



Leongatha Golf Club Member Survey 2018

Thursday, April 26, 2018

Thank you to the 254 respondents of this survey which indicates a 42% completion rate. 20% response rate is considered a good response, so accordingly, the Board are extremely pleased with this response. Following is a summary of some key results and comments. Also attached is the complete results of the survey minus the comments.

254

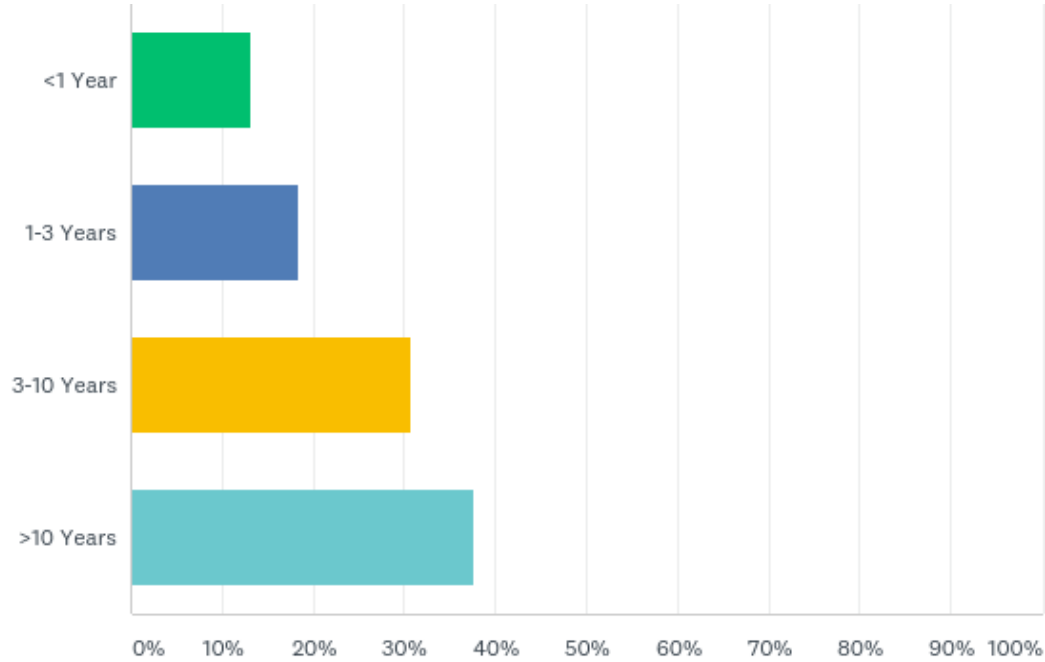
Total Responses

Date Created: Friday, March 23, 2018

Complete Responses: 212

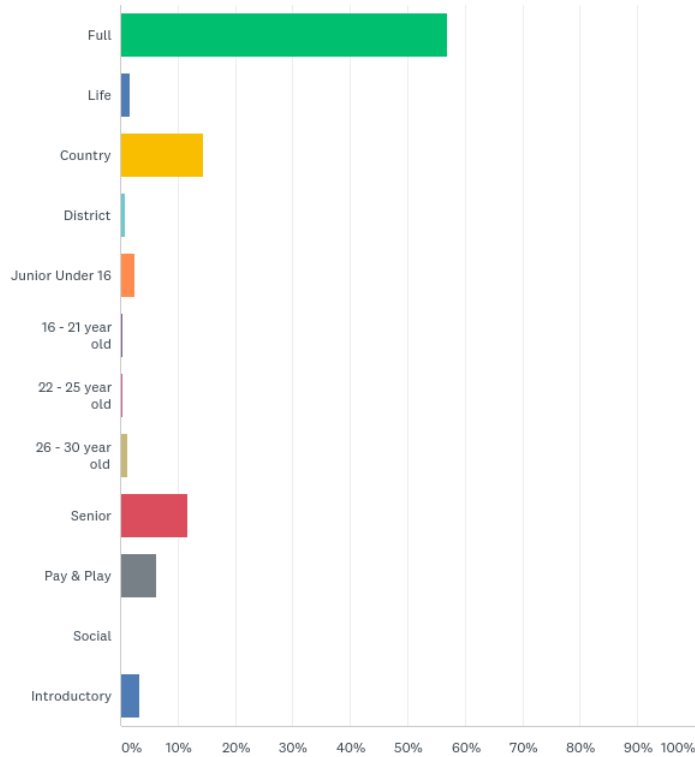
Q1: How long have you been a Member at the Club?

Answered: 250 Skipped: 4



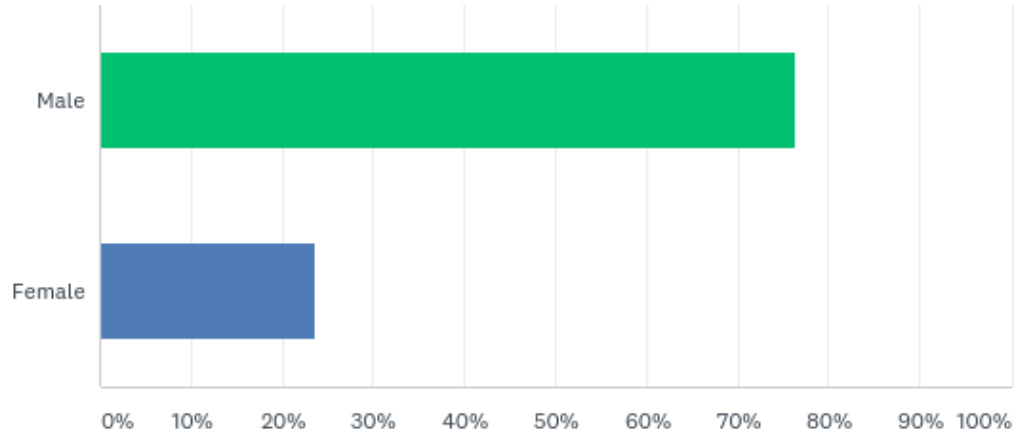
Q2: What is your Membership category?

Answered: 237 Skipped: 17



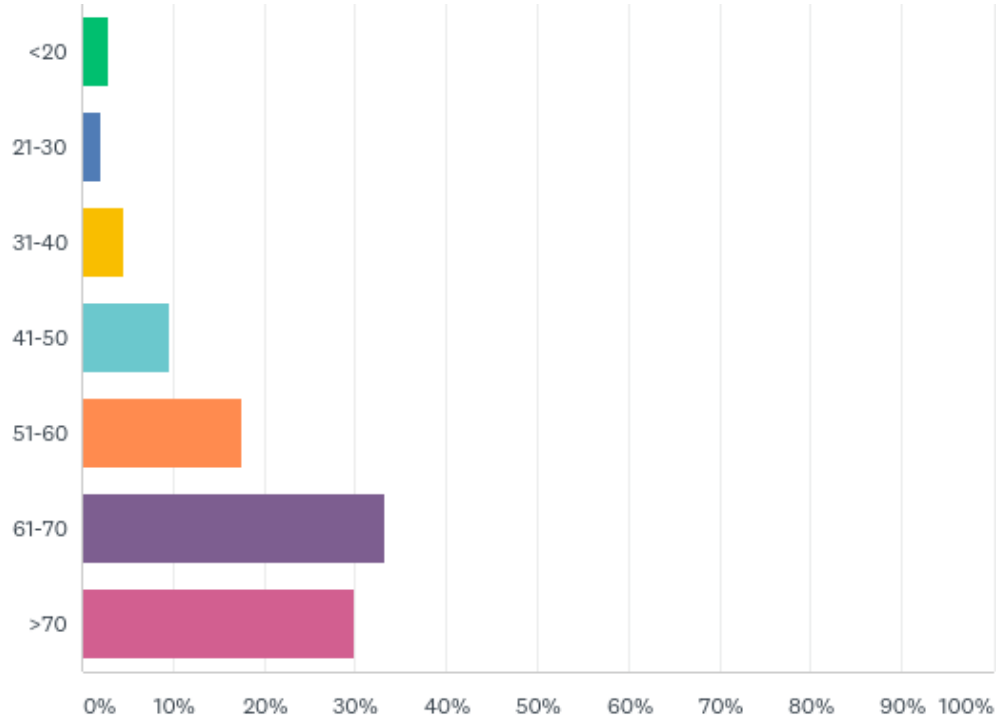
Q3: What is your gender?

Answered: 237 Skipped: 17



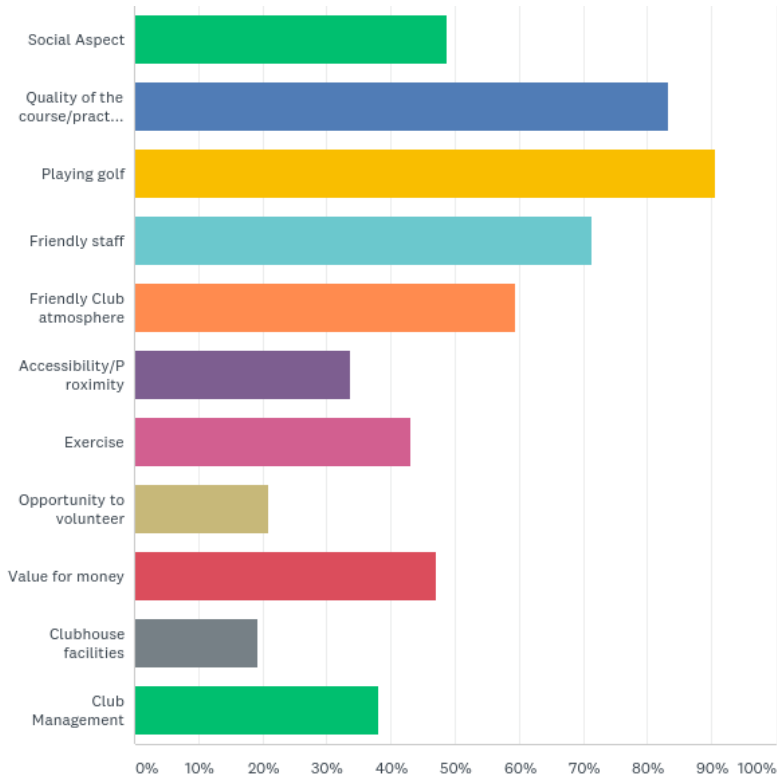
Q4: Which age range applies to you?

