

SOUTHERN & EASTERN CAPE ANNUAL AWARDS

MANAGEMENT

Justin Roux

St Francis Bay Golf Club

1. What is your current job title?

General Manager

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

4 years.

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

In the last 12 months my key deliverables have been the following:

- To grow our rounds by 2.5%, this in turn will increase the revenue of the carts, pro shop and bar sales. The 2.5% increase will also allow us to increase our financial reserves to be in line with our 5-year plan for equipment replacement and major projects for the golf course and club house that need to be carried out, the increase in rounds is of great importance to the execution of the 5-year plan. The retention of members goes hand in hand with this directive, after lockdown we have had a good increase in new and returning members and a directive is to ensure we maintain those members and not lose any now that all forms of restrictions have been lifted.
- To ensure the Club House can be fully operational throughout loadshedding by means of renewable energy, this has been accomplished by getting a solar system installed that enables us to operate fully during loadshedding and ensures the security of the club as well during loadshedding hours when the club is closed; With the severe drought we have been experiencing another key deliverable is working with the Greenkeeping team to ensure the best water practices are used and to deliver on plans for increased water retention on the course when we do get rain and best use of our water supply. This has been done in the form of encouraging the growth of cynodon grass on the fairways so we can limit the amount of water we have to put down on the fairways. We have also adopted a more traditional links feel on the fairways and play them harder and faster therefore requiring less water. We are currently investigating the options of increasing the size of our dams as well so we can hold more water.

- The upgrade of the clubhouse interior was also needed and this has been done though working with suppliers to get certain areas sponsored and upgraded by keeping costs down.
- The last deliverable was the improvement of security for the course and club, this is being achieved by increase of security personal as well as upgrade of CCTV system and external fencing.

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

The implementation of Safeguarding has been a step in the right direction, in ensuring the protection and safety for all parties involved. Unfortunately, in the age we live in these issues are a reality. The introduction and implementation of Safeguarding has insured that members of our industry that are in daily contact with all types of age groups and genders are aware of what is appropriate actions to use when dealing with clients and also in turn what to look out for in your clients especially juniors on signs of abuse they may be receiving elsewhere.

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

After school I studied Law and my interest in Law got me involved in the rules of golf. I wanted to go into Tournament Refereeing so I studied an Advanced Certificate in Golf Directorship and Club Management. I was fortunate enough to start my PGA Apprenticeship under the mentorship of Jeff Clause and Ryan Dodds at St Francis Links. After I finished my PGA Apprenticeship at St Francis Links, I was appointed Head PGA Professional when Ryan Dodds left to go to Mauritius. I then moved to Cape Town and took up the position of Director of Golf at Steenberg Golf Club for three years. From there I did a contract at Gowrie Farm in KZN as General Manager before moving back to St Francis Bay and taking over as General Manager at St Francis Bay Golf Club in 2019.

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

It is once again a privilege to be nominated in the PGA Management category with other great PGA Members. I feel I would be a good candidate as my passion is to grow the game of golf and expose people to the benefits of golf and being a member at a golf club, both young and old. I get great joy in showing people the benefits of playing golf no matter your ability and the benefit of being a member at a club. The friendships that are created by being actively involved in the game and being a member of a club is something you don't find in many other sports. The game allows people of all abilities to play with and against each other. I have also grown my knowledge in the last few years through my studies through CMASA in my MID certificate and have been privileged enough to have been made a fellow PGA Member. Here at St Francis Bay Golf Club in the last four years we have now managed to build up a cash reserves and investments to have a healthy amount for unforeseen circumstances as well as

increase the size of a cart fleet and have been able to grow rounds by 11% since 2019. We have also improved our Top 100 ranking from 95 to 82 in the last 4 years.

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

I am glad to have a new staff member who will be looking to join to PGA Associate program next year and my push to her and other juniors we have at our club in promoting the PGA and in joining the programme is what the PGA and the golf industry has to offer on a personal and professional level. The industry allows us to make our clients time off and their hobby enjoyable, it brings a great sense of pride that we are able to make people happy, be it either through improving their game of golf through lessons or through making their experience at our facilities a wonderful experience that lets them leave happy and refreshed. A career in the PGA will also give you the opportunity to expand your knowledge in the industry through the various different educational platforms that will help you all over the world. This industry will also allow you to meet a wonderful and diverse range of people through the clubs you work at and the people you play golf with which will always be beneficial for your future career and path in life.

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

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