

WGCC Membership Survey, 2024



December, 2024

Background and Introduction

Purpose: The purpose of the 2024 Member Survey is to provide all adult members of Westfield Golf & Country Club an opportunity to provide feedback on their membership and golf experience during the past golfing season. The Board of Directors and Club Management wish to also understand priority areas and the direction of the golf club in terms of major investments and capital expenditures for the future.

Study Methodology:

The survey consisted of 25 questions (multiple choice and open-ended) and required on average 15 minutes to complete online. A full copy of the questionnaire is included for reference in Appendix A.

In total, there were 293 members who participated in the survey out of approximately 600 adult WGCC members (excluding Juniors). This suggests a response rate of approximately 49% overall. The survey was conducted online and members were invited to participate by email (Appendix B) with one follow-up reminder email to encourage response. Members were able to participate at their convenience during the period November 15-December 2.

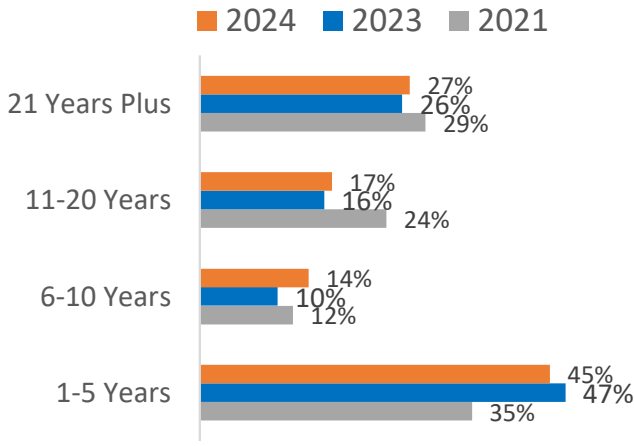
Interpretive Caution: *As with any survey based on a sample (as opposed to a full population), there are sampling errors to be considered. In particular, as we compare current survey results with those from 2021 and 2023 to determine areas of measurable change, positive or negative, a rule of thumb of +/- 10% can be used to determine if the change being observed is within the margin of sampling error or statistically significant and indicative of a real change in attitude or behaviour.*

MEMBERSHIP SURVEY PROFILE

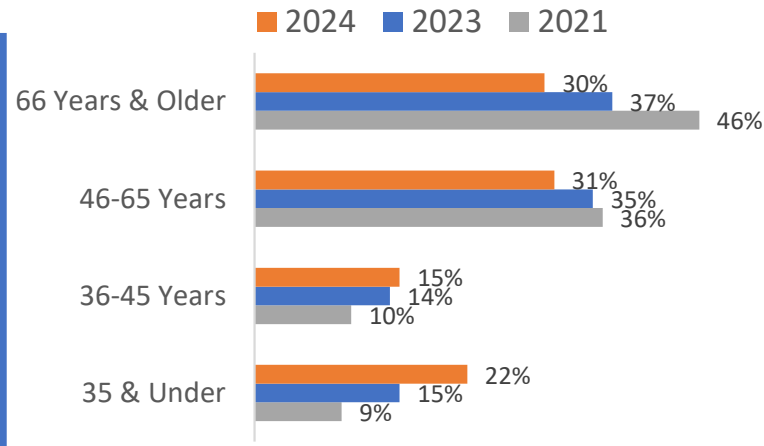
There was a broad range of members who participated in the 2024 Member Survey suggesting the overall findings may be considered reasonably representative of the current membership at Westfield Golf & Country Club. More than four in ten (45%) survey participants identified themselves as newer members to the Club, having been a member for 5 years or less. Similar to 2023, about three in ten survey participants are older (66+), while about the same proportion are middle-aged (46-65) and the remaining one-third (37%) are younger (45 & under). The split of male to female members in the survey is generally consistent with the current gender split in membership.



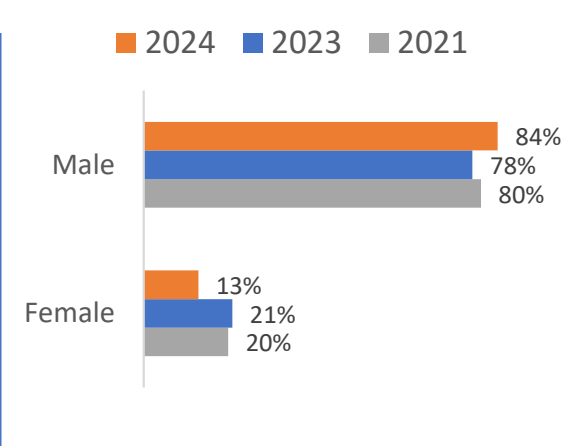
Years of Membership at WGCC



Member Age



Member Gender



Q22. Approximately how long have you been a golfing member of Westfield? (2024 n=255) (2023 n=263) (2021 n=188)

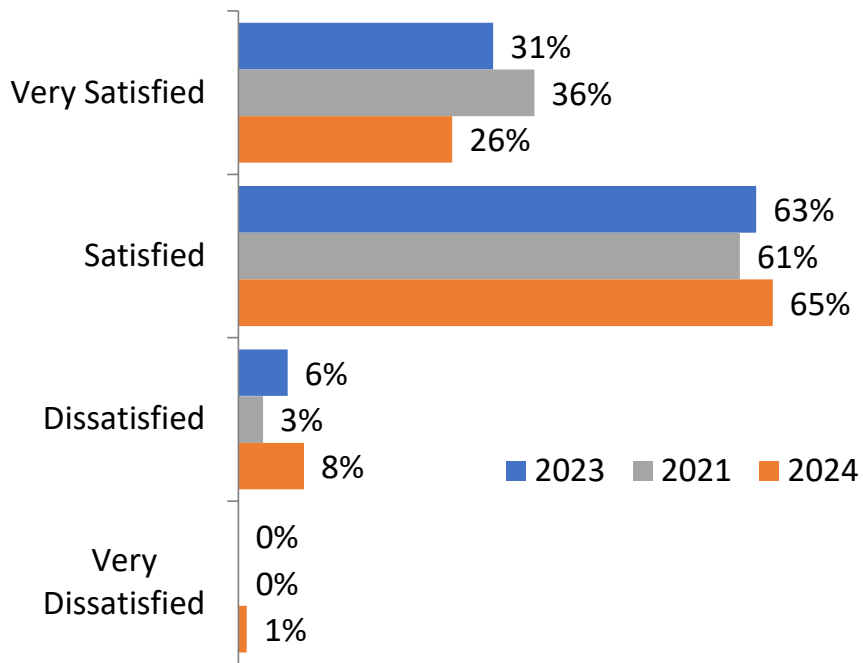
Q23. How old are you? (2024 n=255)(2023 n=263) (2021 n=188) Q24. Are you... (2024 n=255) (2023 n=263) (2021 n=188)

Reflecting on the 2024 Golf Season...

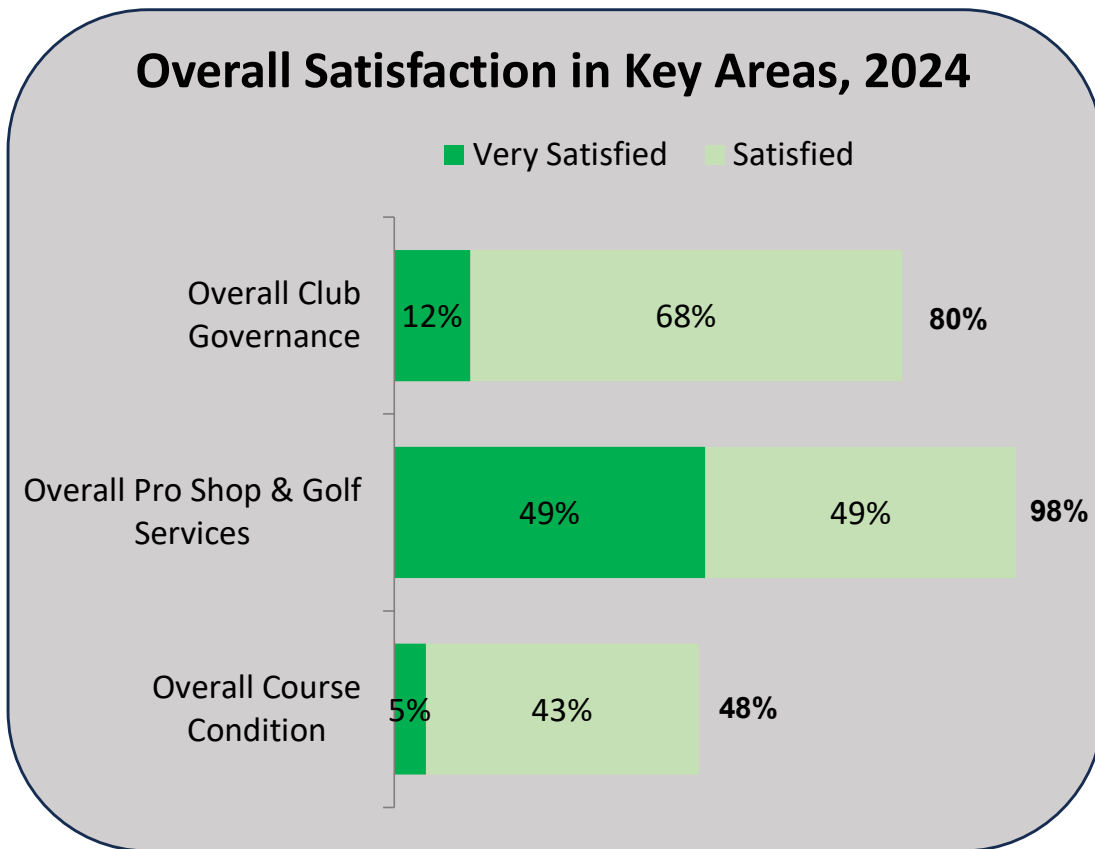


Members remain satisfied overall in 2024 with their Westfield Golf membership with similar levels “very” satisfied this season compared to 2023 levels. The highest level of satisfaction expressed by members for key areas of operations are clearly directed to the Pro Shop & Golf Services with Course Conditions lagging well behind.

