

The Role of the Ladies' Committee

Interview Findings and Recommendations

June 2025



Dunany Country Club

2053 Dunany Road, Wentworth, QC J8H 0B5

Agenda

1. Background
2. Process
3. Key Principles
4. Demographics
5. High Level Findings
6. Detailed Question Analysis - outline
7. Key Recommendations

1. Background

- The Ladies' Committee was **founded 1924** and over the years has raised funds, organized events and helped create a welcoming and vibrant culture
- In Sept. 2024 the LC and the Board approved a project to **get feedback from the community** on its future direction given changing demographics and interests
- The objective was to get feedback on:
 - Whether the current activities of the LC are of **value** to the DCC.
 - Whether there is still a **need** for the LC.
 - Whether the LC should be '**opened up**' to a broader demographic.
- The outcome is to make a **recommendation** to the LC and the Board on how the LC would be organized going into the future

2. Process

- **Steering Committee** formed to include Women members with different experience and age demographics, including: **Trudy Adams, Sarah Armstrong, Lois Finch, Stephanie Logothetis, Patricia Mannard, Lynn Palmer, Dianne Vanstone, Estelle Willard**
- **Articles** written for two Member Bulletins in the Fall outlining the project and encouraging both **male and female** members to participate; 'last chance' reminder was sent out in February; Steering Committee members also reached out to other members to encourage participation
- A 12-question **structured interview guide** was developed and respondents were guaranteed anonymity
- **Telephone or in-person interviews** were held with 89 women and 10 men over the Winter and Spring
- Data was **analyzed** in the Spring personal analysis and AI tools
- **Results and recommendations** summarized May/June

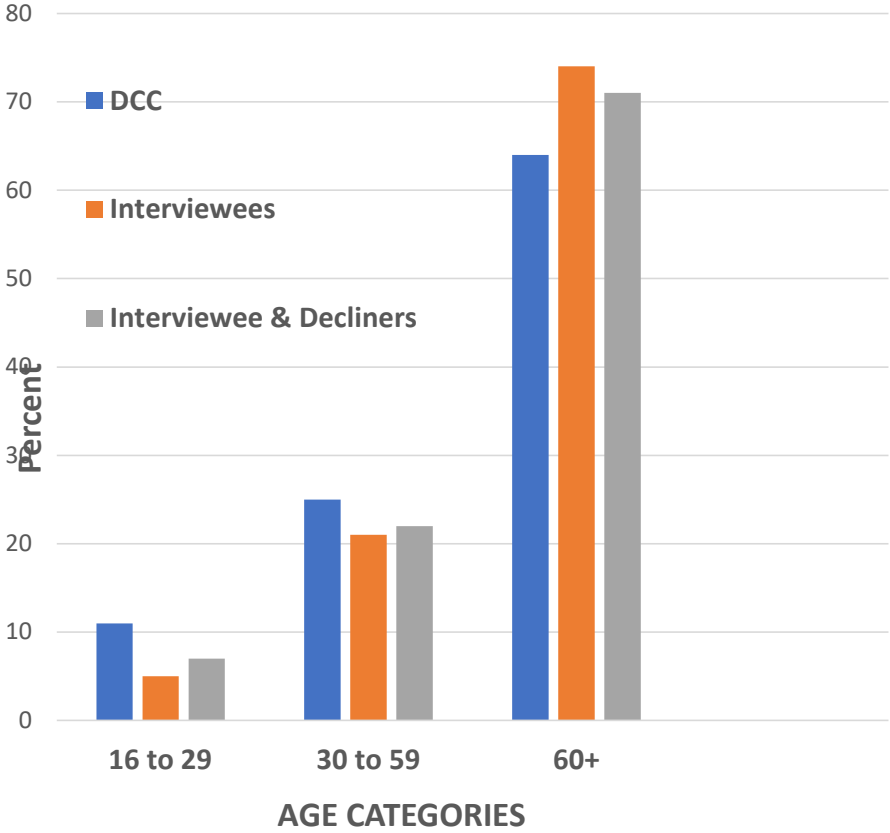
3. Key Principles:

