



CMASA

2021/2022 Training Guide

April 4th, 2021

Dear valued member,

CMASA recently embarked on an exciting journey with you to 'Reshape the Future of the Club Industry'

We, as CMASA, an association of Club Managers in the industry for the industry, must empower and train our Member Clubs to evolve into multi-skilled and future-proof industry leaders.

That is why we are excited to launch our new all-inclusive model as part of our new strategy. If we train more people at more clubs with new skills for the future, and support them in the process, we all move our industry forward.

We proudly present the first edition of the CMASA Training Guide 2021/2022. All courses in this guide are included in your new all-inclusive package.

This Training Guide will be updated regularly. Our most current education offering will also be published in our weekly Wednesday newsletter.

If you have any questions or need any help to tailor-make your education plan for your Club, please feel free to contact us.

We wish you a successful and inspiring educational year!

Your CMASA Team

April 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Ask us Anything – Finance	Sharing ideas around building financial dashboards for your Club, focused on trends and statistics.	General/Finance/ Ops Managers	No	0
Health & Safety (SHE Rep)	The Functions of the Workplace Health and Safety Representative (SHE Rep) course is focused on providing delegates with knowledge and skills to fulfil their SHE Rep functions within their company.	Nominated Health and Safety Representatives	Yes	5
WSP/ATR – A practical Session	This practical session will assist learners with the required knowledge and skills to draw up a Workplace Skills Plan and Annual Training Report. In addition, this session will show them how to submit their Mandatory Grant application successfully.	Finance/HR Managers	No	3
BMI – Club Management	CMASA currently delivers all the required BMI programmes which were developed by (CMAA) and are used by seven Club Associations worldwide as the framework for their education programmes.	Club Managers /Aspiring Club Managers	CMAA	TBC
Customer Service	The Customer Service training programme is for delegates to become more professional and effective in the way they handle both face to face and telephone service when dealing with internal and external customers. Delegates will understand the impact on them and their organisation of providing the best possible service to customers in a professional and effective manner.	All Staff	Yes	3

May 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Ask us Anything – Idea Fair	The purpose of the Idea Fair for Clubs is to share innovative ideas with each other in specific categories.	General/Marketing/ Ops Managers	No	0
Popia	Manage your entire POPIA program and demonstrate compliance. Maintain your registration at the regulator. Maintain a record of your data processing activities. Adopt and implement required governance policies.	General/Marketing/ HR Managers	No	3
Stock Control	This workshop will assist staff to acquire essential basic knowledge and skills to manage and control stock.	All Staff	Yes	3
Club Governance – Committee Dynamics	Committee 'Micro-management' leads to good managers leaving and bad managers staying. This session gives you some practical tips on improving your committee structures to ensure your club has structures that are sustainable and successful.	Club Managers /HOD's/Committee Members	No	2

June 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Ask us Anything – Jonas	Question and answer session for all Jonas Users focussing on areas where additional training is needed.	All Jonas Club software users	No	0
First Aid Level 1	A modular course based on international emergency scene management standards in accordance with the latest protocols. Delegates will attain the knowledge on providing basic life support to stabilise a patient prior to transfer to medical services.	Nominated First Aid Representatives	Yes	3
BBBEE for Clubs	This workshop will shed some light on all the different elements of the Specialised BBBEE scorecard and provide insights into the growing importance of being BBBEE compliant.	General/Finance/HR Managers	No	2
Empathy and Compassion	This inspiring session touches the basics of empathy and compassion. How to build connection and resolve conflict through empathy and compassion. Perfect for hospitality staff.	Line Staff	No	2

July 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
CMASA - Clubhouse	A new networking platform amongst peers aimed at General Managers to discuss issues faced in their clubs, industry trends etc.	Club Managers	No	0
Member Marketing	A focused webinar on defining value in the modern era for clubs, what attracts prospective members, how to create a sense of community and many more relevant topics will be covered.	Club Managers /Marketing Staff	No	2
Waitron Training	This workshop will be covering soft and hard skills for new and existing waitron staff.	F&B Staff	Yes	4
Caddy Training	Aimed at improving the skills of golf caddies in skills areas like communication with members, golf rules, workplace hygiene etc.	Caddies	Yes	3
Fire Fighting and Evacuation	A modular course for employees who are appointed as fire fighters and fire marshals within their workplace, to comply with the Occupational Health and Safety Act.	Nominated Fire Fighting Representatives	Yes	4

