

Golfer Retention Checklist

Question	Action if No	Area of Focus
Do you have your PGA Professional, Golf Operations Coordinator (or similar), or a Committee member (or similar) in a position of responsibility specifically relating to a golfer attraction and retention plan?	Rewrite your PGA Professional's or Golf Operations Coordinator's (or similar) Position Description to responsibility for golfer attraction and retention; or Review your current Committee positions and areas of responsibility to ensure that golfer attraction and retention is considered.	Role & Responsibility
Do you really know your new and returning golfers in relation to why they have returned to or taken up the sport?	Survey all returning and new golfers to determine their reason for engaging or re-engaging with the sport.	Why
Do you have customer-centric design principles at the core of the development of your products and services?	As required, complete training in the principles of customer-centric design and put in place strategies to implement these principles into the development of products and services at the golf club.	Offerings
Do you have specific strategies and staff training in developing the club as an inclusive, welcoming, and socially-connected club?	Implement the club strategies and staff training in developing the club as an inclusive, welcoming and socially-connected club.	Welcoming
Do you have available and have you specifically made new and returning golfers aware of the variety of coaching and improvement programs you have available?	Ensure the club has in place coaching and equipment evaluation programs through appropriately qualified personnel and ensure all returning and new golfers are aware of these services.	Improvement
Do you offer all golfers fun, engaging and socially connecting events on and off the course?	Expand your offering of fun engagement events and socially connecting golf events beyond traditional club competitions.	Events
Are you ensuring that your new and returning golfers are enjoying their recent participation in the sport?	Survey returning and new golfers to determine their enjoyment, connection and satisfaction with the sport and the golf club.	Enjoyment
Do you have systems in place to monitor and enhance a golfer's engagement with the club's offerings, coaching programs and events?	Implement systems and processes to monitor golfer engagement and implement care groups, systems and processes for pro-actively engaging with disengaged golfers.	Engagement