



1. General Terms

Refer the document / section referencing the Common Elements of Sub-Committees for each of the Clauses in this document.

Board Representatives 2020-2021: Nikki Te Paa.

2. Scope / Accountability / Purpose / Responsibilities / Duties

a. Scope

The Specific Scope is areas relating to:

- i. Club Culture
- ii. Membership
- iii. Communications

b. Purpose

The Specific Purpose is to:

- i. Promote a positive Club culture.
- ii. Live up to the Club motto – The Friendly Club.

c. Responsibilities

The specific areas of responsibility are:

- i. Club communications.
- ii. Note - Official Club communications will be undertaken by the Club Secretary.
- iii. Membership Retention and Growth.
- iv. Social interactions.

d. Duties

The specific duties are:

- i. Review the Club's web-site, facebook page, newsletter etc and recommend any changes to the Board. This includes Club content, presentation and community posts.
- ii. Recommend to the Board any changes to improve communications with Members.
- iii. Identify and review ways to 'welcome' new Members (eg the 'welcome packs').
- iv. Identify and review strategies for attracting new Golfers and having them re-visit.
- v. Identify Membership trends, and develop potential strategies for attracting and retaining Members.
- vi. Manage and identify potential Membership benefits (cart-shed hire, cart-shed facilities etc).
- vii. Manage cart-shed allocations and security.
- viii. Review annually the Membership Categories and Benefits. Make recommendations regarding subscriptions.



3. Financial Responsibilities

Refer the document / section referencing the Common Elements of Sub-Committees.

4. Sub-Committee Members / Composition

A Board Representative shall be appointed by the Board.

One other Sub-Committee Members shall make up the Sub-Committee.

5. Meetings

Meetings shall be held at least every 6 months.

APPROVED