



CENTURION COUNTRY CLUB

Member Survey 2026

Insight report: quantitative and qualitative findings from 221 member responses

PREPARED BY RCA GROUP • DEFINE • EDUCATE • MEASURE

RCA

— ABOUT THE SURVEY

221 members, 1,277 written comments

221

member responses

198

members (90%) left at least one written comment

1,277

written comments across 17 open questions, about 15,400 words

97%

of responses arrived between 12 and 23 October 2026

Every response and every written comment was reviewed. Ratings are reported on the survey's 1–5 scale, with “top-2” meaning the share scoring 4 or 5. Written comments are grouped into themes and quoted verbatim.



A positive club with a service and value gap

3.80

Overall value /5
67% rate it 4–5

3.72

Sense of belonging /5
61% rate it 4–5

**3.8
6**

Likely to
recommend /5
69% rate it 4–5

Golf is the anchor

Course conditioning 4.25, golf shop 4.16 and pre-round service 4.10 lead every score.

Service is the pinch point

Slow waiter service is the top theme: 56 of 110 restaurant and bar comments.

Value for money

Prices are the top barrier to visiting more (37%) and appear in 123 comments.

Clubhouse is the investment call

45% rank clubhouse, restaurant and bar first; every dining area scores 3.3–3.4.

Social members connect less

Belonging 3.57 for social members against 3.86 for golf members.

Engagement drives advocacy

Rare visitors score 3.04 on recommend; weekly visitors score 3.99.

Half the sample are resident social members

MEMBER TYPE (N=221)

Social (Resident)		109 · 49%
Golf (Resident)		70 · 32%
Golf (Non-Resident)		38 · 17%
Golf (type not stated)		4 · 2%

HOME OWNER OR TENANT (N=221)

Home owner		172 · 78%
Tenant		35 · 16%
Not stated		14 · 6%

56%

play golf (109 of 196
who answered)

94%

use clubhouse facilities
(205 of 217)

44%

have children who
would use club
facilities (92 of 207)

19%

use the tennis
courts (42); 18% use
squash (40)

SECTION 01

Overall member health

Value, belonging and advocacy, and how they differ by member group and visit frequency.



OVERALL MEMBER HEALTH

Two in three members rate value and advocacy highly

1 Poor 2 3 4 5 Excellent · numbers are member counts

Overall value

n=217



3.80

67% rate 4–5

Sense of belonging

n=218



3.72

61% rate 4–5

Likely to recommend

n=215



3.86

69% rate 4–5

8% rate value 1–2 (18 members)

13% are unlikely to recommend
(28 members)

3 members answered recommend on
a 10-point scale (8, 9, 10)

Social members see value but feel less belonging

Golf (Resident)

n=70

Overall value



Sense of belonging



Likely to recommend



Golf (Non-Resident)

n=38

Overall value



Sense of belonging



Likely to recommend



Social (Resident)

n=109

Overall value



Sense of belonging



Likely to recommend



Non-resident golfers are the most positive group (recommend 4.03). Social members feel the weakest connection (belonging 3.57), a 0.30 gap to golf members.

Tenants score slightly higher than owners on value (3.91 v 3.74).

The more members visit, the more they advocate



Members who visit rarely score about **0.95 lower** on recommend than weekly visitors, and 12% of the sample falls in this group.

The 12 members who do not use club facilities rate value **2.27** and recommend **2.25**.

WHAT MATTERS MOST

Atmosphere, food and family come first

IMPORTANCE TO THE CLUB EXPERIENCE (OF 5)

		Top-2	Golf	Social
Attractive, welcoming atmosphere and ambience	4.34	88%	4.31	4.37
Quality food and beverage experiences	4.28	86%	4.24	4.33
Welcoming family and social environment	4.27	86%	4.25	4.29
Good value for the membership fees charged	4.15	76%	4.23	4.08
A high-quality golf experience	3.94	69%	4.40	3.45
Broader sport, wellness and recreation facilities	3.75	62%	3.67	3.83
Events and activities that build community	3.71	58%	3.68	3.75

Golf quality is a top priority for golf members (4.40) but ranks lower for social members (3.45). Everyone agrees on atmosphere, food and family.

— IMPORTANCE V EXPERIENCE

Food and beverage has the widest gap

■ How important (of 5) ■ How members rate the experience (of 5)

Food and beverage

v average of four dining areas



−0.91

Family and social environment

v sense of belonging



−0.55

Value for membership fees

v overall value rating



−0.35

High-quality golf

golf members' importance v course conditioning



−0.15

Community events

v in-house social events rating



+0.05

Experience measures are the closest available match to each importance item, so read the gaps as direction, not precision.

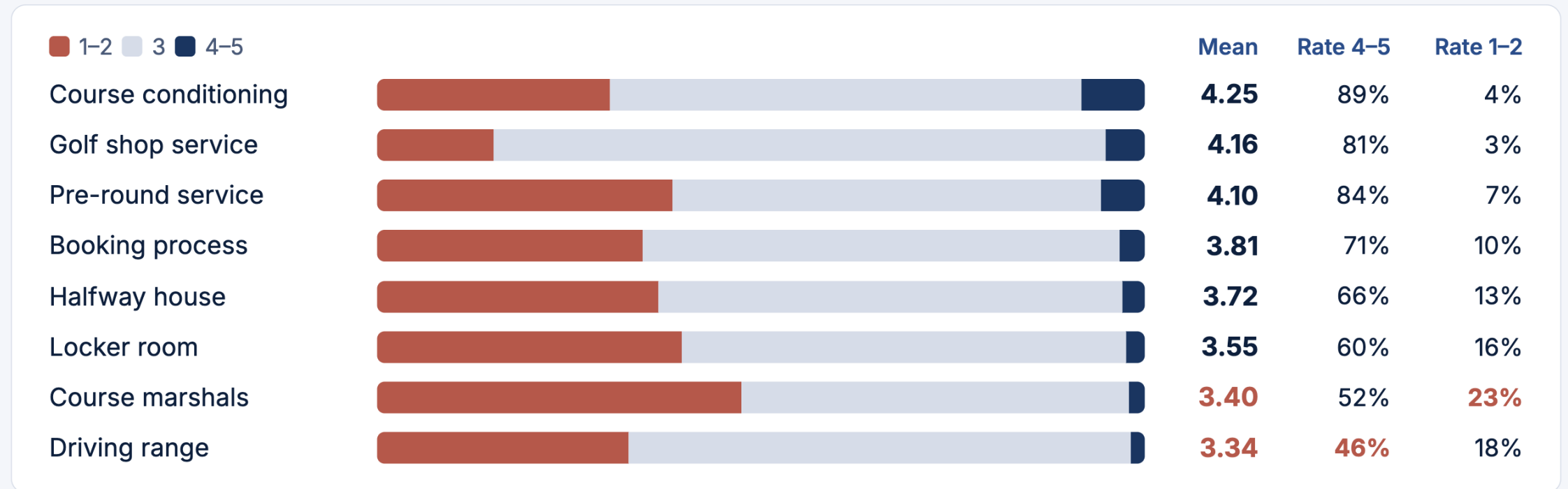
SECTION 02

The golf experience

Eight touchpoints rated by 134 golfers, from booking a tee time to the halfway house.



The course is excellent; marshals and the range trail



n=134 golfers. Marshals carry the highest share of low scores (23%); the driving range has the lowest share of high scores (46%).

