



Employee Survey

How focussed are you on your most important asset?

A tailored, data-led view of your employees' engagement in the workplace. Your team delivers the member experience — their pride, alignment, and operating environment are the strongest leading indicator of where the club is heading. GBAS administers a confidential staff survey end-to-end and applies the Employee Survey Insight Engine™ to convert the results into a management-ready strategy.

STAGE 1

CONFIDENTIAL STAFF SURVEY

Fully administered. Anonymous. End-to-end.

GBAS handles distribution, reminders, analysis, and reporting

Eight survey areas covering culture, leadership, operations, and member experience

Overall satisfaction and Employer NPS (0–10) scoring

Tenure, department, and role-based segmentation



STAGE 2

MANAGER DIAGNOSTIC

The view from inside the operating line.

Separate managers-only section completed by direct GM reports

Surfaces the gap between how managers and front-line staff experience the club

Strategic-vision contribution, governance clarity, and autonomy items

Identifies where information and influence are concentrated



STAGE 3 • GBAS INSIGHT ENGINE™

STRATEGIC ANALYSIS

Technology-enabled. Expert-led. Evidence-driven.

Proprietary analytical framework purpose-built for employee data

Benchmarked against the GBAS Employee Survey dataset

Surfaces root causes connecting weak scores — patterns not visible through manual review

Translates findings into a management-ready action plan

WHAT THE INSIGHT ENGINE™ REVEALS

Learnings produced for client clubs

Performance vs Benchmark	How the club scores on each of the eight survey areas — Communication, Job Satisfaction, Manager's Leadership, Teamwork, Performance Management, Training & Development, Member & Guest Experience, and Management Responsibilities — alongside the GBAS Employee Survey dataset
Core Operating Insights	Pattern detection across the survey identifies the root causes connecting weak scores. Often a small number of fixes resolves multiple symptoms at once — the Engine surfaces which lever moves the most.
Culture, Leadership & Manager Gap	Where pride, alignment, and leadership hold — and where managers rate the club differently to front-line staff. One of the most useful diagnostic signals in any employee survey.
Open-Text Themes	Open comments are grouped, themed, and sentiment-scored, revealing concerns and constructive ideas that don't show up in the numbers. Raw comments also provided.
Risks & 90-Day Priorities	Links internal findings to member experience and revenue risk. Closes with a management-ready set of priority actions sequenced for impact.

CONTACT

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Creating highly engaged employees — in one survey