



GolfAustralia

Recruitment & Membership



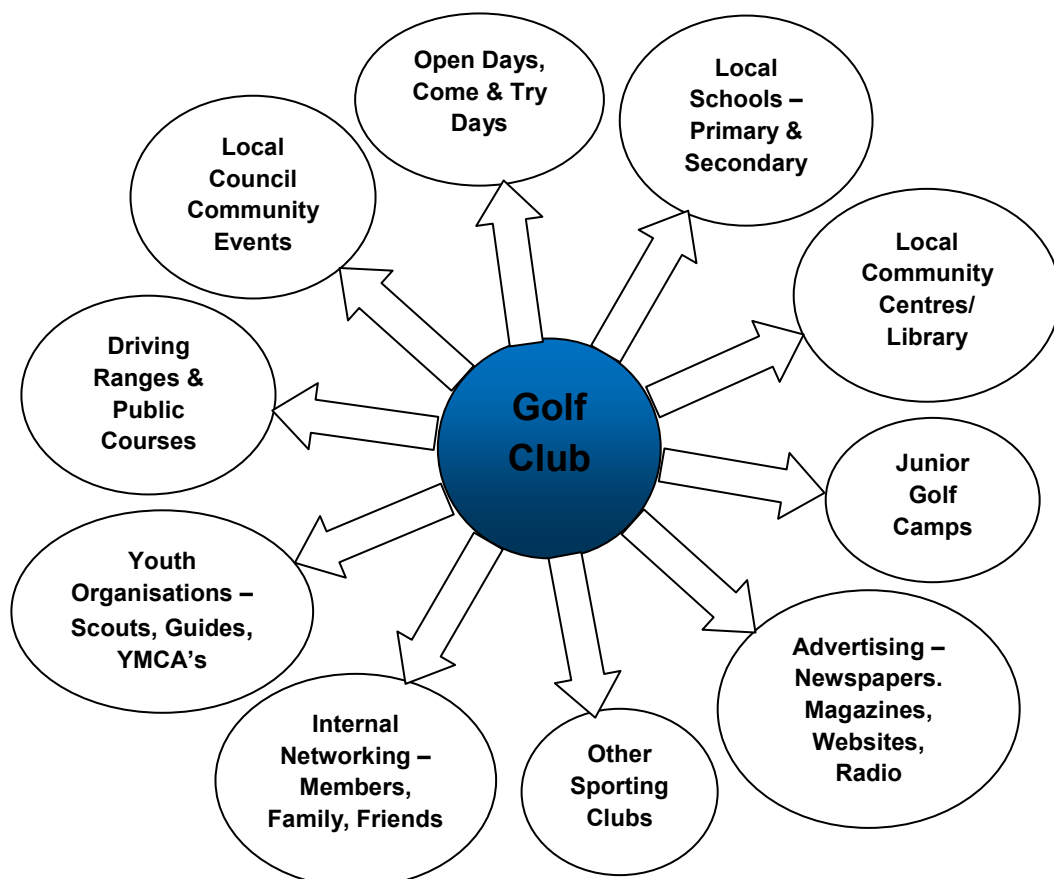
Recruitment & Membership

The recruitment (including induction) and retention of juniors is arguably the most important challenge for the Junior Coordinator and the Sub-Committee. Juniors need to be given the best possible start to their golfing experience and Golf Clubs have to consider ways in which they can retain junior members into adult membership. There are many options and ideas that can be implemented, however what works for one golf club may not be so effective in another.

Once recruited juniors need to be given a good start, so the welcome and induction process is highly significant. Retaining junior members is the key, as they are the adult members of the future and with all of the other lifestyle distractions (good and bad), what incentive can your golf club offer juniors to stay in membership?

Sources of Recruitment & Target Markets

Potential junior golfers are not often aware of the coaching and membership opportunities that exist for them in golf clubs, particularly if they have no existing connection with the game. Promotion within the existing club membership may no longer provide sufficient membership renewal. Clubs should identify local organisations where they can promote the attractions of golf as a game and also their club as a desirable provider of facilities, and coaching. Potential sources of recruitment include:





The Building Blocks

It is essential to establish the Club's internal structures and organisation so that recruitment proceeds in a well organised manner, and with continuity (see People & Organisation). The Club must be in a position to deliver on any commitments made as they try to attract juniors (and their parents) to golf and to the Club. The following building blocks are recommended:

- Set and pursue a junior recruiting target
- Appoint a Junior Coordinator, and establish a Junior Sub-Committee preferably with at least four adult members to take responsibility for managing the club's program
- Establish a Junior Mentor group of volunteers who are each prepared to mentor three juniors (e.g. Assist at clinics and practice sessions; play 3, 6 or more holes on a regular basis with juniors to encourage and assist them to develop understanding of course management, etiquette, care of the course, competition formats etc.)
- Establish a group of club volunteers who are prepared to visit local schools to assist with recruiting clinics, skill sessions and practice during lunch-times or sport times
- Provide access and support for local school teams/groups to play and practice on the golf course on an inexpensive basis at times suited for junior participation
- If needed, conduct a local campaign to encourage donation of golfing equipment for use by juniors participating via the club or local school
- Seek recognition for and publicise the club's junior program and its participants via websites, local newsletters, local newspapers, local radio and TV

Refer to a **Sample Media Release Template** at the end of this section

- Link the Club's program to any broader program of activities and competition in the region and to the pathway for player development.

In particular, the following principles are essential for a successful junior recruitment program:

- **Regular Recruiting of Juniors** – it must be an ongoing program, with at least annual visits to schools and other recruitment sources
- **Engage Parents** – their support is vital
- **Friendly and Welcoming Club Culture** – golf clubs can appear to be intimidating to potential new members, both adults and juniors, and this will only be overcome if members genuinely welcome newcomers
- **Reach out to Extended Families**
- **Recognition and Publicity** – to create a sense of belonging and achievement. This encourages the recruits to continue with their involvement, and also attracts their friends to try it





The Club Building Recipe

The recommended four key areas of focus are:

1. Schools

- Junior sport thrives on a base of friends having fun together
- Recruiting at schools is the best source of getting a group of sufficient size
- Children and parents know each other which helps recruiting and retention

2. 8 – 11 Year Olds

- Easier – children are impressionable and less likely to be already committed to other sports
- Productive – parents have to be (and want to be) with their children at this age level. This helps with supervision, transport etc and provides a ready made opportunity to recruit the parents and extended families

3. Critical Mass

- Juniors are unlikely to maintain interest and survive in a golf club which has only a handful of juniors
- Kids want to be and do things with their friends
- They also want to compete with others at their level
- A club which maintains at least 15-20 juniors has critical mass to provide social, challenge and club identity elements which attract and keep families in sport
- Building from the bottom up sustains club growth

4. 10-Week Starter Programs

- In a precision sport, like golf, beginners need a reasonable period of exposure to develop the fundamentals and hit rewarding shots
- A 10 week (or similar) program provides the timeframe in which there is opportunity for success and that the player will glimpse the real joys of golf

Refer to a **Sample 10-Week Junior Starter Program Structure** at the end of this section

Engagement of Parents

Parents play a critical role in the decision of their daughter or son to take up any sport. Children and their parents are offered many choices in their daily lives, and for golf to be attractive it needs to be seen as a safe, well organised and professionally run sport. As already noted in the introduction, golf is a game for life and it teaches valuable life skills.





