

GOLF COURSE
SUPERINTENDENTS
ASSOCIATION
OF IRELAND



THE CHALLENGES OF REBUILDING YOUR ASSOCIATION



Rebuilding Your Association

- Brief Overview of Irish Golf Industry 2008 - 2014
- GCSAI Rebuilding Process – Laying The Foundation - 2015 - 2018
- Review – Positives – Challenges – Reality
- Strategy – Vision – Direction
- The Future

Irish Golf Industry 2008 - 2014

GOLFER – CLUB PERSPECTIVE

- Number of registered players drops by 70,000 from 252k to 182k
- Connacht – Western Region - not unusual for clubs to loose up to 50% of membership.
 - Approximately 30 clubs close.
 - CGI formed in 2013
 - Clubs in Survival mode
 - Market in Free Fall

Irish Golf Industry 2008-2014

- **GREENKEEPER PERSPECTIVE**
 - Job Losses – Pay Cuts
 - Short working time introduced
- Greenkeepers treated very poorly – appallingly in some cases
 - Greenkeeping Courses suspended in NBG
- Introduction of Golf Course Mgt Company, “New Consultants” into market – Association experience collateral damage.
 - Anger-Frustration-Morale-on the floor

Irish Golf Industry 2008 -2014

- **GCSAI – ASSOCIATION PERSPECTIVE**
 - Membership drops
- National Conference & Regional Education Days suspended.
 - RDS Trade Show suspended.
- Poor Perception of Association & Reputational Damage
 - Attracting people to our National Executive/Board very difficult
 - Association in survival mode

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

- **LESSONS LEARNED**

- Through boom years lost opportunity in terms of membership services and structures.
- Not enough focus on why we are here as an Association.
- As a result not prepared or positioned to cope with change.

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

PRIORITIES

- Advance Profession
 - Professional Recognition
 - Raise Profile of Profession
 - Representation of Profession
- Give Membership means of Individual Advancement
 - Reengage Membership
- Need to re-establish positive image and perception of Association
 - Raise Awareness of Association

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

6 KEY AREAS

- EDUCATION
- MEMBERSHIP ENGAGEMENT
- RELATIONSHIP BUILDING
- SOLID ECONOMIC PLATFORM
- GOVERNANCE
- INTERNATIONAL COLLABORATION

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

EDUCATION

- CPD System Introduced
- Online Education Portal including: Online Webinars, Equipment Technician Certificate, Access to TGIF from Michigan State University
 - Reintroduced Regional Education Days
 - National Conference Relaunched
 - National Apprenticeship
- Educational Opportunities with Partners: John Deere – Sawgrass, FEGGA – Ryder Cup

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

RELATIONSHIP BUILDING

- GUI- CGI/PGA/IGCMA
- Educational Institutions (NAC)
 - Trade
- National Pesticide & Drinking Water Action Group
 - GEP – Golf Education Partnership

GEP Rationale – Simple – Working Together We Can Build Stronger Clubs/Game in Ireland - Irish Greenkeepers Part of the Solution

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018



REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

SOLID ECONOMIC PLATFORM

- New Trade Membership & Partnership Programme Introduced.
- Develop Sportsturf membership base – GAA – HRI – PPUI – Sportsturf Ireland Conference.
 - Develop existing membership.
- Internal efficiencies & cost saving measures

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

GCSAI Partners

Below is a list of the companies that have signed up as our Senior, Intermediate, Junior and Education Partners. They are investing in the future of GCSAI members and we are extremely thankful for their support. We encourage you to show them your support.

 GCSAI <i>Senior Partner</i>	
 GCSAI <i>Intermediate Partner</i>	 
 GCSAI <i>Junior Partner</i>	 
 GCSAI <i>Education Partner</i>	   
     	

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

INTERNATIONAL COLLABORATION

- Understanding limits/capacity of been a relatively small organization.
 - CPD System in conjunction with BIGGA
- Online Education Portal in conjunction with GCSAA
- TGIF in conjunction with Michigan State University
 - Meeting with SGA
 - Strong Engagement with FEGGA

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

MEMBERSHIP ENGAGEMENT

- Regional Information Days 2017
- Regional Focus Groups 2018
 - National Survey 2018
 - Sportsturf Area

RESULTS

Membership place advocacy as, if not more important than membership services.

Link between education-engagement & advocacy not obvious to membership.

