

Digging Deeper

Time to See what is REALLY Going On...



You never know what you are going to find once you scratch the surface, but this year the time has finally come to dig a little deeper into the realm of the golf business in Canada.

After all, we often espouse that knowledge breeds success, and so we think it is time that we go out and GET the knowledge needed to take bigger and better leaps forward in our management of this industry and our own businesses.

It's up to you

This spring the NGCOA Canada, in partnership with Optima Marketing, launched an entire department within the association related to developing and producing industry research. You will read much about this department and its first initiatives, both in the following pages, but also in emails and calls to action already released.

While the project is being launched and coordinated by the NGCOA Canada, the true impact of the project will rely on the industry participation levels which will help to generate more accurate and valuable results.

In this sense, then, the data will only be as useful as you make it - as an operator you need to make the time and exert the effort being asked of you to be sure you and your business can benefit from the results.

Hunting and gathering

After much planning and deliberation within the NGCOA Canada ranks, it was decided that the first four major initiatives to be launched would focus on our own Canadian 'Rounds Played' reporting system, to monitor traffic on courses across the country; on compensation benchmarks, to build upon the results of the initial report published in 2003; on player feedback through a program entitled 'GRIP' (Grow the Rounds Incentive Program), which will be essential to understanding your golfing clientele; and on the Golfers Web Panel, targeted to be an online interactive communication tool to also solicit feedback and engage golfers nationwide.

Ambitious beginnings, but we believe the desire is there within our industry to step up and sign on for initiatives that will help operators build their knowledge and obtain tools to support their business, and we know the time has come to gather our resources and target the information we need to move forward and upward.

With the dawn of this program, and the execution of NAGA's Play Golf business plan imminent, it is an exciting time for the golf industry, as it collectively takes aim to grow this sport and the business we all love.

I encourage you to gather this information, make your key decisions, and sign up to participate in the above programs. Why? Because what's right under the surface might be worth its weight in gold...

Speaking of gold...

One of the 'gold-level' services that the NGCOA Canada offers its members is the Golfmax Purchasing Program, quite likely one of the most comprehensive group buying programs you will find in any association. These supplier partners, aware of the strength of our membership and the value of partnership with the NGCOA Canada, have organized themselves to offer valuable discounts and packages specifically tailored to the needs of owners and operators country-wide.

I wish to take this opportunity to remind all of you, once again, to study these arrangements and offers, as they will often result in 'gold' savings of another kind...Be sure to take advantage of all the cash savings they provide.

Wishing you the very best for a successful 2006 season, I remain yours truly,

Don Seable, President
NGCOA Canada