



2022

IDEAS



FAIR

INNOVATION

In partnership with



**CMASA  
IDEAS FAIR  
2022**



**PRIZES TO THE  
VALUE OF  
R30 000.00**

In partnership with



**WHAT'S YOUR BIG IDEA?**

*Share your BIG IDEA and stand a chance to win!!*

*The Winning Club will receive*  
**R20 000 in CMASA  
Education Points**

*The employee(s) that come up  
with the winning idea will receive*  
**R10 000 in cash.**

In partnership with



# WELCOME !



- 1 WELCOME

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- 2 LET'S DISCUSS & ANALYZE

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- 3 EXAMPLES FROM THE 2021 IDEAS FAIR

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- 4 CLUB INDUSTRY SUMMIT 2022

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- 5 QUESTIONS & ANSWERS

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**TODAY'S  
AGENDA**

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# LET'S DISCUSS AND ANALYZE



*WHY?*



CMASA is reshaping the future of the Club Industry. This Ideas Fair, is an initiative, driven by CMASA. CMASA must be seen as the body that inspire, train, and unchain new thinking and create infinite mindsets in the Industry.

An idea fair is not only inspirational and reinforcing of desirable behaviours in the Club environment, but triggers many more ideas as well.

01

# LET'S → DISCUSS AND ANALYZE

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WHAT?



In today's world, the only constant is Change.

We need to ask ourselves: "What can we do, as leaders, to get our employees and managers on board with thinking outside of the box or coming up with new innovative ideas?"

As Albert Einstein would say: ***"We cannot solve our problems with the same thinking we used when we created them"***

Instead of a "push" technique to make both managers and employees accountable for ideas in some way, forcing them to start behaving their way into believing. The quickest way ahead is the "pull" technique - a way to get people to believe in the power of front-line ideas, so they would then change their behaviours.

02

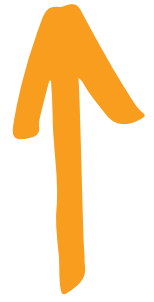


# 2021 EXAMPLES

[www.clubmanagement.co.za](http://www.clubmanagement.co.za)

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## CMASA 2021 Ideas Fair Submissions





# CATEGORIES



All entries are must fall into 1 of these 5 categories:

- 1 Food and Beverage Concepts  
(i.e. Offerings, Club Events, Youth Programs)
- 2 Staff Management  
(i.e. Employee Incentives, Community Outreach,  
Leadership Philosophies and Development)
- 3 Membership  
(i.e. Club Communications; Membership  
Development)
- 4 Sport  
(i.e. Golf Operations; Alternative Sports &  
Recreation or Fitness, Health & Wellness)
- 5 New Concepts  
Cost-Saving, Time-Saving, Renovation and/or  
Breakthrough Ideas

# HOW TO ENTER

*Instructions & guidelines.*

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- 1 Submit your ideas to [operations@clubmanagement.co.za](mailto:operations@clubmanagement.co.za) by the 5th August 2022
- 2 Finalists will be notified by the 12th August 2022
- 3 Finalist to print their A1 Ideas Boards and deliver to CMASA by the 26th August 2022.
- 4 Ideas Boards will be showcased at the conference and delegates will vote.
- 5 The Wining Club will be announced at the CMASA 2022 Annual Conference





DO YOU HAVE  
**ANY QUESTIONS?** 

Roni-Lee Burnard  
[operations@clubmanagement.co.za](mailto:operations@clubmanagement.co.za)

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