

Bellville GC Captain's Report: 16 March 2016

Mr President, former Presidents and Captains, Honorary Members and all members present it is my pleasure to present this report to you.

Introduction

This is the fifth, and final, AGM that I stand before you as Club Captain. When looking back on previous reports the economic challenges are a common theme. This past year has been no different but our strict financial management has ensured that we have had a financially successful year.

Despite the financial challenges we have been able to complete a number of large projects in the last 5 years. We built the cart garage next to the putting green, converted the offices to create a reception area, built the starter's hut and the new Fred Setzkorn bridge on the 12th and we constructed a practice area with larger tee boxes, a chipping green, a pitching green and warm-up nets.

All of these projects were important and added value to the club but the biggest change we made during that period took full effect in the last year. The introduction of new packages linked to the various membership categories was not taken lightly. The committee spent many hours researching and developing strategies to retain and attract members. We have specifically focussed on attracting young members. I am proud to say that these changes are paying dividends.

In last year's report I mentioned the financial pressure on King David and Mowbray. This came to a head with King David closing their doors on 31 December and amalgamating with Mowbray. We need to learn the lessons from this and make sure that we are not complacent. We have to find ways to increase the membership as well as the number of rounds and fees per round. We must also ensure that we have alternative income streams.

The resignation of Chris Diedericks after nearly 5 years as GM has necessitated an assessment of the existing management structure of the club and ensuring that we are able to effectively manage every facet of the club. This will be one of the key priorities of the incoming committee and will need to be dealt with as a matter of urgency. I would like to thank Chris for his service to the club. There was never any doubt about his integrity or his passion for Bellville GC and I wish him well in his future endeavours.

There are also some changes coming in the golfing world. A standardised international handicap system is due for implementation in 2018 but is moving slowly. The WP course ratings have all been done but the rest of the country is lagging behind. It is interesting to note that Bellville's course rating increases because of the slopes and difficulty of the greens. This year's Bellville Open proved that our course, despite being one of the shortest in Cape Town, is no pushover. Only two players were under par over 36 holes and seven of the top 10 were Bellville members.

This past weekend I organised a game with Tom Ferreira, Pieter van Wyk and Joep Joubert. When I joined Bellville I didn't know anyone and the four of us started playing together regularly on a Saturday but we hadn't played together for over a decade. Obviously the conversation after the game turned to how old everybody else had got but it also got me thinking about the importance of our long-serving members. I believe we should find a way to recognise their contribution.

This year saw the passing Frans Senekal. Frans served two terms as Captain and served a term as President. Our deepest condolences go to Jooste and the rest of his family. Another former Captain, Theo Uys, is recovering from major heart surgery and we wish him a speedy recovery.

It is important that the club is run on sound financial principles but we must never lose sight of the fact that it remains a club. It is our members who determine our success and our sustainability. That said it is important that our members get involved in the activities at the club. We can create the opportunities but the members must also step up. To paraphrase John F Kennedy, "Ask not what your club can do for you; ask what you can do for your club."

Bellville GC Captain's Report: 16 March 2016

Finance

The 2015 financial year was one of consolidation. Our effort to attract new members while retaining our current membership has paid dividends. This did, however, come at a price. The surplus of R366 341 for the year was used to increase our low reserves. This had to be done to ensure the cash reserves of the club are sufficient. Our reserves had to be increased as the club invested in:

- New equipment and stockholding in our halfway house, the conference and function area (previously the restaurant) and the pro shop.
- The new debit order system where the club's cash on hand was reduced during the earlier part of the year compared to prior years.

This year we succeeded in reducing our long-term debt to banks by almost R400 000.

We still have a small base of full members. This puts pressure on our profits due to the relative small fees collected per round played. We have to maintain a fixed overhead structure like any other club. In order to maintain our service and increase our future offering in terms of course and clubhouse the Club started a process of restructuring. This will ensure better efficiencies and any surpluses will be ploughed back into the club. Improvements to the clubhouse are planned subject to raising finance for this and the incoming committee will focus on this project in 2016.

We have started to invest in new kitchen equipment for the upstairs facility. This will enable the club to provide more consistent catering at corporate golf days as well as offering conference facilities.

I would like to thank our auditors, PWC for their thorough and professional audit. I would also like to thank the Financial Committee of Robert Aspeling, Jurie Geldenhuys and André Uys for their invaluable contribution. The balance of business and accounting knowledge between these gentlemen ensured that we were able to show a profit despite the tough economic climate.

