

## Case Study - Oatlands Golf Club

### Golf Development – Friday Frenzy a Young Member Initiative

Oatlands has a great base of members under the age of 35 however their involvement outside of regular golfing activities has been very limited. The Club has wanted to engage this group for some time so we decided to ask them what reason could the Club provide that would see them attend the Club outside of normal activities? The response they provided was in the form of a concept called “Friday Frenzy”.

The group in question wanted the ability to come down to the Club after work, enjoy some refreshments and a light meal and then compete in some form of golf competition. They requested that the dress standards be relaxed, the Club agreed to this and asked for use of the 18<sup>th</sup> hole (Par 3) situated adjacent to the Clubhouse, where a NTP competition would take place.

As you can imagine this initiative was a little out of left field but given the assurances that were provided the Club permitted this group to conduct a trial event.

In terms of the concept the initial step is to have Members and guests register for the event and an entrance fee is due prior to the competition taking place. Once all players are registered groups of golfers then make their way down to the tee to hit their shots. As you can imagine there is some degree of sledging, good natured of course and those not hitting shots are greenside armed with pitch repairers and a ball marker. Once all players have completed their shots the winner is awarded with a Professional Shop Voucher to the value of the entrance fees.

The positives coming out of this are many. Firstly it is run and organised by the member group. They arrange to attend the Club, they use online social networks to spread the word and can quickly drum up support. Secondly they run the event in its entirety. They have members man a registration desk, organise groups to tee off and others to repair damage from the occasional, and I do mean occasional ball that hits the green and finally they notify the Club of the overall winner. There is also a sense of camaraderie created at this time and you see a greater “buy in” from those attending, that is they are more likely to remain a member in the coming year as a direct result of attending these events.

The Club has now hosted this concept over half a dozen times, all at the request of the members and on each occasion we have had between 20-40 people attend. The benefit has been there for both Club and Member as takings for food & beverage have increased dramatically during this period and Members are getting something that they have always wanted, a reason to attend their Club.

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