

## Mount Ellen Golf Club

### Stage 1 Strategic Actions – Page 1

#### Golf Club Financially Debt Free

This will be delivered as a result / consequence of the implementation of the Stage 1 Strategic Actions

#### Golf Club Increases Membership By 40 + Full Members

- Develop Advertisement to Attract New Members in All Categories
- Advertise Club is looking for New Members in Community Facilities in Mount Ellen, Gartcosh, Muirhead, Glenboig Coatbridge, Moodiesburn, Baillieston etc such as;
  - Doctors
  - Dentists
  - Library's
  - Community Centres
  - Sports Centres / Facilities
  - Schools
- Letter Drop Advertisement to all New Housing and Existing Communities in Mount Ellen, Gartcosh, Muirhead, Glenboig, Coatbridge, Moodiesburn, Baillieston etc.
- Advertise in Supermarkets and Local Shops
- Hold Family Day for Prospective New Members to see the Club and its Facilities. Day to provide activities for Juniors , Youths and Adults. Par 3's for Juniors, Coaching, Barbecue etc
- Offer Discounted 1<sup>st</sup> Year Membership as a Result of Shortened Season.
- Offer At Least One Free Lesson From Pro to New Members
- Offer golf club / equipment loan scheme to new members – old clubs donated by existing club members
- Set Up Ladies Only Tee Time Slots To Encourage Lady Members
- Establish Practice Area with Training Nets, Putting Green
- Set up Blue Tee System / Arrangement for New First Time Golfers , Juniors, Learners etc.
- Hold mixed competitions
- Hold family competitions
- Improve Menu, Quality and Presentation of Food on Offer