



# Leongatha Golf Club

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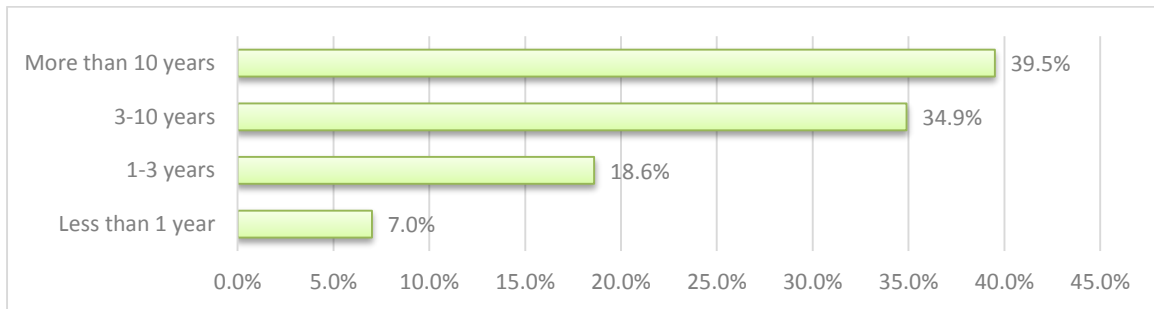
Member Survey Summarised Responses | July 2014



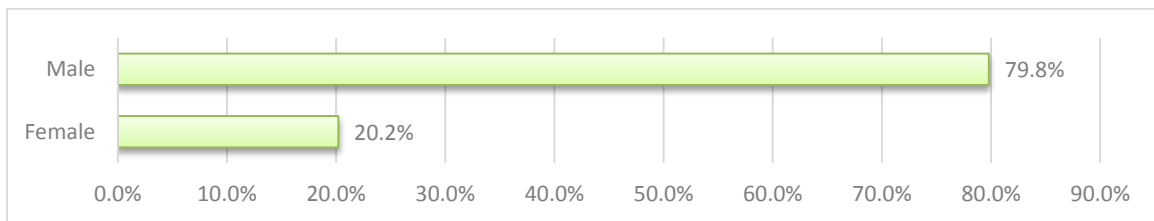
**Q1.1) How are you involved with the Leongatha Golf Club?**



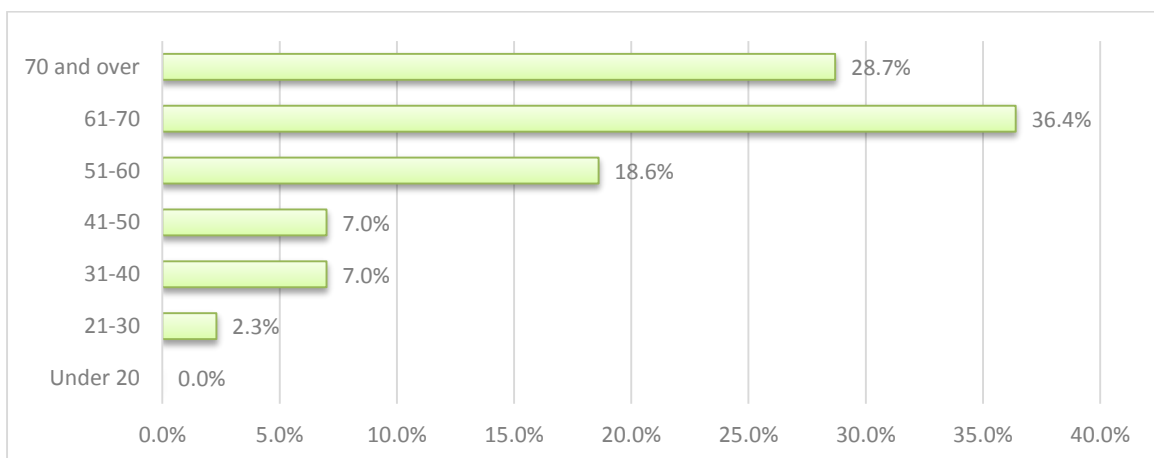
**Q1.2) How long have you been involved with the club for?**



