



CLUB MANAGEMENT ASSOCIATION
OF SOUTHERN AFRICA

A new paradigm for club management

CMASA ANNUAL CLUB MANAGEMENT CONFERENCE 2017

THEME - DELIVER/CHANGE

27th to 29th AUGUST
ROYAL JHB & KENSINGTON GC

CMASA is committed to ongoing professional development for Management and Staff in the club sector and offers ongoing education programmes to suit all disciplines of employees.

Today's club manager may be expected to manage a complex and sometimes large property of several hectares; maintain multiple buildings and facilities; provide sports and leisure services for members and visitors; manage a team of employees and contractors; promote the business to the local, regional, national and in many cases international communities and of course manage the club's finances efficiently and prudently.

Whether club managers come from a business background or are developing their careers within the industry, the right education can provide each individual with the learning resources they need to do this job, often plugging gaps in their knowledge, so they can better understand the broad range of issues that affect the day-to-day management of a club in the ever-changing global environment.

Club managers recognise that clubs are businesses that require a combination of business acumen, tact and diplomacy and top-class management skills. As in any profession, they appreciate that they must stay at the top of their game to remain competent and constantly strive to increase their base of knowledge.

However, such success as a club manager depends on individual commitment. Club managers must invest in their own growth to achieve their peak potential. Therefore, their own continual professional development is no longer an option; it is a necessity for themselves and indeed for all management staff in the Club industry.

This is CMASA's most visible event of the year and fulfils both our and that of our global affiliate partner - CMAA's mission to provide a variety of relevant education opportunities that reflect the latest trends in the club industry. CMASA is proud to host our annual conference, AGM and AWARDS for our members, and encourage all CEO's, General Managers and industry stake holders working in the club industry to attend this event and network with their peers.

Cost to attend:

CMASA member	- Full day - either Day 1 or Day 2	= R1 000	Non-member	- Full day - either Day 1 or Day 2	= R1 250
	• Both days	= R1 950		• Both days	= R2 500

Book your spot today by emailing admin@clubmanagement.co.za

Accommodation – there are many guest lodges and B&B's near the venue. Bookings will be taken on a first-come-first-serve basis.
[CLICK HERE](#) for accommodation list.

Golf

For the golfers, we have arranged a special rate to play two of the top courses in Gauteng:

Sunday 27th August and Wednesday 30th August at Royal JHB & Kensington - West course as the East is undergoing renovations.
Green fee R200, golf carts R270.

Bookings to be made directly with Jayde on 011 640 3021 – please inform them that you are part of the CMASA Conference in order to get the special rate.
Sunday 27th August - at Glendower – Home of the SA Open

Green fee R0, Waterways fee – R10, golf carts R300

(Glendower GC does not have many carts and rather encourages walking and taking a caddie. Caddie Fee minimum tip R200, R40 Caddie foundation includes halfway)

Bookings to be made directly with the club on 011 4531013 and please reference CMASA conference.

CMASA Annual Club Management Conference

Theme - Deliver/Change

Sunday 27th August:

- 11h00 Arrival and registration of delegates who wish to play golf at Royal JHB & Kensington and Glendower Golf Club
16h00-17h00 Arrival and registration of delegates that will not be playing golf.

Monday 28th August:

- 07h00 CMASA AGM - attended by CMASA members only
Arrival and registration of delegates - Royal JHB & Kensington
- 08h00 **Welcome by CMASA – Paul Leishman/Janyne Marais**
- 08h10 David Grier – Adventurist and motivational speaker. DELIVER/CHANGE – the realisation that everything and everyone around us is evolving, changing at such a rapid rate. In order to keep pace, one has to have the ability to evolve with it.
- 09h30 Food & Beverage Trends and the Pros and Cons of in-house versus outsourcing of F&B – delivered by Arnold Tanzer
- 11h00 Coffee break
- 11h15 Bullet-Proof your club against fraud – a 20 minute solution" - Paul Leishman
- 11h35 Nick Keary – "Risk Management and Financial exposures specific to Recreational Clubs."
- 12h30 Lunch
- 13h15 Health & Safety session – Tom Watson - Lifesaver 25 550 talk -Cardiac emergency response planning
- 14h00** Ian James – The fundamentals of Community Management placing attention on PERSONAL VALUE for each member of the community, and SOCIAL VALUE as the added currency that has a huge impact on activation and retention.
- 15h30 Coffee Break
- 15h40 Andrew Pons – BBEEE and Transformation in clubs – what are we doing about it, and how can we make a difference in our clubs.
- 16h40 CLUB RECRUITMENT – Josh Glenny – How to create a winning CV and what recruiters are looking for?
- 17h30 CMASA Awards – Cocktail evening**

Tuesday 29th August

- 08h00 Strategic Leadership and thinking – the world is changing faster than ever before, do you have the tools to keep up? Wolfgang Riebe
- 09h00 Marketing, Media and Members – Connecting with everyone". By Ian James and Bart Ijssel de Schepper
- 09h40 GEO – Environmental Update and R&A projects in this arena – Jonathan Smith
- 10h40 Jennifer Quinn – International Hotel School – specific training for clubs.
- 11h00 Coffee break
- 11h20 PGA of SA update - Ivano Ficalbi
- 12h00 GOLF RSA update - Grant Hepburn - Transformation in the Industry
- 12h30 Lunch
- 13h15 Round table discussions – facilitated by CMASA EXCO members:
- Attracting, retaining and transforming membership
- Creative F&B trends and ways to increase income from member events
- Environmental challenges – water saving ideas/trends, energy saving etc
- Is Golf dying? Is there a cure?
- Communication – how the heck do we get our message out there
- Breakaway sessions:
BBEEE - Andrew Pons
- 15h00 Coffee break
- 15h20 Feedback and presentations from Round table discussions
- 16h30 Closing speaker followed by Networking session for all delegates.**

WED 30th August

Golf at Royal JHB & Kensington

Book your spot today by emailing admin@clubmanagement.co.za



CMASA

CLUB MANAGEMENT ASSOCIATION
OF SOUTHERN AFRICA

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