In order to engage parents and to get their buy-in to the sport (which may also lead to them taking up the game if they have not already done so) the following strategies may help:

- When the parents are delivering their daughter and/or son to the junior program, make sure that they are encouraged to help out, rather than leaving or waiting in the car. Helping out could involve them with an activity e.g.; carry out scoring, or assisting with collecting balls
- Ascertain which parents have played golf before and ask them to help out with the program. This might include giving them a particular task for the duration of the program
- Incorporate a son/daughter and parent activity or competition e.g. teams putting, 3 hole ambrose
- Run a parents beginner program simultaneously with the junior program
- Provide refreshments for the parents during or after the session
- Give regular, constructive feedback to the parents on the progress of their daughter and/or son
- Learn the names of the parents
- Invite parents (and brothers/sisters) to the end of program Barbecue, Pie Night (or similar)

The key is to involve the parents as much as possible.

Girls

Focusing specifically on girls can be beneficial in attracting and retaining girls. It is important though that there is integration between boys and girls within the membership.

Group coaching sessions creates a less daunting environment for girls. There are some instances when girls only coaching is beneficial, especially when girls are first starting to hit the ball.

Fostering friendships and a social element within the coaching activities is also important for girls. The involvement of female members and volunteers with junior activities designed specifically for girls is beneficial.

Clubs that are having difficulty in attracting girls (and boys) could consider linking with other nearby clubs to form a cluster.

School Links

Working with local schools can be an effective and enjoyable way of attracting more Juniors into the Club and engaging with the community. Some ideas when approaching a school include:

- Deliver a presentation at the main school assembly to the students, explaining about the Club and what is available
- Provide handouts and posters with contact numbers, dates and times of any available sessions that will help to inform parents of the opportunities available within the Club and also get them involved
- Have a demonstration of MYGolf Skills Challenge which is ideal for these sessions as it is simple to set up, colourful and easy to use, therefore having a positive impact on the children straight away





- Children may be more receptive to the introduction of golf if it is shown to them in familiar surroundings such as the school gymnasium or playing fields
- The first few sessions should be organised at the school, either at lunchtime, during a PE lesson if the school allows, or after school when the school staff can assist with the organisation
- Within four to six weeks invite interested children to sessions at the Club (the move from the school will probably reduce the number of children just participating to those who are genuinely interested)
- Come-and-Try sessions should make the children's first experience of golf an enjoyable and safe one, so that they will want to continue their participation
- A handout should be given to the children to explain to them and their parents what the Club is offering, e.g.:
 - Safe environment
 - Professionally qualified staff
 - Costs
 - Times of sessions
 - Length of sessions
 - What to wear, e.g. trainers and comfortable clothing rather than specific golf wear at this early stage
 - Equipment - free of charge
 - Parents are welcome to watch and assist

Refer to a **Sample Letter to a School Offering to Run Golf Clinics, How to Organise and Conduct a School Recruitment Clinic including "Closing the Sale", Sample Junior Program Enrolment Form and Sample Letter to Parent offering Junior Membership to their Son or Daughter** at the end of this section.

Enrolment & Induction

Once a junior has shown interest in the game, the Club needs to consider how best to attract him/her into membership. Clubs should consider how easy it is for juniors of all ages and backgrounds to access membership opportunities and whether they can reduce any possible barriers. Some aspiring junior members may not know an adult member which can prevent them from applying for membership at a club, if it insists that an adult member must propose a new junior member. Some other sports simply allow juniors to apply to join their club by written application or through attendance at a local school.

Some points to consider on membership accessibility:

- How can the Golf Club make junior membership more accessible and open to all?
- Is it fair to insist that juniors have to be proposed by an adult member?
- Is an interview process really necessary as this can sometimes intimidate youngsters and in some cases their parents?





- An open day may be suitable as it creates a less formal environment and also allows the juniors and their parents to assess the Club
- A trial period is a good option for both the junior and the Club, allowing both parties to feel comfortable prior to a commitment
- If clubs are concerned about a possible decrease in playing standards, creating a beginners' scheme can encourage juniors to take a series of lessons for free or as part of an introductory package

Many golf clubs hold an informal welcome function for new members as it allows them to be introduced to club officials and other new members at the same time. It should be emphasised that the juniors and their parents/guardians are expected to attend as these evenings are for their benefit and for them to demonstrate their commitment to becoming an active member of the Club.

Points to consider include:

- It provides an informal way of introducing new members to the club officials and allows them to be shown around the facilities
- New junior members can meet both new and existing adult members, helping them integrate into the club
- The welcome should be more of a social event. If new members enjoy the occasion and make new friends, they may be more likely to support future social events
- The invitation should be to the whole family rather than just the individual as it may encourage other members of the family to join
- Members of the main Committee, the Junior Sub-Committee, the Club Professional and other interested members should also be encouraged to attend
- A formal element is desirable, with a short introductory speech by the Club Captain, President or Junior Coordinator to officially welcome to the new members
- Officials should introduce themselves to the new members and give a brief outline of their role within the Club. Allow the opportunity for questions and answers with the Club officials
- Provide a tour of the facilities, discussing usage and rules
- Provide refreshments
- Provide members with appropriate information, such as a junior handbook, newsletter and website address
- Be sure to keep it informal and welcoming
- The new juniors and their parents should leave the welcome event happy with their decision to join the Club, and the parents should especially feel confident about their child's welfare

