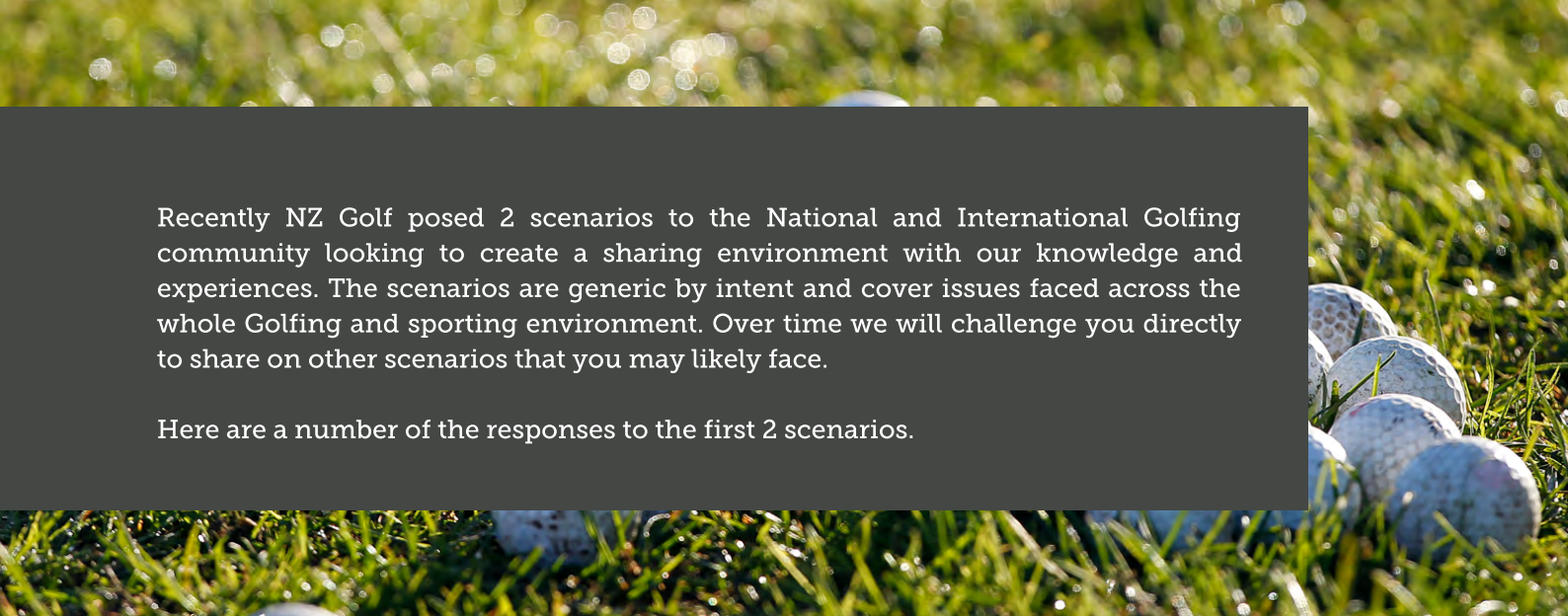


# Case Study

The Answers are in.....



Recently NZ Golf posed 2 scenarios to the National and International Golfing community looking to create a sharing environment with our knowledge and experiences. The scenarios are generic by intent and cover issues faced across the whole Golfing and sporting environment. Over time we will challenge you directly to share on other scenarios that you may likely face.

Here are a number of the responses to the first 2 scenarios.

## Scenario 1: New Member

A new member has just joined your club/organisation, they are new to the area and only recently become involved in your sport/organisation. They are part of a family unit with 2 adults and 2 children aged 7 and 10.

### What do you do for them?

Within our Club we haven't found it too hard to get new members but retaining them has been an issue. When you send that second year's subscription we are asking a lot from a person. They joined the club, possibly on a whim, possibly because their mate joined up, but paying for a second year means they are in it for the long haul. Unfortunately it's too late by the time you send out their second sub to be able to make an impact.

