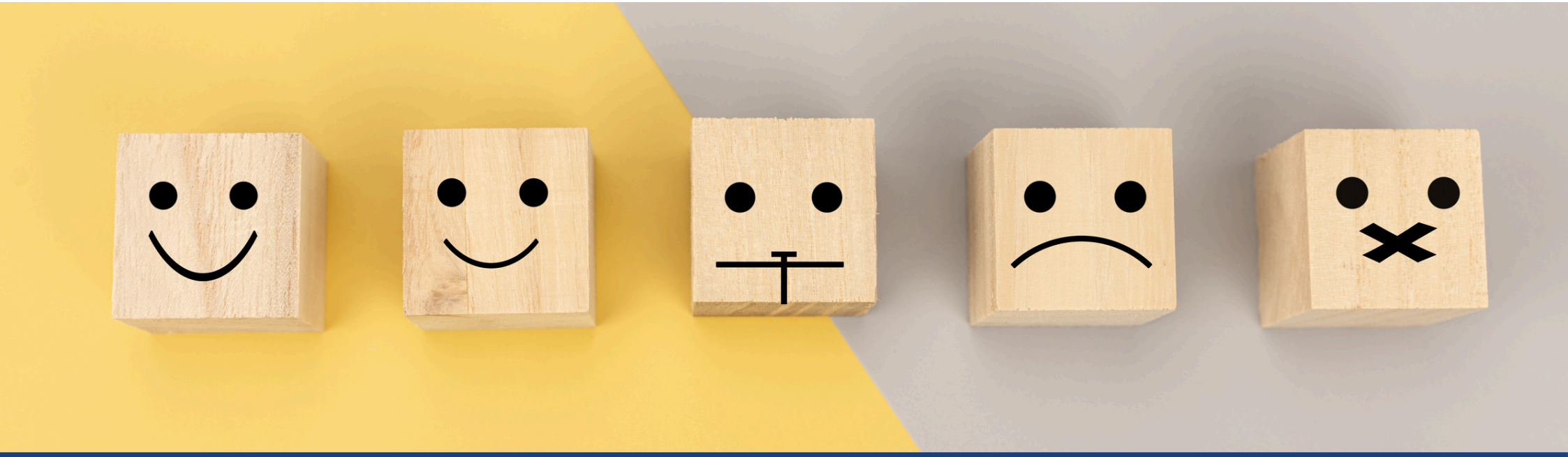
YOU SAID, WE WILL

2024

Member feedback is essential to **shape the future of the GCMA.**
We take a look at the **results of our latest survey** and set out our priorities to keep delivering the services you need



The recent GCMA member survey received an outstanding level of participation, with feedback now shaping the Association's strategic direction. More than a third of the Association's members took part, providing valuable insights that the GCMA Board and HQ team are leveraging to refine the organisation's priorities moving forward.

GCMA CEO Tom Brooke expressed his gratitude to everyone who contributed their feedback, stating: "This is a member's association, and the Board and staff are dedicated to enhancing the service we provide to you while fulfilling our mission of supporting the professional and personal development of our members. We can only achieve this by actively listening to what you, as our members, expect from us and collaborating with you to ensure we deliver the services that matter most to you."

We are committed to maintaining transparency with our members, which is why we are sharing your feedback along with a summary of the priorities we have identified based on it. The survey was conducted in partnership with GCMA collaborators, Players 1st, who have thoroughly analysed the data and prepared an in-depth report, summarised below.

Introducing Net Promoter Score

The Net Promoter Score (NPS) is widely accepted as the most robust means of measuring how satisfied customers are with the experience of a company or product and is a core methodology in Players 1st's report. NPS categorises respondents into promoters, passives and detractors, determined by the respondent's answer on the 0-10 scale questions:

- A promoter has answered 9 or 10
- A passive has answered 7 or 8
- A detractor has answered between 0 and 6
- The NPS is calculated by subtracting the share of detractors from the share of promoters.
- As an example, if you have 60% promoters and 30% detractors, your NPS is 30%.
- Typical industry interpretations of NPS scores: 50 to 100: Very Good | 20 to 49: Good | 0 to 10: Average | 0 to –20: Low | -20 to –100: Very Low

Net Promoter Score +40

38% response rate

(491 members)

Service Area (/10)	
GCMA Communication	7.4
GCMA in General	7.6
Membership Benefits & Events	7.9
Professional Development	7.8
GCMA Regional Membership	8.1
GCMA Introduction	7.5
GCMA Partnerships	7.6

Analysing the data: How do we prioritise 'What's next?'

