

MACKAY GOLF CLUB INC.

Strategic Plan Annual Report 2021

The Mackay Golf Club (MGC) Strategic Plan was launched on 1st December 2020. During the past twelve (12) months, much work has been accomplished and we now provide a summary of those achievements and an update on current status.

KSA1 – New Members Marketing and Hospitality

- ✓ nett growth in membership in all areas
- ✓ calendar of events completed annually
- ✓ Sponsors Thank You event conducted end 2020 and imminent 2021
- ✓ Buddy system for new male members up and running
- ✓ Juniors program going strong
- ✓ Signage updates around the course

Current status: *There is still significant progress to be made in relation to marketing the Club as a function venue, not only for weddings or celebrations, but for general community use such as trivia nights, bingo or the like. Strategic partnerships with other sporting clubs will increase our membership base which will in turn provide us with greater opportunities for attracting grants for improvements. It is hoped a sub-committee can be formed during 2022 to this end.*

KSA2 – Course Development Plan

- ✓ Extensive work undertaken on dam edges along holes 13 and 15
- ✓ Hole 11 fairway totally upgraded
- ✓ Extensive work on other fairways replacing couch with Greenleaf Park – ongoing
- ✓ “Slumps” on 7 and 18 being addressed
- ✓ Tree root removal ongoing
- ✓ Green replacement work completed on holes 3 and 11
- ✓ Selected tee mounds being upgraded
- ✓ Buggy path completed on hole 5; tender accepted for completion of hole 6 including sponsor plaques
- ✓ Extensive work towards uniformity on bunkers including drainage improvements, re-sanding, grass facing and removal where warranted
- ✓ Grass nursery developed
- ✓ Tree removal where identified; line of sight improved from tee of Hole 4 to green

Current status: *Ongoing consultation with course professional David Burrup will see continued improvements to greens and fairways over the next twelve months. Work completed by staff and committed volunteers in Dad’s Army is ensuring the course is in the best condition possible at all times. Cooperation by members in ensuring we care for the course as we go is essential so replacing/repairing divots, raking bunkers, keeping carts to paths as much as possible and at least*

15-20 metres from all greens, obeying course directives (roped off areas e.g.) and caring for hole edges when removing golf balls will keep everyone happy.

KSA3 – Clubhouse and Key Infrastructure Plan

- ✓ Current layout redevelopment under way – extension of floor over old stairway entrance and into storeroom near smoker’s exit – successful grant application to subsidise cost
- ✓ Planned upgrade of current bar area
- ✓ New furniture has been acquired for lounge area
- ✓ Air conditioning was re-configured to accommodate separate rooms
- ✓ Work shed area under redevelopment and extension
- ✓ Clubhouse entry landscaping under way
- ✓ Bitumen sealing of car park being surveyed

Current status: *Quotes are still being sought for the upgrade of the current bar area which will be at substantial cost. The work shed area redevelopment is also under way and the delay in bitumen sealing of the carpark is mainly due to difficulties in having the engineering survey completed. A major clean-up of the area is ongoing.*

KSA4 – Golf Operations

- ✓ Review of Club Championships format undertaken via member survey
- ✓ Successful Burdies program undertaken again in 2021
- ✓ Equivalent Buddies program developed for new male members
- ✓ Skill of the Month run by Club Pro reinstated on a quarterly basis
- ✓ Blue & Bling Days raising money for cancer highly successful

Current status: *At the time of developing the Strategic Plan, many events were under question. The Program is now basically back to normal, with all major events and Championships on the calendar and confirmed for 2022. The Match Committee meets regularly and reviews events in advance.*

KSA4 – Financial Performance/Viability of the Club/Governance

- ✓ Turf farm viability explored; no immediate solution
- ✓ Practice fairway improvements with investigations continuing for “bucket of balls” option through Pro Shop
- ✓ Successful grant application to enable floor extensions in Clubhouse lounge
- ✓ Total overhaul of accounting/bookkeeping/reporting system
- ✓ Membership growth and playing frequency enabling ongoing financial stability for support improvements on and off the course

Current status: *Leasing the turf farm to existing operators did not come to fruition; utilising the area to become a second grass nursery seems the viable option which would not bring us income, but save considerable outlay. The new Treasurer has worked on simplifying the accounting system for reporting purposes. The current financial viability of the Club is solid.*

KSA6 – Our People

- ✓ Staff loyalty and diligence throughout COVID rewarded with pay increase
- ✓ Operational review clarified changes to roles and responsibilities

- ✓ Sensitivity in relation to upcoming COVID restrictions
- ✓ Regular key staff meetings being held to ensure smooth operations across the board

Current status: *Retention of greenkeeping staff continues to be an issue for the Superintendent with no one factor proving to be the cause; bar and kitchen staff are constant and it was sad to lose a long-term staff member to another position locally last week. Similar retention issues in the office create some stress on resources; again no one cause is evident rather personal situation related.*

IN SUMMARY

The past twelve (12) months have shown huge improvements in all areas of the Mackay Golf Club but with much work still to be done in all areas. Whilst no formal reporting on progress of the Plan is provided to members, Director Reports in the monthly Newsletter do provide updates based on KSAs for those directorships.

It is recommended a low-key review of the Strategic Plan be undertaken mid-2022 to gauge current position and any changes in circumstances for the Club.

Mackay Golf Club Board

Annual Report

7 December 2021