

GAUTENG CENTRAL ANNUAL AWARDS

GAME DEVELOPMENT COACH



John Dickson

The Country Club, Johannesburg

John's unique approach to customer engagement and accommodating approach makes him one of the best in our industry. He is almost too generous with his time and always keeps his customers front of mind. This dedication to his craft makes John very sought after and a role model to his peers.

Motivation - Andrew Plint

John continues to service a very busy CCJ with excellence.

Motivation - Gavin Groves

I am delighted to be included in this new category for development coaches in the teaching section of the awards. There are many outstanding coaches nominated in this category.

The term "development golf" encompasses more than just assisting juniors; it involves engaging with the diverse groups of new golfers who are beginning to play this wonderful game.

I am fortunate to work with a fantastic team at Country Club Johannesburg. We have a diverse membership base and host many visitors who are eager to improve their golf game.

We have carefully designed our programmes to attract young players to join "Operation 36" group sessions and offer more **focused lessons for one-on-one attention** to the serious junior players.

Additionally, we cater to the development needs of golfers by providing **group or two-for-one lesson options**, making it less intimidating for beginners. I have noticed the growing trend of young women golfers, and we continue to promote ongoing women's clinics and introduce a young woman professional coach. We have also witnessed and offered special programmes to the increased interest from **corporate groups** in introducing golf to female employees.

I am deeply passionate about this game and strive to simplify it for all the different groups who come for a lesson. Numerous myths and misconceptions exist, and the overload of information on

social media can hinder progress. Our team is dedicated to helping golfers make the game as straightforward as possible so they can truly enjoy it and not have “a good walk spoiled”.

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