

- **Strategic leadership and governance role**
- **Drive member engagement and growth**

- **Support senior golf club managers across Australia**
- **Work from home (Melbourne or Sydney preferred)**

ABOUT GOLF MANAGEMENT AUSTRALIA

Golf Management Australia (GMA) represents Golf Club Managers throughout Australia and, through state GMA associations, aims to provide professional development, support, education, networking and health/wellbeing initiatives to over 400 members across Australia. GMA members are current Managers or administrators of a Golf Club in Australia.

GMA objectives are based upon:

- Providing professional and personal development opportunities to all members
- Supporting members health and wellbeing
- Providing tools and resources to assist members in the management of golf clubs
- Actively advocating for the betterment of golf club management within the wider industry.

GMA and the 5 state GMA associations are currently working under a service agreement, whereby each state has outsourced all operational activities to GMA to deliver on their behalf. These service agreements require GMA to deliver on member benefit obligations, while also managing nationally based corporate partnerships.

CHIEF EXECUTIVE OFFICER

The Chief Executive Officer (CEO) will lead and manage all elements of the organisation nationwide, overseeing a part time State Operations Manager in each state who will facilitate GMA member events and programs.

While the role reports directly to the GMA Board, through the Chair, regular reporting to state GMA association executives will be required regarding the current service agreement obligations and the membership experience.

The CEO will drive a national approach to GMA related activities, with a focus on membership engagement and growth through the promotion and delivery of member networking, professional development, education and health/wellbeing events and programs, in particular the 5-day biennial GMA National Conference which includes 300 delegates, 25-30 corporate partners, a world class program and networking events.

The management of highly valued corporate partners is also a critical component of the role, with the GMA corporate partners program underpinning the majority of GMA related activities and ensuring the financial security of the organisation.

To be considered for this role you will be tertiary qualified with significant management experience either within an association/club or membership-based organisation, or with a focus on the professional or personal development of employees/members. You will have demonstrated skills in event and program management, in particular delivering high-quality education or professional development programs.

You will be a dynamic and proactive leader with the ability to set a clear direction and manage staff remotely. Your commercial and financial acumen will successfully deliver against strategic objectives whilst building strong networks and relationships across a diverse range of stakeholders, including corporate partners.

A background in golf or sport management is not essential; however, you must be committed to supporting the development of golf club managers and administrators throughout Australia.

KEY RESPONSIBILITIES

The CEO will provide leadership in the following key areas:

GMA Management Model

- Manage the continued implementation of the GMA one management model.
- Deliver on agreed administration services for all state GMA associations as outlined in each of the 5 state service agreements.
- Report to the GMA Board and State Executives on KPI's regarding events, program delivery and the GMA Business Case - investment model.
- Work closely with each state GMA association regarding annual program, local initiatives and membership management.
- In consultation with each state GMA association develop a vision and strategic plan for GMA for 2021 and beyond (post the service agreement period).

KEY RESPONSIBILITIES (Continued...)

Member Education Management

- Oversee and facilitate (via State Operations Managers) the conduct of multiple national and state education events and programs for members across Australia annually.
- Develop and engage educational experts to support the role of senior management within golf clubs.
- Continue the further expansion of the Business Management Institute (BMI) Program in partnership with Golf Australia and the Club Managers Association of America (CMAA) and finalise a certification pathway for GMA members to obtain an internationally recognised 'Certified Club Manager' accreditation.

Member Health and Wellbeing Management

- Oversee (via State Operations Managers) health and wellbeing member events and programs aimed at enhancing members personal and professional wellbeing.
- Ensure promotion and a high level of engagement in health and wellbeing programs.
- Develop a national approach to the induction of new GMA members, and the support of existing members in relation to their welfare post-employment.

Member Networking Management

- Support State Operation Managers in the coordination of networking events, which predominantly include golf day fixtures.
- Ensure procedures related to the coordination of members and corporate partner 'experience' within a golf day is first class.
- There may be an expectation of the role hosting events, including being the master of ceremonies from time to time.

GMA National Conference

- Oversee and manage all aspect of the GMA National Conference including venue, program, marketing, communications, financial management, industry and corporate partnership obligations. The National Conference is GMA's most significant biennial event, with state based mini conference held in most states on the off year.

Representation and Relationships

- Provide effective representation of GMA and build strong relationships with key golf industry representatives, including within the Australian Golf Industry Council (AGIC).
- Represent GMA as the 'public face' of the organisation, to the extent the role will be an 'ambassador' role for the betterment of golf club management across Australia.

Promotion and Marketing

- With the support of the GMA Media and Communications Manager and in consultation with State Operations Managers, develop promotional material aimed at enhancing the engagement of members in GMA events and programs.
- Develop stories/reports on events and programs for publication via GMA communication channels, including the GMA website, newsletters, e-mag and via GMA social media activities.
- Implement promotional strategies aimed at growing the GMA membership and ensure relevant information from key industry partners is distributed effectively to members.

Corporate Partnership Relationships

- Manage and oversee the relationship with all national GMA corporate partners, including the negotiations of partnership agreements, documentation and servicing of all partnerships, and supporting their integration into GMA related activities. The GMA corporate partners program is a critical element within the GMA business model, and strong professional relationships with partners, and the ability to service partners is critical to all GMA related activities.

Financial Management

- Oversee all GMA financial management elements, and via the GMA Finance Manager oversee all financial reporting practices and sound financial management processes.
- Ensure GMA's investment model is maintained, while also ensuring the long-term sustainability of the organisation.

