



# News Flash

8 June 2013



Dear members

The way in which a Club like ours market itself is crucial to its longevity. It is also important to maintain a pro-active approach in Club management and not to let the presence of difficult times allow one to lose focus.

The following marketing report by Mr Dick Adcock, our Board Member Marketing, will give members a better view of the direction we are taking with regards to Marketing our Club.

## **MBGC MARKETING UPDATE**

Subsequent to the recent budgetary activity, the recent Budget Information Meeting, and the progression of various Marketing initiatives, we believe it appropriate to provide Members with a detailed update of the Club's Marketing direction.

As was stated in a recent newsletter, Member generated income represents approximately 60% of the Club's total income, with Member rounds played being fairly consistent in the region of 30000 rounds per annum. The level of Member income does therefore fall considerably short of the income necessary to support the course, facility and administrative infra-structure, whereby our ability to attract visitor rounds and revenue is critical in ensuring the medium and longer term viability of the Club, whilst also continuing to make the cost of golf for members as affordable as possible.

12000 visitor rounds per annum therefore is set as a must achieve for us, with a targeted 15000 rounds per annum (one visitor round for every two member rounds played) being our primary goal.

In order to achieve our objectives as a Golfing Destination, the following are imperatives;

- The maintenance and conditioning of the golf course at a level that ensures that the Club holds its place in the Golf Digest Top 100 Course rankings. Currently Mossel Bay Golf Club is ranked 72, and we believe it practical to retain a position in the 61 - 80 range.
  - A competitive visitor pricing structure, particularly important given the number of quality golfing venues in the Southern Cape. We have left our Affiliated Visitor fee unchanged at R295 for the 2013/14 year, in order to maximise our competitiveness.
  - On-going printed and social media exposure, subject to our practical expenditure considerations.
  - We will, during the 2012/13 financial year, have purchased six half page Tee to Green inserts, advertising our Summer Season Ticket, Winter Holiday, and 'Quiet Day Special' promotions. The latest Winter Holiday Promotion advert, which is displayed in reception and featured in this newsletter, is a joint initiative with the Point Hotel, who we thank for their support. This advertisement appears/will appear in the April, May and June editions of Tee To Green.
- Additional to these three imperatives, it is essential that we maximise leverage from other 'differentiators' available to us. In this regard we have two significant differentiators;
- Our 'See The Sea From Every Tee' status
  - The Club's association with World Top Ten Golfer Louis Oosthuizen, with the on-going TV, printed and social media exposure that this relationship affords to the Club.

We believe it correct in stating that we are the only Club internationally where golfers can view the ocean on every hole, and have a World Top Ten Golfer amongst its membership. 'See The Sea From Every Tee' is now firmly re-established in all of the Club's advertising material, and has significant impact with both South African and International visitors, and potential visitors.



Currently we are finalising a Cooperation Agreement with Louis Oosthuizen's 'Brand 57' representatives. Louis personal '57 Brand' is, given its 57 origin, inextricably linked with Mossel Bay Golf Club. It is therefore in our best interests to ensure maximum exposure for Mossel Bay Golf Club via the 57 Branding activities.

Primary features of this Agreement focus on the Louis Oosthuizen Junior Academy, together with agreement as regards Brand 57 organised or sponsored events that will be staged at Mossel Bay Golf Club.

For the period of the Agreement (initially three years) Mossel Bay Golf Club will remain the 'home' of Louis' Junior Academy and all signage, media and social media relative to the Academy will clearly indicate the partnership between the Club and the Academy. The Club will sponsor golf at the Club for a maximum of ten Junior Golfers who qualify for the 'Elite Academy' tier in any given year, whilst all initial recruitment and tuition costs at school level, and PGA coaching at the Club (practice facility made available by us twice a week), are met by Brand 57. Brand 57 also sponsor for the Elite tier qualifiers only, their competition entrance fees for national and provincial competitions, certain travel expenditures, clothing, and their annual membership subscriptions to MBGC.

