

KZN ANNUAL AWARDS	
PGA MANAGEMENT	CLUB PROFESSIONAL
GROW GOLF	

Pierre van Vuuren

San Lameer Country Club

1. What led you to becoming a PGA Professional?

My love for Golf started at a young age played such a big part in my life. The moment I realized that I can make golf a career was a no brainer. Since then I have been lucky to work at some of the best golf facilities in South Africa and with fantastic mentors that helped to shape me into the PGA Professional I am today.

2. What is your current job title?

General Manager

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

1 Year and 4 Months

4. What have you implemented in your position the past 18 months that has contributed to the success of your facility/golf club/business?

Due to Covid-19 I had to find ways to improve communication with the San Lameer Membership. During the hard lockdown we ran various competitions on social media to encourage our members to engage with us. We also used these platforms to promote shop sales and a take away service from the restaurant. By doing this our members still stayed connected with the club. This helped with an easy transition once we were allowed back onto the golf course. I also introduced our own online booking platform. This allows us to not only secure the booking, we also secure the revenue. It has been very successful as golfers now have multiple options of tee times, rates and options when they book at San Lameer.

Grow the Game:

Due to Covid-19 I had to find ways to connect with our membership. We ran several coaching clinics to our members and residents on the estate. This was open to regular golfers and lapsed golfers. These were very successful as many golfers

improve their golf and some lapsed golfers returned to the course. Members showed great improvement and a new found enthusiasm for the game

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

I put together a series of game improvement Clinics for our members. It was fantastic to see so many members participate and improve their game. Members are playing more golf, having more fun and spends more time at our facility. A big achievement for me was being able to put together our annual Men's 4x4 Team Challenge despite the challenges of Covid 19. We had 32 fourball teams enter for the four-day event, and the feedback from participants was so good that we now have a waiting list for this year's event. Events like these are a fantastic cash injection for the business and a great marketing tool to secure future rounds and revenue.

Grow the Game:

1. I am part of the Mark McNulty Junior foundation at San Lameer. We run various events and clinics for our juniors on the estate. East weekends and December Holidays we ran a very successful parent & child tournaments on the mashie course. The event was open to Juniors that can play and to others than never played before. This increased the field and introduced the game to juniors in a fun filled and friendly environment.
2. The foundation and myself play an integral part in bringing the SA Kids African Challenge tournament to San Lameer every year. This gives juniors from all over the country the opportunity to participate in a National event at a world class resort.

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

I serve on the environmental committee at San Lameer, we have been working towards the following goals: Gradually we are removing exotics from all bedding areas and replacing with indigenous species. Foliage removed from the course is chipped on site and reused as mulch and compost.

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

It has been a wonderful journey to get to where I am today. After I completed my apprenticeship at Zwartkop, I moved to America where I spent 3 years as an assistant Professional at the Polo Club of Boca Raton. This was a wonderful learning school for a young professional. I returned to South Africa and spent some time coaching at Pearl Valley. I then took the opportunity to learn from a fantastic mentor in Ian James at RetailTribe. Little did I know that my time at RetailTribe would really kick start my career. I started there as a Campaign Manager and within

7 years, I was the Director of Golf at Serengeti, De Zalze and now the GM at San Lameer. It has quite the journey as I have met some incredible people along the way

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

I am where I am today because of hard work. I started at the very bottom and worked myself up through the ranks. All of my experience in Coaching, Retail, Marketing and Golf operations prepared me for my role today. Being recognized by my peers will be the ultimate reward



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