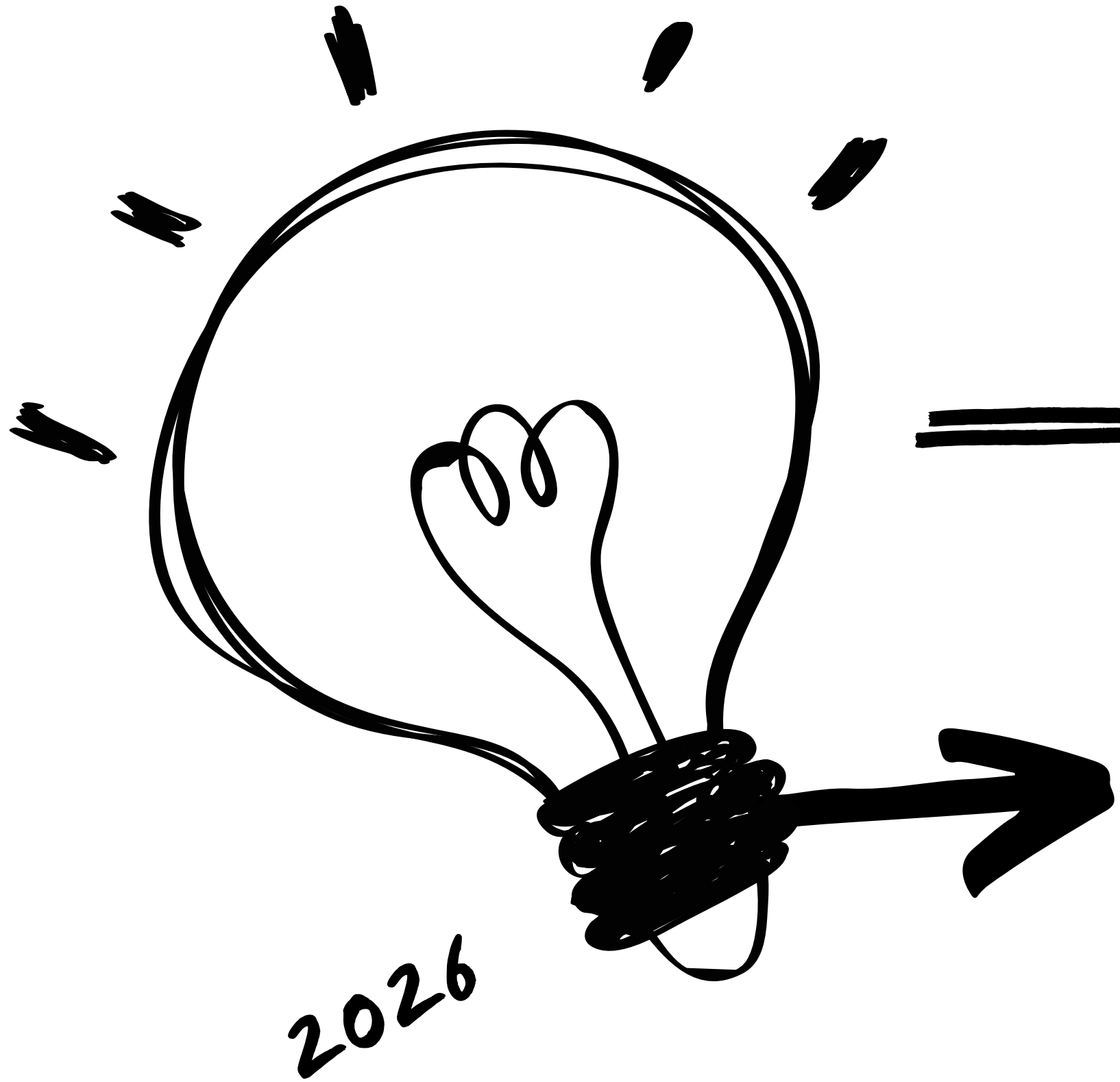


# VISA



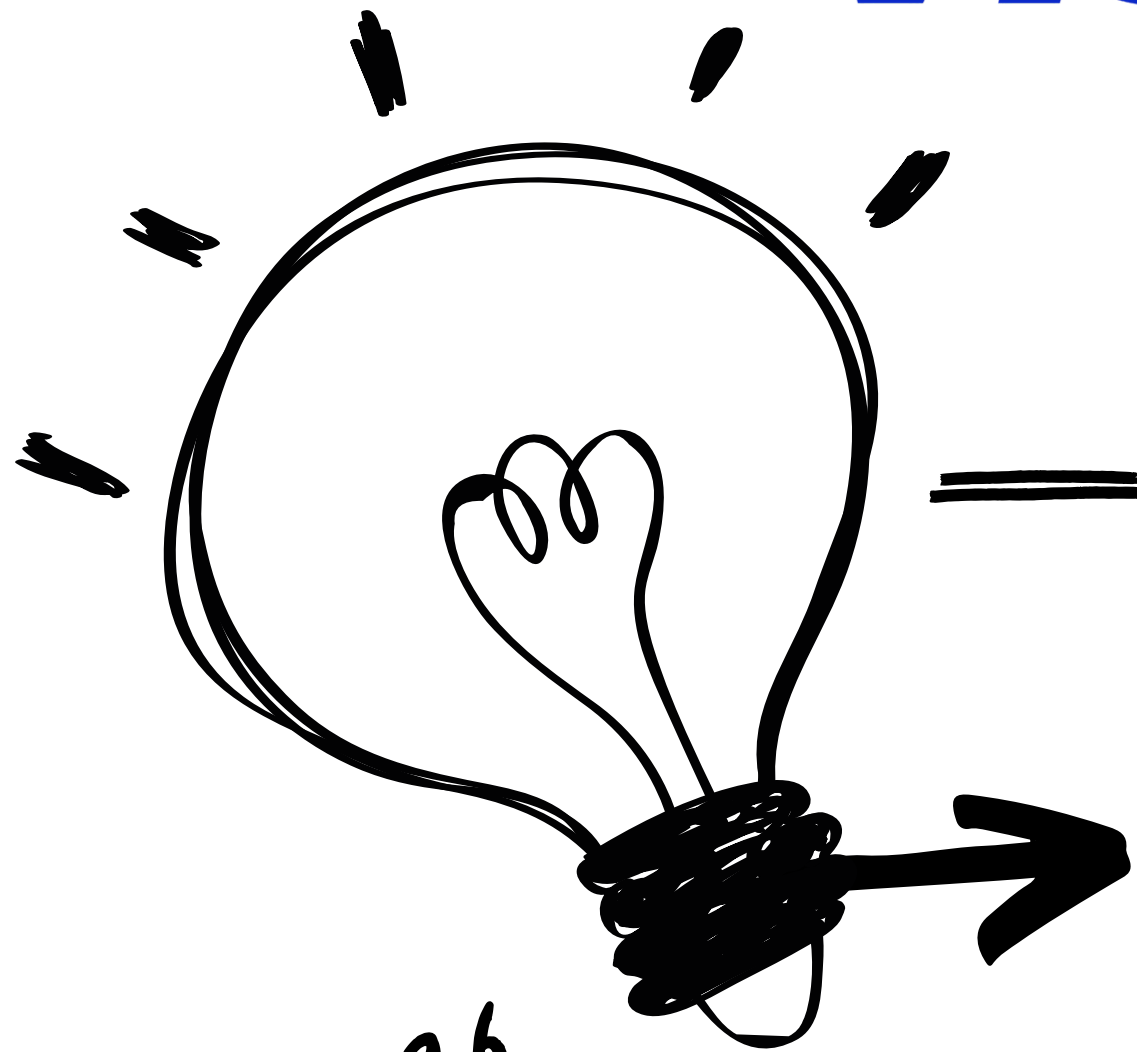
# IDEAS FAIR



CMASA

CLUB MANAGEMENT ASSOCIATION  