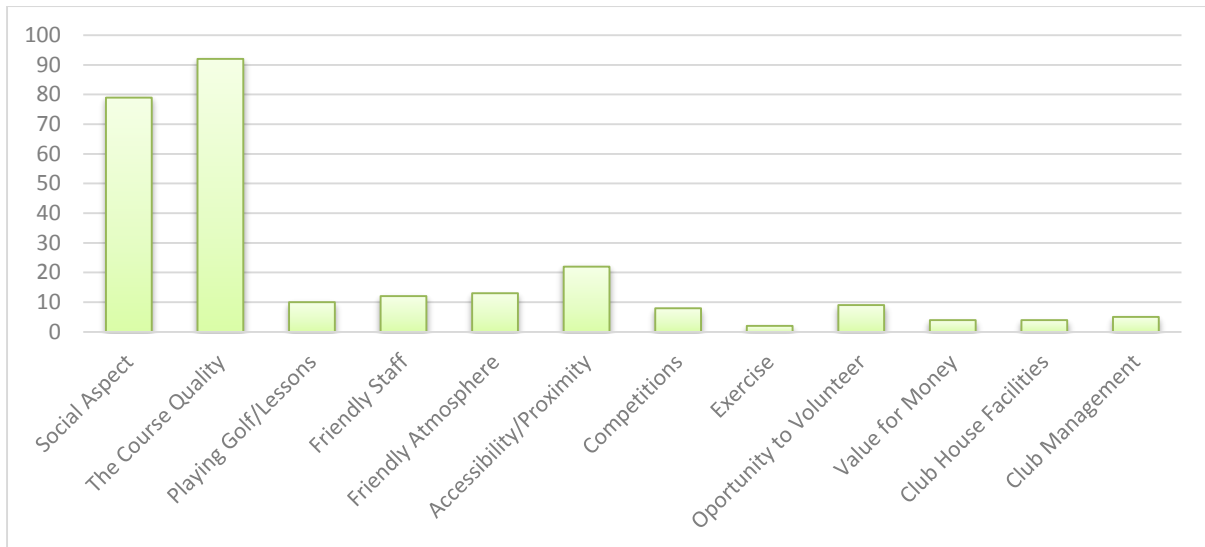
**Q1.3) What is your gender?**



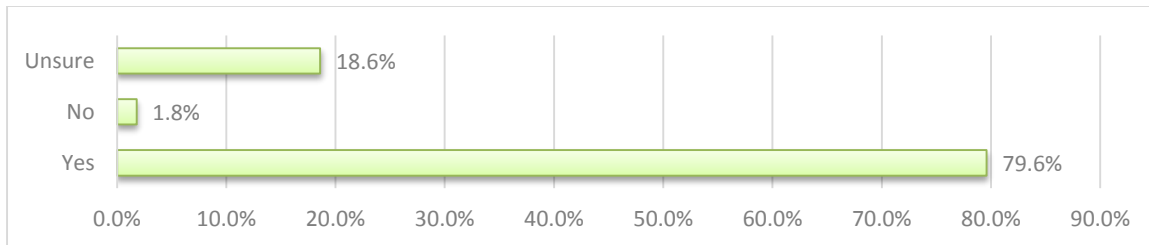
**Q1.4) Which age range applies to you?**



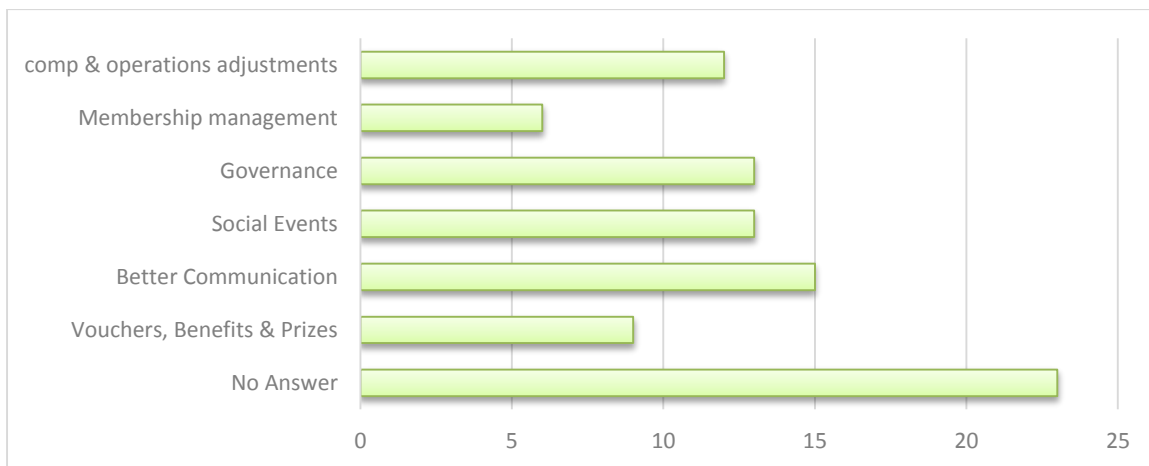
**Q2.1) What do you like most about being involved with the Leongatha Golf Club?**



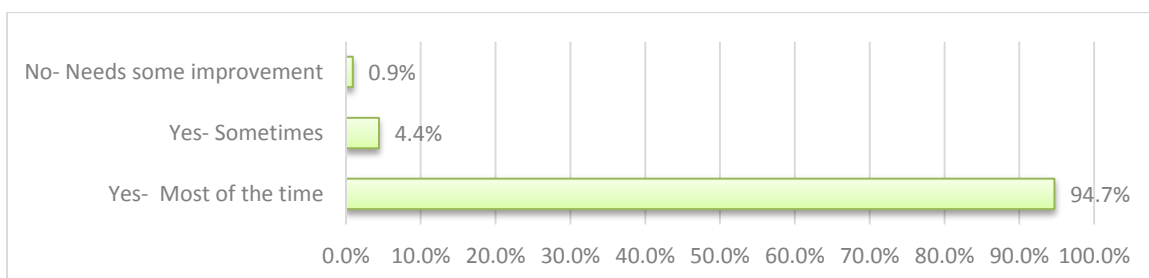
**Q2.2) Do you feel like a valued member of the Leongatha Golf Club?**



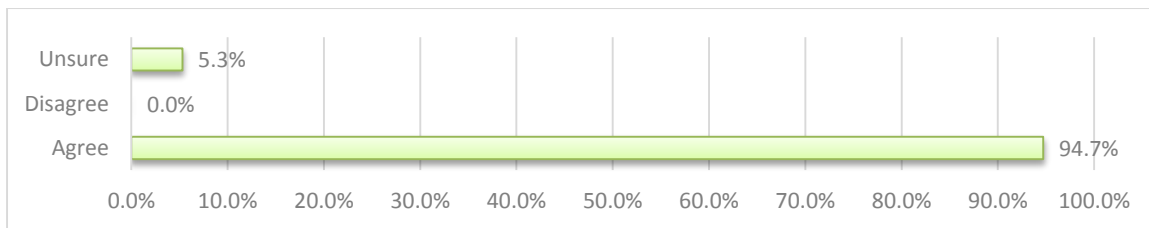
**Q2.3) Do you have any suggestions for improving club culture/loyalty?**



