



Dear Members of Tallwoods Golf Club Inc,

2021 Member Survey Results

Thank you to the members, who completed the recent survey. A summary of the results is shown on the following pages.

Altogether, we received 95 responses, which represents approximately one third of our 2020/21 total membership.

This survey only related to the responsibilities of TGC Inc, as we wanted feedback as to how we can best serve our members. The responses that we have received will certainly help us with our decision making moving forward. This document is a summary of TGC members' overall suggestions and comments.

Already, the board has taken action and acted on some of our members' suggestions.

To date we have:

- Arranged for Loyalty Points to be used when paying annual membership fees.
- Initiated a working partnership between the TCC and TGC with the introduction of "Tallwoods Dragon Day", where member volunteers will assist TCC green staff in an endeavour to bring the course up to its best possible condition on a monthly basis.
- Increased member volunteer groups, who have worked tirelessly to improve the course conditions following the recent storms that significantly damaged many parts of the course. Examples include the refurbishment of the Tallwoods sign, rough areas between the 15th and 18th, 17th, 10th and 12th, as well as the 5th Green surround. All of these areas have been improved with much more to follow.
- Authorised purchase of volunteer equipment including whipper snippers and poison wands.
- Continuous communication to all members regarding competition, social and future events.

In addition to the comments made in relation to TGC Inc, many members brought to the Board's attention a plethora of comments and suggestions that relate to the responsibilities of Tallwoods Country Club (TCC) and The Kranky Goat (TKG). All responses have been noted and we will continue to strive to work in partnership with the owners of the course, as well as the owners of the restaurant to bring about positive changes that will benefit all stakeholders.

Kind regards

J Stephens

Jo Stephens

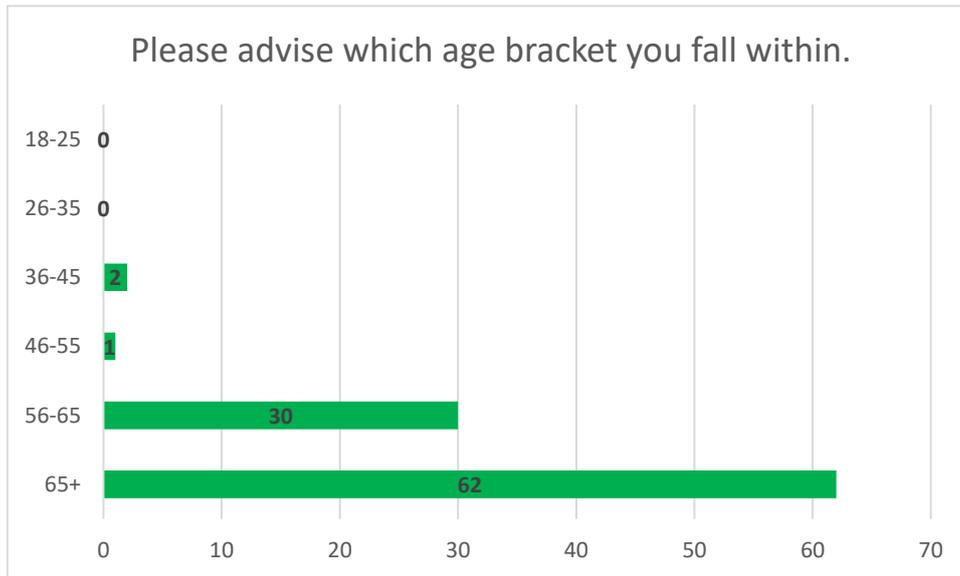
Lady President
Tallwoods Golf Club Inc

Member Survey Results 2021

When the survey was launched on 24th March 2021, there were 276 members (2020/21).

Just over 1/3 (34.4%) of TGC members completed the survey (71 men and 24 women).

