



*Armidale*   
**GOLF CLUB**

**2021 Member Survey**

Q1w  
 What is your  
 Membership Category  
 at the Club?  
 Answered: 214  
 Skipped: 0



ANSWER CHOICES	RESPONSES
Gold Member	8.88% 19
Golfing Member - 22-80 Years of age	71.50% 153
Golfing Member - 80 Years of age and over	5.61% 12
Country Member	5.61% 12
Daylight Savings Member	0.00% 0
UNE Student Member	1.87% 4
Junior Member	0.00% 0
Cadet Member	0.00% 0
Social Member	3.74% 8
Other (please specify)	2.80% 6

Q2w  
What is your  
gender?  
Answered: 214  
Skipped: 0



## ANSWER CHOICES

## RESPONSES

Male	78.04%	167
Female	21.96%	47
Other	0.00%	0
TOTAL		214

Q3w  
 Which age range  
 applies to you?  
 Answered: 214  
 Skipped: 0



ANSWER CHOICES	RESPONSES
Under 20	1.40% 3
21-30	4.21% 9
31-40	12.62% 27
41-50	11.21% 24
51-60	20.56% 44
61-70	25.23% 54
71-80	20.09% 43
Over 81	4.67% 10
TOTAL	214

Q4w  
 How frequently on average do you visit the Club - to play golf, or socialise? (Select one answer only)



ANSWER CHOICES	RESPONSES
Three or more times a week	11.68% 25
Twice a week	35.98% 77
Once a week	26.17% 56
Once every two weeks	13.55% 29
Once a month	6.07% 13
Less frequently than once a month	6.54% 14
TOTAL	214

Q5w  
 Overall, how satisfied or dissatisfied are you with your membership at the Club?  
 Answered: 214  
 Skipped: 0

	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
	32.24%	57.01%	8.41%	0.93%	1.40%	214	1.82
	69	122	18	2	3		



## Summary of comments to Q5

- The club is continuing its improvements which is great, however its not a time to sit still, there is still plenty of work to be done.
- Well done & thankyou to everyone who has been involved in helping the club improve its position to get to this point.
- Good vibe within the membership at the moment.
- Positive feeling about the future of the club if we all continue to support it and encourage others to participate.

Q6w  
 Please rate the following areas of the Club:  
 Answered: 210  
 Skipped: 4



	EXCELLENT	GOOD	AVERAGE	BELOW AVERAGE	POOR	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
House of Golf Pro Shop	14.83% 31	48.33% 101	27.27% 57	5.74% 12	1.44% 3	2.39% 5	209	2.38
Golf Cart Hire	16.83% 34	42.08% 85	6.93% 14	0.00% 0	0.99% 2	33.17% 67	202	3.26
Bar Area	28.85% 60	54.81% 114	13.46% 28	1.44% 3	0.00% 0	1.44% 3	208	1.93
Dining Room	8.74% 18	40.78% 84	32.52% 67	6.80% 14	2.43% 5	8.74% 18	206	2.80
Carpark	12.50% 26	48.56% 101	30.77% 64	6.25% 13	1.92% 4	0.00% 0	208	2.37
Practice Facilities	6.22% 13	28.71% 60	26.79% 56	19.62% 41	14.83% 31	3.83% 8	209	3.20
Indoor Studio	24.24% 48	24.24% 48	4.55% 9	0.51% 1	2.02% 4	44.44% 88	198	3.65
Bathrooms & Lockers	4.31% 9	25.84% 54	42.58% 89	13.40% 28	9.57% 20	4.31% 9	209	3.11



Q7w

Please rate the following areas of the golf course:  
Answered: 210  
Skipped: 4



	EXCELLENT	GOOD	AVERAGE	BELOW AVERAGE	POOR	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Fairways	25.24% 53	66.67% 140	6.19% 13	0.48% 1	0.00% 0	1.43% 3	210	1.88
Greens	49.28% 103	45.93% 96	3.35% 7	0.00% 0	0.00% 0	1.44% 3	209	1.60
Bunkers	4.29% 9	15.24% 32	33.81% 71	18.57% 39	26.67% 56	1.43% 3	210	3.52
Tees	11.00% 23	39.23% 82	28.23% 59	15.79% 33	4.31% 9	1.44% 3	209	2.67
Rough	5.26% 11	47.37% 99	36.36% 76	8.13% 17	0.48% 1	2.39% 5	209	2.58
Speed of Play	3.83% 8	41.63% 87	31.10% 65	9.57% 20	11.48% 24	2.39% 5	209	2.90

Q8w  
Have you dined at  
the Sandwedge  
Bistro?  
Answered: 206  
Skipped: 8



ANSWER CHOICES	RESPONSES
Yes	70.39% 145
No	29.61% 61
TOTAL	206

Q9w

If you answered yes, how satisfied or dissatisfied were you with your experience in relation to the food?

Answered: 145

Skipped: 69

	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	15.17% 22	58.62% 85	20.00% 29	5.52% 8	0.69% 1	145	2.18



## Summary of comments to question 9

- Quality of the food is very good.
- The food is well priced to meet the needs of members & guests.
- Operating hours need attention, especially weekends.
- Variety of menu items needs attention.
- Service provided from the Chef & staff is very good.

