

Case Study – Clubs Collaborate to Grow the Pie

It is happening all over Australia. Neighbouring clubs are combining their offerings to add value to their own members and better promote their courses to the public. Planning the collaboration with the State/Territory Golf bodies as well as Golf Australia allows for maximum alignment with golf's broader objectives.

People are wanting more from a membership. Offering playing rights at neighbouring clubs achieves a number of important tasks.

1. It overcomes the perception that a golf club membership locks the members into only playing at one club
2. It allows members to keep up their regular golf routine when their own course is shut or an event or renovations
3. It allows for many of the spin-offs associated with collaboration such as; sharing of knowledge & resources between clubs, increased traffic which leads to food & beverage sales and an opportunity to brand the group of clubs that is beneficial in marketing to the district.

The Golf West Story

In November a group of 8 clubs from the western side of Melbourne launched "Golf West". www.golfwest.com.au. See the following page and the accompanying Strategic Communications Plan.

<Invitation to local member of State Parliament>

Official launch of 'GolfWest' –Invitation

On behalf of the newly formed 'GolfWest' Advisory Board, I am pleased to extend an invitation for you to attend our official launch on Thursday 20th November 2014 from 5pm.

The Golf West Advisory Board consists of representatives from eight golf clubs in Melbourne's west, including Eynesbury, Koorungal, Medway, Melton Valley, Sanctuary Lakes, Sunshine, Northern and Werribee Park Golf Clubs and acts in a spirit of collaboration as a forum to promote the game of golf in the western region of Melbourne.

'GolfWest' has been in operation since the April 2014 and we are now ready to launch our brand to the local community. Our objectives include but are not limited to:

- To promote, encourage and foster the game of golf in the western region of Melbourne.
- To promote and encourage the exchange of ideas and information sharing between our respective clubs.
- To work closely with Golf Victoria to expand golf participation in the region.
- To explore and implement opportunities that will create added value to our respective memberships to assist with retention of current members and the recruitment of new members.
- To develop partnerships with other western region community organisations to help grow the game in the region.

As well as marking the beginning of the 'GolfWest' venture, we will also be officially launching the new and unique Golf West Card. This card enables members of the abovementioned clubs and their guests to play at each of the courses once each for the full twelve months whilst a member remains at their current club. This is a brand new concept in golf and the first to be trialed in Victoria.

As the local Member of Parliament for the region we would be very pleased to host you at our launch. The launch will provide a great amount of fun for the afternoon with junior golf beginning at 4pm, formalities at 5pm and you are most welcome to stay on for a round of 9 holes should your schedule allow.

It would be greatly appreciated if your office could advise of your availability to attend at your earliest convenience via contact with Jessica Yong from Sanctuary Lakes Golf Club on 9394 9495 or at jjyong@sanctuarylakes.com.au

We look forward to hearing from you soon.

Yours sincerely,



Anthony White

General Manager Koorungal Golf Club