GOLF SCORECARD BY MEMBER GROUP

Resident golfers are the toughest critics

■ 4.0+ ■ 3.6–3.99 ■ 3.3–3.59 ■ 3.15–3.29 ■ below 3.15

	Golf resident n=67	Golf non-resident n=38	Social who golf n=25	All golfers n=134
Touchpoint (mean of 5)				
Course conditioning	4.24	4.21	4.24	4.25
Golf shop service	4.12	4.29	4.04	4.16
Pre-round service	3.97	4.24	4.08	4.10
Booking process	3.85	3.71	3.72	3.81
Halfway house	3.78	3.26	4.12	3.72
Locker room	3.30	3.61	4.04	3.55
Course marshals	3.10	3.55	3.88	3.40
Driving range	3.21	3.26	3.64	3.34

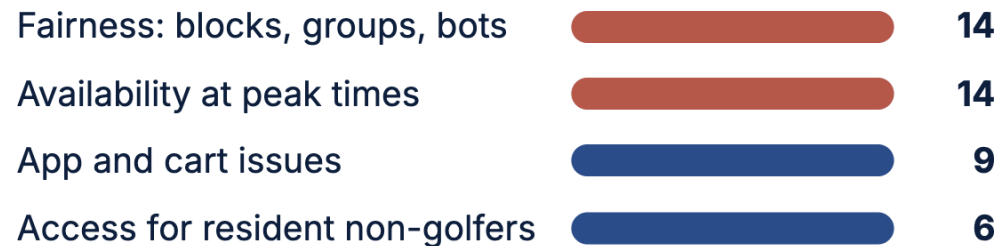
Resident golfers rate marshals 3.10 and the range 3.21; non-resident golfers are least happy with the halfway house (3.26). Four golf members of unstated type are in the "All golfers" column only.

The app works; fairness at peak times does not

HOW GOLFERS BOOK (N=134)



WHAT 49 COMMENTERS RAISED



3.81 rating; 71% rate it 4–5, 10% rate it 1–2

"Something seems suspicious e.g. same people get the prime times every Saturday"

Golf member

"Unable to get Saturday bookings because of big groups being given preferential treatment"

Golf member

"The App works fine. The difficulty is booking at peak times."

Golf member

Well-rated service; stock and pricing hold it back

4.16

Golf shop service
81% rate it 4–5

4.10

Pre-round service
84% rate it 4–5

GOLF SHOP COMMENTS (N=44)

Pricing and discounts		10
Stock and product range		10
Staff knowledge and training		10
Process		3
Praise		4

"This shop is only for registering to play and sell clothing. There's no supply of grips and fitment. No member discounts. I buy all my requirements from Golfers Club."
Golf member

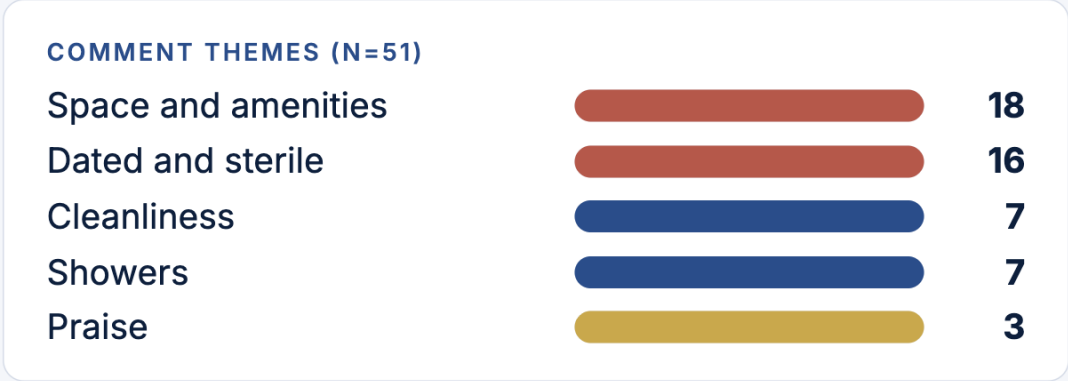
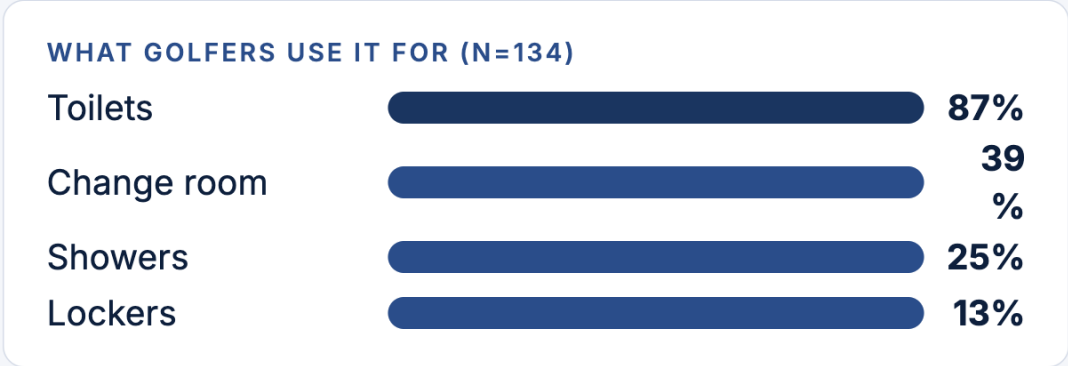
"More affordable lady's clothes. Currently a shirt for R2000.00 is extremely expensive"
Golf member

"Given that it is a new team, they should make an effort to familiarise themselves with the members for better understanding."
Golf member

"Train new staff better"
Golf member

Too small, too sterile and due a revamp

3.55 rating; 60% rate it 4–5, 16% rate it 1–2



"Revamp it, competing clubs are far superior"
Golf member

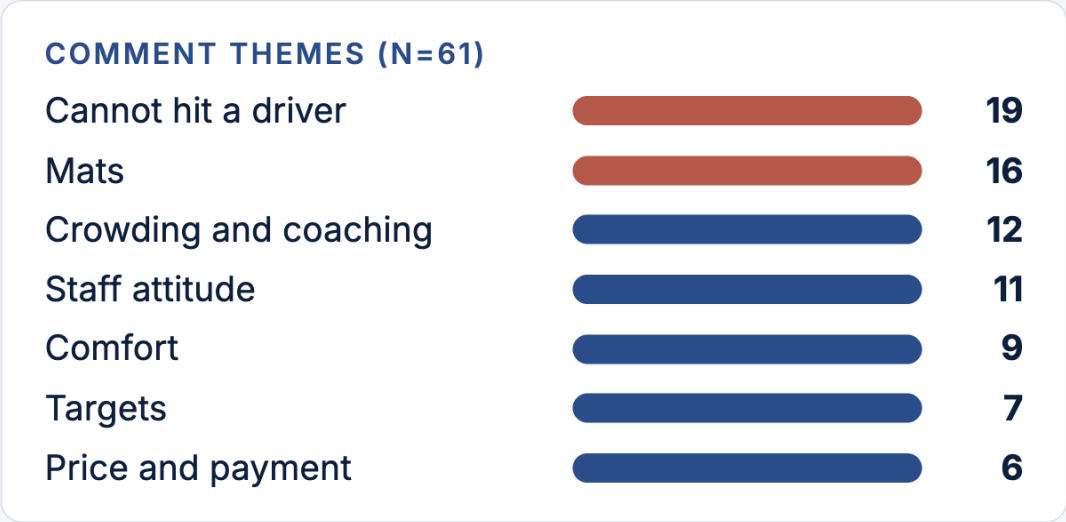
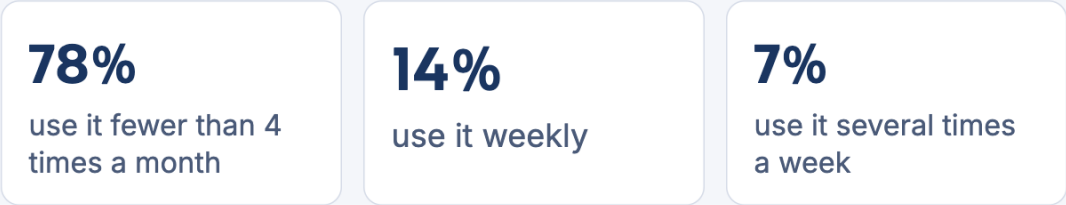
"Currently very sterile experience. Improvement to feeling of comfort and relaxation required."
Golf member

