

MYGolf – The Future





MYGolf Review Project Background

Golf Australia and the PGA of Australia commissioned Sport Business Partners (SBP) in November 2012 to undertake a review of the MYGolf/PUMP Golf Value Proposition in order to develop a sustainable strategy for the program and make recommendations on strategy optimisation.

The initial qualitative phase of this project was conducted via a market research study utilising depth interviews with key program stakeholders including parents, some participants, golf stakeholders, providers, deliverers (PGA Professionals) and schools (PE teachers).

Following this, SBP guided GA and the PGA through a number of phases to assist in the planning of the successful re-launch of MYGolf.



MYGolf Review Project - Objectives

The overall objective of the MYGolf/PUMP Golf stakeholder research was to:

Develop a sustainable strategy for the program and make recommendations on strategy optimisation



What have we achieved?

Stage One

MYGolf /Pump Golf
Market Research
with key program
stakeholders

Parents, some
participants, golf
stakeholders, providers,
deliverers (PGA
Professionals) and
schools (PE teachers).

Completed –
December 2012

Stage Two

MYGolf /Pump Golf
Customer Drivers

Workshop conducted
with MYGolf steering
committee –

Conducted -
February 26th 2013

Stage Three

MYGolf Value
Proposition

Workshop conducted
with MYGolf steering
committee –

Conducted -
February 26th 2013

Stage Four

MYGolf Product
Development

Steering committee
completed Product and
Value Proposition
Blueprints

April 2013

Stage Five

MYGolf Re-launch &
execute

Business Plan
Marketing and Comms
Plans
Operational Plan
Budgeting
Training and Development
Commercial Plan

November 2013

Product purpose	To attract and retain kids to golf for life and grow junior participation through a vibrant, fun and energetic program.
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Target customer segment	Primary target – boys and girls aged 5-12 years – with a definite focus on boys and girls aged 8-12 years.
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This customer segment values – Kids	Must have product features for Kids	Product benefits for Kids
<ul style="list-style-type: none"> • A coach who is fun, knowledgeable and energetic • Having fun with their friends (large groups) • Awards for constant achievement/progress • Games and challenges – team and individual • Welcome pack • Non stop activity • Activities that don't go for too long • Playing the game – course access • See and hear Role Models and storytelling • Seeing their heroes play the game • Pathway – what is next? 	<ul style="list-style-type: none"> • Welcome pack – cap, water bottle, sunscreen, family lesson voucher, drawstring bag, skills challenge booklet (contains bronze activities, once completed they receive a silver booklet), booklet such as current "Prepare to Launch" to be left out and info contained interactively on website (<i>note: includes rules and etiquette</i>) • Access to modified equipment • More rewards and prizes – for smaller levels of skills challenge (badges/stickers/wristbands) • Role models/ambassadors – golf and non golf • Website – access to games/videos etc. to encourage engagement away from the course • Pathway – know where they are going • Option for equipment voucher <div style="background-color: #e6f2ff; padding: 5px; text-align: center;">Nice to have product features for Kids</div> <ul style="list-style-type: none"> • Welcome DVD – features sporting heroes, golf tips, trick shots • National Prizes • Voucher - free entry to tournaments in their state 	<ul style="list-style-type: none"> • Fun and keeping active • Spending time with friends • Sense of achievement • Progressing skills – keeps them in the program longer • Learning life skills and values • Meeting their heroes • Mentoring – older children have to help the younger kids to achieve their gold level • Spending time with parents

Product's point of difference for Kids	<ul style="list-style-type: none"> • A coach who is well trained, fun and energetic • Year round and flexible • Social and family engagement
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Product purpose

To attract and retain kids to golf for life and grow junior participation through a vibrant, fun and energetic program.

Target customer segment

Primary target – boys and girls aged 5-12 years – with a definite focus on boys and girls aged 8-12 years.

