GCMA

ADVANCED

Management Programme

Programme Overview

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CMI Chartered Management Institute

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GCMA ADVANCED Management Programme

GCMA ADVANCED Management Certificate

10 Individual Advanced Management Certificates

GCMA ADVANCED Management Award

4 Advanced Management Awards

YOU choose the courses most important to YOU

Advance **YOUR** learning, **YOUR** development and **YOUR** career

GCMA ADVANCED Management Certificate

Leading and Managing People

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GCMA ADVANCED Management Programme

Our Training Partner

PROGREZO

GCMA ADVANCED Management Certificate

Leading and Managing People

Developing confident leaders for successful golf clubs

Designed specifically for golf club managers and leaders, this practical and interactive programme develops the leadership, people management and influence skills needed to lead high-performing teams, deliver exceptional member experiences and work effectively with committees, boards and stakeholders.

Through a combination of leadership diagnostics, coaching, practical exercises and real-world scenarios, delegates will build the confidence and capability to lead people, manage performance and create a positive club culture.

Our Training Partner

PROGREZO

GCMA ADVANCED Management Certificate

Leading and Managing People

Programme Objectives

Participants will learn how to:

- Lead with greater confidence, authority and resilience
- Understand and adapt their leadership style
- Manage performance and accountability effectively
- Hold difficult conversations with confidence
- Use emotional intelligence to strengthen relationships
- Influence members, committees and boards positively
- Build high-performing teams and service cultures
- Create a practical leadership development plan

Pre-Programme Preparation

Delegates will:

- Complete an Insights Discovery Profile
- Prepare for a real performance management conversation
- Review a Leadership Guidebook
- Identify a current leadership or influence challenge within their club

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GCMA ADVANCED Management Certificate

Leading and Managing People

3-Day Programme Schedule

DAY 1

Leadership and Performance

- Leadership vs Management
- Insights Discovery and Self-Awareness
- Leadership Styles and Impact
- Managing Performance
- Setting Objectives and Expectations
- Preparing for Practical Coaching Sessions

DAY 2

People Management and Influence

- Performance Conversation Practice
- Coaching and Feedback Skills
- Emotional Intelligence
- Building Trust and Relationships
- Influencing Styles
- Creating Win-Win Outcomes

DAY 3

Individual Coaching and Personal Development Planning

- Practical Leadership Simulations
- Difficult Conversations
- Individual Coaching Sessions
- Personal Development Planning
- Reflection and Action Planning

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GCMA ADVANCED Management Certificate

Leading and Managing People

Delegate Learning Outcomes

By the end of the programme delegates will be able to:

- Understand their leadership strengths and development areas
- Conduct effective performance and appraisal conversations
- Deliver feedback confidently and professionally
- Handle difficult conversations constructively
- Build stronger relationships with staff, members and stakeholders
- Influence others more effectively
- Lead teams with greater confidence and accountability
- Apply practical leadership tools immediately within their club

Included in the Programme

- Insights Discovery Personal Profile
- Leadership Guidebook
- Leadership Development Diary
- Personal Development Plan
- Individual Coaching Sessions
- Practical Leadership Toolkit
- Ongoing Peer Support Network

Our Training Partner

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GCMA ADVANCED Management Certificate

Leading and Managing People

Benefits for your Golf Club

Stronger Leadership

- More confident and capable managers
- Improved decision-making and accountability
- Enhanced leadership succession and talent development

Enhanced Member Experience

- More engaged and customer-focused teams
- Improved communication and service standards
- Better management of member expectations and concerns

Better Team Performance

- Clearer expectations and objectives
- Improved staff engagement and motivation
- Stronger performance management practices

Improved Governance Relationships

- More effective communication with committees and boards
- Greater stakeholder engagement and influence
- Stronger collaboration across the club

Delegates return to their golf club with the confidence, skills and practical tools to lead people effectively, improve team performance and create an outstanding experience for members and stakeholders.

Our Training Partner

PROGREZO

GCMA ADVANCED Management Certificate

Leading and Managing People

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers and those aspiring to become a Golf Club Manager
- Department Heads
- Honorary Secretaries

Course length: 3 days (Residential)
CPD points: 40

GCMA ACCREDITATION

GCMA ADVANCED Management Award **in Leadership and Personal Development**

- By completing this Certificate you will also achieve the GCMA Advanced Management Award in Leadership & Personal Development

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GCMA ADVANCED Management Certificate

Meet our Training Provider

PROGREZO

What is your expertise in this area?
Progrezo coach and develop leaders and boards across many different sectors, enabling them to lead their business to even greater success. We work with large corporates such as Allianz and FCA, and public sector bodies such as TfL, as well as not-for-profit organisations such as the British Heart Foundation, to smaller but still crucial businesses.

What can people expect from the course?
A far deeper understanding of your abilities to be a great leader that will boost your confidence, knowing and practicing how to lead board and committee meetings, build your teams, lead change and drive the success of your club, with greater influencing skills and a sense of personal authority.