To tackle this, we have created a new member checklist. It covers things like:

- Calling them for a chat to see what kind of golfer they are (and seeing if they just want to be left alone, which some do!)
- Booking them in for the first time (this way we can put them in really friendly groups)
- Inviting them for a round of golf with either the Pro or a board member
- Checking in with them periodically to see how many rounds they're playing and give them a call if they aren't playing as much
- Making sure all staff are aware of the new member so we can introduce ourselves.

Also, when they join we are giving them a welcome pack which includes some branded golf accessories, information about the course and who to contact within the club.

This is a new initiative for us but hopefully in a year's time we'll be able to report back with better retention figures.

**-Kat Grinter, Admin Manager,  
Riverside Golf Club, Hamilton**

New member orientation is one of the most critical steps in the membership process. Community and the opportunity to be a part of one is what attracts members to a private club. The orientation process must enhance a new member's connection to the club and provide information necessary to understanding of the community's behavioral norms. It should include active participation from both employees and members. It is also important to include a social component. At Interlachen, we host a new member cocktail party each quarter. We invite new members from the most recent three months as well as a number of tenured members. The most successful orientations continue throughout the first year of membership. Regular check-ins will ensure your new members are getting the most out of their new club experience.

**-Joel Livingood, CCM / General Manager and Chief  
Operating Officer / Interlachen Country Club,  
Minneapolis, Minnesota**

At Mirabel, we would pair the family up with an existing member family of the Club with like demographics and interests. The existing member family would serve as their ambassador family and invite them to attend club events, to play golf or tennis, as well as a meal out. The ambassador family would ensure that the new member family was well integrated into the club as they would introduce them to other members and answer any questions they have. In addition, the new member family would attend a one on one orientation with the membership director followed by lunch with the General Manager. They are given a passport of fun activities to complete. After each activity, they receive a stamp on their passport. If they complete all, they can turn in their passports for a Mirabel logoed item of their choice. They also receive a packet of gift cards for free services so that they can have the full Mirabel experience (ie. complimentary massage and/ or spa service, complimentary golf and tennis lesson, guest round, etc. Department heads also reach out to each new member family introduce themselves and offer a one on one meeting, tour or orientation (i.e. tour of the golf course, fitness orientation, etc.)

**-Marcie Mills, CCM / General Manager / COO  
Mirabel Golf Club Inc.**

## Scenario 2: Community engagement

Your club has been in the local community for many years and has always relied on the community to come to you, you are the only club in the area for your sport and have taken this for granted for some time. Things have changed in your community and your sport is showing a decline in activity, both membership and casual play.

### What are you doing to engage with your community?

Yesterday, for the first time we hosted an inter-school cross country championship and had 100 Grade 1-3 pupils running a 2km race around the course. It was a spectacular event that brought new people into the club and gave us a greater connection with our greater community. One of our employees that has worked here for 40 years was literally in tears watching the kids. Clubs that are not prepared to open up more have a limited future.

Other ways we open up to our community are:

- Free use of venue for local school events – like graduation dinners and fundraisers.
- 50% discount on school teachers memberships.
- Allowing retirement villages to use walking trail.
- Hosting Residents Association meetings.
- Hosting Municipal meetings at no cost – Environmental committee in particular.
- Getting involved in local community – eg. Planting trees in nearby park and cleaning wetland.
- Litter pick-up campaigns around club.
- Junior movie drive ins with golf carts