	2015	2014	2013
Trading profit / (loss) for the year ended 31 December 2015	479 457	95 608	(10 797)
Less: Capital Expenditure: Course, Clubhouse & Workshop improvements and extensions	(85 910)	(148 461)	(119 850)
Net profit / (loss) after expenditure	393 547	(52 853)	(130 647)
Taxation Provision	(27 138)	40 519	(29 746)
Net profit/(loss) after expenditure & taxation	366 409	(12 334)	(160 393)
Opening Balance	180 778	193 113	353 506
Retained Income	547 187	180 778	193 113

Bellville GC Captain's Report: 16 March 2016

Membership

Category	Dec 2015	Dec 2014	Dec 2013	Dec 2012	Dec 2011
Honorary Life	3	3	2	4	4
Ex Officio	28	28	23	26	34
Lifelong 2003	11	11	11	11	11
Lifelong 2003 Prepaid	30	32	33	33	34
Junior	62	55	48	46	53
Student	36	16	18	46	77
Ladies	46	41	39	41	41
Full	277	276	278	296	321
5-Day	55	65	80	77	84
Social	7	8	9	12	13
Seniors	190	177	160	160	158
Under 35	119	16	15	7	8
Country	12	50	69	76	88
Corporate	0	0	0	0	12
Sub-Total	876	778	785	835	938
Vodacom Village	0	88	75	161	210
Playmore Golf	0	232	301	360	347
Total	876	1087	1161	1356	1495

Rounds & Green Fees

	2015	2014	2013	2012	2011
Rounds	38 495	35 741	36 582	37 956	37 499
Value	4 932 590	4 431 369	4 312 524	4 088 911	3 723 149

Categories of Rounds	2015	2014	2013	2012	2011
Non SAGA	284	345	267	278	136
SAGA	1 737	1 323	1 551	1 832	2 033
Group	5 229	5 002	5 610	6 583	7 081
Members	13 460	12 433	12 417	12 125	12 281
Prepaid	5 910	5 760	6 087	7 311	5 765
Other	7 875	7 159	6 154	5 795	7 166
Vodacom	0	152	78	204	234
PMG	4000	3 576	4 418	3 828	2 803
Total	38 495	35 741	36 582	37 956	37 499

Bellville GC Captain's Report: 16 March 2016

Capital Expenditure

Capital Expenditure 2015	Approved Amount (Excl. VAT)	2015 Actual Spend (Excl. VAT)
AGM Approval 2015/03/25	395 368	330 321

Capital Expenditure 2016	Budgeted Cost (Excl. VAT)
AGM Approval 2016/03/16	600 000
Total	600 000

Investments

	2015/12/31	2014/12/31	2013/12/31	2012/12/31	2011/12/31
Money Market – Old Mutual	1 900 000	1 401 628	1 440 000	2 250 000	2 150 000
Restaurant - Deposit on Call	44 257	40 000	40 000	25 772	25 772
Petty cash & floats	12 500	10 600	10 600	10 600	8 800
Bank account – ABSA	577 839	476 593	799 146	343 718	385 225
Bank account - Standard Bank	7 503	7 495	63 921	13 128	131 458
ATM Machine	23 400	29 400	21 800	-	-
Total	2 565 499	1 965 716	2 375 467	2 893 218	2 701 255

Salaries, Wages & Company Contributions

	2015	2014	2013	2012	2011
Club	2 399 965	2 065 710	2 168 818	1 958 703	1 754 456
Turnover	9 817 563	8 624 562	8 405 198	8 212 101	7 759 823
Percentage	24.45%	23.95%	25.80%	23.87%	22.61%

Bellville GC Captain's Report: 16 March 2016

CLUBHOUSE

The upgrading of the clubhouse remains one of our highest priorities. The reality is that the costs of maintaining the club and the course are increasing exponentially and we cannot generate enough income from the course to sustain the club. Our business model is dependent on corporate golf days but the size and layout of our clubhouse restricts the size of the golf days we can host. We are losing golf days to other golf clubs (especially Durbanville) and this puts pressure on every other facet of the club.

A key strategy to ensure the long-term sustainability of the club is finding ways for the clubhouse to generate income. We cannot rely on the income generated by the course. The first step in this strategy was taking the Pro Shop in-house. This decision is paying dividends and last December the shop turnover was just short of R100000 (excluding VAT). More and more members are now buying their equipment from our Pro Shop rather than from the bigger retailers and this mainly due to the service and management from Werner and his team.

Next we decided to no longer outsource the halfway house. The level of quality and service has improved and we have full control over these elements as well as the costs. The halfway house has showed better Year on year returns every month since we started in July.