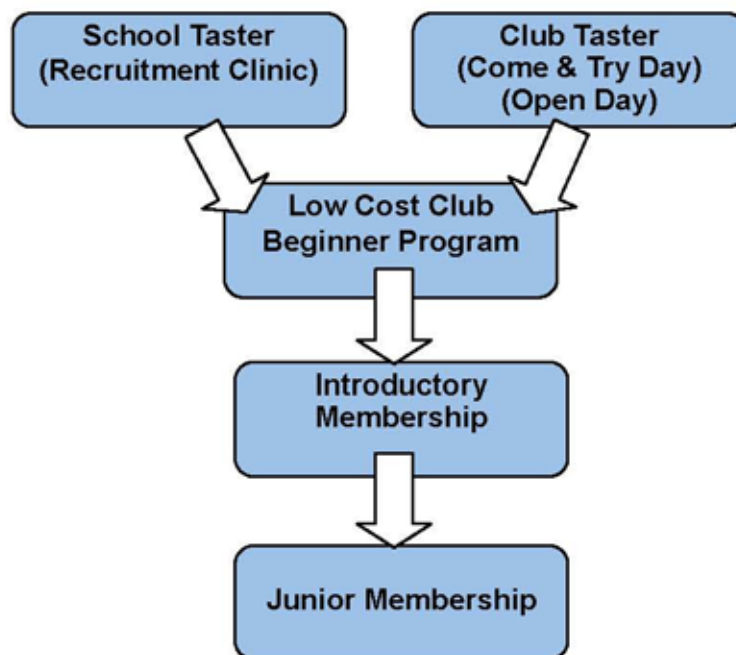
It is good practice to provide all new junior members with an Induction Booklet that acts as a reference guide. The booklet could include the following details:

- All contact numbers for club officials
- Dress code guidelines
- Competition and coaching dates and times
- Competition entry regulations



- How to obtain a handicap
- Rules of golf and etiquette guidelines
- How to fill in a scorecard correctly
- Junior Sub-Committee structure
- Rules of the Golf Club
- Junior members names and contact numbers
- What the junior should commit to (e.g. playing in a set number of competitions per year, attendance at coaching sessions and compliance with the rules and regulations)
- Information on the MYGolf National Skills Challenge & Awards Program

Example Recruitment Pathway



Retention of Junior Members

Golf is no different to other sports in losing young players as they mature and this can happen for many reasons, however the great thing about golf is that it is a game for a life and many of these young players will return.

Some reasons for leaving include:

- Going to university
- Boyfriends / girlfriends
- Buying a car
- Peer pressure
- Family pressure to do other things
- No longer having financial support from parents
- Other financial pressures
- Starting a career
- Moving away from home
- Competition from other sports

There are also more 'golf specific' reasons at club level, which include:

- Perception and image of golf and club membership
- Time commitments for playing golf
- A steep increase in membership subscriptions and/or entrance fees into intermediate or adult membership
- Lack of coaching and competitive opportunities
- Restriction on playing in the main/adult competitions
- Overly strict club rules and regulations
- Attitudes of the Club and adult members towards juniors

Clubs can address each of these issues, and when a junior member leaves the Club, a call from the Junior Co-ordinator will help to identify the reasons for the departure.

Clubs should also consider how they can encourage past members to return to Club membership e.g. by waiving the joining fee if an applicant has previously been a member.



Membership Structures & Fees

From the outside, golf is often perceived as expensive in comparison with other sports such as football, swimming or athletics. Whether or not this perception is accurate, some costs associated with Golf Club membership can deter new junior members, particularly entrance or transitional fees.

Juniors are the future of the game and every opportunity should be taken by Clubs to ensure that entrance fees and membership subscriptions do not become barriers and restrict participation. Clubs should try to be creative with junior membership categories and the payment procedure and think what they can offer the customer (Juniors and their parents), to make the membership package more attractive.

The Membership Package

Points to consider in making membership attractive for junior golfers include:

- How are juniors accepted into Club membership?
- Is there a need for juniors to be proposed by an adult member?
- Are new junior members required to have a handicap to join the Club?
- Is the membership package good value for money?
- Does the Club need to charge an entrance fee for juniors?
- Can the Club be more creative in the way juniors pay for membership?
- Can the Club afford to keep doing what it has always done or does it need to be more proactive in terms of junior membership?
- What incentives does the Club provide for juniors to join? For example, free lessons upon joining or discounted coaching vouchers
- Do juniors have access to regular coaching opportunities (group and individual)?
- Are there competitive opportunities as they progress, including access to main club competitions?
- Can the Club offer an incentive to current members, which encourages them to introduce juniors into membership?
- Is a family membership package appropriate?
- Does the Club consider the parents of potential new junior members as they will probably be paying for their son and/or daughter
- Is it essential for the Club to impose a minimum age restriction?
- Should the Club review its dress code?
- Does the club educate new members on the rules and etiquette of the game?





Some Golf Clubs choose different kinds of names for their junior membership such as Cadets and Sub-Juniors. Naming the different types can be based upon the type of package offered or simply just to make it a bit more fun for the juniors. The following information provides an overview of various formats of junior membership.

Refer to a **Sample Cadet Golfer Information** at the end of this section.

- **Trial membership** - this is not only beneficial for the Club in getting to know potential members, it also gives juniors and their parents a chance to experience the Club. Following a month's trial membership for example, if the junior and Club are both happy they can then progress to the next stage of membership. For a nominal fee the trial offer may include a coaching lesson from the professional and limited access to the golf course (accompanied by an adult member or the professional). It could also include a junior agreeing to full junior membership for a year, but with the option of terminating after a month.
- **Introductory (probationary) membership** - this allows Juniors to experience the Club environment, enabling them to try golf without placing any financial burden on their parents until they can see whether the child is committed to the game. A special introductory package might include access to coaching in order for juniors to reach an acceptable playing standard, the clubhouse, use of the practice facilities and limited access to the golf course (perhaps only accompanied by an adult member) – all helping to aid their development as beginners and encouraging a sense of belonging within the club. Introductory membership is usually for a period of three to six months at a reduced fee and allows time for the club to see whether a junior is fully committed to the Club
- **Academy membership** - this is a type of introductory membership that focuses on coaching sessions for beginners. Some Clubs have a coaching academy, although this sometimes relates to the actual practice facility (for example short game area) and not the type of membership. Just like introductory membership, juniors can learn about the game in a fun and safe environment. Academy membership could also include access to holiday activity programs, golf camps and link in with local schools

Introductory or academy membership could include:

- Reduced rates on lessons or free group lessons
- Limited access to the golf course (accompanied by an adult member)
- Use of other practice facilities - chipping and putting green (perhaps at specified times) and access to the clubhouse
- Reduced rates for parents/guests playing the main course or academy course
- Reduced coaching rates for parents/guests
- The academy facilities could also be available to all other junior members
- **Six or nine-hole junior membership** - although logistically this may not be realistic for some Clubs, it is becoming a popular idea. Golf can be quite a time consuming game and if juniors have the opportunity to play in a shorter timescale, it might mean an increase in the number of Juniors playing and ultimately joining. This type of membership will certainly be easier if the sixth or fifteenth hole is located near to the clubhouse.
- **Full junior membership** - junior members will become potential adult members in a few years time, so it is important to provide an exciting, enjoyable and affordable junior membership package. Regular access to coaching and competitive opportunities should be available and the juniors should be run in a professional way, adhering to an appropriate child protection policy and guidelines. With regard to junior fees, the club should consider offering a sliding scale.





