

FREQUENTLY ASKED QUESTIONS FOR CLUBS

1. What is Playgolf WEEK?

Playgolf WEEK is a Golf Australia-led participation initiative (in conjunction with our State Associations), using a national engagement campaign to raise awareness and involvement in golf.

Its purpose is to raise the profile of golf to new, social and future players, leading to increased participation (club memberships, participation program enrolment, golf lessons, rounds of golf, golf facility visits, etc).

State Associations will conduct various public awareness activities in each capital city. These activities will create interest in the concept and drive potential players to various activities to be held at golf facilities in your state during the week.

The Event is based on a successful pilot conducted in South Australia in late 2013.

2. When is Playgolf WEEK?

17~23 November 2014.

3. Why Should We Be Involved?

Playgolf WEEK is a National Event – don't miss out!

It provides you with an opportunity to leverage off a national campaign. Rather than each Club invest in their individual promotion and recruitment campaigns, a national approach is more cost effective, with potentially more reach. It also allows for the one consistent message to avoid consumer confusion.

Playgolf WEEK cannot be a success without the support of the clubs. This Event is a great place to start in turning around the declining membership numbers, but club support is critical to its success.

4. What Are Our Obligations as a Playgolf WEEK Club?

We are aware that clubs must be able to choose how they

engage and leverage at local level, and therefore the framework created provides considerable flexibility for clubs depending on their needs. It may be that Playgolf WEEK is purely a motivating tool for you to activate an initiative that you have been planning to do for the last 12-months!

There are, however, a couple of items that we would like clubs to provide during the week. To be a Playgolf WEEK club, you must:

1. Schedule a Come & Try Day on Sunday 23 November;
2. Endeavour to provide a special offering to any potential members or club users.

In addition, you may also like to conduct other activities during the week – for example a junior clinic on Wednesday afternoon, or a Ladies 9-hole Competition and High Tea on Tuesday afternoon, etc.

Consider who you would like to attract as potential new members (e.g. juniors, women, etc) and concentrate conducting one or two activities during the week to engage that audience.

Clubs MUST provide information about their Come & Try Day, Special Offering, and any other activities scheduled during Playgolf WEEK to Golf Australia no later than **15 September**.

5. Why Do We Have to Have a Come & Try Day on that Sunday?

In order to gain as much exposure and media interest as possible, having a nationally consistent Come & Try Day allows for a concentrated national marketing and media campaign. Sunday is also the culmination of a week of activities and promotion, and is a more family accessible day.

6. What Does the Come & Try Day Involve?

The Come & Try Day is a way for you to promote your Club's facilities to the local community. Each Club may have different objectives or ideas for their Day based on

available facilities, time, etc.

Come & Try Days could be a clinic, a 3, 6 or 9-hole competition, putting competition, discounted range balls, etc. The possibilities are endless. For those Clubs lucky enough to have membership waiting lists, you may like to promote the services of your Club Professional, or promote your Clubhouse facilities for functions.

It may be worthwhile for Clubs in similar areas to liaise with one another and stagger their Come & Try Day times, so that potential members could visit two or three Clubs in the one area on that day.

7. What Kind of Special Offerings Could We Provide?

Clubs are encouraged to provide a special offering to entice players to potentially join the club or use the club's services or facilities. Ideas include: 3-month trial membership, 18-months for the price of 12-months, join and receive a \$20 clubhouse voucher, discounted lessons, reduced green fees for the month of November, discounted rate off a function if booked during Playgolf WEEK, etc.

We would suggest the offer extend beyond the Playgolf WEEK period as it is unlikely a player would attend your Come & Try Day or other Playgolf WEEK activity and then join on that day.

For reporting purposes however, a 'cut-off' date is required, and this has been set at 31 December 2014, however you are welcome to extend your Offering beyond this time. It is also at your discretion as to who is eligible for the Special Offering – is it only open to those who attend your Playgolf WEEK activities, or is it open to anyone who inquires about your club services in that period?

8. Why Does Golf Australia Require Our Come & Try Day Information, Special Offering, etc by 15 September?

To gain the best outcomes for the Event, getting the information to the public as early as possible is pivotal. Having the information by 15 September will provide a two-month window for it to be advertised through various media channels, websites, etc.

9. What is the Process to Become a Playgolf WEEK Club?

To become a Playgolf WEEK Club, you must register your interest with Golf Australia by 6 June. All clubs will be sent an e-mail by early May where they can register their interest.