Through this review process, the Steering Committee would like to:

- Do what is **best for the DCC**
- Solicit and **embrace new ideas** from a broad representation of people
- Support **what the women members want**
- Engage our **younger generation**
- **Support** our female **Social Members** who no longer golf
- Develop a plan that makes our **community stronger**

4. Demographics

Women Targeted vs. DCC Female Membership

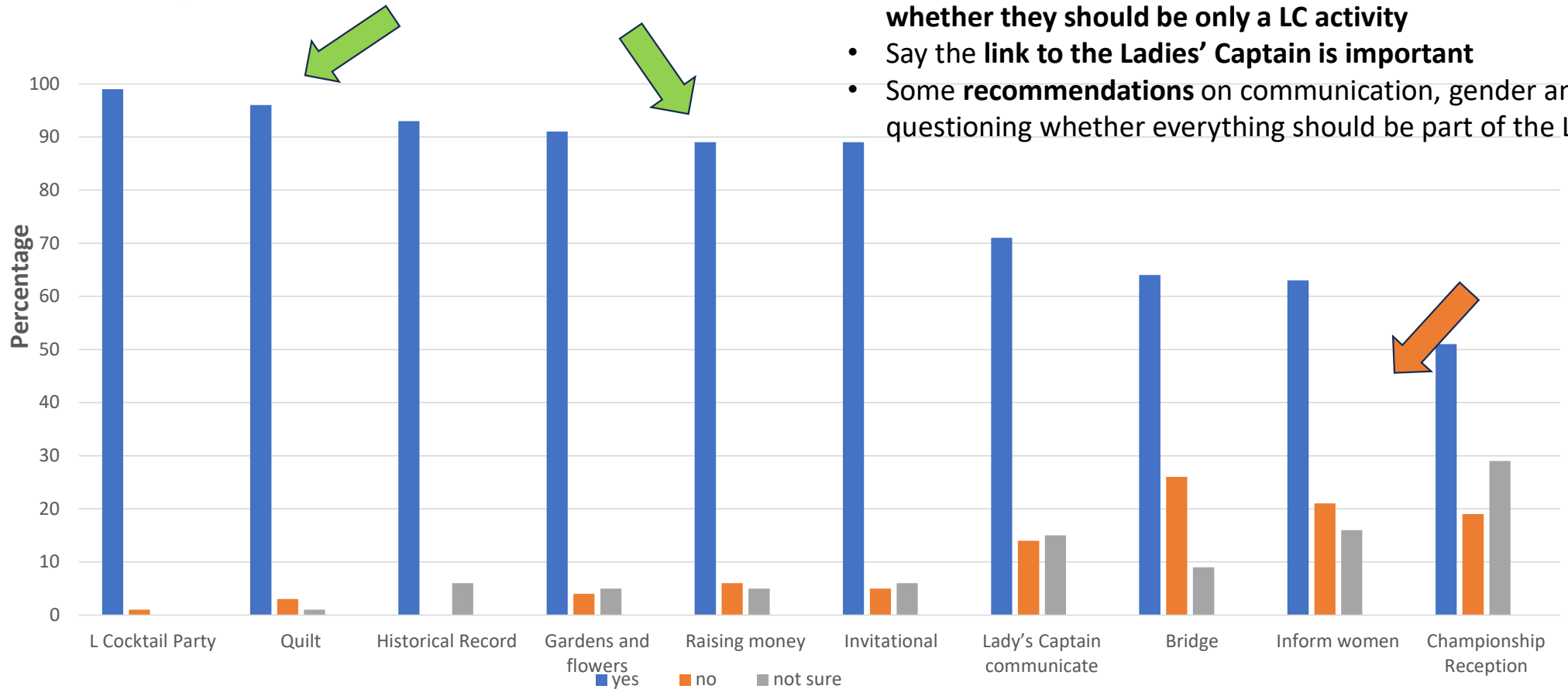


- 89 women were contacted; 80 interviewed; nine women declined full interview
- With all those targeted included, data closely matches DCC membership
- Slightly *under-represented in 16 to 29 and 30 to 59 categories and over-represented in 60+*
- 63% of women members are over 60 years old; 80% over 50
- 20% of women members are social members

