



Name of Facility/Club/Company- Erinvale Golf Estate.

1. What led you to becoming a PGA Professional?

As a young child I have always played golf and represented my province as a junior and had aspirations of playing and winning the Open, (as all young juniors do) I won the Zimbabwean under 21 championships at 18 and wanted to turn professional but my Dad had other ideas and I ended up going to the University of London and getting a degree, but my heart was still in golf as a career. So on completion I returned to South Africa and started practicing and turned pro in the same year as Retief Goosen, I quickly realised I needed to supplement my income so I did my apprenticeship under the late Richard Mogeorane and had a passion for teaching, I qualified as a PGA golf Professional in the early 90's, playing and teaching for many a happy year.

2. What is your current job title?

I am the Director of Golf at Erinvale in the Cape. I also own the shop at the Club and run the teaching academy and operate an online golf product business which has sold over 100 pairs of shoes in 6 weeks.

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

I recently moved to Erinvale late last year, previously I was at Hermanus Golf Club where we enjoyed 15 lovely years. From one beautiful place to another.

4. What does your job entail?

I am responsible for all things golf at "the Vale".

The most important part of my job is looking after my members and our guests, as one of my friends down the garden route once said "Treat your members like kings and queens and your visitors like members"!

Budgets, staffing, golf operations, buying, competitions, memberships, liaising with our Greenkeeper on a daily basis (with lots of coffee!), timesheets and sorting out any and every problem is just in a days work. In between that I teach, I write newsletters, reports, and market our course on social media.

Then when time permits I also peg it up with my members and listen to what they say! I am sure anyone in this industry can relate to the hugely diverse dish of duties that is a Golf Director.

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

To be honest post Covid we have focused on job retention and managing the staff we have. We as a Club have been heavily involved in various feeding and clothing programs around the area, the amount of poverty has increased dramatically and as a Club we have tried to take a lead in this aspect.

6. Please share your social media platforms with us, if you would like to

Our social media platforms are with Facebook and Instagram, just search Erinvale golf.

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

From playing the tour in the 90's to teaching often 8 hours a day in the harsh sun of Mafikeng, I managed to get my first real break into the Club environment in the form of the Director of Golf at Dainfern, from

there I branched into the retail business with my first shop at Humewood in PE, this did well and it was here I was introduced to club fitting, with a company called Option Golf, a very revolutionary company that hated standard clubs being sold and did excellent work advancing fitting knowledge, in the end I sold my shop and together with some investors bought said company! This went well until the SA rand flopped and I sold out and went back to teaching. I managed to get to Cape Town with the Jamie Gough golf academy in Kenilworth and enjoyed a good few years. It was then that I saw the Club job at Hermanus being advertised and it was a dreaded tender! After much help from friends and financially burdening myself to the hilt I secured the shop, the carts, the teaching and the range at Hermanus. During this period at Hermanus I took on the Golf Director role again and entered the circles of the Club Managers, an interesting and challenging position, then last year I had a call from Erinvale asking me if I was interested in the position of Director of Golf and owner operator of the Club shop, it has thus far been a terrific challenge running golf and all it entails at this wonderful estate.

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

I hope I am an example to my peers both young and old. I think that young golf professionals need to know and understand that you can run a successful shop, driving range and teaching business whilst being a full time Director of Golf.

Many shops have been swallowed up into companies, I believe Clubs should have a well trained independent Golf Professional at their epicenter running golf and their own business. This gives a financial stability from the Club and the incentive to run a successful shop to really make a good living. I have grown my business from Hermanus to one of the most prestigious Club's in the Cape and have built a great team around me in a short period of time, we have also started an online business where we now sell products nationally from our Club shop, this business I think is the most exciting and is going to be the next evolutionary step in retailing of golf equipment from Club shops; try, fit, and test anywhere, and buy at the lowest price online, this is where Club Professionals can step in and grow a healthy business. We ship to every province everything from shoes to clubs.

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