General Duties

- Act as Secretary for the GMA Board, ensuring meeting agendas and supporting papers are distributed in a timely manner and accurate minutes recorded.
- Provide the Board with monthly updates regarding GMA related activities, including key metrics around financial investment in member benefits, corporate partnership relations, member retention, recruitment and engagement.
- Ensure accurate documentation of member activity and attendance via the GMA national database and ensure appropriate information technology tools are available to all GMA staff, along with legislative employment practices.
- Oversee the GMA membership database and subscription process, and drive member engagement and growth.

KEY RELATIONSHIPS

Reports to: GMA Board - via the Chair

Direct Reports (all part-time)

- State Operations Manager - Western Australia
- State Operations Manager - South Australia
- State Operations Manager - Queensland
- State Operations Manager - New South Wales
- State Operations Manager (Victoria) / GMA Finance Manager
- GMA Communications and Marketing Manager

Internal

- GMA Board, particularly the GMA Chair
- State GMA Association Executives

External

- GMA Membership, including all full, provisional, regional and life members
- GMA Corporate Partners
- Golf Industry partners including
 - Golf Australia
 - Professional Golfers Association of Australia (PGA)
 - Australian Golf Course Superintendents' Association (AGCSA)

SELECTION CRITERIA

In addition to demonstrating **relevant experience across the core functional areas of responsibility identified in this Position Overview**, candidates applying for the CEO role will require a range of personal and professional skills, including:

- Tertiary level business related qualifications - e.g. Business, HR, Sport Management, Events, Media and Marketing, Learning & Development etc.
- Significant management experience within a club or association-based organisation, or within a human resourcing area which has focused on the professional or personal development of employees/members.
- Experience in association management, and or membership-based organisation or club.
- Dynamic and proactive leadership with the ability to set a clear direction, inspire and motivate others and solve problems.
- An ability to communicate effectively, network successfully and work collaboratively with a diverse range of stakeholders.
- A professional and personable approach in all dealings.
- Solid financial acumen, including the capacity to interpret and report on financial accounts.
- Outstanding skills in event and program management.
- Experience in the delivery of education and professional development programs / development.

- Significant understanding of developing and maintaining corporate partners.
- A sound knowledge of, and ability to implement, the principles of good governance
- Excellent skills regarding presentation, public speaking and hosting events.
- Strong relationship building skills, with a proactive approach to supporting members.
- Experience in working successfully with a Board of Directors.
- Strong, strategic capabilities.
- Adaptable - remain effective with changing tasks, responsibilities and environment.
- Experience within the golf or sporting environment (desirable).

LOCATION AND TRAVEL

The role has the capacity to be undertaken from any of the major cities across Australia, however the preference of the GMA Board is to see the role undertaken from either Melbourne or Sydney. The successful applicant would be required to work in a remote home office environment (or something similar).

An opportunity to utilise an office space within the Golf Australia offices in Melbourne is available for the GMA CEO's use as required.

Domestic travel will be required from time to time to support specific events, attend GMA Board meetings, and report to State GMA Associations. This may include approximately 10 - 20 interstate trips for multiple nights across the course of the year.

HOURS OF WORK

This is a Full Time position. Due to the nature of the role and the sport industry, some evening and weekend work will be required from time to time to attend meetings and events.

REMUNERATION GUIDE

A remuneration package of \$150,000 pa inclusive of superannuation will be available to the successful candidate, negotiable depending upon skill level and experience. At the time of applying, candidates are invited to indicate their current salary and salary expectations.

RESIDENCY AND IMMIGRATION

Candidates must be an Australian Citizen / Permanent Resident or have unlimited working rights within Australia to be considered for this position.

CHIEF EXECUTIVE OFFICER - GOLF MANAGEMENT AUSTRALIA



WEBSITE AND SOCIAL MEDIA

For more information and news items on all facets of activities, services and programs, visit:

GMA website: golfmanagement.com.au

Facebook: facebook.com/golfmanagementaus

Twitter: twitter.com/GMA_Aus

TIMELINES

Final interviews and the appointment of the Chief Executive Officer, Golf Management Australia are scheduled for early September, 2019. The successful candidate would be expected to commence duties as soon as possible.

The successful candidate will be invited to attend all or part of the GMA Conference in Melbourne 6-10 October, 2019, with an understanding that this may be before official commencement in the role. Please indicate your availability in the Sportspeople Recruitment Application Form.

PLEASE APPLY NOW TO AVOID MISSING OUT!

Please note Sportspeople Recruitment will commence screening and interviewing for this role immediately.

If you are intending to apply, please do so now.

Applications Close: midnight Sunday 18 August, 2019

Preferred Application Format: Candidates must complete and submit the **COMPULSORY Sportspeople Recruitment Application Form** at the time of applying.

The Application Form is available as a download at the Sportspeople Jobs Market listing for this role and contains questions against which we require your specific response prior to considering your application.

Sportspeople Recruitment prefers a 2 page letter of introduction and an accompanying CV of no more than 6 pages, merged into the Application Form as one MS Word file.

APPLY TO

Your application should be sent electronically via the “apply to” link at the Sportspeople advertisement via sportspeoplerecruitment.com/jobs

ENQUIRIES

In the first instance general enquiries should be directed to Leeanne Grantham on 0458 011 099 or +61 2 9555 5000 or FREECALL AU 1800 634 388 or via jobs@peoplerecruitmentgroup.com.

The Chief Executive Officer, Golf Management Australia recruitment assignment is being managed exclusively by **Sportspeople Recruitment** - a specialist division of People Recruitment Group.