



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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Dear Members,

Well the year has certainly started with a bang and we look forward to sharing in the challenges of 2016 with you all.

We are excited, as we have much planned for our members this year and we trust that you will continue to provide us with your ongoing support in raising the standards and level of professional club management.

Our new website design is coming on nicely and we should be ready to go 'live' in the next two to three weeks, so by end of February we can be showcasing our new look.

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.



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



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.

CMASA OPERATIONS UPDATE

A Warm Welcome to Sharon Bruyns - who we are thrilled to have contracted to assist us with the Administration requirements for CMASA.

Many of you know Sharon from her extensive years and professional involvement in golf event and tournament management as well as other projects and industry award dinners.

We trust Sharon will enjoy working with all members and being part of the exciting developments that we have planned for 2016 and beyond.

Sharon can be contacted at the office on 011 4827542 - or email her at admin@clubmanagement.co.za

MEMBERSHIP & SUBSCRIPTIONS FOR 2016/2017

Invoices for the new subscription year starting March 2016 to Feb 2017 have been sent out and we wish to extend a huge thanks to the members that have already paid.

The new categories of membership based on turnover, have been well received and we have even had a few clubs requesting to be moved into a higher category in order to allow access to another managerial staff member within their club to participate in and benefit from our education; training and other services & support.

This is extremely positive for CMASA and shows that our members are seeing value in the services and benefits that we are providing as an association, and we are certainly working hard at improving our services as and where we can.

A friendly reminder to those members that have not as yet paid their subscriptions to please kindly do so. Statements will be sent out in due course.

For further information on the breakdown of subscription categories and individual membership, please email admin@clubmanagement.co.za

PARTNERS AND PREFERRED SUPPLIERS



SAB - confirmed their 'Gold Partner' status with us for another year and increased their contribution to CMASA from R60 000 per annum to R75 000. This sponsorship contribution is used specifically for education and training and has been allocated to the BMI Review Course to subsidise the costs for the candidates that will be attending.

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Get the latest news and career opportunities faster



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PARTNERS



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Jonas has committed to and confirmed their support of CMASA as a 'Platinum partner' for 2016/2017 to the amount of R100 000. In addition to this, they have agreed to us partnering with them for their regional USER GROUPS and offering a CMASA Financial workshop for all members to attend in May, further details are provided below.



Nedbank - the credit card/merchant deal that has been in place for the last couple of years has brought it rebates in excess of R110 000 to CMASA. We are in consultation with Nedbank to improve on this offering for 2016 and will be notifying members of the enhancements as soon as the offer is finalised.

PGA Affiliate Program - numerous meetings have been held with Andy Bean who is the business manager for the PGA's business agency and the 'Heads of Agreement' for the partnership between The PGA of SA and CMASA has been drawn up for final decision at our EXCO meeting on the 8th Feb.

The affiliate program will offer our member clubs the opportunity to enter into partnerships with corporates and brands who want to be directly involved with golf and recreational clubs, and in return provide them with a choice of benefits and services that will directly impact their bottom line.

More to follow in this space soon.....

REGIONAL WORKSHOPS

- **SOCIAL MEDIA WORKSHOP FOR BUSINESS** - [CLICK HERE](#) for details on the 1-day workshop

Why attend?

This is a unique tailor-made workshop for CMASA members based on what YOU asked for! Our recent survey revealed a resounding shout out for a better understanding of Social Media Marketing BUT you clearly want more. And, it is about strategy and how Social Media fits into the bigger picture.

Bookings are coming in for the regional workshops in Gauteng, KZN, Western Cape, George and PE.

COST - R850 per person, covers the workshop facilitation, refreshments and lunch

Register now for:

Gauteng	Mon 15 Feb	at RUIMSIG CC 08h30 for 09h00 to 15h00. Followed by Q&A
KZN	Mon 22 Feb	at DURBAN CC 08h30 for 09h00 to 15h00. Followed by Q&A
W Cape	Mon 4th April	at RONDEBOSCH GC 08h30 for 09h00 to 15h00. Followed by Q&A
S Cape	Thu 7th April	at FANCOURT 08h30 for 09h00 to 15h00. Followed by Q&A
E Cape	Mon 11th April	at PORT ELIZABETH GC 08h30 for 09h00 to 15h00. Followed by Q&A

Don't miss out - book today. Email Sharon admin@clubmanagement.co.za for your booking form.

- **CMASA Financial Management Workshop and JONAS USER GROUP** - 9th, 11th and 13th May 2016.
We have joined forces with JONAS to combine their USER GROUP with a Financial Management workshop on the same day in each region.

9th May - Gauteng - Serengeti
11th May - KZN - Kloof CC
13th May - Cape - Steenberg Golf Estate.

The day will start with the CMASA Financial Management presentation by Heinrich Groenewald covering basic financial management in our club industry. Heinrich will go through the chain of accounts, provide an explanation on a balance sheet; income/expenditure statements; cash flow statement; bank reconciliation; basic costing for Food & Beverage and take a look at revenue relating to membership within a club.