"Half of the locker room has been taken away for small conference rooms. No thought was put into taking away some of this space."
Golf member

"One of the best I have seen"
Social member who golfs

Golfers cannot hit a driver on the range

3.34 rating; 46% rate it 4–5, 18% rate it 1–2



"We all know the range needs netting in order for us to hit driver ... how effective can practice be if you can never work on your driver skill?"
Non-resident golf member

"Desperate need for new mats."
Resident golf member

"Playing on the carpet grass mat leads to injury"
Resident golf member

"The automated bucket machine does not function smoothly, with frequent card payment failures and certain bank cards not working at all."
Golf member

A strong course; slow play is the open sore

4.25

Course conditioning
89% rate it 4–5

3.40

Course marshals
23% rate it 1–2

COMMENT THEMES (N=56)

Marshals and slow play		18
Weeds and fairways		12
Pitch marks		11
River and litter		10
Bunkers, tees and paths		8
Golf days		6
Praise		8

"Course marshal is not visible enough around the course. Often don't even come across one in a round of golf."
Resident golf member

"Slow play is not well policed. I don't see marshals addressing slow groups."
Resident golf member

"Greens have taken some hammering due to. CORPORATE days who do not fix pitch marks PROperly"
Resident golf member

"Course in the best condition. Please keep it up and I hope we don't flood as much this year."
Resident golf member

— HALFWAY HOUSE AND GOLFERS' AREA

Improving, but price and speed still bite

3.72 rating; 66% rate it 4–5, 13% rate it 1–2

HALFWAY HOUSE COMMENTS (N=53)

Food variety and quality		25
Prices		20
Praise and improvement		18
Slow service		14
Layout		5

"It's often very slow to pay, which is frustrating when we rushing to get back to the game"

Resident golf member

DOES THE NEW GOLFERS' AREA MEET EXPECTATIONS?

86% say yes (113 of 132); 19 say no



WHAT IS MISSING, SAID THE "NO" GROUP (N=27)

Cramped, crowded, noisy		10
Smoking and vaping		7
Service		6
Reserved tables		5
Vibe		5

"Many times we are finished and then have to sit somewhere else while a massive reserved table is open. All members should be treated the same."

Non-resident golf member

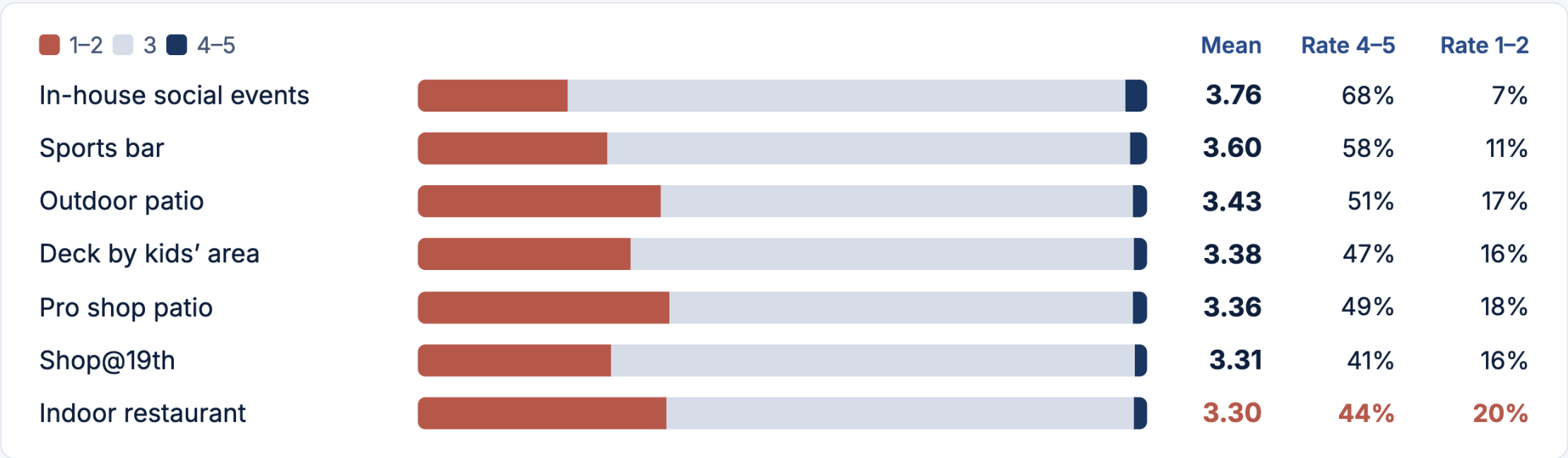
SECTION 03

The clubhouse

Restaurant, bar, events, Shop@19th,
sport and children's activities, rated by all
221 members.



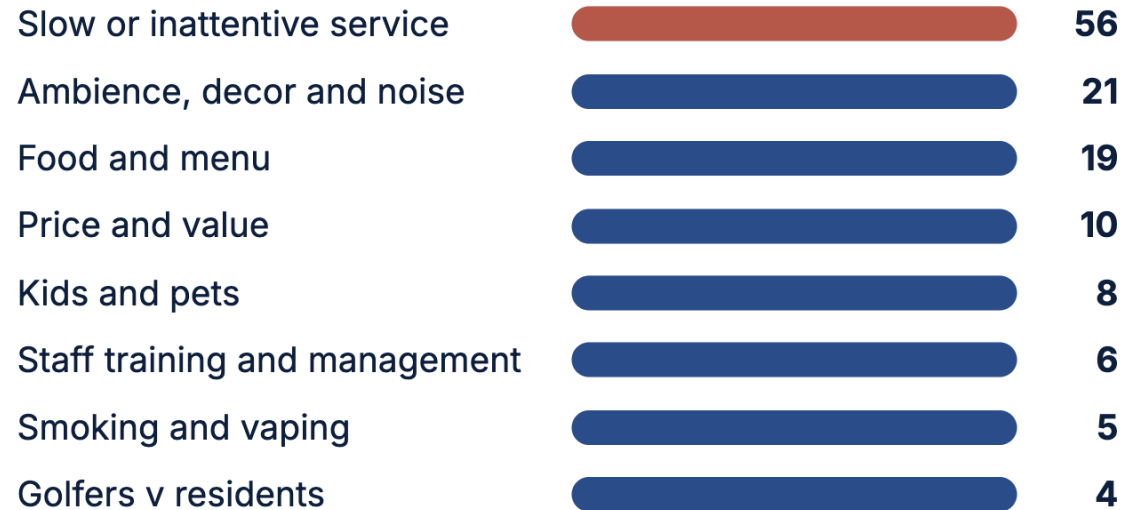
Events and the sports bar lead; the restaurant lags



n=221 (indoor restaurant, sports bar, events, Shop@19th) and n=216 (patios and deck). No dining area scores above 3.6, and the indoor restaurant has the most low scores (20%).

