



CASE STUDY

Jeff Blunden - 9 in 18

Combining a 9 hole competition with the typical weekend 18 hole event – an analysis by Jeff Blunden, formerly of Golf Australia.

One of the industry's greatest challenges is spreading the demand for golf across the full week. Research shows that more than 50% of all rounds played are played on weekends, and it is the weekend capacity that restricts clubs from taking on more members. (if you can't get a weekend game you won't join).

This is because our research shows that 47% of golfers only play on weekends (with 13% only on weekdays, with 40% playing both). This suggests to me that it is not possible to shift a lot of demand from weekends to weekdays, so if we are to grow rounds and players, we need to increase weekend capacity.

I have done some analysis on field sizes and the introduction of a 9-hole comp to a typical Saturday field significantly increases capacity.

An 18 hole comp with two tee start and a 2 hr morning cross over period typically allows for 240 players on a day (depending on tee time interval). If you add a 9 hole comp at the start and end of the field you can increase this capacity to 400 players, as follows:

- 80 people off the 1st tee between 6.30am and 8.30am, playing an 18 hole comp
- 80 people of the 10th tee between 6.30am and 8.30am playing a 9 hole comp.
- 1st tee starts cross over to 10th at 8.30am, those starting on the 10th tee finish the 9 hole comp between 8.30am and 10.30am.
- 80 people off the 1st tee between 8.30am and 10.30am
- 80 people off the 1st tee between 10.30am and 12.30pm
- 80 people start the 2nd 9 hole comp on the 1st tee between 2.30pm and 2.30pm, enabling it to finish at 5pm.

If the average comp fee is \$6, then typical Saturday comp income is $\$6 \times 240 = \1440 + food & beverage spend.

This opportunity increases the potential income to that above plus the 9 hole comp fee + food & beverage spend.