Overall Satisfaction Membership



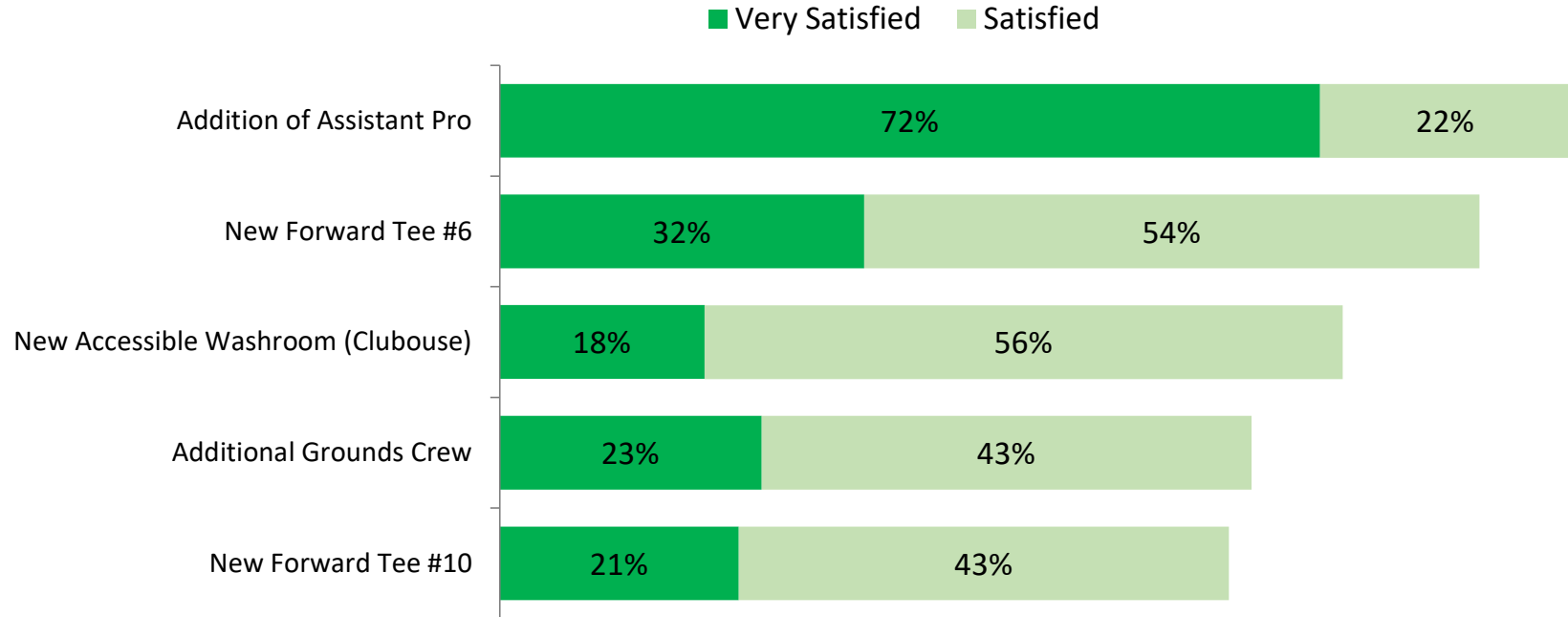
Overall Satisfaction in Key Areas, 2024



Q1: Overall, how satisfied are you with your 2023 Westfield Golf & Country Club membership? (2024 n=293) (2023 n=294) (2021 n=221)

Members are generally pleased with the improvements the Club has made over the past year. The addition of Braden Duffley as our full-time Assistant Golf Pro is a particular source of great satisfaction for Westfield members. There are higher levels of satisfaction for the new forward tee on #6 than there is for the new tee on #10. Two-thirds were satisfied with the addition of two extra grounds crew workers.

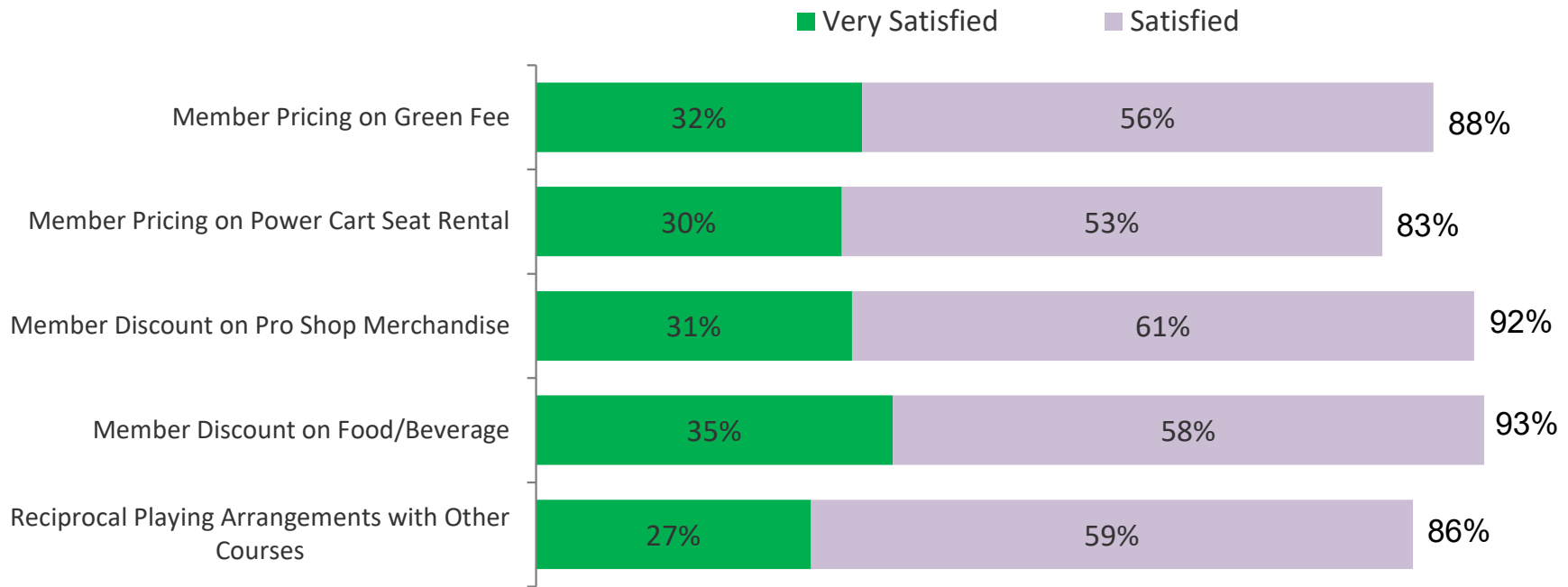
Facility & Course Improvement/Investments in Past Few Years



Q2. As a member of Westfield Golf & Country Club you may have noted a number of improvements and updates over the past few years due to the more positive financial position enjoyed as a result of a full and active membership. How satisfied are you with the following facility and on-course investments made in the last few years? (n=293)

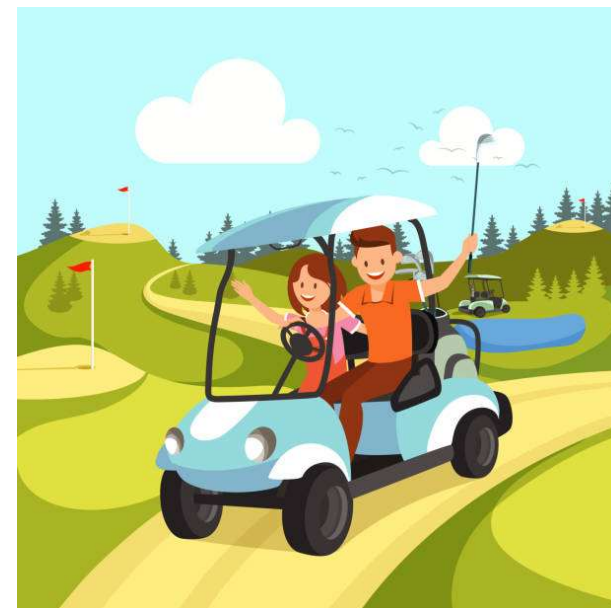
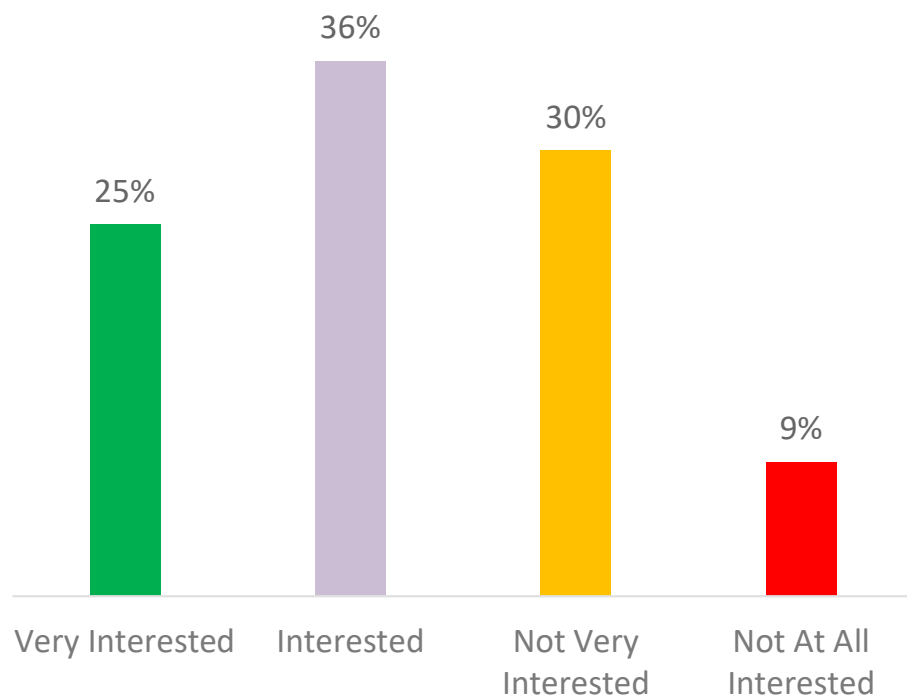
Discounts on Food/Beverage are most popular with just over one in three members *very* satisfied. Other member pricing benefits and reciprocal deals offered to members satisfy in the range of nine in ten members overall.