Half of all comments are about slow service

WHAT 110 COMMENTERS RAISED



51%

of the 110 comments mention slow or inattentive service (56)

ACROSS ALL 1,277 COMMENTS

Service is mentioned 142 times, ahead of prices (123) and food (110).

WHY IT MATTERS

Some members now eat out of the estate or visit less because of service.

Love the new look, frustrated by the wait

SERVICE

"Service is way to slow!!! Been the biggest problem and reason why we go out the estate for dinner"

Resident golf member

IDEAS

"Buzzers for quicker service/bills. It can be imported and linked at very reasonable prices"

Non-resident golf member

SERVICE

"Excellent improvement in the asthetics, I love it. However, the service is still pathetic!"

Resident golf member

PETS

"Could we please have a small dedicated area where we can have our pets sit with us?"

Resident social member

PRICE AND VALUE

"Quality of food does not justify the high prices"

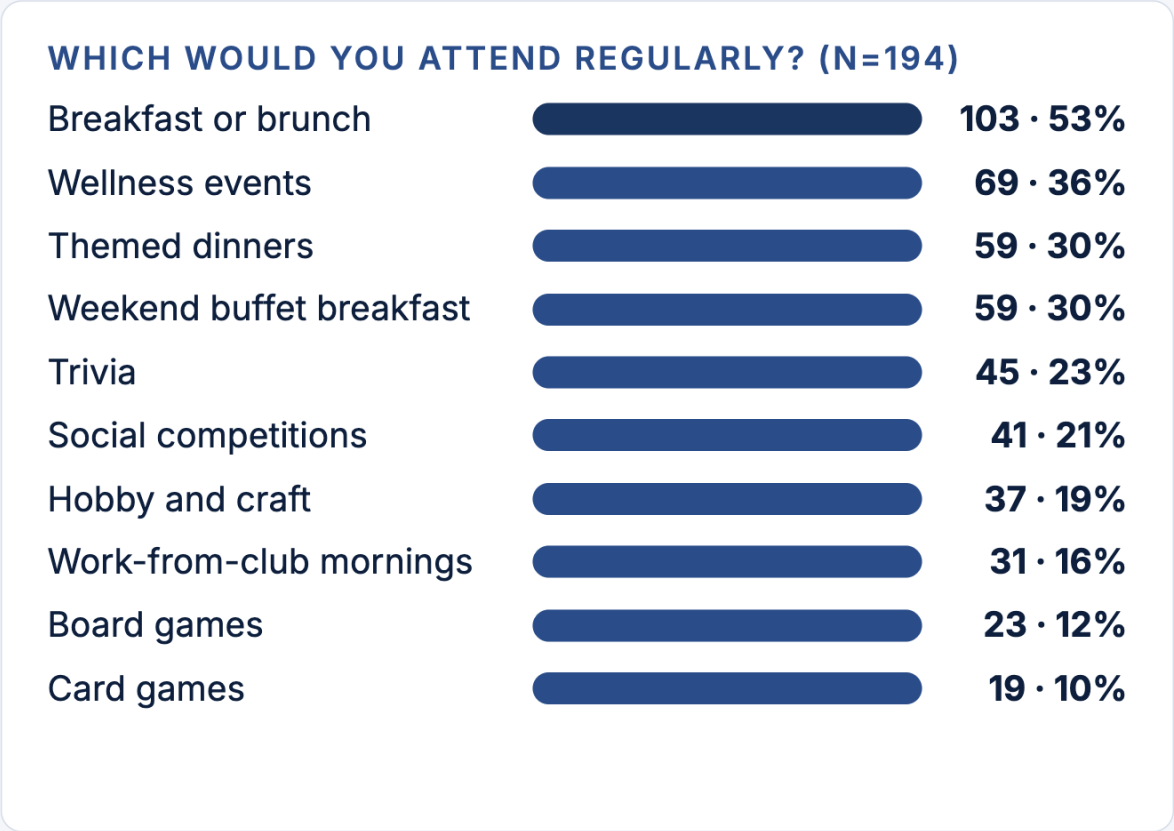
Resident social member

PRAISE

"I really think it has improved a lot over the past year and that is amazing."

Resident social member

Members want breakfast, wellness and outdoor events



3.76 rating of in-house events; 68% rate 4–5

"Yes, The fishing day is a great event and the club should consider hosting at least two of these per year."
Resident social member

"Maybe those Craft-type nights, like Sip & Paint, etc."
Resident golf member

"Family golf experiences (wife puts, or husband drives, wife hits, kids put). Driving range fun days for residence. Friday night movie night."
Resident social member

Members want stock they can rely on

3.31 rating; 41% rate it 4–5, 16% rate it 1–2

COMMENT THEMES (N=68)

Stock and product range		36
Specific products asked for		13
Awareness of the shop		11
Prices		10
Look and layout		5

"Ice, milk, more ice cream options, basic fruit and veg"
Resident golf member

"Get prices aligned with other shops. Charging R48 for 200ml SIR fruit juice is ridiculous"
Resident social member

"Didn't know we had one:)"
Resident social member

"Invest in a Slush machine - will pay for itself soon and make a real profit... kids love it."
Resident social member

Padel, a gym and a pool top the wish list

42

members use the tennis courts (19%)

40

members use the squash courts (18%)

WHO PLAYS (SOCIAL MEMBERS N=109)

Tennis		31 · 28%
Squash		23 · 21%

SPORT AS AN INVESTMENT PRIORITY (N=215)

Social members		28
Golf members		15

43 members in total, second only to the clubhouse, restaurant and bar (97).

PADEL IN THE COMMENTS

19 members mention padel: 18 are in favour and 1 questions demand.

"With the addition of the padel courts, I think it will already draw much more attention and foot traffic to our club and residential estate"

Resident social member

"Gym at the clubhouse!! Or a big pool with aqua aerobics offered"

Resident golf member

"Padel courts must be reconsidered. Rather use tennis courts for pickle ball as well."

Resident social member

Families want play areas, teen activities and a pool

44

%

have children who would use club activities (92 of 207)

WHAT THEY ASKED FOR (N=81)

Pool, park, outdoor play		21
Sport		20
Teens and young adults		13
Games and treats		12
Holiday programmes, classes		11
Child-minding		5

"Teenage activities. There is nothing for them except golf."

Resident social member

"A pool, a gym, a park. Play groups like Clamber Club."

Resident social member

"An outdoor play area with grass, even a communal pool would improve the general facility for kids."