The Greens Restaurant stopped operating at the end of December 2015 and we will now be utilising the space as a conference and function facility. Once again we now have control over all elements I would like to commend Ronel for her unbelievable work ethic which has laid the foundation for the success of these strategies.

I have every confidence that the new committee will be able to build on this foundation.

COURSE

I joined Bellville GC in October 1997 after Goema Hewitt heard that I had moved to Cape Town and was living in Table View. In his inimitable way he made it clear that Bellville was my only option. I will always be grateful for his gentle persuasion.

As Captain I am amazed by the number of course designers and agronomists we have as members. Barely a week goes by without one of these specialists giving me their insights to the changes we should make to the course and what we need to do to improve the greens, the fairways, the bunkers and the course in general. One learns to accept this as part of the job but I have also learnt to draw the positives from these suggestions and comments as these members are, at least, taking an interest in the course.

Over the years there have been a few changes and additions to the course. Some of these have been necessitated by the new technology and equipment that has players hitting the ball longer and higher. Each of these has improved the challenge and the playability of the course.

The 4th green was rebuilt, the fairway bunkers on 13 and 15 were added and additional tee boxes were added on 8 and 10. The new trees to the right of the 10th fairway grew quickly and have put an even higher premium on the tee shot.

In the last year a number of large trees have fallen over. Many of these are important to the design of the course and include those at the beginning of the fairway on 8, left of the green on 4 and on the corner on 15. In 2015 we planted over 100 trees on the front 9. In 2016 the focus for the tree planting project will shift to the back 9.

Bellville GC Captain's Report: 16 March 2016

The new tee box on 5 makes players play the hole as it was originally designed, especially for the longer hitters. It also stops people trying to go left of the trees when the tees are near the back of the box. The old tee box remains in play.

The purpose of the trench to the left of the 10th fairway is to try and reduce the moisture level in that area. The high water table in this area also has a negative impact on the bunker. We will only be able to see how effective the trench is after the winter. Thereafter the course committee will decide whether to close it up or leave it open and make it a hazard.

The bunkers remain one of our biggest headaches. The course committee spends hours on the subject and we spend a lot of money every year trying to get them right. The reality is that the bunkers remain an ongoing project and we continue to work on getting them all playable and consistent.

The opening of the new Fred Setzkorn Bridge on 12 was a highlight this year. I would, once again, like to thank the seniors for their fundraising initiatives and the sponsors Melt Wahl, Pieter de Bod from Lafarge, Frans Malherbe and Medi-Clinic for their assistance in this project. I would also like to thank Chris Diedericks for his commitment to making the bridge a reality. I was honoured to stand alongside Heinrich Setzkorn when he officially opened the bridge.

Over the last year the condition of the course has remained consistently good. This is largely due to the work from Golf Data, our greenkeeper, Louis, and his team and the oversight of our course committee. We are extremely fortunate to have knowledgeable people and experts who are all passionate about the course on this sub-committee. I would like to thank Ludwig Schreuder for his leadership of the course committee and our other long-serving members Len Becker, Julian Visser and Frans Malherbe for their commitment.

GOLFING MATTERS

Bellville Friendship Trophy

The Bellville Friendship Trophy is presented annually at the Classic by the Club Captain to a member who has made a valuable contribution to the club. In 2015 this award was presented to Len Becker. Thank you, Len, for your continued positive input and commitment.

Leagues

Bellville GC remains the powerhouse of league golf in the WP. You know you are a strong club when winning one league out of the five played so far in 2016 is considered a 'bad' start to the year.

At the 2015 WP Awards Dinner Bellville GC received 3 shields for winning leagues. We won the Mid-Amateur and Winter Leagues and the Bradshaw Foursomes. In 2016 we have won the 2nd League. There have been some changes in the league calendar. The SAGA have changed the qualifying age for mid-amateur golf to 30 and the WPGU have now moved the mid-am league to the same time of the year as the Harry Solomon and Masters leagues.