Answered: 240 Skipped: 14



Q5: What do you like most about your membership of Leongatha Golf Club? (Provide multiple responses if appropriate to you)

Answered: 234 Skipped: 20



Playing golf and the quality of the course/practice facilities were the most popular responses to this question, whilst clubhouse facilities was the least popular response.

Q6: Do you feel like a valued Member of the Club?

Answered: 234 Skipped: 20

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	23.50% 55	54.70% 128	20.51% 48	1.28% 3	0.00% 0	234	2.00

Members in general felt like a valued Member of the Club with 88% either agreeing or strongly agreeing. General comments were that Members and staff were friendly and welcoming to others at the Club.

Q7: Are you happy with the way your Club is presently being run by the Board?

Answered: 231 Skipped: 23

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	27.71% 64	55.84% 129	14.29% 33	1.73% 4	0.43% 1	231	1.91

83% of Members either agreed or strongly agreed that they were happy with the management of the Club by the Board. There were also several positive comments for the Board too. Other responses asked for greater transparency and better communication regarding Club business.

Q8: Are you happy with how the day to day operations are managed by employed staff?

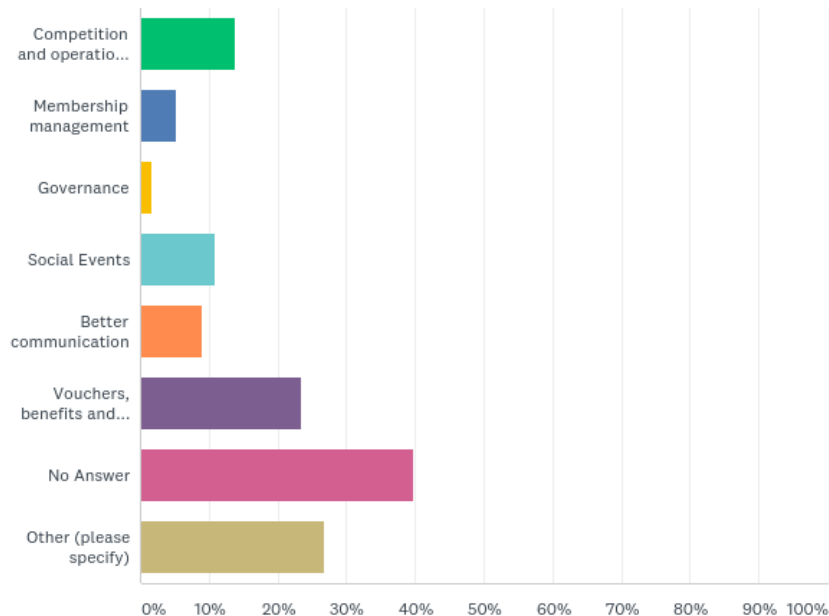
Answered: 234 Skipped: 20

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	38.03% 89	51.71% 121	9.83% 23	0.43% 1	0.00% 0	234	1.73

89% of Members either agreed or strongly agreed that they were happy with how the day to day operations are managed by employed staff. Again, there were general positive comments for the staff.

Q9: How can the Club improve?

Answered: 231 Skipped: 23



The most popular answer here was “No Answer” followed by “Other.” There was a myriad of comments made, but comments regarding the golf course were the most frequent. Including comments for improving slope/playability of some greens like 7 and 9 and clearing of undergrowth to make finding balls easier. There were other comments regarding Member accounts and several comments stating they were pleased with the improvements made in recent times and wished to see the Club continue on that trajectory.

Q10: Are you happy with the way the Club communicates with you? Eg Website, Social Media, Newsletters, email..

Answered: 235 Skipped: 19

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	34.47% 81	57.45% 135	6.81% 16	1.28% 3	0.00% 0	235	1.75

91% of Members either agreed or strongly agreed that they were happy with the way the Club communicated with them. Some suggestions were for printed copies to be available at the Club and that there were too many emails. Other comments were positive and they were pleased with how Club communication had improved.

Q11: Do you find staff welcoming and friendly?

Answered: 232 Skipped: 22

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	57.76% 134	40.95% 95	1.29% 3	0.00% 0	0.00% 0	232	1.44

98% of Members either agreed or strongly agreed that they were happy with staff service levels. General comments were very positive.

Q12: Do you find your fellow Members welcoming and friendly?

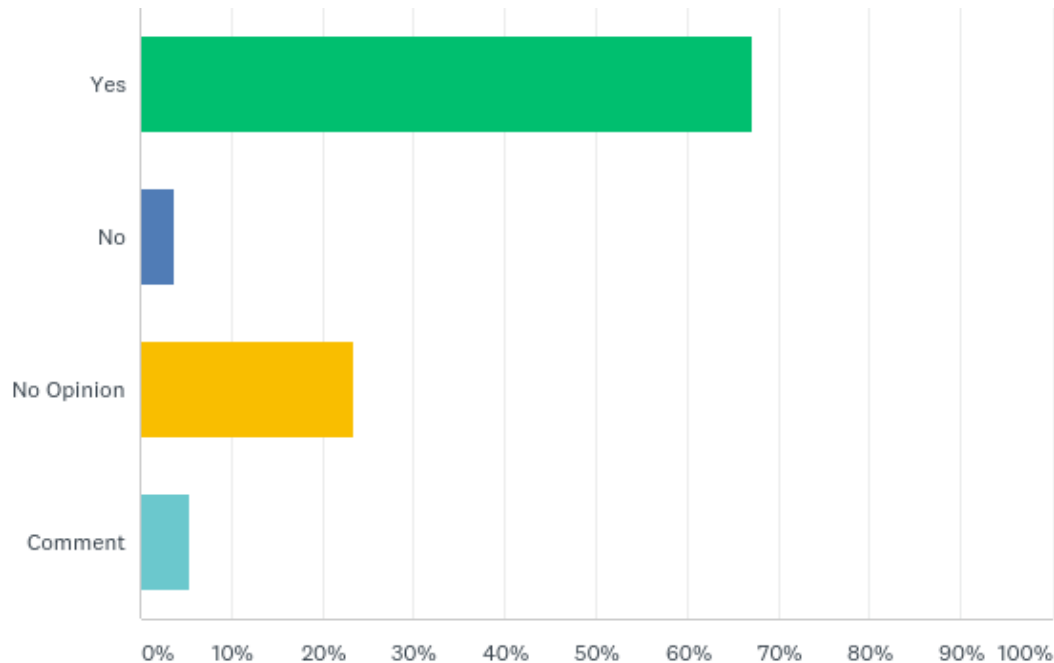
Answered: 232 Skipped: 22

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	32.33% 75	56.47% 131	10.34% 24	0.86% 2	0.00% 0	232	1.80

88% of Members either agreed or strongly agreed that their fellow Members were welcoming and friendly. Again, general comments were positive here.

Q13: Your club has secured reciprocal rights arrangements with several clubs, most recently with Settler's Run. Would you like us to pursue more of this type of arrangement?

Answered: 235 Skipped: 19



67% of Members were in favour of this. Comments included seeking more interstate arrangements for people who travel and also disagreeing with a full reciprocal arrangement (i.e. some sort of green fee should apply).

Q14: Does your Membership offer good value?

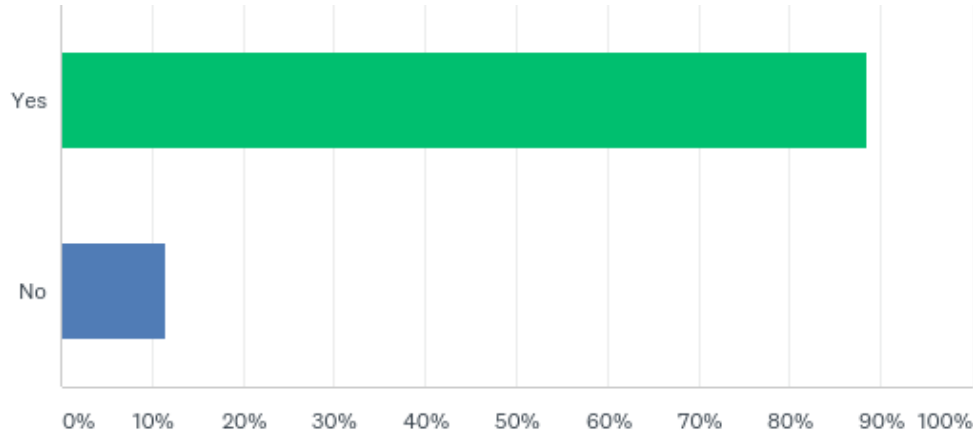
Answered: 233 Skipped: 21

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	33.05% 77	55.79% 130	9.01% 21	2.15% 5	0.00% 0	233	1.80

88% of Members either agreed or strongly agreed that their Membership represented good value. General comments included that it was great value for such a good golf course, it was the most expensive in South Gippsland (this isn't factually correct with Phillip Island Golf Club being \$150 more per year for a Full Membership), and that recent course improvements reinforce the value.

