

# WESTERN CAPE ANNUAL AWARDS

## MANAGEMENT

Hanko Bothma

De Zalze Golf Club & Clovelly Country Club - Global Golf Retail

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

Pro Shop Manager at De Zalze Golf Club.

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

2 months at De Zalze Golf Club and 3 years 4 months at Clovelly Country Club.

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

**Strategic Planning:** Developing and implementing a strategic plan for the golf facility to achieve financial and operational goals.

**Budgeting and Financial Management:** Creating and managing the budget, including revenue generation, expense control, and financial reporting.

**Golf Course Operations:** Ensuring the smooth operation of the golf course, including scheduling tee times, managing reservations, and maintaining course conditions.

**Staff Management:** Recruiting, training, and supervising the golf facility staff, including golf professionals, course maintenance personnel, and administrative staff.

**Customer Service:** Providing exceptional customer service to golfers and guests, addressing their inquiries, concerns, and feedback, and implementing initiatives to enhance the overall customer experience.

**Membership Management:** Developing and managing membership programs, coordinating member events and tournaments, and fostering positive relationships with members.

**Marketing and Promotion:** Developing and implementing marketing strategies to attract new golfers and increase revenue, including advertising, promotions, and partnerships.

**Event Planning:** Organizing and overseeing golf tournaments, outings, and special events, ensuring their successful execution.

**Rules and Regulations:** Ensuring compliance with golf industry regulations, safety protocols, and local laws, and addressing any issues related to rules and etiquette.

Collaborations and Partnerships: Building and maintaining relationships with golf associations, community organizations, vendors, and other relevant stakeholders to enhance the facility's reputation and offerings.

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

The implementation of safeguarding in the golf club facility promotes a safe space for vulnerable people and with the safeguarding certification through the Guardian they have offered us as PGA Professionals the tools to not just act on incidents but also identify behaviour before such incidents may occur.

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

My career in golf started as a 4 year old when I got my first set of clubs. As I grew older and reaching teenage years like any other golf fanatic the aspirations of becoming a professional tour golfer seemed like the only option in life and it became the dream I chased.

I was lucky enough to have volunteered as teenager at various European Tour & Sunshine Tour co-sanctioned events and that's when I got more intrigued by the operational side of golf as opposed to playing professionally.

Looking at a career in golf I reached out to the PGA of South Africa in and started my studies through the TUKS Golf at the University of Pretoria under mentorship of Llewellyn van Leeuwen & Emile Steinmann.

After completing my PGA diploma and qualifying as a PGA Member in 2016 I joined Centurion Country Club as Operations Manager.

With that experience I looked for bigger opportunities and landed a position as Golf Manager at Clovelly Country Club in 2019. This role has been pivotal in my early career and offered me the opportunity to learn and implement new processes. During my time at Clovelly Country Club, I was offered a dual role in managing not just Golf but also the retail component to Global Golf Retail.

Being part of Global Golf Retail for the past 2 years a new opportunity came about to take over the Pro Shop at De Zalze Golf Club in April.

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

Having served as a dedicated golf manager for the past four years at Clovelly with over 1600 members and now taking on the role of Retail Manager at De Zalze Golf Club, I am confident that my skills, experience, and passion make me a deserving candidate for this esteemed recognition.

Throughout my career in the golf industry, I have consistently strived to go above and beyond in delivering exceptional results and fostering a positive environment for both staff and members. I have a deep understanding of the intricacies of golf club

management and possess a strong commitment to providing outstanding customer service, ensuring operational excellence, and driving business growth.

During my tenure as a golf manager at my previous club, I successfully implemented numerous initiatives that significantly enhanced the overall member experience. I implemented a comprehensive membership retention program that led to a notable increase in member satisfaction and retention rates.

With my recent transition to the role of Retail Manager at De Zalze Golf Club, I have the opportunity to leverage my expertise in retail operations, merchandising, and customer engagement. I am determined to elevate the retail experience, curate an exceptional product selection, and implement innovative marketing strategies to drive sales growth and enhance profitability.

In summary, my unwavering commitment to excellence, proven track record of achieving outstanding results, and ability to motivate and lead teams make me an ideal candidate for Manager of the Year. I am confident that my passion for the golf industry, coupled with my strong business acumen, will continue to contribute to the success of De Zalze Golf Club and Global Golf Retail.

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

By promoting a career in golf to someone one has to first understand all the various opportunities in the wider golf industry. You must have passion for the industry but more so the type of role you want to follow.

If a pathway is decided on then look at the successes from such industry and how a professional changed and developed the industry using his skills and knowledge.

SHADOW... I do find a lot of young students who want to work in golf but doesn't really have the knowledge of how the operations work behind the scenes. After shadowing or volunteer work you will soon learn the ins and outs of business and you will better understand where your interest lies.

If a student shows increased interest, I will employ him with the focus of continued growth through doing the PGA Apprentice course.

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

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