**Q2.4) Do you find the staff and club members welcoming and friendly?**



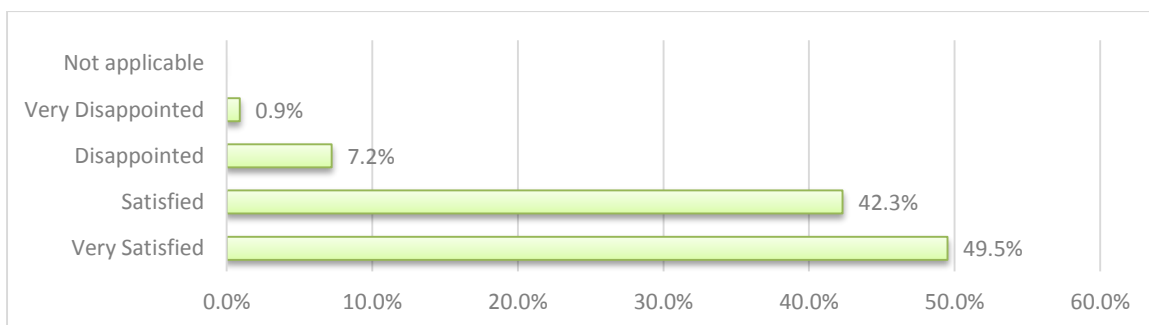
**Q3.1) Do you feel that the Club membership fees offer good value for money?**



**SUMMARY & TREND OF COMMENTS PROVIDED**

- **BE CONSCIOUS OF CONTINUOUS RISES IN FEES**
- **FULL MEMBERSHIP MAY BE TOO EXPENSIVE FOR IRREGULAR PLAYERS**
- **STANDARD OF COURSE IS A STRONG CONSIDERATION IN MEMBERS' RATING OF VALUE**
- **MUST BE TANGIBLE IMPROVEMENTS SOMEWHERE WITHIN THE CLUB TO JUSTIFY FEE INCREASES.**

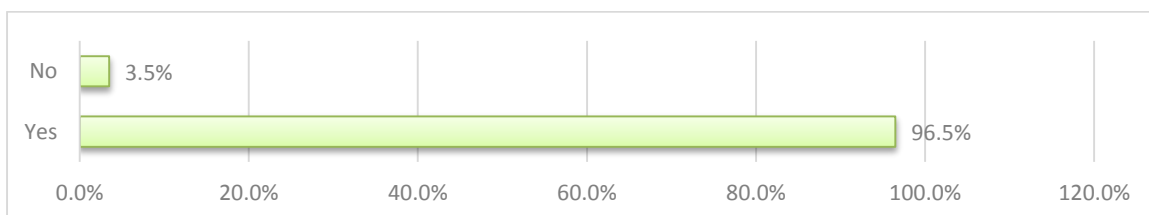
**Q3.2) Please rate the level of communication in general at the Leongatha Golf Club by selecting one response.**



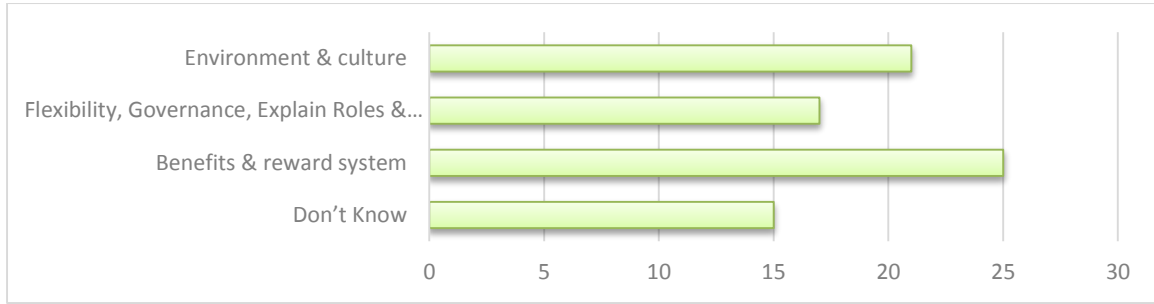
**SUMMARY & TREND OF COMMENTS PROVIDED**

- **REGULAR COMMUNICATION IS APPRECIATED**
- **INFORMATION REGARDING BOARD & SUB COMMITTEE MEETINGS IS OF INTEREST WITHIN A SUITABLE TIME FRAME**
- **CONSIDER MONTHLY COURSE UPDATES & SCHEDULE OF WORKS**
- **ENSURE IMPORTANT DOCUMENTS & POLICIES ARE AVAILABLE FOR MEMBERS (ON WEB ETC).**
- **CONSIDER AN OPEN MEMBERS FORUM**
- **INCREASE ONLINE & SOCIAL MEDIA COMMUNICATION**

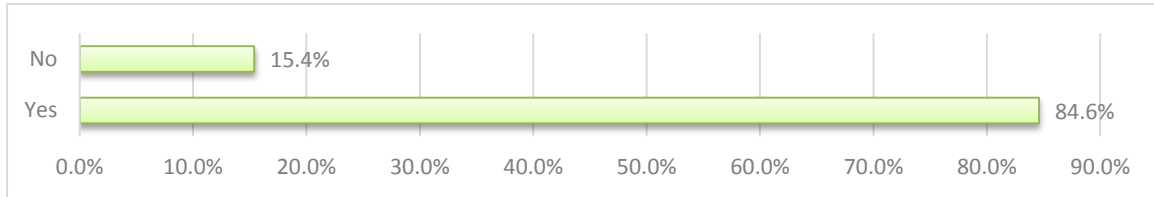
**Q3.3) Are you aware that the Board and Committee's responsible for the operation of the club are all volunteers?**