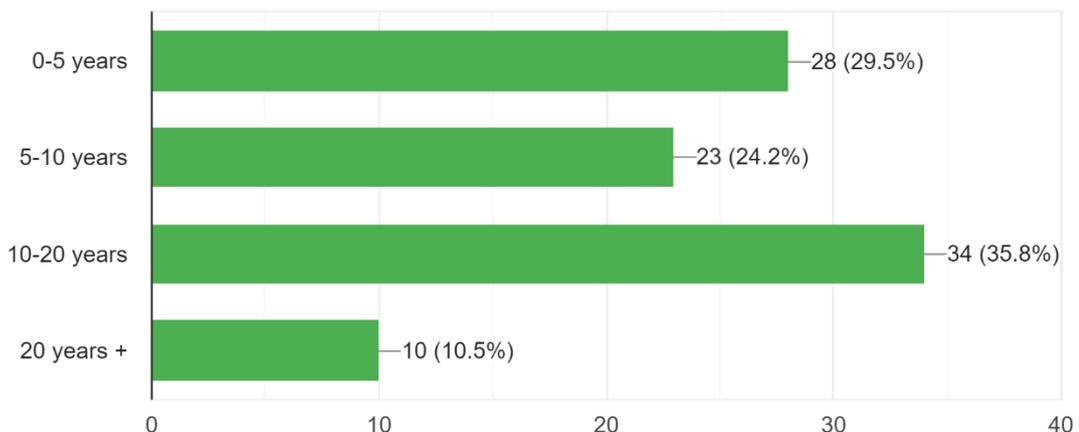
95 responses were received in total, 75 respondents stated their name, 20 respondents preferred to remain anonymous.



The majority of members are over 65 years of age so we need to think about the future of the club in regard to membership – membership drive required!

How long have you been a member of Tallwoods Golf Club?

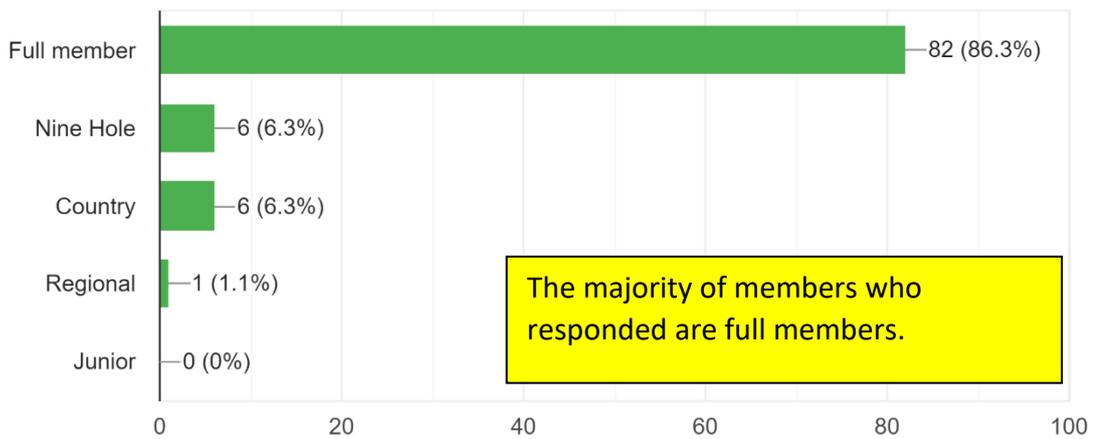
95 responses



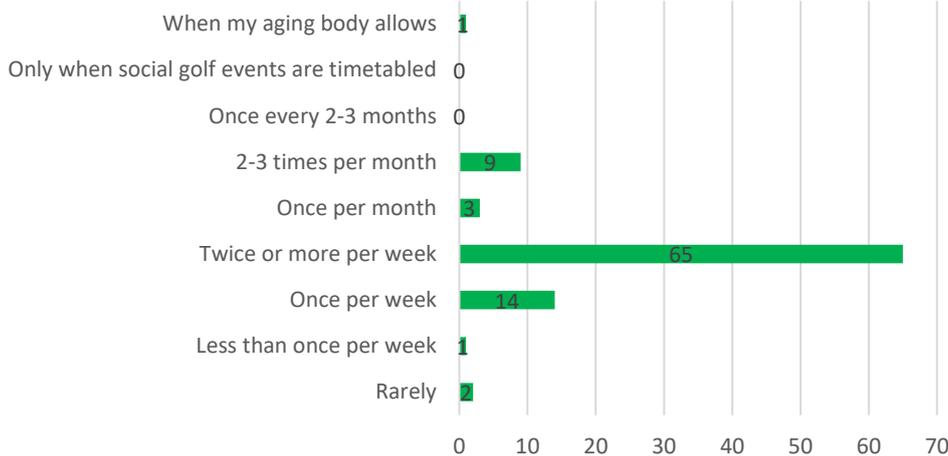
Good to see a mix of relatively new members, as well as members who have supported the club over many years.

What is your membership category?

