

GOLF SA DEVELOPMENT PROGRAM

Golf SA has three main programs it is developing:

- Women's 'Try Golf'
- Men's 'Nine Hole' Golf
- Junior 'Go-Go Golf'

'Try Golf'

The "Try Golf" for Women recruitment programme continues to be a success story for South Australia Golf.

The aim of the programme is to encourage women to participate in the sport and ultimately join as members of the Club. Programmes run for 5 – 6 weeks and participants experience learning to play the game in a friendly and supportive environment which includes coaching of all facets of the game. In essence we are trying to build a relationship between the club, player and themselves from a grass root level.

In 2007 28.5% of women who took part in the programme joined as full members of golf clubs. This was an increase from 2006 which saw 21.28%.

Participants are placed into groups of no more than 15 and rotated through the sessions. For example, for each participant (assuming 45 in total in each 1 ½ session) the programme could be conducted as follows:

Two professionals

1st group (15 women maximum)	practice fairway	½ hour
2nd group (15 women maximum)	chipping/putting	½ hour
3rd group (15 women maximum)	club house *	½ hour - (The Club house session is an introduction to member facilities, club information, etiquette etc)

This system could be repeated two to three times on one weekday = 90 -135 participants

From the fourth week of the recruitment programme course play can be introduced over a few holes.

At the completion of the programme participants are offered an "attractive" temporary membership which includes free time on the course and one or two more coaching lessons. Many Clubs have put on specific 9 hole competitions for participants which have worked extremely well.

The type of temporary memberships offered varies from Club to Club – however a nominal entrance fee (ie \$35.00), attractive temporary membership and Club support from its Administration through to its members have been the keys to the programmes success.

Clubs are encouraged to apply to the Department of Recreation of Sport for funding to assist them with their programmes (conditions apply) – and Golf South Australia is more than happy to assist them with this process and supply a letter of endorsement to go along with their applications.

'Nine Hole' Golf

Using the '...blunt instrument approach...' Golf SA is developing an introduction to golf for males (18-55 age group) that includes a 30-45 minute lesson followed by '...nine holes...' The concept is based around the fact that most males simply want to hit a golf ball '...as far as they possibly can...'

With some rudimentary technical coaching it is envisaged that participants will get a chance to put the theory into practice as quickly as possible. The driving factor is that '...nine holes...' is relatively inexpensive (green fees), can be played at most public courses/Par 3 courses at any time and eventually can obtain the participant a legitimate handicap.

Marketing is being concentrated to suburban newspapers within the locality of a public golf course.

'Go-Go Golf'

The Go-Go Golf programme is not new to golf and has been operating for a number of years with varying degrees of success in SA. At one end of the scale Golf SA has a Go-Go Golf programme that reaches some 5-6,000 primary school students annually. At the other end of the scale Golf SA conducts the SA Primary School Association Championship (2007 over 230 participants) annually.

The new Go-Go Golf programme will link the initial Go-Go Golf clinics held at schools to the SAPSASA Championship through a series of school holiday programs and inter-school nine hole competitions.

1 Go-Go Golf Clinics (Held at participating schools)

2 School Holiday Programs (Held at participating driving ranges & golf clubs)

3 Junior Nine Hole Competitions (Held at participating golf courses)

4 South Australian Primary Schools Amateur Sports Association Championships (Held annually, with regional qualifying events)

The aim of this linkage is to maintain the interest of the participants through a continuation programme that also provides a ready made local inter-school sports competition.

Resources

As with any/all such programmes relevant resource materials are a key factor in attracting and retaining interest. Golf SA is endeavoring to develop '...resource packages...' that will enable any Club, District or Individual to conduct any of the above programmes with minimum effort.

Resource materials such as '...Conducting Golf Development for Dummies...' may be one way to achieve this outcome where a resource folder can lead a person step-by-step through the process. Sample advertisements (fill in the date/s), sample letters to Schools, Pro-Forma Results Forms, Contact details for Local Media etc will all be found in the hand-book or CD.

Nine Hole Golf

Each of the Golf SA programmes is aimed at taking full advantage of the Golf Australia Nine Hole initiative. There is potential spin-off from any national marketing of nine hole golf that can be leveraged. In addition, Nine Hole Golf is seen as the ideal vehicle to introduce new participants to the game especially as there is a tangible '...national handicap...' that can be attained.

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