



# GMA Benchmarking

[www.golfclubbenchmarking.com.au](http://www.golfclubbenchmarking.com.au)

Stewart Fenton

GMA and GMV Board of Directors

General Manager of Huntingdale Golf Club

# About GMA

- Golf Management Australia represents golf club managers across Australia
- Current membership of approximately 285 golf club managers
- Each State has its own executive and own membership affiliated with GMA
- GMA runs a biennial conference for golf club managers
- GMA (and State GMA associations) provide a range of support services to golf club managers including resource access, governance support, training and development, legal support, mentoring, networking, golf events, general advice and assistance, group buying initiatives
- GMA have representation on AGIC and a range of Golf Australia and State association initiatives

# Golf Club Benchmarking

- Initiative of GMA
- 12 months in development
- Released beta testing phase to 30 golf clubs in May 2013
- Extend testing to additional 30 golf clubs on 1 June 2013
- Launch full product to Australian golf clubs at the GMA conference in September 2013
- Fully supported in Australia



# Objectives of Golf Club Benchmarking

- To bring all industry benchmarking, surveys and other information gathering into a single portal and in doing so support a “whole of golf” approach to information gathering
- Reduce administrative time managers spend completing current industry wide research / surveys etc
- To assist managers in making better more informed decisions
- To assist managers in providing information to Boards of their golf clubs that will assist them in making better more informed decisions for their clubs
- To assist the whole golf industry meet their specific needs when it comes to analysing and reporting data (whole of sport approach) and providing direct assistance to clubs
- Increase the value of GMA membership and in doing so grow our membership base

# Why are GMA driving this project?

- Make sure it is done properly
- To ensure the information collection provides relevant benchmarking data to managers and golf clubs
- For any golf industry data collection project to be successful we need the support of managers in completing the surveys. GMA are able to exert pressure on managers to provide the information



# “Whole of Sport Approach”

- GMA have engaged closely with Golf Australia throughout this project development
- GMA have sought feedback from State Associations, PGA and AGCSA as to their needs
- GMA have actively built into the project ALL key requirements of Golf Australia
- Have much flexibility to further develop the benchmarking tool to ensure that the future needs of all industry stakeholders are met

Lets take a look





# How it will work?

- Every club will have access to the system and be able to input relevant data
- Every golf club who inputs data will be given the Golf Operations Report and Financial Report annually which is an extensive snapshot of the golf industry
- For clubs that wish to access the comparative section and associated reports they will have to be a GMA member. GMA members will have access to a number of other reports including a Golf Club Management Compensation and Benefits Report.
- Golf Australia have committed some financial resources to the GMA benchmarking project and will have full access to the system. National census and participation data will be generated by the benchmarking system and it will replace the Street Ryan survey
- GMA will be seeking the endorsement of the benchmarking project by all key industry stakeholders to ensure a “whole of sport” approach and support for the project



Thank you for the invitation to attend