Why is this important?
To manage all stakeholders and build strong relationships is a tough ask. With a regular change of boss, members who are often your boss and customers at the same time, and a team who relies on you to be resilient, supportive and challenging, you need to know you are doing the right thing and feel confident in your emotional intelligence and leadership abilities.

GCMA

ADVANCED

Management Certificate

Employment Law

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GCMA ADVANCED Management Programme

Our Training Partner

kora HR

GCMA ADVANCED Management Certificate

Employment Law

Learning and Development Outcomes for YOU and YOUR CLUB

Through a series of interactive and practical workshops, you will develop the skills and knowledge that a high-performing Golf Club Manager must have to understand and manage Employment Law procedures and practices and ensure compliance and good practice in employee relations:

Understanding the essentials of Employment Law is a crucial component for maintaining productivity, employee wellbeing, and organisational success.

This programme offers practical strategies to navigate the complexities of disciplinary procedures, employee performance, sickness absence and dealing with the challenge of staff recruitment and retention.

Our Training Partner

kora HR

GCMA ADVANCED Management Certificate

Employment Law

Programme Overview

- Disciplinaries and Grievances – The implementation and management of effective and compliant disciplinary and grievance procedures
- Managing Sickness Absence –Understanding processes and procedures to effectively and legally manage sickness absence and mental health issues
- Staff Recruitment – The key principles of staff recruitment and retention, relevant legislation and good practice
- Annual Performance Reviews and Performance Management – How to successfully implement compliant performance management systems in order to get the best from your employees and identify training requirements

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers aspiring to become Golf Club Managers
- Operations Managers, Department Heads or similar roles
- Honorary Secretaries

Course length: 2 days (Residential)
CPD points: 32

GCMA ACCREDITATION

GCMA ADVANCED Management Award **in Finance, Compliance and Risk Management**

- This Certificate forms part of the GCMA Advanced Management Award in Finance, Compliance and Risk Management

Other Certificates in this Award

- Finance & Accounts Management
- Health & Safety Management

BOOK NOW

CMI Chartered Management Institute RECOGNISED

GCMA ADVANCED Management Certificate

Meet our training provider



Leanne Yau, Highfield HR

What is your expertise in this area?
I have worked in HR for over 25 years, supporting businesses across all sectors including hospitality and leisure. Since 2019, I've led Highfield HR, helping hundreds of clients manage everything from day-to-day HR issues to complex employment law cases, giving me a practical and commercial approach.

What can people expect from the course?
This course gives a clear, step-by-step guide to handling difficult HR situations like disciplinaries, grievances, and absence management. Attendees will gain the confidence to act fairly, stay compliant, and avoid costly mistakes that could lead to claims, helping protect both the business and its reputation.

Why is this important?
Getting employment law wrong can be costly and damaging. Claims are easy to bring and expensive to defend, so knowing the correct process is key. This course helps managers take the right steps first time, reducing risk and achieving fair, consistent outcomes that support their organisation's goals.

2025 Testimonials

"This course had really relevant content. I gained what I hoped to from the two days, and picked up additional unexpected tools to help me be a better manager. Highly recommended for any GM or HOD."
Richard Beech
General Manager, GCMA Level 3 Accredited, Newcastle-Under-Lyme GC

"This course is a MUST for any club manager. Even those with experience in HR. I learned a great deal over the two days and recommend to anyone."
Steve Scott-Bowen, General Manager, Marlborough GC

"This week's GCMA Advanced Management Certificate: Employment Law course was incredibly informative and genuinely helpful. It provided clear, practical insights that I can immediately apply in my role. I'd highly recommend it to any industry professional looking to strengthen their understanding of employment law and enhance their confidence in managing real-world workplace issues."
Ryan Wood, General Manager, Chipping Sodbury Golf Club

"It should be essential learning for any General Manager, it will help you deliver specialised advice to your board or committee with confidence. It will also help you to develop and train the staff you are responsible for."
Chloe Boissel-Marshall, GCMA Level 3 Accredited, General Manager, Tidworth Garrison Golf Club

"You shouldn't under estimate how your club operates and may not comply to legislation. This will support you getting on track."
Kev Hardwill, GCMA Level 2 Accredited, General Manager, Yeovil Golf Club

"Very helpful and gave me more confidence to go back and tackle HR and know where to go for resource & help."
Sue Elliott, General Manager, Filton Golf Club

"If you've not done this course, if you're in a position of authority, just do it. It is eye openingly, scarily, fantastic."
Andy Rideout, General Manager, High Post Golf Club

Arrange a 1-2-1 to discuss AMP **MEET GARETH**

GCMA ADVANCED Management Certificate

Finance, Compliance & Risk Management

Officially recognised by

CMI Chartered Management Institute RECOGNISED

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ENGLAND GOLF

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GCMA ADVANCED Management Programme

Our Training Partner

AAT

GCMA ADVANCED Management Certificate

Finance, Compliance & Risk Management

Learning and Development Outcomes for YOU and YOUR CLUB

As clubs evolve to become more business-focussed and with heightened pressures on finances, the Golf Club Manager is increasingly expected to be an effective and skilled leader and administrator of finances and accounts.

