



BMI PROGRAMME

PATHWAY TO BECOMING A CCM

In many professions, a successful career is marked by an appropriate degree of professional development, verified by a credible certification program and recognised by both the public and one's peers. The Certified Club Manager (CCM) designation has been the hallmark of professionalism in club management since 1965 and is the cornerstone of CMAA's/CMASA's certification programme. It is a valuable and widely respected mark of a manager's commitment to professional development and the Club Industry.

The Certified Club Manager (CCM) is a professional certification recognising the unique skills and special knowledge required of today's Club Manager. It has opened countless doors of opportunity for managers as it communicates their knowledge and ability to serve as a key player in a club's success. Candidates who have earned the designation have completed a programme enriched with education experience, applicable knowledge, and business tools that can deliver a positive impact.

Whether you are seeking a promotion, exploring a position outside of your current club, or simply pursuing professional development opportunities to help you tackle increasingly complex responsibilities while preparing for future challenges, the CCM designation can

- Help you gain credibility and respect in the field
- Enhance your skills and knowledge
- Demonstrate your commitment to the profession

As with its education programmes, CMAA's certification program is a dynamic, continuing process. It includes two levels of further recognition: CMAA's prestigious Honour Society and the Master Club Manager (MCM) designation.

The entire certification programme is under the jurisdiction of the Certification Committee with oversight provided by CMAA's Board of Directors. It is the Certification Committee's responsibility to consider suggestions from the members and to ensure that the certification program adapts to the ever-changing club management environment.

CMASA offers individuals a life-long learning opportunity through their programmes. Individuals are required to attain 300 credits from either tertiary education or industry accredited courses, plus a minimum of 5 years' experience in the industry before they are able to qualify to write the certification examination. This examination contains 400 questions (multiple choice) taken from a central databank on a random basis. Only those who achieve above 70% aggregate are accredited as "Certified Club Managers" (CCM). The certification is valid for a 5 year period, in which time their education is required to be maintained by attending additional courses related to their development. Currently the points required for maintenance is 120 credits in 5 years (this equates to 1 credit per hour of CMASA approved education). CMASA currently has 12 qualified CCM Managers in South Africa and they are:

Francois Swart

Atlantic Beach Links

John Bold

Kuilsrivier Golf Club

Neels Gerber

Mogol Club

Pam Maybery

Kloof Country Club

Chris van der Merwe

Stellenbosch Golf Club

Charl Coetzee

Durbanville Golf Club

Peet de Wet

De Zalze Golf Estate

Paul Leishman

The Bryanston Country Club

Paul Stoner

Clovelly Country Club

Sandra Lennox

George Golf Club

Sue Smith

Helderberg Village

Vian Schoeman

The Bryanston Country Club

Important for Our Club Industry

For our industry to prosper and clubs to continue to flourish in a very competitive leisure industry, the leadership required will be better served through a robust programme of education and training. Our programme will educate tomorrow's leaders and managers today!

With a benchmark qualification recognised throughout the world (CCM), club managers can demonstrate their credibility in the job and ensure cross-fertilisation of skills, knowledge and ideas as they manage ever more successful clubs around the globe.

BMI (Business Management Institute) Programmes

CMASA currently delivers all of the required BMI programmes which were developed by Club Managers Association of America (CMAA) and are used by seven Club Associations worldwide as the framework for their education programmes. Specific material is adapted to suit local conditions. (See below for more information)

Certification

Education, by itself, is important and an essential tool for an individual's personal and professional development, but to be able to prove that the manager has understood the subject matter and retained what has been taught, CMASA provides a credible certification programme which is recognised throughout the Club Industry.

The club management industry is now setting the standard whereby their own qualifications and certification benchmarks become the accepted industry standards of knowledge required to do the job.

What is the CMASA education programme?

In order to supplement the existing skill sets of Club Managers, four classroom-based courses, each of which will be 4 days (Monday to Thursday).

These courses are:

1. BMI Club Management
2. Leadership Principles
3. General Manager/ Chief Operating Officer Concept
4. Food & Beverage

The last two sections of the pathway concentrate on practical and innovative business skills as well as leadership and strategy, which will enable the manager as a leader and develop their strategic thinking.