League Sponsors

In this economic climate attracting sponsors is a challenge. The league players have already held one golf day this year to raise additional funds and are planning at least one more. That said I would like to thank the sponsors that we do have for some of our league teams:

Premier League	Estienne Cronje	Mercedes Benz Paarl & Stellenbosch
Masters & Harry Solomon	Koos Bouwer	Pie City

Bellville GC Captain's Report: 16 March 2016

League Results since last AGM

		P	W	D	L
Premier A	2016: Third	8	6	2	0
	<i>Games count</i>	88	56	7	25
Premier Reserve	2016: Fifth	5	1	1	3
	<i>Games count</i>	52	23	6	23
1st League	2016: 6 th	7	2	2	3
2nd League	2016: Champions	5	3	1	1
Mid-Amateur	2015: Champions	7	7	0	0
Masters	2015: Lost in quarter final	6	4	1	1
Harry Solomon	2015: Lost in semi-final	7	6	0	1
Juniors	2015: Runners up (lost to Rondebosch)	5	4	1	0

Club Championships

The Club Champs and Match Play Championships were sponsored by CMC Autopanel, Dals Motor Group and Cape Road Assist. Thank you, Elvin Nel. The 2015 Club Champs were played in March. 94 members took part. Club champs is the one time of the year you can really test yourself and I would like to see more members taking part. I encourage our all our members to enter. The number of players in the C Division championships for the last few years is especially disappointing. The results from the 2015 championships are:

Division	Winner	Score
Club Champion	Werner Theart	282
A Division Net	Nathan Scott	272
B Division Gross	AJ van der Merwe	327
B Division Net	AJ van der Merwe	267
C Division	Danie de Villiers	75 pts
Mid-Amateur (Gross)	Elvin Nel	294
Mid-Amateur (Net)	AJ vd Merwe	267
Masters (Gross)	Dirk van der Merwe	297
Masters (Net)	AJ van der Merwe	267

When determining dates for our Champs we are beholden to dates as set out by the WPGU. The 2016 Club Championships start on 02 April.

2015 Top 16 Match Play Championships

	A Division	B Division
Champion	Werner Theart	Tim Moffitt
Runner up	Nathan Scott	Joe Brink

Bellville GC Captain's Report: 16 March 2016

Santam Knockout

We made the decision to run only one knockout competition a year as this would enable us to improve the prestige of the competition. Thank you Danie de Villiers for facilitating the continued sponsorship from Santam.

	Main Event	Plate
Winners	Ryan Olivier & Louis van Gass	Johan Hattingh & JC Jonck
Runner-up	Grant and Geoff Botha	Moses Langeveld & Llewellyn Delpont

Western Province & National Representatives

2015	South Africa (Full & Mid-Am)	Gerlou Roux
	Western Province	Werner Theart (captain); Gerlou Roux; Michael Sherriff; Altin van der Merwe Henk Smith (manager)
	Western Province Seniors	Dirk van der Merwe
	Western Province U23	Michael Sherriff
	Western Province B	Keagan Beyer; Carl Potgieter (manager)
	Western Province Mid-Am	Riaan Lewis; Gerlou Roux; Ludwig Schreuder
	Western Province Under 19	Michael Sherriff (captain)
2016	Western Province B	Carl Potgieter (manager)

Club Opens & Tournaments

Wins since the last AGM:

Gerlou Roux	SA Championship Mid-Am; Highveld Mid-Am; Central Gauteng Mid-Am; Southern Cape Mid-Am; Ekurhuleni Mid-Am; WP Mid-Am; Milnerton Open
Altin van der Merwe	Bellville Open 2015; King David Open; Rondebosch Open; WP Closed 2016
Werner Theart	Bellville Open 2016

Juniors

Our junior section is growing steadily. The initiative of Full members getting free membership for their children has had a positive impact. The WPGU is in the process of phasing our affiliation fees for juniors and by 2018 juniors will then only pay an affiliation fee to the SAGA and their handicap fee. We must tap into this initiative to attract more youngsters to the game.

At the end of 2015 a lot of our top juniors matriculated and we now need to grow the depth and strength of our players. We have a number of WP representatives in the younger age groups. 13-year old Kaylah Willams won the Cecile Shaw Match Play (handicaps 10 to 18) at the Pam Golding Properties WGWP Amateur Championship Match Play last week.

Our juniors are the next generation of members and we are working hard on finding ways to attract juniors and keep them at the club. The new practice facility has allowed us the opportunity run clinics for juniors and also to introduce a development programme.

Bellville GC Captain's Report: 16 March 2016

SENIOR SECTION

Captain	Fritz de Villiers		
Secretary	Don Ferguson	Treasurer	Janlu Kuyler
Members	Abé du Plessis, Ron Mantel & Henry Vorster		

The Senior section is an integral part of the club and it is functioning well. Their committee is well structured and ensures that they achieve their targets. Their competitions are well supported and their prize giving is extremely well attended (I wish I could bottle the recipe and get the result on a Saturday).