- **Intermediate membership** - the creation of an intermediate section of membership that falls between junior and adult membership is an effective way of retaining youngsters within the club. Many young players are lost to the game in this period. However, by gradually increasing the fees paid in this category dependant upon age and also by offering a loyalty discount based on how long a junior has been a member, it allows the junior to adjust to the increase in subscription into adult membership. Clubs may wish to stagger intermediate membership up to 29 years of age or even longer, before adult full membership is required (for example 18 to 20, 21 to 24 and 25 to 29 categories).
- **Student membership** - this is an ideal category for those young adults who wish to go to university and study as it allows them to retain links with the Club at a reduced rate so that they can still play during holiday periods. University is certainly a big financial commitment, so club membership may be the first thing to be sacrificed. Clubs should therefore try to be as supportive as possible to encourage students to maintain their golf. On return from university a student should have the option of continuing their membership (either intermediate or adult). Some clubs simply suspend membership until students return from university and then allow them to come straight back into full membership without them having to go through the recruitment and/or induction process again. The Club should also consider whether age matters and whether a student is just classed as in full time education.

Setting Membership Fees

Junior membership fees vary enormously. Clearly the lower the better to attract potential members, but what is crucial is to encourage participation and retention of junior golfers. Clubs should review their junior subscriptions (and entrance and transitional fees) on a regular basis.

How do you know what is the right price to charge?

- Examine competitors' fees - what is the average junior subscription?
- Geographical area is a factor – average travelling distance and therefore cost
- Socio-economic background of members and potential members
- What do other sports clubs charge for membership?
- What is the membership target?
- Ask previous members why they have left – was it due to cost?
- Ask the current members their opinions about cost and value
- Do you have vacancies or a waiting list?
- Can you afford to carry on with the same trends as in recent years? Construct a graph of income from previous years (1, 3, 5 and 10) – what does this show?

Clubs should consider introducing a sliding scale for junior membership based on age. This provides good value for money and also allows juniors (and parents) to adjust to the small increases each year or two up to adult membership.



Sample Sliding Scale for Juniors and Transition to Adult Membership

Age	% of Full Adult Membership
Up to 14	10%
15 to 16	15%
17 to 18	20%
19 to 21	25%
22 to 24	50%
25 to 29	75%
30+	100%

Full time tertiary students could be held at, for example, the 19 - 21 rate until they complete their studies.

Dress Standards for Juniors

Clubs should take a reasonable approach to dress codes, especially for new junior members. The Committee should consider developing a policy for junior dress standards, taking into consideration the attitudes of the adult membership while recognising that some of the more traditional dress codes will not be popular with juniors.

Options worth considering include:

- The Club may wish to relax the dress code for new junior members (for up to 6 months)
- The golf shop could offer new junior members a discount on golf shoes, polo shirts, trousers and equipment
- The Club could provide new junior members with a polo shirt (with the embroidered Golf Club name) for a small fee
- For the first 3 months of junior membership, juniors could be allowed to wear T-shirts, tracksuits and trainers for practising and attending coaching
- Following this 3-month period juniors should be advised that they are required to wear golf shoes
- Following a 6-month period, all new junior members are expected to have a Golf Club polo shirt (or similar tailored shirt) and a pair of tailored shorts or trousers

It is important that juniors and their parents are made aware of the required standards, so as to avoid any embarrassment later.



Sample Media Release Template

<insert club logo>

Date/Month/Year

FOR IMMEDIATE RELEASE

Catchy Headline

A short, punchy single line or sentence which delivers the theme of the release.

First paragraph of the body of the press release.

This paragraph should very briefly answer the questions of Who?, What?, When?, Where?, and Why? Journalists look for the crucial information at the top of the release.

The **second paragraph** of the body of the press release should elaborate on the news, why it is significant and give further details.

Continue with **short paragraphs** to discuss different aspects of your club's news, including a quote when appropriate. A quote should come from a designated spokesperson or person in a managerial role at the club. These quotes should form a style of endorsement for your news.

The last body paragraph should include less important details and supplemental information not included earlier – this can include a very brief history of the club, number of participants in other club programs and potential plans for the future. It does not hurt to give the impression there may be more news or that the club is a potential future news source.

Length should be restricted to a maximum of one A4 page. Less is best.

Include a footer (it should be uniform on every press release) with a basic description of the Club and:

For more information/ enquiries, please contact:

John Citizen, General Manager

XYZ Golf Club

Phone Number

Direct Email Address

Website Address





Sample 10-Week Junior Starter Program Structure

There is no set way to run a junior program, however like any program in order for it to be enjoyable and successful, the planning and structure needs to be well organised.

It is vital that the first session is well conducted as this will determine if the girl or boy returns the following week. As with other sports the engagement and support of parents is critical to the success of the program.

In a precision sport, like golf, any beginner needs a reasonable period of exposure to develop the fundamentals to a level to be able to hit rewarding shots. An 8-10 week program or similar provides the timeframe in which there is enough opportunity for a beginner to grasp the skills and taste the joys of the game.

The following is an example of the structure of a 10 Week Junior Program that has incorporated components and terminology of the MYGolf National Skills Challenge & Awards Program. It must be emphasised that this is just one way of running a program. Imagination and Fun are the keys to a successful program.