Q15: Do you play competition golf?

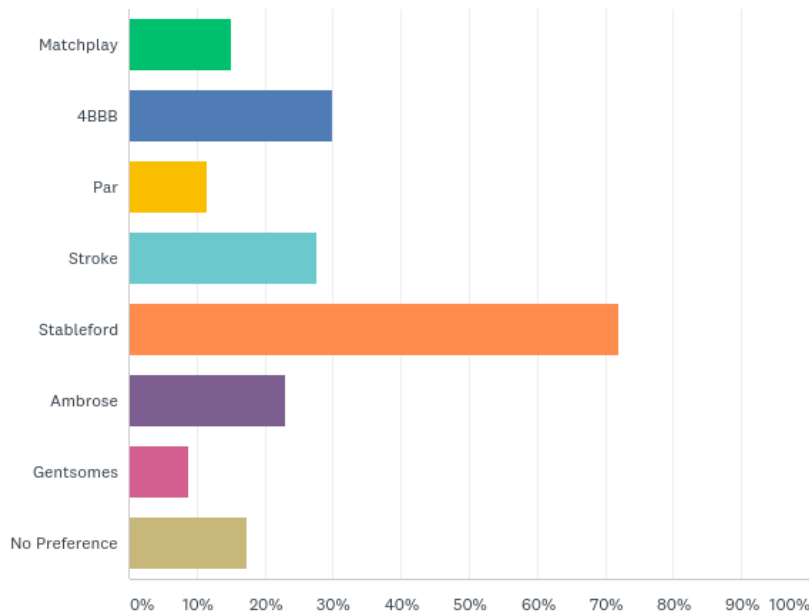
Answered: 228 Skipped: 26



88% of Members responded yes that they do. Most comments can generally be summarised that they did not have enough time due to other commitments but that they would if time permitted.

Q17: What is your preferred competition type?

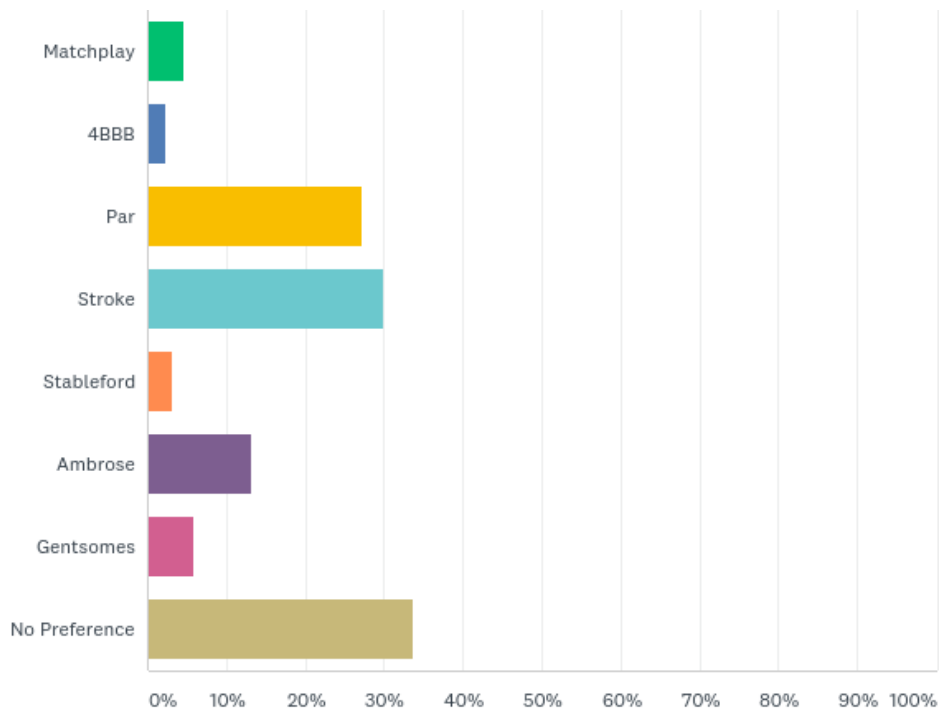
Answered: 218 Skipped: 36



Stableford was the overwhelming favourite here with 72% of respondents indicating this as their preference. 4BBB came next with just 29%. This justifies the current majority of scheduled events being Stableford at the Club.

Q18: Which competition do you least enjoy?

Answered: 220 Skipped: 34



33% of respondents indicated they had no preference. This was closely followed by Stoke and Par at 30% and 27%. Again, this reflects current scheduling with both these formats being amongst the least scheduled.

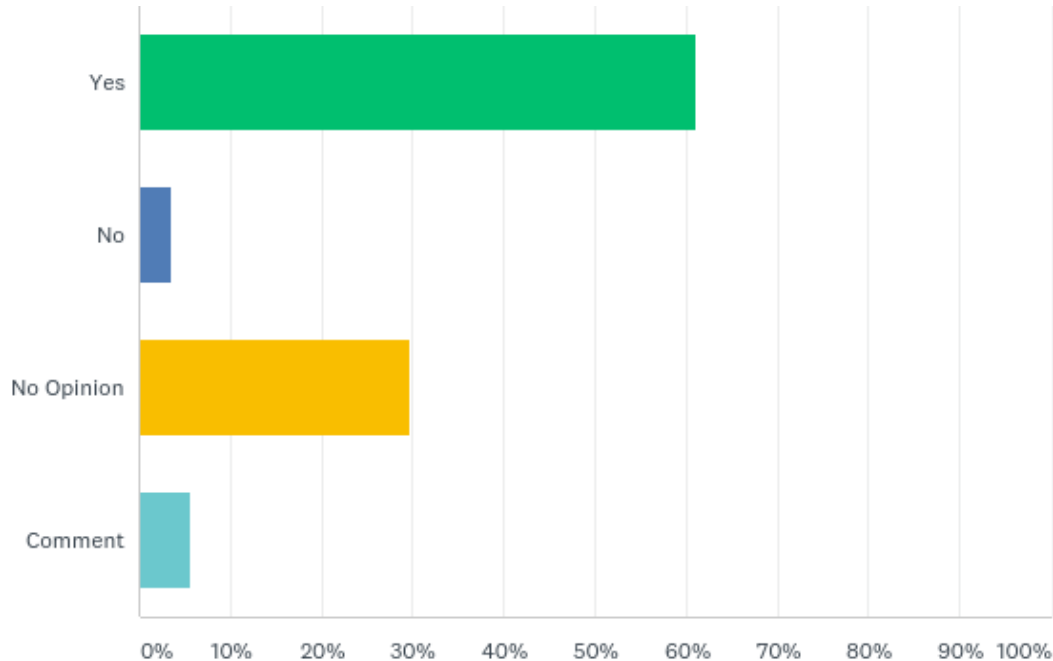
Q19: Is there an event that the Club presently does not offer that you would like to see at Leongatha?

Answered: 220 Skipped: 34

The majority of responses to this question were that they either skipped the question or said no. The most popular of the rest of the responses, was to introduce a Pro-Am (the popularity of the Trainee Pro-Am in January would seem to confirm this point), more match play opportunities and more social golf events.

Q20: On Saturday are you happy with the present arrangement of 2 tee starts from 7am until 8.52am and then 11.15am until 1.15pm?

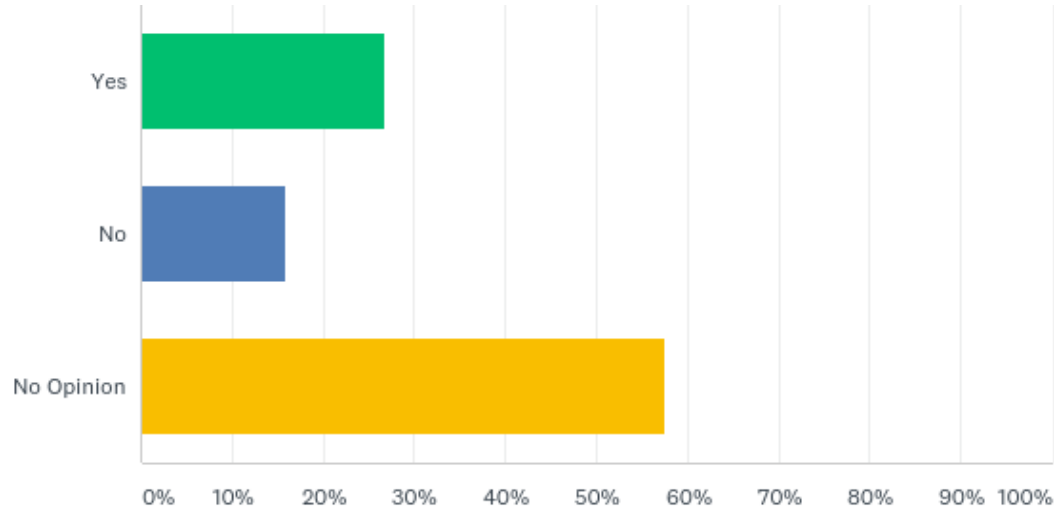
Answered: 226 Skipped: 28



61% of Members were in favour of these start times. Comments included: green fee players shouldn't hit off during competition times and that the best tee times are taken by the crossover. In contrast some other comments applauded having both tees open to allow more green fee revenue.

