

## MEMBERSHIP AND MARKETING

As has been highlighted on a number of occasions, private golf clubs within Australia, and in fact world wide, are facing increasing problems maintaining membership. In contrast to the heady days in the 1980's when most clubs in Western Australia either had waiting lists, or at least provisional playing lists, there is now only one club that has a waiting list, and most other clubs have declining memberships.

Marketing research has indicated that this is primarily due to three factors.

1. Time. Unlike 20 or 30 years ago, when in most households, only one member of the family worked (usually the male) and the other stayed at home and looked after the house and kids, this has now changed dramatically, and it is now much more common for both partners to work externally. In turn, this means that weekends are now 'home work' periods, with much less time for leisure activities and particularly golf. Participation in regular golf only increases once both partners have retired.
2. Resort Courses. Again 20 or 30 years ago, the difference in quality between a private golf course and a public golf course was dramatic, and if you were serious about your golf, then you played at a private club. This is no longer the case, and the quality of most resort courses is as good, or in fact in some cases better than the private courses. The number of resort courses also provides much greater flexibility to play on different courses, and at a reasonable cost. To underline this point, within Australia, there are currently 900,000 regular golfers who are not members of private golf clubs.
3. Cost. Surprisingly, cost was not a major factor, but still something that was an influencing factor. Many people only have an interest in playing golf about once a month or even less. They therefore do not wish to commit to a full private membership, and the associated cost.

Fortunately membership at Melville Glades is not declining, and in fact, it is expected that at the end of this year we will have about 15 more members that we did at the same time last year.

To maintain this position, and in fact hopefully even further increase next year, the membership committee continues to concentrate on a number of factors.

Firstly, we continuously review the various membership categories, and within sensible reason, we can now offer a membership package that should meet most people's requirements. As an example, this year we have extended the playing rights of a social member to 12 games per year. This is perfect for the person that only likes to have a social game say once a month, and at a much lower cost than maintaining a full membership.

Secondly, we are continuing to concentrate strongly on family membership and participation, including family packages on nomination fees and other benefits that will encourage family time at the club. We have also made adjustments to the cost of fees for university students and other young people in training programs and apprenticeships. Fees are maintained at junior fee levels until these courses are completed (max age 25).

Finally, and after much discussion and review, at the instigation of Melville Glades, we have been successful in forming a reciprocal association with five other clubs in Western Australia, on Sundays when your home course is unavailable. These clubs are Royal Fremantle, Gosnells, Hartfield, Lakelands and Wanneroo. Simply put, this reciprocal arrangement provides the following:

Subject to timesheet availability (home club members will always have priority) it is now possible to visit any of these clubs on a Sunday (when MGGC is unavailable) and play in the competition of the day. There will be no green fees payable, and the only fee payable is the normal competition fee. Bookings can either be made through our office, or directly with the office of the participating clubs.

This is a terrific breakthrough, and addresses two important issues.

- a. It gives our members much greater choice and variation in the courses they can play, and at no additional cost.
- b. Weekend players, and particularly those who play golf on a Sunday will never be forced to miss a game, this has been a major problem for Sunday players because their course is often closed for another competition (eg pennants). At this point it only applies when MGGC is unavailable however, processes are in place to make this available on any given Sunday.

We remain hopeful that this ongoing review process will continue to make Melville Glades one of the most vibrant clubs in WA.

In closing, the membership and marketing committee would like to wish all our members and staff, a very happy Christmas, and a prosperous new year.

**Andrew Simpson**  
Vice President

## PRO SHOP NEWS

The year is quickly coming to a close and so the time you have left to redeem your vouchers won between January and June is diminishing. When you come to the Pro Shop next ask the staff how much credit you have on your trophy one account. You may be surprised to find a sizable amount that could go a long way to paying for a Christmas present for yourself or someone else. You are entitled to use the vouchers on anything in the shop excluding competition fees, green fees and range balls. For those of you who are unsure what to get your friends and family for Christmas, how about a gift voucher. They can be made out to any value and are redeemable for six months.

