

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.

5 HOW CLUB IS RUN and FUNDED - SUGGESTION				Survey Question
How important are the following initiatives to improve the running and funding of the club				
5.12	24/04/2017	Independent audit committee – examine books & work of treasurer	1	Reduce the club’s Governance Structure and Reduce the size of the Board of Management
5.16	24/04/2017	Establish a skills matrix of members	1	
4.38	25/04/2017	Membership talent/skills survey	1	
5.13	24/04/2017	Finance committee – oversight	1	
5.14	24/04/2017	Smaller board of management	1	
5.19	25/04/2017	Reduce size of BOM, reduce member reps from 5 to 2	1	
5.20	25/04/2017	Appoint chairperson for 5 years	1	
5.21	25/04/2017	Only 1 trustee at a time to attend a meeting barring exceptional circumstances	1	
5.33	26/4/2017A	Reduce red tape. Some suggestions withheld because of number of committees that have to be consulted	1	
5.47	26/4/2017D	More central management	1	
5.5	19/04/2017	Independent executive committee	1	
5.53	26/4/2017D	Captains should be figureheads not members of BOM	1	
5.54	26/4/2017D	Independent review of structure e.g. as Laytown/Bettystown, Baltray	1	
5.55	26/4/2017D	H&S Officer	1	
5.56	27/04/2017	Management team of 4-5 to run the club	1	

5	HOW CLUB IS RUN and FUNDED - SUGGESTION			Survey Question
5.57	27/04/2017	Men's/Ladies committee to run golf	1	
5.9	19/04/2017	Review of committees to flatten structure	1	
5.15	24/04/2017	Rotation of trustees every 5 years	1	
5.22	25/04/2017	Compare our structure with other clubs	1	
5.23	25/04/2017	Younger blood on BOM	1	
5.24	25/04/2017	Review decision making limitations of BOM	1	
5.11	19/04/2017	Job descriptions for all	1	
5.43	26/4/2017B	Define roles of officers and committee members	1	
5.7	19/04/2017	Club manager	2	Employ a club manager
3.33	26/4/2017B	Educate members to respect the course and staff	3	Enhance member/staff relations
5.41	26/4/2017B	Review staff terms and conditions	3	
5.42	26/4/2017B	Work place forum	3	
5.49	26/4/2017D	Get staff on board – explore their requirements, why they work on Royal Tara, promote feedback, employee survey	3	
5.58	27/04/2017	Review of HR function	3	
5.67	7/5/2017	More recognition of juveniles	3	
5.68	7/5/2017	Greater say in running of club for juveniles	3	
3.36	26/4/2017B	More positive communication with staff	3	
3.37	26/4/2017B	Workplace forum	3	
5.40	26/4/2017B	Respect from members to staff and vice versa	3	
5.50	26/4/2017D	Board of management to meet staff	3	
5.39	26/4/2017B	There is a perception of elitism associated with the club	4	Address a perception of elitism
3.3	11/04/2017	Two way communications	4	
5.48	26/4/2017D	More transparency	4	
5.51	26/4/2017D	No more use of titles e.g. Mr, Mrs, etc. (see various photographs and reports)	4	
3.2	11/04/2017	Officers should be more in touch with members – say hello	4	
5.10	19/04/2017	Improve meet and greet for visitors – assign bar staff?	5	Develop a “meet and greet” policy

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2.35	25/04/2017	Buddy system for new members	5	
2.95	27/04/2017	Buddy programme for prospective members	5	
3.27	26/4/2017A	Active social committees	5	
2.94	27/04/2017	Starter for societies and visitors	5	
2.90	27/04/2017	Meet and greet for societies	5	
3.41	26/4/2017D	Create a goodwill committee	5	
3.43	26/4/2017D	Meet and greet person	5	
3.47	26/4/2017D	Extension into a club "more social"	5	
3.50	26/4/2017D	Buddy system	5	
5.8	19/04/2017	Get club professional to look after course	6	Club professional to look after course
5.3	11/04/2017	Make Purse optional	7	Integrate competition purse with club smart card
5.4	11/04/2017	Card integrated with purse	7	
5.6	19/04/2017	Green fee supervision	8	Enhance procedures and policy for setting and collecting green fees
5.35	26/4/2017A	Review Green fees at off peak times	8	
2.89	27/04/2017	Package of 10 green fees	8	
5.36	26/4/2017A	Group pricing of green fees, delegate authority to staff/pro at off peak times	8	
5.60	27/04/2017	Increase green fees	8	
5.25	25/04/2017	Reduce visitor green fee with a member	8	
5.61	27/04/2017	Reduce green fees for members guests	8	
4.47	26/4/2017B	Advertise driving range complete with club hire	8	
4.48	26/4/2017B	Rent out golf clubs	8	
5.63	27/04/2017	Incentive for people to pay sub in time	9	Incentivise prompt payment of annual subscription and increased usage of direct debit
5.64	27/04/2017	Promote direct debit	9	

5		HOW CLUB IS RUN and FUNDED - SUGGESTION	Survey Question	
5.65	27/04/2017	Free draw for those who pay sub on time	9	
5.44	26/4/2017D	Sponsorship	10	Greater leverage of sponsorship
5.69	7/5/2017	Sponsors for tee boxes	10	
5.45	26/4/2017D	Auction car park spaces	10	
5.46	26/4/2017D	Sponsor holes	10	
5.66	27/04/2017	Widen to scope of Sponsorship	10	
3.46	26/4/2017D	Sponsorship to aid in improvement (?)	10	
4.17	24/04/2017	Hire out meeting rooms for corporate	11	Leverage clubhouse facilities and restaurant for external groups
5.26	25/04/2017	Use google advertising	11	
5.27	25/04/2017	Contract with tour operators for golf	11	
5.30	26/4/2017A	Flyer to local B&Bs. Include club hire	11	
4.40	26/4/2017A	Waiting staff to offer drinks with meals	11	
4.18	24/04/2017	Promote catering/bar for family functions	11	
4.35	25/04/2017	Erect restaurant sign at gate	11	
4.39	26/4/2017A	Advertise as venue for social events	11	
4.46	26/4/2017B	Advertise on Hill of Tara	11	
4.49	26/4/2017B	Incentivise coach tour companies to use club for lunch	11	
4.57	26/4/2017D	Room hire to local business	11	
4.58	26/4/2017D	Promote 21sts/weddings	11	
		Increase annual subscription	12	Increase annual subscription
5.52	26/4/2017D	Fee increase should incorporate Blotto	13	Introduce Members Monthly lottery
4.36	25/04/2017	Compare results of joker vs 50/50 members draw	13	
5.59	27/04/2017	Run lottery tied into annual sub	13	
5.37	26/4/2017A	Freeze discount for older members	14	Reduce the subscription discount for members 65 and older
5.38	26/4/2017A	Do away with discount for older members	14	
5.62	27/04/2017	Is discount for older members still reasonable	14	

