

TO: Golf Committee

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DATE UPDATED: Wednesday, 18 February 2026 4:50:47 PM

SUBJECT: Golf Minutes

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Winning is only half of it. Having fun is the other half

- **Event Oversight Improvement:** Roger will oversee Golf Day to clarify roles and enhance event flow, addressing last year's confusion.
- **Registration Fee & Process:** Registration remains at \$500; online methods will continue to minimize errors, with form updates planned.
- **Committee Changes & Flexibility:** With retirements, Paul joins the committee, while possible continued involvement for John and Donna is discussed.
- **Sponsorship Commitments:** Somerset sponsors with \$4,000, McGrath with \$2,000; Roger to formalize agreements, Richard pursuing additional sponsors.
- **Engagement Strategies:** Addressing player apathy, Tim suggests reaching out to non-attendees; enhancing communication and feedback is prioritized.
- **Health Updates:** Andrew and Roger reported health improvements; Merlin is recovering from voice issues, with committee support.

Notes

Golf Day Planning and Execution

The committee is focused on improving control and clarity of roles to ensure a smoother golf day event.

- **Enhanced Oversight and Role Clarity for Golf Day**
 - Roger Smith will oversee the event all day to ensure one person directs tasks.
 - A pre-event meeting with the club will clarify responsibilities to all involved.
 - This aims to address issues from last year where people were unclear about their roles.
 - The approach is expected to improve event flow without adding complexity.
- **Registration Process and Form Updates**
 - Registration fees will remain at \$500 for 2026, maintaining fundraising balance without complaints.
 - Online registration worked well last year, with plans to continue using it to reduce errors.
 - Donna is expected to update the registration form colors and dates, pending availability.
 - The committee will monitor if Catherine returns to handle registrations or assign a new person if needed.





- **Committee Duties and Support Flexibility**
 - With John and Donna retiring, Paul has joined the committee to help fill gaps.
 - Roger will discuss with John and Donna about possible ongoing involvement, especially for gala night.
 - The committee remains flexible to adjust duties as needed over the next 9-10 months.
 - Peter suggested inviting the incoming treasurer as a courtesy to ensure smooth financial transitions.
- **Golf Day Policies and Procedure Manual Consolidation**
 - Roger has begun locating golf day procedure manuals dating back several years.
 - Peter will integrate these documents into a centralized club manual or common drive for easy access.
 - This creates a single source of truth to avoid dependency on individuals for event knowledge.
 - Andrew will distribute the golf day policies and procedures to key committee members.

Sponsorship Strategy and Business Networking

Sponsorship management remains a top priority, with efforts to maintain and expand business engagement through networking.

- **Secured and Targeted Sponsorships for 2024**
 - Somerset is sponsoring the golf day again with **\$4,000** and purchasing a gala dinner table.
 - McGrath has confirmed sponsorship at **\$2,000**, but will not field a team this year.
 - Roger plans formal signed agreements with all sponsors to confirm commitments.
 - Richard is actively engaging with Bendigo Bank and Eastern Health executives to secure more support.
- **Expanding Business Community Engagement**
 - Richard aims to revive a business networking lunch to boost club membership and fundraising.
 - The event will feature a paid speaker and focus on connecting local business leaders with Rotary.
 - This approach shifts emphasis from just fundraising events to building ongoing business relationships.
 - Discussions with QIC Shopping Centers and Somerset executives show strong interest and network potential.
- **Exploring Corporate Membership Options**
 - Peter raised the idea of alternative membership types to engage busy businesspeople.
 - Richard confirmed this is part of the club's membership growth plans (MMPR initiative).
 - Corporate memberships would allow businesses to stay connected without full meeting attendance.
 - This strategy aims to attract new members while acknowledging modern time constraints.
- **Sponsor Outreach and Renewal Efforts**
 - The committee plans to reconnect with past sponsors who dropped out due to Covid or other reasons.
 - Andrew will approach Marlon Signs to try to bring them back.





- Tim will contact Bill Toohey, and Roger will follow up with Hargo Engineering.
- The goal is to widen the sponsorship base and increase financial support for events.

Communication and Participant Engagement

The group recognizes the need to improve participant communication to sustain and grow event attendance.

