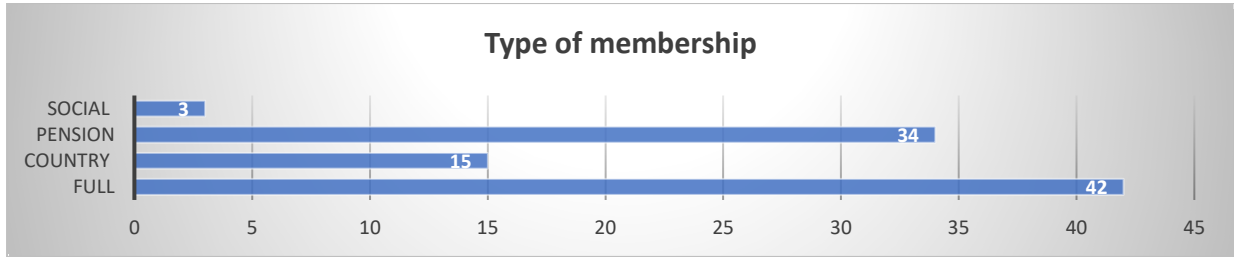
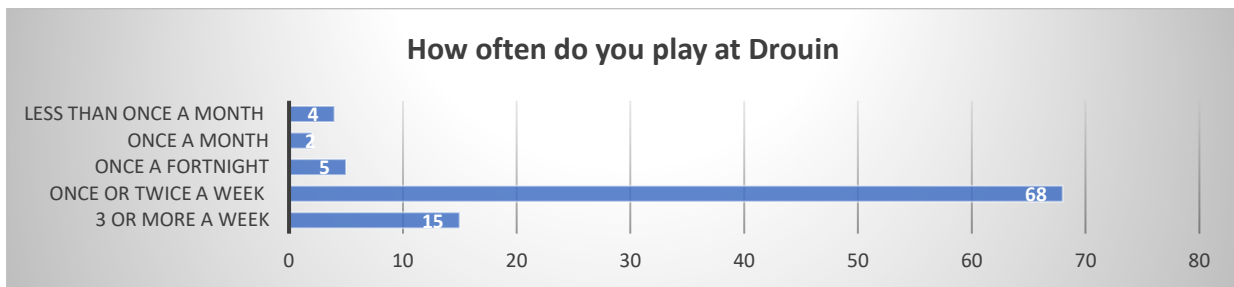


