

WESTERN CAPE ANNUAL AWARDS

ENTREPRENEUR

A.J. Diedericks

Trolley-Fit South Africa in Cape Town & Pretoria.

1. **What is your current job title?**

Director.

2. **How long have you been in your current position?**

5 years.

3. **What have been the key deliverables of your position the past 12 months?**

Ensuring continued growth in recruiting new courses to the portfolio, with keeping service and upgrades to the product at a high standard even though the company has not yet recovered from the covid pandemic. The business is very reliant on Tourism and has only seen an increase in these rounds from December 2022.

4. **How do you see the implementation of Safeguarding on your position and the industry?**

With continuous product upgrades and excellent service to all our clients giving them a product that is worthwhile durable and profitable. And at the same time creating relationships with my peers in the industry.

5. **Please give us a brief outline of the path you took to lead you to your current position?**

Graduated in 2008 and had a stint at St Andrews Scotland at The Castle Course, I came back to work at Bryanston Country Club as one of the Pros. After about two years I considered going back to Scotland but got approached by a JHB businessman about Trolley-Fit. That time it was Easy Go Golf Carts. He invested in getting the product started in South Africa and needed someone to get it off the ground as he did not have time or knowledge of the industry to do it himself. I jumped at the chance and eventually bought him out in 2019 and then Covid hit, but despite that the business carried on and is in recovery. We service 56 golf courses currently in South Africa.

6. **Why do you feel that you would be a good candidate to win the awards?**

I was very green starting off with Trolley-Fit business wise, I also failed and learned a lot over the years, getting involved with Trolley-Fit made me realise I am more than

just a PGA Pro, that I can do more. I became knowledgeable in Steel/Stainless steel products, the design and manufacturing of these products, handling the business accounts, logistical planning etc. something I never would have done if I stayed at a club or carried on teaching. I obviously took a risk doing this, and I would probably do it again. The industry has been good to me, and I love my clients and to see them grow in the industry. I get to see this first hand probably more than others.

7. **How do you promote a career in golf and the PGA to people who aspire to a career within the industry?**

I unfortunately don't have any associates working with me, but I do get approached by some of the youngsters at times that want to start something on their own at various clubs, I would usually advise them to finish their apprenticeship program first as I know it is not easy. There are opportunities out there and that they should stay patient and not rush into something, do your homework, and try not to use your own capital in starting up. I like to remind them that there are opportunities in the industry, especially in growing the game, which I think is vital for its survival, making the game more accessible, fun, and maybe even quicker, there is already a myriad of businesses you can start from that sentence.

The PGA offers enough opportunity to also educate yourself and in the end is not always doing something on your own, but using the tools that is provided to you. Over time your perspective might change. Doing well in the industry sometimes takes some time like anything else, but don't quit just yet.

Would you like the PGA to share your profile via our social media platforms? Yes.

Social media: [A.J. Diedericks / TrolleyFit SA](#)

