



# A new paradigm for club management Newsletter

## CMASA's MISSION

To serve our members in every possible way and enable them to improve their own professional standards in the management, financial control, productivity, service and efficiency of their clubs through ongoing education and best practice.

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### KEEP IN TOUCH

Dear Members

This is our new look, modern design newsletter layout!

Not only does this portray our CMASA corporate identity better, but it encompasses our professional standards and our new energy going forward.

It is the first of many new media & marketing projects that we have identified to communicate better with you, our member.

Our website is next and we would like any suggestions and comments of elements that you would like incorporated into the new website to make it more user friendly and reactive.

Don't forget our other platforms to keep you in the loop and ensuring you keep abreast of career opportunities and when education courses and workshops will be scheduled.

Get the latest news and career opportunities faster



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### PARTNERS

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D6 communicator - :

This is the most effective means of getting news to our members quickly and we will also be using the sms functionality that D6 offers, however in order to do so, we need your correct contact details, cell numbers and email address. We would also like to include other key managerial staff at your club whom you wish to add to our database to receive news and updates from CMASA. Please send updated info to [admin@clubmanagement.co.za](mailto:admin@clubmanagement.co.za)



Join the new CMASA - Club Management of SA group where you can engage and network with fellow members on matters relating to the day-to-day management and operations of your club. This platform will also be used to post career opportunities and open discussions between members.



### NEW CMASA OFFICE/ADMIN ASSISTANT

We wish to extend a warm welcome to Belinda Ronald who has joined us as Office/Admin assistant from 1st October. Belinda's main role will be to assist the General Manager in servicing our member needs, to respond to members calls, queries, emails and ensure that you are receiving a professional service as CMASA members.

Belinda is on hand waiting to assist you – give her a call or email her at [admin@clubmanagement.co.za](mailto:admin@clubmanagement.co.za)



### TGMA - GAUTENG

From the 1st October we will be handling the admin services for TGMA-Gauteng.

This will assist us in forming a closer and stronger relationship with Course Superintendents and turf managers whereby we can share in expertise and attract more beneficial corporate partners.

Environmental sustainability and management is a hot subject at the moment and we have already started talks with key stakeholders from TGMASA, The PGA, and Golf RSA to identify which management and certification system would best suit our industry and clubs.

It is imperative for each club to commit to implementation and management of an environmental programme covering these main areas – :

- Best business practise and governance
- Effective human resource management
- Maximise social & economic benefits to the local community and minimise negative impacts
- Maximise benefits to the environment and minimise negative impacts

Why?

- To show government that we are committed to sustainability and to follow positive and proactive participation for our sports and recreational facilities.
- Adoption of this programme will provide long-term continual improvement from all certified facilities - golf clubs, sports clubs, social clubs etc. - making visible progress across key performance indicators every three years.
- It will show dedication to helping the global sports & recreational community establish leadership in environmental enhancement and corporate responsibility.

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## ALLIANCE WITH PGA OF SA AND GOLF RSA

In the past five months, much effort has been put into building relationships for our golf club members with national bodies such as The PGA of SA and Golf RSA.

We are making great strides in this space and had the opportunity to meet with Gerhard Conradie, President of SAGA and Grant Hepburn, CEO of GOLF RSA and a few other SAGA board representatives.

This allowed us to position CMASA and the role we play and give testimony to the strong relationships that we have formed over the many years, with key managers at our member clubs and how we can work with Golf RSA to continue to deliver our services and drive club management initiatives to our members.

We were able to effectively explain that due to the fact that 84% of our membership are golf clubs, much of our focus is drawn towards aspects and elements that affect the management of these clubs.

They do see CMASA as an important role player and allied association to bring under the umbrella body of GOLF RSA and engage with us on matters that we have the expertise in i.e. education and training (this is a huge priority within their strategy going forward to educate and train more black people to work within golf and effectively move into the top managerial positions – club management, course/green keeping, golf management, food & beverage management etc. at clubs. As well as day-to-day club management and legislative resources, recruitment etc.