WEEK	MAIN ACTIVITY	GOLF PRO OR SKILLED PLAYER (OPTIONAL)	EXTERNAL GROUPS (OPTIONAL)	HOME PRACTICE
1	Roll & Chip It			Putting on carpet
2	Full Swing	√		Grip & Stance
3	Rip It Shootout			Chipping in backyard
4	Fly It	√		Pitching in backyard with tennis ball
5	Short Game Shootout			Full swing
6	3 Holes Play	√	Parents play	Etiquette & Basic Rules Card
7	Rip It, Roll It, Chip It & Fly It Shootout		1-2 neighbouring clubs	Putting & Chipping to a target
8	Skills Challenge Practice			Full swings & Pitching to a target
9	Skills Challenge			Grip, Stance and Full swings
10	6 Hole Tournament Presentation & Prizes	√	1-2 neighbouring clubs	





WEEK 1

TIME	ACTIVITY	KEY REMINDERS
20 (10 at each station)	Station A - Roll It, Grip, Stance, Swing basics Station B - Chip It, Grip, Stance, Swing basics	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
5	Group Welcome to parents & children	
5	Safety Rules explained	
25	Walk a hole from 100m	Explain basic rules & hole features
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		

WEEK 2

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
10	Rip It demonstration from skilled player	
20	Full swing concept Grip, Stance, Swing basics	
20	Aussie Rules golf competition	
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		





WEEK 3

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
10	Full Swing refresher Grip, Stance, Swing basics	
30	Rip It shootout	
10	Explanation & demonstration of Etiquette	
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		

WEEK 4

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
10	Fly It introduction Grip, Stance, Swing basics	
20	Fly It competition	
20	Play 1 hole from 100m	Split into groups of 3-4 & to multiple holes if needed
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		





WEEK 5

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
20	Blast It skills familiarisation	
30	Short Game shootout <ul style="list-style-type: none">• Roll It• Chip It• Fly It	Small groups
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		

WEEK 6

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
10	Etiquette & Basic Rules familiarisation	
40	3 Holes play (with parents) - modified golf course	Split into groups of 3-4 & to multiple holes if needed
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		





WEEK 7

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
10	Grip, Stance & Swing concepts refresher	
40	Rip It, Roll It, Chip It, Fly It shootout	Small groups
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		

Optional free play on the course

WEEK 8

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
5	Grip, Stance & Swing concepts refresher	
45	Skills Challenge practice <ul style="list-style-type: none">• Rip It• Roll It• Chip It• Fly It	
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		

Optional free play on the course





WEEK 9

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
50	Skills Challenge testing <ul style="list-style-type: none">• Rip It• Roll It• Chip It• Fly It	
5	Review days activities & warm down Explain next week's session & home practice	
Total 60 mins		

Optional free play on the course

WEEK 10

TIME	ACTIVITY	KEY REMINDERS
5	Warm up & stretching	Arrive early & set up Greet children & parents Ask parents to help, assign tasks Encourage & learn names Coach with positive feedback
90	6 Hole tournament <ul style="list-style-type: none">- modified golf course- teams event & individual	
45	Presentation & Prizes Barbecue	
Total 140 mins		



Sample Letter to a School Offering to Run Golf Clinics

(Addressed to Year Level Coordinator, Physical Education Teacher or Principal)

<insert club logo>

Dear

Following up from our telephone conversation <or meeting> I am writing to confirm our offer to conduct free golf clinics for Year <insert level> students at <insert school name>.

Golf is the game for life and it teaches valuable life skills such as honesty, respect, courtesy, perseverance and sportsmanship. As part of the golf clinics, the students experience elements of the MYGolf National Skills Challenge. The clinics will be held on the school oval or in the gym if the weather is inclement. All equipment for the clinics is provided.

Arrangements for the Clinics are as follows:

Date(s):	<insert>	Times:	9.00am – 10.00am	}
			10.00am – 11.00am	} example only
			11.30am – 12.30pm	}

Location:	School Oval (or gym)	Students:	Years 4, 5 & 6	} example only
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The grade teacher or PE teacher is invited to assist in conducting the clinic and is encouraged to become actively involved in the activities. Members from the <insert name> Golf Club will be attending to assist with the clinics and the students will be offered the opportunity to attend a follow-up Golf Program at the Club. We understand that there will be approximately <insert number> of students participating.

Can you please confirm the above arrangements as soon as possible. We look forward to visiting your school.

Kind regards

John Smith

Junior Coordinator (or relevant title of person)

<insert name> Golf Club

<insert telephone number>

<insert email address>





How to Organise and Conduct a School Recruitment Clinic, including “Closing The Sale”

Objectives

The objectives of the School Recruitment Clinic are to:

- Promote the game of golf
- Recruit students to enrol in a Club Junior Program as a pathway to Club Junior Membership
- Expose children to elements of the MYGolf National Skills Challenge
- Provide schools with a safe, fun and attractive way of using golf as part of the School’s Physical Education and Sport Program

Planning

Making Contact

Telephone the school and ask to speak to the Year 5/6 or Year 7 Coordinator or the Physical Education Teacher. Explain who you are, where you are from and that you are offering a one hour golf clinic for students as an introduction to a series of follow up sessions to be held at the local golf club.

Discuss and agree upon a suitable date, time, group size and venue for the clinic. Wet weather alternatives should also be discussed. You will need to be flexible with time arrangements due to timetable restraints.

Confirm the details in writing with the School Contact Person. This can be done by email, fax, or letter.

Preparation

1. Prepare and photocopy a Club Junior Program Enrolment Form, one per student.

Refer to a **Sample Junior Program Enrolment Form** in this section.

2. Prepare a press release, then invite local press to attend the School Clinic.

Refer to a **Sample Media Release Template** in this section.

3. Check equipment (clubs, balls, cones, hoops, dowels, prizes).
4. Telephone the school the day prior to the clinic to re-confirm arrangements.

On The Day

Arrive at least forty five minutes before the starting time. As a courtesy, try and meet the Principal on your arrival. Meet with the Contact Teacher and if possible have them show you the Clinic venue.

Assess the venue for safety issues and facilities (eg Is the area long enough for full shots?, Will any other group of students be using neighbouring areas?).





Equipment

Clubs

Allow for one club between two students. Establish the number of left-handers. Many students who think they are left handed because they write with their left hand are in fact right handed when they swing a golf club. Be prepared to change groupings. Middle to short irons are the best for this initial clinic. Be aware of the length of the clubs. One or two really short clubs and one or two adult size clubs are handy to cater for the wide range of student heights.

Cones or Markers or Ropes

Ensure there is a large range of suitable marker cones available. The purpose of the cones is to define the safety areas for the work stations. Use one colour cone for the hitting station and a different colour cone for the partner station. You will require enough cones to mark out stations for the entire group. The colour coding aids in the issuing of precise instructions which enhance safety practices.

Balls

PVC balls are the most suitable to use for a clinic conducted at a school.