This pathway therefore will lead club managers from the point at which they enter the profession with some knowledge, through to the outcome where they are well-informed and well-educated club managers.

In short, this is a structured and comprehensive education programme for club managers. We foresee club managers perhaps taking one course a year, fitting in with the demands of their job, and it will be possible therefore for a manager to complete the programme of the required four courses over a period of 3-5 years.

	GM/CEO Pathway to CCM Designation	HOD Pathway to CCM Designation
Recertification:	<ul style="list-style-type: none"> • A Certification Maintenance Requirement (CMR) ensures that managers continue to enhance their professional development. • The Certification Maintenance Requirement (CMR) requires all Certified Club Managers (except those in Retired member status) to obtain 120 education credits within the five-year certification period. • A minimum of 60 of the education credits must be from CMASA Education. • CCMs meeting the CMR will maintain the designation for another five-year period. • Should a CCM fail to meet the CMR, he/she will be in jeopardy of losing the CCM designation. • Any CCM that loses the CCM designation will need to sit for the CCM exam to earn the designation. 	
Eligibility for Exam:	<p>The following are requirements for eligibility to take the CCM exam:</p> <ul style="list-style-type: none"> • 300 Credits (see below for breakdown and notes) • CEO/GM Role for a minimum of five years and CMASA member for 6 years • HOD role for minimum of five years and a CMASA member for 6 years, plus the relevant tertiary education (see below notes) • Attendance at 3/5 of the CMASA Annual Conferences during the BMI period. 	
Exam:	<p>8 Hours</p> <ul style="list-style-type: none"> • To become a CCM, you must pass the exam. • To pass the exam, candidates must have an overall score of 70% or higher and a score of 50% or higher for each of the ten parts of the exam. • The National Office will contact you with the results of your exam. • The exam is completed online as a designated CMASA location. 	
CPD Points:	<p>300 CPD points required to sit for the CCM Exam:</p> <p>120 BMI CPD Credits</p> <p>Graduate – Honors, Masters, Doctorate</p> <p>[30 CPD points per academic year for non-hospitality full time students]</p> <p>[45 CPD points per academic year for hospitality full time students]</p> <p>Undergraduate – Degree</p> <p>[20 CPD points per academic year for non-hospitality full time students]</p> <p>[35 CPD points per academic year for hospitality full time students]</p> <p>Balance of CPD from industry related education at 1 CPD point per hour.</p>	
Experience & Education:	<p>6 Years in a CMASA Club [CMAA requirement]</p> <p>5 Years Experience in a GM/CEO role at a club to sit for exam [CMASA requirement]</p>	<p>6 Years in a CMASA Club [CMAA requirement]</p> <p>5 Years Experience in a HOD role at a club to sit for exam. [CMASA requirement]</p> <p>AND</p> <p>No Industry related Tertiary Education = Full MID Programme</p> <p>OR</p> <p>Industry Related Tertiary Education or Experience = MID Specialisation Areas or Modules to fill the skills shortage.</p>
BMI Programme:	<p>4 x BMI's can be successfully completed in a 3-5 Year period.</p> <ul style="list-style-type: none"> • BMI Club Management • BMI Leadership Principles • BMI Manager/Chief Operating Officer • BMI Food & Beverage Management 	
Club Commitment:	<p>A week out of the office to attend each of the in-person BMI's.</p> <p>At least 6 months of commitment to studies before sitting for the CCM Exam.</p> <p>BMI Delegate to attend the CMASA annual conference for the networking, learning and engagement opportunities.</p> <p>Club Committee to provide a letter of recommendation and formally confirm the club's commitment to supporting the BMI pathway and acknowledging the need for potential time off for studying.</p>	



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APPLICATION FORM

Name	
Surname	
Member Club	
Contact Number	
Email Address	
Current Position	
Number of Years in Current Position	
Previous Position	
Number of Years in Previous Position	

Please select the BMI that you would like to attend (26 CMASA Education Points per BMI):

BMI – F&B Management - March		BMI – GM/COO Concept - October	
BMI – Club Management - March		BMI – Leadership Principles - October	

Please note:

- All application forms must be accompanied by an up-to-date CV.
- BMI Cost excludes travel and accommodation.

Applicant Signature

Date