This programme provides you with the key skills required to prepare budgets, make informed budgeting decisions and communicate financial information to key stakeholders.

You will develop skills and confidence in building, utilising and controlling budget and cashflow, enhancing your club's ability to remain financially efficient, successful and sustainable

Our Training Partner

AAT

GCMA ADVANCED Management Certificate

Finance, Compliance & Risk Management

Programme Overview

This programme follows the AAT Essentials Courses in 'Finance for non-Finance Managers' and 'Budgeting':

- Understanding the elements of the statement of financial position and the statement of profit or loss
- Using information from the statement of financial position and the statement of profit or loss for reporting and to make well informed business decisions
- The importance of cash vs profit
- Using budgets to manage business activity
- Understanding operational budgets and cashflow budgets

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers aspiring to become a Golf Club Manager
- Office Administrator or similar role
- Anyone aspiring to become a Golf Club Manager in the future
- Honorary Secretaries

Course length: 2 days (Residential)
CPD points: 32

GCMA ACCREDITATION

GCMA ADVANCED Management Award **in Finance, Compliance and Risk Management**

- This Certificate forms part of the GCMA Advanced Management Award in Finance, Compliance and Risk Management

Other Certificates in this Award

- Employment Law
- Health & Safety Management

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Meet our training provider

AAT

AAT

What is your expertise in this area?
The Association of Accounting Technicians (AAT) is the world's leading professional body for accounting technicians. With almost 124,000 members and students in 105 countries, AAT develops finance qualifications that ensure business can draw upon skilled people, fully equipped to meet its challenges head-on.

What can people expect from the course?
This programme follows the AAT Essentials Courses in 'Finance for non-Finance Managers' and 'Budgeting' and will provide you with all the key skills required to prepare budgets, learn how to make informed budgeting decisions and effectively communicate financial information to key stakeholders within the golf club.

Why is this important?
As golf clubs evolve to become more business focused and with heightened pressures on finances, the golf club manager is increasingly being looked to as an effective and skilled leader and administrator of the club's finances and accounts.

2025 Testimonials

Great course and very informative. Well worth the commitment to 2 days"
Neil Lythgoe, General Manager, Eaton Golf Club

This is a must do for any GM that doesn't actively delve deep into financial matters at your club."
Steve Scott-Bowen, General Manager, Marlborough Golf Club

I recently completed the Finance and Accounts Management course and would highly recommend it to anyone looking to strengthen their financial management skills. The course content was highly relevant and industry specific, offering practical insights. It provided a solid understanding of financial principles, management strategies, and tools that are essential for golf club managers and will certainly give me more confidence moving forward."
Candi Watkins, Level 1 Accredited Manager & General Manager, Ponteland Golf Club

Its engaging, educational and relevant. It helps give you confidence in taking improvements back to your club and help educate others, as well as identifying any areas you could improve hearing ideas from fellow GM's from across the country."
Chloe Boissel-Marshall, Level 3 Accredited Manager & General Manager, Tidworth Garrison Golf Club

Very informative on the terminology in accrual accounting. Found that very informative and now can understand the terminology and how it is seen in a golf club. It has also improved my understanding on budgets and I now feel like I can produce one for the club"
George Davies, Level 1 Accredited Manager & Club Manager, Filey Golf Club

The Finance and Accounting GCMA course goes into great detail and gives you the confidence to introduce new ideas and improvements within your club."
David King, General Manager, Rushmere Golf Club

Course was easy to follow and provided a great in depth breakdown on P&L, Balance Sheets and Budgeting."
Martin Yeates, Level 3 Accredited Manager & General Manager, The Dyke Golf Club

Arrange a 1-2-1 to discuss AMP **MEET GARETH**

GCMA ADVANCED Management Certificate

Food & Beverage Management

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GCMA ADVANCED Management Certificate

Food & Beverage Management

Learning and Development Outcomes for YOU and YOUR CLUB

You will gain a thorough understanding of all individual elements of Food and Beverage operations from a management perspective.

You will develop skills and knowledge that a high performing General Manager must be able to effectively lead upon within their role when overseeing a Food and Beverage Department.

You will gain a deep understanding of the current performance of your Food and Beverage operation and map out a Strategic Plan for high level food and beverage service delivery and performance that you and your club can implement immediately and for long term success.

Our Training Partner

GCMA ADVANCED Management Certificate

Food & Beverage Management

Programme Overview

- Analysing and understanding your current Food and Beverage operation
- Identifying what your Food and Beverage operation should look like
- Understanding and managing your resource and personnel requirements
- Managing the revenue and profitability of your food and beverage operation
- Effective stock management, controls and procedures
- Leading and growing your Food and Beverage business
- Providing exceptional service and customer experience

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers / Operations Managers
- Food and Beverage / Clubhouse Managers who have already completed the CCL Training CMT 1 and 2 courses
- Honorary Secretaries

Course length: 2 days (Residential)
CPD points: 32

GCMA ACCREDITATION

GCMA ADVANCED Management Award **in Golf Operations and Hospitality**

- This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award

- Marketing Strategy
- Sales & Service Delivery
- Golf Course Management for Golf Club Managers

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GCMA
ADVANCED
Management Certificate

Meet our training provider



Kevin Fish,
Contemporary Club Leadership

What is your expertise in this area?
I have over 25 years in the industry and our successful CMT programme for aspiring clubhouse managers is in its 7th year. Now it's time to establish the correct role of the Club Manager in F&B operations and ensure they are equipped to play their part in its success.

