

REDWOOD PARK GOLF CLUB

MEMBERS COMMENTS at the planning workshop 14.8.17

OUR ORGANISATION

THEME	COMMENT
Core strengths	Good course
	Enjoyable game
	Family atmosphere
	Social activities
	Paid membership
	Facilities
	A ladies group
	Location
Making change	Sponsorship income – a key sponsor
	Golf driving range
	Bar fee on your card
	Score Card fee
	3 rd party functions
	Sale of assets
	Membership drive
	Advertising
Constitution review	9 hole golf
	Self-interests being managed through the committee
	Overall golf committee
	Integration of committees
	20 yr discount – phasing – sliding scale
	Committee membership challenges
Partnerships	Loss of freedom
	3 rd party organisation
	Functions – split or whole
	Community groups
Communication	Shorter- more frequent – weekly
	Not interested in what Board doing
	Be clear and transparent
	frequency not important- it's the message
	More info from the Board
	Make Board minutes available
	Facebook is positive
	White board communication for members who do not use computers
Brand	Do we need to stay named as redwood park
	Where is redwood park
	No locality = no recognition
	Lack of community awareness
	How well do we promote ourselves
	Course perception
	Brand tag line – family and affordable
	A challenging 69 par course
New membership initiatives	Free play to member kids
	Junior tournaments
	School programme
	Father/son; mother/daughter or father/daughter, mother/son events
	Family memberships
	Corporate membership promotions

	Licencing trust sponsorship of tournaments
	Holden golf world promo
	8 month membership

OUR PLACE

THEME	COMMENT
Facilities/Course	Driving range
	Cart paths – get end of run asphalt/concrete
	Drainage – create lakes
	The course is the number 1 priority
	Have a development levy – as long as it went to the project
	Improve practice facilities
	Indoor driving range – spare land near 17 th
	Improve tee blocks
	Drainage
	1 st hole rubbish on bank
	Drone video of course for bad drainage
	Need 30 mtrs more high pressure hose to clear drain coil
	Get a sponsor for the practice nets
	A sand box on every tee
	Make the course playable all year round
Services	Have 9 hole golf
	Sept to May subs for vets
	Less staff and more volunteers
	Play red tee all week ; blue should only be for competition
	More working bees
Clubhouse	An up stairs toilet
	Ladies toilet upgrade
	Upgrade club rooms
Assets	Sell the greenkeepers house
	Do not sell land – when its gone – its gone – its desperation stuff
	Maybe sell land (x 4 ticks) . Ring fence money for course development
	Develop land – not sell
Partnerships	Amalgamate with Waitakere

OUR PEOPLE

THEME	COMMENT
Volunteers	Tuesday volunteer day
	Working bee
	Identify members that want to contribute
Membership	Members son/daughter join for free
	Give a pitch repair tool with every membership
	Members – bring a non member friend for free
	Levy on course development – list priorities
	Focus on 40+ membership

	Add a volunteer project time levy on to membership that can be worked off
Facilities – course	Get a trailer on the course for pitch repair on holes
	Place sand bucket on 1 st tee
Facilities – clubhouse	Better use of website
	Evening entertainment
	Wedding receptions /birthday parties
	Google ad
	Facebook page
	Need right people to promote
	See Kumeu Community Centre website – indoor bowls, card evening
Golf experience	More sponsored events
	Iconic golf day – charity day
	Local developer offering a deal to join
	SNAG golf in schools
	Juniors , 4pm , Monday
	The prize table quality is dropping
	Saturday scrambles – every one who tees off Saturday 7am- 11am , has to be part of scramble
	More fun golf experiences for children/youth on our members
Cost cutting	Reduce staff but at the expense of the course
	Reduce admin staff
	Coring use to be done with volunteers
	Contract out the course maintenance
Marketing	Retirement Villages
	Funeral Directors

OUR GAME

THEME	COMMENT
Membership	Card fee – not happy
	Dedicated tee time on Saturday
	Min fee of \$200-\$300 – pay and play – then pay green fees
	Members bring a friend
	Any changes – members need to be prior informed
	Discounted membership if a member of a local sports club
Services	School holiday programmes
	SNAG golf with follow up by teenagers
	9 hole golf – tournaments and membership – eg. Sunday pm
	Set time for premium time to enter competitions ; eg Saturdays only 7am-12
	Nearest the pin on Saturdays
	Tournament for school aged children
	Drink driving is killing clubs
	Pennants – why do these have to be in prime weekend time
	9 hole tournament as people have little time
	Coaching from pennants team players
	Shot gun starts – earlier starts please so not playing in heat of day
Facilities	Drainage improvement – hole by hole
	Identify sub dividable land

	Practice areas need upgrading
Marketing	Identify times the course is not used – offer lower prices
	Enter in reciprocal rights with other clubs on green fees
	Teachers tournament in school holidays
	Fun competition on 8 th – a band and hole in one competition
Golf experience	Improve drainage
	Get rid of deciduous trees
	Cart paths
	Pace of play marshals
	Life memberships
	Encourage corporate days
	More coaching
	A cheaper green fee rate for younger people