Age in Years %		Membership Type %		Length of Membership in Years %		Time Spent in Dunany %		Wednesday Golf %	
16-24	3	Regular	83	<2	1	All summer	48	Yes	32
25-29	3	Social	14	2-5	11	Most of the summer	34	No	59
30-49	11	Inter mediate	2	5-10	13	Weekends and holidays	18	Some times	8
50-59	10	Other	1	10-20	15			Missing	1
60-69	33			>20	60				
70+	40								

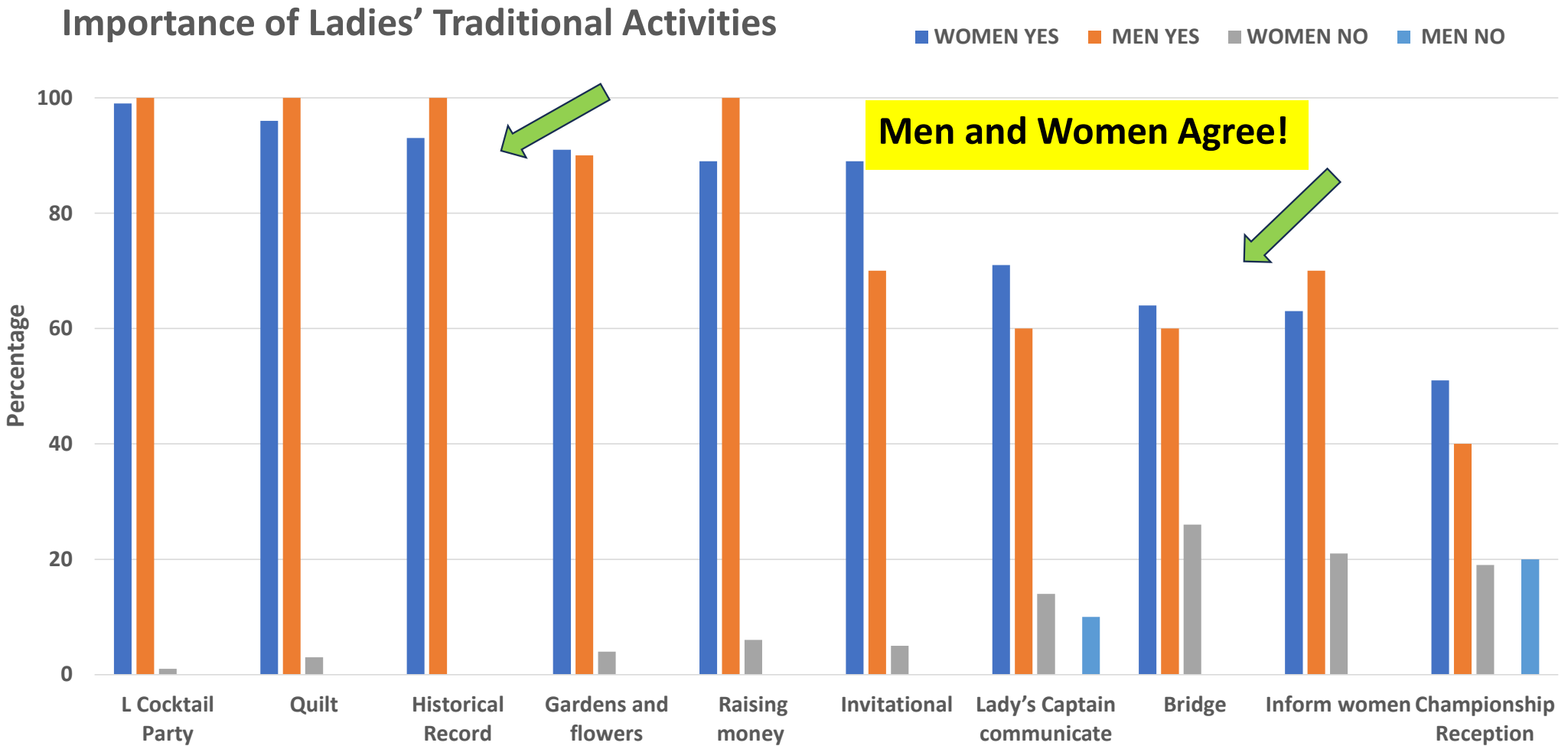
5. High Level Findings

Importance of Ladies' Traditional Activities