This customer segment values – Parents

- A safe environment to learn and play
- Level playing field regardless of skill level
- Parents can engage/participate with their kids
- Traditional values of the game which promote fairness, trust and honesty
- Accessibility to a Club or learning centre in their local area
- Learning is personable creating an increased opportunity to have a sense of achievement and progress.
- Value for money
- A well-structured & resourced program focused on introducing kids to the game of golf
- Ease of access (time, venue, administration, information)
- Child engagement with coach and program
- Measurable learning outcomes
- Increases confidence building
- National Program endorsed by National Organisation & other National Bodies/Individuals
- Clear progress and pathway

Must have product features for Parents

- Gift pack inclusions
 - Branded cap and sunscreen
 - Bag tag x 2 (school and golf bag)
 - Branded drink bottle
 - Introductory book/welcome pack
 - Video content
- Access to course for parents (if not members of the Club)
- Consistent delivery of product on a National Scale and endorsed
- Links from the school to the local golf club
- Value for money/time resource spent
- Ease of access (Administration, Location, online)
- Mixture of skills, games and fun
- Energetic and quality delivery
- Access to an interactive MYGolf website

Nice to have product features for Parents

- Opportunities to meet with sporting heroes and celebrities
- Opportunities to attend big tournaments to watch the pros play
- DVD or phone app with cool golf games included
- Putter and indoor putting cup to encourage practice at home/indoors

Product benefits for Parents

- Programmes available during school term and term holidays
- Structured and flexible programmes of 4 – 8 weeks
- Opportunity to play on-course
- Involvement with an outdoor and healthy sport
- Understand the pathway forward
- Child's achievement is recognised and rewarded
- Participant reaches a level of proficiency
- There is a 'follow-on' program
- Teaching of life skills and values
- Hero touch points

Product's point of difference for Parents

- Level playing field regardless of skill level (age, gender, ability, disability)
- Social and Family engagement
- Safe and non-contact
- Highly engaged and trained deliverers
- Teaching of life skills and values

Product and Value Proposition Blueprint – Deliverers (Training)

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Target customer segment

Primary target – boys and girls aged 5-12 years – with a definite focus on boys and girls aged 8-12 years.

This customer segment values – Deliverers

- Access to structured, step-by-step programs that allow for some flexibility in delivery
- Information that is simple, relevant and adaptable
- Access to mentoring or support services
- Time efficient training
- Practical examples and delivery
- Interchangeability of games/activities
- Nationally accredited
- ROI (monetary and participation)

Must have product features for Deliverers

- Compulsory Training
- Incentives for ongoing development
- Structured and flexible program
- Editable templates – deliverer can change from week to week
- Set templates for each level of MYGolf
- Shared learning opportunities
- Access to modified equipment
- Portion of the training to be completed online, with a practical component still required
- Contingency plans – e.g. rain/indoors

Nice to have product features for Deliverers

- DVD containing portions of the training (similar to current AASC) – particularly games that can be used in sessions

Product benefits for Deliverers

- Ability to have a ROI (monetary and participation)
- Leverage off a nationally marketed brand – Nationally endorsed program
- Confidence to manage/teach a group of kids who vary in age and ability
- Structured and flexible delivery options
- Ability to be recognised for the training that's been completed
- Ongoing support – mentoring – resources – help desk

Product's point of difference for Deliverers

- National support network available to coaches
- Training caters from elite right through to grassroots, including teachers
- Consistency in training protocol across all deliverers (all levels)