### Christmas Specials:

<b>Crossline Classic Grips (each)</b>	<b>Were \$12.00</b>	<b>Now \$6.00</b>
<b>ProLaunch Blue Shafts</b>	<b>Were \$135.00</b>	<b>Now \$99.00</b>
<b>Lamkin Wrap Grips (each)</b>	<b>Were \$14.00</b>	<b>Now \$7.00</b>



# GLADES GOLF TALK

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## FROM THE PRESIDENT - Bill Heron

As the 2005 year draws to a close it is perhaps, opportune to reflect on the events of the year.

In my opinion, one of the most significant happenings has been the improvement in the quality and presentation of the Course. Our new Course Superintendent, Eric Dennis and his staff, together with a small group of volunteers, have put in 'the hard yards' to present the Course in possibly the best shape for many years. Your Director-Course, Tom Ditz has got a very active committee that is working closely with Eric on a program of continued improvement and the improvement in the greens will have been appreciated by all golfers. Course modifications and improvements are an essential part of responsible course management and will continue to be part of the work by Tom and his group.

I have previously talked about membership numbers and the pressure that all Private Golf Clubs face to maintain and hopefully improve in the face of competition from alternative competing golf resources, the most obvious being the increase in the number of 'Resort-type' public courses. The Membership Committee, chaired by the Vice-President Andrew Simpson, has worked hard to make being a member of a private club a desirable objective, and the reciprocal club facility, which was initiated by Melville Glades, is an example of their innovatory approach to membership.

Whilst I am pleased that we have been able to have a modest increase in membership, this has been at a time when we have had to offer lower nomination fees to compete with other Private Clubs, this has impacted on our projected financial results for this year and will now require a realistic approach for fees in the 2006 financial year, Director-Finance, Joe Boros will cover this item more fully later in this newsletter.

It has been pleasing to see that the Friday theme dinners continue to be well supported and Director-House, Carol Curnow, has worked hard to improve the ambience of the Clubhouse and to provide social functions that will appeal to all members.

Apart from the appointment of Eric Dennis the Club was pleased to welcome Ritchie Smith, a previous Club Champion and who, as a junior golfer learnt his golf at Melville Glades as our resident professional. Ritchie replaced the previous long-term professional, Peter Milton.

The other significant appointment has been that of Ian McNeill as General Manger to replace Richard Teuchert. Ian has spent the first few months of his appointment coming to grips with our various systems together with preparing, with Joe Boros, Our Budget for 2006. Members can expect to see more of Ian around the Club as things settle down.

I have been fortunate in working with a Board that has consistently worked for the benefit of the Club and in conclusion I would like to join with my fellow Board Members and Directors to wish all Members together with their family and friends the compliments of the season and great golf in 2006.

## FINANCE DIRECTOR'S REPORT

While cost and capital expenditure constraints have kept the clubs finances in balance over the past few years, changes are needed to maintain a better long term position for the club. Membership has fallen by around 50 since the redevelopment funding proposal and the resulting loss of around \$100,000 per annum cannot be absorbed indefinitely. Membership fees (7 day) will be increased by approx 6.7% next year. Bar prices will be reviewed in February but it is unlikely that there will be many charges upwards. It will also be recommended to the AGM that the NRCC be increased from \$165 to \$200 the following year (2007). This additional revenue will be applied to the City of Melville loan and also to cover course rates now being charged for the first time. While the increases are unpalatable they are necessary to maintain the course and club standards into the future.

**Joe Boros**

## HOUSE REPORT

As this is the final Newsletter for 2005, I would like to take the opportunity to address the fairly contentious issue of "Bar Prices" in the Club. It has been brought to my attention that some of our members feel that the amount charged for certain alcoholic beverages is excessive and I would like to assure them that this matter has been thoroughly discussed and researched by our General Manager and House Committee.

