

# SOUTHERN & EASTERN CAPE ANNUAL AWARDS

## PGA MANAGEMENT

## CLUB PROFESSIONAL

Brendon Timm

Humewood Golf Club

**1. What led you to becoming a PGA Professional?**

My passion for golf has come from playing from junior years, caddying on the Sunshine Tour and the strong desire to see other golfers enjoy the game of golf that I love so much. "Improving the lives of other through the game of golf" is definitely the role I live by.

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

General Manager and Head Professional of the Humewood Golf Club.

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

7 years as Head Professional and 3.5 years as the General Manger

**4. What have you implemented in your position the past 18 months that has contributed to the success of your facility/golf club/business?**

We implemented a new business plan and membership strategy that has increased the membership by over 200 members in the past 2 years. Before Covid we increased by 90 members and over A 100 new members post lockdown. A major success of the strategy is the increase in younger golfer memberships, our average age has reduced from 62 to 47 in 18 months. Rounds have increase even with the loss of tourism, mostly due to the exceptional improvements of our golf course. We have learnt and developed strategies to create an exception golfing experience for every golfer that is inclusive and enjoyable for members and visitors together. Growth in functions, sponsorship, rounds and membership has seen the club drastically improve its financial position over the last three years.

**5. Share a minimum of 2 successes that you have achieved in your position the past 18 months.**

As per above, I would consider a number of improvement successful but I would say the improvements in member satisfaction due the customer experience, is creating growth in membership and investment into the club.

The second improvement would be that playability and conditioning of the golf course. We have incorporated a maintenance program that has ensured the course has returned to true links playability. We have also ensured consistency that golfers are offered a top golf experience throughout the year.

**6. Do you have any environmental or sustainability goals that you have met and would like to share?**

Golf Course

Humewood has created a blue print for the maintenance standards that detail the manner in which every area of the course is maintained on a daily basis. This develops consistency in customer experience that promotes repeat business and growth.

Water security

With the Eastern Cape experiencing a four year long drought, Humewood was under severe threat due to the lack of water security. It was vital for us to secure water through drilling and ensure less reliance on the already scares water availability from the municipal source. We have also improved the vegetated buffer around our water source to ensure we not only protect the water feature but create a habitat for wildlife.

Energy

South Africa has a major energy crisis and has major financial implications on the club. With the demand on clubs energy needs, it was decided to reduce the burden on the nation and implement an energy solution the will create security as well long term financial savings. This project has commenced and first phase will be completed by end June 2021.

Environment

As a Links course, it is important the integral environmental areas is naturalised to ensure the course is maintained in accordance with its surroundings. All alien vegetation is being removed with importance placed on Port Jackson infestation.

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

I moved to Humewood as an apprentice in 2006/7 to improve my skills under the mentorship of Graeme van der Nest before qualification. With his guidance and that of other PGA mentors, I developed skills necessary to take over the Pro Shop at the course in 2014. After just 2 years in this role I was asked to incorporate the Golf Directorship position into my responsibilities, which I grabbed with both hands. In early 2018 the management committee approached me to consider the position of

General Manager, which I agreed to take over on a temporary basis. With major improvements in the first few months, I signed a contract as General Manager on a full time basis, incorporating all departments already under my management.

**8. Why do you feel that you would be a good candidate to win this award?**

A candidate worthy of this reward should showcase his ability to not only grow the game of golf, but become a leader in innovation and forward thinking. They need to show passion and resilience, with determination that will ensure the areas of responsibility are always monitored and improved. They should always be eager to learn and accept advice. A PGA Professional encompasses all areas of this amazing game not limited to a leader, friend, teacher, listener, psychologist and competitor. I believe I have embraced all the above traits that will continue to drive me towards success.



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

I don't really use social media for personal reasons, my focus is on the Golf Club and its social media presence.

**10. If you would like to, please share your social media platforms with us.**

Website: [www.humewoodgolf.co.za](http://www.humewoodgolf.co.za)

Instagram: [@humewoodgolfclub](https://www.instagram.com/humewoodgolfclub)

Facebook: <https://web.facebook.com/humewoodgolfclub/>