<p>Product purpose</p>	<p>To attract and retain kids to golf for life and grow junior participation through a vibrant, fun and energetic program.</p>		
<p>Target customer segment</p>	<p>Primary target – boys and girls aged 5-12 years – with a definite focus on boys and girls aged 8-12 years.</p>		
<p>This customer segment values – Event(s) / MYGolf Tour</p>	<p>Must have product features for an Event(s) / MYGolf Tour</p>	<p>Product benefits for an Event(s) / MYGolf Tour</p>	
<ul style="list-style-type: none"> • Regularity and consistency to play the game • Pathway • Course access and opportunity to play different courses • Opportunity to win trophies (recognition of achievement) • Education by stealth – teaches about the game • Complements the skills program – opportunity to utilise the skills program • Accessibility – modified length and rules to ensure it is all inclusive • Camaraderie and friendship • Variety – competition encompassing a variety of areas (i.e. novelty events, stableford etc) 	<ul style="list-style-type: none"> • Multiple levels to cater for all ages and abilities (i.e. short courses, modified rules etc) • Progression – through local and national levels • Tangible benefits / value for money (i.e. gift , lunch etc) • Easy and flexible to deliver • Parent can be involved • Nationally endorsed • Financially sustainable 	<ul style="list-style-type: none"> • Provides the transition from skills to course/play • Motivates and excites the junior to continue • Develops social and life skills through on course interaction • Health benefits from prolonged walking/exercise • Educational – develops math's skills • Develops confidence in the kids • Teaches sportsmanship • Engages the junior over time - teaches commitment 	
<p>Nice to have product features for Event(s) / MYGolf Tour</p>	<ul style="list-style-type: none"> • Teams event component • Link to State Opens/PGA Championships 		
<p>Product's point of difference of a Event(s) / MYGolf Tour</p>	<ul style="list-style-type: none"> • A national competition that is all inclusive: kids of all abilities in the field have the opportunity to win. <i>Anyone can play, anyone can win!</i> 		

<p>Product purpose</p>	<p>To attract and retain kids to golf for life and grow junior participation through a vibrant, fun and energetic program.</p>		
<p>Target customer segment</p>	<p>Primary target – boys and girls aged 5-12 years – with a definite focus on boys and girls aged 8-12 years.</p>		
<p>This customer segment values – Clubs</p>	<p>Must have product features for Clubs</p>	<p>Product benefits for Clubs</p>	
<ul style="list-style-type: none"> • Access to mentoring and support services, i.e. grants or rebates, state associations etc... • Information that is relevant and transferable • Access to a nationally recognised and well structured program • 'Best' Practice and information sharing • Return on Investment and business development opportunities i.e. sponsorship • Increase in membership and incremental business • Adaptable – integrates well with the facility • Provides community engagement (school link, community centres) 	<ul style="list-style-type: none"> • Return on Investment business case • Simple step by step program delivery manual • Junior Coordinator Administration Kit and resources that are “user friendly” • High quality and affordable junior equipment • Promotional resources pack, i.e. MYGolf Banner, stickers, posters etc. • Club sign-on day (link in with a national day) • Incentives – e.g. awards, bonuses etc. 	<ul style="list-style-type: none"> • Contributing to junior golf and growing the game • Family or club membership opportunities through engagement of children • Ongoing support • Increased social + hospitality sale opportunities • Provides community engagement (school link, community centres) • ROI and increase revenue • Alignment with national strategy participation • Recognition and reward (e.g. MYGolf centre of the month/year) 	
<p>Product's point of difference for Clubs</p>	<p>Nice to have product features for Clubs</p> <ul style="list-style-type: none"> • Welcome DVD – features program step by step guide to implementation + delivery 		
<ul style="list-style-type: none"> • National support network available • Clear pathway for junior participation • Consistency across the country (the message is the same) 			

Product purpose

To attract and retain kids to golf for life and grow junior participation through a vibrant, fun and energetic program.

Target customer segment

Primary target – boys and girls aged 5-12 years – with a definite focus on boys and girls aged 8-12 years.