REBUILDING PROCESS – LAYING THE FOUNDATIONS 2015 - 2018

- **GOVERNANCE**

- Association Constitution Outdated
 - Unable to fill all positions
- Updated and amended for 2019 AGM

REVIEW – POSITIVES

- Overall a solid, positive foundation has been laid in all 6 key areas.
- Education
- Building Relationships
- Membership Engagement
- Governance
- International Collaboration
- Economic Platform

REVIEW – CHALLENGES - REALITY

- Industry still feeling the effects of recession – pressure on our clubs & staff.
- Morale and perception slow to change.
- Communicating value of Education & Association difficult task.
- Growing Membership - has consolidated.
- Encouraging Engagement for individual and collective advancement.

REVIEW – CHALLENGES - REALITY



ENGAGEMENT & PARTICIPATION IS NECESSARY

STRATEGY – VISION - DIRECTION

- Few Years ago we had an empty room, now we have the tools and equipment to provide individual and collective advancement.
- People buy why you do it not what you do.

STRATEGY – VISION - DIRECTION

- **COMMUNICATION**

- Stronger emphasis on advocacy/related initiatives & link to education.
- Education- Emphasis on individual and collective benefits as opposed to simply what we are offering.

STRATEGY – VISION - DIRECTION

- **INITIATIVES FOR 2019**

- #KnowYourCourse – Launching in April – In Partnership with CGI
- 5 New Members of Executive Committee
Focus on Membership – Participation –
Invigorating Regional Engagement - Education
 - National Survey Results Published

STRATEGY – VISION - DIRECTION



#KnowYourCourse

The GCSAI and CGI have identified the key needs, problems and challenges within clubs that will form part of content for the new #knowyourcourse campaign: Focus on 4 main areas.

The Committee

Work Place Practices

The Golfer

Education

DELIVERY

Joint Regional workshops

Joint Social Media campaign

Course Blogs

THE FUTURE

MAJOR CHALLENGES

- CLIMATE CHANGE
- REGULATION AGENDA
- RESOURCE CONSTRAINTS

THE PERFECT STORM



THE FUTURE

OUR GREATEST OPPORTUNITY

- At National & International Level Golf needs strong Greenkeeping Associations & Leadership on these issues.
- The need for Education to preserve our game and profession has never been greater.
- Subsequently we have an unprecedented opportunity to:

Raise the Profile of our Profession

Advance our Profession

Gain Professional Recognition

Raise Awareness of our Associations

THE FUTURE

OUR GREATEST OPPORTUNITY

GC2030 Manchester Sept 2018 – Every conceivable stakeholder in the golf industry in one room, interested – discussing – engaged in course Mgt issues.

We have a once in a generation opportunity as Greenkeeping Associations to come together on these issues & effect meaningful change for our individual members and national Associations.

THE FUTURE

NATIONAL LEVEL - GCSAI

As a result of the foundations we have laid & the initiatives we are undertaking at a National level we have placed ourselves to advance, grow & strengthen as an Association and I am confident we will continue to do that.

INTERNATIONAL LEVEL

With vision, leadership & working collectively as National Associations we have an unprecedented opportunity to speak as one and deliver unparalleled opportunity for our profession.

THE FUTURE

- For all the reasons I have outlined I am excited for the future of our profession and our Associations and confident we can deliver a bright future for everyone involved in our industry.

The background of the image is a vibrant sunset over a calm body of water. The sky is filled with dramatic, dark clouds illuminated from below by the setting sun, creating a palette of deep reds, oranges, and purples. In the center, a large, dark silhouette of a tree with a wide, spreading canopy stands on a small patch of land. The sun is positioned directly behind the tree's trunk, creating a bright, glowing effect. The water in the foreground reflects the colors of the sky. A white rectangular box with a thin border is centered in the upper half of the image, containing the main quote in white, bold, sans-serif capital letters. Below the quote, the name 'Confucius' is written in a smaller, white, sans-serif font. At the bottom of the image, the website address 'MOTIVATIONPING.COM' is displayed in white, sans-serif capital letters.

**OUR GREATEST GLORY IS
NOT IN NEVER FALLING,
BUT IN RISING EVERY TIME
WE FALL.**

Confucius

MOTIVATIONPING.COM

Rome Wasn't Built In A Day!!!



A LOT DONE – MORE TO DO

GOLF COURSE
SUPERINTENDENTS
ASSOCIATION
OF IRELAND

