

2013 Golf Development Forum Darwin

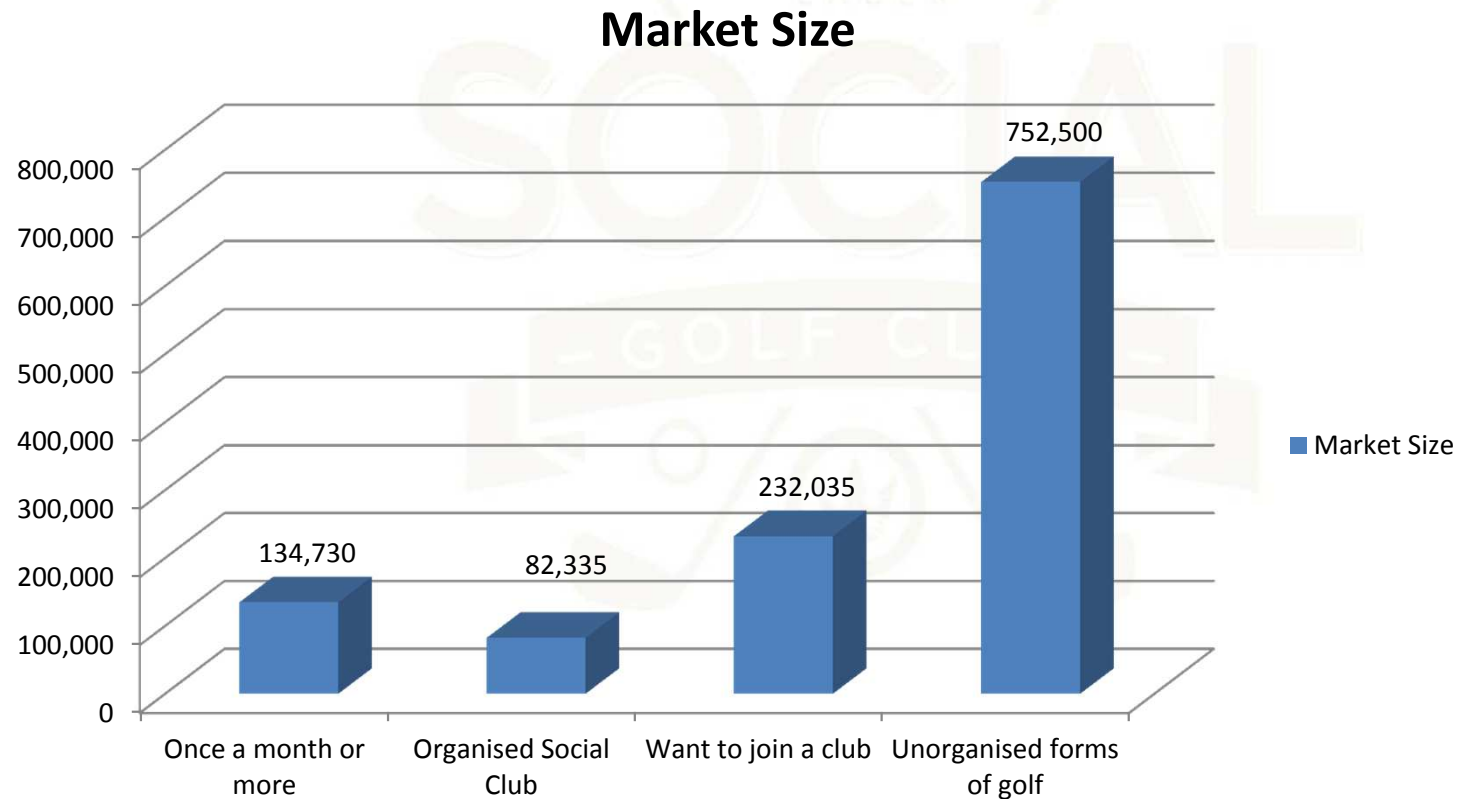


The Crown Lager Social Golf Club

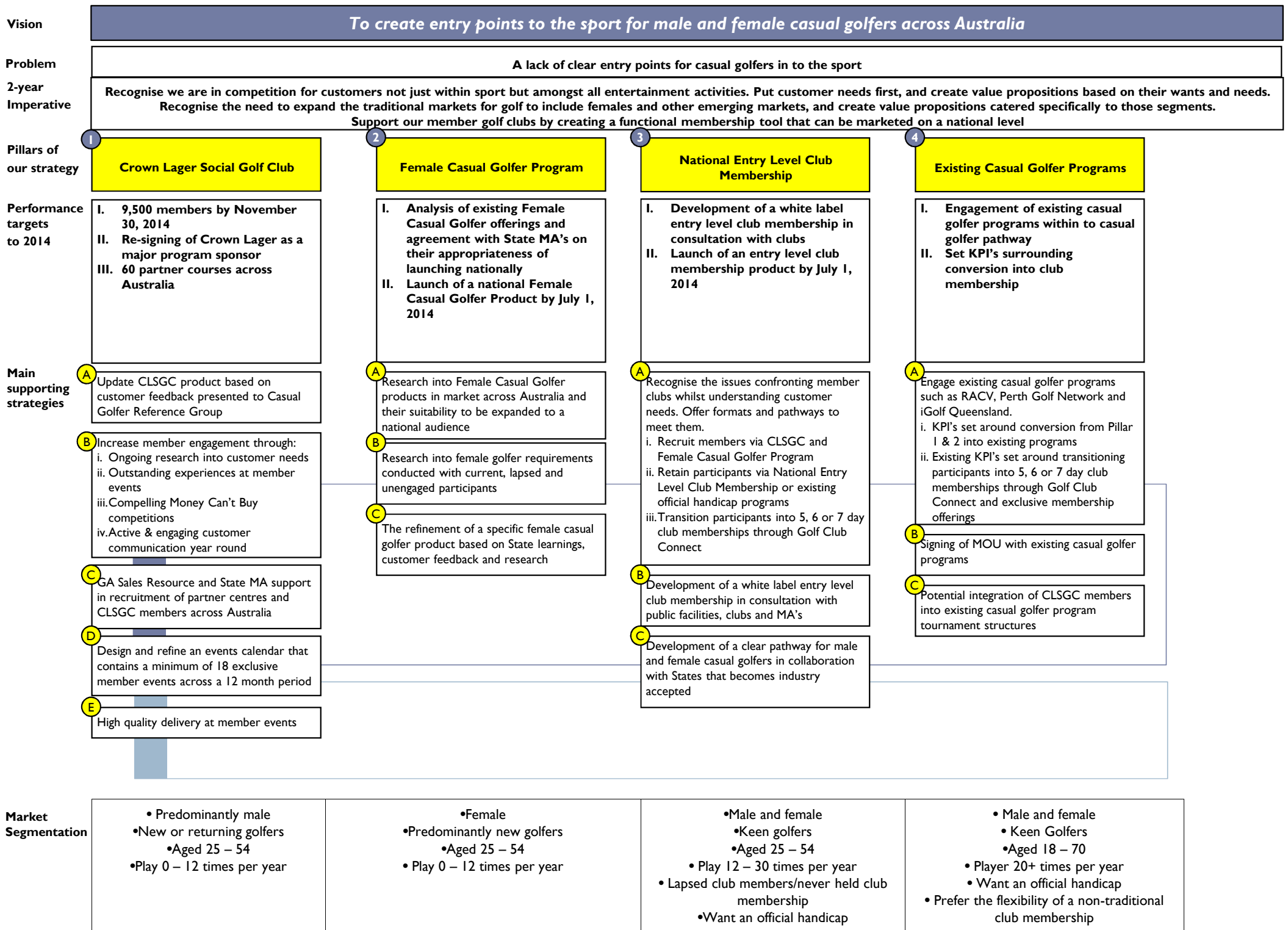
- Launched in November, 2011
- Golf Australia's Adult Casual Golfer Program
- 2,300 members across Australia
- Currently 1,352 members in Victoria
- Identified as key pillar of GA Participation Strategy from 2012/13 onwards
- Online registration through www.crownlagersgc.com.au

Why the CLSGC was launched

- The 2009 Australian Sports Commission ERASS survey identified the following target markets, with the total number of casual golfers measured at **752,500**



