

Member Survey

Member voice. Strategic clarity. Evidence you can act on.

Member feedback is one of the most valuable strategic inputs available to a Club Board. GBAS converts it into a clear, comparable, and actionable picture of where your club stands — and where to invest next. Our offering combines structured member engagement with the proprietary GBAS Insight Engine™ to deliver evidence-based strategy, not just survey scores.

STAGE 1

MEMBER WORKSHOPS



Surface the right issues before the survey is built.

- Two facilitated focus groups with a balanced mix of stakeholder groups
- Conducted with prior Board and Management input
- Sharpens question design and response detail
- Builds early member engagement in the process

STAGE 2

MEMBER SURVEY



Fully administered. End-to-end.

- GBAS handles distribution, reminders, analysis, and reporting
- Overall and department-level satisfaction scoring
- Segmentation by age, gender, playing frequency, member category

STAGE 3 • GBAS INSIGHT ENGINE™

STRATEGIC ANALYSIS

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

- Proprietary analytical framework combining multi-year data, operational metrics, and industry benchmarks
- Surfaces patterns not visible through manual review
- Industry expertise interprets findings
- Translates into clear, actionable recommendations

WHAT THE INSIGHT ENGINE™ REVEALS

Learnings produced for client clubs

Pillar Performance vs Benchmark	How each pillar — Golf experience, Hospitality, Practice facilities, Culture, Administration, Golf Shop, Communications, Golf course — compares to the GBAS national dataset.
The Drivers That Matter Most	Correlation analysis identifies which pillars actually predict overall satisfaction and likelihood-to-recommend at your club. Distinguishes load-bearing pillars from low-leverage ones — so capital and management attention is directed where it moves the dial.
Value-for-Money Diagnostics	Where members consider the offer fairly priced, and where it isn't keeping pace. Read alongside satisfaction scoring to separate operational issues from capital ones.
Member Capital Priorities	Ranked priorities for capital investment, read alongside correlation evidence so the capital plan is sequenced around member impact — not just visibility.
Strategic Implications & SWOT	Board-ready conclusions: where to defend, where to invest, where to hold flat. Translated into a concise strategic frame for board discussion and forward planning.

CONTACT

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From member voice to board-level strategy — in one engagement.