Resident social member

"Something for 18+ young adults, gym facilities also"

Resident social member

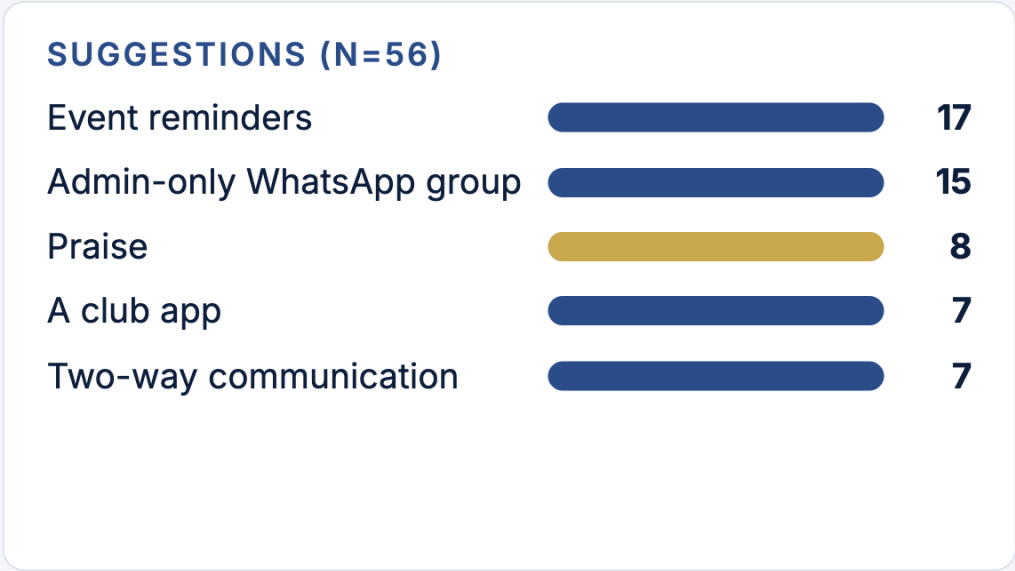
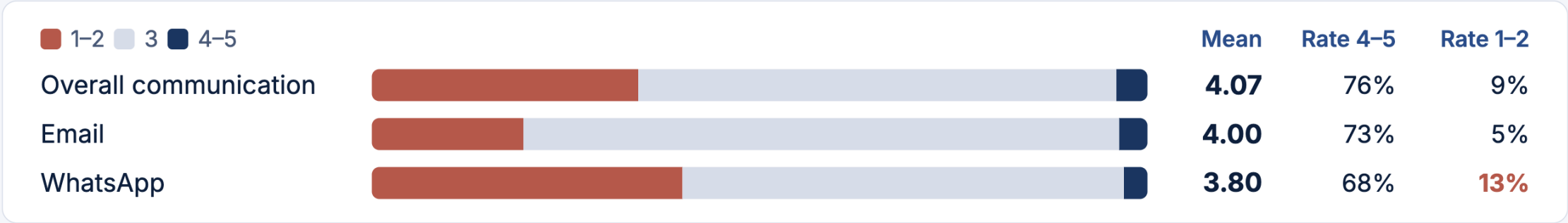
SECTION 04

Communication and visits

How well the club communicates, how often members visit, what holds them back and when they would come.



Communication scores well; WhatsApp needs structure



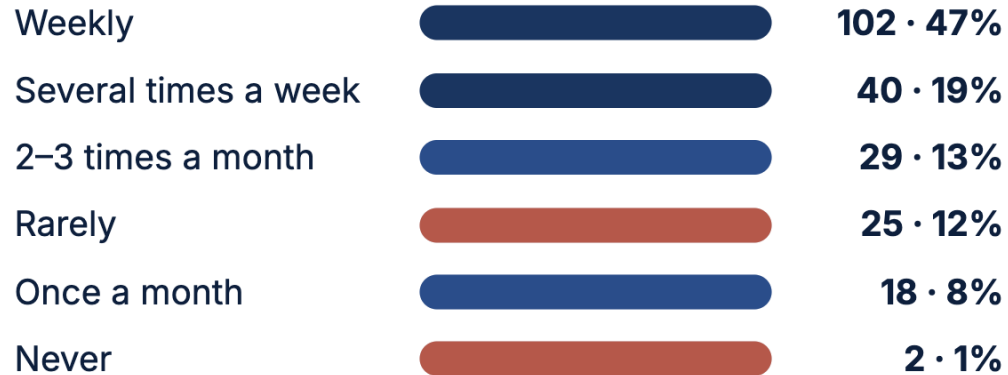
"Due to the fact that you have to link on links to get info you miss a lot of events. A nice picture of the event instead of a link would be nice."
Resident golf member

"I have not seen a whatsapp from the club, only emails."
Resident social member

"Two way open communication - Club to Member and Member to Club - visible to all Members"
Resident golf member

Two in three visit weekly or more; price and food hold others back

HOW OFTEN MEMBERS VISIT THE CLUBHOUSE (N=216)



66% visit weekly or more (142 of 216).

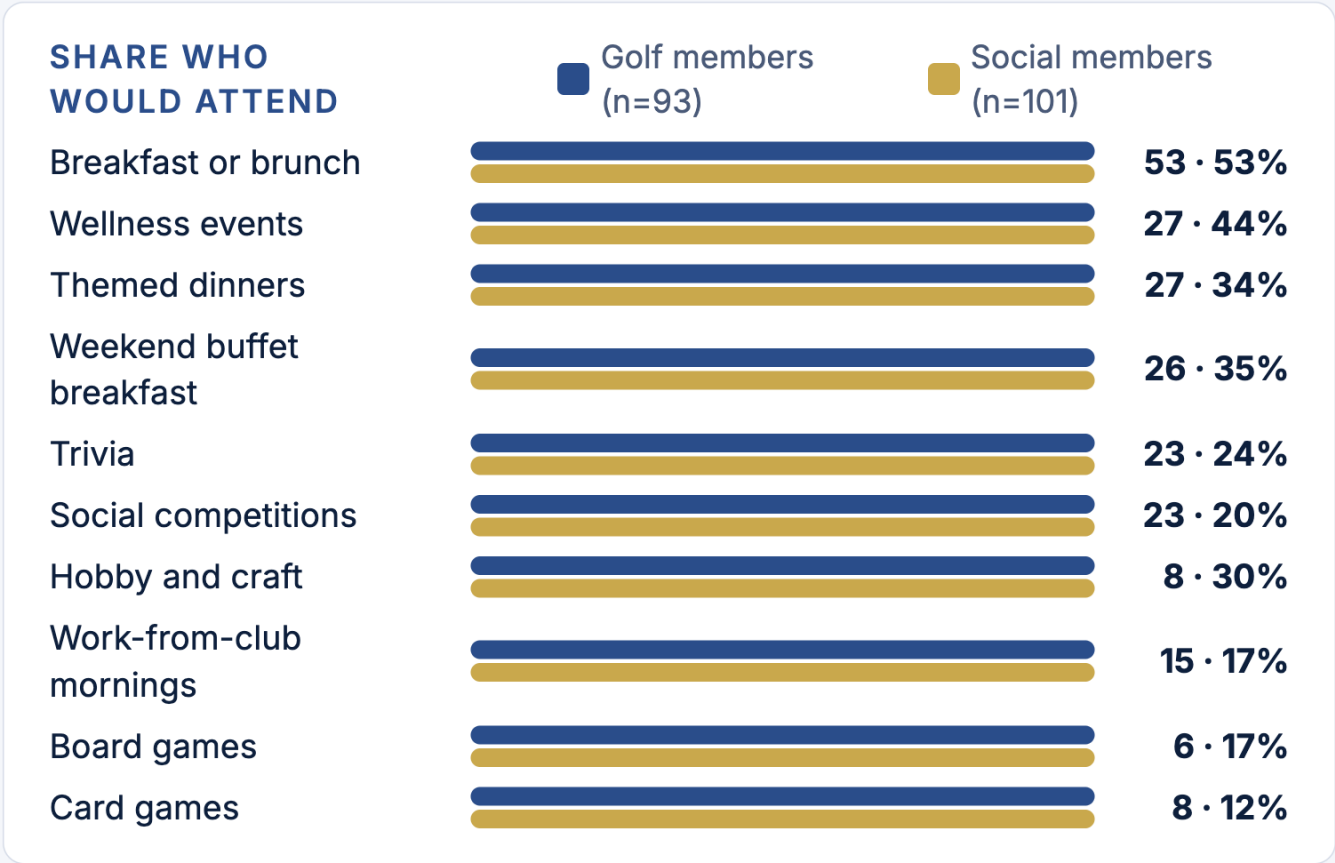
WHAT STOPS MEMBERS VISITING MORE (N=184)



