



CLUB BUSINESS SUPPORT SCHEME

PROCESS OF SUPPORT

NEEDS ASSESSMENT AND CLUB SUPPORT TOOLS

Club Healthcheck (Via Strong Club Matrix)
Mystery Shopper Scheme

Customer Satisfaction Survey Tool
Cost Cutting Free Audit by GMC



CLUB SUPPORT - NEEDS BASED

CONSULTANCY

WALES GOLF PART FUNDED

(Upto 50% - terms apply)

- Governance
- Marketing

CLUB FUNDED PACKAGES

WALES GOLF PREFERRED SUPPLIERS DISCOUNTED RATES

- Health & Safety + Human Resources
- Governance
- Marketing
- Social Media
- Data Capture
- Customer Service
- Food & Beverage

DEVELOPMENT OFFICER SUPPORT

- Governance
- Marketing
- Customer Service
- Visitors
- Participation
- Membership Recruitment and Retention
- Course Management
- Handicap and Course Rating
- Plus More eg. Grant Applications

CLUB EDUCATION

a) WALES GOLF FUNDED NEEDS BASED WORKSHOPS

- Roadshows
- Planning for Future
- Role of Board etc.

b) WALES GOLF PARTNERS WORKSHOPS (CLUB/GRANT FUNDED)

- CMAE - Management development programme
- GCMA - Management programme
- PGA, Golf Foundation, BIGGA WSA, NGCAA etc.

c) WALES GOLF COMMITTEE WORKSHOPS

- Business Planning, Marketing Social Media etc.



ADDITIONAL - SUPPORTING RESOURCES

Club Governance Resource
Role Descriptors
Terms of Reference
Strategic Plans etc.

Marketing Templates
Junior Golf Guide
Securing The Future Tool Kit
Template Policies

Green Keeper Training Grants
NGCAA Documents
XACT Templates
Plus More