Satisfaction with 2024 WGCC Membership Benefits



Q20: Westfield has experienced a full membership (with a waiting list) for the past few years to reflect the current demand for golf membership (eliminated introductory offers, fewer special membership options and streamlined some member benefits). In 2023, we introduced member pricing for member/guest green fee play and power cart seat rental as well as offering discounted pricing on Cask & Kettle food/beverage purchases at the Westfield location. How satisfied are you with each of the following member benefits. (n=255)

Just about six in ten members are interested in attending special “golf+social” member/guest events hosted by the Club in the future. More likely, event organizers can count on the “one in four” members who are “very” interested in participating in this type of golf+social event.



Q21. How interested are you in attending special “golf+social” events hosted at the Club such as “Nine & Dine” or fun mixed golf member/guest events? (n=253)

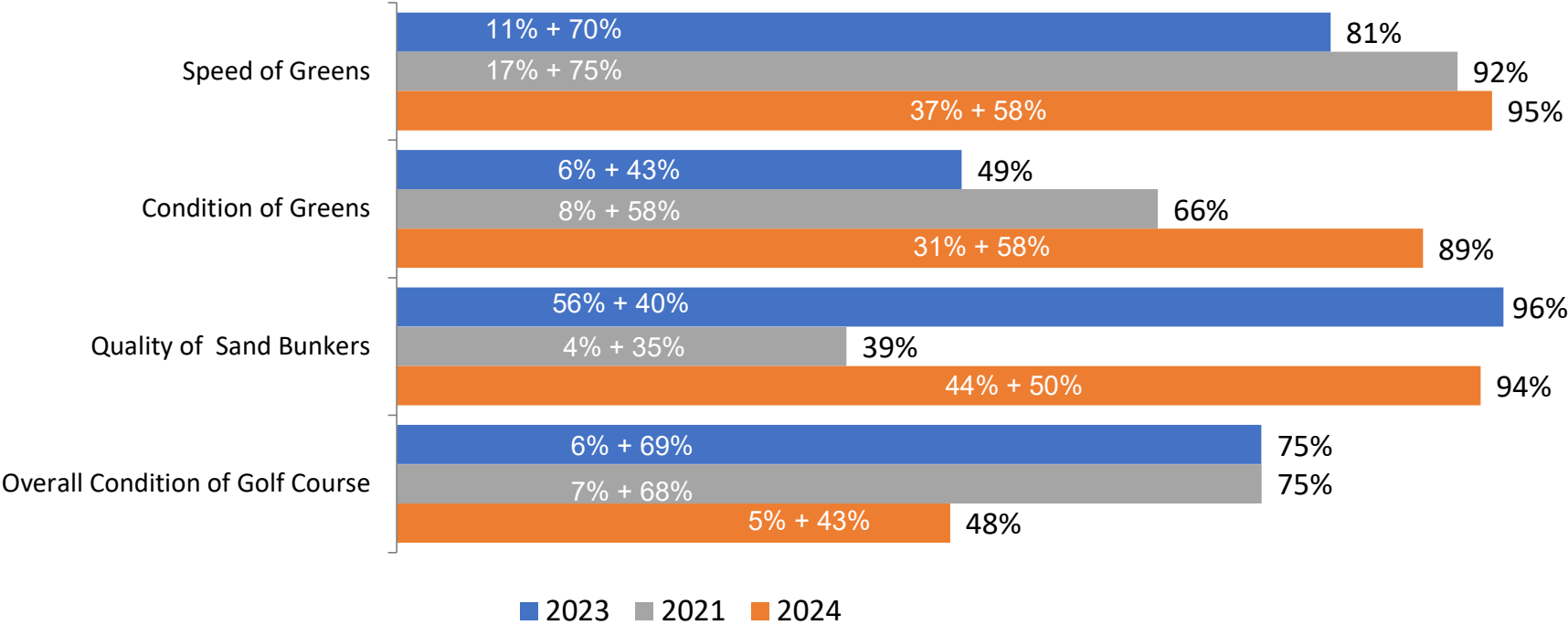
Member Satisfaction

Golf Course
Conditions



Despite improved levels of satisfaction in 2024 with the speed and condition of the greens and a consistent level of satisfaction with the recently completed sand bunker project, there is a marked decline in satisfaction with the overall condition of the golf course this year compared to the last few years.

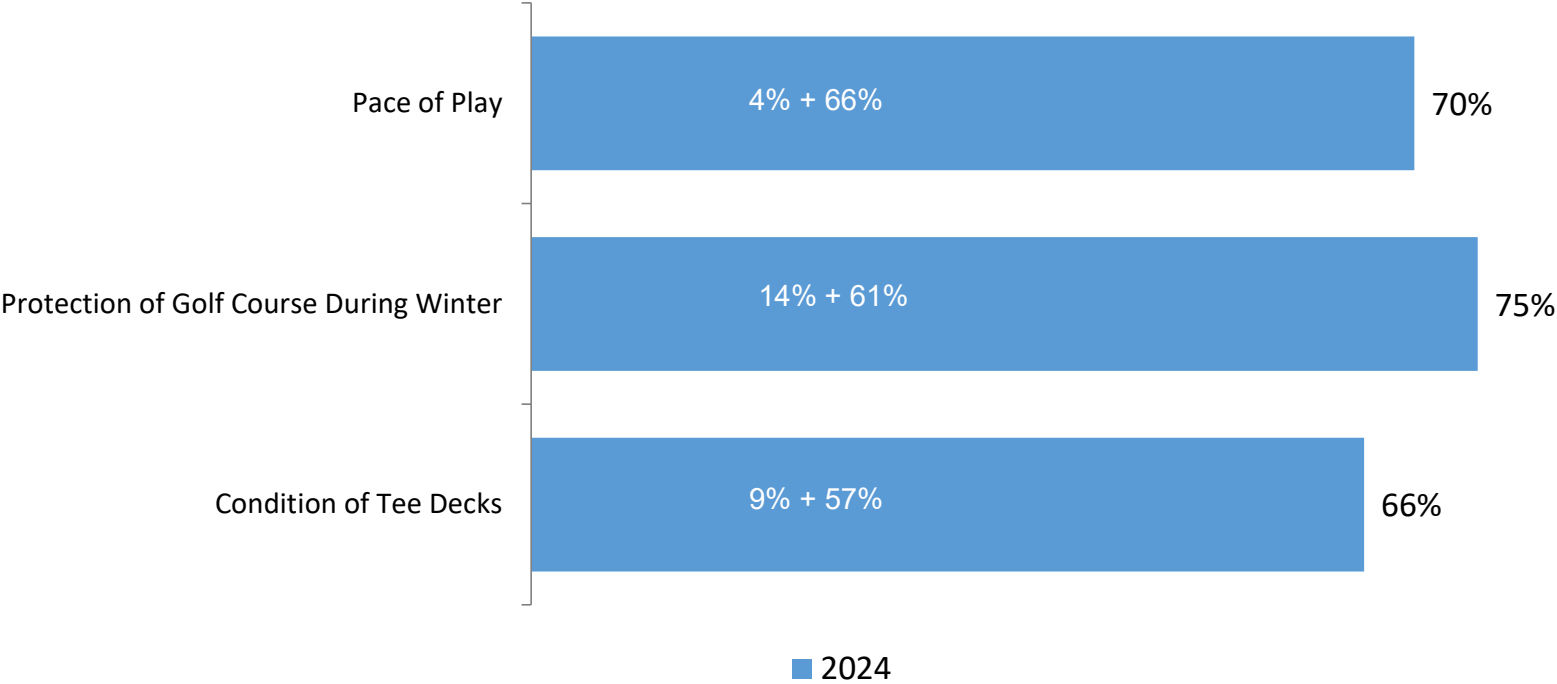
Satisfaction with Golf-Related Areas at Westfield (% Very + Satisfied)



Q4: How satisfied are you with each of the following golf related areas at Westfield? (2024 n=255) (2023 n=287) (2021 n=215)

Lower levels of satisfaction were evident regarding pace of play, the condition of tee decks and to a lesser degree the protection of the golf course during the winter.