Q21: Would you prefer a rolling start from the 1st tee on Saturdays during off peak periods (Off Peak is from June 30 to September 21 for 2018)?

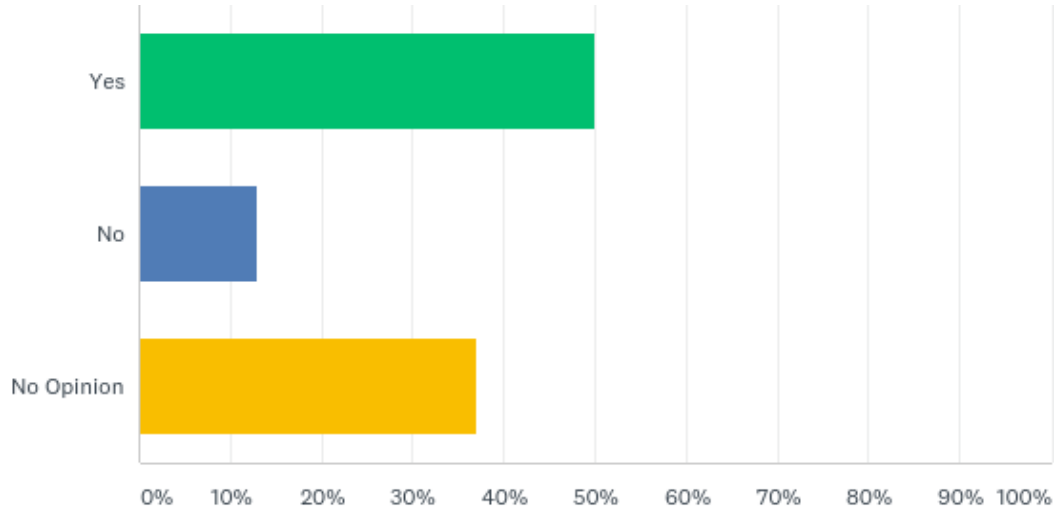
Answered: 221 Skipped: 33



57% of people had no opinion on this matter. General comments were to look at shotgun starts or that it was a positive to have tee times available between 9am and 11am.

Q22: Are you happy with 9.00 am shotgun starts for Tuesday and Thursday during Summer (except Peak which is Dec 26 to Jan 31) periods?

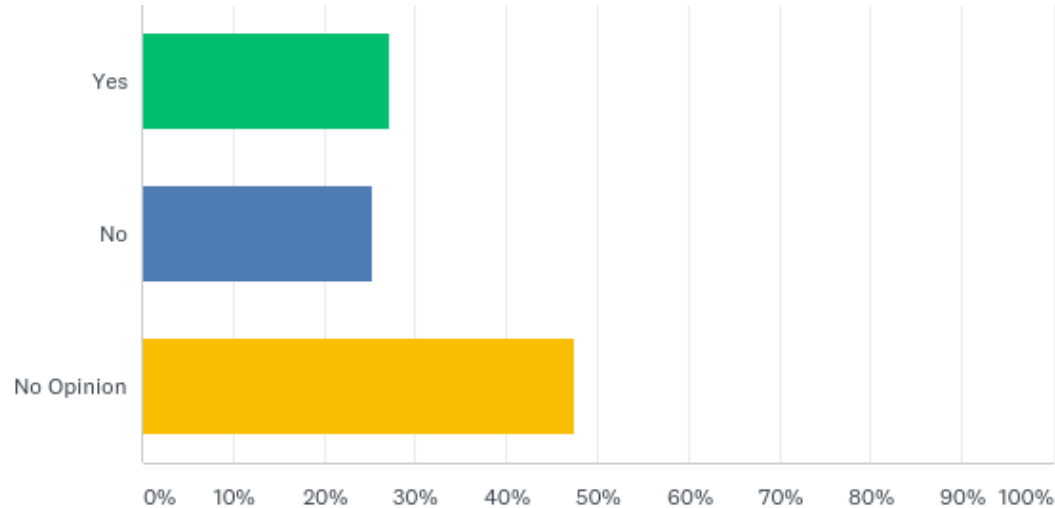
Answered: 222 Skipped: 32



50% said yes with a further 37% not having an opinion. There were various comments looking for either rolling starts to allow earlier start times or 8am/8:30am shotgun starts. There were other comments seeking more flexible arrangements in order to accommodate people who had other commitments.

Q23: Would you prefer an 8am or 8.30 start during these periods?

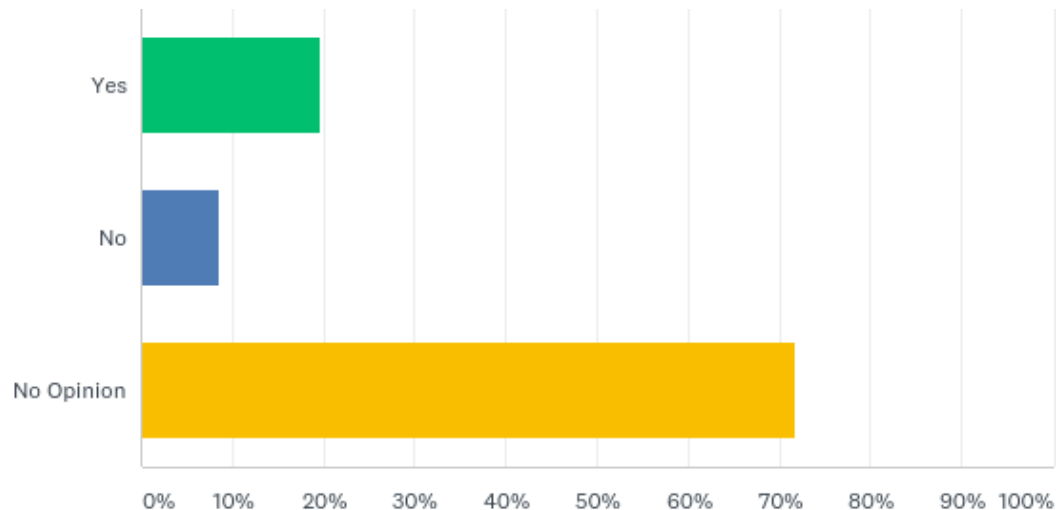
Answered: 213 Skipped: 41



This response was quite evenly split with similar comments to Q22.

Q24: Are you happy with the present rolling start arrangements for Wednesday competition?

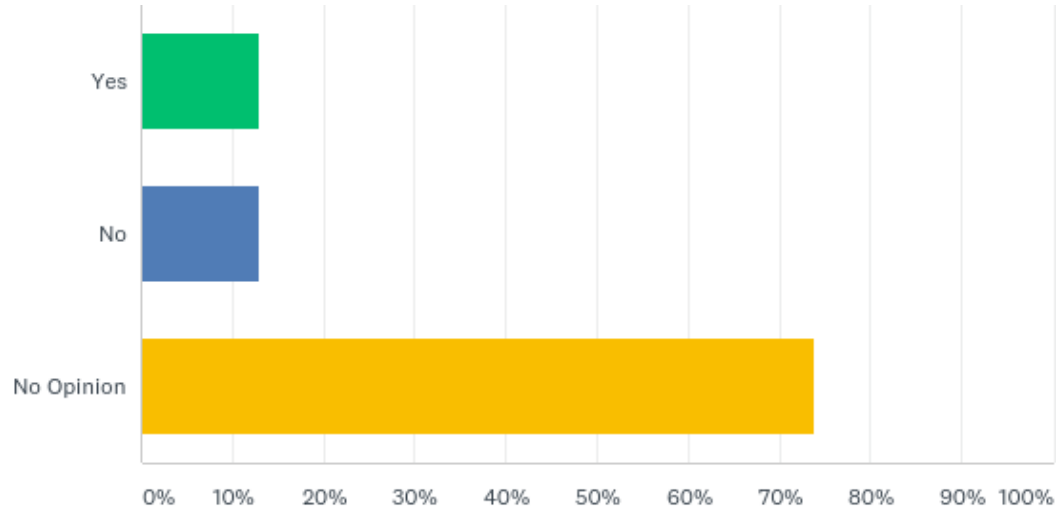
Answered: 219 Skipped: 35



71% of respondents had no opinion. General comments included they would prefer more shotgun starts, more early starts, no graded bookings e.g. ABC.

Q25: Would you prefer a shotgun start for Wednesday competition?