95 responses

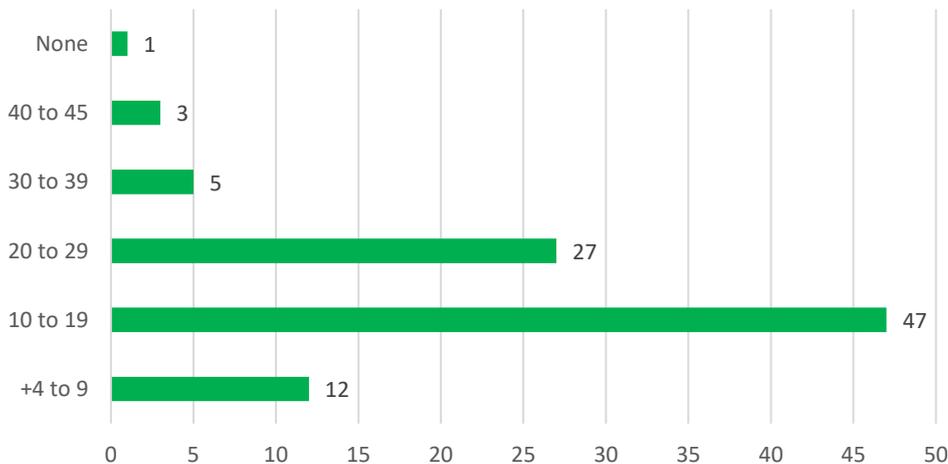


On average, how often would you play golf?



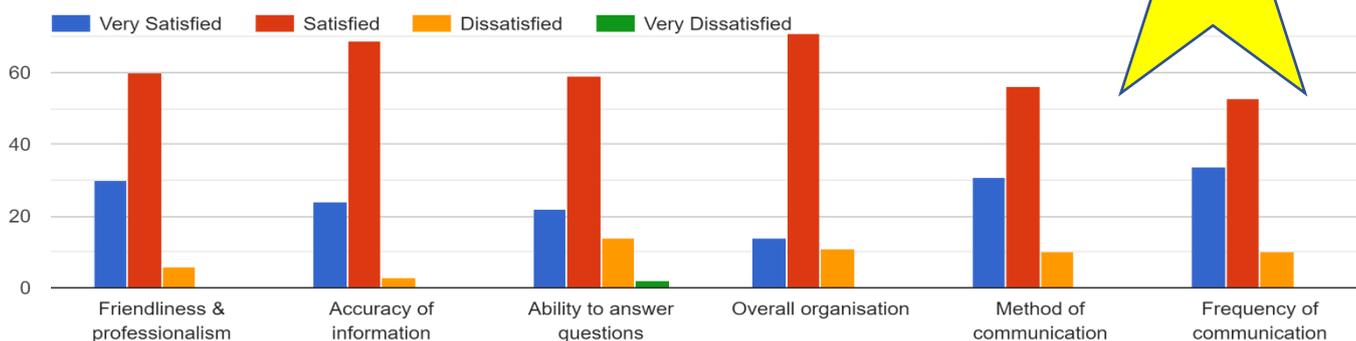
Most golfers play golf 2-3 times per week, outlaying approximately \$26 - \$39 in competition fees.

What is your GA handicap?



Almost half the golfers have a handicap between 10-19. 28% have a handicap between 20-29.

Please indicate your overall satisfaction with Tallwoods Golf Club Inc.



Comments re TCG Inc

It is pleasing to see that most members are generally satisfied with the work undertaken by past and present Board members of TGC Inc. We do have limited ways of communicating with those who don't have access to technology and some members are not receiving emails, so contact information needs to be updated. We can strengthen our communication by continuously updating the website, working in conjunction with TCC.

Communication with our members is essential. The Board will discuss and implement the most effective ways of communicating with our golfing community.

Volunteers

Are you prepared to volunteer your time to assist the Board members?

Yes (70%)

What capacity? - working bees, Board/club/match committee representative, ownership of hole/s, maintenance of the web site, technical advice re IT, offering ideas as to course improvements/rectifications, physical work, strategic planning, advisory consultant, distribution of information, course maintenance, social club, marketing, chicken run and moral support.

No (30%)

Reasons: work/home commitments, young children/grandchildren to mind, too old, live too far away, time poor, time for other members to step up. Some members are willing to do more when they see a greater focus placed on improvements to the golf course from TCC.

