

# **Toowoomba Golf Club Member's Survey 2010**

## **General**

The survey consisted of 63 questions and concentrated on feedback on food and beverage (Bistro), golf and course and membership.

The ratio of men to women responding was four to one which indicated an 80% to 20% distribution which is consistent with the size of the golf competition fields.

A total of 194 surveys were returned with a quite few not having some answers to all of the questions asked. Those respondents simply skipped questions or did not want to answer the questions or did not feel the questions asked pertained to them. Of the 63 questions posed there were only twelve which resulted in no answer or response of more than 15%.

It is quite apparent that there is a fairly small percentage of the membership who use the facility on a regular basis for Bistro, Bar and Golf. This usage consists of a core group of members, approximately 250, out of the total membership of roughly 800 (not including social members) or 31%. Based on the 194 surveys returned this has provided a general consensus of the active users and their thoughts, opinions and ideas.

The individual areas are outlined below with general comments.

## **Bistro**

Member's use of the Bistro has been a representative 59% of occasional use which reflects in the number of diners in the evenings. It is interesting to note that over 30% had dined in the Bistro in the June period. Steak meals were the most popular and favourite with additional feedback for the Club to keep a good selection of steak items on the menu. Overall 68% felt the prices charged for meals were reasonable and comparable to other dining facilities.

It is interesting to note at this point that there is a consistent interest of 27% to 48% of the respondents in additional activities to be considered and introduced at the Club. These activities include social functions, themed nights, dinner dance, family style dining, wine maker's dinners and live entertainment ranging from musical groups, jazz and comedy. Some of these activities have been introduced recently with good patronage and response from the membership.

With regard to themed dinner meals i.e. Italian, French German and Asian the membership is split on all of these. All types of food rated favourably with 35% to 45% interest. The introduction of a variety of these types of meals would be well received.

Member satisfaction with the staff and the service provided rated high at 69% from good to very good.

Regarding the Bistro being open a specific number of days over 51% would like to see it be 3, 4 or 5 nights a week. Most members are aware the Bistro is open 7 days a week for lunch. What is important to note is that there is a core group of members (60% of the respondents) who patronize the Bistro & Bar after every game of golf.

## **Golf**

It was quite evident that the membership would like to see the emphasis placed continuously on the golf course. The attention to detail to improve the tees, fairways greens and bunkers was consistent from 70% of the respondents. The condition of all of these components was evenly thought to be fair to good. The question pertaining to the bunkers has already been addressed will no doubt now have a very high satisfaction rate.

The feedback received is accurate as the frequency of golf play rated from 1-3 times per week was over 87%.

The changing of the nines was not an important factor as over 78% were satisfied or not concerned with the change.

The service provided by the Club Professional and his staff with over 80% satisfied with the service being provided rated as very good.

With regard to the actual competitions, prizes and balls over 80% are more than satisfied with the current fixture, competitions and how they are organised. There is complete satisfaction with the current prize vouchers and ball rundown.

There is a high interest (45%) in mixed challenge matches with other golf clubs which the Club should consider. Clubs in Brisbane, on the Gold Coast and Sunshine Coast or even in other states should be contacted for this to occur on a rotating basis.

## **Membership**

Very surprising was the response that over 95% of the member's who responded believe it is very important for members to support the Club on a regular basis. 47% of those who responded support the club by playing golf and 31% support the Club by dining.

Members are very satisfied (86%) with the Club's methods of communication with members.

Over 72% of members visit the website regularly from daily to at least once a week. There is strong member usage of computer facilities in particular email. 70% of responding members are in favour of Club communication to be via email as opposed to regular postal mail. In addition there is a strong interest by members to have the facility to pay membership fees via B-pay and direct credit. The Club will be investigating this further for possible implementation.

Question 60 asked for input with regard to specific policies that members would like to see reviewed. In general terms, members are content with the policies of the Club. There were quite a few issues listed however many were only referred to just once or twice. Issues of notable interest involved the enforcement of rules such as slow play and having a stricter dress code. The tightening up of life membership qualifications was raised and has been addressed by the Board with a list of criteria to be considered for all future.

Question 63 asked for input on any additional comments that the Club should be considering in order to improve the experience here at Toowoomba Golf Club. Continuing with course work is very important for all members. The introduction of a midweek membership with allocated social times on specific days was also of interest to some members. Again this question also resulted in numerous suggestions but with interest from just one or two individuals.

On behalf of the Board of Directors we thank all members who took the time to complete this survey. There has been enough feedback for the Club to take a number of suggestions and information and implement these ideas and changes over the course of the next year.