An in depth comparison with Cottesloe, Mt Lawley, WA and Royal Fremantle Golf Clubs, on individual prices was carried out in October this year. Whilst Melville Glades is in the upper bracket of price levels, Melville Glades is still very comparable with all four other golf clubs and even more so when compared to the local hotel. We are always very conscious of keeping our members happy and contented within the Club and welcome any suggestions and feedback concerning this issue.

May I take this opportunity to wish all of our members a very safe, happy and blessed Christmas with their love ones and also a prosperous and enjoyable New Year. I look forward to seeing you all in 2006.

CAROL CURNOW

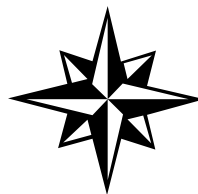
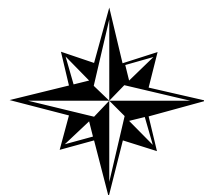
## MGGC – SOCIAL ACTIVITIES.

- The Friday night Buffet During January will be featuring an AUSSIE BBQ Theme.
- Friday night Lucky Members draw. Each Friday night a lucky member's name is drawn and must be in attendance to win the jackpot.

- Once again we will be celebrating the Opening of the 2006 season with

## JAZZ UNDER THE STARS

on Saturday 11th March. Please keep this date free in your diaries.



## Ladies News

We had another successful Charity Day this year on September 10<sup>th</sup>, raising over \$5670 to be shared between Teen Challenge and Nulsen Haven.

Our Novelty Day we had a lot of fun with many varied and imaginative outfits on show.

First prize went to "The Bikies", I'm not sure whether they represented the Coffin Cheaters or Hells Angels but Maureen, Flynn, Anne Hitchen, Suzi Woschnak, Karen Robertson and Lesley Starr looked the part. Well done girls.

Congratulations also to the Ladies representing the Club in the Jubilee Foursomes (Maureen Flynn, Anne Hitchen and the Silver Spoon (Val Smith). All enjoyed the experience.

Other Ladies of notable achievement are Killie Dharmapala who scored an Eagle on the 4<sup>th</sup> Hole in October and Diana McGushin who Holed out on the 17<sup>th</sup> in November. June Woodley was the overall Winner at the SAAB Trophy Day. As part of her prize June will get to cruise around in a SAAB Convertible for a weekend.

On 24<sup>th</sup> November, 114 Ladies attended the Ladies Annual Meeting and welcomed the new Committee:

<b>PRESIDENT</b>	Dorothy Thomson	<b>Snr VICE PRESIDENT</b>	Trish Ditz
<b>CAPTAIN</b>	Chris Foreman	<b>Jnr VICE PRESIDENT</b>	Myrle Gray
<b>SECRETARY</b>	Marie Rutherford	<b>VICE CAPTAIN</b>	Jan O'Meara
<b>TREASURER</b>	Val Smith	<b>Asst SECRETARY</b>	Pam Webber
<b>HANDICAP MANAGER</b>	Pauline Liptrott	<b>Asst HANDICAP MANAGER</b>	Jan Bell
<b>COMMITTEE MEMBERS</b>	Maureen Flynn		Lesley Starr

We also farewell 7 Committee Members and thank them for a job well done. Particular mention should be made of Cheryl Haines who has just completed 14 years on Committee. Perhaps husband Mike will appreciate the extra attention but he will have stiff competition from a new grandson, Brayden Adam. Congratulations Cheryl and Mike and Thank You Cheryl for your dedicated Committee work.

## JUNIOR REPORT FROM KEVIN HILLS

I would like to thank our outgoing Junior Captain Scott Jager for his efforts over the last three years and welcome David Stoltze into the role for next year. As predicted, with the arrival of Ritchie Smith, our junior numbers have steadily increased over the last twelve months to a total of 64 which includes 9 girls, an area we have lacked in over the last few years.

