



RED CLIFFS GOLF CLUB Inc.

PO Box 449 Red Cliffs Vic. 3496

Tel: (03) 50241531; Fax: (03) 50241449

THE RED CLIFFS 'WHACKER'

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President's Message

Whilst we have all been working hard to recruit new members to the Red Cliffs Golf Club, what is needed now is to get these new members out playing in the competitions, it has been suggested that we introduce a strategy of having a day each month over the Summer when each of us go to the list and pick out one the new members and invite them to play with us to encourage them to become regular players. Show them just what a friendly Club we really are!! We also need to continue to focus on Summer Members so put out the word that we have one the best courses in Country Victoria.

The Major Raffle tickets are now on sale and sales are going along reasonably well although I'd be happier if we sell more if we all buy at least one ticket for \$2.00 that would be nearly seven hundred dollars for the club, think about it, there are tickets on the bar and it's a great prize, but book sellers is what we need, if you could take a book to your work place or home for family members and work mates. There are rosters on the notice board for all of the venues at which Bobbie Ramsay has worked hard at acquiring. Thanks must go to all those who have already volunteered to sit at the super markets to sell tickets. If you can't afford to buy a book then perhaps you could spend a two-hour stint at one of the venues, your support with this our Major Fund Raising effort is vital.

The Trash & Treasure Sale is coming up next month, so if you can get into the shed and drag out all of your old and unwanted stuff and arrange with either Peter Hickey, Graeme Duffy or Tom Shrubsole to have it picked up, Volunteers are also needed in the week prior to the sale to go with a partner and trailer on a street collection, Peter or Graeme will organise this, once again your help and support is vital,

At the last committee meeting a strategy plan for next year was introduced and it was agreed in principle to be used as a guide to enable us to get the Club going forward for 2004 There is still a strong positive attitude emanating around the Club and that is good to see, The Chicken & Champagne Day last Wednesday was a great success and my thanks go to all of the many helpers and organisers, just goes to show what positive thinking can do. The power of positive attitude is un-boundless, remember that it is your Club and your positive support will, in the end, see us through. Congratulations to you all.

Good Golfing! Rod Atkins. - President.

This is the Captain Speaking!

Although the fields were down and the weather wasn't the best for the second weekend, the 2003 Club Championships were very successful. The winners were: A Grade – Anthony O'Brien; B Grade – Kane Stone; C Grade – Geoff Smith. Congratulations to all the winners and the runner-ups in each grade. There is the possibility that a different format may be tried next year.

What about the efforts of Bob pain – two holes in one in the one month. Most of us go through our golfing careers and never get one. Well done Bob!

There have been some comments about slow play lately and I urge all players to think about those coming behind. There is no problem taking care over your shot, but please move as quickly as you can between shots. A bit of thought will keep the field moving along and nobody will be upset.

Summer Membership

The summer membership category gives us the chance to increase our membership base and the opportunity to introduce the pleasures of golf to a broader group of people. The General Committee has set the summer membership fee this year at \$150.00, which is the same as last year. This represents great value for anyone interested in playing golf and all members are urged to promote summer membership at Red Cliffs Golf Club to their friends, neighbours and work mates. The General Committee has decided to make a real effort to recruit summer members this year. We will be advertising in the local press, but we really need the members to get behind this effort. The more summer members we can get the better our club will be.

'Red Cliffs Shorts'

- The Club's "Footy Tipping" competition was a great success again this year. Congratulations to the place getters. The winner was Mick Hogan who won himself \$804.00, so Mick's the one to see if you want a loan. Second place was shared between Bobbie Ramsay, Julie Hollow and Rod Atkins, who each collected \$180.00. Congratulations to the organizers.
- In excess of 20 Red Cliffs members represented the club at the 50th annual Merbein / Red Cliff Challenge on Sunday 28th September, held at Merbein. Unfortunately we weren't good enough and Merbein won. Like Collingwood, we can always say – there is always next year!!

Feature Article

A Strategic Plan for Red Cliffs Golf Club

Thanks to the efforts of Chris Healey, the General Committee was able to address the issue of the development of a Strategic plan for the Red Cliffs Golf Club to carry it into the future. Chris developed a draft document that the General Committee was able to use as a starting point and a lengthy discussion was held at the last Committee meeting on this very topic.