This customer segment values – Schools

- Quality Delivery (teachers/state Dos/Pros/ community coach)
- A clear pathway – school to golf club
- Low cost – affordable equipment which can be supplemented by standard equipment such as hoops, markers etc.
- High quality resource and support through initial training and ongoing support
- A fun, engaging and inclusive program
- Non-school resource heavy
- Mentoring services
- A nationally branded and delivered program

Must have product features for Schools

- Practical, game based, teacher training (time efficient) and easily accessible ongoing back up support.
- Inexpensive equipment (kit-based)
- Quality equipment & resources (editable lesson plan templates, editable score cards etc, games DVD)
- Flexible delivery model
- Recognition - training and participation (courses etc.)
- Curriculum Friendly - not too time intensive – flexible
- Club-school link to local golf facility and golf community
- Gala day at local facility

Nice to have product features for Schools

- State MYGolf competition
- A whole school (K-12) program in which all students are able to participate

Product benefits for Schools

- Curriculum Friendly – ‘outcomes by stealth’
- Product is a ‘one stop shop’ – equipment, lesson plans, editable templates.
- Flexible delivery options (school, range, club)
- Cost and time effective
- Breadth of curriculum
- Healthy offerings for students
- Ongoing support
- Community engagement
- Delivery model which provides opportunity for teachers to manage group which may vary in ability
- Team and individual skills and game competition opportunities – expand into National Primary Schools Competition
- Links to AASC Program

Product's point of difference for Schools

- Sport for life
- Teacher training allows wider reach
- Potential teacher and parent participation (gala days etc.)
- Access to a clear pathway and sporting community through established club/school links

Purpose	<i>To attract and retain kids to golf for life and grow junior participation through a vibrant, fun and energetic program.</i>							
Objective	<i>To grow participation in golf by children so that it becomes a top 10 sport.</i>							
Issue	<i>The current industry and market is cluttered with many golf programs and marketing initiatives at National, State and local levels without a one recognised brand.</i>							
Key Performance targets to Dec 2014	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">3,000 annual registered enrolments</td> <td style="width: 50%;">50,000 annual school participants</td> </tr> <tr> <td>300 active MYGolf Centres</td> <td>1,000 schools delivering the schools program</td> </tr> </table>				3,000 annual registered enrolments	50,000 annual school participants	300 active MYGolf Centres	1,000 schools delivering the schools program
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Pillars of our strategy	1. One brand and a unified product across all Golf organisations in Australia	2. Pro / Club Engagement	3. School Footprint	4. Education, Training & Equipment				
Main support strategies	<ul style="list-style-type: none"> Review the current MYGolf product offering to reflect all recommendations made in blueprints. Coordinate national launch by GA and PGA commencing Oct-Nov (Summer of Golf) 2013/14. Develop a joint business and communications plan. Carry out a road-show to all States & Territories offices. Presence at GMA conference in September and engagement at an Executive level. Re-establish a Junior Golf Australia Advisory Board. Review the MoU's with MA's to strengthen the commitment to MYGolf. 	<ul style="list-style-type: none"> Develop a clear communication plan for PGA members that includes State AGMs, forums, coaching summits, continued learning programs and buying groups. Present at club and district forums across all States and Territories in conjunction with MA's. Establish a presence at State Industry Awards. Attend GMA state meetings where appropriate. Develop a clear communication plan for clubs and facilities. Review the contact and communication system in place at PGA to be adopted nationally in the selling of MYGolf. 	<ul style="list-style-type: none"> Review JNIG school strategy to identify components that can be rolled out nationally. Review MYGolf Schools programs to reflect recommendations made in blueprints. Review AASC program to align with MYGolf. Pilot strategies to capture a school participants data base. Presence at the ACHPER National Conference in November. Develop a clear communication strategy and plan for schools. Update training program and resource kit for schools and teachers. 	<ul style="list-style-type: none"> Incorporate a MYGolf module in the PGA traineeship program. Develop a compulsory online induction course for MYGolf centres. Deliver compulsory seminars/forums for State DO's. Provide MYGolf raining opportunities at MA and district forums. Align Community Golf Leader and Community Golf Coach 1 course locations to MYGolf centre locations. Review equipment supply arrangements to ensure efficient and timely delivery. 				