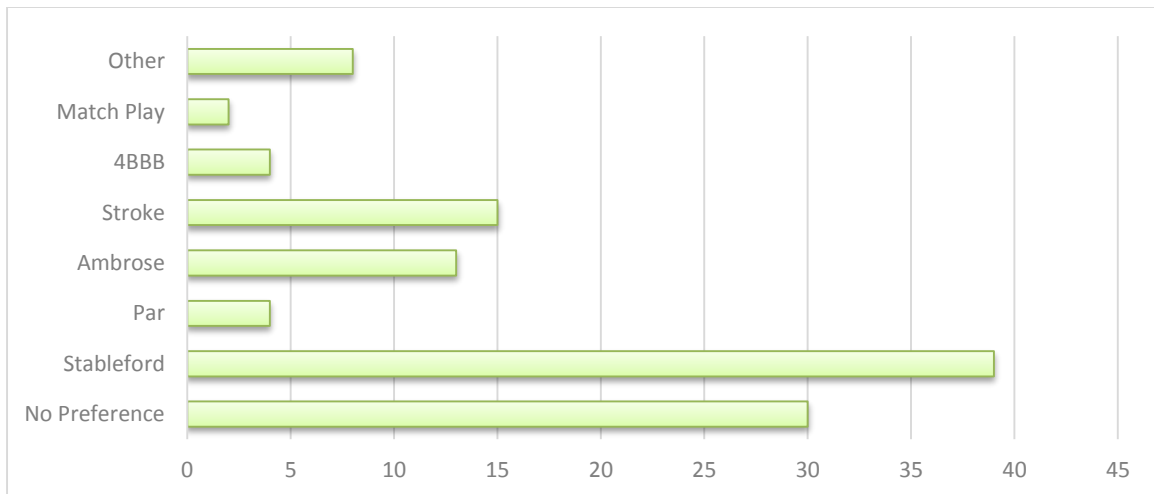
**Q3.4) How could the club make the volunteer committee roles more attractive?**



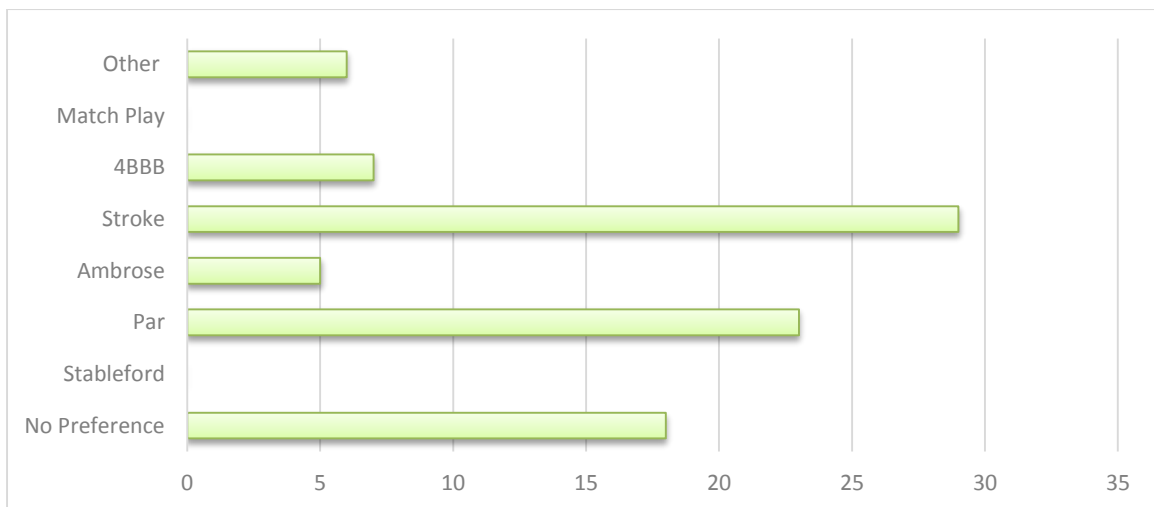
**Q4.4) Do you play competition golf?**



**Q4.2) What is your preferred type of competition golf? Please list and explain the reason why**



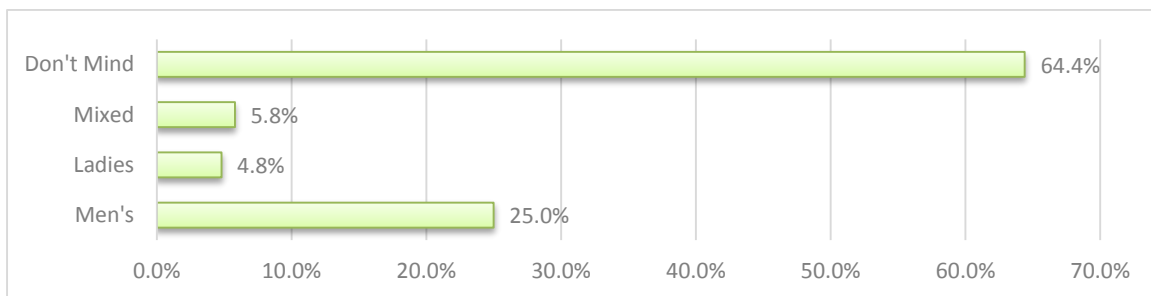
**Q4.3) Which type of competition golf do you least enjoy? Please list and explain the reason why.**



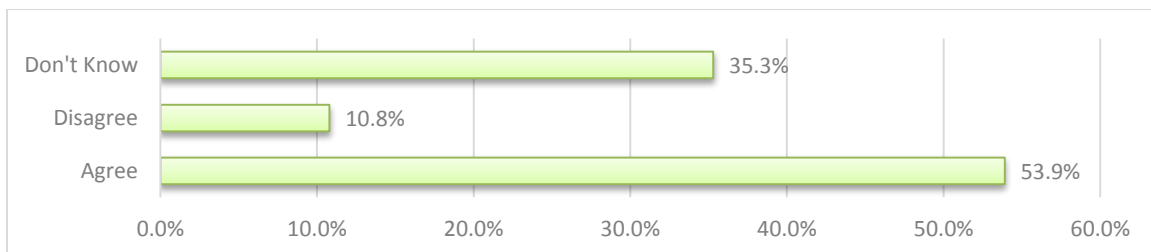
**Q4.4) What could the club do to increase the amount of competition golf being played?**