What can people expect from the course?
We are going to take a deep dive into the success factors of F&B in clubs to help you arrive at an agreed, settled strategy in this area of operations. You will understand what your role is, in particular in the leadership of those responsible for the delivery of the results, and how the volunteers at the club can contribute at the right level, to help make your F&B service a visible and sustainable success.

Why is this important?
In the UK relatively few people come into the golf industry to run an F&B operation, but every one of us must master the principles and the practices to lead a settled and popular service. This will do it.

2025 Testimonials

An excellent insight into the importance of stats & strategy underpinning day-to-day F&B Operations. Followed by useful, practical, actionable advice. A must for existing or aspiring F&B Team Members. :)"
Lisa Harrop, Assistant Manager, Marton Meadows Golf Course

This course was very good, lots of knowledge and information. I feel very confident within my role now to put together a strategy plan to present to the board. Big thanks to Kevin, Heather and Gareth."
Danielle Jones, Hospitality Manager, Newport Golf Club

An enjoyable, interesting and valuable course delivered by extremely knowledgeable experts in their respective fields. Good to share experiences with like-minded people all trying to work together to better their club and the industry standards."
Michael Richardson, Golf & Clubhouse Manager, Hurlston Hall

The course made it really easy to begin writing an F&B strategy. And eye opening data on industry standard metrics. I would highly recommend this to any GM, F&B Manager or member of clubhouse staff that want to learn more about how their department can be really influential to the success of their golf club."
Mike Bush, General Manager, Ashford Golf Club

I found this course very helpful, day 1 I found suited more towards General Managers where as the second day was more catered to people on the floor and there in person. It's very helpful listening to other people and what works well for their club and what we can take to maybe try at our club. It also opens my eyes to different sides that I wouldn't think of before."
Lolamai Popel, Assistant Clubhouse Manager, Long Ashton Golf Club

The course was informative and brings to the forefront the importance of setting and defining a strategy for our F&B operation. Backed up by practical advice on how to make improvements to our current operations."
Martin Edge, General Manager, Hesketh Golf Club

Arrange a 1-2-1 to discuss AMP **MEET GARETH**

GCMA ADVANCED Management Certificate

Golf Club Governance

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CONTEMPORARY CLUB LEADERSHIP

GCMA ADVANCED Management Certificate

Golf Club Governance

Learning and Development Outcomes for YOU and YOUR CLUB

You will develop a deep understanding of governance principles and practices relevant to your Golf Club.

You will improve abilities to identify common governance challenges and develop practical knowledge for overcoming them.

You will become equipped with the key skills required to integrate effective governance practices into daily operations to improve the performance and organisational health of your Golf Club.

Our Training Partner

GCMA ADVANCED Management Certificate

Golf Club Governance

Programme Overview

- Identifying and Addressing Governance Challenges at Golf Clubs
- Customised Solutions and Practical Applications for Good Governance
- Effective Practices for Boards and Committees
- The Board Policy Manual - Development and Implementation
- Developing and implementing matrices for authority and responsibility between the Board and the employed Management Team

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers aspiring to become a Golf Club Manager
- Honorary Secretaries

Course length: 2 days (Residential)
CPD points: 32

GCMA ACCREDITATION

GCMA ADVANCED Management Award **in Governance and Strategic Planning**

- This Certificate forms part of the GCMA Advanced Management Award in Governance and Strategic Planning

Other Certificates in this Award

- Strategic Planning

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Management Certificate

Meet our training provider

CONTEMPORARY CLUB LEADERSHIP



Kevin Fish,
Contemporary Club Leadership

What is your expertise in this area?
As the recognised gatekeeper for Golf Club Governance in Europe, I have advised over 4,000 managers and office bearers on this topic and worked on site with over 100 clubs to modernise and improve their governance structures and practices.

What can people expect from the course?
We will construct an implementation strategy for overcoming the common obstacles to good governance, tailored to the challenges that you are facing. We will review real-life case studies to show the benefits of putting governance best practice in place at your club, so that the organisational health can improve, along with your own.

Why is this important?
Collaborative governance is the process that binds senior managers and willing volunteers into an effective decision-making body, which ultimately dictates not only your success in this role but also your level of personal enjoyment and fulfilment.

2025 Testimonials

"I have just retuned back to the club having spent 2 days exploring a deep dive into golf club governance and what a valuable 2 days they have been. In addition to the excellent teaching from Kevin Fish, his guided peer to peer discussions and group work allowed all to share real life experiences which only enhanced the learning experience. I now feel equipped and ready to have those essential discussions with the committee and I look forward to strengthening the club's governance over the coming months. A big thanks to Kevin, Gareth and all the team at GCMA for providing the opportunity to learn and strengthen my position at the club."

