

Memo

To: Member Golf Clubs
From: Stephen Pitt, CEO
Date: 24 June 2011
Subject: Announcement of new Golf Australia Casual Golf Program

Dear All,

As you may be aware Golf Australia has spent considerable time and effort analysing the casual player segment in Australia and working through ways that the sport and its clubs can connect better with these golfers. It is clear that if we can do this successfully all organisations within golf will be in a stronger position. Input and advice from clubs was extremely useful through this process and helped us to shape the programs.

Golf Australia is now in a position to announce two new exciting programs aimed at the Australian casual golfer. The first program is aptly named **Golf Club Connect** and directs casual golfers to golf club membership. The second program, the Casual Golfer Membership (naming rights partner soon to be announced) is a membership option that provides casual golfers an unofficial golf handicap and an informal but regular connection to golf.

1. Golf Club Connect

This program is designed to directly attract casual golfers to golf club membership. This is based around an online portal that enables non-club members to join a golf club in an entry-level type of membership. This program will provide clubs the means to promote a pathway type of membership to casual golfers. Specific details are provided below:

- Clubs can offer membership targeted at casual, non-club member golfers;
- We are asking clubs to provide offerings that are inexpensive and will give players the opportunity to experience club membership. As a guide we would see typical offerings ranging between \$150 - \$350, depending on the club and the package being offered, and there is scope to have prices outside of this range;
- Clubs can package in the components that best suit their situation e.g. 5 complimentary games of golf, additional rounds at member guest rates, and a lesson;
- Clubs can offer 1 – 5 packages on the portal;
- The membership offerings are to be for a 12 month period;
- A golfer can stay in this type of membership for up to 2 years in total;
- Only non-club members who have not been a member of a club in the previous 12 months are eligible to join;
- Once the membership information is uploaded it will automatically list on the program's website www.golfclubconnect.com.au similar to a "Wotif" style portal (www.wotif.com);
- The golfer selects the membership of their choosing and completes the transaction online;
- The club is notified of this transaction and processes them as they would any new member;
- Payment will be made to the club within 21 days of the transaction;
- A program fee of \$20 will be deducted once the transaction has taken place. This will be used to offset the capital costs of establishing the program and the marketing costs; and
- These members will be included when calculating State and GA affiliation fees and this should be factored in when clubs finalise their prices.

2. Casual Golfer Membership

The Casual Golfer Membership is a program designed to appeal to casual golfers who currently do not wish to join a golf club. This membership will provide the golfer:

- An unofficial handicap (self managed and maintained);
- Personal liability insurance; and
- Other benefits that will be directed through the program.

This membership will enable GA to communicate to casual golfers not currently engaged in the game and at the same time will provide the means to accumulate a casual golfer database which will enable golf clubs to promote their membership and pay for play offers to this group. The Casual Golfer Membership will fill the gap that currently exists for casual golfers who may play a couple of times a year or more but for various reasons have no interest in joining a golf club.

As you are probably aware, GA has done quite a lot of research in this area through the recently completed Census and specific casual player research. This has helped to provide a clear message that golfers, particularly those aged 24 - 45 want their leisure activity to fit within their lifestyle and as such we need a more flexible product offering. Based on this research and the work we have done with State Associations and clubs, we strongly believe that both the Golf Club Connect and Casual Golfer Membership programs will help to strengthen the link between casual golfers and Australian golf clubs.

The final point I would like to make is that the key reason we are doing this is to assist golf clubs to attract members and increase usage of the facilities. We will continue to monitor the programs and actively seek feedback from clubs to ensure that the programs are having the desired effect.

We encourage you to take advantage of this wonderful opportunity and look forward to discussing this with you further into the near future.

Kind regards,

Yours sincerely,



Stephen Pitt
Chief Executive Officer

For more information contact:
Kim Gregg
Industry Development Manager
Email: kimg@golfaustralia.org.au
03 9626 5056