As far as 'events' are concerned we have requested in the Agreement that an annual Mossel Bay Golf Club/Louis Oosthuizen Golf Day be sponsored by Brand 57 as part of the Club's fund raising activity, whilst an exciting development is the planned staging at Mossel Bay, of the finals of a National Joost Van Der Westhuizen/Louis Oosthuizen Golf Challenge event. This event will be open to corporates, supporting both sportsmen's Charity foundations, and will comprise eight regional qualifiers prior to the finals for 120 golfers being held at our Club in January '14. The event will be managed throughout by Dale Hayes Golf Management, thereby ensuring significant TV and media exposure for the Club.

During the course of the Agreement negotiation, Brand 57 have donated 5000 SAGU Titleist practice balls to the Club, and a valuable autographed picture of six Major Champions, Rory McIlroy, Graham McDowell, Darren Clarke, Martin Kaymer, Charl Schwartzel and Louis Oosthuizen, contributions which we thank them for. Our intention is that the picture will be 'silent auctioned' at the Club to further support our capital fund raising activity.

The next stage of our Marketing Development Program is the re-introduction of tee sponsorships, the design and costing for which is currently being undertaken, prior to our approaching potential sponsors. We are also at the planning stage as regards the Club's involvement in the September Mossel Bay Festival, and will look toward such fund raising opportunities as this may provide us with.

Hopefully this commentary has served to provide Members with a full awareness of the Clubs Marketing direction and activity. If you have any questions or queries that you would like answered, please direct them to Louw Strydom, our General Manager in the first instance, who will also pass them on to Dick Adcock the Marketing Board Member, for further comment as necessary.

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## IMPORTANT NOTICE

The local rule with regards to placing has been changed. Effective immediately the placing on all fairways will be restricted to one card length. You may use an open or closed card.

The Board have also decided that the handicap limitations with regards to sponsored competitions will remain in place. All sponsored days will be governed by a restriction of **maximum 24 handicap for men and 30 for ladies.**

Die plaaslike reël aangaande plasing is deur die Raad verander. Met onmiddellike ingang word die reël verander na een kaartlengte i.p.v. een stoklengte. Spelers mag 'n oop of toe kaart gebruik.

Die beperkings op voorgeës in geborgde dae sal ook in plek bly. Dit beteken die **maksimum voorgeë vir mans is 24 en 30 vir dames.**

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## ELECTRONIC MEDIA AND SOCIAL MEDIA



## CART PATH GRAND OPENING

Recently our course staff started laying the first section of the planned Cart Path Project. Members and visitors using carts on our course have been paying a trail fee for a while, and the accumulated funds will now be utilized to improve the look and feel of the services we deliver as a golf course.

The first section was done to the left of the 17th green. The 125m section was done at a cost of around R13 000, not including the original layout costs. We made a significant saving in labour as the job was done by our own course staff. The rest of the project has been prioritised and approved by the Board.



GRAND OPENING 5 JUNE 2013

Mr Wessel Brand, Board President and also Chairman of the Course Sub Committee, did the ceremonial cutting of the ribbon after which the first cart path was declared officially open. This ceremony was also attended by the rest of the Board members as well as the course staff involved in the construction.

## NATUURLEWE FONDS

As Mosselbaai Gholfklub bestuur is ons, net soos baie van ons lede, passievol oor die pragtige natuurskoon sowel as die wilde diere wat ons baan bewoon. Die groot verskeidenheid bokke en voëls is baie belangrik en is ook iets wat bestuur en beheer moet word. Hiervoor benodig ons fondse en het die Klub dit goedgevind om 'n 'NATUURLEWE FONDS' te stig. Ons is ook in die proses om 'n spesiale bankrekening oop te maak waar enige bydraes asook geld van fondsinsameling projekte belê kan word.

As enige lid geroep voel om tot hierdie fonds by te dra kan u dit by ontvangs doen en dit op die kwitansie so aandui. Enige bedrag is welkom. Die Klub het via die bestuur die eerste stap geneem en in die begroting voorsiening gemaak hiervoor. Ons opregte dank ook aan Mnr Kosie Otto vir sy volgehoue bydrae en hulp met die springbokke onder andere.