Q10w

If you answered yes, how satisfied or dissatisfied were you with your experience in relation to the decor and ambience?

Answered: 143

Skipped: 71

	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	8.39% 12	51.75% 74	34.97% 50	4.90% 7	0.00% 0	143	2.36



## Summary of comments to question 10

- The deck is a lovely space that is under utilized and heating options need to be addressed.
- Furniture needs upgrading.
- Bathrooms need attention.
- The views out the windows are the best in town.
- The fireplace creates a nice ambience.

Q11w  
 Which of the following types of functions would you consider attending at the Club? Check as many options as you like.  
 Answered: 206  
 Skipped: 8



ANSWER CHOICES	RESPONSES
Themed Dinners e.g. Italian, Asian etc	39.32% 81
Live Bands	42.23% 87
Wine Degustation Events	36.41% 75
Beer Degustation Events	35.92% 74
Family Fun Day	27.18% 56
Trivia Nights	28.64% 59
Guest Speakers for Major Events e.g. Retired Sports Stars	51.94% 107
Corporate Golf Days	47.57% 98
Charity Golf Days	70.87% 146
Not Interested	7.77% 16
Other (please specify)	7.77% 16

Q12

What would you say are the key strengths of the Club?

Answered: 154

Skipped: 60

## Summary of responses

- Friendships created within the membership.
- Volunteers & sponsors who have supported the club over many years.
- Service provided from the great staff we have.
- The quality of our Greens.
- The deck and the views over the course from the deck & clubhouse.



Q13

What would you say are the key weaknesses of the Club?

Answered: 150

Skipped: 64

## Summary of responses

- Operating hours of the Bistro
- Bunker drainage
- Outdoor practice facilities
- Furniture
- Bathrooms

Q14w  
 Looking to the future, what improvements would you like to see the Club invest in, in relation to the golf course. Please rank the following areas from 1 to 6, with 1 being the Highest Priority:  
 Answered: 182  
 Skipped: 32



	1	2	3	4	5	6	TOTAL	SCORE
Add more paths for golf carts	12.09% 22	14.29% 26	15.38% 28	17.58% 32	17.58% 32	23.08% 42	182	4.16
Improve bunker drainage	37.91% 69	26.92% 49	18.68% 34	6.04% 11	6.04% 11	4.40% 8	182	5.71
Remove tree roots in rough	9.89% 18	14.29% 26	14.84% 27	17.58% 32	20.88% 38	22.53% 41	182	4.07
Upgrade course irrigation	15.38% 28	13.74% 25	16.48% 30	22.53% 41	20.88% 38	10.99% 20	182	4.47
Upgrade tee boxes	10.44% 19	18.13% 33	18.13% 33	16.48% 30	18.13% 33	18.68% 34	182	4.30
Remove remaining dead trees and plan for hole to hole garden or tree replacement	14.29% 26	12.64% 23	16.48% 30	19.78% 36	16.48% 30	20.33% 37	182	4.27



Q15w  
 Looking to the future, what improvements would you like to see the Club invest in, in relation to the clubhouse. Please rank the following areas from 1 to 8, with 1 being the Highest Priority:  
 Answered: 182  
 Skipped: 32

	1	2	3	4	5	6	7	8	TOTAL	SCORE
New Furniture	16.48%	21.98%	19.78%	13.19%	10.99%	8.79%	6.59%	2.20%	182	5.56
Bathroom Upgrade	42.31%	14.84%	16.48%	9.34%	4.40%	4.95%	6.04%	1.65%	182	6.34
Addition of a deck to the eastern/northern side of the clubhouse, off the existing Eastern deck	10.99%	14.84%	14.84%	17.58%	15.38%	12.64%	11.54%	2.20%	182	4.93
Sell or lease poker machines	3.85%	12.09%	7.69%	15.93%	13.19%	9.34%	10.99%	26.92%	182	3.71
Install a children's play area	12.64%	7.69%	10.99%	11.54%	13.74%	17.58%	18.68%	7.14%	182	4.31
Upgrade the area behind the bar	5.49%	17.03%	11.54%	13.74%	17.58%	18.13%	13.74%	2.75%	182	4.56
Install shade umbrellas and outdoor furniture on Eastern deck	3.30%	8.79%	14.29%	11.54%	18.68%	20.88%	18.13%	4.40%	182	4.09
Install Putt Putt golf course where pergola is currently located	4.95%	2.75%	4.40%	7.14%	6.04%	7.69%	14.29%	52.75%	182	2.49

Q16w

Are you in favour of the Club selling the land across the road from the Club to invest in better Club facilities?



ANSWER  
CHOICES

RESPONSES

Yes

59.34%

108

No

40.66%

74

TOTAL

182

Q17

Is there anything else you would like to tell us so we can improve your experiences at Armidale Golf Club?

Answered: 117

Skipped: 97

## Summary of responses

- Continued focus on the small improvements, one win at a time.
- Keep up the great communication
- Focus on junior development
- Work with volunteers where possible for the neat & tidy presentation of the course
- Overall a very positive response to the survey itself.