Hoops

One hoop per group for the chipping section of the clinic provides a good target. Ideally hoops are all the same size. Different colours could be an advantage for use in other activities.

Dowels or Old Grips

Thirty centimetre lengths of 5/8ths dowel, with a straight line ruled down its length, are an ideal aid for teaching the grip. You will need one per student or one per pair.

Prizes

It is a good idea to have some small prizes for the chipping contest and any other competition or game you may wish to conduct as part of your activities. Students are by nature competitive especially when they become involved in competing for a prize.

SunSmart

Make sure you have your hat and sunscreen. Don't forget the students. Make provision for drinks on a hot day.

The Clinic Setup And Structure

Set up for hitting stations and partner stations using two different coloured cones.

Position the tees next to the cones which are placed at the right front corner of each station area (for a right hander). Place left handed hitters at the left end as you look at it from standing in front of the whole area.

Clinic Structure

Introduction, Warm Up and Stretch	10 minutes
Explanation of Grip, Stance, Ball Position, Chipping Swing and Safety Procedures	10 minutes
Chip It Skill and Competition	15 minutes
Rip It Skill and Competition	15 minutes
Recruitment and "Closing the Sale"	5 minutes
TOTAL	55 minutes





Introduction

Gather the group in front of you, seated if possible, making sure that the students do not have the sun in their eyes or the wind at their backs. Speak clearly and use your eyes to sweep over the entire group.

Introduce yourself to the students and let them know your name and the name you wish them to use when they address you, which Club you are from, your position in the Club and a brief statement of the activities to be covered in the available time.

Ask some general golfing questions, e.g.

- What is the aim of the game?
- Who is the best golfer in the World?
- Can you name an Australian who has won the British Open?
- What is a 'birdie' in golf?

Warm Up and Stretch

Begin the warm up with a short aerobic exercise and then move on to stretches. Remember to take into account ground conditions and the suitability of the attire of the students (eg. girls wearing skirts) in selecting the stretches to be completed. Watch the group carefully and encourage correct technique and effort.

The most common injury amongst golfers is that to the lower or middle back. Incorporate some of the exercises designed to strengthen and stretch muscles in the lower back area in the warm up.

Grip Instruction

Thumbs On Top

After establishing left or right handedness of the students, have them hold the dowel with thumbs running down the pencil line you have drawn on each piece.

Then have students wrap all other fingers around the dowel. Insist that there be no gaps between the two hands.

Ten Finger Grip

The grip the students have now is called the ten finger grip because all ten fingers are touching the dowel. Reinforce the THUMBS ON TOP and NO GAPS.

Some call this the Baseball Grip.

Once again stress THUMBS ON TOP.

Overlapping Grip

Students can now be asked to lift and wiggle the little finger that is in the middle of the dowel. Ask them to slide their hands closer together and allow this little finger to sit "in the groove" between the next closest fingers of the other hand, or on top of the index finger.

Explain the name of the grip.

Interlocking Grip

Ask students to go back to the ten finger grip and to wiggle index and little fingers that are in the dowel. Lock these fingers together. Explain the name of the grip and give examples of players who use this grip.





Chip It

Discuss the chip shot and where it is used during a game. Explain the set-up for the chip shot.

Emphasise:

- A good grip
- Feet should be shoulder width apart
- Ball in the middle of the feet
- Club starts from a resting position on the ground directly behind the ball

Explain the eight o'clock to four o'clock swing for the chip shot.

Arrange the students in pairs

- Partners should be about the same height
- Left handers grouped together where possible

Clearly explain the hitting procedures before the students move to their stations:

- First hitter stands at hitting station, partner must always be behind back cone
- First hitter has five shots, when finished places club on the ground or against cone if ground is wet (to keep the rubber grip dry)
- When all hitters have finished, and only when the signal is given, hitters move out and collect the balls

Ask students with their partner to go to a station

- Distribute clubs to hitters
- Ask hitters to set up
- Hitters have a practice swing (Brush the grass drill)
- Commence hitting
- Partner has a turn

Introduce a Competition - Points scoring for hitting balls to and into a hoop target.

Rip It

- Hello Drill
Start with hands on hips facing front, turn and hold finish
- Elbows On Hips
Face the front, turn as for hello drill
- Shake Hands Drill
Shake hands to the right, turn and shake with person next to your left
- Thumbs to Target /Thumbs Away From Target





Gather the group to explain and demonstrate the full swing. Point out that the set up remains basically the same as for the chip, except that the stance is wider and the toe of the target foot is slightly turned out towards the target.

Emphasise that the target foot stays totally in contact with the ground for the entire swing (TARGET FOOT STAYS PUT) the “back foot” rolls around the edge of the shoe and finishes on the toe, knees are closer together at the end of the swing and the belt buckle points to the target.

Introduce the swing drills in turn (Hello Drill, Hands On Hips, Shake Hands and Thumbs to Target) and demonstrate then trial each of these drills a number of times.

Before returning students to hitting areas re-address the safety procedures.

Students can now have a practice swing, concentrating on the Thumbs To Target - Thumbs Away From Target Drill.

Students now take turns to hit shots. Encourage good finishing positions and continue to insist upon a good grip and set up.

Introduce a Competition - Points scoring for hitting balls through goals and achieving distances designated by flags.

The Recruitment

If the school clinic was conducted with the express purpose of recruiting a bunch of boys and girls to enrol in a golf starter program at the local golf club, the key components that will increase the chances of success are:

- A well organised session which is conducted with the right mix of “friendly interaction”, fun, enthusiastic praise/encouragement and some “wow” factor. Find out and use the children’s names during the session and ensure that all of them are individually helped to have some success and personally receive some verbal acknowledgement
- An “opportunity offer” which is designed to be appealing and enticing and culminates with simple, clear messages (and a printed handout sheet) about what the children need to do next if they want to do some more golf. The offer is a call to action so it should have some inbuilt “urgency”

The Opportunity Offer (“Closing the Sale”)

You are giving the children an opportunity to get closer to golf. This could become their chosen sport and could transform their life or future career.

Below are some tips to follow to ensure that you don’t undersell the opportunity you are presenting:

- Be clear that you are seeking to influence a group of children to respond. Be enthusiastic and structure what you say to appeal to individuals but also convey that they will have their friends around them
- Finish the clinic activities and bring the group together for 10 minutes before the school session is due to finish. Sit them down in front of you facing in a direction which cuts out distractions going on in the background
- Congratulate the group and tell them that you were most impressed with their golf skills for their first try and that you are going to give them a special chance to do more
- State that they look like a clever group so you are going to find out what they know



Ask, hands up... “Who is Australia’s best cricketer”? (field a few answers)

Then.... “Who is the best tennis player in Australia”?