76 wrote in another reason: about 34 cite time or work, about 18 cite service or food.

— EVENT APPETITE BY MEMBER GROUP

Breakfast unites everyone; social members want more



COMMON GROUND
Breakfast or brunch draws 53% of golf members and 53% of social members.

SOCIAL MEMBERS LEAD
Wellness 44% v 27%, hobby and craft 30% v 8%, board games 17% v 6%.

FAMILIES WITH CHILDREN
Wellness 46% v 26%, themed dinners 38% v 24%, trivia 34% v 15% (parents v non-parents).

— WHEN MEMBERS WOULD VISIT

Friday evening is the peak; weekdays are quiet until 15:00



92
members would visit on Friday from 18:00 to 21:30, the busiest slot

WEEKENDS
Saturday is busy all day (51 to 64 per slot from 09:00); Sunday peaks from 09:00 to 15:00 (52 to 64).

WEEKDAY DAYTIME
Quiet: 7 to 20 members per slot Monday to Friday before 15:00.

Work schedules decide when members can come

59%

of the 150 who explained their timing point to work schedules (88)

REASONS GIVEN (N=150)		
Work schedule		88
Weekend routine		28
Meals, specials, friends		27
Family and kids		26
Golf and sport		21
Avoiding dark, traffic, peaks		11

- "After work, weekends with our toddler."*
Resident social member
- "Date night with my husband- away from kids."*
Resident social member
- "That is when the discounts on meals are offered"*
Resident social member
- "Not wanting to travel after dark"*
Non-resident golf member
- "I want to go there to relax anytime of day. It is a beautifull setting, very relaxed - feels like a holiday untill you have to start waiving your hands to get service."*
Resident social member

SECTION 05

Value and the future

Value for money, belonging, advocacy, where to invest and what members want next.



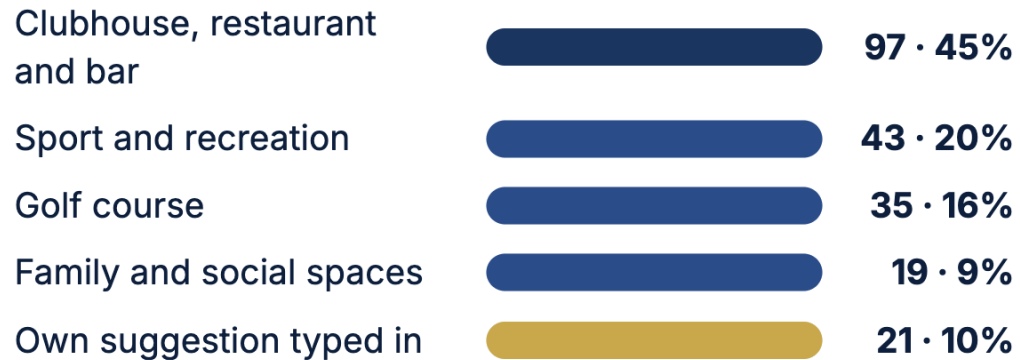
Two in three see good value; the restaurant and bar create it



INVESTMENT PRIORITY

The clubhouse is the first call on capital

ONE AREA TO PRIORITISE, ALL MEMBERS (N=215)



BY MEMBER GROUP

■ Golf ■ Social

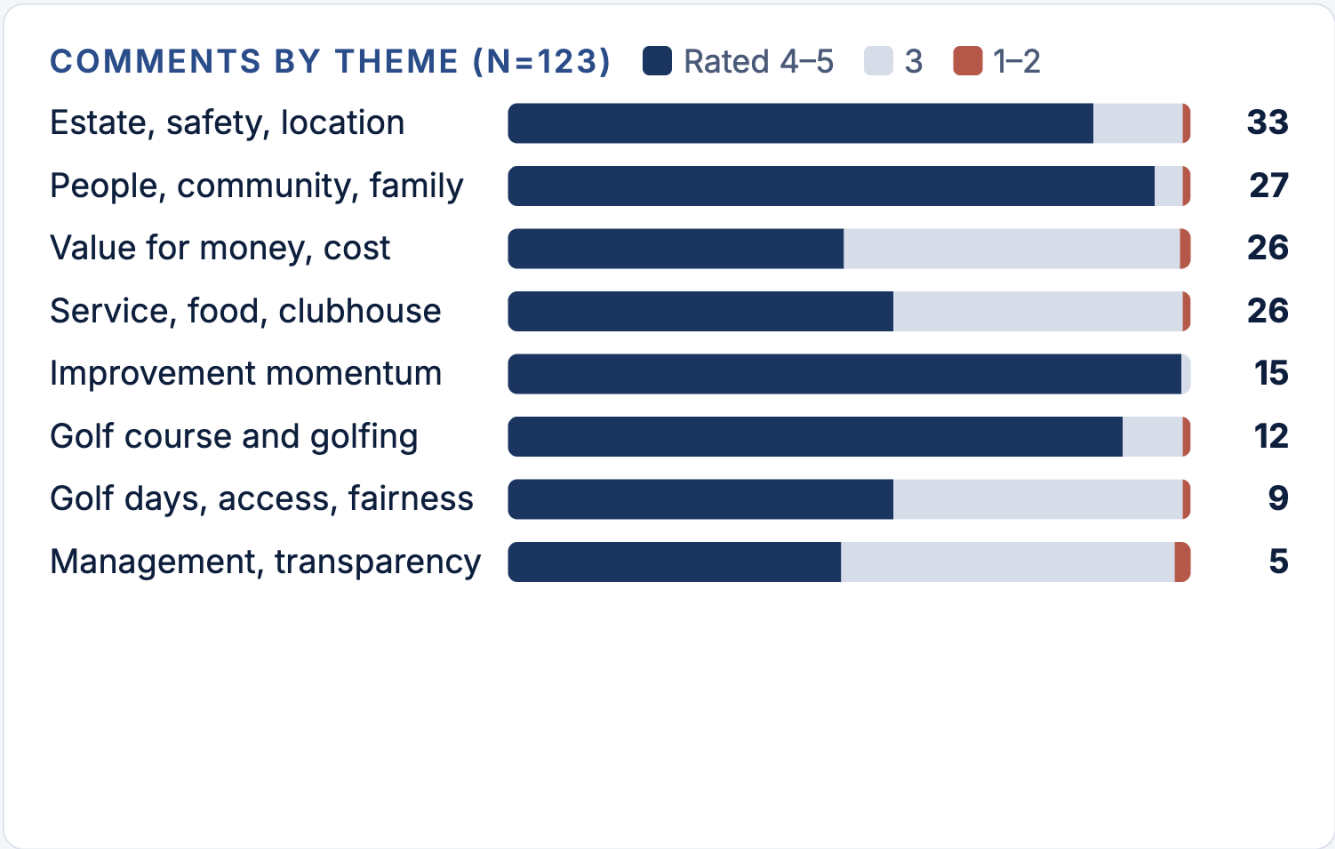


Golf members split: clubhouse (47) and golf course (32) lead.

