

**mygolf**Group  
CLUB CONSULTING

**golf club business solutions**



# driving golf club business growth

mygolfGroup provides clubs with deep industry expertise and experience to help them answer their toughest questions, develop a winning strategy and achieve results.



# Clubs Can Be Challenging

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We all love the game of golf but let's be honest; the business of running a golf club is hard work.

Keeping and recruiting members, tee time management, governance challenges, unstructured committee meetings, lack of long-term planning, budgets, communication, and a lack of resources are familiar challenges to clubs.

# Our Solution

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Our team of experienced industry professionals provide a comprehensive range of club solutions which allow clubs to excel in a competitive industry.

We have a strong and proven track record of working with our partners to maximise their performance and ultimately achieve the results you want for your golf club.

**Working together to grow your club from good to great.**

# About Us

Why are we the right people to help drive business growth and membership development at your golf club?



## Why **mygolf**Group

**mygolfGroup** is a sister company of



Established in 2008, mygolfGroup has crafted a strong and proven track record of working with and improving member, proprietary, and public-owned clubs.

While every club is distinctive, many challenges they face can be attributed to key fundamentals. This has allowed us to create and deliver solutions that have a real impact on clubs, particularly in the areas of planning, governance, marketing, financial planning, management, sops, and system design.

Alongside working directly with clubs, mygolfGroup has successfully built a Travel and Booking service, generating over €1 million worth of green fee revenue for golf clubs each year.

Together with our sister company, Synergy Golf, we have one of the most dynamic and experienced teams in the golf industry and look forward to making a real difference to golf clubs in the future.



Did you know?

**WE MANAGE**  
**100+**

employees across our companies in sectors such as golf management, golf operations, course maintenance, business development, sales & marketing, accounts & administration, food & beverage, retail management, mechanical and human resources.





# Our Partners

We are proud to work with our selected partners to drive business growth at their clubs.



# Clubs We Help

A selection of clubs mygolfGroup has recently supported ....





# What our partners say....



**“At Killarney Golf & Fishing Club we have been working with the team since February 2019.**

**In that time, they have brought a wealth of knowledge, experience and expertise to our Golf Club. They have continued to deliver above and beyond our expectations and they leave no stone unturned in their pursuit of excellence”**

**Adrian Brennan - Chairperson  
Killarney Golf & Fishing Club**



**“We are very excited with the appointment of two of the most repeatable companies in Irish Golf (My Golf Group and Synergy Golf) and have no doubt their experienced team will bring a wealth of knowledge and expertise to our golf club.**

**We’re looking forward to seeing improvements to the golf course, our sales & marketing and many other aspects of the clubs business”**

**PJ Gannon - Honorary Secretary  
Kilcock Golf Club**



# What our partners say....



"Since engaging with My Golf Group we have been very impressed with their professionalism and in-depth knowledge of the golfing business. They have given great structure to all areas of our golf operations from timesheet optimisation to membership sales, communication and shop fit-out.

As a welcomed extension to our existing golf team, the My Golf Group team are extremely personable, professional and knowledgeable and they are helping us position Tulfarris as a top-class golfing destination"

Joanna Doyle - Group Sales & Marketing Manager  
PREM Group



"In mygolfGroup, we found a partner that dedicated the time to understand all areas unique to our club. They expertly guided us through the business plan creation process, provided expert advice, supplemented our weaknesses, and treated the process with the personal care and attention we would expect from such a relationship.

At West Waterford, we are excited about the future and thank Damien and his team for their professional support in creating a unique vision for our club"

Denis Herlihey - Captain 2022  
West Waterford Golf Club



# How Do We Help

What solutions do we provide to help  
your club grow its golf business?





# How We Help Clubs

mygolfGroup Consulting works with clubs in two ways....

## CONSULTING SERVICES



## TRAVEL & BOOKING SERVICE



# ClubPartner Solution

Our team becomes a part of your team.

Our management philosophy is based on the grounds of “**always improving**”.

At mygolfGroup, we have the most experienced teams in the golf industry. Our team has hundreds of years of educational and practical experience managing golf facilities.

We use this experience to enhance governance, strategic planning, procurement, IT, design, development, finance, customer service, sales, marketing, food & beverage and reporting.

We work closely with committees, owners and staff to ensure the long-term sustainability of the facilities we manage. We take the time to develop trusting and lifelong relationships with our clients.

We listen to what our clients want and formulate a business strategy to ensure we achieve these goals and objectives together. Simply put, everything we do is designed to improve the golf experience and deliver real and measurable results for our clients and their businesses.



**operations  
support**



**venue  
audit**



**business  
development**



**sales and  
marketing**



**timesheet  
management**



**membership  
development**

## ClubPartner Roadmap

A sample ClubPartner support plan....





# Bespoke Solutions

Working together to drive targeted business growth.

Our dedicated team of industry professionals offers a comprehensive range of bespoke solutions that drive measurable improvements and ensure the long-term success of your golf club.

The key areas we work with clubs on are noted here plus we have highlighted our most popular services on the following pages outlining how we can support your club in growing and succeeding.

If you don't see your specific issue addressed, make sure to contact us to see how we can help.



### Business

- Venue Audit
- Business Planning
- Governance Support
- Member Surveys
- Financial Analysis
- Recruitment



### Development

- Member Onboarding
- Club Surveys
- Member Retention
- Member Events & Programming



### Sales & Marketing

- Membership Sales
- Green Fee & Society Sales
- Website Development
- Branding
- Design Services
- Marketing Services



### Training

- Customer Service
- Communication
- Social Media for Clubs
- Industry Resources

# Travel & Booking Services

Driving bookings and growing awareness at your club.

In addition to offering Consulting Services, mygolfGroup has developed a comprehensive suite of products, which combine to give golf clubs the opportunity to drive growth across their key revenue streams.

Consisting of mygolfGroup Travel, mygolfSociety and supporting brands, our booking sales team generates over **€1 Million in direct revenue** from inbound travelling golfers and societies with clubs each year.

**mygolf**Group *Travel*

## Travel Agency

- Golf Specialist Inbound Agency
- Outbound Agency Launching '24
- Staycation Promotion Platform
- Dedicated Travel Team
- Event Management

**mygolf**Society

## Bookings & Promotion

- Annual Society Bible Publication
- Club Advertising Platform
- Extensive Society Database
- Dedicated Sales Team

## Working With Your Club

Areas mygolfGroup can help support you to improve the business of golf at your club.





# Working With Your Club...

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Initially suggested services for your club are outlined below. We would recommend commencing with a Club Audit in order to allow us to identify the key areas within your clubs that require attention

- Club Audit & Development Plan creation
- Marketing strategy design and implementation
- Tee time utilisation and green fee sales
- Design and creation of marketing materials
- Enhanced society marketing strategies
- Budgeting and forecasting
- Recruitment assessment
- Club committee management
- Access to group purchasing program on and off course
- Golf operations team support
- Capital expenditure advice
- Course planning and maintenance support





**mygolfGroup**  
CLUB CONSULTING

## Contact Us



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