Chris Huggins (GCMA Level 3 Accredited Manager), General Manager, Ferndown Golf Club

"I was hesitant about signing up for the recent GCMA AMP Governance Training course - 2-days out of the office is time difficult to get back. However, what a fantastic couple of days it was. Kevin Fish never fails to deliver and his course content was relevant, insightful and engaging. Not only that, but the opportunity to meet with other Club Managers and share information in an open and transparent environment was enlightening and thought provoking. It's apparent that no 2 Clubs are the same but being able to share and hear experiences from the other managers there, made the 2 days out of the office more valuable than I ever expected. I wish I'd attended GCMA training courses before now and will certainly consider attending others in the future."

Joanne McBratney
General Manager, Harrogate Golf Club

"I had high hopes for this two day Governance course as I knew Kevin was an excellent presenter. However, even my high expectations were exceeded.
The two days were enjoyable, insightful and full of valuable learning. The learning came from not only the way Kevin put the course across, which was full of hugely useful content and insightful information, but also from the sharing of information and problem solving with fellow managers. The course was excellently organised by Gareth and the team and this course is a must for any manager who is starting or is in the middle of governance changes. However, it is so much more than that and is far beyond just outlining what the ideal governance structure should look like, but is also a masterclass in helping a manager get the best out of whatever governance structure they have now or may encounter in the future. Highly recommend to all!

Ed Richardson (GCMA Level 3 Accredited Manager)
General Manager, Hankley Common Golf Club

Arrange a 1-2-1 to discuss AMP **MEET GARETH**

GCMA ADVANCED Management Certificate

Golf Course Management for Golf Club Managers

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GCMA ADVANCED Management Programme

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BERNHARD ACADEMY

GCMA ADVANCED Management Certificate

Golf Course Management for Golf Club Managers

Learning and Development Outcomes for YOU and YOUR CLUB

From the perspective that a Golf Club Manager requires, you will develop a sound knowledge and understanding of greenkeeping practices and to ensure that the golf course is effectively and successfully managed through the expertise that your greenkeeping team provide.

You will develop a greater understanding of how to work and communicate effectively with your greenkeeping team and all stakeholders.

You will build an understanding of how to ask the right questions, to obtain the information you need in order to make the right decisions for the long-term success and sustainability of your golf course.

Our Training Partner

BERNHARD ACADEMY

GCMA ADVANCED Management Certificate

Golf Course Management for Golf Club Managers

Programme Overview

Principles of Golf Course Management
- Common greenkeeping practices, turf management and quality control

Environmental Sustainability
- Water management, bio-diversity and conservation

Golf Course Strategy and Planning
- Developing an ambitious, realistic vision
- Fundamentals of improvement plans

Relationship Management
- Roles and responsibilities within the club
- Stakeholder communications

Asset Management and Capital Planning
- Purchasing and planning

Budgeting and Finances
- Using data and information
- Key golf course consumable costs

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers / Operations Managers or similar role
- Director of Golf / Head Pro or similar role
- Honorary Secretaries

Course length: 3 days (Residential)
CPD points: 40

GCMA ACCREDITATION

GCMA ADVANCED Management Award **in Golf Operations and Hospitality**

- This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award
- Marketing Strategy
- Sales & Service Delivery
- Food & Beverage Management

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Management Certificate

Meet our training provider



Sami Strutt,
Bernhard Academy

What is your expertise in this area?
The Bernhard Academy are experts in building and delivering programmes specialising in subject areas including agronomy, technical, mechanical and leadership and management. The team are experienced and knowledgeable in their field and are passionate about developing people to be leaders in the industry.

What can people expect from the course?
It will provide club managers with knowledge and understanding of greenkeeping practices, the importance of those practices and the role the golf course manager and the greenkeeping team play to manage and maintain the main asset of the business: the golf course.

Why is this important?
A strong relationship between the club manager and the course manager is significant to support not only the ambitions of the club and the golfers, but to support and respect the role they each play within the business.

2025 Testimonials

"During my time on the course, I gained a deeper understanding of what it takes to balance high-quality playing conditions with strategic operations. From overseeing turf care and team coordination to managing budgets and ensuring member satisfaction, every day brought a new challenge. This course has given me tools to enable me to better support and empower the Greens team as a General Manager."

Fern Snailham
General Manager, City of Newcastle Golf Club

"This was an incredibly valuable 3 days of education and fun. I can now return to my Club with confidence and a depth of knowledge on agronomy, budgeting, and sustainability that simply wasn't anywhere near this level prior to attending the course. Speakers engaging and fun, turning what potentially could be a dull topic into something fun and educational. I would highly recommend attending GCMA courses in general."

Paul Hubner
General Manager, Strathaven Golf Club

"Great chance to learn in an environment away from the club and daily distractions. Brilliant networking opportunities with other club managers. It's given me a better understanding of what my Head Greenkeeper has to know and manage on a daily basis and enables me to improve communications with him and be able to give him more support. Thanks GCMA, another well executed course!"