The Seniors again supported selected charities and will continue this initiative if funds and time allow. The financial year ended with a very positive cash reserve and competition fees were not increased. From 2016 the year-end dinner will from not serve as a prize giving function. Trophies and prizes will be presented immediately upon completion of the competitions.

The Seniors Grand Champion for 2015 was Suat Palanduz.

LADIES SECTION

Captain	Sonja Lotriet		
Vice-Captain	Hanlie Bester	League Secretary	Marlene Niehaus

The Ladies division is still very small in comparison to many other clubs and have to face many challenges due to our low numbers. We have two groups of ladies, those who play on a Tuesday morning and those who play on Wednesdays and/or on Saturdays in the club competition. In the latter group some only play on weekends due to work commitments. Due to this fragmentation it is nearly impossible to get together and play as a group. The fact that there are only three people on their committee is a concern and I would like to see more ladies getting involved.

Karen Lorio won the 2015 Ladies Club Championships. The 2016 Club Champs will be held on 5 and 12 April, in future we may move this event to a weekend (possibly on the same weekends as the men) so that the low handicap juniors and working ladies can also take part.

The Sanlam Cancer Challenge is been moved back to a Saturday (23 April 2016) to give the working ladies the opportunity to enter the event. We hope to get a bigger field than in previous years when it was held on a Saturday. In 2015 the event was held on a Tuesday with a good field but we are trying to ensure that all lady members have an opportunity to play. The junior ladies are a very strong group and managed to win the Silver Division Interclub shield at the WP Champs on Sunday 6 March. The team was Zilke Bal, Kaylah Williams and Tara Griebenow.

In league golf this year we entered a full team in the bronze division. In the silver division we joined forces with Parow as we do not have enough players available for each match. Most games will have 3 players from each club represented. The Ladies Open was a great success in 2015. The theme was Flower Power and we managed to have a full field. In the current economic climate we were very pleased with entries and sponsors for this event. In 2016 the Open is on 24 November and the ladies will, no doubt, work hard to maintain the standard.

Bellville GC Captain's Report: 16 March 2016

CONCLUSION

In conclusion please allow me some time to thank a few people.

Firstly I would like to thank all of the staff for their commitment and hard work. We have a committed team who are all passionate about their work. Werner and Ronel have grown into their management positions and are both important assets. Nannie and Ché work well behind the scenes and are vital members of the team. The Pro Shop staff this year saw some changes. Faren and Hennie both moved on but were ably replaced by Zanda and Roan. The support staff of Piet, Blom, Johannes, Caroline, Zama and Cynthia are all valued members of the team. Thank you all for your commitment and hard work.

Next I need to thank the members of the executive and the committee. Hennie van Zyl has set a very high standard for me to follow as President. I have always appreciated his calm demeanour and willingness to listen and give advice. André Uys put countless hours in behind the scenes as vice-captain and will now be able to build on the foundation that we have laid. Jean Kotze and I spent 7 years together on the committee. His legal knowledge and ability to see the big picture added massive value to the club. Robert Aspeling and Jurie Geldenhuys grew into a finance 'dream team'. Their business and financial acumen are invaluable. André Stelzner is Mr. Consistency. He has served on the committee for more than a decade and his insights are invaluable.

Ingrid Walker and Fritz de Villiers represented their sections ably on the main committee but also added value to all of the discussions during committee meetings. Sonja Lotriet has been the Ladies Captain since December and has already shown that she will make an impact. Finally, my good friend, Ludwig Schreuder, spent 5 years as chair of the course committee. We did not always see eye-to-eye and had our fair share of disagreements but there was never any doubt that he was the right man for the job and always had the best interests of the course at heart. Thank you all for your service.

I often get teased for being a bit too organised and keeping records and stats. When I became Captain I started keeping track of my fourballs. In that time I played golf at Bellville with 332 different people of whom 202 were members. I am very proud of the number of members I was able to get to know better out on the course (and in the bar afterwards). We have great members, many of whom have been at the club for a long time, and this adds to the importance of our retention strategy.

There are (at least) three people who are celebrating the end of my term. My wife and two sons have sacrificed a lot for me to be able to serve our club and I would not have been able to do the job without their support. I would like to take this opportunity to publicly acknowledge their love and support.

I wish André and his committee all the best for the coming year. Remember the golden rules:

1. Before finalising any decision ask yourself, "Is it in the best interests of the club?" and "Is it in the best interests of the members?"
2. Keep the majority of people happy the majority of the time.

In closing I quote Douglas Adams, "To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity." I hope I have achieved that. It has been a privilege to serve as your Captain. Thank you.

Carl Potgieter
Captain