August 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Ask us Anything – Recruitment	A interactive session discussing employment trends in the club industry and answers to all recruitment related questions you might have.	General/Finance/ HR Managers	No	0
Risk Awareness	This workshop is aimed to build awareness and inspire Managers to look at their business and identify possible future risks and threats, to be better prepared for disruptive crisis situations that may occur. Once specific (and unexpected) risks have been identified how to put the necessary risk mitigating strategies in place.	General/Fin Managers	No	2
Reception Training	As the public face and voice of your club, you need to have excellent communication skills and conduct yourself in a professional manner. Whether you have been a receptionist for 2 or 20 years, you will benefit from this training and equip you with the key telephone, communication, and customer care skills.	Reception Staff	Yes	3
Social Media	The first part of this high-energy session will update you on the hottest Social Media topics: To TikTok or not to TikTok When to tag and when to hashtag What you need to know before trying to go viral The one thing more difficult than going viral Why social media isn't really free During the second part you will get to practise your new skills: Set your club up for success Use the FREE tricks of the trade Measure the magic	GM's/Marketing/HR	No	2

September 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Ask us Anything – Podcasts	Podcasts are one of the easiest and most inspiring ways to promote your business or brand. Learn how to host, plan, record, and launch your own podcast.	General/Ops/ Marketing Managers	No	0
Innovation Incubator	Unchaining innovation is not only about creativity and brainstorming. Innovation is a mindset and a leadership skill. In this workshop you will learn more about managing innovation and how to use tools like an innovation compass.	Club Managers/HOD's	No	2
First Aid Level 1	A modular course based on international emergency scene management standards in accordance with the latest protocols. Delegates will attain the knowledge on providing basic life support to stabilise a patient prior to transfer to medical services.	Nominated First Aid Representatives	No	3
Onboarding New Committee Members	How to onboard your stakeholders in committees. This workshop empowers you to influence the decision-making process and collaborate effectively with your committees.	Club Managers	No	2
Marshal Training	This workshop is aimed at instilling marshals with skills like monitoring the pace of play, reminding groups that fall out of position of ways to speed up pace, ensuring the golf course policies are followed. Focused on high quality customer service, and interacting with golfers in a friendly, helpful manner.	Marshals	No	2

October 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
CMASA Clubhouse	A new networking platform amongst peers aimed at General Managers to discuss issues faced in their clubs, industry trends etc.	Club Managers	No	2
Presentation Skills	This workshop is designed to make speaking in public less terrifying and more enjoyable. The attendee will learn how to structure a compelling program, use various types of visual aids, and effectively engage audiences.	All Staff	Yes	3
Health & Safety (SHE Rep)	The functions of the Workplace Health and Safety Representative (SHE Rep) course is focused on providing delegates with knowledge and skills to fulfil their SHE Rep functions within their company.	Nominated Health and Safety Representatives	No	5
Crisis Communication & Reputation Management	“One small incident can quickly turn into a reputational nightmare” But if you are prepared and skilled, you can control the damage. This workshop prepares managers for a communication crisis and provides the insights how to guard your Club’s reputation.	Club Manager’s/HOD’s	No	2
Written/Verbal Communication	This workshop will provide the necessary skills to communicate effectively and help improve written and verbal communication skills. Effective communication is one of the most important life skills we can learn—yet we don’t usually put a lot of effort into it.	Line Staff	Yes	3

November 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Ask us Anything – MID Mentor Mentee	Question and answer session for all registered MID students focussing on obstacles arising from their MID studies.	Enrolled MID Students	No	0
Personal Branding	Personal Branding is identifying your assets, characteristics, strengths, and skills as an individual. Understanding Personal Branding will provide advantages in the participant's personal and professional lives. With this workshop the participants will be able to share their vision and passions with others in your club. You are your brand, so protect it. Live it.	All Staff	No	2
Annual Conference	CMASA's Annual Conference taking place at Randpark Club over two days with Motivational and Educational Sessions relevant to the Club Industry aimed at Reshaping the Future of the Club Industry.	GM's/HOD's	No	10
Managing Meetings	This workshop will assist you to make meetings shorter, more effective, and productive with clear guidelines and structure while ensuring effective participation.	Club Manager's/HOD's	No	2
Supervisory Training	This workshop is aimed at developing effective managerial skills essential to success in the industry. Topics include how to increase productivity; communicate effectively; manage conflict and change; and use time-management techniques.	Line Supervisors	Yes	3

December 2021

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Ask us Anything – Idea Fair (Holiday Edition)	The purpose of the Idea Fair for Clubs is to share innovative ideas with each other in specific categories. This session will focus on innovative ideas to drive business around the holiday season.	General/Finance/ Ops Managers	No	0

January 2022

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Vision 2022	An interactive session looking at the year ahead by analysing the good and bad of 2021 and rethink the future.	Club Managers/HOD's	No	0
Employee Engagement	<p>"To win in the marketplace, you must first win in the workplace".</p> <p>This workshop will assist you in engaging your workforce. You will learn the best practice principles of engagement, strategy design and will be challenged to convert "best practice" into "best fit" for your club.</p>	Club Managers/HOD's	No	0