Joanne McBratney
General Manager, Harrogate Golf Club

"It's a fantastic course and is a must do for any golf club manager regardless of their experience.
It was educational, informative and fun. The quality of this whole package was top level and full on. You really feel you have achieved something at the end and feel much more confident going forward.
Thank you"

Chad Parker
General Manager, Marton Meadows Golf Club

"Absolutely brilliant course delivered by the brilliant Phil & Samir in the background. The course shared invaluable information on how to better work with your course manager & 'catch & pitch' with them in relation to golf course operations and practices. A really brilliant 3 days of learning"

Rhys Morgan
General Manager, Newport Golf Club & 2025 Wales Golf Manager of the Year

Arrange a 1-2-1 to discuss AMP **MEET GARETH**

GCMA ADVANCED Management Certificate

Golf Operations Management

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ENGLAND GOLF

Scottish Golf

GOLFF CYMRU WALES GOLF

GCMA ADVANCED Management Programme

Our Training Partner

GCMA ADVANCED Management Certificate

Golf Operations Management

Learning and Development Outcomes for YOU and YOUR CLUB

You will gain a higher level of skills and knowledge in how to maximise revenue growth opportunities while developing hospitality excellence in all areas.

During a series of practical workshops, you will create and build a number of revenue generation and service excellence action plans including:

- Action Plans for lead generation in Membership, Green Fee and Golf Day business
- A tee sheet management policy to maximise utilisation and golfer experience
- Plans for enhancing service and hospitality experience to help create 'Memorable Moments' for both members and visitors

Our Training Partner

Promote Golf

GCMA ADVANCED Management Certificate

Golf Operations Management

Programme Overview

- Lead Generation - Tactics to harvest new business through referral, social media and website marketing
- The Membership Enquiry and Joining Process – Successfully converting a new membership 'lead' through to the new joiner and club integration process
- Golf Days and Events – Creating a great experience and enhancing revenue through your Golf Day business
- Tee Sheet Management – Strategic tee sheet management for your club, to maximise effective utilisation without compromising the golfer experience
- Service Excellence – Creating 'memorable moments' throughout your venue

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers aspiring to become a Golf Club Manager
- Operations Managers, Department Heads, Membership Managers or similar roles
- Honorary Secretaries

Course length: 2 days (Residential)
CPD points: 32

GCMA ACCREDITATION

GCMA ADVANCED Management Award in Golf Operations and Hospitality

- This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award

- Food & Beverage Management
- Marketing Strategy
- Golf Course Management for Golf Club Managers

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CMI Chartered Management Institute RECOGNISED

GCMA ADVANCED Management Certificate

Meet our training provider



Matthew Orwin, Promote Golf

What is your expertise in this area?
Promote Golf was established in 2007 and offers golf business consultancy, marketing support, recruitment and training. Me and my colleague David Reeves are both former golf club managers with a combined 65+ years' experience in the golf and leisure industry.

What can people expect from the course?
The course analyses the prospect and customer experience, including enquiring about membership, joining the club, booking a tee time or booking an event. It also outlines best practices and strategies that can be employed to maximise sales through effective service delivery and the KPIs that can effectively monitor this.

Why is this important?
Golf club managers will gain an in-depth understanding of how to maximise sales through the use of tried-and-tested strategies that place service at their core. The club will benefit from sustainable sales and service delivery strategies that, implemented correctly, will increase revenues.

2025 Testimonials

“David and Matthew from Promote Golf have provided me with an abundance of info to use to my Club’s advantage. Delivered in a relaxed, fun but informative manner. Gareth Morgan exceptional with learning support on this course and throughout the Advanced Management Programme.”

Paul Hubner, General Manager – Strathaven Golf Club

“I think the course is very insightful and provides a very good overview of the sales and service provided at a golf club. It covers a wide range of subjects and great ideas to take back to your golf club and try and implement and put idea forward to committees, managers.”

Bethan Popel
Assistant Manage - Long Ashton GC

“It was very informative and engaging. It opens your eyes up to things you previously thought you didn’t need to put effort into, and highlights the importance for increasing revenue streams predominately comes from members you already have, not from new members.”

Matthew Jones
Assistant Manager - Pontnewydd GC

“Genuinely useful, providing practical and applicable information and tactics that will increase overall sales and customer retention.”

Gareth Hall, Chief Operating Officer – The Glamorganshire

“It’s a really useful and thought provoking course which gives you a great insight in to driving income”

Gareth Evans
Club Manager – Mountain Ash Golf Club

“Insightful, informative and enjoyable.”