Satisfaction with Golf-Related Areas at Westfield (% Very + Satisfied)

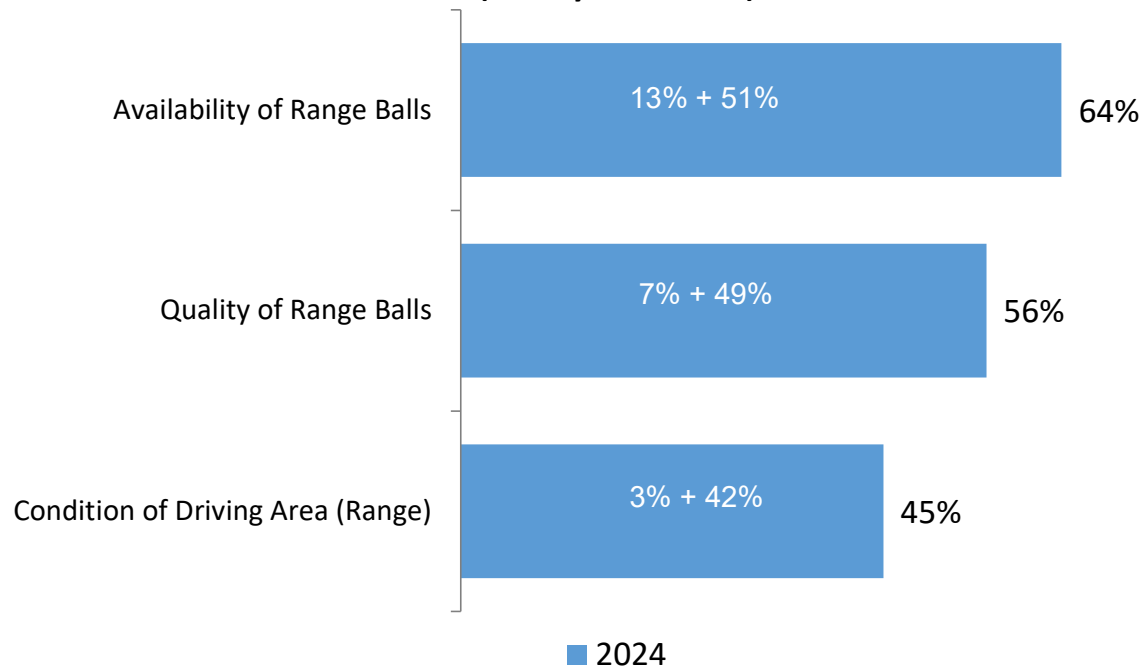


Q4. How satisfied are you with each of the following golf-related areas at Westfield?? (2024 n=276)

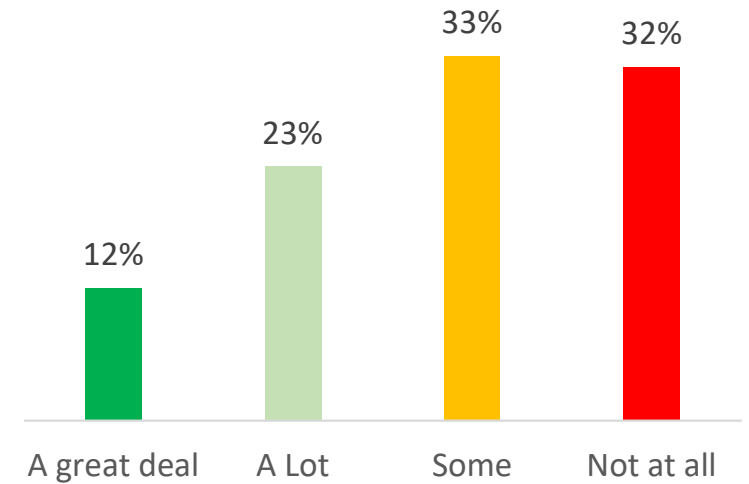
The driving range experience satisfies only about half of members and very few at a high level of satisfaction. The condition of the range lags both the quality and availability of range balls. There is some indication that the installation of new hitting mats on the range would improve the experience for about one in three members but about the same proportion feel mats would make no difference.

Satisfaction with Driving Range at Westfield

(% Very + Satisfied)



Impact of New Hitting Mats on Range Experience

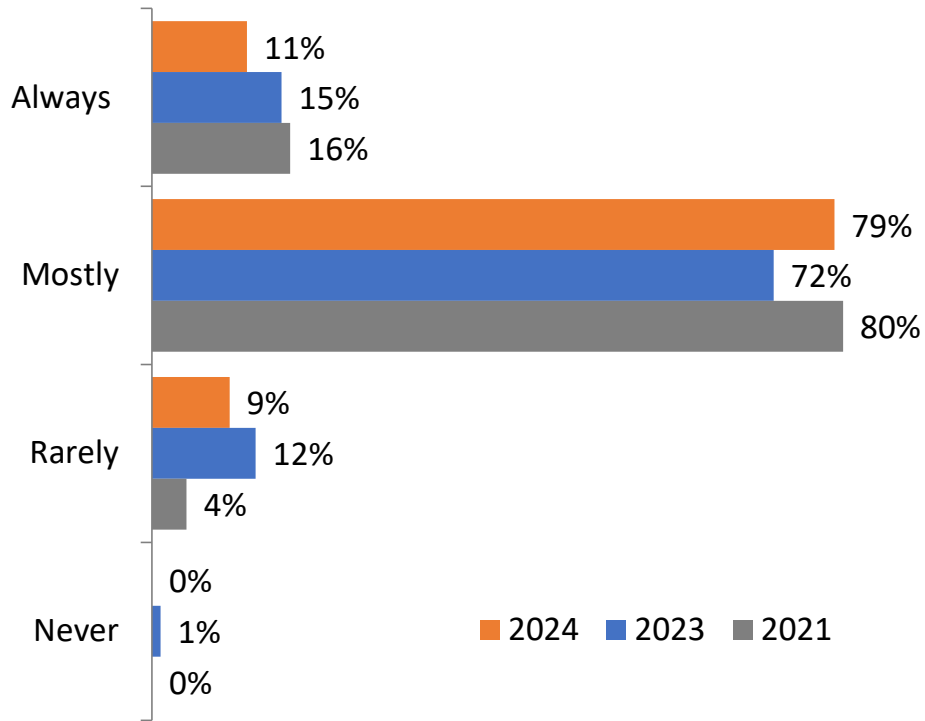


Q4. How satisfied are you with each of the following golf-related areas at Westfield?? (2024 n=266)

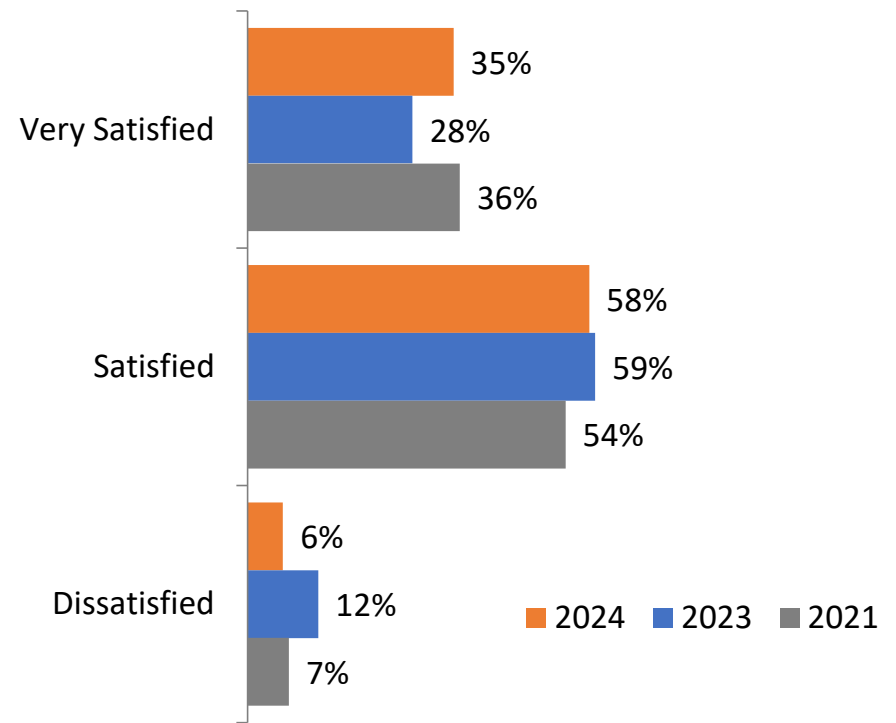
Q6. In your opinion, would the installation of new hitting mats on the driving range improve the range experience? (2024 n=266)

Members are satisfied with the ease of booking tee times using ChronoGolf, up slightly from 2023 levels. The availability of tee times (to play when you want) remains generally the same in 2024 overall with nine in ten mostly or always getting the tee times they want.