This will be followed by the JONAS USER GROUP and we encourage attendance at both workshops, however should you wish to only attend one and not the other, you are welcome to.

The agenda with final details and costs will be sent out to members in the next week.

EDUCATION - BMI REVIEW COURSE AND CCM CERTIFICATION EXAM - FANCOURT 4th TO 8th APRIL

18 managers across the country have achieved eligibility to participate in the BMI - Review Course and write the CCM exam. Two from KwaZulu Natal; eight from the Cape region (includes Western, Eastern and Southern Cape) and eight from Gauteng.

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.

At the same time - four top lecturers from the International Hotel School will be assessed by Jason on their standards of delivery of four modules, namely:

- Food & Beverage
- Accounting and Financial management
- HR and External and Governmental Influences
- Marketing.

Should they meet the criteria and requirements from CMAA, we will then be able to use IHS for delivery of all future BMI courses.

This will be a huge step in allowing CMASA to offer the BMI courses at a more affordable price and to host them in each region to provide easier access for members.

LAUNCH OF MANAGER IN DEVELOPMENT - (MID) ONLINE DIPLOMA COURSE

ALREADY THREE CANDIDATES HAVE SIGNED - UP. Will you be next?

The Manager in Development Program (MID) DIPLOMA was first introduced in 2000 as a mentor/mentee program to educate entry and mid-level managers through exposure to diverse departments within a club operation.

The MID program is now offered online in 12 modules that present information about specific topics in accordance with CMAA's 10 competency areas.

Candidates study part time as 'mentees' under the professional guidance of a qualified CCM mentor, who signs off their modules, portfolios and projects.

Portfolio work is submitted on a regular basis and requires candidates to answer case study work related to various departments within the club.

This course carries 60 CPD credits.

The Manager in Development (MID) modules serve two purposes:

- First, the General Manager may recommend that an employee/mentee work through one or more modules to address job performance weaknesses and/or to prepare for additional responsibilities.
- Second, an employee/mentee may decide to complete one or more modules applicable to a personal career development plan.

Alternatively, modules can be taken in any sequence in a series of four modules to earn MID Certificates of Specialization.

After the fourth and last module in a Certificate of Specialization is completed, an MID Reviewer interviews the participating manager to discuss the four module topics and to ensure the mentee has a sufficient understanding of each module's content and can apply it in a club environment.

Upon successful completion of the interview, CMASA will send the applicable MID Certificate of Specialization to the participating manager.

[Click here](#) for more information on costs per module, per specialization and for the full program.

[Click here](#) for an application form.

Should you require any more information please contact us at the office.

There are 12 MID modules, and they are divided into the following specialization areas.



RECRUITMENT

A good number of vacancies have become available within the club environment and this is resulting in the employment of skilled and experienced staff, with a knowledge of the club and hospitality industry, in these positions.

We are gradually working our way to becoming the leader for recruitment in our industry. Please continue to inform the CMASA office of the job opportunities that may exist at your club, or if we can assist with screenings and other integrity testing.

RATES UPDATE:

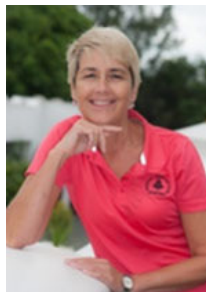
Rates workshop update - following the 'Rates workshop' held at Houghton in November last year, a meeting with Sports & Recreational representatives from City of JHB and CGGU will take place on 3rd February at Randpark.

A tentative date for a full-day workshop has been set for the 17th March with key stakeholders to establish a forum, which will enable CMASA to put forward our request/recommendation for a 'Sports USE' category with a fair tariff for all recreational clubs and to engage with the City of JHB on their 20:40 vision to identify areas where our member clubs can provide access to their facilities for community development and transformation.

SNIPPETS FROM 2015

Congratulations to Pascale van Maris, CEO of Durban Country Club for achieving the globally recognized, Certified Hotel Administrator (CHA®) certification.

This prestigious certification carries a highly respected professional credential that validates the recipients advanced knowledge in the hospitality industry. It is an honour awarded to an elite group of professionals who are abreast of current trends and latest hospitality protocols; and serves as leverage in current and future career opportunities.



Congratulations to these candidates and staff from Umhlali Country Club who successfully completed their horticulture Level 1 Learnership, through training provider BC Landscape.



The eager group of Western Cape and Natal managers who attended the WCGCMA/KZNGMA conference held at Mt. Edgecombe in October, ready to take on Course 1.

Trust you have enjoyed catching up on all the news and we will keep you posted with the many other exciting partnerships and alliances that we have in the pipeline.

*Chat soon
Janyne*



CMASA

CLUB MANAGEMENT ASSOCIATION
OF SOUTHERN AFRICA

A new paradigm for club management

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