- **Addressing Declining Player Numbers Despite Stable Revenue**
 - Tim Treeby noted fewer players attend but payments remain consistent, signaling potential apathy.
 - He suggested direct outreach to non-attendees to understand their reasons for absence.
 - Tim emphasized the importance of feedback through surveys to identify improvement areas.
 - Roger agreed new teams and participants must be actively sought to maintain event vitality.
- **Enhancing Communication Channels with Golfers**
 - Peter proposed more dynamic communication, like website updates and monthly space availability.
 - Tim mentioned WhatsApp groups for immediate messaging but recognized limitations.
 - The group acknowledged balancing communication frequency without overwhelming participants is key.
 - Early phone calls or personal visits closer to the event were suggested to boost engagement.
- **Continuous Improvement Mindset for Golf Day**
 - Roger and Tim agreed on the need to never rest on past successes and keep innovating.
 - Taking feedback seriously helps avoid complacency and keeps the event attractive.
 - The committee is open to future surveys and communication trials to enhance participant experience.
 - This ongoing attention supports long-term sustainability of the event.

Operational and Logistical Support

The committee is setting up operational structures and food arrangements to ensure event quality.

- **Food and Venue Setup Confirmed**
 - Merlin will invite Lily and coordinate with Carissa to support afternoon and end-of-day food service.
 - The cooling room used last year was praised and will be requested again for convenience.
 - The preferred location behind the green worked well and will be retained.
 - These arrangements aim to improve participant comfort and event flow.
- **Committee Coordination and Documentation Sharing**
 - Andrew will distribute golf day policies and procedures to Tim, Roger, and Peter.
 - Letters of invitation for sponsors McGrath, Somerset, Direct Chemist, and Asin Suzuki will be sent.
 - Tim and Roger will handle outreach to Croydon Travel and Hargo Engineering with Andrew's support.





- These coordinated actions ensure clarity and follow-through on sponsorship and event tasks.
- **Contingency Planning for Registration and Sponsorship Roles**
 - The committee plans for alternative registration handlers if Catherine does not return.
 - Sponsorship form updates with logos will be managed by Donna or delegated quickly.
 - Flexibility in committee roles allows smooth transition after recent retirements.
 - Maintaining updated documentation supports seamless handover and continuity.

Event Timing and Grants

The committee is aligning event scheduling and grant applications for smooth planning.

- **Community Grant Applications Opening**
 - Andrew reminded that council community grant applications open next Monday.
 - This will be added to his action list to ensure timely submission.
 - Roger confirmed Dorset Golf Club date is locked in, with forms already obtained.
 - Early grant application supports financial planning for the golf day event.

Action items

Andrew Brownlie

- Send golf day policies and procedures to Tim, Roger, and Peter
- Send sponsorship invitation letters to McGrath, Somerset, Direct Chemist, and Asin Suzuki, copying Tim and Roger
- Speak to Jeff about Suzuki sponsorship
- Speak to people at Dorset golf club to confirm the event date and manage related bookings
- Forward updated golf day policies and procedures found in files to Roger and Peter

Roger Smith

- Oversee golf day on the event day for improved control and clear assignment of responsibilities
- Speak to Catherine regarding her availability for registrations and plan for alternative registration personnel if unavailable
- Contact Donna to update the registration form (dates, colors, sponsor logos)
- Follow up on securing finalized signed sponsorship agreements with all sponsors
- Approach Hargo Engineering for sponsorship continuation
- Coordinate with Carissa regarding food service arrangements for the golf day
- Track follow-up on golf club booking forms and confirm final details with Stephen at Dorset

Richard

- Continue efforts to secure sponsorships and golf teams from existing and potential sponsors including Eastland senior team, Bendigo bank, QIC Shopping Centers, and Eastern Health executives
- Speak with Stuart Scott at Somerset for sponsorship signature and confirm final commitments
- Discuss signage sponsorship and future involvement with sponsors





- Coordinate business networking lunch initiative and pursue increased business-community engagement

Merlin Sykes

- Invite Lily for food and hospitality at the golf day
- Follow up with Lapine regarding sponsorship prospects

Peter Daniels

- Incorporate golf day procedures into the club manual and central digital drive for all committee access
- Suggest inclusion of incoming treasurer as courtesy invite to committee pending March 4th selection

Paul

- Take part in golf day preparations and sponsor outreach as welcomed committee member

Tim Treeby

- Collaborate with Andrew and Roger on sponsorship correspondence
- Analyze participant attendance drop and contribute to ideas on improving communication and engagement with golfers

Viv

- Engage in sponsorship discussions with Croydon Travel based on existing relationship

