

# PRESS RELEASE

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## **Club Managers Association of Europe engages GGA to develop 5-Year Strategic Plan.**

Warwickshire, UK (January 18, 2016) – Global Golf Advisors (GGA), formerly known as KPMG Golf Industry Practice and the leading authority on successful management practices for golf and private clubs, have been engaged by The Club Managers Association of Europe (CMAE) to facilitate the development of a new 5-year strategic plan for the association.

The independent firm which has served over 2,700 clients worldwide from offices in Toronto, Phoenix (USA) and Dublin (EMEA), is renowned for its strategic expertise having been previously named “Strategic Planning Firm of the Year” by Boardroom Magazine. GGA has developed strategic plans for many of the world’s top performing clubs, resorts, investors and industry associations, including recently The Club Managers Association of America. For the CMAE, this extensive experience was critical in their choice of strategic planning partner.

President of the CMAE, Marc Newey said “Our vision is to be the leading organisation delivering club management educational programs with the relevant certification and accreditation opportunities to all of Europe’s Club Managers. The board believes it is time to reaffirm this vision and the strategy employed to deliver a vibrant and sustainable future for the association. In securing the services of GGA, we have retained the very best strategic advisory team in the industry to guide and inform this critical process.”

CMAE is also pleased to announce that GGA has made a multi-year commitment to support the association as a Corporate Partner. The monetary contributions from Corporate Partners support the professional development programs offered by CMAE.

Rob Hill, Managing Partner of GGA’s EMEA Office said “Global Golf Advisors and CMAE are passionate about the value of informed decision-making and strategic planning. We appreciate the privilege of being asked to serve the CMAE in shaping its future and to demonstrate our support for the professional development of club leaders throughout Europe”.

## **About CMAE**

The Club Managers Association of Europe (CMAE) is a non-profit making professional association with members involved in the management of sports clubs (golf, tennis, sailing, rowing, rugby, football, cricket), health & fitness clubs, leisure, city and dining clubs located throughout Europe. The CMAE provides a forum for the encouragement, development and recognition of education and professionalism in Club Management.

**About GGA**

GGA is an international consulting practice that helps golf course owners, financial institutions and real estate developers solve problems related to course management and operations. The Toronto-based firm takes a 360-degree view of management and operational issues before developing a strategic plan that establishes benchmarks for success and identifies potential outcomes of recommended actions. In its 20-year history, GGA has consulted on more than 2,300 golf-related projects worldwide. For more information, please visit [www.globalgolfadvisors.com](http://www.globalgolfadvisors.com) or call +353 14433603.

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