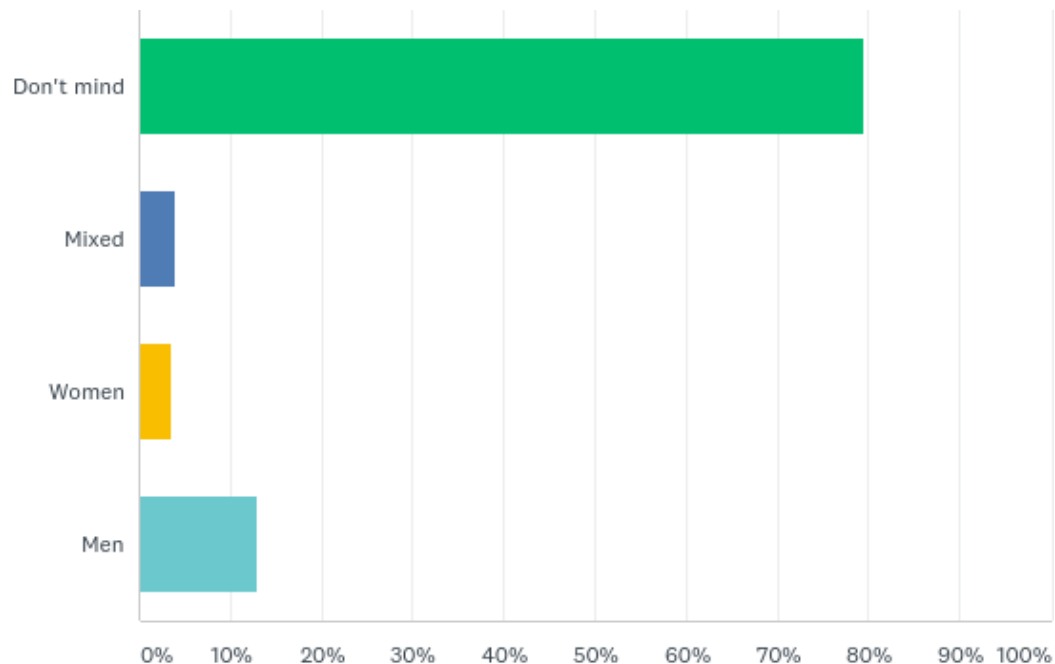
Answered: 222 Skipped: 32



This response was consistent with Q24 with 73% of respondents not having an opinion.

Q26: Do you prefer to play with men, women, or in mixed competitions?

Answered: 224 Skipped: 30



79% of respondents stated they did not mind. This is consistent with current competition arrangements which are predominantly open events played by both men and women. The main exception being some Board events.

Q27: Are you happy with the Club's Pace of Play policy and its implementation? [Click here for Pace of Play Policy](#)

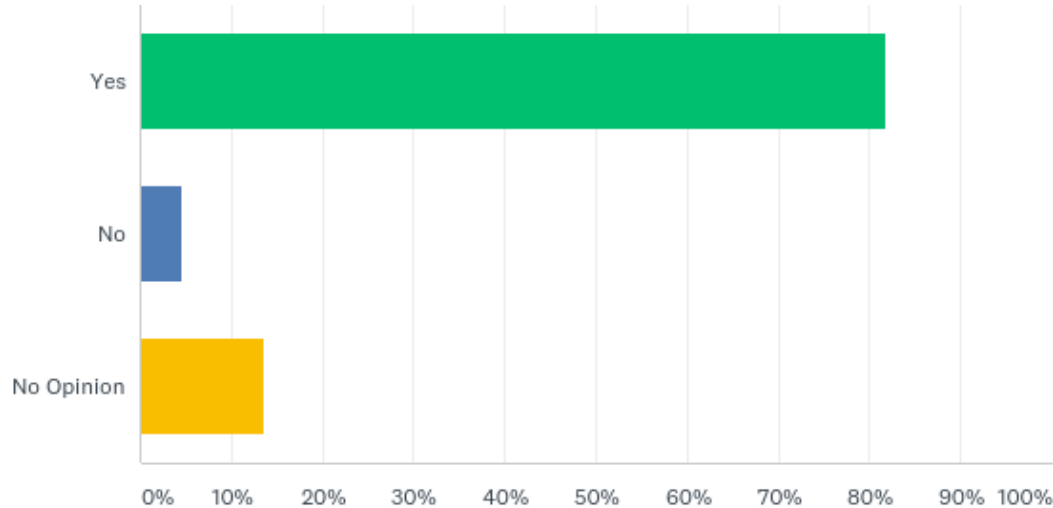
Answered: 224 Skipped: 30

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	23.21% 52	57.14% 128	12.95% 29	6.25% 14	0.45% 1	224	2.04

80% of Members either agreed or strongly agreed with the implementation of the Pace of Play policy. General comments were that Members agreed with the policy but would like to see the course marshalled further on Saturdays and the policy applied with less leniency. There were also several comments asking to address consistently slow players.

Q28: Are you happy with the present 40: 40 :20 split of annual operating profits?

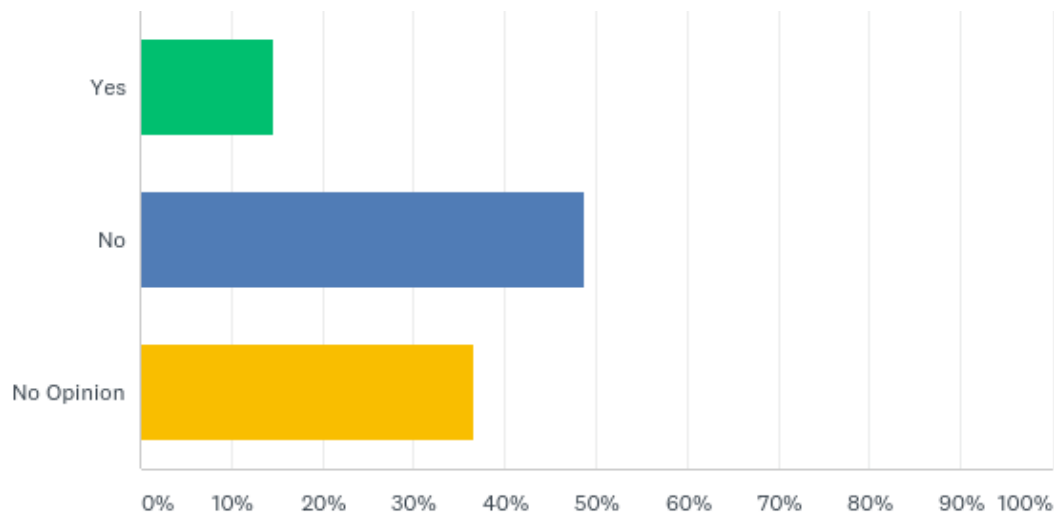
Answered: 220 Skipped: 34



81% of Members were in favour of this practice. Most comments generally agreed with this. Some proposed slightly different divisions e.g. 50% debt reduction or 50% course improvement.

Q29: Would you like to see debt reduced at a faster rate?

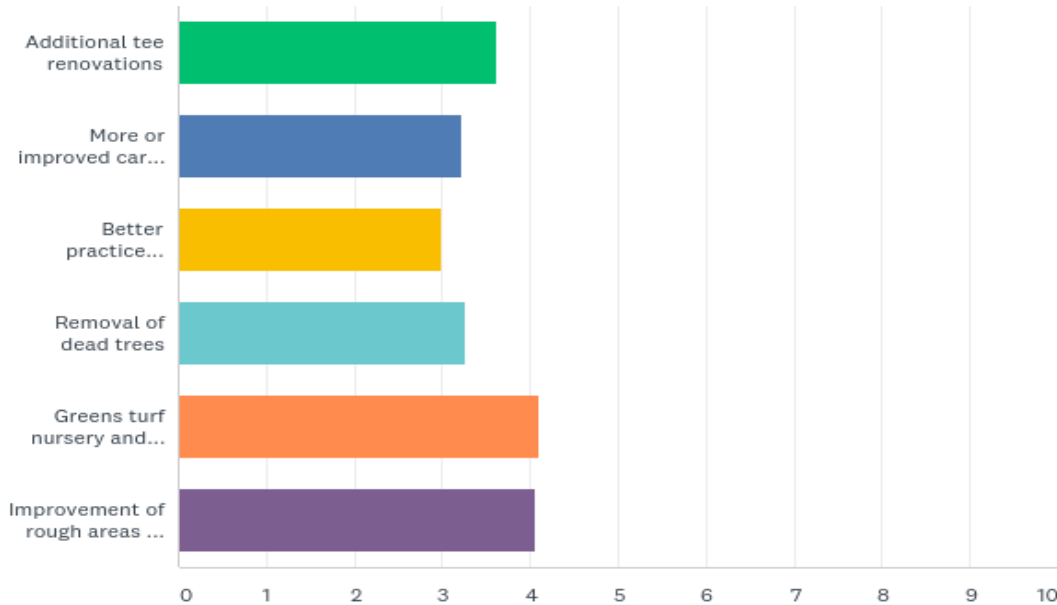
Answered: 213 Skipped: 41



48% of Members responded no, whilst 36% of Members had no opinion. Members indicated that this should not occur at the expense of further improvements and that only if interest rates increased should we attempt to repay debts at a faster pace.

Q30: In the past five years your club has invested heavily in on course improvements (think on -course toilets, renovation of several tees, bunker renovations, fairway dethatching, the automated irrigation system, new course equipment, machinery shed surrounds upgrade, upgrading of cart paths, tree work etc.) With the present 40% profit allocation for course improvements, what do you want it to be spent on in the short term (3 years)? Rank from 1 to 6 with 1 being your first preference.

