

My name is Wayne Krambeck and I have been a proud member of the PGA of SA since January 1992 making it just short of 28 years. I did my apprenticeship under Jeff Clause at Fancourt and spent 8 years there before moving to Pecanwood, Kuala Lumpur in Malaysia working at the Mines Resort and on my return I spent time at Steenberg and then Pinnacle Point. For the past 10 year I have been at Cotswold Downs Golf Estate in Hillcrest KZN in the position of General Manager/Golf Director. I love the game of golf and play in as many competitive pro ams as possible, I have had the privilege of representing the SA PGA in Portugal in 2013 together with Derek James and Thomas Raatgever. I have also served on the Board of Directors of the PGA for over 5 years and also been chairman of the Gauteng North region and KZN region for a number of years in the past.

The past 7 or 8 years have been the most challenging years in our industry based on poor growth in not only our local economy but also the World economy, as a result of this I believed that we needed to change the way that we do business in our industry. Firstly I identified that I needed people working with me who understood the needs of the club and its golfers/customers and who better qualified than the PGA members or apprentices. We have had over 10 PGA professional working at Cotswold Downs in my time with as many as 5 at any one given time.

Our business is diverse and we need expertise in all areas ranging from;

1. Sales and Marketing
2. Golf Tuition/club fitting/club repairs
3. Green Keeping
4. Retail
5. Food and Beverage
6. IT
7. Financials
8. HR
9. Tournament planning and execution
10. Event coordination both Golf and social
11. Service and people skills
12. Facilities management and of course
13. Psychology

We are in a relatively new club house at Cotswold Downs which I was very involved in the design and operational aspects of the club house and facilities. This I believe is critical as we as PGA members/managers have a feel for operations and the design should allow for the customer journey. We have a modern yet homely club house that is friendly to visitors which creates return business.

Without writing a short novel it is impossible to highlight all the important aspects of what I believe has made Cotswold Downs so successful as a golfing and Leisure operation. We have put a business structure in place that makes us as a team fully responsible for all aspects of the operation. Hence we report to a board of Directors and not a committee. Achieving bottom line profits and creating reserves is the objective however to do this we need to drive business.

At Cotswold we drive growing the game of golf with Juniors and beginner Men and Women.

We firstly offer ball skills to kids between 3 and 5 years of age and then integrate them into golf through our teaching professional Andrew Radford, we then get them involved in Target 36 which is proving to be very popular and growing fast, we also host junior competitions through out the years encouraging all levels of junior golf.

We aggressively drive beginner golf with adults through introduction to club and family putting/putt putt competitions/ group clinics, Sunday Father & Son 9 hole competitions and 9 hole par 3 competitions.

We have created a good working relationship with other clubs in our region and through this we offer special reciprocal rates for other clubs members at Cotswold and visa versa.

We also drive rounds of golf through all social media avenues and also one on one communication via telecommunications and in person daily.

I believe we are the only club in the country to host 4 regional club Pro Am events in each year and in the past 10 years we have hosted over 35 pro am events through the PGA of SA.

Innovation is also vitally important in our industry, we recently initiated a hole in one fund that all golfers can enter, this has paid out twice the 1st being R202 606 and the 2nd being R90 506. Up and above this 25% of the funds go to charity and we have paid out R90 000 to a local charity. The goal with this initiative was to increase rounds and as a result our 9 hole rounds alone have increased on the previous year by 18%.

Membership drive is critical for our club and for the past 8 years our membership has grown steadily as have our rounds year on year.

We take huge pride in our golf course offering and are ranked in the top 40 in SA. We boast some of the best putting surfaces all year round that SA has to offer. I personally am very involved in the maintenance programs regarding our golf course.

Food and beverage forms a very large part of our offering and as such our bottom line, we have a very popular restaurant as part of our offering to homeowners/members and general public. Our F&B turnover is in excess of R11 000 000 annually and growing. We host over 85 corporate functions on an annual basis and in addition many private functions for homeowners etc.

In order to enhance the operations and offering we are not just a golf club but also offer many other activities such as a Fitness centre, tennis, squash, cricket, running and cycling clubs and in all of these additional activities we offer all types of tuition for all age groups. We also have a swimming pool and Pavilion that we manage for all homeowners.

It is an honour to be a members of the PGA and I feel that as a Fellow Professional of the PGA of SA I have an obligation to assist more PGA professionals in understanding our role in this game and business to enhance opportunities at other facilities where PGA members should be filling positions and enhancing their future and that of this great game of Golf.

I am honoured to have been nominated in the categories of PGA Professional of the year as well as Club Manager of the year.