By combining NPS scores with member responses to individual service areas, the Players 1st software is able to identify the areas that the GCMA should prioritise in order to best improve the overall membership experience. This allows the GCMA team to focus on the most valued areas identified by members, rather than just looking at service areas with low scores. As part of the analysis, we have also reviewed all 491 responses captured within the survey and identified and prioritised core themes to shape our action plan moving forwards.

YOU SAID, WE WILL... Enhancing Member Experience Based on Your Feedback

You Said:

Younger and newer members (21-30 years, under 5 years of membership) are looking for more ways to connect, engage, and find value in their membership.

We Will:

Enhance the experience by offering tailored networking, career development opportunities, and targeted onboarding.

Actions:

Deliver targeted webinars for affiliate members and those looking to progress into Management positions in the future.

Improve onboarding communications, tailored to each membership type.

Foster better regional integration for new members.

Introduce career-focused one-day events for planning and personal development.

Progress new initiatives to provide support in developing leadership skills.

You Said:

Regional meetings are highly valued, and members are looking for even more relevant content, better accessibility, and convenient timing.

We Will:

Review regional meeting times and locations and ensure content is aligned with Managers' real-world challenges.

Actions:

Collaborate with Regional Managers to assess and improve meeting accessibility for all.

Work with our network of business partners and training providers to deliver high-quality education and expert advice.

Support Regional Managers and members to integrate best practices, case studies, and real-world examples into meetings to enhance learning and encourage open discussion forums.

Offer a variety of meeting formats, such as "Speed Dating with Experts" or "Facilitated Discussions," tailored to specific needs and leaning more on peer to peer learning

YOU SAID, WE WILL... Enhancing Member Experience Based on Your Feedback

You Said:

The Accreditation programme would be even more impactful with clearly defined career advancement benefits.

We Will:

Promote real-world success stories, provide **Career Pathway 1-2-1s**, and build stronger industry recognition.

Actions:

Increase communication and education within the wider industry on the value of the Accreditation programme.

Provide greater recognition for GCMA Accredited members, including website visibility, social media spotlights, and new benefits for Accredited Managers.

Offer Career Pathway 1-2-1s to all GCMA members to support their Accreditation submissions and deepen their understanding of the programme and its benefits.

Continue to educate members about the programme through regional meetings.

You Said:

Members appreciate the GCMA Weekly Newsletter and Member Hub and see opportunities for even more engaging, high-impact content

We Will:

Continuously update the members' hub with fresh content, incorporating more member-driven resources and enhancing weekly updates with job and career advice, trending topics, and highlights of member achievements and best practices.

Actions:

Conduct an annual refresh of the online Information Library.

Collaborate with Regional Managers to identify content needs (via WhatsApp) and encourage member contributions.

Introduce a "From the Helpdesk" segment in the GCMA weekly update.

Focus on community-driven content, including member milestones, Accreditation awards, new member spotlights, and success stories (awards).

YOU SAID, WE WILL... Enhancing Member Experience Based on Your Feedback

You Said:

Members value the Board and Leadership team and would like more opportunities for direct engagement and stronger feedback channels.

We Will:

Introduce more frequent contact opportunities between HQ, Board and Regional Committees and improve communication on strategic planning and consultation on key decision making for the Association.

Actions:

Ensure HQ and Board members attend regional meetings on a regular basis and use these opportunities for member engagement and feedback sessions.

Strengthen the connection between the HQ team and Regional Committees to facilitate feedback and more responsive action to regional member needs.

Continue conducting the GCMA bi-annual survey.

You Said:

You need easier access to Education and Career Development opportunities tailored to industry needs.

We Will:

Deliver more **webinars and Regional Education Days**, with expert-led content. Deliver the GCMA Advanced Management Programme, providing deep dive education across all aspects of Golf Club Management.

Actions:

Host regular webinars for Golf Club Managers.

Collaborate with Regions on Regional Meeting content and, where required, launch Regional Education Days.

Deliver the full programme of Advanced Management Programme courses in 2025 and communicate further dates for 2026