AUSTRALIAN CASUAL GOLF STRATEGY – 2013 - 2016



Relationship to Club Membership

- A pathway to club membership
- A broad casual and social golfer research paper was commissioned by GA in 2009 and updated in early 2013.
- The membership 'attrition rate' of those surveyed was no higher (7%) than the current standard membership turnover across Australia
- Key 2 reasons for retaining club membership amongst responders that CLSGC product does not cover:
 - Competition
 - Official Handicap

Targets

Year	Target
2012/13	2,500
November 30, 2013	4,000
November 30, 2014	9,500

Member Benefits

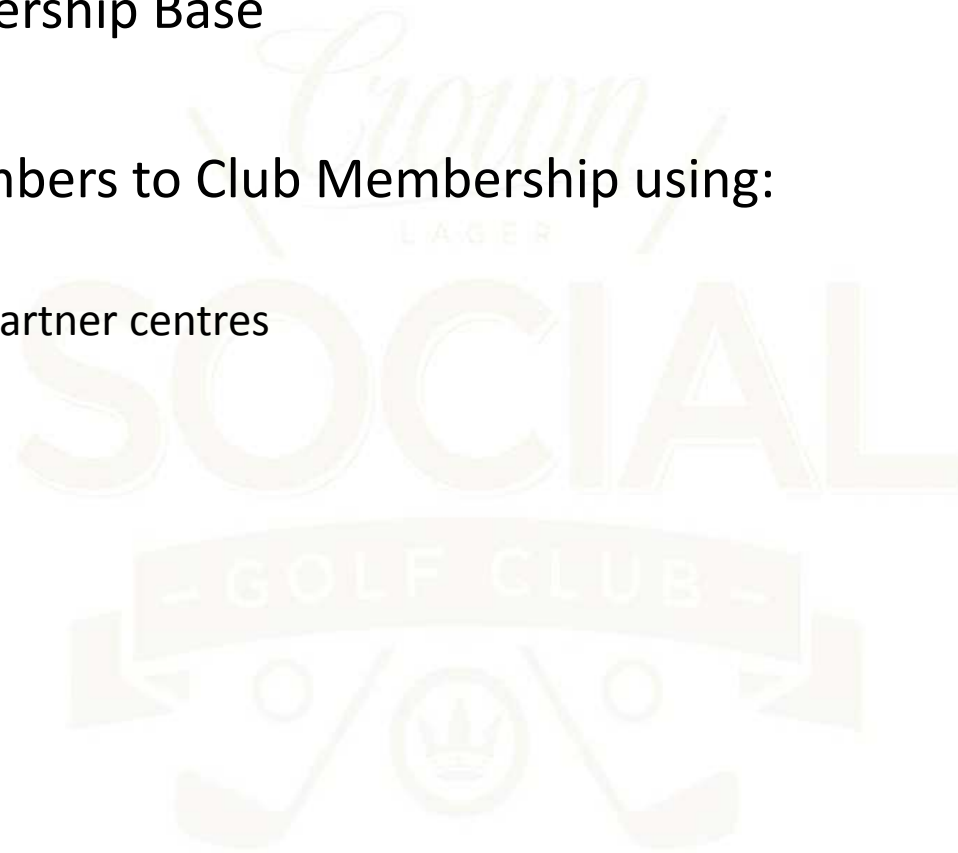
- Extensive list of Exclusive member-only events through November 30, 2014
- Discounted course access at CLSGC partner courses across Australia
- GA Casual Handicap (DIY)
- Welcome pack valued at \$100
- Exclusive Money Can't Buy competitions

Partner Course benefits

- Promotion through CLSGC website
- Promotion through CLSGC Member Newsletters
- Data sharing with GA for membership promotion
- Increase of regular green fee players at partner courses

The aim

- Grow CLSGC Membership Base
- Convert CLSGC members to Club Membership using:
 - Golf Club Connect
 - Data Sharing with partner centres



GA Commitment

- Targeted national advertising campaign
 - Sporting Pulse
 - Social Clubs
 - Corporations
- Point of Sale material distributed to partner centres
- Database sharing with Partner Centres
- Ongoing promotion through CLSGC website and member newsletters

- National Ambassador: Ricky Ponting
- Money Can't Buy Competition
- Exclusive Member Golf Days



Contact

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