Comment that they all know the cricketers and footballers (or netballers).

Now... “Who is Australia’s best golfer”? Who are some of the best golfers in the world? Praise if they come up with a name or names.

Tell them that these star golfers all started golf at an early age like being in a clinic at school when they were 9 or 10 years old – just like today!

Show them a driver and ask them how far these star players can hit a golf ball using the driver? (300 metres like launching a space rocket and point out an object showing them how far that is in relation to where they are sitting).

Ask them who would like to do that? You should get an eager sea of hands.

Say that you know that sitting in front of you there will be someone (or more than one) who will get to hit golf balls 300 metres and travel the world and become famous because of golf.

Say that you are here to give them a special opportunity. Remind them that opportunities in life come along from time to time and some people are good at taking them, others let the opportunities drift by and later on say to themselves “I wish I had done that when I had the chance.”

Tell them that you come from the xxxxxxxx Golf Club (name the club you are recruiting for) which is forming a boys and girls golf team for them from this class. Tell them that you want them on your team. Those that join up will all get coaching and get to play on the golf course, wear the club’s shirt when they travel and play against other teams or in tournaments.

Refer them to the handout sheet you have for them to take home to their parents. Go through the essentials (e.g. starting on Sunday morning in 2 weeks time is our junior golf program. It goes for 10 weeks at 9am each Sunday at the golf club) It doesn’t matter if you don’t have golf clubs - we will lend them to you. You will be able to hit real golf balls and get to use the driver etc etc.....

Tell them that, if they want to be part of this they need to book in as quickly as possible. Hold up the Information Sheet and tell them that all the information is on the sheet which includes the MYGolf National Skills Challenge & Awards Program brochure, which they take home for mum and dad to fill out and bring back to school to book in. Tell them that they will be getting their team shirts at the pie night coming up for them at the club. Emphasize that if they want to book in do it straight away and be sure not to miss out. (For maximum results the club will have a junior club shirt for new recruits and conduct a “pie night” for kids and parents 1 or 2 weeks after the club junior program starts at which the shirts are to be presented).

Finish the session by handing the Enrolment Forms to every child. Don’t ask who wants a form, make sure they all take one. Don’t leave them for the school to hand out at some future time as this will lose the “special urgency” you have created.

As you dismiss the class tell them that you will be there on the starting day and the other club helpers who are assisting you that day at the school will be there so club you are looking forward to having them on your team.



Club Junior Program Enrolment Form

It is very important that the Club Junior Program Enrolment Form is professionally presented with accurate information that is well planned as this is the form that the girl or boy will be taking home to their parents, who will then make the decision to enroll their daughter or son or not.

Some key considerations:

- Ensure that the timing of the clinics do not clash with other sports eg cricket, netball, football. In some areas these sports can dominate the local community
- Consider the time of year and seasonal issues. Winter months are not normally ideal in cooler areas and vice versa in warmer climates
- School holidays can be a good time for running a program
- There is no set number of weeks for a junior program, however it is recommended that the program is structured for at least 6 weeks to provide enough time for skill development. Also the financial cost to the program over a number of weeks provides a greater commitment to the program than a week by week option
- There is no set content and structure for a program, but some ideas to consider are:
 - including enrolment into the MYGolf National Skills Challenge within the program fee
 - including sub-junior or junior membership for a year within the fee

Refer to a **Sample Junior Program Flyer and Enrolment Form** in this section



Sample Junior Program Flyer & Enrolment Form



MYGolf National Skills Challenge Program

WHERE:	WHEN:	Day: Time: Date Commences: Date Concludes:
FORMAT:	Individual & Group Skills Coaching Fun Activities & Games	COST:	\$
EQUIPMENT:	Provided *Own equipment can be used	WHAT TO WEAR:
ENQUIRIES:	Name: Tel. No: Email:	HOW TO ENROL:	Fill out the attached Enrolment Form with payment

PARENTS ARE WELCOME TO ATTEND

Information to Parents

Apart from providing the gift of a lifetime recreation, golf has special qualities that can have powerful and lasting impacts on young people's self-image, personal development and confidence.

Program Details

- The program includes the MYGolf National Skills Challenge & Awards Program.
- The program will be conducted using equipment and activities designed for children with an emphasis on skill development through a mix of coaching, team games and fun.
- The girls and boys will be temporary Junior Members of our club throughout the program with opportunities for them to play on the course. There is no club fee or obligation on children who are 'temporary' junior members.
- No golfing experience is needed. All coaching/practice sessions and activities are conducted by qualified coaches with assistance from experienced club volunteers who are required to have Working with Children Checks.
- Participants in the program are covered by Personal Liability Insurance.

Golf has exciting sporting, personal development and career opportunities but, above all, it is a game of skill and integrity with positive benefits for all who participate.

We invite you to come along at any time and see your child in action. We look forward to meeting you and we have no doubt that your child will have plenty of fun.

Proudly supported by





MYGolf National Skills Challenge Program

Participant Enrolment Form

I wish to enrol my child in the MYGolf National Skills Challenge Program.

Centre Name:
Participant Name: **Male / Female** (please circle)
Address: **Postcode:**
Date of Birth: **Email:**
School Year: **School Attending:**
Golf Club: **H'Cap:**
(if any) (if any)
Golf Link No:
(if any)
Name of Parent / Guardian:
Telephone: **H:** **W:** **M:**

Enrolment Pack Distribution: (please circle) **Home Address** or **MYGolf Centre**

Method of Payment: Cheque Credit Card Cash
Credit Card Details: Visa Mastercard

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						

Signature: **Expiry Date:**/...../.....

Cardholder's Name:



Sample Letter to Parent offering Junior Membership to their Son or Daughter

<insert club logo>

Dear

Our ten week Junior Starter Program concludes in two weeks time.

I would like to convey our Club's congratulations to..... on <his/her> great start in our special sport.

Our coaches have been impressed with.....skills and development and you have every reason to be feel proud. has an excellent future in golf!

We are pleased to inviteto continue in our Club and play with our juniors as an ongoing junior member. We will be continuing to provide coaching activities and events which will stretch <his/her> skill development, provide competition experience and progress through the MYGolf National Skills Challenge & Awards Program.