Comments re volunteering

The majority of members are happy to volunteer their time, which is really pleasing to see. There is a multitude of knowledge, skills, experience and talents amongst our members, that we should tap into. Some members are willing to share their experiences of TGC past successes, processes and options, which may prove useful.

However, we need to ensure that we do not take the efforts of our male and female volunteers for granted. Appreciation of our volunteers needs to be shown and we must ensure that we don't overdo the working bees, for fear of 'burn out'.

The Board will consider all suggestions and structure a plan in consultation with the owners, the head greenkeeper and volunteer leader/s, that will lead to continuous course improvement.

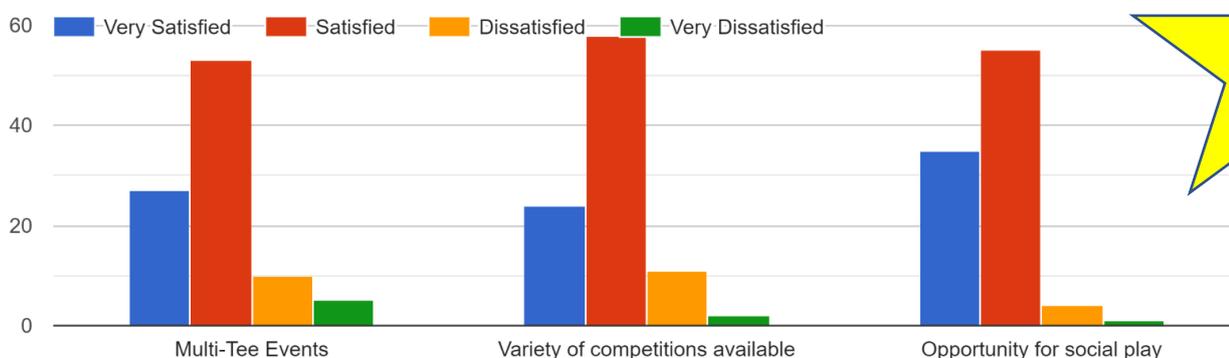
If the Board members were to purchase equipment for general use by volunteers, what items would you like to see purchased?

Summary - following our members' suggestions and Board discussions, a list of volunteer equipment has been prepared. However, some issues were raised in relation to safe storage/access to the equipment and its return, insurance/maintenance/repairs and WHS/skill set required. These will be addressed through Board discussions.

Also, many members are willing to provide free labour but there are concerns about spending club money on course equipment. The belief is that club money should go towards prizes and trophies, not equipment needed for course upkeep.

The Board will take into consideration all comments and responses when determining the best way forward.

Please indicate your satisfaction level with golf events.



Summary of comments re golf events.

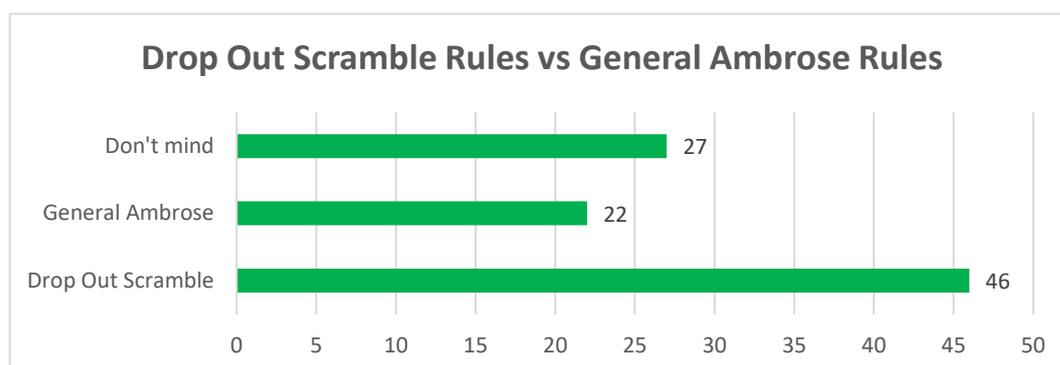
Many viewpoints were put forward in relation to the introduction of multi-tee events, which has the potential to increase participation, inclusiveness and variety. Most members believe that multi-tee events are the way of the future with our ageing member population and the ladies already hold many multi-tee competitions, which are well supported.

Some members expressed reservations, as they believe that all players should play off the same tee, as they are not convinced that the handicap/slope system can correctly account for the difference in the order of difficulty.

The men are still trialling this concept and will decide which way to go in due course.