Once registered, you will be sent a Playgolf WEEK kit which contains a variety of marketing material to assist you in planning and conducting your Playgolf WEEK activities. Golf Australia or your State Association will also make contact with you through July and August to ensure you are on the right track with your planning. There may also be State Forums for participating Clubs to discuss their ideas during July and August.

10. Does it Cost Anything to be a Playgolf WEEK Club?

Not directly. Your only costs may be local advertising, such as letterbox drops or an ad in the local newspaper, or costs associated with the activities during the week (e.g. a free drink for any player who attends the junior clinic, or a complimentary coffee for ladies who attend a clinic, etc).

Golf Australia and your State Association will conduct a national marketing and advertising campaign.

11. Is there any Financial Assistance to Help us with our Activities?

Many State and Local Government Departments offer Grants to not-for-profit organisations to help them with various projects, so why not contact your Local Council to see what assistance may be available. The development of new or improved programs, or programs which encourage people to join community life may be considered for a Grant, therefore Playgolf WEEK at your Club may be eligible for this funding. When researching Grant Application Processes, be aware of Closing Dates. It may be that you have missed a deadline for this year, but may be able to apply for funding for the 2015 Playgolf WEEK.

Specifically the Australian Sports Foundation has a "Grants 4 Grassroots Fund" which may be applicable for some clubs. Visit www.asf.org.au for more information.

12. How Will Golf Australia or our State Association Specifically Help Us With Playgolf WEEK?

Golf Australia will make contact with you either via phone, e-mail or at a face-to-face State Forum to discuss your own objectives and how to meet those objectives. For example, you may wish to target women members. We know women like the social aspect, so why not hold a 'Nine and Dine Lunch', and have existing members bring a new player? Alternatively, host a Women's Beginner Clinic and advertise through local hairdressers and coffee shops, etc. Advertise in places your audiences visit!

You will also be provided with a Club Marketing Kit by early July. It will contain comprehensive information to assist you in attracting as many people to the Club and activities as possible, including posters, Working with the Media Guide, and a CD containing items such as Website Leader Boards, Newsletter Template, Generic Images, Website Advertisements (Come & Try Day), Club Come & Try Day Poster & Flier Template, Media Release Template, etc.

We will touch base with you regularly to keep you on the right track, or to answer any queries or provide any suggestions. Of course, you are welcome to contact us at any time.

13. Is there a Marketing and Media Campaign?

Yes. Golf Australia has invested in a significant campaign to promote Playgolf WEEK. The key marketing components will be the use of Social Media; the use of a group of high-profile Ambassadors; a Participant Competition to win a car – open to anyone who attends a Playgolf WEEK Activity, or any current member who introduces a player to a Playgolf WEEK Activity, and the Adam Scott Playgolf ad, via digital channels. Golf Australia will also secure a national print medium. Unfortunately the 2014 Event will more than likely not involve a national television or radio campaign. State Associations will endeavour to secure local media, which MAY include local television and radio, but it may be that you are able to secure television or radio space

yourself, or through your club contacts. It should be noted that the cost of local ads for your individual activities is at your own expense.

14. How Will Playgolf WEEK be Measured?

Various Key Performance Indicators will be critical, such as the number of Playgolf WEEK Participating Clubs, Playgolf WEEK Participants, Club Membership Take-ups, MYGolf Registrations, Lessons and Rounds of Golf during Playgolf WEEK, etc. Accurate reporting and data collection will be a crucial component of the Event. Clubs will be asked to complete a brief form at the Week's conclusion and are asked to collect the contact details of anyone who attends a Playgolf WEEK Activity. More information about this will follow in the coming months.

15. Is there a Specific Playgolf WEEK Website?

Yes. www.playgolf.com.au will have all the information required for clubs and general golfers wanting to know more about Playgolf WEEK.

Each Club's Playgolf WEEK Activity, Come & Try Day, and Special Offering will be listed on the website.

16. What Key Dates Should We be Aware of?

Key dates for 2014 Playgolf WEEK are:

- By 12 May: Clubs receive the Participation Invitation
- 6 June: Closing date for Participation
- Early July: Clubs Receive Playgolf WEEK Kit
- 1 Jul-31 Aug: Clubs contacted to discuss their Playgolf WEEK Activities
- By 15 Sept: Clubs to have advised GA of their Playgolf WEEK Activities

17-23 Nov: Playgolf WEEK

17. Where Do I Go for More Information?

Please feel free to contact the Playgolf WEEK Team at Golf Australia on 03 9626 5050 or info@playgolf.com.au at any time for further information.