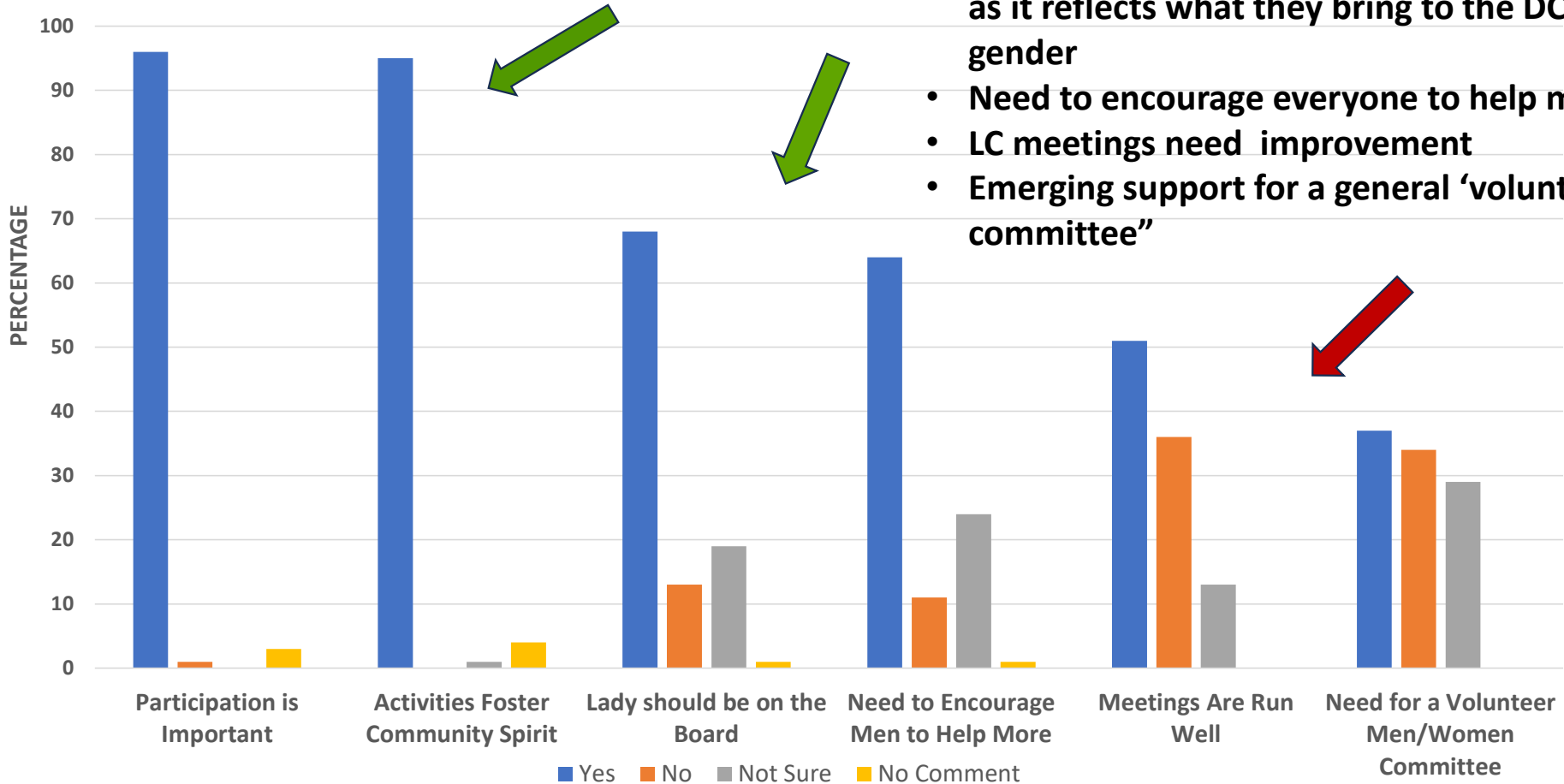
- **Overwhelming support** for key activities, particularly the Cocktail Party and Quilt
- Recognition of importance of Record Keeping, Gardens & Flowers and Raising money; but some **question whether they should be only a LC activity**
- Say the **link to the Ladies' Captain is important**
- Some **recommendations** on communication, gender and questioning whether everything should be part of the LC

