



Newsletter Date

Dates to remember

- 21st November—sponsored day
- 16th December — family day
- 30 November—final day for subs to be paid

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ACC News Letter

ACC are reviving the monthly newsletter so that members are aware of current issues and the status of the club for the next year. Herewith our first edition; please take time out to read it, and we encourage you to respond by way of mail to any of the committee members, providing positive input that you would like to offer the new committee.

AGM report back

The new committee undertook to report back to members about the short and long term business and marketing plans for the club as we progress with regenerating ACC. We have started with restructuring of the office staff, and our financial systems are being upgraded to incorporate swipe cards so that members in good standing can benefit from discounted bar purchases. Golfers are being issued with green fee receipts and these are being collected at the tee boxes prior to start of play, which is already improving our revenue collection. Of great importance is that the bar will have a GAAP point of sale system in place by early December to better control stocks and reduce liquor losses

Membership fees

We ask all members to settle their outstanding subs by the end of November, or we will have no option but to suspend handicap cards and implement other measures till the fees are paid. These funds are for the greater good and benefit of all members, and will allow for ACC to operate successfully for the year to come, while also bringing in funds to finance the upgrades to our course and club facilities.



Course Marshalling and on-course security

We have had a quad bike donated which will be used by our course Marshall, and this will be up and running by early December in time for the busy season when the number of players will be boosted by holidaymakers. Additional security will be on the course for this period too, and they will be equipped with hand held radios to maintain contact with the course Marshall, pro-shop and CCPO / SAP for direct response should we

have any unruly persons or incidents that require an emergency response. We will be installing cameras at key points to monitor our revenue and stop people sneaking onto the course and playing for free. These cameras will also provide added security measures.

100 year Celebrations

The 16th of December is booked for our 100 year celebrations! The course is reserved solely for the club on that day and the theme is **FAMILY DAY**..... we will have golf tee off times from 7 am to 12 noon, with members, their guests and invited

guests being given preference of tee off times. However, from the 8th of December the tee off times will be opened up to visitors, and preferential bookings will no longer be available, so members are urged to book their times ASAP. We will

have an events coordinator marketing the day for ACC with jumping castles in place for kids, live music in the late afternoon for all to enjoy and fires lit all day for braais. The emphasis will be on encouraging families to join in on the day, and

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Projects

We have identified various short and medium and term items that need to be attended to in and around the club. These include building maintenance and course works. We will have a crew at the club in the next two weeks replacing patio tiles and other items highlighted from a recent walk around at the club, the gutters have been cleaned and other

maintenance is scheduled. We have a cart path programme and have funds budgeted for this project which will commence in the weeks to follow, prioritizing the areas which need attention. Several tee boxes require leveling and greens need general repair work, which will become a medium term project and work will continue

as our revenue improves and more funds become available. The pipe across the river between 6th and 8th holes, that should provide water reticulation around the other half of the course, will be fixed in the next two weeks so we will be able to water the whole course.

Marketing and new Clientele

We are marketing ACC for new membership and group bookings, and are in discussion about incentives for various membership packages. These are being scrutinised very carefully, but we need to acknowledge that our membership base has dropped significantly over the years, less people under 40 are joining golf clubs, and we have no option but

to find a way to attract new members. We need to regroup, look at a marketing strategy that is nothing like what protocol has dictated over the past 20 years, and adapt to meet and compete in an ever-changing market. We have also lost regular groups and many individual players to date due to ACC not being in sync with what other clubs are charg-

ing in this very competitive market. Our pro-shop will now be more involved with the club, and in consultation with the committee we have adopted a renewed approach as "business partners" now that the driving range is fully operational as well. We will have a weekly update for members via SMS about weekend and league results ,

upcoming fixtures and monthly functions. The ACC web site will be upgraded in the weeks to follow and regular news will be posted on this site and on our forthcoming Facebook page.

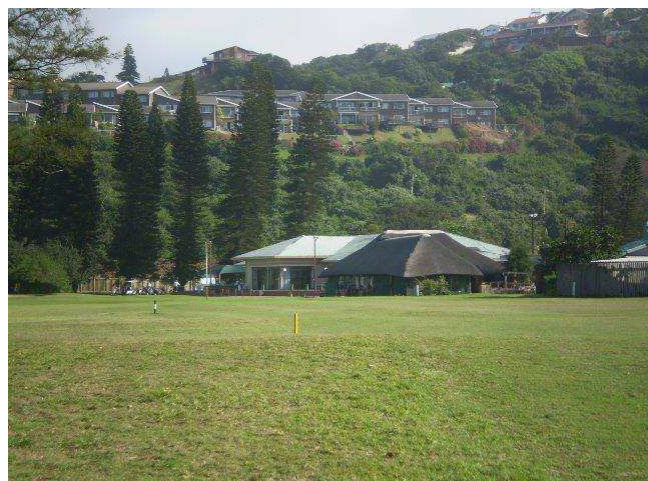
Alternate Green

The 8th alternate green has been discussed in depth at our meetings, and a timeline decided upon with Mike McGregor. He has committed to having grass planted on this new green by September 2016. We reiterate that his project has not cost the club or members any funds to date and will still not cost us as anything as Mike progresses towards his completion date. Should we not use it as an alternate

green it will become a nursery for our greens. We ask that members understand that the new committee inherited this project and we are doing our best to find a resolution with Mike considering his passion for the club and how much effort he has put into seeing our club flourish. He has been a great clubman to have around for many years, and we truly appreciate his dedication whilst on the committee as Club

Chairman. No other changes to the course will take place unless these changes are put to members and accepted by a vote, by special resolution at an extraordinary meeting or at the annual AGM.

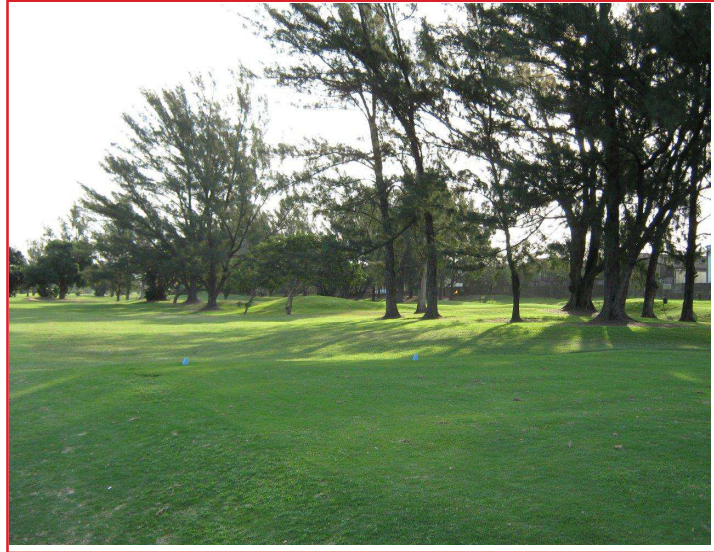
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Club ACC pro shop sponsored day

This Saturday 21st November the men and ladies will join forces to play in the ACC pro shop sponsored golf day. Regular tee off times and green fees will apply, with a R25 competition fee payable at the pro shop. Come on down and join in the fun, as this is definitely not something that happens every day at Toti. And for those interested in upgrading their golfing equipment the boys from La Lucia PRO SHOP will be at the club from 08h00 to 11h00 to display and demonstrate Srixon products.

