



# UMHLALI COUNTRY CLUB

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Derick Reinke

## **2021 KZN PGA Management nomination**

I would like to thank everybody for nominating me for this category, it is a great honour and privilege. Please take the time to read through my answers below

### **1. Name of Facility/Club/Company-**

- Umhlali Country Club and Golf Estate

### **2. What led you to becoming a PGA Professional?**

- I have had a love for sport since I can remember, the golf bug really bit when I was 15 years old and I knew that I wanted to make a career out of it. I studied a B-Tech degree in officiating and coaching and did my PGA course during that time. Working with full time PGA coaches and working in the local pro shop, I knew that this is something I would like to get involved in. The professionalism and icon's that they were to me is what I wanted to become.

### **3. What is your current job title?**

- General Manager

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

- I was appointed as General Manager designate on 1 June 2019 and officially since 1 December 2019

### **5. What have you implemented in your position the past 18 months that has contributed to the success of your golf club?**

- Strict Covid protocols and procedures for the safety of all staff, members and guests that contributed to the volume of players participating at our club and increased revenue.
- Anybody visiting our facility felt safe to do so

- Staff training and being a mentor to the staff, engaging with the staff especially throughout Covid and how to deal with the challenges it brought to ensure that they had a positive outlook and that it filters through to members and guests

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

- Bringing our entire team together through Covid, not losing any staff member due to retrenchments.
- Focusing on member retention and reactivation, engaging with members on a personal level and understanding their challenges and seeing how we can fulfil their membership needs to use the facility more often.
- Being actively involved with task force groups during Covid and brainstorming on how we can run facilities successful during these tough times.

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

- Umhlali Country Club is actively involved in Environmental sustainability and have won the John Collier award for top club in SA on environmental sustainability as well as special mention awards.
- We have won the CMASA green award for the top club in SA.
- We have also won the CMASA number 1 club in SA award for management and running of the club in various aspects
- We are currently finalising our GEO certification process
- We constantly strive to improve and reduce our carbon footprint in every way possible

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

- I have been at Umhlali Country Club since 2011 where I started as Pro shop Manager, promoted to Golf Manager in 2014 and General Manager since 1 December 2019

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

- My passion and dedication to the game of golf. I am actively participating and interacting on various levels such as the PGA regional Committee, Chairman of iLembe golf federation, CMASA and KZNGU.
- I strive to interact and share ideas with everybody in the golf industry and assist where I can by touching lives through the game of golf.

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

- You are welcome to do so, thank you

**11. Please share your social media platforms with us if you would like to**

- I am actively involved in constantly keeping our members and guests updated and informed through Retail Tribe letters and video's, Umhlali Facebook page posts and our local Wordsmiths marketing platforms

Thank you for taking the time to read through my profile



**Derick Reinke**  
**GENERAL MANAGER**

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