Richard Brookman
Club Manager – Creigiau GC

Arrange a 1-2-1 to discuss AMP **MEET GARETH**

GCMA ADVANCED Management Certificate

Health & Safety Management

Officially recognised by

CMI Chartered Management Institute RECOGNISED

Supported by:

BIGGA British and International Golf Greenkeepers Association

ENGLAND GOLF

Scottish Golf

GOLFF CYMRU WALES GOLF

GCMA ADVANCED Management Programme

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Health & Safety Management

Learning and Development Outcomes for YOU and YOUR CLUB

Upon successful completion of this course, delegates will receive a Certificate in Managing Safely from the internationally recognised Institution for Occupational Safety and Health (IOSH)

You will develop the skills and knowledge that a high performing Golf Club Manager must have in order to be able to effectively manage Health and Safety procedures and practices at your Golf Club, including: Understanding of the key legal requirements for health and safety management, the ability to manage health and safety issues and the ability to carry out practical risk assessments

Our Training Partner

ROSPA Academy

GCMA ADVANCED Management Certificate

Health & Safety Management

Programme Overview

This IOSH Managing Safely course includes:

- Introducing Managing Safely
- Assessing Risks
- Controlling Risks
- Understanding your Management and Legal Responsibilities
- Identifying Hazards
- Investigating Accidents and Incidents
- Protecting our Environment
- Written Examination and Practical Assessment

The course consists of a written examination at the end of the course and delegates will also be required to undertake a practical assessment back in the workplace

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers aspiring to become a Golf Club Manager
- Operations Managers, Department Heads, Membership Managers or similar roles
- Honorary Secretaries

Course length: 3 days (Residential)
CPD points: 40

GCMA ACCREDITATION

GCMA ADVANCED Management Award **in Finance, Compliance and Risk Management**

- This certificate forms part of the GCMA Advanced Management Award in Finance, Compliance and Risk Management

Other Certificates in this Award

- Finance & Accounts Management
- Employment Law

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Meet our training provider

ROSPA Academy



Jason Peacock, ROSPA

What is your expertise in this area?
RoSPA (The Royal Society for the Prevention of Accidents) is a not-for-profit organisation that has worked for more than 100 years to help people recognise and reduce their risk of accidents: at home, on the road, at work and at leisure. Our goal is to enable everyone to live their lives to the full, safely.

What can people expect from the course?
IOSH Managing Safely provides practical knowledge and skills that allow you to take responsibility for health and safety in your workplace. The course gives you the confidence to assess risk and improve existing health and safety practices in your organisation.

Why is this important?
IOSH Managing Safely is an essential qualification for any manager or supervisor who is responsible for the health and safety of their team. It provides a comprehensive understanding of health and safety legislation and best practices, enabling managers to create a safer working environment for their employees.

2025 Testimonials

I recently attended a GCMA H &S Certificate on the Advanced Management Programme. Even after being in the Job for over 12 years. I found this course extremely beneficial. The course provides invaluable knowledge on risk assessments, legal responsibilities, and best practices to prevent workplace accidents. As GM's we play an important role in adopting a culture of safety, protecting both employees and members while minimizing business risks which can be a scary responsibility.
After the course I feel more confident in identifying hazards and being able to put in place procedures and compliance with safety regulations which will safe guard both the club, Directors and the overall reputation of the business."
Sue Elliott, General Manager, Filton Golf Club

An all-round fantastic course to strengthen your overall knowledge of your Club's H&S legal requirements. H&S is often a taboo subject, but attending the course highlighted that making sure everyone is safe in the workplace is not rocket science & can be done by anyone if they follow the simple steps & guidance outlined during the 3 days of education. I am now far more confident to take on H&S at my Club to ensure my team have a safe environment to work in & it has removed my perception of H&S being an overly complex and a never ending task. Thank you."
Rhys Morgan
General Manager, Newport Golf Club

I really enjoyed the Health & Safety Certificate and would highly recommend it. It provided a step by step guide to risk assessments and I understand it can't be tailored completely to the golf industry because it is an internationally recognised qualification (IOSH Managing Safely) but to be in a room of people all from similar backgrounds was highly beneficial. I'd definitely encourage others in the industry to attend!"
Claire Docker
GCMA Accredited Level 1, General Manager, Robin Hood Golf Club

I found the extremely useful and wouldn't hesitate to recommend it to my fellow peers. I felt the course was highly appropriate in terms of its practical relevance to our daily working situations. Furthermore being able to discuss situations that were pertinent to all the delegates added an extra dimension."
Toby Morgan, General Manager, Three Rivers Golf Club

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Management Certificate

Marketing Strategy

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Marketing Strategy

Learning and Development Outcomes for YOU and YOUR CLUB

You will gain a thorough understanding of how to utilise business analytics tools and to develop an effective marketing strategy to drive customer and member recruitment and retention

You will develop the skills and knowledge that a high performing Golf Club Manager must have to be able to effectively create and deliver a tailor-made marketing strategy for your golf club, with the outcome of enhancing revenue performance, member and customer engagement and long term success.

During a series of practical workshops, you will also identify and build out marketing campaigns specific to your golf club.