February 2022

Workshop/Webinar	Description	Target Group	Accredited	Education Points
Ask us Anything – Finance	Sharing ideas around building financial dashboards for your Club focused on trends and statistics	General/Finance/ Ops Managers	No	0
Building Resilient Leadership	This webinar is all about unlocking your growth mindset and strengthen your emotional intelligent leadership in the face of adversity. You will learn more about the four drivers of emotional intelligence. Self-awareness, self-regulation, empathy, and social skill. Numerous studies show that emotional agility can help people alleviate stress, become more innovative, reduce errors, and improve job performance.	Club Managers/HOD's	Yes	5
Club Governance – A Healthy Organisation Structure	Perhaps the #1 element most common to the highest performing clubs is that they have got their Governance and Organisational Health right. This workshop will present the best practices for both Management and Volunteer Leadership and wrap up by sharing challenges we all have in our Clubs.	Club Managers/HOD's	No	2

CMASA Online Learning Portal

Your all-inclusive education package also provides for a range of online courses. We proudly present the following offering on our CMASA Online Learning Portal powered by RCA.



Online courses	A brief overview
Business Principals (CMASA)	The course is based on the book by Ray Dalio called Principles. The objective of this course is to teach you a set of key business and life principles that will help to create consistency in how you tackle the various challenges that come your way.
Emotional Intelligence: Understanding the Six Fundamental Human Needs	In this course we explore the six critical and practical humans needs which drive our behaviour daily. These needs form a fundamental understanding of how your team tick as well as what makes them different.
An Introduction to Goals, Critical Success Factors & KPI's	How to create a set of goals, critical success factors and KPI's for you and your team. It's time to create progressive accountability in your business & life.
Bulletproof your Psychology: a resourceful Mindset in Uncertain Times [CMASA]	It has never been more important than now to bulletproof your day-to-day thinking. This module provides you with the necessary focus areas to remain optimistic as well as the perspective to seek the next opportunity. Let's get stuck in.
The Indispensable Employee	When we contribute intelligently to our organisation, we create unique value. Knowing how to do this in all facets of our work is what makes us truly indispensable. Join us in unlocking the indispensable employee in you.

CMASA Online Learning Portal

Online courses	A brief overview
Human Resource Management [CMASA]	Human Resource Management is the process of recruiting, selecting employees, providing proper orientation and induction, imparting proper training, and developing skills. In this course, you will learn some of these responsibilities.
Administrative Assistant [CMASA]	Administration roles and responsibilities include providing support for all types of organisations, businesses, and staff members. You will learn some of their responsibilities in this course.
R&A Level 1 Online Course [CMASA]	This Level 1 online Rules Academy is the first stage to learning the Rules of Golf so that you can apply them correctly when playing the game. The aim is to help you to improve your knowledge of the Rules that are most important for play.
Etiquette in the Workplace [CMASA]	Having etiquette rules at your workplace is essential if you want to foster a professional and civilised environment for anyone who interacts with your company. We will cover some of these aspects in this course.
Introduction to the World of Whisky [CMASA]	Enhance your understanding of Whisky: A unique walk through the World of Whisky from different perspectives.
Creating an Exceptional Retail Culture & Experience [CMASA]	A course designed to assist you with the cultivation of a healthy retail environment both for the employees as well as for customers.
RCA & CMASA Present: Championing Management & Leadership	This course is directed at individuals who are seeking to develop a more cohesive team underneath them and build a culture with clear expectation and accountability structures.
Introduction to wine: From the Grape to the bottle [CMASA]	The Grape to Bottle Wine Module has been designed to provide you with a fundamental understanding of how wine starts as a fruit and ends as a delicious liquid. We unpack the wine-making process as well as understand how flavour is created.
The Ingredients of a World Class Waiter	In this module we look at the attributes of the finest waiters across the world. These attributes we call the ingredients of a first-class waiter. People who embody these attributes are the true professionals of hospitality.
Three Relationships in Hospitality	A course focusing on the three key fundamental relationships of hospitality. A foundation course to get you on the path to exponential career growth.
Waiter Excellence: Hard Skills	This module looks at the hard skills that are important to every service professional.

Value-added Services

And your club will benefit even more from our newly revised model because it also **includes value-added services** as part of the package. Such as Legal Compliance and Legislative Support.

Value added Services	
Skills Audit	Audit of staff members skills sets to identify areas where additional training is needed.
Finance and Benchmarking	Participation in various surveys that gives valuable insight into the club industry i.e.: Salary Survey, Operations Survey, F&B Survey
Recruitment	Opportunity to advertise club vacancies to all our members.
Partner and Preferred Supplier Programme	Access to partners and suppliers relevant to the club industry that offers products and services at discounted rates to our members.
Professional Certification	Through our BMI Programme that on completion will offer managers the international designation of CCM – Certified Club Manager
Transformation	Assistance provided to clubs with Employment Equity and BBBEE Compliance
Business Recourses and standards, Legal Compliance and Legislative Support	Through our extensive and regularly updated library in our member section on our website. Our new CMASA website will be launched soon.

*Please note that this Training Guide might be subject to change and will be updated regularly.

Our most current training offering will also be published in our weekly newsletter.