



MEMORANDUM

To:	Member Clubs
From:	Alex McGillivray, Manager – Industry Development
Date:	30 th June 2009
Subject:	Rounds Project

Free Benchmarking Service for Clubs - Helping the Industry Grow

From 1st July 2009, Clubs are invited to take part in a critical long-term planning project for the benefit of the industry and themselves. Clubs will be requested to record rounds played at their Club to assist Club planning, District & State programs and Golf Australia to track where our development funding is in most need of being spent to maximise its effectiveness.

The project is being conducted with the assistance and backing of the Australian Golf Industry Council (AGIC) and accordingly has the support of every sector of the Industry; such is the importance of this project to the sport.

The data will be collected through our Golf Link system and will be pre-populated with your competition data to save you time.

When does it start?

Round data from July 2009 will be requested to be entered from 1 August 2009.

Round data to be captured

The following information will be sought from Clubs through Golf Link:

- i. Competition Rounds (Singles) – this will be **pre-populated by GOLF Link**.
- ii. Four-ball/Foursome/Team Competition/Match Play Rounds – entered by Club, based on number of individual rounds within team events and Match play rounds.
- iii. Member Social Rounds – entered by Club.
- iv. Non-member (Social Golfer) Rounds – including Corporate Rounds – entered by Club.
- v. Days in the month closed – entered by Club.

Clubs that currently do not keep accurate records of this are requested to provide estimates based on their knowledge of course activity.

Optional Fields

- vi. Average monthly number of tee times available (template based, Clubs that limit the number of rounds should ensure this equals their total desired rounds).
- vii. % Male and Female rounds (provided Clubs are willing to submit – estimate).
- viii. % of 9 hole or other short form of the game, rounds will also be requested (estimate).

Other data sought

Other details to be requested of the Clubs at set up, in the form of a Club template, will include; Green fee level, Subscription range, Club category (Public, Semi-Public, Private, Social and Resort). Note: Social Clubs will not be included in total rounds however activity will be tracked.

Single Competition Rounds will be pre-populated as GOLF Link can automatically supply this number every month from Club competition processing – it will be around 77% of all rounds played.

Timing

The data will be requested to be completed by the 7th of each month. The Club will receive an email linking them to the system to fill out the data. (The previous month and year's data will also be available on line.) By the 15th of each month, round data comparisons will be available to all Clubs.

Club Search Capabilities and Reports

SEARCH fields will be available by Region/district, State, National, Time Frame (defaults to previous month however range can be changed), Green Fee level, Subscription level, Course type. When searching all of the fields (Competition Rounds, Member Social, Non-member social etc) will be shown with a total at the bottom. Response rate (% of Clubs filled out in region, state and national) will also be shown.

Only clubs participating will be able to receive reports i.e. input your data or be locked out. Participating Clubs will receive a high level report (National, State, Metro & Country) at the end of each month.

Data Interpretation

Golf Australia has engaged the services of Jeff Blunden Advisory Services (JBAS) to provide an independent analysis of the data and presentation of the requisite report every quarter; these will be distributed under the banner of the AGIC. JBAS has just released another edition of its "Back of the Cup" newsletter which details just what can be learnt from tracking rounds data. Golf Australia encourages all of its Member Clubs to read this article.

Confidentiality

It should be noted that all individual course round information will remain confidential and will not be circulated.

Benefit of Data for Clubs:

As we are providing an on-line system, Clubs will instantly be able to track their demand status against a range of measures (green fee, subscription level, region etc). A number of Clubs already do this with each other; we are now simply providing a backbone for this to happen. Clubs will be able assess their performance against their peers and potentially make informed management decisions to improve course utilization, which may improve a Club's round yield, development or membership recruitment programs, understand further trading patterns within a Club e.g. pro shop, house trading etc.

Benefit of data for AGIC members, District, State and National bodies

Data collected will provide one of the tools to enable Golf Australia, the AGIC and other relevant industry bodies, to evaluate the success or otherwise of programs designed to stimulate participation. Rounds played will be one of our measurements to determine the success or otherwise of certain programs. A key aim of our Strategic plan is to significantly strengthen golf participation and Club membership.

Benefits range beyond those provided, however present a view on the data's importance to Club and Industry growth. Golf Australia is looking to extend its benchmarking services to assist Clubs to manage themselves and will track the success of the project with Golf Management Australia.

Appreciation

Golf Australia thanks Golf Management Australia, Golf Link Partners, Jeff Blunden Advisory Services, the PGA of Australia and other members of the AGIC for their assistance and the drive for the project.

If your Club has any queries please contact Alex McGillivray, Manager – Industry Development, 03) 9626 5069.

Regards