We have a number of Club special events coming up and there will be opportunities to participate in a number of competitions. The cost for Junior Membership is \$..... and we would be delighted for to join our Club. An application form is attached.

We hope thathas enjoyed <his/her> golf and we look forward to helping <him/her> to take the next step and continue to develop <his/her> golf.

Yours sincerely

Club Captain (or Junior Coordinator or appropriate Official)



Sample Cadet Golfer Information

<insert club logo>

CADET GOLFERS INFORMATION

Cadet Golfers

The Cadet Golfer program is provided to encourage young players to learn and enjoy golf in a safe and friendly environment.

Cadet Golfers are generally aged between 8 and 13, who want to try golf to see whether it is a game for them. Cadets have some playing rights, although they are not members of the Club (but they are potential Junior members).

When a Cadet Golfer turns 14, he/she is eligible to be nominated for Junior membership. Cadets will be given information about Club membership prior to their 14th birthday.

Playing Rights

- Cadet Golfers may play on the course outside of official club competition times with a Member.
- Cadet Golfers with Club Handicaps of 36 or less may play without the company of a Member after 4pm or after the last group in the afternoon field has completed 9 holes, provided they have obtained permission from the Pro Shop.
- Cadet Golfers may use the practice facilities, and practice golf balls are free.
- Cadet Golfers may attend Club programs to develop their skills and knowledge of the game.
- Cadet Golfers may introduce a guest to play providing the appropriate green fee is paid before play.
- Cadet Golfers will at all times provide right of way to other golfers.

Dress, Behaviour and Etiquette

Cadets (and their guests) are required to comply with the Club's Rules and By-laws, and they must dress, behave and display the golfing etiquette expected of members of the Club.

Fees

The annual fee is \$..... There is no Joining Fee. Fees are due and payable by January 1st each year.

If a Cadet Golfer becomes a member of the Club, the total membership fees previously paid by the Cadet will be credited against the Joining Fee.

Becoming a Cadet

Application forms can be obtained from the Club Office.

Aspiring Cadet Golfers who do not know any Club members should contact the Club Office.





Sample 7-Week MYGolf Active After-school Communities Program

The MYGolf AASC program is designed for School Teachers, Development Officers, Community Coaches, Students and PGA Members to deliver golf at school (or a golf course) as part of the AASC Program.

In order to deliver the program, coaches are required to complete the Community Coach Training Program (CCTP) for community coaches of the AASC program. The five CCTP modules are as follows:

- Active After-school Communities program overview
- Communication and Behaviour Management
- Safe Environments
- Nutrition and Well-being
- Planning, Preparing, Delivering and Reviewing Playing for Life activity sessions

The following 7 week program incorporates elements of the MYGolf National Skills Challenge and some of the warm up exercises and games which are covered in the CCTP:

- Week 1:** Warm Up Exercise: Long Throw.
Hitting Targets. Passing targets. Irons only.
- Week 2:** Warm Up Exercise: Kai.
Inside the Hoop, Past the hoop. Irons only.
- Week 3:** Warm Up Exercise: Passing the Ball.
Chip and Catch-all variations. Wedges only.
- Week 4:** Warm Up Exercise: Trust Train.
Hitting Targets-irons. Passing targets-drivers.
- Week 5:** Warm Up Exercise: Long Throw.
Chip and Catch. Long drive contest.
- Week 6:** Warm Up Exercise: Passing the Ball.
Carpet Putting. Short course around the oval.
- Week 7:** Warm Up Exercise: Kai.
Carpet Putting. Short course around the oval.



Games

Game 1: Hitting Targets

Golf Focus: Contact and direction.

MYGolf Focus: Fly It.

The children all line up at the first station where a big bucket is placed about 6 metres away. If they hit the bucket they go to the second station and try and hit a bucket that is slightly further away. The aim is to be the first to get to the last station.

Game 2: Passing Targets

Golf Focus: Contact, direction and distance.

MYGolf Focus: Rip It.

The children all line up at the first station where a big bucket is placed about 10 metres away. If they hit the ball past the bucket they go to the second station and try and hit it past a bucket that is slightly further away.

Game 3: Into the Hoop

Golf Focus: Contact, direction and distance control.

MYGolf Focus: Chip it and Fly It.

Children are placed in teams at each hitting station. If a member of the team gets the ball to stay inside the hoop the hoop is flipped over away from the hitting station. The team that can move the hoop furthest away wins.

Game 4: Past the Hoop

Golf Focus: Contact, direction and distance.

MYGolf Focus: Rip It.

Children are placed in teams at each hitting station. If a member of the team hits the ball past the hoop on the full they get to flip the hoop over away from the hitting station. The team that can move the hoop furthest away wins.



Game 5: Chip and Catch

Golf Focus: Contact, direction and height.

MYGolf Focus: Chip It.

Children are placed in teams at each hitting station. One member chips the ball towards their team mates who try to catch it. Each player gets 3 hits and then swaps over. The first team to 10 catches wins. This game is obviously not with real golf balls but with rubber or tennis balls. Another variation is to see how far away they can catch the ball from the hitting station. This can also be used as a short break exercise from other games where the children are all in a big pack trying to catch shots hit by the coach.

Game 6: Carpet Putting

Golf Focus: Contact and direction.

MYGolf Focus: Roll it.

Children line up at the first putting station where the hole is a very short distance from the tee, less than one metre. If they get the ball in they go to the next station where the hole is a little further away. The aim is to be the first person to the last station.

A variation to this is placing children into teams at each station and if a player gets the ball in they move the hole a little further away. The aim is to be the first team to the end of the carpet.

Game 7: Short Course

Golf Focus: Contact, direction, distance, distance control, height.

MYGolf Focus: Rip it, Roll It, Chip it, Fly It.

This is a great way to finish the 7 week program by having children play a small game of golf. They start from the mat and try to finish the ball inside a hoop. Players can be sent off individually or as teams with an ambrose format where they choose the best shot from the group. With large groups it is preferable to use the team format with a shotgun start so children aren't standing around waiting. If there is a group that demonstrates advanced skill levels they can play to a rubber hole on carpet. Another variation is to have the children design their own course by deciding where they want to start and finish from.



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- Affiliated Clubs
- Australian Sports Commission
- England Golf
- State Golf Associations and Junior Golf Foundations
- School Sport Australia



Australian Government
Australian Sports Commission



Disclaimer

No responsibility is accepted by Golf Australia for any errors, omissions or inaccuracies.

The documents compiled in this kit should be viewed as a guide only and are not a substitute for legal or other professional advice.