5. High Level Findings



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Women's Opinion of Whether. . .



- Both Men and Women participate in LC activities in some way
- LC Activities foster Community Spirit
- Most feel women should have a seat on the Board, as it reflects what they bring to the DCC, beyond gender
- Need to encourage everyone to help more
- LC meetings need improvement
- Emerging support for a general 'volunteer committee'

5. High Level Findings Summary:

- Overwhelmingly, members feel that most of the activities traditionally organized by the Ladies' Committee (particularly the Quilt and the Cocktail party) are of **high value to the DCC** and help create a **strong sense of community**
- Among most members, there is a strong sense that the Ladies' Committee **needs to continue**
- The '**upcoming generation**' is **not as engaged** in the activities as those that are more senior. Some causes of this are: **time, infrequency in Dunany, degree of interest, lack of understanding of the role** of the LC and **numbers** (20% < 50 years old)

"The Ladies' Cocktail Party is the Highlight of the Summer!"

"The Quilt is a Wonderful Tradition"

"The LC is the heart and soul of the Club. We do a lot, most of it unsung"

"Most of the membership is over 60, and feel they have put in their time (rightfully so). There are fewer members in the younger generations, who are often working Mon - Fri, so the pool of available volunteers much smaller"

5. High Level Findings Summary (cont'd):

- There is a feeling among **all groups** that, for certain things, it might be time to **look at 'gender neutral' labelling** that is inclusive to everyone and that, although there is value to **'woman only spaces'** we need to be more **gender neutral**
- Although several suggestions were made for additional **fund-raising activities**, there is a strong feeling that we already have a **busy summer**; some suggested raising **fees** or higher cost if don't volunteer
- The **LC meeting** can be improved; needs more structure and process; ZOOM is a good addition
- There is an appreciation for the **Ladies' Captain** to come to the Opening/Closing LC meetings to update on golf activities

"In this day and age we need to be gender Neutral"

"We have a lot going on at the moment; some people talk about event fatigue!"

"Have to stick to the agenda, need a microphone so all can hear; get tips on how to use ZOOM properly; get advice on how to effectively run a meeting"

"We are a Golf Club, good for Ladies' Captain to be with everyone – not just those that golf on Wednesdays"

5. High Level Findings Summary (cont'd):

- Most feel that it is still important for the LC President to have a **seat on the Board**, if not only to ensure that a woman's voice and viewpoint is present, but to acknowledge the importance of what they do for the Club
- If Women members **have an issue**, they are likely to bring it to the Board or Person responsible, but not often to the LC
- Acknowledgement that Men also do a lot for the Club and that **everyone should be encouraged to volunteer more**

"LC Chair is important part of overall governance model for the club based on what the LC is accountable for today."