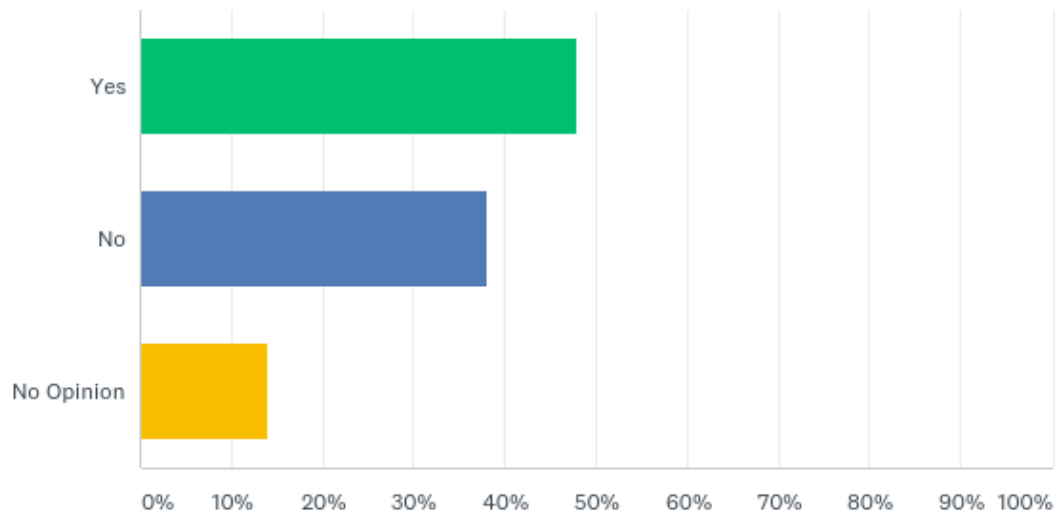
Answered: 212 Skipped: 42



The 6 options here were quite evenly split. Improvement of rough areas and greens turf nursery and subsequent green renovations had a small majority over the other options.

Q31: At present around 60% of the Club's Members reside in Inverloch and around 25% from Leongatha. Around 70 % of our new Members are from Inverloch. It is felt that having Inverloch in the Club name would be beneficial with both branding and marketing. Would you be supportive of a name change to incorporate the name Inverloch for the Club given that it would cost an estimated \$10,000 to do so?

Answered: 215 Skipped: 39



There was no clear majority for the name change question. 48% of Members said yes, 38% said no and 14% had no opinion. Comments ranged across the spectrum from that it makes commercial sense and is a fairer representation of the Members at the Club, to why would the Club waste money on that, or to stay consistent with our heritage and that is to remain as Leongatha Golf Club.

Q32 Please comment on where you would like to see the course improved?

Answered: 156 Skipped: 98

The most common comments can be summarised as follows:

- Flatten the gradient in some of the greens.
 - Removal of undergrowth.
 - Happy with the course as it is.
 - More attention given to bare areas e.g. in front of the 18th green.
 - Drinking water on course.
 - Improvement of paths and extending them to the beginning of the fairways.
-

Q33: Along with on-course improvements, it is recognised that there are several other areas in which the club could spend profits. Would you be supportive of expenditure on the following? Car Park Resurfacing?

Answered: 218 Skipped: 36

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	8.26% 18	28.90% 63	47.25% 103	12.39% 27	3.21% 7	218	2.73

There was quite an even split here with the majority of respondents being neutral (47%). Most comments felt that this was a necessary expense as it leaves a poor first impression. Other comments were that this could only be done but not at the expense of further course improvements.

Q34: New Clubhouse furniture?

Answered: 216 Skipped: 38

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	10.19% 22	27.31% 59	48.61% 105	11.57% 25	2.31% 5	216	2.69

A neutral response was again the most popular with 48%, however agree and strongly agree combined for 37% of responses. The general comments that it would be nice to do but not the first priority.

Q35: Clubhouse Renovations

Answered: 214 Skipped: 40

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	14.95% 32	41.59% 89	33.64% 72	7.01% 15	2.80% 6	214	2.41

56% of Members either agreed or strongly agreed that this was necessary. The comments were generally in agreement but would like to see more details of plans and costs before committing.

Q36: Updating the Club's entrance from the Koonwarra Road?

Answered: 214 Skipped: 40

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	10.28% 22	31.78% 68	43.93% 94	11.68% 25	2.34% 5	214	2.64

Neutral was the most popular response here (44%) closely followed with 42% for agree and strongly agree. The most popular comments were that the current entrance is outdated and not wide enough and that the signage is not visible until you are very close to the entrance.

Q37: Replacing the asbestos roof on the clubhouse?

Answered: 217 Skipped: 37

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	19.35% 42	41.47% 90	27.65% 60	8.76% 19	2.76% 6	217	2.34

60% of Members agreed or strongly agreed that this was necessary. Comments included that it was an OHS issue and should be addressed immediately to only when funds permit. Other comments were that this would be too expensive for the Club to undertake or that to not fix the leaking roof is only ignoring an issue that needs to be addressed.

Q38: Additional cart shed facilities?

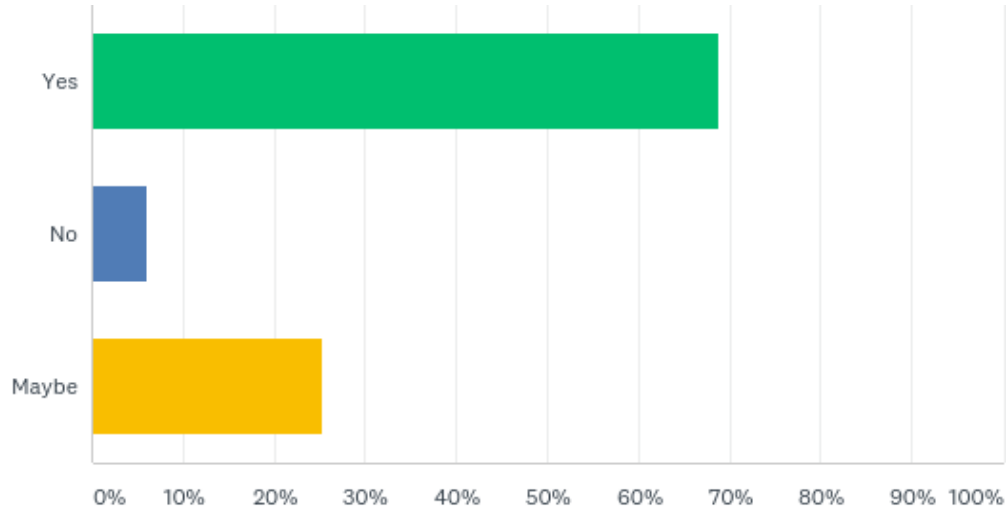
Answered: 216 Skipped: 38

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	4.63% 10	28.24% 61	56.48% 122	7.87% 17	2.78% 6	216	2.76

56% of Members were neutral about this and the comments were quite consistent to only address this according to demand.

Q39: To tackle some or all of the above would require much more funding than we are presently generating. Would you support a major fundraising event or raffle to help fund these improvements?

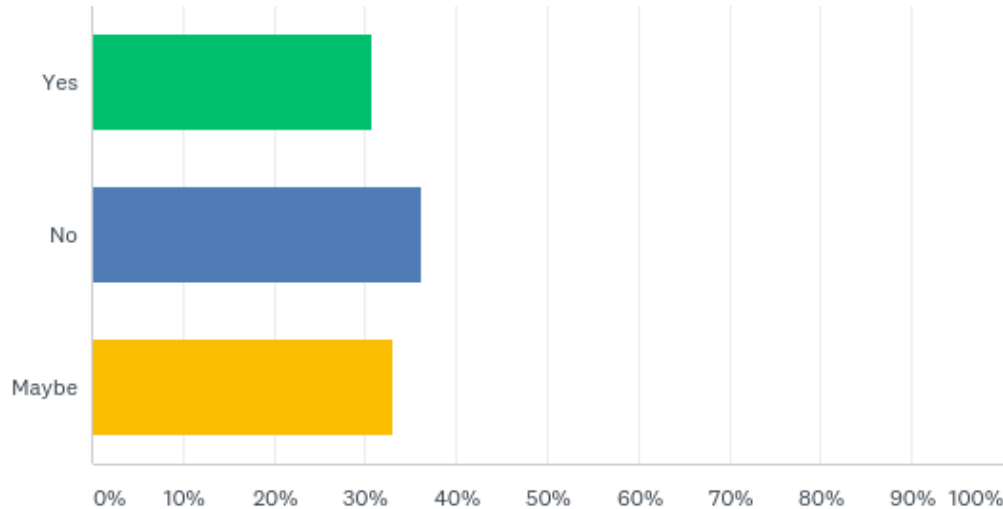
Answered: 218 Skipped: 36



Only 6% of Members replied no to this question with 69% saying yes. This was a clear majority and something that the Board will look at in the short term.

Q40: Would you support a levy or levies to help fund these improvements?

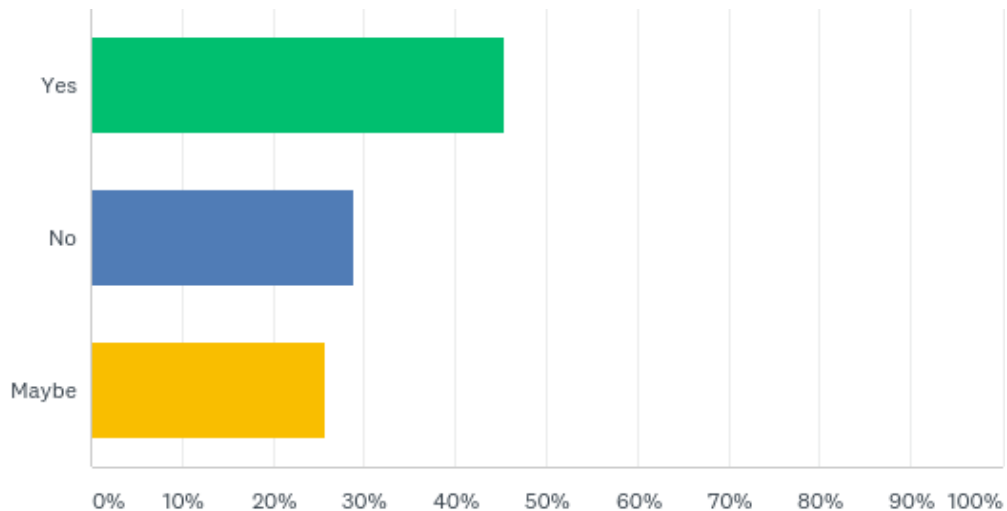
Answered: 218 Skipped: 36



This question was responded to in an even fashion with an answer of no having a slight majority at 36%. Comments ranged from no as they aren't popular, should be done to fund capital improvements or would like to see proposal and costs before committing.

