



Australian Government

Assessment Requirements for SISSGLF007 Manage on-course golf operations

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- manage on-course golf operations at one golf course over a period of at least one month that involves:
 - meeting performance targets
 - managing day-to-day problems
 - collaboratively planning, coordinating, implementing and evaluating at least one promotional activity and at least one marketing strategy that balances the needs of all client groups
 - managing and monitoring golf shop staff to ensure that customer service standards are met
 - managing merchandising
 - evaluating and reflecting on own work performance to identify three ways in which on-course golf operations can be better managed.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures applicable to managing on-course golf operations
- legal requirements applicable to managing on-course golf operations
- visual merchandising principles and techniques:
 - layout and presentation
 - advertising and promotions
 - pricing
- performance, features and limitations of golf shop products and services:
 - golf products
 - individual and group golf bookings
 - club fitting service
 - club repair service
 - golf coaching service
- types of hire services:

- pull buggy
- cart
- club
- types of operational objectives:
 - provision of high quality golf services
 - member and guest satisfaction
 - maximising revenue and pro shop profitability
 - developing and implementing quality management systems
 - effective management of staff and employees
 - effective management of product and service offerings
 - effective management of golf programming and fixtures
- operational roles and responsibilities of:
 - boards of management
 - chief executive officers
 - general managers
 - secretary managers
 - club captains
 - club committees and sub-committees
 - head professionals
 - directors of golf
- types of performance targets:
 - level of memberships
 - number of rounds per day
 - number of rounds per month
 - level of awareness
 - degree of competition
 - sales volumes
 - client spend per round played
- types of promotional activities:
 - pro-am events
 - sales and marketing events
 - demonstration days
 - corporate days
- types of contingency plans:
 - flood
 - breakage
 - unavailable and discounted stock
 - weather conditions
 - course renovations
- types of client bases:

- current members
- social players
- corporate groups
- regular visitors
- non-regular players
- diverse ages
- diverse cultural backgrounds
- organised social groups
- contents of an organisational marketing plan
- types of pricing policies:
 - long-term and short-term
 - internal and external considerations
 - marking down
 - pricing of newly released stock
- types of housekeeping:
 - organisational premises
 - fittings, fixtures and equipment
 - golf courses and greens
- types of data:
 - on- and off-course performance targets
 - level of memberships
 - number of rounds per day or month
 - degree of competition
 - sales volumes
 - client spend per round played.

Assessment Conditions

Skills must be demonstrated in:

- a professional golf sport environment. This can be a workplace or a simulated environment.

Assessment must ensure access to:

- a golf facility or driving range with an on-course golf shop offering golf products and services
- information about client demand and market trends
- organisational business plan with a marketing plan and objectives.

Assessment must ensure use of:

- players and golf shop staff.

Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1ca50016-24d2-4161-a044-d3faa200268b>