

WESTERN CAPE ANNUAL AWARDS

MANAGEMENT

Werner Bernhardt

Paarl Golf Club

1. What is your current job title?

Golf Operations Manager

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

8 years 9 months.

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

To manage the golf operations department well through income generation and expenditure controls, staff and standard operating procedure management, liaise with members, guests, and golf bodies through effective communication, promote membership and the game of golf through effective marketing and personal development through training.

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

After completing my Safeguarding course, it has given me a much greater understanding of working with people, especially minors in our industry. It ensures you understand people's rights to be protected and how you can protect yourself.

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

I have been in the industry for 22 years. My goal was always to gain as much experience working with some of the best the industry has to offer. I, therefore, moved around quite a lot. I started my career at Fancourt as an apprentice in 2001, moved to Durban Country Club in 2007, then went to Bryanston Country Club in 2009, and then accepted the role of General Manager at Humewood in 2013. I finally accepted the position of Golf Operation and Sales Manager at Paarl Golf Club in 2014.

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

I love working with people and feel I built a great relationship with my peers as well as members and visitors at all the clubs I worked. I am happy to share my experience and

knowledge learned in the industry and I am always willing to offer any assistance needed whether social or professional.

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

Lead by example, be courteous and professional. You should carry yourself in such a way that people associate PGA Professionals with excellence, knowledge, and professionalism.