Q41: Would you support commencing a volunteer contribution scheme? An example of such a scheme is where you have the option to volunteer 10 hours to the Club on an annual basis or you can pay \$100 to the Club if you don't wish to volunteer.

Answered: 218 Skipped: 36



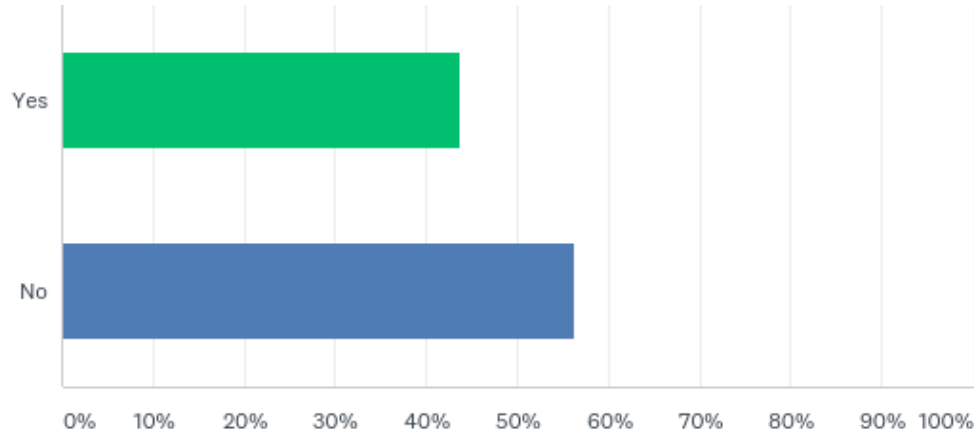
A yes vote had a small majority from Members (46%). There were a lot of comments for this question though, summarised as follows:

Cannot commit to volunteering as live too far from the course and don't have the time. Should not be forced to volunteer.

Current volunteering is left to too few people.

Q42: Do you currently volunteer at the Club?

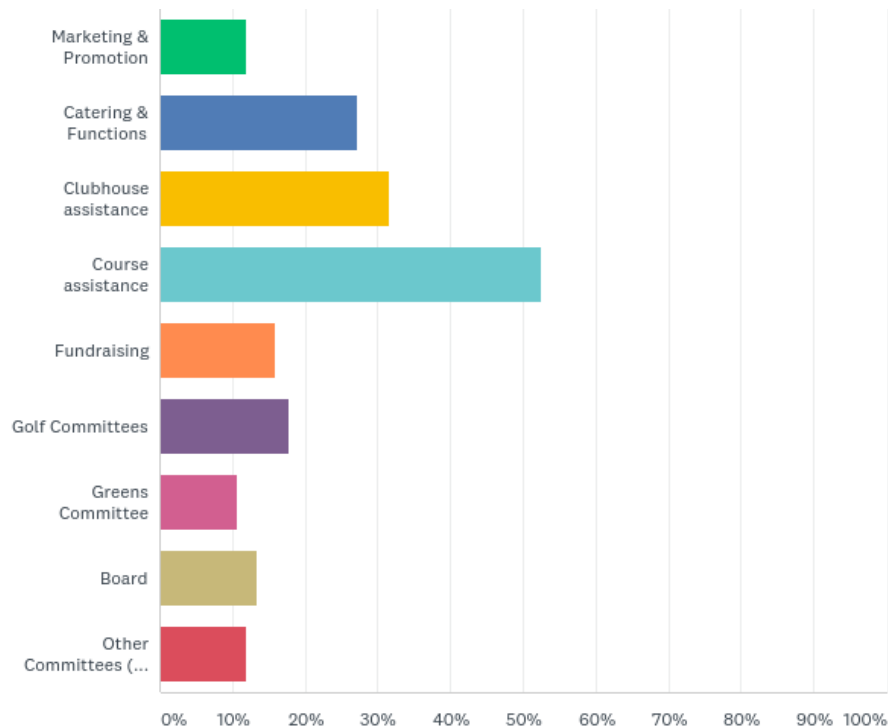
Answered: 217 Skipped: 37



44% of Members answered yes with 56% No. Some Members had commented that they do and will continue to do it as long as time and health permits and others commented that they would like to once they retire from work. There were also comments that it was impractical due to location, health or work commitments.

Q43: In what areas could you assist the club by volunteering?

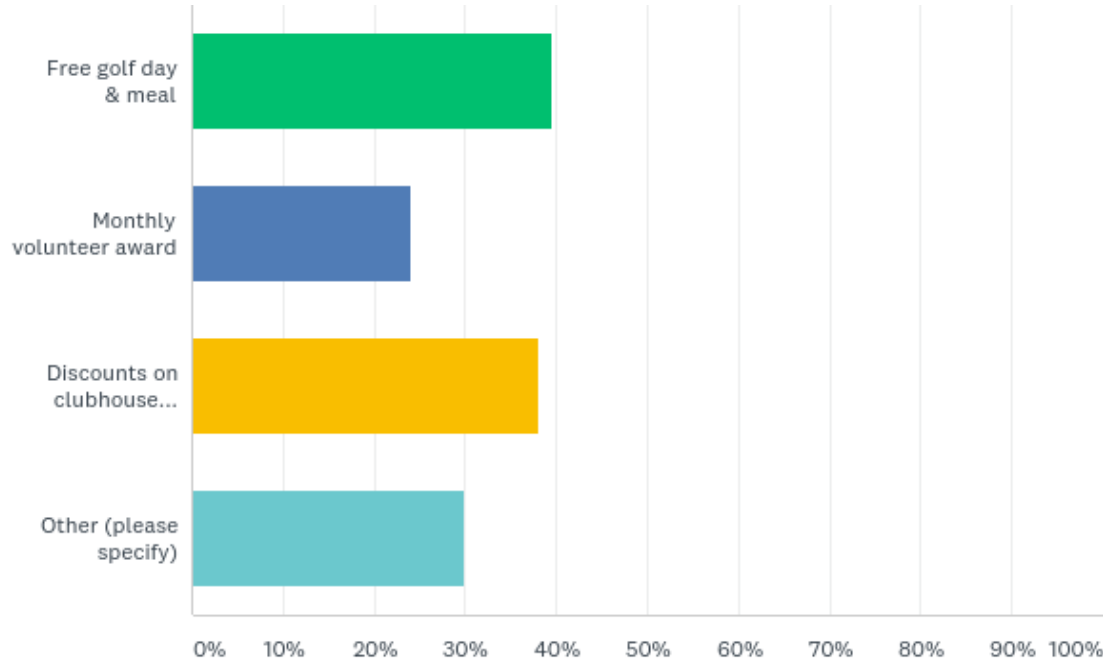
Answered: 158 Skipped: 96



Course assistance received the majority vote here with 52%. Other comments were similar in nature to Question 42.

Q44: How can we better recognise the contributions of volunteers?

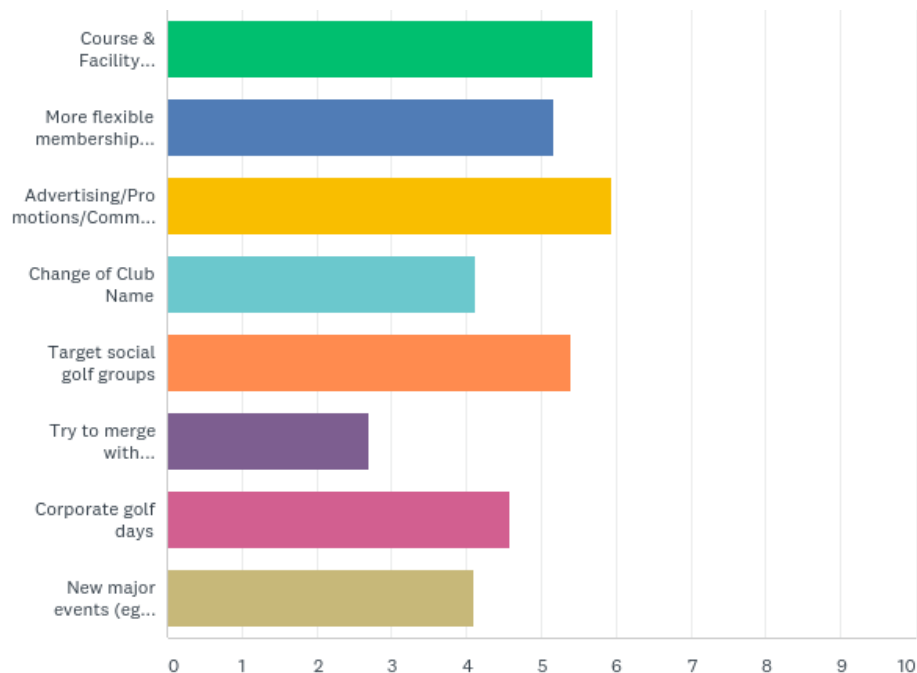
Answered: 200 Skipped: 54



This question had an even response. Comments also ranged from saying that no reward/recognition was required to discounted fees/incentives would be welcome to the free lunch/coffee for workers is greatly appreciated.

