

## Mount Ellen Golf Club

### Stage 1 Strategic Actions – Page 5

#### Improve The Social Side of The Golf Club ( Social Events )

- Establish a Social Calendar for 2018.
- Launch the Calendar structured around the 2018 World Cup. With;
  - Club open for all world cup games
  - Friday, Saturday and Sunday 9 holes , Food and the Game promotions.
  - Promotion dates for first game and the final.
- Social Calendar to potentially include;
  - Ladies Nights
  - Ladies Lunches
  - Quiz Nights
  - Race Nights
  - Casino Nights
  - Occasional Cabaret / Dance
- Club , Team, Section ( Vets ) Evening Events, Christmas Lunches
- Open most if not all events to Social Members.

#### Improve Communications With Members in All Media.

Members and Social Members are to kept up to date with the;

- Weekly Club and Team Competitions
- Up and Coming Social Events and the Success of Previous Events
- Greenkeeping Activities and Course Improvement Works
- The Building Asset Maintenance and Improvement Works
- Other club matters and points of local interest
- Through a Continually Updated Club Facebook Page
- Through a Continually Updated Club Website
- E mails to all members notifying special events / offers etc
- A Periodic News Letter ( Monthly )
- Up to Date Notices on Locker Room and Main Entrance Notice Boards
- Future Sponsored Adverts

#### Establish A Positive Attitude and Improved Feel At The Club

The implementation of all the above actions which should help to bring new members of all categories and ages into the club, improve the condition of the course and the club building assets as well as improving the club offering will start to

**Establish A Positive Attitude and Improved Feel At The Club**