

In April and May 2017 members, staff and other stakeholders in Royal Tara Golf Club participated in several “brainstorming” sessions.

This document lists each of the suggestions put forward by the participants and shows how each suggestion was included in the members survey conducted at the end of June.

The results of that survey will be incorporated into the strategic plan for the club for the next five years.

2	Session date	ATTRACT NEW MEMBERS, RETAIN EXISTING MEMBERS - SUGGESTION		Survey Question
How important would the following initiatives be to attract new members and/or retain existing members				
2.31	24/04/2017	Survey members		Already happening
2.40	25/04/2017	Incentive for members to introduce new members		Already happening
2.12	11/04/2017	Support for beginners golf	1	“Get into Golf” scheme for beginners including for men
2.2	11/04/2017	Get into golf	1	
2.28	24/04/2017	Get into golf for men	1	
2.4	11/04/2017	Convener for beginners	1	
2.57	26/4/2017B	Beginners golf	1	
2.6	11/04/2017	Competition for beginners with members	1	
3.40	26/4/2017C	BRS for beginners	1	
2.5	11/04/2017	Member/guest(potential member) allowed play once or twice	1	
2.16	19/04/2017	5 day membership	2	more diverse membership categories
2.17	19/04/2017	Promote overseas and distance membership	2	
5.17	24/04/2017	Promote overseas membership	2	
5.18	24/04/2017	Promote social membership	2	
2.7	11/04/2017	5 day membership	2	
2.74	26/4/2017D	5 day membership	2	
2.88	27/04/2017	5 day membership	2	

2	Session date	ATTRACT NEW MEMBERS, RETAIN EXISTING MEMBERS - SUGGESTION		Survey Question
2.21	19/04/2017	Family membership	2	
2.37	25/04/2017	Family membership	2	
2.46	26/4/2017A	Family membership	2	
2.58	26/4/2017C	Family membership	2	
2.80	27/04/2017	Family membership	2	
2.100	6/5/2017	Free lessons included in membership	2	
2.64	26/4/2017D	Allow entrance fee as a credit against annual sub in year 4 or 5	2	
2.33	25/04/2017	Include complimentary lessons for new members	2	
2.39	25/04/2017	For new members hold free draw for annual sub for second year	2	
2.43	26/4/2017A	Discount/incentive for new full members	2	
2.76	26/4/2017D	New members to get free lesson(s)	2	
2.34	25/04/2017	Free student membership	2	
2.36	25/04/2017	Graduated fee for beginners	2	
2.44	26/4/2017A	Pro rata membership fees for joining during year	2	
2.66	26/4/2017D	Membership packages e.g. ages 25-35 or 22-40	2	
2.45	26/4/2017A	Review membership numbers limitations per constitution	2	
2.49	26/4/2017A	Social membership free for members who resign due to health reasons	2	
2.97	Email	Does handicap system favour low handicaps for scrambles	3	Greater variety of competition formats
2.29	24/04/2017	Why are existing members playing less competitions	3	
2.81	27/04/2017	Reserve tee for under 35ss 8-10am	3	
5.2	11/04/2017	Review competition structure	3	
5.28	25/04/2017	Review price of competitions	3	

2	Session date	ATTRACT NEW MEMBERS, RETAIN EXISTING MEMBERS - SUGGESTION		Survey Question
4.19	24/04/2017	Night golf & BBQs	3	
4.3	11/04/2017	Putting competitions on "Major" days	3	
5.29	25/04/2017	Review transparency of prizes	3	
5.31	26/4/2017A	More 9 hole competitions	3	
2.25	24/04/2017	9 hole competitions mid-week	3	
1.90	27/04/2017	Develop yellow nine, use it more	3	
1.45	25/04/2017	More use of yellow 9 for competitions	3	
2.26	24/04/2017	9 hole Belinter competitions	3	
2.27	24/04/2017	2 competitions on same day e.g. white markers and green markers	3	
2.71	26/4/2017D	9 hole competitions,	3	
2.72	26/4/2017D	Make up 18 hole competitions from 2 x 9 hole competitions	3	
2.82	27/04/2017	9 hole competitions	3	
2.85	27/04/2017	Senior tees	3	
2.8	11/04/2017	12 hole competitions	3	
2.96	Email	More 4 person team events	3	
2.55	26/4/2017B	More use of yellow 9	3	
3.51	26/4/2017D	Less rigid timesheet, more draws similar to lady's methodology	3	
3.52	26/4/2017D	More open draws/shotgun starts	3	
3.53	26/4/2017D	Mix up competitions, more 13 hole coupled with 14 hole competitions	3	
2.13	19/04/2017	Scrap entrance fee	4	Removal of Entrance Fee
2.22	24/04/2017	Scrap entrance fee	4	