We also reiterated that it was essential for us (CMASA) to work with each of our regions (now that we have good regional representation on our EXCO) and we will be scheduling regional workshops next year on topics that are applicable to each region.

## RECRUITMENT SERVICES

- CMASA has elevated our service offering to our members and other allied associations and we aim to become the industry leader for recruitment and staff screening within the sports and recreational club sector.
- Just in the last four months, eight top managerial positions have been placed through CMASA. This allows us to ensure that skilled, experienced and qualified candidates remain in the industry and provide valuable input towards sustainability of clubs.
- CMASA aims to deliver a trust worthy and effective recruitment offering which allows for new blood to move into the industry and be placed in positions where further learning and shared networking is experienced.

Check out the latest job offers – [click here](#) or view with the D6 communicator [click here](#)

## EDUCATION

CMASA has recently entered into a SLA agreement with International Hotel School whereby they will be delivering the BMI courses at their campuses throughout the country. This will allow for easier access to BMI programmes and specific hospitality training on a regional basis. Another major benefit is that it provides a cost saving to members as we are not having to bring out lecturers from the USA each and every time.

SLA with IHS has been drafted and we will be signing this in the next few weeks.

This is an extremely exciting partnership as it will provide access to members on improved hospitality training for all club house staff, from waiters, barmen, F & B assistants to all levels of management.

There has been an ongoing request from members over the years to provide education and training in the regions – and we are now able to do so through the partnership with IHS.

## CCM CERTIFICATION

18 managers across the country have achieved eligibility to participate in the BMI - Review Course and write the CCM exam. This will take place during the first week of April 2016 and Jason Koenigsfeld will be joining us from Club Managers Association of America to deliver the BMI Review Course and examine the candidates.

This certification is internationally recognised and forms part of CMASA's professional development programme.

The Certified Club Manager (CCM) is a professional certification recognizing the unique skills and special knowledge required of today's club manager. Since the program's launch in 1965 by CMAA, it has opened countless doors of opportunity for managers as it communicates their knowledge and ability to serve as a key player in a club's success. Candidates who have earned the designation have completed a program enriched with education experience, applicable knowledge, and business tools that can deliver a positive impact.

Whether you are seeking a promotion, exploring a position outside of your current club, or simply pursuing professional development opportunities to help you tackle increasingly complex responsibilities while preparing for future challenges, the CCM designation can;

- Help you gain credibility and respect in the field.
- Enhance your skills and knowledge.
- Demonstrate your commitment to the profession.

## MANAGER IN DEVELOPMENT – (MID)

We will be launching the MID programme in the next 6 weeks. This is now offered online as a three year degree course whereby candidates must successfully complete all 12 specialization modules. CMAA has identified 10 competency areas that provide a solid foundation about what successful managers must know and be able to do, and the MID program offers a professional development module for each of these competencies:

- Leadership
- Communication and interpersonal skills
- Club governance

- Accounting and financial management
- Human resources
- Food and beverage management
- Marketing
- Golf, sports and recreation
- Internal and external governmental influence
- Facility management

## BENEFITS OF THE MANAGER IN DEVELOPMENT PROGRAM

- Each club management competency-specific module offers a planned and supervised educational experience. Mentees will gain the required knowledge and practical skills by working in and applying module concepts to the club. This, in turn, benefits the mentee and the club.
  - Information is presented online and can be accessed by the mentee at the time that is most convenient for him/her. As well, a significant window of time – up to three months – is permitted to complete each module.
  - The organization and administration of each module provides an opportunity for personal and professional growth for the mentee and the participant's MID mentor. **Note: the MID mentor must be CCM certified.**
  - Successful completion of the MID program provides a gateway for the mentee into the club management profession. As well, the MID mentor will experience pride for having successfully guided an individual in the club management profession.
  - The mentee's club will benefit in several ways. These include helpful operating changes driven by the completion of module activities, the synergy from meaningful interaction among club staff and members as activities are completed, and fresh ideas and assistance with special club projects.
- Properly structured and supervised, the MID program can provide significant benefits to everyone involved.