Availability of Tee Times



Ease of Booking Tee Times on ChronoGolf



Q7: How would you rate the availability of tee times when you want to play? (2024 n=275)(2023 n=285) (2021 n=214)

Q4. How satisfied are you with each of the following golf-related areas at Westfield (2024 n=276) (2023 n=287) (2021 n=215)

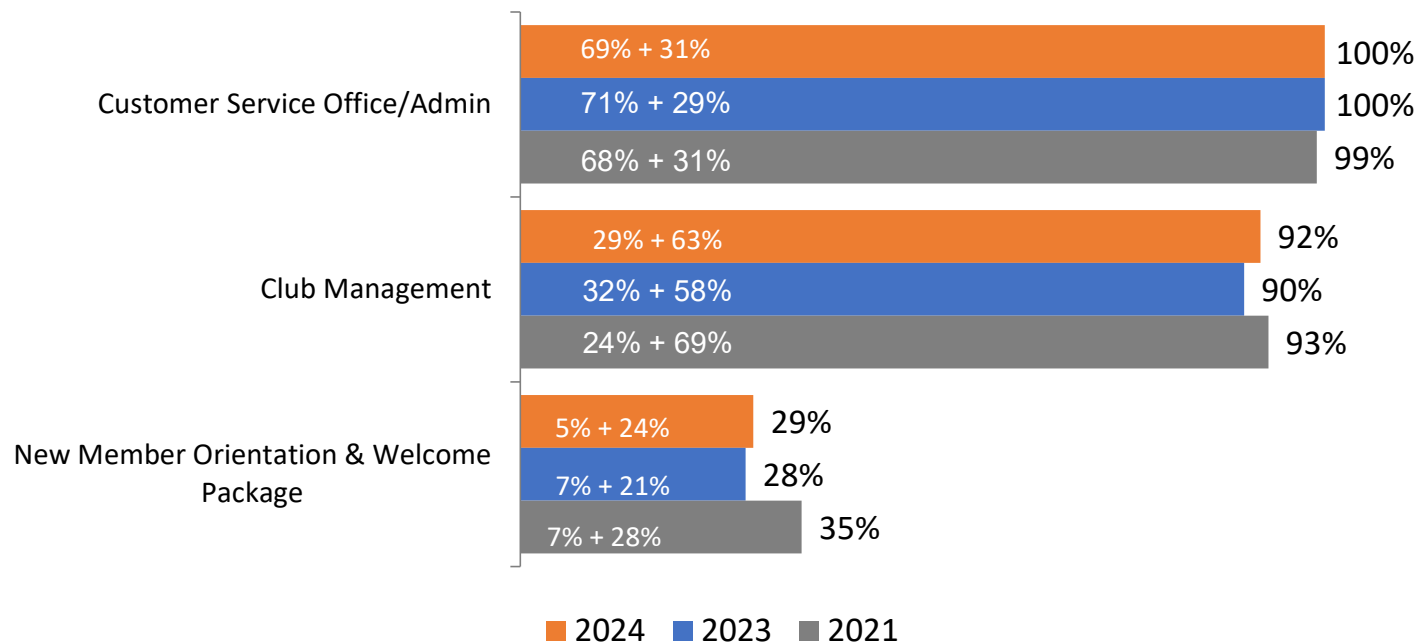


Member Satisfaction

Club Operations

Consistently high levels of satisfaction are noted once again in 2024 among members with regard to Customer Service in Office/ Administration. Overall satisfaction with Club Management is consistent this year with the past few years.

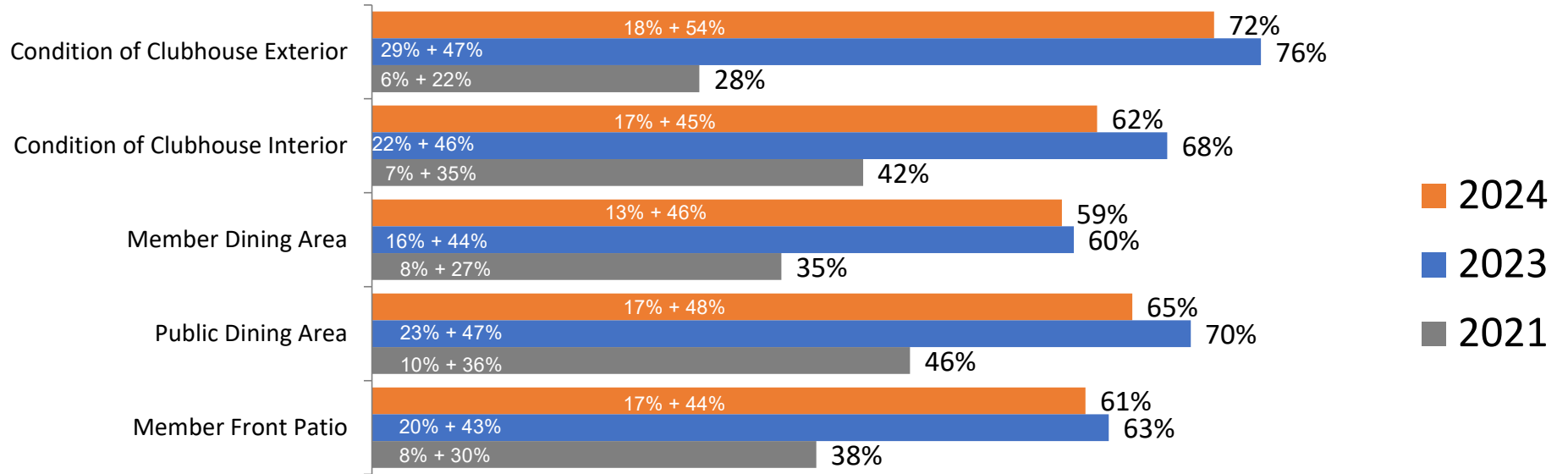
Satisfaction with Club Operations (% Very + Satisfied)



Q8: Using the following scale, please rate your level of satisfaction with the following aspects of Club Operations? (2024 n=275) (2023 n=282) (2021 n=207)

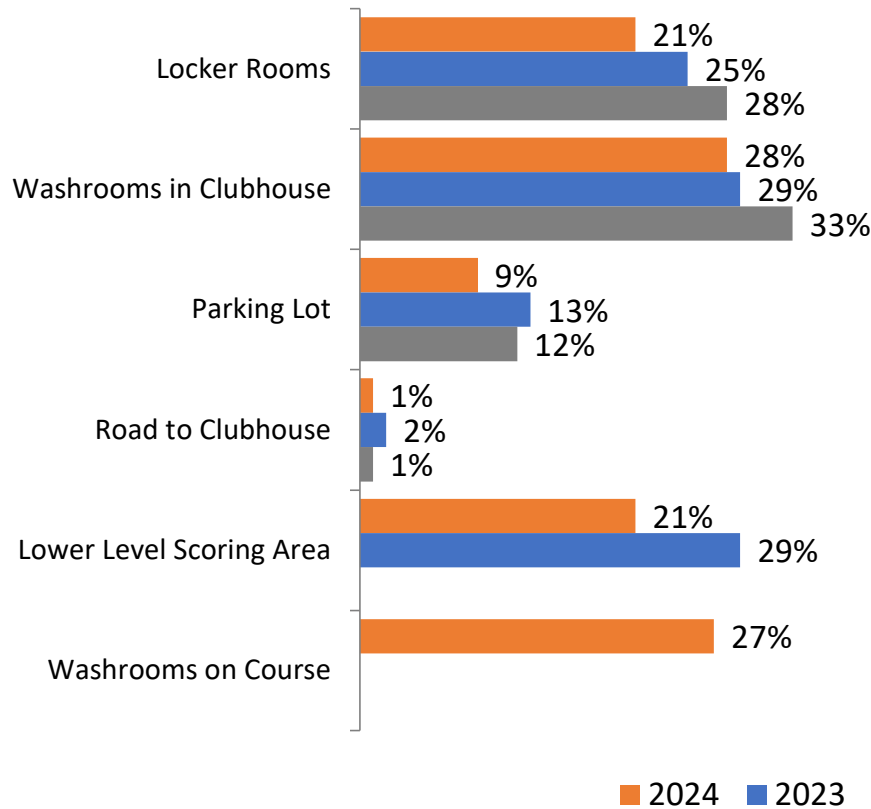
Higher levels of satisfaction remain in 2024 with the condition of the clubhouse and dining areas, well up from levels experienced in 2021.

Opinion of Westfield Club's Facilities (% Excellent + Very Good)



Q12: What is your opinion of the Club's facilities in each of the following areas? (2024 n=265) (2023 n=275) (2021 n=202)

Despite the gains held in 2024 for overall clubhouse condition and dining areas/patios, areas that remain in need of improvement due to lower levels of member rating as “excellent or very good” include the road to the Club and the the parking lot. Washrooms on the golf course and in the clubhouse are in need of some attention to improve member perceptions of these amenities.