MEMBERS SURVEY REPORT

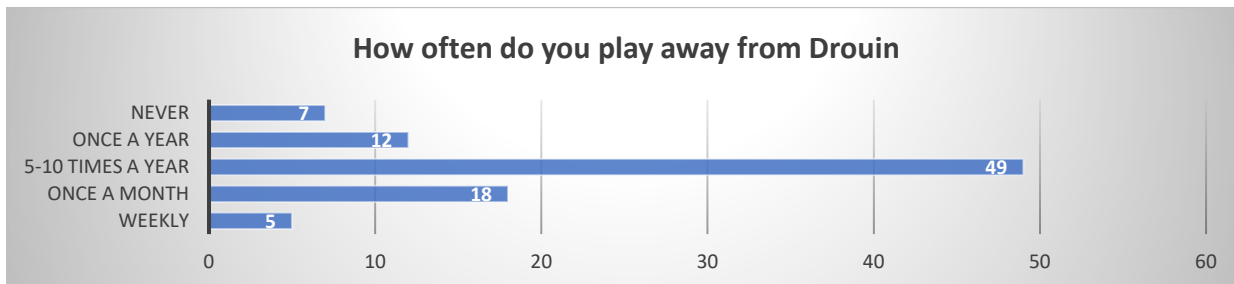
Membership details



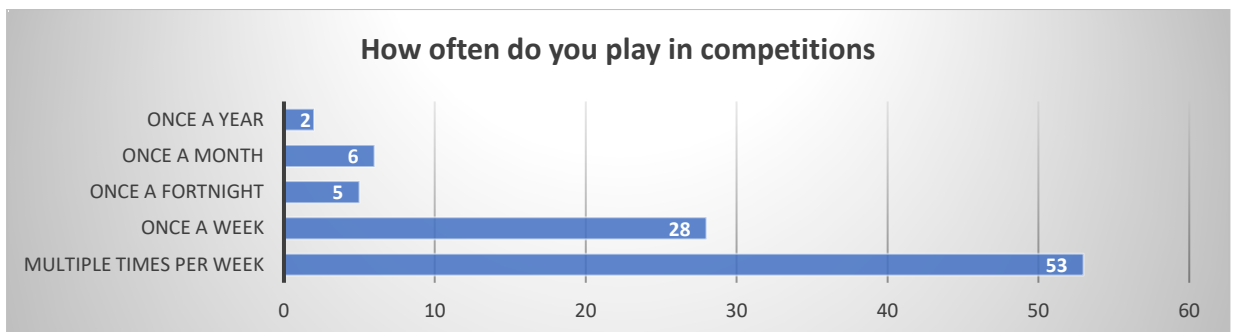
- There were a total of 102 surveys completed
- 75% were either full, or pensioner members
- The average age was 68 years old



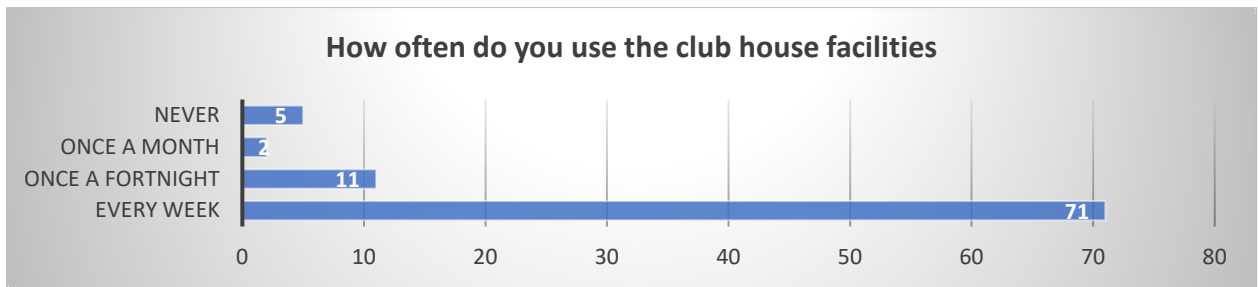
- 83% play at least once a week



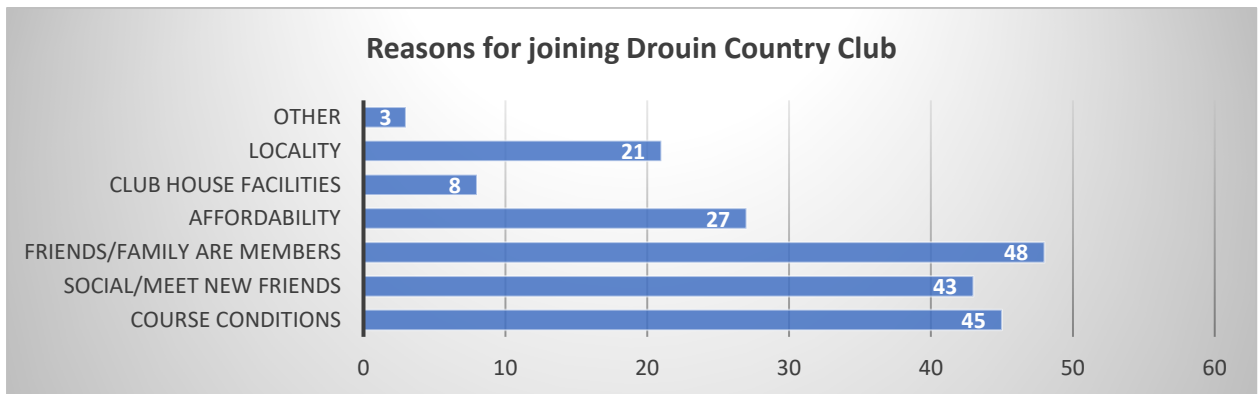
- 72% play at other courses at least 5 times a year