Q45: How should we go about attracting new members and green fee players to the club?

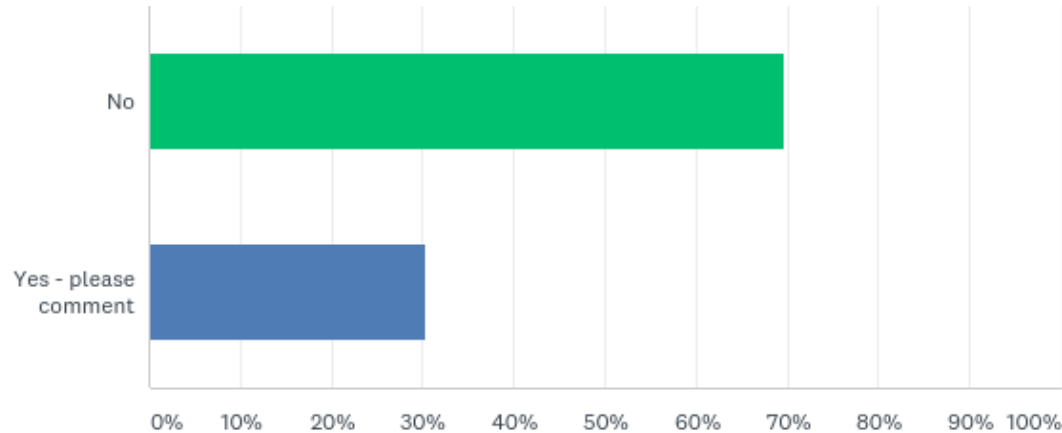
Answered: 199 Skipped: 55



This was a very even response too although merging with neighbouring Clubs was a clear minority.

Q46: Do you have any other ideas for increasing the amount of new Members and green fee play at the Club

Answered: 205 Skipped: 49

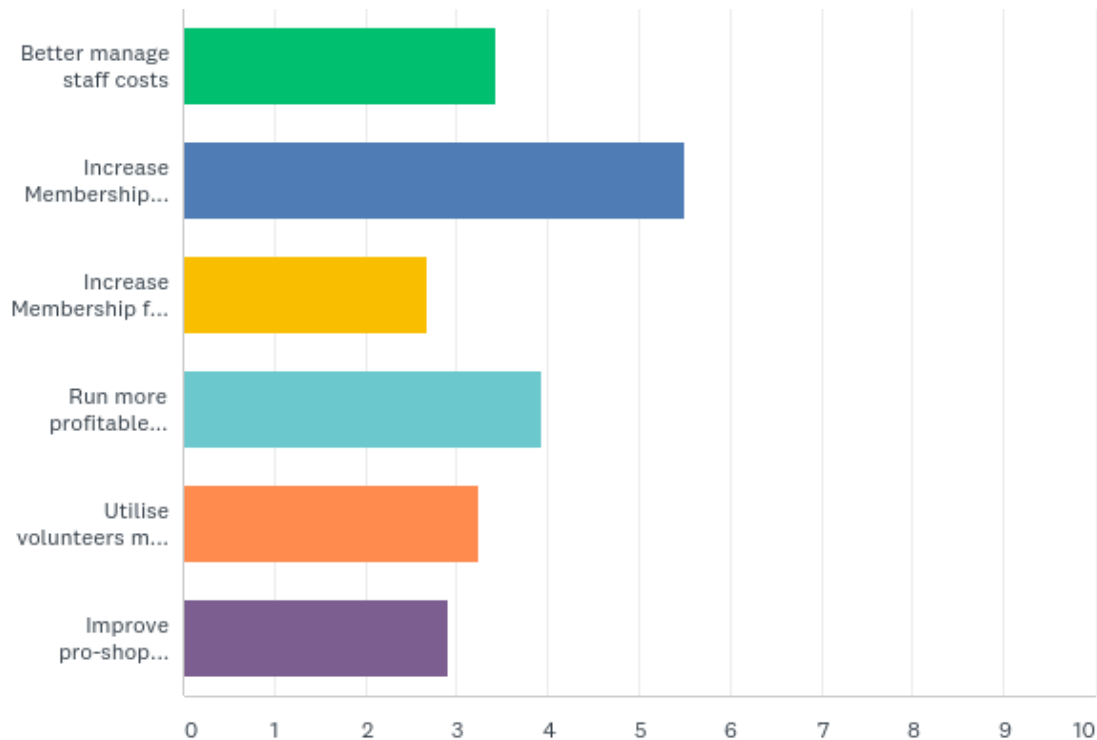


70% of respondents answered no to this question. Common answers included:

- To continue to promote junior and women's golf clinics.
- Stronger relationship with RACV Inverloch.
- Improve the course at a more rapid rate.
- Greater advertising efforts in Inverloch.
- Referral reward scheme for current Members who sign up new Members.

Q47: How best can we increase the Club's profitability?

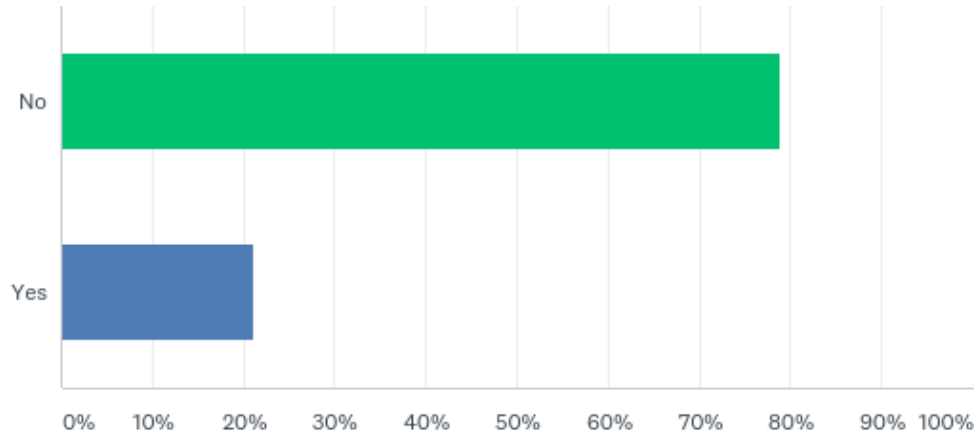
Answered: 188 Skipped: 66



Increasing Membership numbers was the clear majority answer to this question.

Q48: Do you have any other ideas for improving the Club's profitability?

Answered: 199 Skipped: 55



79% of Members responded no to this question. Exploring further corporate/sponsorship options, caravan/on-site accommodation and raising Membership fees were all suggestions given for this question.

Q49: Do you support the development of a 10 year Club Master Plan that could investigate, items such as clubhouse replacement and on site accommodation?

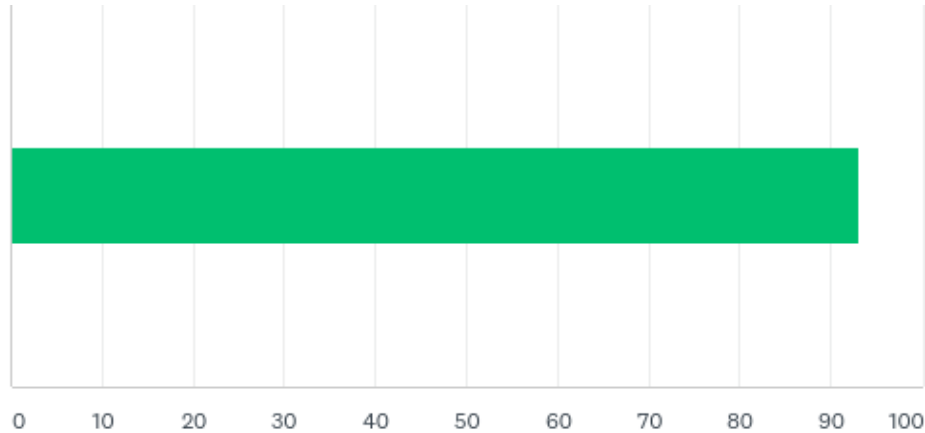
Answered: 208 Skipped: 46

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	28.37% 59	49.52% 103	14.42% 30	5.77% 12	1.92% 4	208	2.03

77% of Members agreed or strongly agreed developing a 10-year Club Master Plan. There were cautionary comments regarding costs to develop accommodation and not necessarily receiving the return on investment. This was also highlighted with previous failed developments such as poker machines. Members also commented that this was a necessary process that must be done in order to plan for a successful future for the Club.

Q50: Overall how likely is it that you would recommend Club Membership to a colleague interested in joining a golf club? 1 being not all and 100 being absolutely yes.

Answered: 205 Skipped: 49



The average response to this question was 93 out of 100. This is a fantastic representation of how respondents feel about their Club and how likely they would promote the Club to other people.

Thankyou once again to all Members who took the time to provide their feedback. This information is invaluable for the Board, Committees and Management to improve your Golf Club in the future.