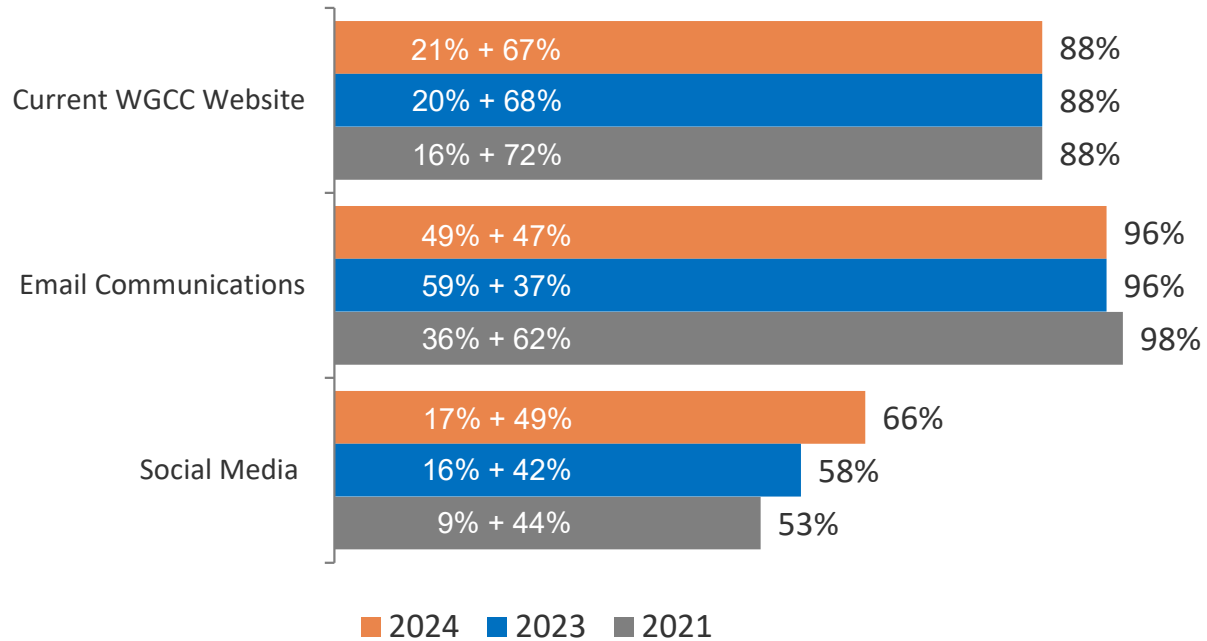


Opinion of Clubhouse Amenities (% Excellent + Very Good)

Q12: What is your opinion of the Club’s facilities in each of the following areas? (2024 n=265) (2023 n=275) (2021 n=202)

Email communications appear to once again be the method this golf season which best satisfies the information needs of WGCC members, a significant improvement over the past 2 years. Social media lags the current club website in terms of club communications.

Satisfaction with Club Communications (% Very + Satisfied)

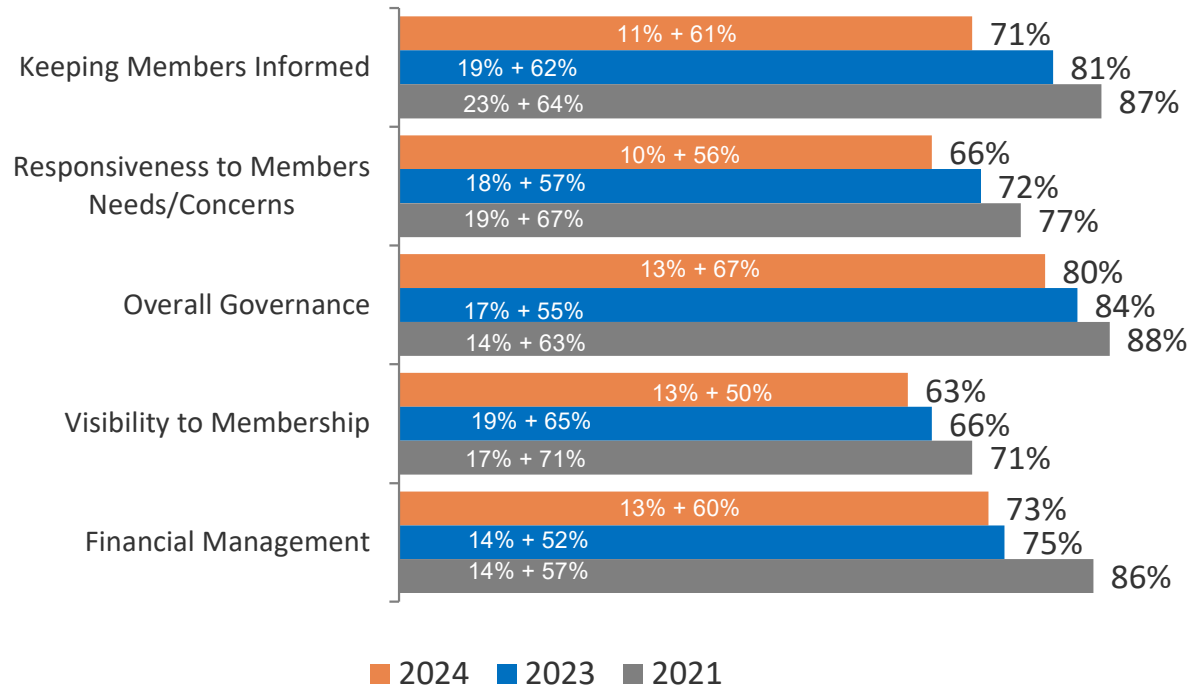


Q8: Using the following scale, please rate your level of satisfaction with the following aspects of Club Operations? (2024 n=275) (2023 n=282) (2021 n=207)

This past year there are fewer members satisfied with the Board’s efforts to keep members informed compared to the previous year. Compared to 2021 member satisfaction with the Board of Directors has softened somewhat in the area of financial management as well as responsiveness to members needs and concerns.

Satisfaction with Board of Directors

(% Very + Satisfied)



Q10: How satisfied are you with the performance of the Club’s current Board of Directors in the following areas? (2024 n=270) (2023 n=279) (2021 n=204)

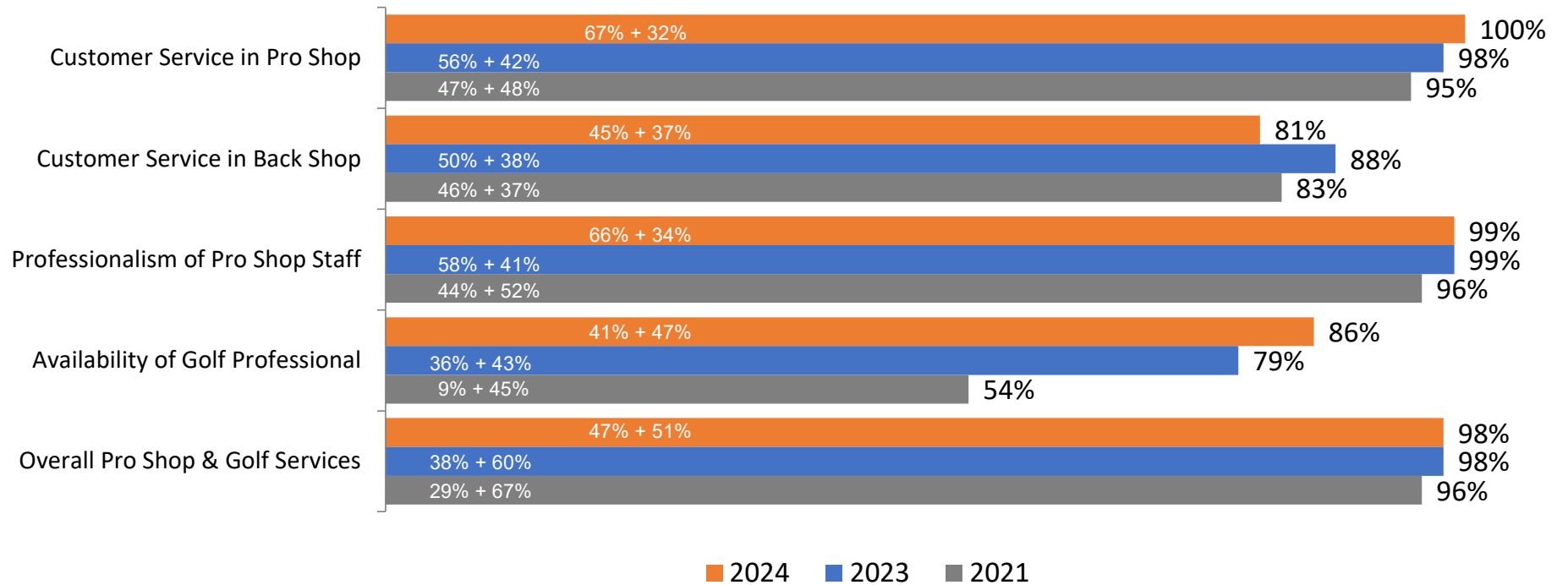
Member Satisfaction

Golf Services



Golf services is once again the most highly rated service areas with customer service and professionalism of WGCC staff leading the way. The availability of golf professional is strong in 2024 and customer service in the back shop is satisfactory to eight in ten members,

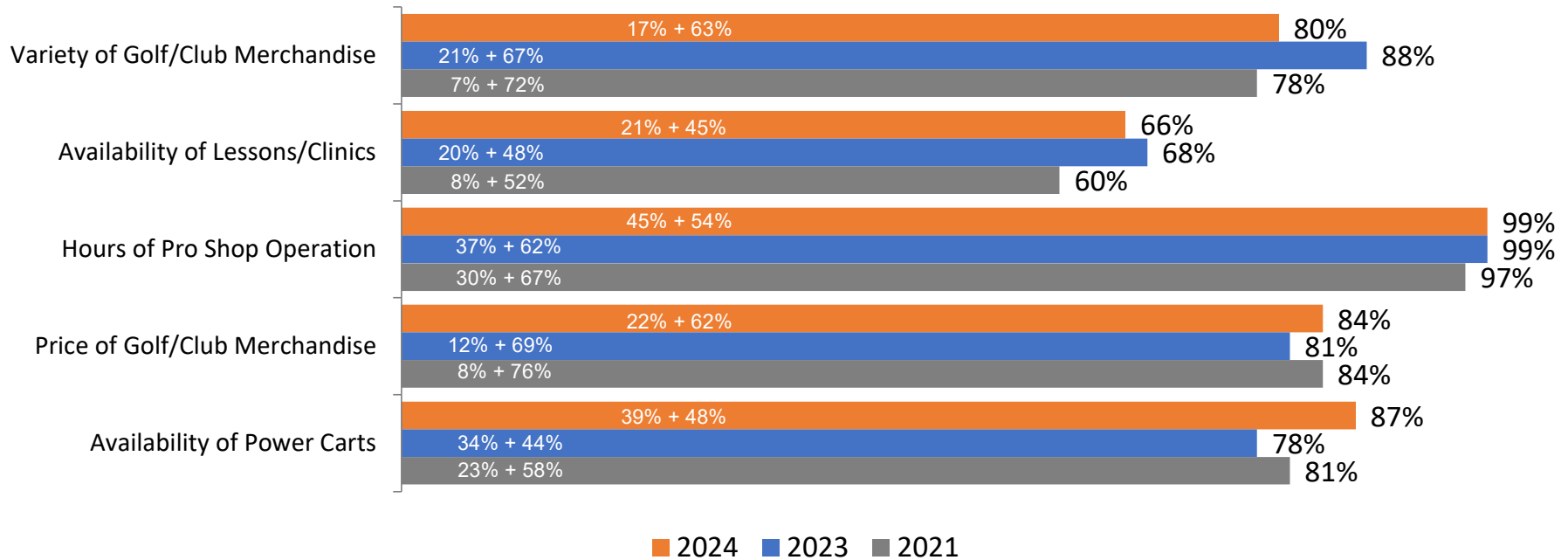
Satisfaction with Golf Services & Pro Shop (% Very + Satisfied)