OF SOUTHERN AFRICA

**VISA**



2026

**IDEAS  
FAIR**

**ENTRIES CLOSE 30TH JUNE**

**ENTER NOW!**

**THE WINNING CLUB WILL  
RECEIVE R20 000 IN CMASA  
EDUCATION POINTS**

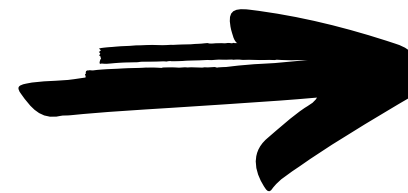
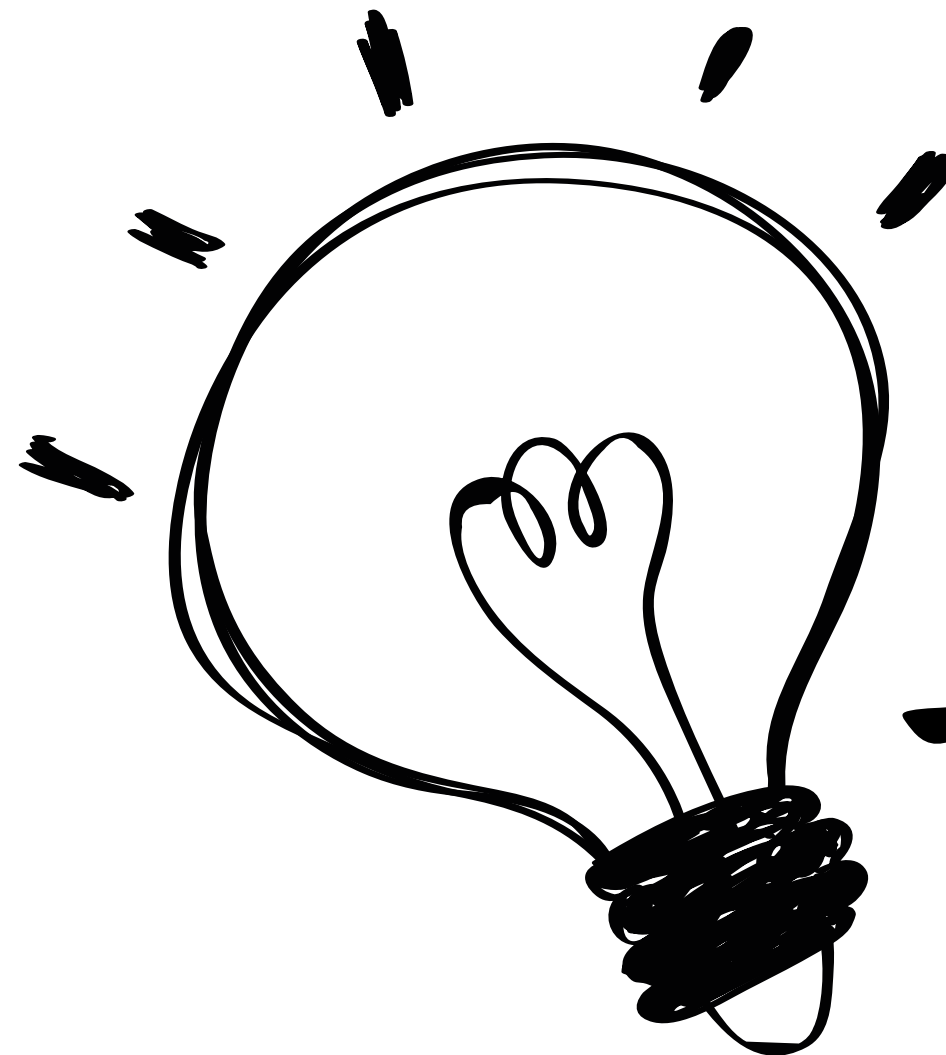
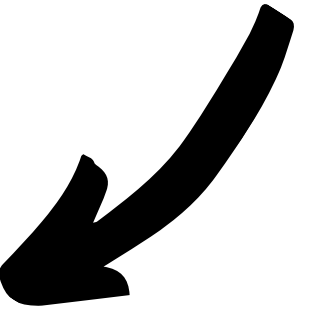