## RAFFLE



Stand a chance to win  
this amazing prize:

**CLEVELAND STAND BAG  
WORTH R1000-00**

**"I can be yours for just R10!!!"**  
(tickets are available at reception)

## MARKETPLACE FOR MEMBERS



We have been receiving requests from members to provide a 'marketing space' where they can advertise items that they may have for sale. We will provide a portion of the newsletter for this purpose, and members wanting to advertise any golf related items are invited to contact the GM with their items for sale.



Electric 3 wheel trolley for sale.

3 wheel electric trolley with battery. Good working order.  
**R1750-00.** Contact (044) 690 7705.

## VRYDAGAANDE VLEISTREKKING:



**Ultra Meat**  
Mikeva Centre, Heiderand  
Tel: 044-693 3736, Fax: 044-693 4096



Baie dankie aan Andre Marx, eienaar van Ultra Meat (by die Mikeva Sentrum), vir die borg van ons Vrydag-aande se vleistrekking en Fantastic Friday. Indien jy nog nie daar was nie, is dit nou die tyd om van hulle heerlike produkte aan te skaf.



## PLEASE HELP US

Our course is in a fantastic condition and we would like to keep it that way. Please assist us in repairing your and other player's divots and pitchmarks. You can also help by pointing out players that do not have sandbags and that do not take proper care of our course. The systematic destruction of our course must be stopped!



## UPCOMING EVENTS

- 12 JUNE AIDA 4 BALL ALLIANCE
- 17 JUNE YOUTH DAY IND BONUS BOGEY
- 19 JUNE RAWSON MONTHLY MEDAL
- 26 JUNE SAKEMANNE BBSFD



## UITSLAE / RESULTS



**BB STABLEFORD 29 Mei 2013 SAKEMANNE GOLF DAG**

### A DIVISION 0-18

1	PIETER DE BRUYN / DEREK VAN HEERDEN	47
2	JOE V/D BERG / HENDRIK KRIEK	44

### B DIVISION 19-36

1	LES & HESTER DE JAGER	48
2	MICHAL REHR / STEPHEN LE ROUX	46

### C DIVISION 37+

1	ERHARDT VELDSMAN / ROBERT STRYDOM	46
2	LOOD LOUBSER / KENNY V/D MERWE	46

### NEAREST THE PIN

4	LOUW STRYDOM
8	GLORIA GREYVENSTEIN
12	STEPHEN LE ROUX
15	DEREK VAN HEERDEN

9 **NEAREST THE PIN FOR 2 (0-9 H/CAP)**  
JOHANN STRAUSS

10 **NEAREST THE PIN FOR 2 (10+ H/CAP)**  
GAIL BOTHA



**IND STABLEFORD 5 June 2013 PSG Chicken Run**

### HOENDER VAN DIE DAG

DANIE LE ROUX

### A DIVISION 0-9

1	JOHAN VAN RENSBURG	37
2	J J JOUBERT	37
3	DAWID GERBER	36

### B DIVISION 10-18

1	DANIE LE ROUX	40
2	BENNIE BADENHORST	39
3	DIV DE VILLIERS	38

### C DIVISION 19+

1	ANDREW HARRISON	38
2	WILHELM VAN ROOYEN	36
3	BRIAN POWER	36

### NEAREST THE PIN

4	PAUL DE KORTE
8	NOEL DOMINGO
12	LOOD LOUBSER
15	ANDREW HARRISON

Enjoy your golf this week.

Louw & Team



# PRO SHOP TALK

## HOT DEALS FOR THE WEEK

### Shop Specials

Mossel Bay Pro Shop will be running a **FANTASTIC SPECIAL** this Fathers day month. You can get the brand new RocketBallz driver, fairway and hybrid for only **R3999** **saving of R4000!** Stock is limited so [please contact](#) us to pre order your Fathers day special today.

**All 3 For Only R3999 Save R4000**



Stage 2 Driver



Stage 2 Fairway

