

Maleny Golf Club – Member Survey September 2017

Summary of Results

14 September 2017

1. Respondents - 2 weeks - 25 August to 8 September 2017

There were 94 respondents to the Survey – between 11 and 24 people commented on every question

2. Themes

Members' feedback includes many suggestions and useful advice as to how best they can be engaged in the ongoing development of the Club. A couple of themes have emerged for Management Committee attention:

1. Clubhouse – to build a positive Club culture a Clubhouse and liquor license is an urgent priority
2. Social Golf – more opportunities to play organised social golf (Thursdays, Saturday afternoons) are required
3. Volunteer recognition – a good support system for Volunteers to commence and to continue volunteering is needed
4. Communication – members want to be engaged and updated on Club directions, programs, finances and projects – we are at the stage of not only building a Golf Course, but building a Golf Club - quarterly updates and member engagement on committees
5. Course rating – when the 12 holes come into play, the course rating/hole sequence for 12/18 hole comps is a priority

3. Recommended action – next steps

The incoming Management Committee, after the AGM (27 September) will address the above issues. In the meantime -

- Members wishing to participate in the next stage of the Club's development are encouraged to join relevant committees
- The Business Development Committee will be facilitating a group of people to progress the Club House project
- An application for owner's consent, temporary Club House status and a restricted liquor permit is in process
- The Management Committee will undertake a Member Survey annually in September

4. Detailed survey responses

% Responses to the survey questions are summarized below

<p>Q1 Our goals are to grow membership, operate a financially viable club, expand the service offer, develop and maintain a high quality golf course and engage the Maleny community in our shared future</p>	<p>Agree/Strongly agree – 90.2%</p>
<p>Q2 As we enter our 3rd year of operation, we have many choices to make about how we play golf at Maleny Golf Club. Consider the choices below and rate them.</p>	<p>Competition day – OK or better</p> <p>Tuesday 81% Wednesday 83% Saturday 77% Other 75%</p> <p>Competition length – OK or better</p> <p>6 holes 18% 9 holes 74% 12 holes 64% 18 holes 93%</p> <p>Competition start – OK or better</p> <p>Shotgun 70% Early am 77% AM 83% PM 51%</p> <p>Game format – OK or better</p> <p>Stableford 92% Stroke 87% Mixed Team 75%</p>

	Fixture Calendar – Majority happy the way it is, some want more social organised golf
Q3 Our near 400 strong membership is actively engaged in playing golf, volunteering in the development and maintenance of the course and proudly promoting the game of golf on the Hinterland.	Agree/strongly agree 74%
Q4 Maleny Golf Club operational revenue streams include membership fees (30%), visitor fees (30%), buggy hire (30%) and sponsorship (10%). Grant Funding is sought for course development, maintenance and social infrastructure projects. Service revenues have the potential to grow.	Agree/strongly agree 74%
Q5 Maleny Golf Club requires a permanent clubhouse to service members and visitors and to comply with liquor licensing regulations. Funding for the new clubhouse will be sought in the next 6 months with the aim of construction mid/late 2018	Agree/strongly agree 88%
Q6 Maleny Golf course will be a 12 hole golf course by early 2018. The course rating and competition card will change. A new configuration for 18 hole competition play will be agreed in 2018.	Agree/strongly agree 93%
Q7 Partner and sponsor agreements are negotiated every year and provide our Club with positive income and profile. The signature Legends Pro-Am event on 16 December 2017 is supported by 14 local businesses. The Golf Club is proud to be promoting 'Brand Maleny'.	Agree/strongly agree 88%
Q8 Maleny Golf Club has many competing priorities for the next stage of development. Please review priorities below and rate them	Finance for new clubhouse – year 1-2 Build Clubhouse - years 1-2 (49%) 2-3 (37%) Expand from 12 holes to 18 years 1-2 (40%) 2-3 33% Engage local businesses years 1-2 (85%) 2-3 (11%)

	<p>Grow membership years 1-2 (87%) 2-3 (13%) Invest in improved technology years 1-2 (33%) 2-3 (45%) Develop positive club culture years 1-2 (92%) 2-3 (8%) Attract more visitors years 1-2 (92%) 2-3 (6%) Expand service offer incl alcohol years 1-2 (78%) 2-3 (16%)</p>
<p>Q9 We are a volunteer based club. In what way would you like to help/continue helping your club in the next 12 months?</p>	<p>N/A</p>
<p>Q10 To help us analyse the results of the survey, please provide the following information about yourself.</p>	<p>Gold 60 Silver 11 Bronze 18</p> <p>Play competition regularly 34 Mainly social golf regularly 45</p>

Liz Mellish
14 September 2017