

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.

3	Session date	COMMUNICATIONS -SUGGESTION		Survey Question
How important would the following initiatives be to attract new members and/or retain existing members				
3.10	19/04/2017	Comments/suggestions facility on website	1	Enhanced/Greater use of website
2.91	27/04/2017	Course flyover on website	1	
2.92	27/04/2017	Clubhouse walkthrough on website	1	
3.7	11/04/2017	Members survey re media	1	
3.14	19/04/2017	Events communication to members	1	
3.57	26/4/2017D	Comments option on website	1	
3.21	25/04/2017	Improve website, updated sales pitch	1	
3.38	26/4/2017C	Web site – make various membership offers clearer	1	
3.55	26/4/2017D	More use of website	1	
3.54	26/4/2017D	More info on how did I do		
3.59	27/04/2017	Website	1	
3.15	19/04/2017	Monthly news letter	2	Club Newsletter
3.20	25/04/2017	Monthly newsletter from BOM	2	
3.35	26/4/2017B	Newsletter every month	2	
3.56	26/4/2017D	Newsletter	2	

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3.60	27/04/2017	Newsletter	2	
3.9	19/04/2017	BOM and committees to issue reports to members	2	
3.24	25/04/2017	Team events programme/results	3	communication via email
3.5	11/04/2017	Emails well in advance	3	
3.61	27/04/2017	Leverage email for results, upcoming events	3	
3.32	26/4/2017B	Pro shop Facebook is more active than the club's Facebook	4	Communication via social media e.g. Facebook
3.67	17/05/2017	Use Facebook	4	
3.68	17/05/2017	Use social media for marketing	4	
3.11	19/04/2017	More use of social media	4	
3.12	19/04/2017	Survey who uses social media	4	
3.17	24/04/2017	Facebook, twitter Instagram etc. from club to members and public	4	
3.19	24/04/2017	Incentives to like or share on Facebook	4	
3.25	25/04/2017	Pro shop involvement in updating Facebook	4	
3.30	26/4/2017A	Appoint social media officer	4	
3.31	26/4/2017B	Improve on line presence through Facebook etc.	4	
3.39	26/4/2017C	Live real time information	4	
3.4	11/04/2017	Text, what's ap, social media	4	
3.42	26/4/2017D	Social media	4	
3.6	11/04/2017	Facebook , social media updates regularly	4	
3.66	7/5/2017	Extend junior facebook page for all	4	
3.23	25/04/2017	Real-time Bad weather course updates	4	
3.34	26/4/2017B	Delay opening of course on frosty days.	4	
3.64	27/04/2017	Special communications for junior members	4	
3.18	24/04/2017	Club app	5	Creation of a club app
3.22	25/04/2017	Club app	5	
3.65	7/5/2017	Club app	5	

3	Session date	COMMUNICATIONS -SUGGESTION		Survey Question
3.16	19/04/2017	Use TVs for communication	6	Streaming of information in club house
3.26	25/04/2017	Use digital screens for streaming info, sponsors, social event news	6	
3.44	26/4/2017D	Use TV for information	6	