Social members back the clubhouse (50) then sport and recreation (28).

— WHY MEMBERS WOULD, OR WOULD NOT, RECOMMEND

Estate and people win advocates; cost loses them



DETRACTORS

10 of the 20 members rating 1-2 who commented cite value and cost.

"The staff are amazing, always enjoy our time at the clubhouse - we go once or twice a week at least"
Resident social member

"CCC golfing community is like our family"
Non-resident golf member

"Too expensive, 5 years in a row 8perc or more increase- not sustainable"
Non-resident golf member

— THE ONE IMPROVEMENT

The clubhouse, pricing and new facilities lead

WHAT WOULD ADD MOST VALUE (N=128)

Clubhouse, restaurant, F&B		43
Pricing, fees, member benefits		27
New: padel, gym, pool, wellness		21
Golf course and practice		18
Management, communication		12
River and estate environment		7
Kids, teens, families		7
Events and social life		6
Nothing to add, satisfied		7

PRICING

"Affordable Golf membership for residents who only play occasionally. Maybe once a month."

Resident social member

HALFWAY HOUSE

"half way more affordable, have become expensive since the new area upgrade."

Non-resident golf member

YOUNG PEOPLE

"Better facilities for children. Cater for the young teenagers not only for golfing."

Resident social member

Members ask for consistency, fair pricing and two-way trust

OPEN COMMENTS (N=126)



"An active two-way interaction between Club Management and Members that will build trust, value, and long-term loyalty. Accept criticism as an opportunity to improve."
Resident golf member

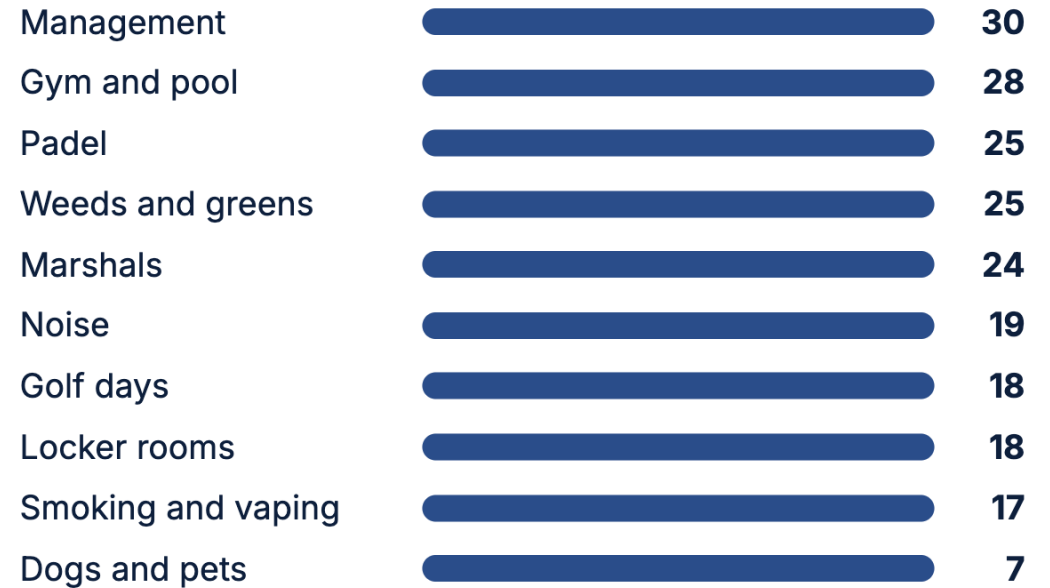
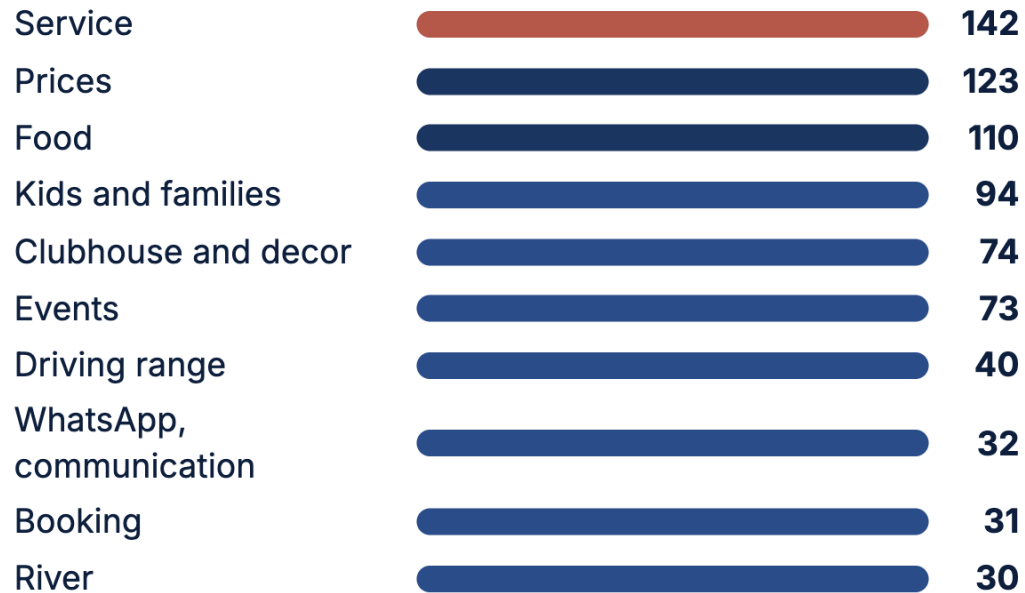
"Consistent quality - confident that I will get what is promised - be it on the patio menu or any other facility or event"
Resident social member

"I think I have said it all. I love it here thanks to how well is being run."
Resident social member

