



Unrivalled Insight.

CREATES

Informed Strategies.

DELIVERS

Tailored Solutions.

GBAS is an independent advisory company offering dedicated, professional advice to the golf industry.








A PROVEN HISTORY

GBAS has a proven history in delivering independent value-adding advice to many clients across the full spectrum of the golf industry.

Our opinions, insights and recommendations are underpinned by vast experience and an enduring commitment to delivering industry research.

SOLUTIONS & SERVICES

-  STRATEGIC PLANNING
-  CAPITAL PLANNING
-  CLUB GOVERNANCE PLANNING & ADVICE
-  CLUB BENCHMARKING
-  DEVELOPMENT FEASIBILITY
-  ASSET OVERSIGHT & VALUATION
-  MEMBER SURVEYS
-  DUE DILIGENCE
-  EXPERT WITNESS SERVICES
-  EMPLOYEE SURVEYS
-  MARKET RESEARCH
-  RETIREMENT LIVING DEVELOPMENT OPPORTUNITY ASSESSMENT
-  ORGANISATIONAL HEALTH CHECKS
-  TRAINING & DEVELOPMENT PROGRAMS



BENCHMARKING SERVICES



DATA LED INTELLIGENCE PROVIDES FOR BETTER DECISION MAKING

- › **Financial & Operational**
- › **Remuneration & Benefits**
- › **Employee Engagement**
- › **Member Satisfaction**
- › **Board Effectiveness**

Tap into the people that matter most through our insightful survey tools that access the views of your members and your employees, all industry benchmarked utilising thousands of data points.

Better connected - Better decisions.

GBAS, through its partnership with **Club Benchmarking** provides benchmarking analysis on over 150 financial and operational key performance indicators as well as key role salary & benefits benchmarking. Enquire today on how you can subscribe to **Club Benchmarking** and put powerful business intelligence at your fingertips.

Board Surveys

GBAS, through its partnership with **Board Surveys**, now shines a light on Board effectiveness and works with Boards on how they can maximise their potential in the Boardroom via benchmarked surveys and supported by governance experts.

RETIREMENT LIVING DEVELOPMENT OPPORTUNITY ASSESSMENT

Noting the recent surge in retirement living projects being considered by clubs, GBAS has developed an independent assessment service to help clubs understand the opportunity that exists with their assets.

Partnering with national land planning company Urbis, this service typically includes identification of the need to consider such a solution, modelling of the site opportunity and potential income options for the Club, development of EOI documentation, market response assessment, and preferred vendor identification.

Presentation to membership is also a key component of this service. The GBAS scope can be adjusted to suit individual club needs.

BUSINESS SERVICES

- › **Strategic Planning**
- › **Operational Reviews**
- › **Club Governance Planning & Advice**
- › **Feasibility Studies**
- › **Expert Witness Services**

Our dedicated team works closely with each club to tailor solutions that fit their unique challenges and objectives.

Leveraging our significant bank of data and insights, we also bring a wealth of industry experience in the sector, offering practical insights that drive efficiency, transparency, and growth.

This collaborative approach ensures clubs are equipped to make informed decisions and achieve long-term success in a rapidly changing environment.

CAPITAL PLANNING

- › **Compass Asset Management Planning software**
- › **Fixed Asset Reviews**
- › **Asset Oversight and Valuation services**

Our capital planning solutions are designed to help clubs develop robust long-term strategies, ensuring assets are optimally managed and future investments are well-informed.

By leveraging our expertise, clubs can confidently forecast needs, prioritise projects, and maintain financial sustainability for years to come.

ABOUT GBAS

Golf Business Advisory Services (GBAS) is a specialist independent advisory company providing dedicated, professional advice around the business of golf within the Asia Pacific region.

With an enviable and broad client base serviced since 2001, the beneficiaries of our insight and knowledge are the current and future clients of GBAS.



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