

2017 AGM Membership Report

The membership committee is in place to provide additional benefits to retain and attract an increase in membership that would equate to increased revenue and play.

In 2016, we introduced the Golf Pass Program with the main aim to encourage golfers to play more courses throughout the Province. Unfortunately, the utilization was comparable to last year's poor results, therefore, GNL will not be running the Golf Pass Program next year. In order, to establish the direction our membership want GNL to go, we will be holding membership roundtable discussions during the seminar portion of this year's AGM.

Earlier, this year as part of the annual course visitations the Executive Director Greg Hillier along with Golf Canada's Jeff Hutt outlined Golf Canada's new membership model. During these visits the response to the new model and GNL adopting this model was positive. Subsequently, a decision has been made by GNL's Board of Director's to adopt Golf Canada's new membership model. Although there will be an increase in members dues by \$5, the new model comes with some excellent incentives which include windshield/window breakage insurance, \$2,500 reimbursement for lost or stolen equipment and \$2,500 golf cart damage protection.

Over the next few months the membership committee will be concentrating on the following items.

- Feedback gathered from the roundtable discussions will be taken into consideration when developing initiatives to improve our suite of member benefits.
- Ensure the smooth implementation of Golf Canada's new membership model.
- Develop effective communication tools in conjunction with the marketing committee in order, to raise awareness of the benefits available to members and public players.

In conclusion, understanding what our membership expects from GNL is important in moving forward in developing member benefits. Improvements on how we communicate to our

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