WHAT MEMBERS WROTE ABOUT

Service, price and food dominate 1,277 comments

COMMENTS THAT MENTION EACH TOPIC



CLUBS MEMBERS COMPARE WITH

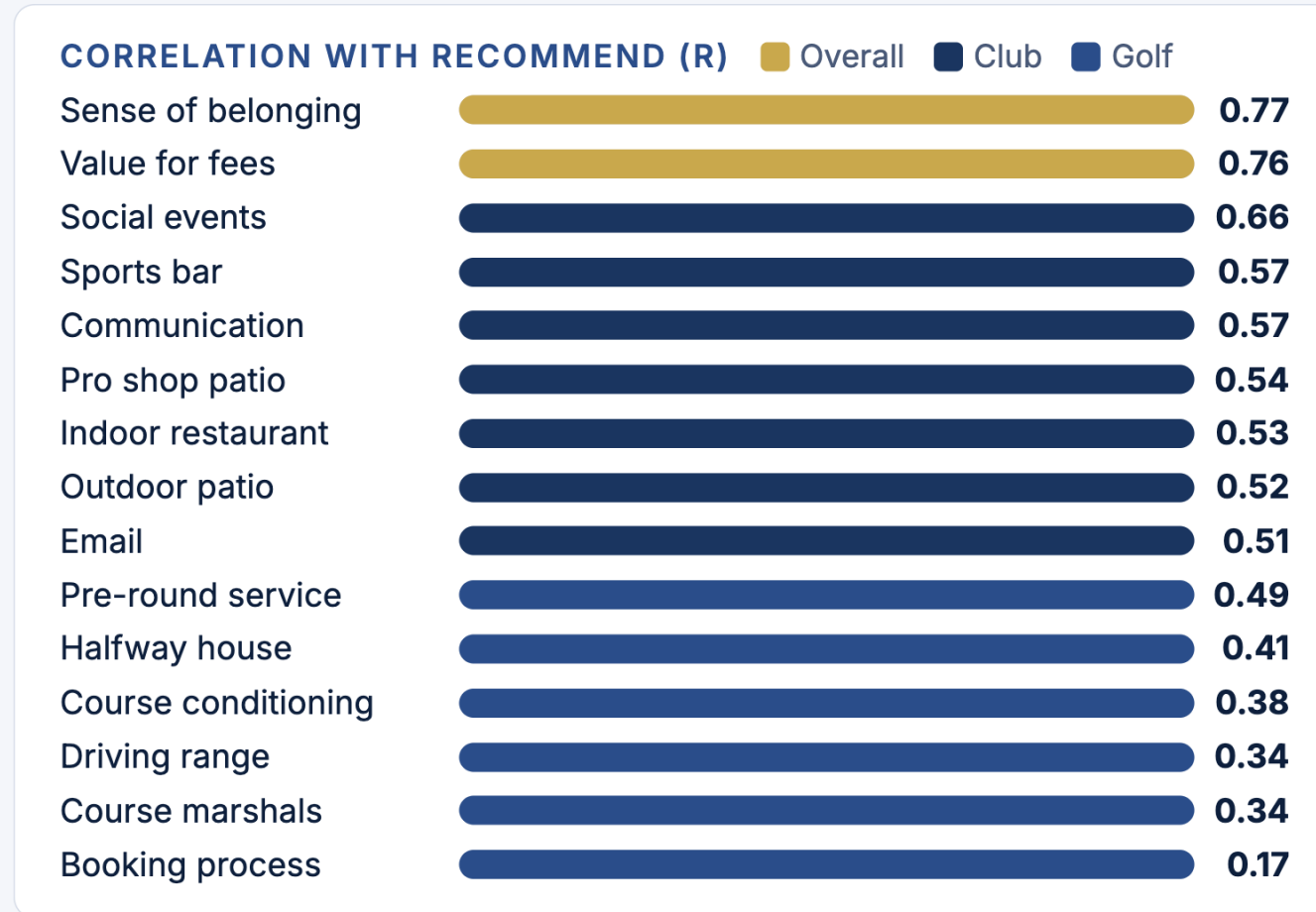
Woodhill (4), Irene CC (4), Silver Lakes (2), Club 14 (2), Pretoria CC (2), Golfers Club (2)

PADEL IN THE COMMENTS

19 members mention padel (25 comments); 18 are in favour and 1 questions demand.

WHAT DRIVES ADVOCACY

Belonging and value move with willingness to recommend



THE STRONGEST LINKS

Members who feel they belong, and who see value, are far more likely to recommend.

EVENTS BUILD VALUE

Event ratings track overall value most closely (r 0.72), ahead of pre-round service (0.67) and the sports bar (0.66).

READ WITH CARE

Correlation shows association, not cause. Golf touchpoints apply to golfers only (n=134).

SECTION 06

Insights and actions

What the survey tells us, where to focus first, and how the data was handled.



A loved estate with an everyday service gap

STRENGTHS

The estate (33 recommend reasons) and its people (27) are the top reasons to recommend.

Recommend averages 3.86, value 3.80 and belonging 3.72 out of 5.

Padel is welcomed: 18 of the 19 members who mention it are in favour.

WEAKNESSES

Service is the most-mentioned topic (142 comments), with food (110) close behind.

Course marshals (3.40) and the driving range (3.34) are the lowest golf scores.

Clubhouse and decor is raised in 74 comments.

OPPORTUNITIES

Events track value most closely (r 0.72); 44% of social members want wellness events.

Kids and families come up in 94 comments, and padel, gym and pool in 21 improvement answers.

Clearer communication: WhatsApp and comms feature in 32 comments.

THREATS

Price perception: 123 comments mention prices, and value is the main reason low scorers give (10 of 20).

Members compare the club with Woodhill, Irene CC and Silver Lakes.

Trust in management and transparency (17 forward-looking comments).

Eight priorities for the year ahead

1

Service pace

The most-mentioned topic (142 comments).

2

F&B value and menu

Food (110) and prices (123).

3

Clubhouse refresh

Top improvement request (43 of 128).

4

Golf fairness

Booking, golf days and marshals (3.40).

5

Range and lockers

Netting and mats; locker-room revamp.

6

Lifestyle beyond golf

Padel, gym, pool, teens and kids.

7

Communication

Admin-only WhatsApp channel, event reminders, benefits guide.

8

Transparency

Governance, senior age 60, river care.

Why this order: service and food touch every visit; the others are targeted at specific member groups.

— IN MEMBERS' WORDS

What members want the club to be

"I think I have said it all. I love it here thanks to how well is being run."

Resident social member

"Thanks management team, you do a fab job!"

Non-resident golf member

"Overall love everything - Rather let members know how THEY can add value."

Resident golf member

"I think you are doing a great job. You also have the magazine which is really nice."

Resident social member

"Everybody must know each other and feel welcome and be able to connect with every member on the same level."

Resident golf member

"...we want to be confident & proud that it is always good, that people feel special."

Resident golf member

How the data was read and handled

SCALES AND BASES

221 responses. Ratings are 1 to 5; top-2 means 4 or 5. Golf questions were answered by 134 members.

Three recommend answers used a 10-point scale (8, 9, 10) and are left out of the 5-point average.

INTERIM V FINAL

The first 54 responses were compared with the final set: value 3.90 to 3.80, belonging 3.79 to 3.72, recommend 3.86 to 3.86.

Marshals moved 3.38 to 3.40 and range 3.25 to 3.34.

CLEANING

Member-type labels were standardised: Golf Member (4) and Social Member (1) were unspecified for residency, and 16 non-resident golf members answered "Tenant".

One truncated option, "Weekend buffet breakfas", is read as weekend buffet breakfast.

PRIVACY AND CARE

Quotes carry the member type only. Comments naming individual staff, and one comment on race, are summarised in themes and not quoted.

Names, emails and contact numbers are excluded from the reference data.