Q16: Please indicate how satisfied you are with the Pro Shop and services offered to members at Westfield? (2024 n=261) (2023 n=274) (2021 n=195)

Leading the way in terms of member satisfaction with pro shop and golf services is the hours of shop operation followed by the availability of golf carts. Satisfaction with the price and variety of golf/club merchandise is high overall with the availability of lessons and clinics limited to about to-thirds of members.

Satisfaction with Pro Shop & Golf Services (% Very + Satisfied)



Q16: Please indicate how satisfied you are with the Pro Shop and services offered to members at Westfield? (2024 n=261) (2023 n=274) (2021 n=195)

Member Satisfaction

Food & Beverage Service

Served Monday to Friday 9am to 11:30am
Saturday and Sunday 9am to 3pm

Brunch

Prince William St. Toast
Choice of Toast: Rye / Multigrain / Sourdough / White
Smashed Avocados / Diced Tomatoes / Feta / Green Onions /
Poached Eggs / Hollandaise Sauce 14.50

Chicken & Waffles
Buttermilk Waffle / Buttermilk Chicken Tenders / Honey / Maple
Syrup / Butter 18



Old School Brunch

Old School Breakfast
Two Eggs / Toast / Rosemary Home Fries / Maple Bacon Chipotle
Baked Beans
Choice of: Maple Bacon / Sausage / Ham / Seared Tomatoes,
Spinach, & Mushrooms 14.50

Breakfast Sandwich
One Egg / Aged Cheddar / Maple Bacon / Lettuce / Tomatoes /
Roasted Red Pepper Aioli / Toasted Brioche Bun /
Rosemary Home Fries 13.50

8oz Steak & Eggs
House-carved Grilled 8oz Certified Angus Beef® Striploin /
Two Eggs / Rosemary Home Fries / Toast 29.50

Classic Benedict
English Muffin / Poached Eggs / Hollandaise Sauce / Rosemary
Home Fries
Choice of: Ham / Maple Bacon 17.50

Breakfast Burrito
Tortilla Wrap / Maple Pork Belly Bites / Scrambled Eggs /
Honey Sriracha Aioli / Peppers / Onions / Cheddar / Mozzarella /
Rosemary Home Fries / Sour Cream / Salsa 18

C&K Specialities

Fried Chicken Benedict
English Muffin / Poached Eggs / Buttermilk-fried Chicken
tossed in Honey Chipotle Sauce / Hollandaise Sauce /
Rosemary Home Fries 18.50

The Beast
Buttermilk Waffle / Three Buttermilk-fried Chicken Tenders /
Three strips of Maple Bacon / Poached Eggs /
Hollandaise Sauce / Butter / Maple Syrup 22

Add-Ons

Any of our Amazing Sauces	1.50
Egg	2
Toast	3
Guacamole / Maple Bacon / Sausage / Ham / Sautéed Spinach, Tomatoes & Mushrooms / Maple Pork Belly Bites / Hollandaise Sauce	4
Fried Chicken / Vegan Sausage	5



Little Lads & Lassies

Ages 12 And Under

Buttermilk Waffle / Home Fries	11
Pancake / Home Fries	11
Bacon & Eggs / Home Fries / Toast	11
Cheese Omelette / Home Fries / Toast	11



Cask and Kettle is proud of our Irish heritage
and we want to show it off.
Being part of Canada's Most Irish City
means we hold our roots dear and
celebrate our history - and hope you will too.

In the tradition of the local pubs of Ireland,
we honour where we came from.



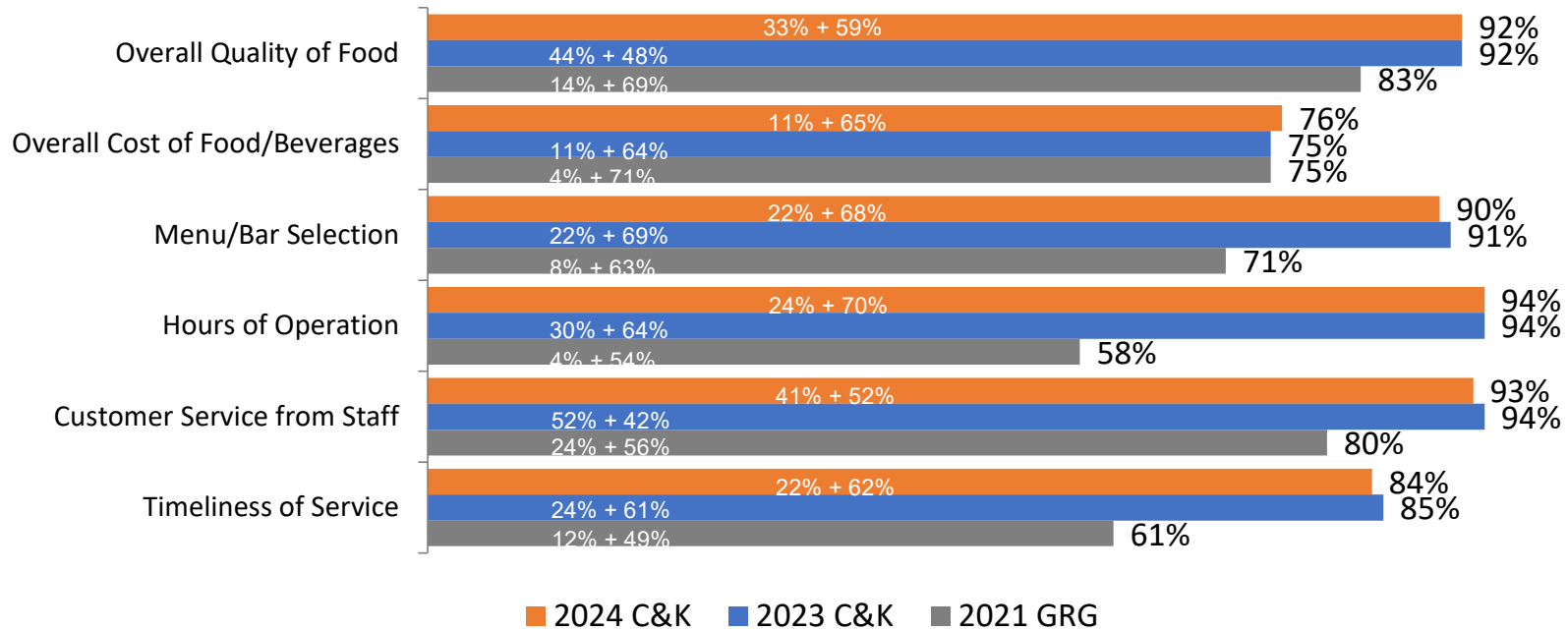


Enjoy great food, fresh drinks, and big fun at Cask & Kettle - Westfield Golf Club

Sláinte!