The committee are now seeking sponsors for next year and at a cost of \$25.00, as the sponsor of the day's event, you are welcome to come along and play with the juniors and afterwards present your trophy certificate to the winner. The juniors appreciate the kindness of our members in supporting them and so if anyone is willing to be a sponsor, please contact the office or myself.

On behalf of the Junior Committee, we wish all our juniors and their families a safe and happy Christmas and New Year

## General Manager's Report

Receipt of this Christmas Edition of the Glades Golf Talk will occur as another very productive year at Melville Glades draws to an end. As is normal, in this edition, we have included the invoice for the 2006 fees. There is a moderate increase in subscriptions, however there is no increase in any other charges.

This year in an endeavour to offer members an alternative to lump sum payments we will also be offering a time payment plan using a company called "Pay As You Golf". The enclosed pamphlet gives members all the information and the option to use this time payment plan is entirely up to the member. The company charges the member approx 9.9% of their fees and gives the member the option to pay their fees off over a 4-10 month period using monthly direct debits.

There will again be an incentive for members to pay their fees, in full, by the end of January. All members who take up this option will go into the draw for 2 prizes of a \$400 and a \$150 David Jones vouchers! This will be drawn on opening night.

I would like to take this opportunity to wish all the Members and staff and their families a very Merry Xmas and a prosperous New Year.

Ian McNeill

## Match Report

### HOLE IN ONE'S

David Young — 17th Hole

Rob Steenholdt — 9th Hole

Diana McGushin — 17th Hole

Bill Allen — 9th Hole

Ian Smith — 9th Hole

Mike Glasson — 17th Hole

Peter Gilkison — 17th Hole

## Mixed Foursomes Championships

### NETT Winners:

Natalie Ward & Andrei Ezergailis (70/77) 147

### Mixed Foursomes Champions:

Bree Turnbull & Eric Dennis (77/76) 153

In an endeavor to improve Slow Play, MGGC will be implementing a form of READY GOLF early in the New Year.

On behalf of the Match Committee I would like to wish all our members and staff a Merry Xmas.

Ian Rickwood

## Course Report

As we can all see there has been a tremendous amount of work been done on the course over the past 3 months and our thanks must go to our course superintendent Eric Dennis and all his hard working staff. I think that despite the unseasonal weather the course is looking in great shape and I am encouraged by the positive comments I and the other Course committee members have been receiving.

The new 7<sup>th</sup> Hole is progressing well and it is envisaged that it will be open for play early in the new year. I would like to thank the members for their patience in playing the temporary green, I think your patience will be rewarded with a very good golf hole.

The committee is running a trial for the positioning of the bunker rakes outside the bunkers. Please note the areas marked and ensure you return the rake to its original marked position. Also remember to always push the sand back toward the centre of the bunker when raking out your foot marks.

It is still a great disappointment to me to walk on our greens and find unrepaired pitch marks, it does not take long to locate and repair your pitch mark and it helps maintain our greens at a high standard.

On behalf of all the members I would like to thank the hard working volunteers for all the work they do in clearing the bush areas between the fairways and assisting in keeping the course gardens looking beautiful.

From myself and all the course committee I would like to wish you and all your family a merry and safe Christmas and a happy new year.

Tom Ditz

## Thank you once again to our valuable 2005 SPONSORS

Beilby Corporation	Rob Smith*
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Brierty Contractors	Alan Brierty*
Bullfrog International	Graham Morgan*
Bunnings Building Supplies	Felicia Booth
Channel 7 Perth	Bruce Gliddon*
Exley's Tyre & Brake Service	Chris Exley*
Flightworld American Express	Ron Culley*
Frogmat Environmental	Max Hannah*
Grange Insurance Solutions	Steve Guy
Hospitality Recruiters	Ray Hince*
ICM Electrics	Nick Bertucci*
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Kelair Pumps	Warren Smith*
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