

19 August 2011

Contact Person
Club Name
Club Address
Suburb State Postcode

GolfClubConnect Update

Further to the letter mailed to your golf club in June, we would like to update you on developments to the **GolfClubConnect** program. We hope this will assist you in deciding if your club would like to take advantage of the program by offering special types of **Memberships** or **Come and Try** packages to sell or simply promote online.

Please find below the main areas of the program that you need to be aware of:

- The Golf Clubs offers can include **Membership** options as well as **Come & Try** offers. Check out McLeod Golf Club's Gateway membership and Beginner group offer as two examples <http://www.mcleodgolf.com.au>.
- Clubs are not obligated to only sell their offers online; they can also promote them through **GolfClubConnect**. This allows clubs to request the golfer to contact the club to arrange a meeting or to discuss the offer further.
- The cost of the program is determined solely by the golf club.
- 5 offers can be uploaded by a club at any one time.
- Clubs need to be mindful that **Membership** offers will have the relevant affiliation fees deducted (the same as normal memberships) and should be valid for 12 months.
- **Come & Try** offers do not include affiliation fees.
- A payment transaction fee of \$8 and a program fee of \$12 (total \$20 incl.GST) will be included in the cost of each club offer that the purchaser pays. Therefore clubs may wish to add this amount onto the cost of their offer to account for the \$20 fee.
- Clubs enter offers onto Golf Link Tier 1 themselves, although Golf Australia is happy to assist in uploading these for clubs if help is required. If clubs do not have a current Tier 1 login, they will be provided with this by Golf Link.
- The website will be launching in October 2011. The system will be ready for golf clubs to upload their offers towards the end of September. In the meantime Golf Australia will keep clubs informed of developments as they occur.

If you would like to confirm your clubs interest in the program, it is important that you notify Golf Australia as soon as possible by either emailing golfclubconnect@golfaustralia.org.au, or calling Kim on 03 9626 5056 to discuss further.

The upcoming focus on golf in Australia from November 2011 provides us all a tremendous opportunity to launch **GolfClubConnect** in a way that will help us market and promote your golf club ongoing, with the aim of driving more people directly to your golf club.

Yours sincerely,



Kim Gregg
Industry Development Manager