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GCMA ADVANCED Management Certificate

Marketing Strategy

Programme Overview

- The importance of business analytics in planning your marketing strategy
- Understand the effective use of SWOT analysis and its application
- Introduction to the '7P's' of Marketing
- Utilising the AIDA model to better understand customers decision making processes
- Understand the role of a suite of marketing and communication tools for recruitment and retention activities
- Creating and implementing marketing campaigns to drive customer and member recruitment and retention

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers
- Operations Manager / Sales Manager / Director of Golf or similar roles
- Honorary Secretaries

Course length: 2 days (Residential)
CPD points: 32

GCMA ACCREDITATION

GCMA ADVANCED Management Award in Golf Operations and Hospitality

- This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award

- Food & Beverage Management
- Sales & Service Delivery
- Golf Course Management for Golf Club Manager

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Meet our training provider



David Wheatley, Medi8

What is your expertise in this area?
Founded in 2007, Medi8 Limited is a golf marketing specialist run by me and my sister, Nicole Wheatley. We have led on the design and delivery of successful marketing strategies for many of the best-known golf brands, governing bodies and golf clubs from around the world.

What can people expect from the course?
It will give participants the tools necessary to plan and deliver a marketing strategy that meets the needs of their club.

From identifying goals through business analysis, to implementing tactics that deliver on strategy, the course will provide insight and equip managers to make improvements at their club.

Why is this important?
Marketing touches every part of a club's activity.
It can feel overwhelming, but by applying the simple fundamentals that we will cover in the course, managers can make significant improvements across the club.

2025 Testimonials

Thought Provoking. Idea inducing. Tools to assess and improve my Club's current efforts."

Sam Creffield
GCMA Accredited Aspiring Manager Level, PGA Professional, South Buckinghamshire Golf Club

The course was very informative and I have learned a lot from it.
I'm a better GM from attending the course and I would recommend it for any current or aspiring General Manager."

Roger Hyder
General Manager, Canterbury Golf Club

The whole week was extremely useful and informative and I would recommend every Golf Club Manager to go and take the course.

I enjoyed the interaction with the other Managers. The trainers were extremely professional and very well prepared and professional."

Rob Smith
General Manager, Radcliffe on Trent Golf Club

The course was very engaging and interactive presented by very knowledgeable presenters. The content was in-depth and relevant to my needs and that of my Golf Club. I would recommend this to anyone who has a Club changing direction and requires help to guide the ship to a better, more structured future."

Matt Robins
General Manager, Lee On-The-Solent Golf Club

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Management Certificate

Strategic Planning

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Strategic Planning

Learning and Development Outcomes for YOU and YOUR CLUB

You will develop the skills and knowledge to engage in strategic planning effectively, to enhance organisational performance and stakeholder satisfaction.

You will learn how to lead the strategic planning process, to engage stakeholders effectively and identify a clear vision for success.

You will understand how to develop and implement specific and measurable strategic objectives that align with the club's mission and vision, to drive long term, sustainable success.

Establish key financial foundations for strategic planning and create a concise, single-page strategic plan to take back to your golf club.

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Strategic Planning

Programme Overview

- Strategic vs. Business Planning – understanding the difference and applying the principles
- Engaging stakeholders and defining a clear purpose and vision for your golf club
- Developing planning templates and leadership Models
- Understanding the role of Governance, Financial Success and Fiduciary Responsibility within the strategic planning process
- Creating a plan – developing templates and leadership models suitable for your club's needs
- Leading your team to achieve its strategic goals

Who is this Certificate suitable for?

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- Honorary Secretaries

Course length: 3 days (Residential)
CPD points: 40

GCMA ACCREDITATION

GCMA ADVANCED Management Award in Governance and Strategic Planning

- This Certificate forms part of the GCMA Advanced Management Award in Governance and Strategic Planning

Other Certificates in this Award

- Golf Club Governance

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Meet our training provider



Kevin Fish
Contemporary Club Leadership

What is your expertise in this area?
With over 25 years in the industry, we have advised hundreds of clubs on the importance of establishing a strategy and how you can go about taking the members with you to become the 'best in class in region'.

What can people expect from the course?
We will create a 'plan on a page', by which you are proud to be evaluated by the Board and members, which will identify yours as a relevant and enduring club with clear leadership goals demonstrating excellent strategic stewardship by an empowered management team providing a compelling member experience.

Why is this important?
A strategic plan will provide absolute clarity about the kind of club you want to be, build a togetherness around your mission and help attract the best possible volunteers to contribute towards a successful club.

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Introduction to the Chartered Management Institute

The GCMA is proud to be a **Chartered Management Institute (CMI) Recognised Training Provider** and the GCMA Advanced Management Programme has been **officially recognised** by the CMI against their professional standards.

In achieving one of our four CMI Recognised Advanced Management Awards, you will receive **one year's free membership to the CMI** and gain access to a wealth of resources and learning opportunities across a wide range of business and leadership topics.

About the CMI

The **CMI** works with business and education to inspire people to become skilled, confident and successful managers and leaders.
With a wealth of practical qualifications, events and networking opportunities on offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. In fact, we have more than 100,000 people training to be better managers right now.

Backed by a unique Royal Charter, we are the only organisation that can award Chartered Manager status – the ultimate management accolade. Our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 180,000-plus membership community when speaking to policy makers.

FIND OUT MORE

GCMA

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