**Q5.5) Do you prefer to play with men, ladies or in mixed competitions?**



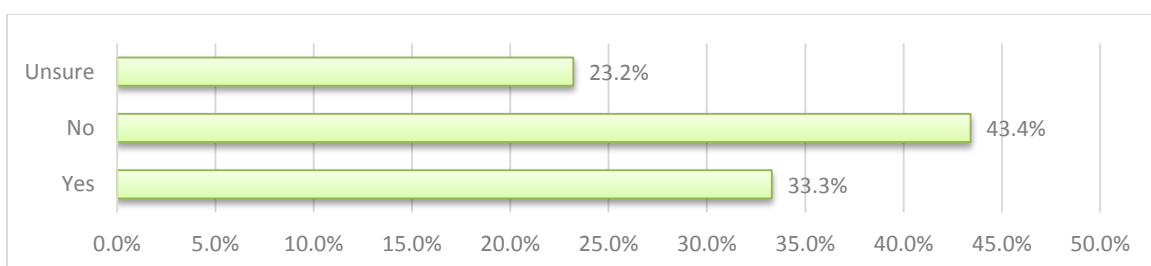
**Q5.6) Do you think offering a pay by the month direct debit membership option would increase membership retention?**



**SUMMARY & TREND OF COMMENTS PROVIDED**

- **WOULD HELP TO RETAIN YOUNGER, BUDGET CONSCIENCE &/OR FAMILY MEMBERS.**
- **WOULD HELP CLUB CASH FLOW**
- **ENSURE AUTOMATIC TO REDUCE ADMINISTRATION WHERE POSSIBLE**

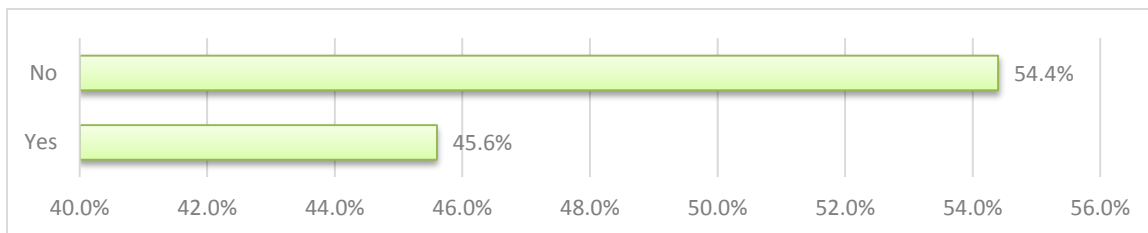
**Q5.7) Would you like to change anything about how the competitions and timesheets are managed?**



SUMMARY & TREND OF COMMENTS PROVIDED

- MID-WEEK SHOT GUN START TIMES – 50/50 SPLIT
- PROVIDE MID-WEEK ALL DAY COMP
- GROUP SIZE & SPEED OF PLAY
- ALTERNATIVE COMP TYPES
- ONLINE BOOKING FACILITY
- CONSIDER 2 TEE START SATURDAY UNTIL 9:00

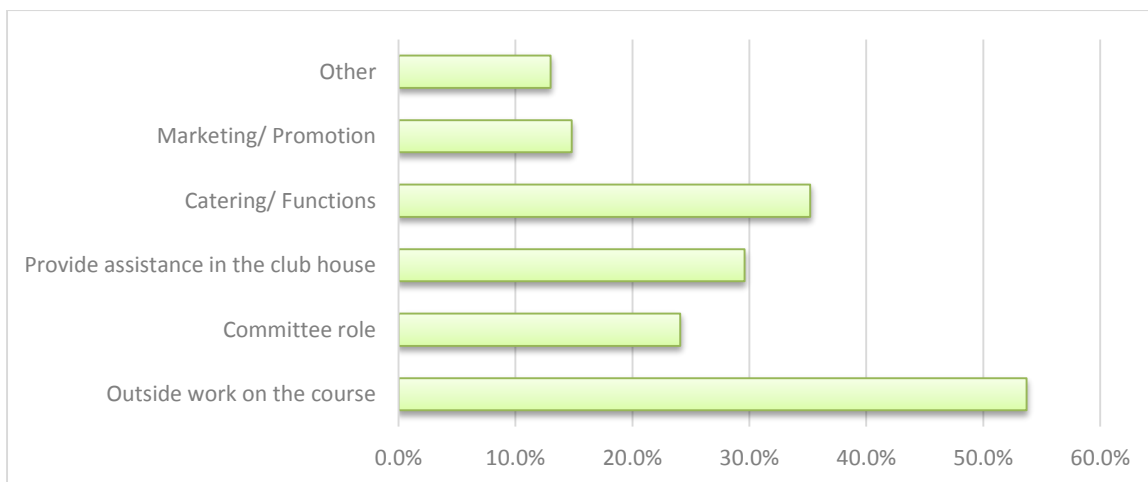
Q5.1) Do you currently volunteer at the club?