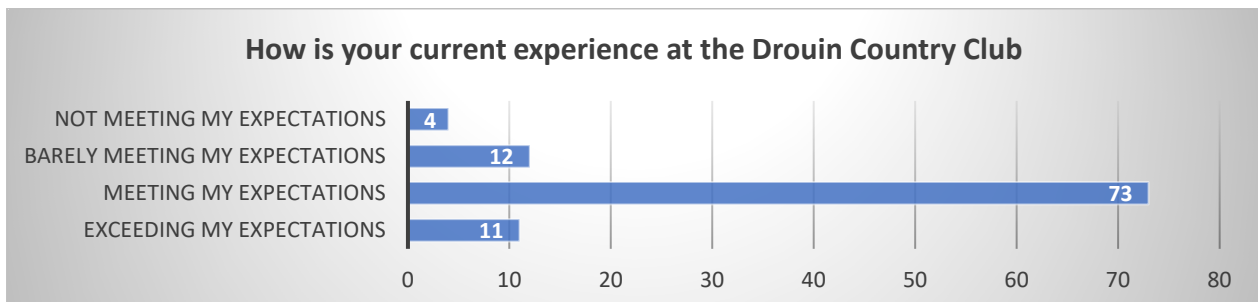
- 80% play in competitions at least once a week



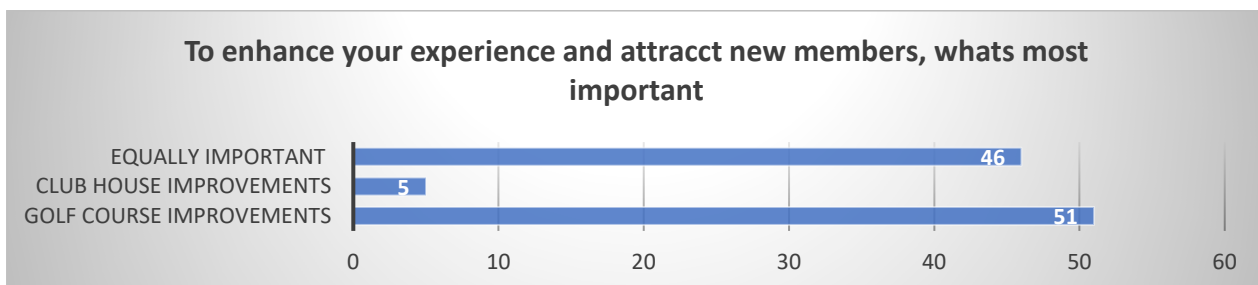
- 78% use the club house facilities every week



- Course conditions, friends and family, and social reasons were responsible for over 70% of the reasons for joining.



- The club is exceeding, or meeting the expectations of 86%
- 4% of people's expectations are not being met