**THE EMPLOYEE(S) THAT COME  
UP WITH THE WINNING IDEA  
WILL RECEIVE R10 000 IN CASH**

# WHAT'S YOUR BIG IDEA ?

SHARE YOUR BIG IDEA AND STAND A CHANCE TO WIN

**VISA**



**IDEAS  
FAIR**

# WELCOME !



1

WELCOME

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2

LET'S DISCUSS & ANALYSE

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3

EXAMPLES FROM THE 2025 IDEAS FAIR

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4

HOW TO ENTER

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**INDEX**

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# LET'S DISCUSS AND ANALYSE



WHY?



CMASA is reshaping the future of the Club Industry. This Ideas Fair, is an initiative, driven by CMASA and this years sponsor Visa. CMASA is seen as the body that inspires, trains, and unchains new thinking and creates infinite mindsets in the Club Industry.

An Ideas Fair is not only inspirational and reinforcing of desirable behaviours in the Club environment, but triggers many more ideas as well.

01

# LET'S DISCUSS AND ANALYSE



WHAT?



In today's world, the only constant is Change.

We need to ask ourselves: "What can we do, as leaders, to get our employees and managers on board with thinking outside of the box or coming up with new innovative ideas?"

As Steve Jobs would say: *"Innovation is the ability to see change as an opportunity not a threat"*

Instead of a "push" technique to make both managers and employees accountable for ideas in some way, forcing them to start behaving their way into believing. The quickest way ahead is the "pull" technique - a way to get people to believe in the power of front-line ideas, so they would then change their behaviours.

