

REDWOOD PARK GOLF CLUB

Are members comments from the planning workshop on 14.8.17 , considered in the draft strategic plan ?

1= our organisation

2= our place

3= our golf game

4 = our people

OUR ORGANISATION

THEME	COMMENT	STRATEGIC TACTIC
Core strengths	Good course	
	Enjoyable game	
	Family atmosphere	
	Social activities	
	Paid membership	
	Facilities	
	A ladies group	
	Location	
Making change	Sponsorship income – a key sponsor	1d
	Golf driving range	2d
	Bar fee on your card	1d
	Score Card fee	Not adopted
	3 rd party functions	1d,1f
	Sale of assets	1d,
	Membership drive	4a,4b,3a
	Advertising	1d
Constitution review	9 hole golf	3a
	Self-interests being managed through the committee	1b
	Overall golf committee	1a
	Integration of committees	1a
	20 yr discount – phasing – sliding scale	4a
	Committee membership challenges	1a
Partnerships	Loss of freedom	
	3 rd party organisation	1g
	Functions – split or whole	1d
Communication	Community groups	1f
	Shorter- more frequent – weekly	1e
	Not interested in what Board doing	
	Be clear and transparent	
	frequency not important- it's the message	1e
	More info from the Board	1e
	Make Board minutes available	1e
	Facebook is positive	1e
White board communication for members who do not use computers	1e	
Brand	Do we need to stay named as redwood park	Not adopted
	Where is redwood park	See logo
	No locality = no recognition	See logo – see website
	Lack of community awareness	1f
	How well do we promote ourselves	1f
	Course perception	1e,1f
	Brand tag line – family and affordable	1e
A challenging 69 par course	1e,1f	

New membership initiatives	Free play to member kids	4a
	Junior tournaments	4a
	School programme	4a
	Father/son; mother/daughter or father/daughter, mother/son events	4a
	Family memberships	4a
	Corporate membership promotions	Already do it
	Licencing trust sponsorship of tournaments	Pay for scorecards
	Holden golf world promo	
	8 month membership	3a,4a

OUR PLACE

THEME	COMMENT	STRATEGIC TACTIC
Facilities/Course	Driving range	2d
	Cart paths – get end of run asphalt/concrete	2b
	Drainage – create lakes	2c
	The course is the number 1 priority	2a,2c
	Have a development levy – as long as it went to the project	1d
	Improve practice facilities	2d
	Indoor driving range – spare land near 17 th	2d
	Improve tee blocks	2a
	Drainage	2c
	1 st hole rubbish on bank	
	Drone video of course for bad drainage	2c
	Need 30 mtrs more high pressure hose to clear drain coil	2a
	Get a sponsor for the practice nets	1g- not attractive
	A sand box on every tee	2a
	Make the course playable all year round	2c
Services	Have 9 hole golf	3a
	Sept to May subs for vets	3a
	Less staff and more volunteers	3d
	Play red tee all week ; blue should only be for competition	3a
	More working bees	4c
Clubhouse	An up stairs toilet	2b
	Ladies toilet upgrade	2b
	Upgrade club rooms	2b
Assets	Sell the greenkeepers house	2b
	Do not sell land – when its gone – its gone – its desperation stuff	2b
	Maybe sell land (x 4 ticks) . Ring fence money for course development	2b
	Develop land – not sell	2b
Partnerships	Amalgamate with Waitakere	1g

OUR PEOPLE

THEME	COMMENT	STRATEGIC TACTIC
Volunteers	Tuesday volunteer day	4c
	Working bee	4c
	Identify members that want to contribute	4c
Membership	Members son/daughter join for free	4a
	Give a pitch repair tool with every membership	1f
	Members – bring a non member friend for free	1f
	Levy on course development – list priorities	1d
	Focus on 40+ membership	4a
	Add a volunteer project time levy on to membership that can be worked off	1d
Facilities – course	Get a trailer on the course for pitch repair on holes	2a
	Place sand bucket on 1 st tee	2a
Facilities – clubhouse	Better use of website	In progress
	Evening entertainment	1d
	Wedding receptions /birthday parties	1d
	Google ad	Actioned
	Facebook page	Actioned
	Need right people to promote	
	See Kumeu Community Centre website – indoor bowls, card evening	
Golf experience	More sponsored events	1g
	Iconic golf day – charity day	1c,1d
	Local developer offering a deal to join	1f
	SNAG golf in schools	4a
	Juniors , 4pm , Monday	4a
	The prize table quality is dropping	3c
	Saturday scrambles – every one who tees off Saturday 7am- 11am , has to be part of scramble	1a
	More fun golf experiences for children/youth on our members	3b,4a
Cost cutting	Reduce staff but not at the expense of the course	2a,3c
	Reduce admin staff	4b
	Coring use to be done with volunteers	4c
	Contract out the course maintenance	Not adopted
Marketing	Retirement Villages	1d, In progress
	Funeral Directors	1d

OUR GAME

THEME	COMMENT	STRATEGIC TACTIC	
Membership	Card fee – not happy		
	Dedicated tee time on Saturday	1a	
	Min fee of \$200-\$300 – pay and play – then pay green fees	3a	
	Members bring a friend	3a	
	Any changes – members need to be prior informed	1e	
	Discounted membership if a member of a local sports club	3a	
Services	School holiday programmes	3b,4b	
	SNAG golf with follow up by teenagers	3b	
	9 hole golf – tournaments and membership – eg. Sunday pm	3a,4a	
	Set time for premium time to enter competitions ; eg Saturdays only 7am-12	3a	
	Nearest the pin on Saturdays		
	Tournament for school aged children	3c	
	Drink driving is killing clubs		
	Pennants – why do these have to be in prime weekend time	3e	
	9 hole tournament as people have little time	3c	
	Coaching from pennants team players	3e	
		Shot gun starts – earlier starts please so not playing in heat of day	
	Facilities	Drainage improvement – hole by hole	2c
		Identify sub dividable land	2b
Practice areas need upgrading		2d	
Marketing	Identify times the course is not used – offer lower prices	Actioned	
	Enter in reciprocal rights with other clubs on green fees	1g	
	Teachers tournament in school holidays	3a	
	Fun competition on 8 th – a band and hole in one competition	3a	
Golf experience	Improve drainage	2c	
	Get rid of deciduous trees	2b	
	Cart paths	2b	
	Pace of play marshals		
	Life memberships		
	Encourage corporate days	1d	
	More coaching	2b	
	A cheaper green fee rate for younger people	Actioned	