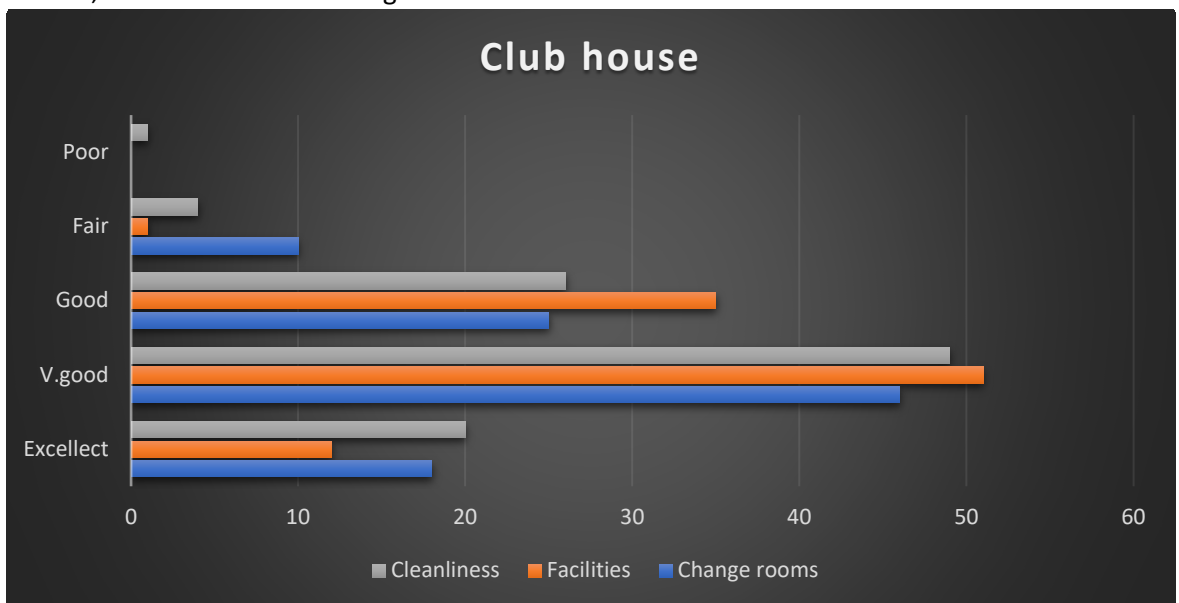


- 51% of people's experiences will be enhanced by golf course improvements
- 5% would like to see the club house improved to enhance their experience
- 46% want to see both aspects improved for a more enhanced experience