Plenty of other comments were received in relation to social golf competitions, as well as other golf events. The Match Committee will take into account these comments when planning future golf events.

In relation to Ambrose team events only, would you prefer to play general Ambrose rules or the 'drop out Scramble' rule?



Plenty of comments were received in relation to this issue. The majority of respondents (48.4%) prefer the Drop Out Scramble rule. Nearly one quarter (23.2%) would prefer to play the general Ambrose game. 28.4% of respondents don't mind either way, as the general feeling is that many players play team games for fun, not to win.

The Board need to discuss these results and decide on a format moving forward. Whatever is decided, it is important to communicate the format with the players before the game is played.

Dragon Day Proposal

The Board is proposing a Dragon Day/Visitor Day Golf Competition on the 1st Sunday of each month for men and women using multi-tees.

Would you be prepared to support working bees to showcase the course at its finest? **Yes 59%** **No 41%**

If available, would you play in this event (and invite your friends/visitors)? **Yes 69%** **No 31%**

There is good support for this new initiative. At this stage, the first event (Sun 2nd May) will be a Medley 4BBB stableford multi-tee event with great prizes on offer. Men and ladies can choose to play from red, green, white or black tees for the usual loyalty points but the winners will take home a Dragon Towel to match the colour tee they used. There will also be nearest the pin prizes, as well as Tallwoods Dragon Day sponsorship opportunities.

The concept is expected to evolve over time. The Board will evaluate the first event and any suggestions or comments will be taken into consideration, in order to attract more players, and hopefully new members.

If there were more social gatherings for members, what kind of activities would you like to attend?

Members suggested a multitude of fun, social events. We need to work in partnership with The Kranky Goat, as we would need access to the back room to hold many of the suggested events.

Fantastic suggestions were put forward, which the Social Committee will consider. A schedule of planned social events is required so that members know what to look forward to. These events will be advertised and posted on the noticeboard and the website/s.

If the Board were to raise/donate funds to charity, what charities would you like to support?

The constitution states that one of the objects of the Board is:

“TO MAKE DONATIONS FOR CHARITABLE, BENEVOLENT OR PATRIOTIC PURPOSES THAT SUPPORTS THE LOCAL COMMUNITY AND THE ASSOCIATION’S MEMBERS IE ACTIVITIES RUN/MANAGED BY NOT PROFIT ORGANISATIONS SUCH AS HOSPITALS, CANCER RESEARCH AND LOCAL SPORTING ACTIVITIES WITH SUCH DONATIONS BEING AT THE DISCRETION OF THE BOARD”.

Many members agree with supporting local charities such as Manning Base Hospital, local Primary School, RFS and the Surf Club. Some members believe that ‘charity begins at home’ and if we have surplus funds, then they should be re-invested within the club to support existing members or general club development.

All viewpoints will be considered when deciding which charity to support when hosting fundraising events.

Please provide ways in which we can encourage new members to join TCG.

More publicity/marketing and joint ventures with other clubs was a popular suggestion. Holding a professionally run induction program including Junior/Ladies clinics may boost interest/numbers along with new member fee incentives. Perhaps free golf lessons for beginners is a possibility too? Positive promotion of our course to new and prospective members will also assist.

The Board will be discussing a membership drive and will consider all suggestions when determining the best way of attracting new members to our club.

If Membership Loyalty Points could be used to pay Membership fees, is this an option you would consider and why?

Using loyalty points to reduce annual membership fees is now an option. However, some members believe loyalty points should be spent within the club on catering, drinks and the Pro Shop, as these businesses need our support.

Many members were grateful to be given this option, which many have taken up.

Membership Loyalty Points are not being redeemed by some members, which is creating a substantial liability for TGC. Please suggest ways in which the Board can overcome this issue.

There were some very valid points made in regard to this issue. 45% of members who responded were in favour of loyalty points being redeemed by a certain date – use them or lose them! Others suggested that if loyalty points aren't used by a certain date, then they are taken off the annual membership fee, which still benefits the member. Using store gift cards instead of loyalty points was another suggestion and may save a lot of administrative work but the Pro Shop and TKG would miss out on sales. Some members questioned why the club simply doesn't keep the liability on its books or invests in an interest-bearing account.

The Board has considered all options and determined that members can continue to use their loyalty points when purchasing items from the Pro Shop, The Kranky Goat or when renewing their membership on an ongoing basis.

Thank you for your support.