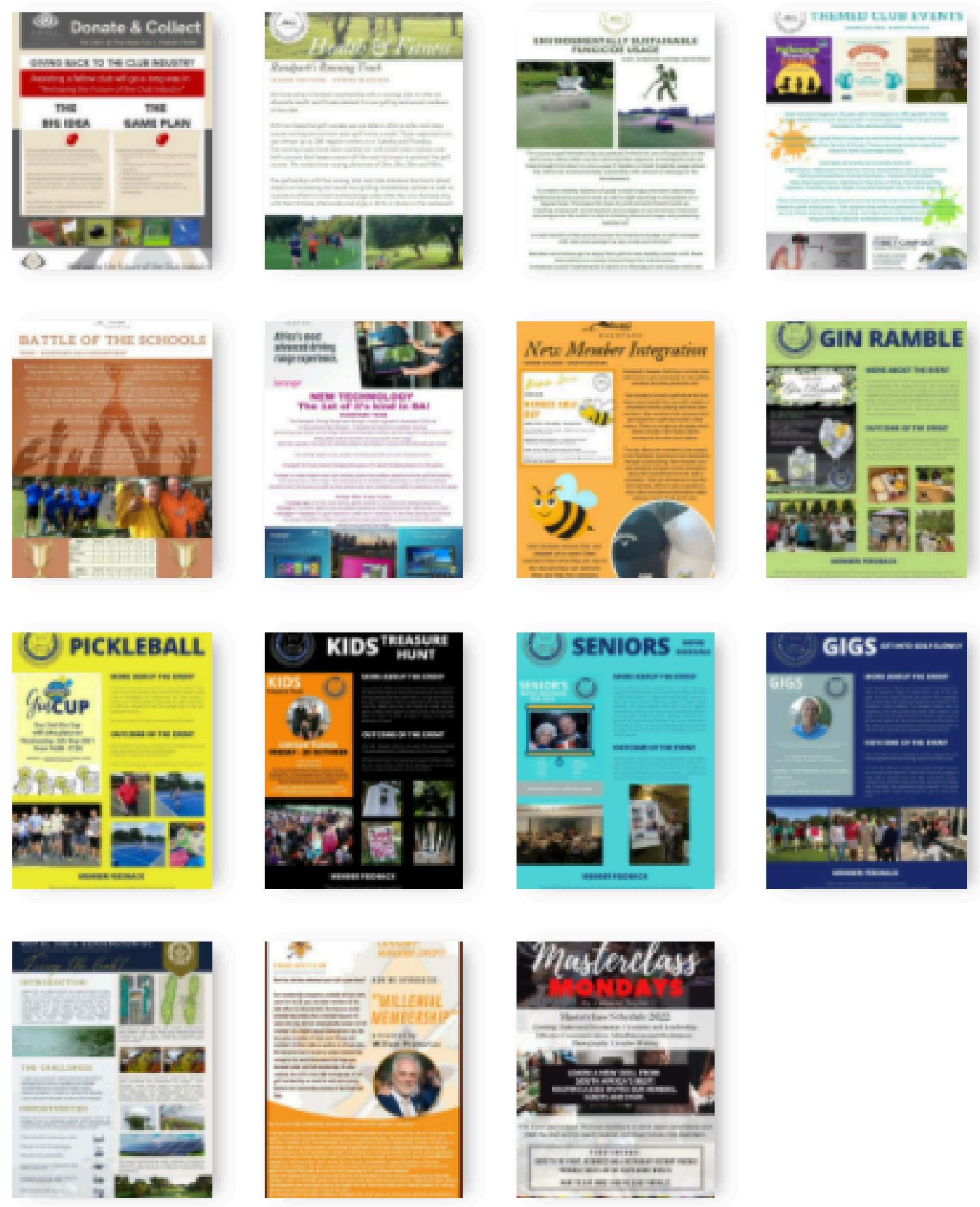
02



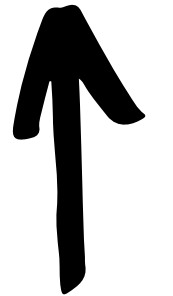
# 2025 EXAMPLES

[www.clubmanagement.co.za](http://www.clubmanagement.co.za)

...

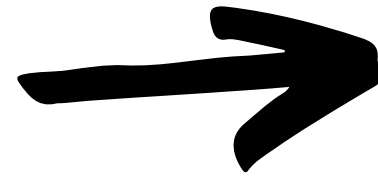


03





# CATEGORIES



All entries must fall into 1 of these 5 categories:

- 1 Food and Beverage Concepts  
(i.e. Offerings, Club Events, Youth Programmes)
- 2 Staff Management  
(i.e. Employee Incentives, Community Outreach, Leadership Philosophies and Development)
- 3 Membership  
(i.e. Club Communications; Membership Development)
- 4 Sport  
(i.e. Golf Operations; Alternative Sports & Recreation or Fitness, Health & Wellness)
- 5 New Concepts  
(Cost-Saving, Time-Saving, Renovation and/or Breakthrough Ideas)

# HOW TO ENTER

*Instructions & guidelines.*

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- 1 Enter by the 30<sup>th</sup> of June 2026.
- 2 Submit your ideas to [operations@clubmanagement.co.za](mailto:operations@clubmanagement.co.za) by the 15th of July 2026.
- 3 Clubs to design their Ideas on A2  
[59.4cm in Height x 42cm in Width]  
Designs to be emailed to [operations@clubmanagement.co.za](mailto:operations@clubmanagement.co.za)
- 4 Ideas Boards will be printed by CMASA at R250 per board and showcased at the conference for delegates to vote.
- 5 The Winning Club will be announced at the CMASA Annual Industry Awards Dinner.

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DO YOU HAVE  
**ANY QUESTIONS?** ↻

Roni-Lee Burnard  
[operations@clubmanagement.co.za](mailto:operations@clubmanagement.co.za)



**VISA**