2	Session date	ATTRACT NEW MEMBERS, RETAIN EXISTING MEMBERS - SUGGESTION		Survey Question
2.41	26/4/2017A	Scrap joining fee	4	
2.63	26/4/2017D	Remove entrance fee	4	
2.84	27/04/2017	Scrap joining fee	4	
2.18	19/04/2017	Offer incentives to members of other sports clubs	5	Target local sports clubs and businesses and schools
2.86	27/04/2017	Target local schools primary and secondary	5	
5.34	26/4/2017A	Offer group discounts to employees of local business	5	
4.45	26/4/2017A	Associate with other sporting clubs, offer discounted membership	5	
2.19	19/04/2017	Special rates for members of other local clubs	5	
2.69	26/4/2017D	Discounts to members of other sports clubs	5	
2.73	26/4/2017D	Interclub competitions for local sports clubs e.g. Dunsany GAA vs Kilmessan GAA	5	
2.87	27/04/2017	Target sports clubs	5	
2.67	26/4/2017D	Links with other local golf clubs, allow a number of rounds to members of other clubs	5	
	17/05/2017	Provide information to local schools and libraries	5	
2.70	26/4/2017D	Link with Transition Year students	5	
3.70	17/05/2017	Schools programme	5	
2.15	19/04/2017	Reduce membership fee for squeezed middle	6	Reduced annual membership fee
2.99	6/5/2017	Reduce price of membership	6	
4.43	26/4/2017A	Add a tennis club	7	Additional outdoor sporting activities (e.g tennis court or bowling green)
2.54	26/4/2017B	Foot golf	7	
2.59	26/4/2017C	Crèche/play area	7	
2.56	26/4/2017B	Add tennis court and/or bowls	7	

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4.44	26/4/2017A	Add bowls club	7	
2.98	6/5/2017	Free food after competitions	8	Reduced competition entry fees
2.101	6/5/2017	Free water in summer competitions	8	
2.30	24/04/2017	Reduce competition entry fees	8	
2.93	27/04/2017	Reduce price of open competitions	8	
4.76	7/5/2017	Cheaper food with competitions	8	
2.51	26/4/2017B	Provide gym or other activity. Nominal additional fee but a non-golfing option for the winter etc.	9	Leveraging of club facilities for other recreational activities (eg Gym)
		Increase green fees for non members	10	Higher green fees for non-society/non-guest golfers
2.47	26/4/2017A	Membership open day event	11	Promotional open days and events
2.20	19/04/2017	Emphasis availability of tee times – 27 holes	11	
2.75	26/4/2017D	Promote the 27 holes, they almost guarantee tee time availability	11	
5.32	26/4/2017A	Family golf events	11	
2.60	26/4/2017C	Taster nights	11	
2.65	26/4/2017D	Open day	11	
2.79	27/04/2017	Family fun day – monthly	11	
2.11	11/04/2017	Summer camp for peewees	11	
3.8	11/04/2017	Open days for public	11	
4.8	11/04/2017	Family days	11	
2.23	24/04/2017	Scrap entrance fee for returning members	12	Targeting of lapsed members and their families
2.24	24/04/2017	Identify and follow up left members	12	
2.42	26/4/2017A	Scrap joining fee for returning members	12	
2.48	26/4/2017A	Invite lapsed members to membership open day	12	
2.83	27/04/2017	Re activate lapsed members with no joining fee	12	

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2.9	11/04/2017	Contact lapsed members about re-joining	12	
2.10	11/04/2017	Children of past members	12	
3.62	27/04/2017	Put results into papers	13	Increased use of print media and local parish newsletters
2.3	11/04/2017	More advertising	13	
2.61	26/4/2017C	More advertising	13	
3.69	17/05/2017	More about childrens golf in Meath Chronicle	13	
2.68	26/4/2017D	Improve communications with neighbours	13	
3.45	26/4/2017D	Use local parish newsletters	13	
2.20	19/04/2017	Emphasis availability of tee times – 27 holes	13	
2.75	26/4/2017D	Promote the 27 holes, they almost guarantee tee time availability	13	