"I would go to the Board or committee member responsible for that area"

"My experience is men help out significantly"

"Anyone with time, energy or skills should be encouraged to participate in all activities"

6. Detailed Question Analysis – to be presented in ‘in depth’ sessions

Participants were asked 12 detailed questions on:

1. The role of the LC
2. Whether Traditional Activities Important
3. Other Activities to be organized
4. Whether respondents participate
5. Why it's challenging to find volunteers
6. Conduct of LC meetings
7. The role of the Ladies' Captain in relation to the LC
8. Whether it's important to have a seat at the Board
9. Whether LC creates a sense of community
10. Where people take their issues if they have one
11. Whether men should be involved more
12. Other comments

6. High Level Recommendations:

- **Continue with the Ladies' Committee and the seat on the Board**

- Clearly define the role and current responsibilities and communicate to the membership (includes clarifying role of LC and Ladies' Golf Captain)
- Make it as inclusive as possible – non-golfers, new members, all areas, bilingual, gender accepting
- Continue to organize existing events/activities as most have high value to members
- Create opportunities for mentorship to bring new members and younger members in the activities of the LC
- Look at 'Rebranding the LC' into a more inclusive engaging Committee

- **Ensure Inclusivity**

- Neutral language should be used for all communications; call it 'DCC Cocktail party'
- Maintain gender-specific naming only for activities that are gender focused – like the Ladies' Invitational
- Always allow for new ways of doing things; create environment of tolerance and acceptance

6. High Level Recommendations: (cont'd):

Improve LC Meeting Management:

- Ensure that the purpose of Ladies' Committee meetings is well understood
- Hold meetings when most members are up – June/before Prize Giving; pay attention to conflicting tournaments or special dates (Father's Day); put dates on DCC Calendar
- Keep offering ZOOM so more people can attend; get assistance in organizing the technology so that comments and questions are well understood by people online; use microphone
- Have a solid structure for the meeting – agenda, specific time for discussion, process to vote on motions; don't read out long reports
- Consider bringing back tradition of giving out non-tournament golf prizes at closing meeting – ringers, golf prizes
- Continue to offer treats for those attending in person

6. High Level Recommendations (cont'd):

- **Address volunteer challenges**

- Ensure new members know importance of our Volunteer Culture
- Use a person-to-person recruitment approach
- More clearly communicate volunteer needs to ALL members; even if organized by the LC
- Streamline volunteer sign up with clear communications open to all
- Provide descriptions and processes for recurring events; Break tasks into smaller pieces with a time frame
- Consider having minimum volunteer hour commitment for members
- Actively recognize volunteers: volunteer appreciation events, acknowledge at meetings and in Newsletters; feature in the Starter Shack

- **Improve Communications**

- Recognize that some people like to get their information “face to face”
- Have a LC person liaise with the Club Communications person
- Consolidate LC communications into the weekly newsletter which could include Golf information
- List Board member positions, committees and responsibilities on website with contact information
- Have clear communication method for issues

6. High Level Recommendations (cont'd):

- **Encourage more women to join, play golf and be involved**
 - Have a “Ladies’ Day/Evening” equivalent for those that are working
 - Offer Babysitting so that busy mothers can get out
 - Encourage spouses of male members to play: Lessons? Introductory rates?
 - Continue to organize events or ‘meet and greets’ to keep value in the Social membership and keep the community together
 - Reach out to next generation to see how they want to contribute; encourage everyone to be part of the solution
- **Consider other models for the future:**
 - a Volunteer Coordinator position at the Board level to manage needs and recruitment
 - a Fundraising Committee or Activities Committee to explore ideas suggested, but conscious of potential event burn out
 - develop an activity/event that would appeal to a younger demographic, while preserving the LC for gender-specific needs and traditions
- **All part of the ‘bigger picture’:**
 - 2024 Member Satisfaction Survey shows 99% respondents satisfied with their experience; 78% labelling it as ‘excellent’
 - Frequently site the sense of ‘belonging’ and the ‘sense of Community’ – all things supported by the LC
 - Volunteerism is the reason we are 100 plus years old
 - Let’s keep our traditions, embrace our strengths and continue to evolve as we move forward

We are all in this together



Thanks to everyone who participated
for your thoughtful comments
and recommendations!



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