SUMMARY & TREND OF COMMENTS PROVIDED

- SIGNIFICANT VOLUNTEER COMMITMENT FROM MEMBERS
- LARGE NUMBER OF MEMBERS WHO CAN'T DUE TO WORK COMMITMENTS AND/OR COUNTRY MEMBERS, LARGE MAJORITY WOULD IF THEY COULD

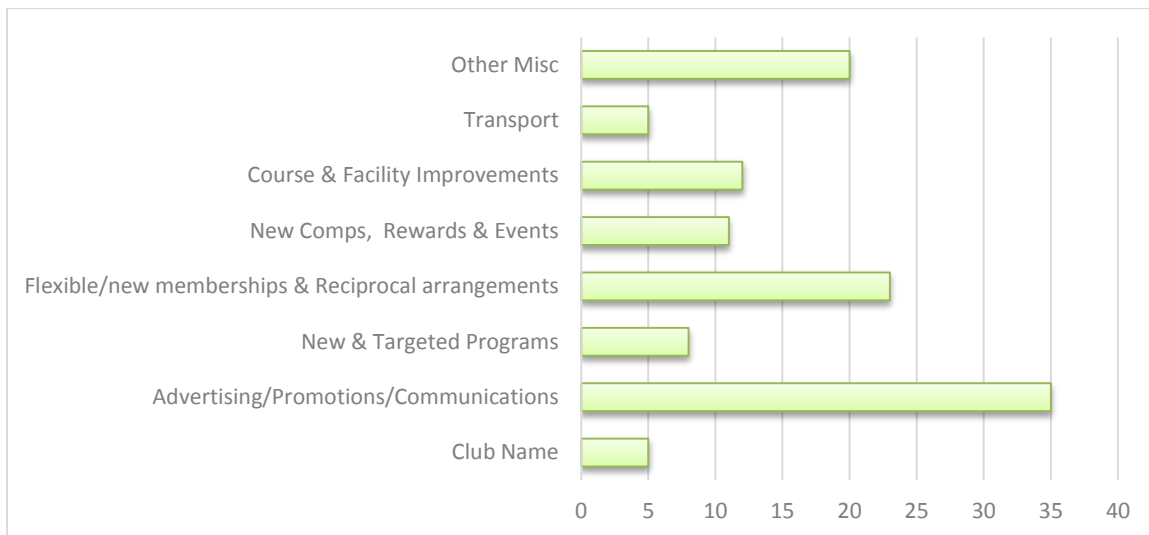
Q5.2) Would you be interested in volunteering around the club? If so which areas might you be able to assist?



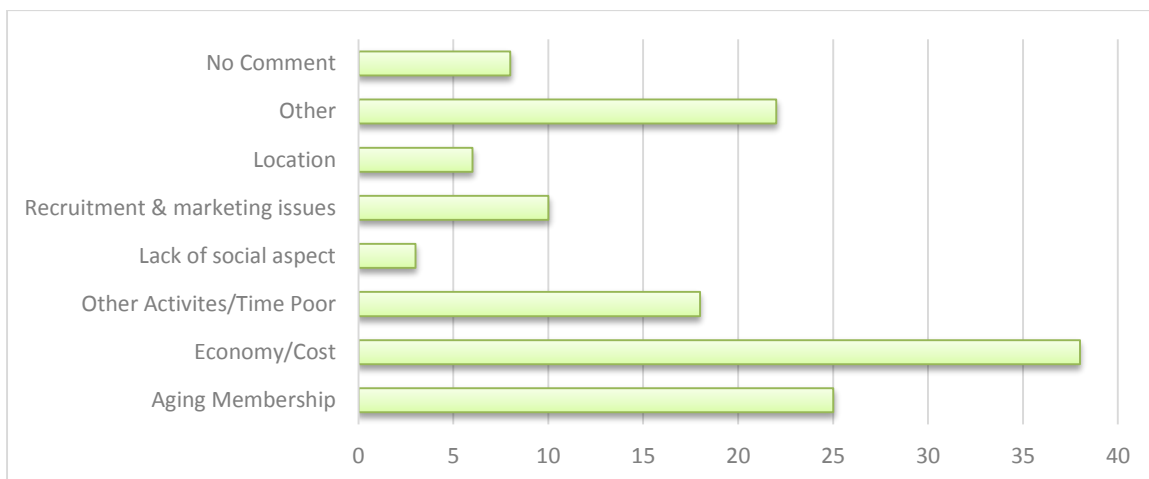
SUMMARY & TREND OF COMMENTS PROVIDED

- MEMBERS HAVE A DIVERSITY OF SKILLS THAT COULD BE OF BENEFIT TO THE CLUB.

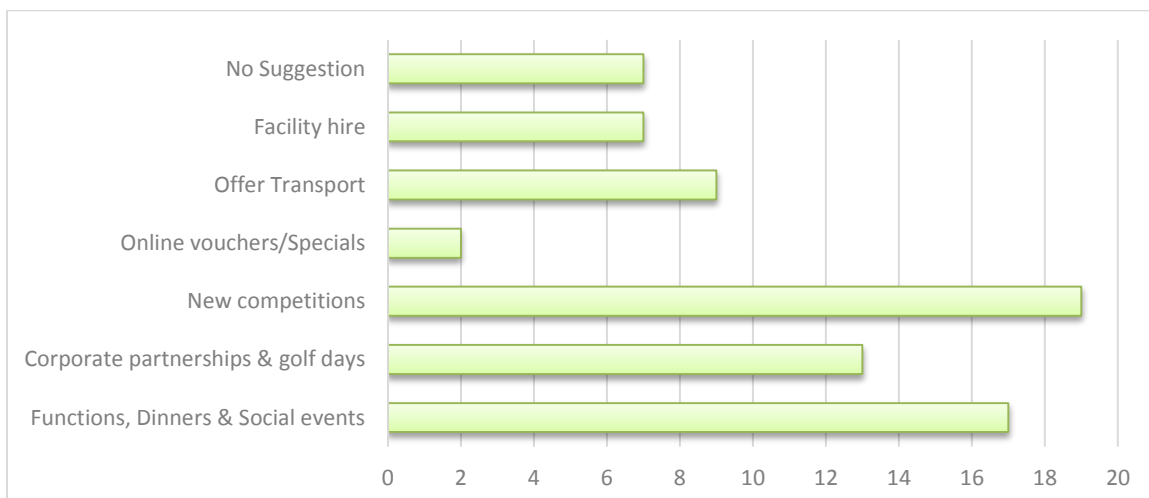
**Q6.1) What strategies can you suggest for attracting more members to the club?**



