



Australian Government

SISSGLF007 Manage on-course golf operations

Release: 1

SISSGLF007 Manage on-course golf operations

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to manage on-course golf shop operations according to the organisation's operational plan and client needs.

This unit applies to individuals working in golf professional and golf management roles in the Australian sport industry.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Golf

Unit Sector

Sport

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Identify operational objectives.
2. Prepare marketing strategies.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Access and interpret business and marketing plans to identify on-course golf shop operational objectives.
- 1.2. Consult with senior management to confirm golf shop operational objectives and own responsibilities in meeting golf shop operational objectives.
- 2.1. Set measurable performance targets for marketing activities.
- 2.2. Plan and conduct market research to identify client needs.
- 2.3. Develop, plan and conduct promotional activities to meet

- performance targets.
- 2.4. Develop and implement contingency plans according to organisational policies and procedures.
- 2.5. Negotiate arrangements with suppliers to support promotional activities.
- 3. Manage golf operations staff.
 - 3.1. Roster staff to meet operational needs.
 - 3.2. Recruit and induct new staff members according to organisational policies and procedures.
 - 3.3. Plan and deliver training to staff about golf shop products and services, performance targets and client needs according to organisational policies and procedures.
 - 3.4. Monitor performance of golf shop staff against organisational standards of conduct, appearance, advice and service.
 - 3.5. Promote training and professional development opportunities to staff.
- 4. Manage golf shop products and services.
 - 4.1. Select stock according to client base and needs.
 - 4.2. Design golf shop layout and presentation to support market position and promote client flow according to organisation marketing plan.
 - 4.3. Develop and implement layout and visual merchandise checks and implement improvements.
 - 4.4. Define and communicate standards for visual presentations and displays to staff.
 - 4.5. Assess client response to space allocations in consultation with staff.
 - 4.6. Implement custom fitting and club repair services to meet client needs.
 - 4.7. Implement hire service to meet client needs.
 - 4.8. Develop tuition programs and deliver individual and group coaching according to organisational policies and procedures.
 - 4.9. Develop and implement pricing policies according to organisational marketing plans.
 - 4.10. Monitor pricing trends and changes and communicate to staff.
 - 4.11. Monitor and document stock levels according to organisational policies and procedures.
 - 4.12. Repair and replace faulty equipment according to organisational policies and procedures.
- 5. Manage golf programming and
 - 5.1. Monitor golf operations to identify course ideal and maximum rounds played per day and per week.

- fixtures.
- 5.2. Consult with stakeholders on event scheduling.
 - 5.3. Check course renovations and maintenance and assess implications for scheduling events and groups.
 - 5.4. Market and make group bookings according to organisational policies and procedures.
 - 5.5. Coordinate group bookings with food and beverage staff.
 - 5.6. Monitor tee sheet activity and handicapping records.
6. Review operational performance.
- 6.1. Collect, analyse and document data on golf operations.
 - 6.2. Analyse golf operations data against operational objectives and performance standards to evaluate operational performance.
 - 6.3. Disseminate information on golf operations according to organisational policies and procedures.
 - 6.4. Review and reflect on own performance to identify areas for improvement.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Oral communication skills to:	- ask open and closed questions and actively listen to players and staff - interact with players and staff in a polite and positive manner.
Numeracy skills to:	- monitor tee sheet activity and rounds played over fixed periods - manage pricing and stock levels - collect and analyse data on golf operations and industry trends.

Unit Mapping Information

SISSGLF521 Manage on course golf operations

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SISSGLF007 Manage on-course golf operations

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

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