Case Study

Growing Capability in the Golf Sector - BMI Leadership Course

June 2016

NEW ZEALAND golf

Introduction

Three years ago the Golf Managers Association of New Zealand (GMANZ) partnered with the Club Managers Association of America (CMAA) to bring the internationally recognised Certified Club Manager (CCM) qualification to New Zealand. This provides a fantastic opportunity to build a healthy future for golf clubs in New Zealand by providing quality professional development opportunities to those people involved in the management and delivery of golf on a day to day basis.

June 2016 saw the delivery of the second stage of the BMI course that leads to the overall CCM qualification. The focus for the course was to take an in depth look at the leadership side of club management and identify key factors and strategies that lead to success. Nineteen people from across the golf and wider sport sector took the opportunity to attended and learn about the various components of club leadership. This included a mix of club, district and national body golf representatives as well as one from tennis.

Providing relevant learning and development opportunities for both current and potential golf club managers is a key priority for GMANZ, an approach that is fully supported by New Zealand Golf and in line with the national bodies desire to increase the capability of the golf sector to encourage growth and achieve long term sustainability for the game.

Overview

The BMI Leadership course was delivered over a week at Remuera Golf Club. The course touched on a number of different aspects of leadership giving participants a well-rounded understanding of what effective leadership in the club environment involves including:

- Nature of leadership
- Club culture
- Governance
- Power and politics
- Strategic management
- Managerial accounting
- Trends
- Creativity and innovation
- Technology
- Lumina leader

The Presenters

The course is presented by an array of experts. The course was led by Dr Geoff Dickson (AUT) and Dr Jason Koenigsfeld (CMAA). Additional input was provided from guest speakers Matt Guzik (Tara Iti) on club culture, Jane Davies (Lumina Learning) and Andrew Sloman (BDO) provided expertise in Managerial accounting and risk management. The bio for the lead presenters is detailed below.

Dr Geoff Dickson (Auckland University of Technology)
Associate Professor Sport Management and Associate Director New Zealand Tourism Research Institute

Qualifications:

- PhD, Griffith University, 2002

Memberships and Affiliations:

- Member - Sports Management Association of Australia and New Zealand
- Editorial Board Member - International Journal for Sport Management and Marketing
- Editorial Board Member - International Journal for Sport Marketing and Sponsorship
- Editorial Board Member - Sport and Entertainment Review
- Editorial Board Member - Sport Management Review

Directorships

- Chair - AFL New Zealand
- President - Sport Management Association of Australia and New Zealand

Dr Jason Koenigsfeld (Club Managers Association America)
Senior Vice President of Professional Development

Qualifications:

- PhD, Auburn University, 2007

Jason's doctorate dissertation helped establish the basis for club management professional development and certification programs in the United States as well as globally. Jason has conducted numerous education sessions on a plethora of topics including leadership, delegation, organizational behaviour and change, self-awareness, club governance, board and committee orientations, power politics and strategic planning for the Club Managers Association of Southern Africa, the Club Managers Association of Europe, the China Chapter of CMAA, the Canadian Society of Club Managers, The Private Club Alliance of Russia, Golf Managers Association of New Zealand, The Colombian Club Managers Association, The United Arab Emirates Club Managers, as well as CMAA. Jason has published several articles in both academic peer reviewed journals as well as trade magazines.

The Presenters

The content is excellent and relevant, but the biggest benefit of doing the course is the discussion among the other Managers on the realities of what we were learning and practical help and suggestions. The relationships you build during the course is invaluable and support is ongoing.
This is hugely beneficial for all clubs as we work together to make golf more successful for every club in the country, not just ours.

Lesley MacDonald, General Manager, Whangaparaoa Golf Club

It was a great opportunity for personal development and to grow my leadership skills. It provided confirmation that we are doing a lot right and gave me a more in depth knowledge of specific areas such as strategic planning, governance and situational leadership. The networking and sharing of

ideas by the group was also invaluable.

For the industry as a whole, the offering of relevant tools to grow and upskill managers it can only be good.

Mike Reid, General Manager, Omaha Golf Club

I felt the course was outstanding and is a must for all those involved in golf management in New Zealand. The quality of the presenters was of the highest standard and there was plenty of opportunity to interact with the wider group and share ideas and solve a few challenges. These courses will play a key role in ensuring the long term growth of golf throughout the country.

Warren Collett, General Manager, North Shore Golf Club

Conclusion

The CCM qualification and the BMI courses provide a great opportunity for those in the golf industry to broaden their skill set, learn best practice, share ideas and discuss common challenges faced in the industry, all while gaining an internationally recognised qualification.

For more information or to sign up for the next course visit the GMANZ website www.golfmanagers.co.nz or contact GMANZ Executive Officer Des Topp by email dest@iprolink.co.nz or phone 021 392 007.

Alternatively you can contact the Community Golf team at NZ Golf on 09 485 3230 for further assistance.