**Q6.2) Why do you think club membership numbers have decreased?**

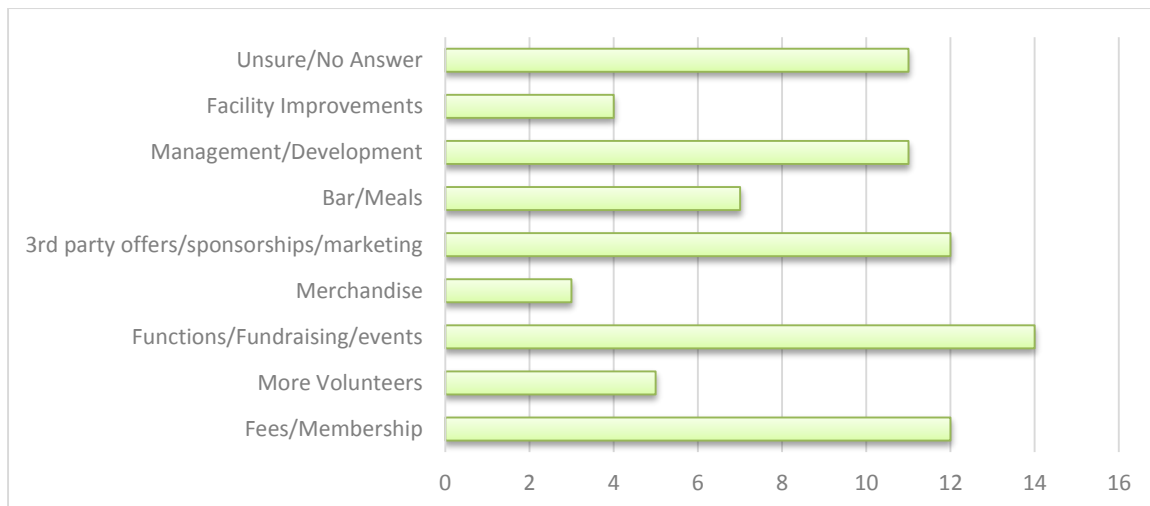


**Q6.3) What ideas can you suggest for new social events or activities that could be conducted at the club to increase usage or the programs on offer?**

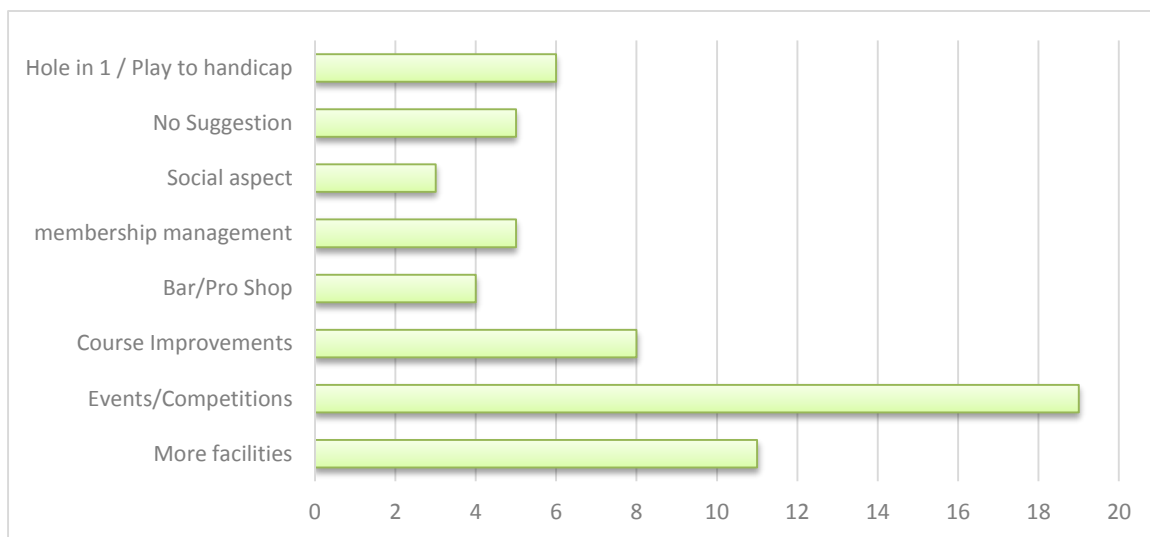




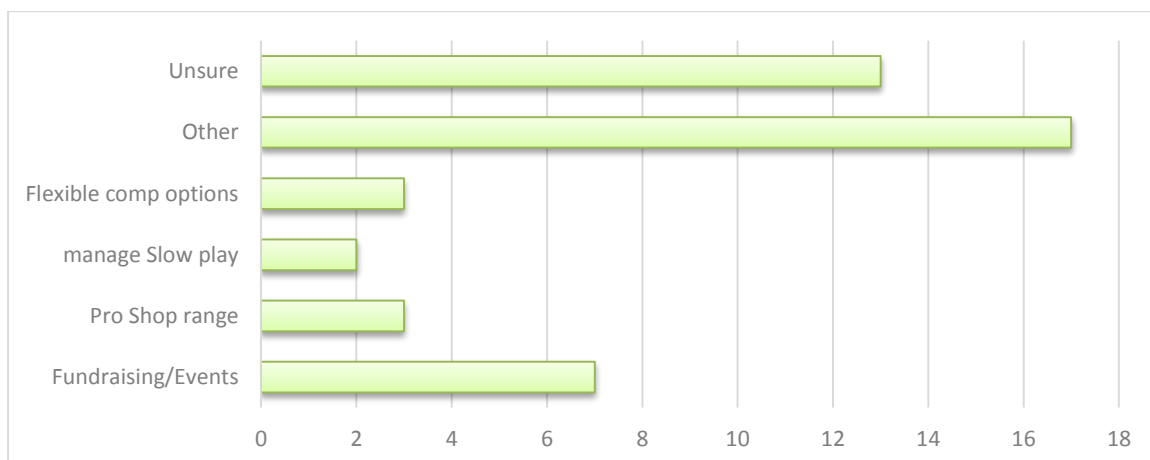
**Q6.4) Do you have any suggestions for increasing club income and profit?**



