

Club 360 Review - Survey Tool Kit Club User Guide

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1. Introduction

Welcome to the Golf Australia Club 360 Survey Tool Kit. Club 360 is a club feedback tool designed to help your club seek the views of your members, guests, volunteers, social visitors, and staff about all aspects of your club experience.

We know that sometimes a committee or boards' perception of members or visitor views may vary from time to time. We also know that when a business adopts good research and feedback practice, it allows for better decision-making and the development of an accurate and long-term business plan. Using the Club 360 toolkit will help your club to identify and reconcile different perceptions of the club, creating a 360-degree view of the customer experience your club is delivering.

But it is not enough just to ask for the feedback. Responding to the feedback is all part of the process. The Club 360 toolkit not only provides your club with the surveys, but also the reports and actions needed to support your club deliver the best customer experience possible.

2. Online Survey Platform

The Club 360 Survey Toolkit utilises SurveyMonkey, the world's leading online survey platform.

It is likely that some clubs are already using SurveyMonkey, whilst others may not. The Club 360 Survey Toolkit provides options for clubs with and without Survey Monkey accounts.

3. Survey Templates

Golf Australia Clubs & Facilities Support has developed six 'ready to use' survey options to support your club's research. These survey templates can be customised and branded to suit your club's specific culture, size, product types and customer base and are designed based on a maximum of 10 questions with a 6-8-minute response time.

The aim to any survey is to keep the questions simple and seek information that will allow your committee to develop a long-term plan based on evidenced-based feedback. The surveys also provide an opportunity for written comments which prove invaluable to your decision-making.

The six standard surveys are:

- **Current Members** – This survey is used to seek feedback from your current members. The survey seeks the following information.
 - How can we enhance our member's experience?
 - How can we grow our membership base?
 - How can we improve member satisfaction?
- **Departed Members Survey**– This survey is designed to find out why a member is leaving your club.

No matter what response you receive, the club can use this information to positively impact the business and establish retention strategies to better engage with prospective members.

The survey seeks the following information.

 - What were the reasons for leaving the club?
 - How could the club improve the member experience to retain and grow membership?
- **New Members** – This survey is designed to make sure your club is providing the best new member experience according to your New Member and Induction Procedures. This survey is used for those members who have recently joined the club. The survey can provide feedback on the new member and assist to improve the new member experience.

The survey seeks the following information.

 - Has the new member experience been positive?
 - How can the club improve the member, and new member experience?
- **Visitors** – This survey allows you to seek feedback from your social and community groups. Clubs are encouraged to develop non-member databases which can be used to identify those social participants who would benefit from joining as a competitive member.

The survey seeks the following information.

 - How can we enhance the social visitor experience across every aspect of the club's business?
- **Board/Committee** – This is a confidential internal survey undertaken by your committee members. The survey looks at the key drivers of your business from the committee view only and provides feedback to assist with improving the operational and governance aspects of your survey implementation.

- **Staff** – This Survey is designed to provide feedback from staff and allow your staff and club to improve club services and ensure your staff are satisfied with their position and professional development.

The survey seeks the following information.

- Staff feedback about the club's performance
- Staff feedback related to professional development

4. Club 360 Survey Example

Click on the image below to view a Current Member Survey

* 6. GOLF OPERATIONS

How satisfied are you with the following aspects of the Club Golf Operations? 

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Welcoming of Members and Guests - Friendly and Helpful at all times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation and Cleanliness of the golf shop and entrances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operating Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation of Weekly Competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variation of Competition Formats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Coaching & Clinics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competition Fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Cart Management and Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment on your rating

5. Getting Started & Toolkit Options

How do we start?

- Review the options below and decide which is best for you
- Get in touch with your Clubs & Facilities Support Manager, who will set up the required surveys ready for use.

OPTION A – Results and Analysis

This hassle-free option is the most popular and preferred option if your club has not previously undertaken on-line surveys.

Golf Australia will provide survey templates which can be custom designed and branded with your club logo.

How does Option A work?

To activate option A, simply get in touch with your Clubs & Facilities Support Manager.

As part of this process, the Golf Development Team will usually ask a series of questions to assist with developing and implementing a survey that delivers you the best outcomes.

The Golf Development Team will help you choose a base template and modify aspects of the surveys to fit your needs and desired outcomes.

Your club will then be sent a personalised SURVEY LINK which you can send to your member or visitor database.

Once your survey period is complete, The Golf Development Team will then provide the survey results and analysis along with a summary and recommendations to your committee/board.

Your club can then integrate the survey outcomes into the club's development or business plan. Golf Australia's Club and Facility Support is available to support golf clubs in putting together plans and can provide templates and best practice inputs.

The surveys have been designed to take approximately 6-8 minutes to complete and are based on a 10-Question Format.

OPTION B

We only recommend Option B if you have a SURVEY MONKEY ACCOUNT or you have the resources to operate you own survey and analyse the results.

How does Option B work?

Your club will need to LOGIN and create its own INDEPENDENT SURVEY MONKEY ACCOUNT - Go to <https://www.surveymonkey.com/>

Your club can then make a request for Golf Australia to share a template survey to your clubs Survey Monkey Account.

6. Contacts

- **Golf Australia**
<https://www.golf.org.au/>
- **Clubs & Facilities Support Resource Portal**
<https://www.golf.org.au/clubsupport/>
- **Golf Australia Resource Centre**
<https://www.golf.org.au/resource-centre/>
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