



# Case Study

**The course for all Club Managers**

April 2016



## Introduction

Are you looking to learn? Want to gain an internationally recognised industry qualification? Does your club struggle with staff retention? Want to offer an opportunity for your staff to grow and bring new ideas back to your club?

Three years ago the Golf Managers Association of New Zealand (GMANZ) partnered with the Club Managers Association of America (CMAA) to deliver what will be a defining opportunity in regards to creating a healthy future for golf clubs in New Zealand. Providing relevant learning and personal development opportunities for both current and potential Golf Club Managers sees GMANZ deliver a promise of developing

its membership to be effective and highly qualified Golf Club and Golf Industry leaders.

The joint GMANZ/CMAA Management Professional Development Programme is delivered using the CMAA framework established over 28 years covering excellent development opportunities and promotion of professionalism in the golf club industry. The Certified Club Manager (CCM) qualification is recognised across 16 countries.

The course is fully endorsed by New Zealand Golf who see building the capability of the people who administer the game as a key part of the Community Golf Plan evident by three staff members having completed the BMI Club Management course.

## Overview

The programme involves a series of 40hr courses, each one delivered over a week and cover a wide range of areas that directly relate to the golf industry including:

- Club Management
- Leadership Principles
- The role of the General Manager/Chief Operating Officer
- Tactical Leadership
- Strategic Leadership
- Golf Management
- Food and Beveridge

The inaugural class of 2015 saw 21 people from within the New Zealand golf industry complete the first Club Management course. A further 10, including personnel from outside the golf industry (tennis and rugby) completed the same course in April 2016. More than 25 have already registered for stage two, the BMI Leadership Principles programme scheduled for 20-24 June 2016.

## What People Said

*I found the course to be of great value both from an education and networking point of view. It was great to learn a range of tangible new skills that are directly applicable to the golf club environment. Of equal value was the opportunity to share challenges and ideas that we each had and how we went about addressing them in our own roles.*

*I could not be happier with the week spent at the BMI club management course. I came into the course from a background as a PGA professional so to be able to develop my knowledge and understanding in the area of club management really enabled me to grow professionally and further my career in the industry. I found the course to be extremely relevant and the content on point, our course facilitator was fantastic as well as the key speakers with their levels of knowledge and experience. The design and delivery of the course catered for and encouraged a large amount of group discussion. I felt this was one of the most valuable aspects of the course and gained a huge amount from sharing ideas and discussing different aspects of the industry. Overall I found the course to be very educational, enlightening and energizing, I look forward to continuing on with the next stage of the BMI program.*

*Great environment for more experienced participants to share their knowledge and for fresher ideas from younger and non-golf industry participants*

### *BMI 1 – Club Management*

*Having attended my first BMI in April 2016, it absolutely delivered on key areas of club management – with a golf flavour. The Lumina Spark element has better equipped me to communicate more effectively with a wider range of people. Refreshing and updating knowledge of basic management principles, and a new twist on presenting the best and most profitable wine list were all useful, but the most powerful 'learning' came from the other participants as we shared and developed our ideas. Looking forward to BMI 2 – Leadership Principles.*

*The BMI 1 Course – Club Management provided a valuable opportunity to review the current operations and procedures within our facilities and share ideas with fellow Club Managers and Operators. The Lumina Spark personality Assessment allowed me to look at how I operate as an individual, areas of strength and weakness, and provided some useful tools that I am now using in my day to day life*

## Conclusion

The CCM qualification 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 commencing Monday 20 June to Friday 24 June at Remuera Golf Club visit, [CLICK HERE](#)

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