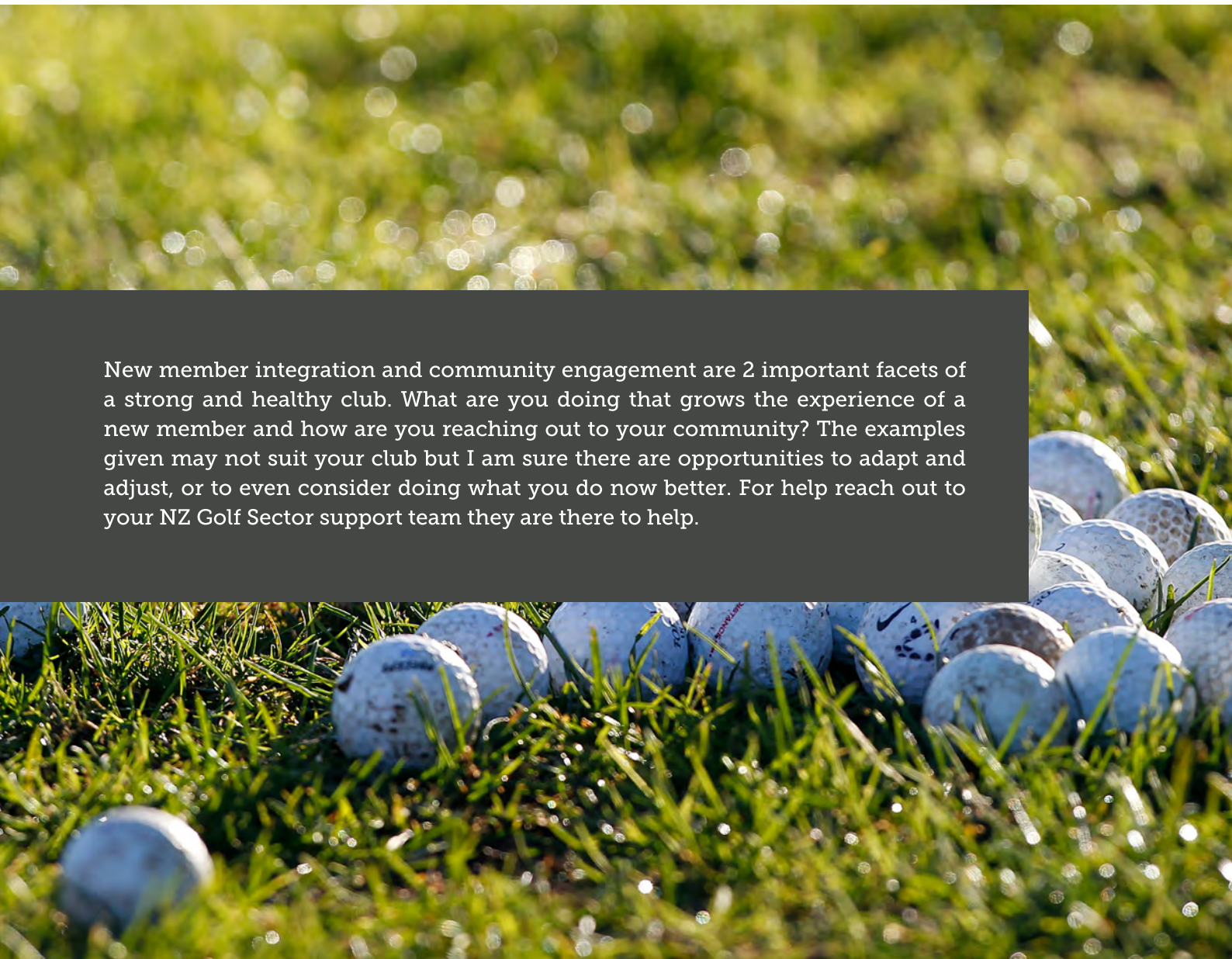
**-Paul Leishman CCM  
General Manager / Bryanston Country Club  
Bryanston, Sandton, South Africa**



At Mirabel we have partnered with a local Hospital (HonorHealth) to support Hope for the Cause (cancer research.) Our members gather together to raise money for this incredible cause. They host two golf tournaments (men's and ladies,) a modern medicine hour (doctors come in and lecture about cancer research,) as well as a dinner and auction. This is a big deal and has raised several million dollars over the past several years.

At my prior club, we partnered with the local schools to bring golf awareness to the elementary schools. The children have been invited to the golf course to learn about the golf course equipment by the Golf Course Superintendent. They have also gone to the local elementary schools and planned some fun activities for golf and snag golf during the course of the school year. This has been a great hit and has raised a lot of awareness in the community for the Club.

**-Marcie Mills, CCM / General Manager / COO  
Mirabel Golf Club Inc.**



New member integration and community engagement are 2 important facets of a strong and healthy club. What are you doing that grows the experience of a new member and how are you reaching out to your community? The examples given may not suit your club but I am sure there are opportunities to adapt and adjust, or to even consider doing what you do now better. For help reach out to your NZ Golf Sector support team they are there to help.