**Q6.5) What is one new thing that you would like to see or experience at the Leongatha Golf Club?**



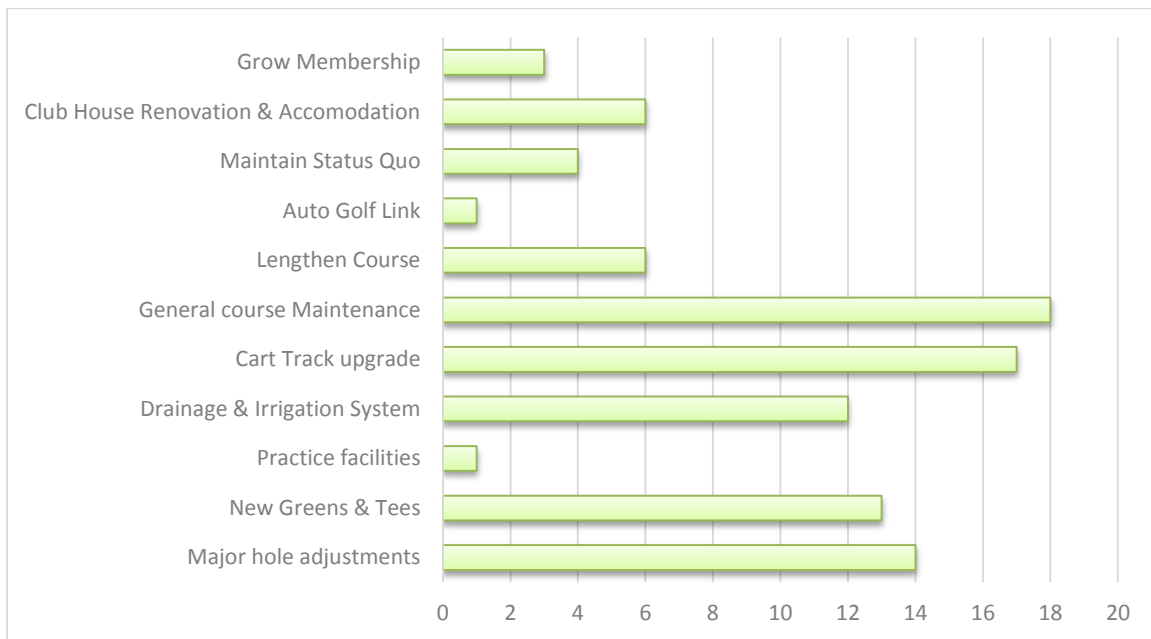
**Q6.6) What have you seen done at other golf clubs that is great, that should be tried at Leongatha?**



**Q7.1) Please list one thing that you would like to see happen in regards to creating a more enjoyable golf course?**

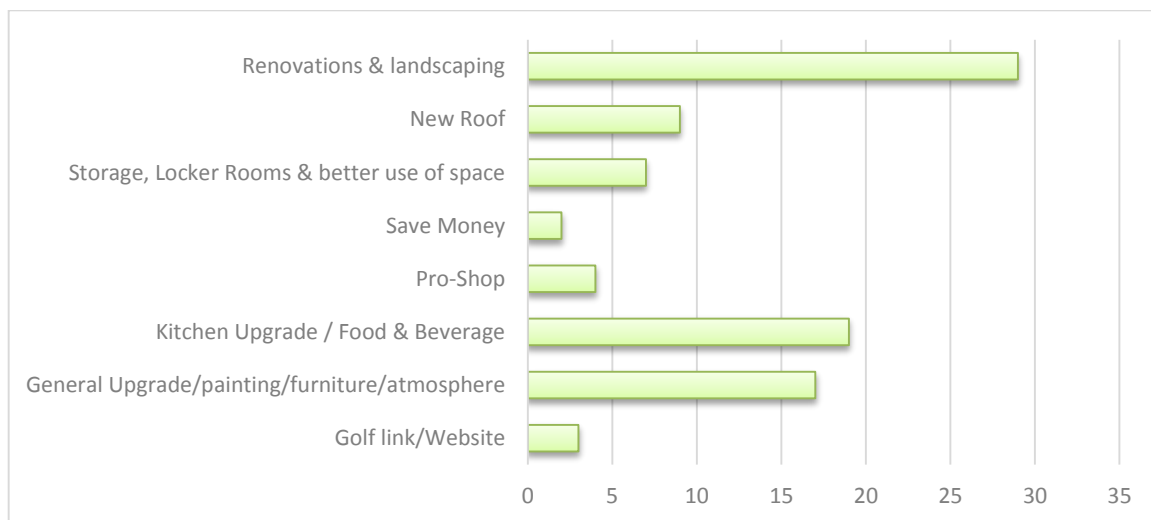
**\*Suggested projects are combined & grouped answers for 1, 3-5 & 10 year projections**

**\*Did not include 15 comments regarding finishing current bunkering program within next 1 yr**



**Q7.2) Please list one thing that you would like to see improved in the club house?**

**\*Suggested projects are combined & grouped answers for 1, 3-5 & 10 year projections**



**Q7.3)**

The club has limited financial resources and would like your help to identify priorities for how money should be spent. Please rank from 1 to 5, where 1 is the most important priority and 5 is the least important priority.

Answer Options	1	2	3	4	5
Course Improvements	51	20	13	9	2
Marketing and Promotion- to increase members and green fee players	24	41	18	12	0
Invest in attracting major event's and functions	12	13	37	22	11
Club House Improvements	6	14	23	37	14
Limit current spending and save for the future	2	7	4	15	67

**Q8.1) Do you have any other comments that you would like to make in regards to the Leongatha Golf Club?**