## REGIONAL WORKSHOPS

It is imperative to address matters relating to specific regions and for networking opportunities among the managers and the associations in these regions, therefore management will be working more closely with the regional representatives to organise workshops in each region with topics that are specific to their needs and wants. A full schedule for 2016 regional workshops to be published by end of 2015 and posted on our website and D6 Communicator for members to access.

The Gauteng Managers recently attended a workshop hosted by CGGU, where they presented feedback on their latest survey findings of golfers in Gauteng. Click on the link to view the interesting report and insights : [CLICK HERE](#)

The Western Cape and KwaZulu Natal Golf Club Managers are holding their annual conference from 12th to 14th October in KZN which CMASA management and a few executive committee members will be attending. This again provides for a wonderful networking opportunity amongst members to share information and reenergize themselves in anticipation for the busy summer months ahead.

## LEGISLATION UPDATES:

### Rates issues – :

Many of our members are at their 'wits end' in trying to get answers from their municipalities on the rates issues. CMASA has made numerous requests and attempts to meet with council representatives and it seems that there is light at the end of the tunnel.

Fariel Loonat – Acting Assistant director, Sports and Recreation will be setting up a meeting for CMASA and other key stakeholders to engage with council on the rates issues, discuss zoning and fair tariffs as well as:

- Environmental management of clubs and the positive role they are playing in the community.
- Sport sponsorship and development initiatives i.e. SA Disabled Golf, Special Olympics and other charity initiatives
- Access and use of our member facilities for these initiatives.

Feedback will be provided to members once we have had this meeting and hopefully a positive outcome can be reached.

**PAIA compliance** – reminder to all clubs to ensure that you meet the requirements of the Promotion of Access to information Act and comply by submitting the required documents.

According to the Act, all public and private bodies must have a PAIA Manual (also known as a Section 51 Manual).

**NO BUSINESS IS EXEMPTED FROM COMPLYING WITH THE ACT.**

Extensions for some businesses have been granted until December 2015 to submit their manuals to the SAHRC. Even if you qualify for an extension on the submission date, you still need to have a valid PAIA Manual available on request. This means all businesses need to have one.

[www.quick-paia.co.za](http://www.quick-paia.co.za) have made it very easy for you to create your manual and submit it to the SAHRC. It's quick, simple and it is completely tax deductible.

It takes you about 3 minutes to complete this process on our website. You will be emailed a copy of your PAIA Manual, they will submit a copy of it to the SAHRC on your behalf and you will receive proof that it was submitted.

Should you wish to do it manually – please contact the CMASA office and we can email you the requirements of what needs to be done.

## MEMBERSHIP

New membership categories to be introduced for 2016.

Membership categories, rates and criteria for the new subscription year March 2016 to Feb 2017 are listed below and any new member that signs up now, will receive the remaining months of this year (Sept 2015 – Feb 2016) at no extra cost.

Membership for clubs will be charged according to turnover and allows access to a certain number of managerial staff within the club to participate in and benefit from our education; training and other services & support, at any time -:

Clubs with annual turnover of R20 mill +	R7 500 per year.
This provides member access to five of your managerial staff i.e. CEO/GM; Financial Manager; Food & Beverage Manager; Golf Director/Manager and Event/Membership/Marketing Manager.	
Clubs with annual turnover between R15 – R20 mill	R6 000 per year
This provides member access to four managerial staff	
Clubs with annual turnover between R10 – R15 mill	R4 500 per year
This provides member access to three managerial staff	
Clubs with annual turnover between R5 – R10 mill	R3 000 per year
This provides member access to two managerial staff	
Clubs with annual turnover of less than R5 mill	R1 500 per year
This provides member access to one manager.	
GOLF UNION membership	R3 000 per year
Individual Membership – see Criteria	R1 500 per year
PGA membership	R 750 per year
School/sports grounds	R 750 per year

Criteria for all categories of membership:

- To be eligible for membership, a person/club must be connected with or involved in the management of clubs.
- Must see value in participating in education and training programmes to progress towards CCM certification
- Uphold and follow best business practice as advocated by and through CMASA's support services.
- Individual membership carries no voting rights.

