

MEMBERSHIP & MARKETING - Terms of Reference



Reports to:
Board of
Benalla Golf
Club



Meeting
Attendance:
Monthly or as
required



Length of
Term:
1 Year

The Membership and Marketing Committee reports to the Board of the Benalla Golf Club and is subject to the club's By Laws regarding sub-committees.

The Committee will work with the General Manager and Golf Committee to deliver activities related to promotion of the club and its facilities; communication of information to members; new member and guest attraction; and attraction and management of sponsors.

The conduct of the Membership and Marketing Committee and its members is governed by the Board & Sub-Committee Code of Conduct.

Committee members are obligated to declare any interest and any business or other relationship which could, or could be perceived to, materially interfere with the member's ability to act in the best interests of the Club.

Responsibilities

Communication and Publicity

Work with the General Manager and Golf Committee to:

- Ensure all members receive timely information and regular updates on club news, events, and issues of importance.
- Ensure members' contact details and preferred methods of communication are up to date.
- Actively promote members achievements and stories.

Marketing

- Develop and deliver initiatives designed to attract and retain new and existing members. E.g, Welcome Packs, New Member's nights and Member Forums
- Assist the General Manager with the attraction of visitors, and supporters by raising awareness, both locally and regionally, of the club, its facilities, its members, and its achievements.
- Work with the Golf Committee to plan and promote golfing and social activities to encourage further use of the facilities e.g. Novelty events; Open Days; Corporate Golf Days, visitor packages.
- Review and make recommendations on reciprocal arrangements with local sporting clubs.
- Review and make recommendations on reciprocal arrangements with other golf clubs.

Sponsorship

- Assist the General Manager to in the attraction, management and retention of commercial partners and sponsors,
- Maintain positive relationships with sponsors, advertisers, and supporters through verbal, written and personal interaction.
- Recommend appropriate recognition of sponsors including any proposed temporary or semi-permanent signage.

The Marketing and Communications Committee will conduct an annual review of this Charter and have any amendments authorised by the Board to ensure they remain consistent with the club's strategy, objectives, and responsibilities.