To begin the process the General Committee looked at the current situation and concluded that, whilst the club still has some way to go, there has been a significant turn around in the club's financial situation. We are currently looking at a 'break-even' situation, which has only been achieved through a concerted effort from a small proportion of the membership. The group of volunteers that have banded together to work for the club in various capacities are to be congratulated for their efforts. Let there be no doubt that without the work of this group, the Red Cliffs Golf Club would probably not exist today. If you doubt the validity of this statement, then you have no idea what is going on in your golf club. The General Committee also acknowledged the efforts of our paid staff, Tom, Marion, Neville and Beryl who have all contributed much more than what they are paid for. Their dedication to duty and their willingness to 'go that bit further' is to be commended.

This level of commitment from a relatively small group is not sustainable in the long term. For the years 2005 and beyond a Strategic Plan will need to be developed to either broaden the base of volunteers working around the club or increase the number of paid staff. For 2004 we have no choice and must continue to rely on volunteer support in all areas of the club. It is up to every member to seriously consider what they can do to help keep Red Cliffs Golf Club operating into the future.

A growing membership base is the best way to ensure the future of the club. Based on the experiences of this year we need 300 members to break-even, 350 to function effectively and 400 members to exist comfortably. getting this type of membership increase is the challenge. We need to sign up another 100 members and put into place strategies that will discourage members from leaving. As well as increasing membership we need to look at how we can more effectively use our greatest asset – the course. Our club competitions need to reflect the changing nature of life for many people if we are going to retain the new members we able to recruit. Our competitions need to be more flexible and to take account of the needs of the modern 'golfer'. The draft Strategic Plan developed by Chris Healey contains a number of initiatives that must be seriously considered as we look at where the Red Cliffs Golf Club is going in the years ahead.

As the General Committee continues to develop the club's Strategic Plan, I will keep you up to date through the 'Whacker'.

Items from the General Committee

- Not one of our best months financially with green fees and bar profits down. Weather conditions didn't help, but the club is still showing an operating profit of \$3000.00. We are on track for a 'break-even' situation, which was our aim for the year.
- Membership fees for 2004 were retained at 2003 levels across all classes of membership. Members are urged to support the club to cut its costs by sponsoring a trophy for a competition during the year. The more members we have supporting the club in this way, the more money we can allocate to other issues.
- The General Committee agreed to a major promotional effort for 2003 / 2004 Summer memberships. Letter drops, flyer in the Red Cliffs Settler and advertising in the Sunraysia Daily will all be used.
- Membership sub-committee reported back on their deliberations, with a detailed break down on the members lost during the year. There was general consensus that the club needed to 'lift its game' when it came to making new members feel welcome. Its no good recruiting new members if the rest of us don't do our bit to get them involved.

Upcoming Events

Trash & Treasure Sale: This is a major fund-raising event for the club and we need support from every member. The day will include food, stalls and drinks, with stalls opening at 9.00am with the auction to commence at 10.00am sharp.

***** **Sunday 12th October** *****

If you have anything to sell, or can help us in any way, contact one of the following: Peter Hickey – 0427500116; Graeme Duffy – 0419367719; Mick Hogan – 50242388; Rita Chase – 50242593; Ray Patterson – 0428245167 or Col Richardson – 0428546476

Broken Hill Golf Trip: Col Richardson has organized this year's trip to Broken Hill on **Saturday 18th October**. \$55.00 per head which covers bus, golf, accommodation and BBQ tea. Great value for a top weekend. See Richo or put your name on the notice board in the clubhouse.

Club Social Event: The Social Committee is organizing an event for **Sunday 2nd November**. There will be a meal, band and possibly a Melbourne Cup Calcutta. This promise to be a great night, so why not make up a table. More details shortly!!!!

The major raffle: Ticket sellers still needed. See Bobbie Ramsay if you can help. What about taking a book to sell to friends, neighbours and workmates. At \$2.00 a ticket they aren't hard to sell and great prizes too.!