## PARTNERS AND PREFERRED SUPPLIERS

Preferred suppliers – ideally associates or corporates that are put forward on recommendation from our member clubs and who wish to engage with other members for business purposes.

Preferred suppliers/partners must also provide a preferential rates to CMASA members who do business with them.

Starting from R2 500 which will provide an annual listing on our website and a once off advert/communication to all our members informing them that they have come on board as a preferred supplier. Any additional exposure or communication to our members will be charged at R750 per communication. I.e. notice on D6, posting on website or mention in our newsletter.

**GREEN PARTNER - R5 000** to enter the partner programme where the preferred supplier gets annual listing on our website; three opportunities to market and engage with our members through our communication channels and 15 minute presentation at 1 x regional workshop where our members are in attendance.

**BRONZE PARTNER – R15 000** to join the partner programme on this level and they will receive all of the above; plus five advertising slots to communicate specials etc. to our members and the chance to present a 20 minute presentation at 2 x regional CMASA workshops.

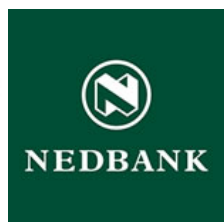
**SILVER PARTNER – R30 000** to join at this level – they receive all of the above; plus 10 advertising slots to communicate to our members and opportunity to display branding, present and engage at four regional workshops.

**GOLD PARTNER – R60 000** to join at this level – they receive all of the above; plus 20 advertising slots to communicate to our members and opportunity to display branding, present and engage at all regional workshops and additional BMI courses where it does not affect our exclusivity deals.

SAB is currently a Gold Partner of CMASA.

**PLATINUM PARTNER – R100 000** - gives exclusivity of product on services offered to CMASA members. Full exposure on website, through D6 Communicator, unlimited communication to members and space provided in newsletter and opportunity to display, engage and present at any and all of our regional and national workshops. JONAS software is currently a Platinum Partner of CMASA and have renewed their partner commitment for 2016.

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## CLUB MANAGER OF THE YEAR - NEW CRITERIA AND CATEGORIES

For the past two years recognition for this award has not happened and this was mainly due to the criteria perceived to being subjective and unfair.

Executive committee and management have identified that more objective criteria and specific categories must be put in place in order to raise the profile and positioning of this award. **We would like your suggestions and feedback in this regard.**

Some suggestions that have been put forward are:

- All clubs to be eligible to participate and set categories based on turnover and identify key categories i.e. Golf Clubs, Sporting Clubs and Social Clubs etc.
- Nominations to be called for from committees

- Nominations to be based on the contribution a manager has made in, either a) recent years (especially the last 12 months) at his or her own club. Examples of this might be the increasing of members and / or revenue at the club, the undertaking of a major course re-design project, the overseeing of a new clubhouse development, coping with the aftermath of a disaster or the introduction of significant new systems or programmes, or b) the crucial role a manager has played at one or more clubs over several years. For example, they could have notably increased business, introduced improvements to club facilities or management structure, or created a foundation on which the club(s) can build in the future.
- Candidates must be members of CMASA, they must manage a minimum of five employees and they must have been a club manager for at least three years.

Please email Janyne at [gm@clubmanagement.co.za](mailto:gm@clubmanagement.co.za) with your suggestions.

*Chat soon  
Janyne*



**CMASA**

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A new paradigm for club management

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