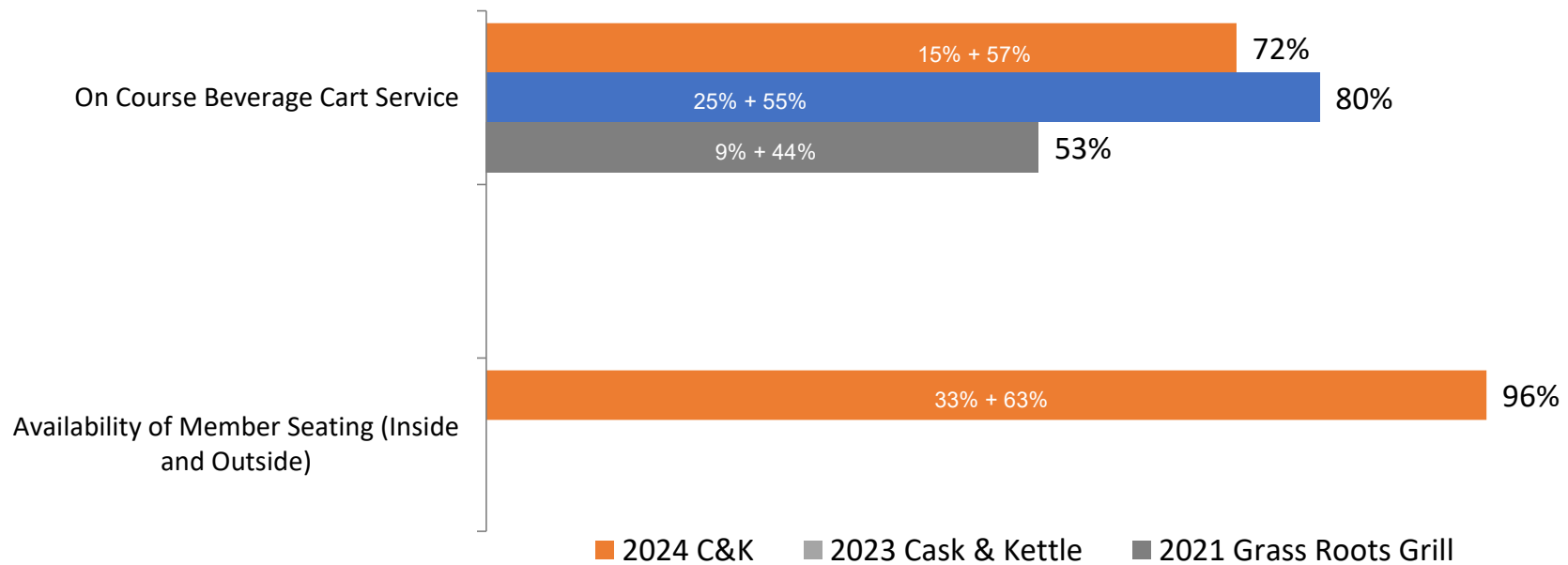
Compared to a year ago, WGCC members remain satisfied with Food & Beverage services offered by Cask & Kettle. There is however a slight decline in the highest levels of satisfaction with both the overall quality of food and customer service from staff compared to a year ago.

Food & Beverage Service Satisfaction (% Very + Satisfied)



Q18:How satisfied are you with each of the following areas of service offered by [Cask & Kettle 2023/Grass Roots Grill 2021] at WGCC? (2024 n=260) (2023 n=270) (2021 n=191)

There is a slight decline in the proportion of members *very* satisfied with the on-course beverage cart service this year compared to last year. Virtually all members were satisfied to some extent with the availability of member seating, both inside as well as on the member patio overlooking the 18th green



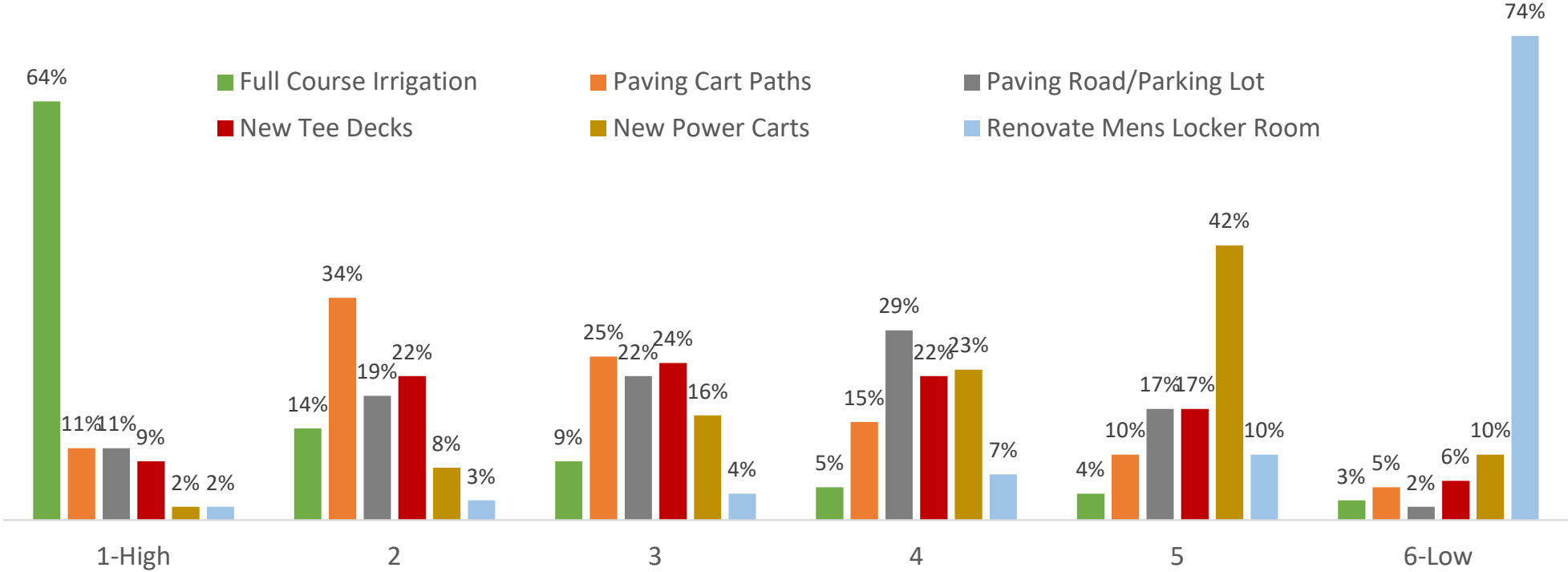
Q18:How satisfied are you with each of the following areas of service offered by [Cask & Kettle 2023 & 2024/Grass Roots Grill 2021] at WGCC? (2024 n=260) (2023 n=270) (2021 n=191)

Looking Ahead...

2025 Golf Season



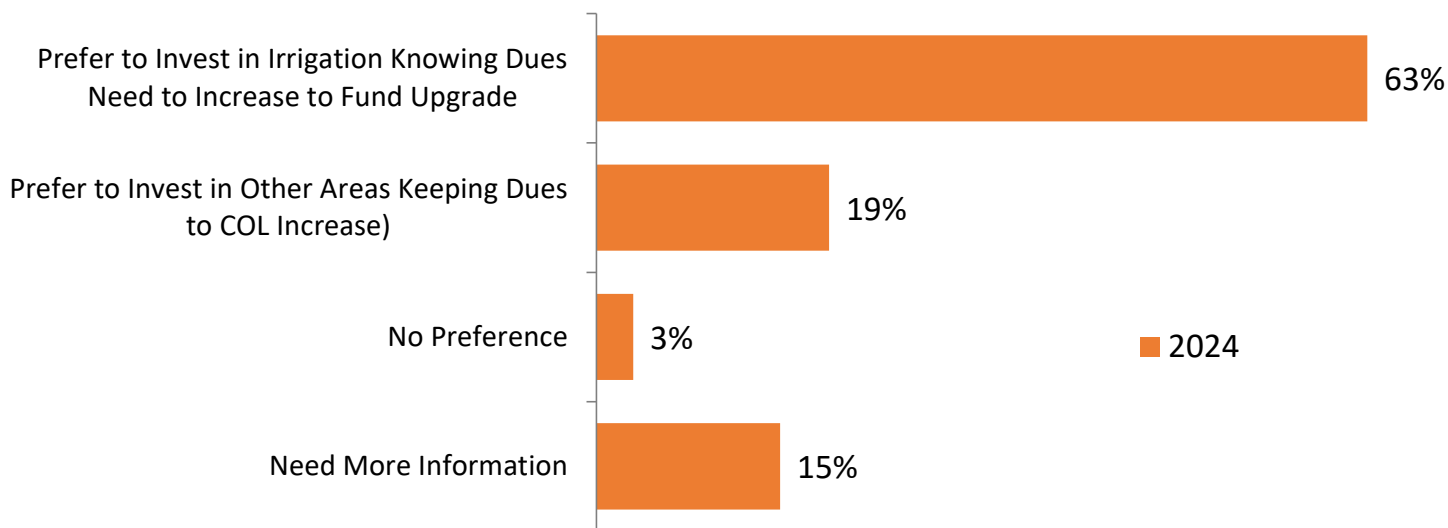
Members are clear in their prioritization of a modern full irrigation system for the golf course followed by paving cart paths and the road/parking lot as secondary priorities. Of lesser importance to members currently is a renovation to the Men’s locker room and adding new power carts to the current fleet.



Q14. With Westfield enjoying a full membership and an improved financial situation, the Club is interested to know member priorities in terms of future capital projects and equipment purchases. Please rank in order of importance each of the following options. (2024 n=259)

Currently, six in ten members are indicating a willingness to accept annual dues increases that are more than just “cost of living” in order to accomplish the goal of funding an upgrade to a full modern irrigation system for the golf course. One in five believe it is better to invest in other areas in order to hold dues increases in line with the cost of living. Not surprisingly, there are a few who have no preference and some who feel they need more information.

Member Preference re Investing in Modern Irrigation System



Q15. Westfield has experienced some significant fairway damage as a result of a grub infestation made worse by the lack of rain this past summer. Warmer winters combined with the lack of a deep ground freeze (which typically kills most insects) also contributed to worsening conditions. Spraying in Spring and Fall will help to reduce the damage but we are at the mercy of mother nature. Westfield has irrigation only for tees and greens presently and members need to consider whether it is now time to install a full modern irrigation system controlled by timers to help improve and maintain better fairway conditions. This of course comes with the added cost of installing the system and a source for the additional water required. Currently Westfield member dues (~\$1600 full adult) fall just above Rockwood Park (~\$1450) but well below Hampton Golf Club (\$2050 with share and ~\$2500 w/o share). Investing in a modern, full irrigation system at Westfield would mean member dues would over time need to increase and fall closer in line with other similar clubs in the area. Knowing this, would you prefer the Club invest in a full modern irrigation system or would you prefer they invest in other areas and increase dues more in line with cost of living increases each year? ? (2024 n=257) 28