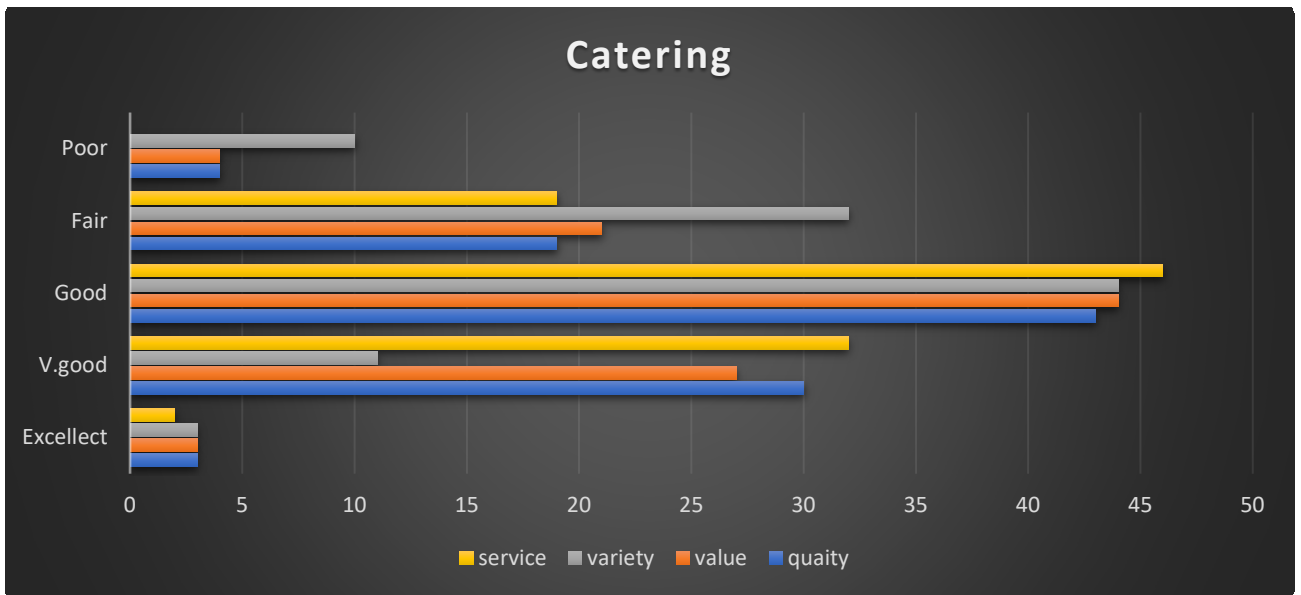
Rating the club facilities



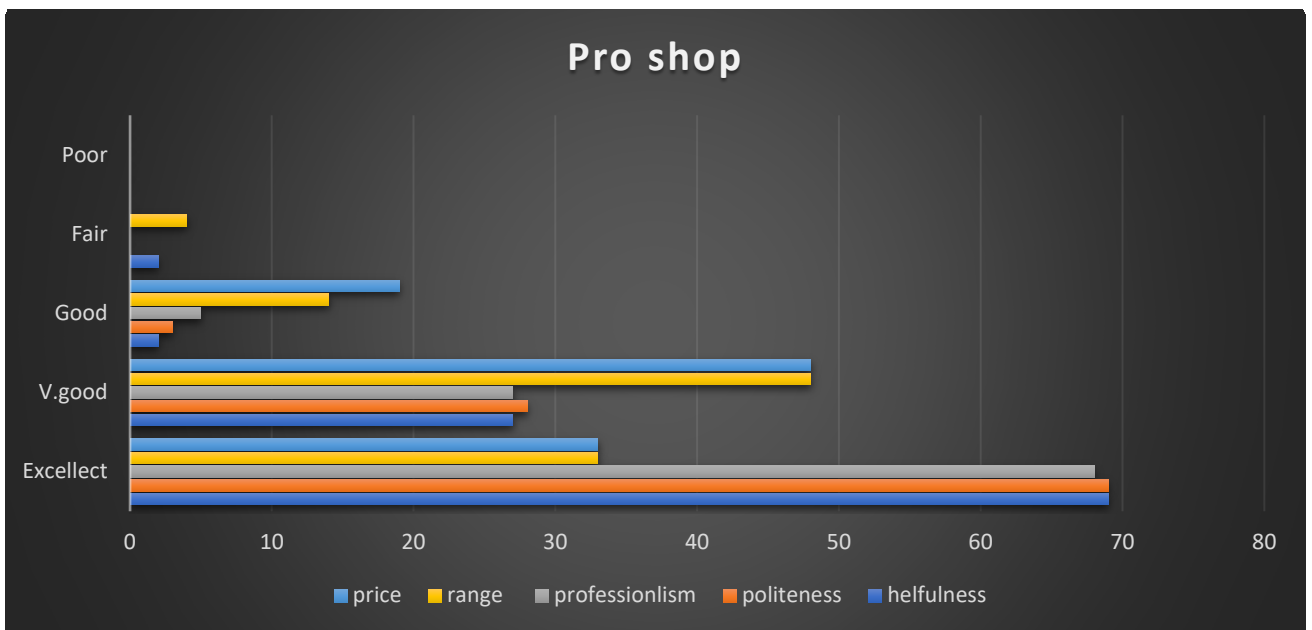
- 96% rate our fairways and greens as good or better.
- 98% rate our bunkers as fair or worse
- Overall, 98% rate the course as good or better



- 98% rate the club house facilities as good or better
- 95% rate the cleanliness as good or better



- 76% rated both the quality and value, as good or better
- 86% rated variety as good or worse
- 80% rated service as good or better



- 96% rated each aspect of the pro shop as good or better
- Over 70% rated helpfulness, professionalism and politeness as excellent

Key areas of concern

Golf Course

- Bunkers
- Cart paths
- Debris in rough and under trees

Club house

- Lacks facilities (entertainment) to entice non-golfers
- Outdoor area – Greater in size and in need of protection from the elements

Catering

- Lacking in variety
- More competitive prices (drinks prices too high)

Pro Shop

- Professionals one eyed view of the Geelong Football Club – this was the only recurring complaint

Social

- Lacking in social events – As well as current members, focus to be on non-members and younger audience to visit the club.

Advertising

- Severe lack in promotion of club. (Newspapers, radio, social media) to be utilised on a regular basis