MYGolf Product Pathway

MYGolf Schools - Introduction

Schools 1 (Primary)
Schools 2 (Secondary)

MYGolf Club

Skills Development and On-course competition

MYGolf Tour & Events

State & Junior Foundation Events, and Festival of Golf
Club Open Junior Events



MYGolf Schools – Concept Overview

PHASE	CONTENT	OFFERING	BENEFIT
MYGolf Schools 1	<p>5 WEEK PROGRAM CULMINATING IN A GALA DAY and/or SCHOOLS COMEPTITION</p> <p>The school is linked with a club and/or Professional to provide transition to ongoing involvement in golf – MYGolf Club</p>	<p>PRIMARY SCHOOL PROGRAM</p> <p>Cross curriculum Leadership Teacher training / teacher involvement - i.e. increase the number of trainers introducing kids to golf Accessible and easy to use kits / program Facilitates link from school to club</p>	<p>Provides diverse skill development (motor, life, social skills) Easy to deliver materials Safe sport alternative</p>
MYGolf Schools 2	<p>8 WEEK PROGRAM CULMINATING IN GALA DAY and/or SCHOOLS COMPETITION</p> <p>The school is linked with a club and/or Professional to provide transition to ongoing involvement in golf</p>	<p>SECONDARY SCHOOLS PROGRAM</p> <p>Cross curriculum Leadership Teacher training / teacher involvement Accessible and easy to use kits / program</p>	<p>Provides diverse skills (motor, life, social skills) Easy to deliver materials Safe sport alternative</p>



MYGolf Club – Concept Overview

PHASE	CONTENT	OFFERING	BENEFIT
MYGolf Club	<p>1. COACHING Deliverer works on 8 week block to teach basic skills.</p>	Club / Pro connection	Provides diverse skills (motor, life, social skills)
	<p>2. SKILLS CHALLENGE Skills assessment challenge worked into the coaching</p>	Game based learning progressing to on-course based learning and experience	Forms a pathway within the club program and in a National program
	<p>Boy and Girl “Star Challenger” nominated for entry into Festival draw</p>	Tiers of recognition	Delivered by accredited coaches
	<p>3. COMPETITION 3, 6 or 9 hole competition run at the completion of the 8 week Skills Challenge</p>	6 – 7 Levels until completion	Links to a club for ongoing engagement Culmination event
	<p>Net and Scratch winner go into draw for Festival of Golf</p>	Coaching / nutrition	Provides closure to the year
		National Final of the MYGolf Year / Program	



MYGolf Tour & Events – Concept Overview

PHASE	CONTENT	OFFERING	BENEFIT
MYGolf Tour & Events	<p>MYGOLF ORDER OF MERIT MYGolf Points awarded for participation and place in a MYGolf Tour event</p> <p>MYGolf registered players are eligible for points only</p> <p>No prescribed event format</p> <p>MYGolf sanctioned events can be run by State Associations and Foundations and Golf Clubs</p> <p>Leading OOM Boy and Girl in each State receives automatic entry into “Festival of Golf”</p>	<p>Ongoing competition options for MYGolf participants once they complete basic skills</p> <p>Draw on existing successful events – ie State events</p> <p>State autonomy to run events with a National connection</p>	<p>Connection to National pathway, delivered at State level</p> <p>Incentives, recognition and rewards</p> <p>Course access</p> <p>Additional learning</p> <p>National branding and marketing potential</p>
	<p>FESTIVAL OF GOLF Brings together participants from each phase of MYGolf:</p> <ol style="list-style-type: none"> 1. Star Challengers 2. Club Competitions 3. Tour OOM Winners 	<p>Culmination to the MYGolf year</p> <p>Reward and Recognition</p>	



Next Steps

- Product Development
- PGA Traineeship inclusion
- GA & PGA Joint Agreement
- Budget and Business Plan
- Commercialisation Strategy
- Go to market Strategy
- Re-launch November



Feedback & Questions

