:** 2 South Parade, Weston Super Mare BS23 1JL

**Account Number:** 00358968

**Bank Sort Code:** 30-99-51

**IBAN Number:** GB75 LOYD 3099 5100 3589 68

**BIC/SWIFT:** LOYDGB21232

**Reference:** PoGCMvZ 0721

For further information on our payment options, please contact Lianne Wheeler at [lianne@gcma.org.uk](mailto:lianne@gcma.org.uk)

For all other enquiries, please contact Gavin Robinson.

**Telephone:** 07926 960100

**Email:** [gavin@gcma.org.uk](mailto:gavin@gcma.org.uk)

All information may also be found on our Website under Education:  
[www.gcma.org.uk](http://www.gcma.org.uk)



Golf Club Managers' Association

[www.gcma.org.uk](http://www.gcma.org.uk)

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