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play golf

SGM PAPER 2: SA Open Funding Model Proposal

Although this Proposal is prompted by the desire to re-establish a permanent annual SA Open event, it is actually just as much about the annual promotion of Golf in SA.

When talks about the Open commenced some six months ago, a method of funding was proposed which simply increased all member subscriptions by fifty cents a week. Bingo! An easy \$500k and away we go! Well of course, it's not that easy. What the proposal did do though was to prompt us to have a good long look at how we do fund all the activities of Golf SA.

Golf SA has been in existence for seven years and has put together a number of new programs and initiatives some of which have been taken up by Golf Australia. We have ideas and proven programs but never enough money to do them to the extent that we would like.

Our main purpose is to administer and promote golf in this state. The promotion of golf participation is the major key to keeping golf clubs viable. More members simply mean more income per club and less cost per member. Our most recent promotion produced 170 new members to SA clubs.

Junior Golf

As part of attracting more people to play golf we also need to make sure that future generations take up the game as well, hence a big emphasis on getting juniors involved. We know that many clubs have a poor experience in keeping juniors as they traverse through other activities in life but we believe that kids who learn to love golf at an early age will most likely come back to it when they find the other activities are beyond their capabilities.

Another benefit of attracting children to the game is the potential to attract the parents or grandparents who accompany the kids. We currently have MyGolf programs operating in 120 schools and smart local clubs are getting in on the program to give those kids the next stepping stone to golf participation.

SA Open Golf Tournament

Re-starting the SA Open is a highly desirable adjunct to the promotion of the sport. Nothing brings more attention to the game than a major event attracting top line players and the news media just love to report on it. Some will argue 'Why should we pay money to professionals to come here and play?' The answer is that people will pay to come and see these professional golfers and the professional golfers provide the publicity we seek.



Many South Australian golfers are making news at the moment. Much is made of Adam Scott's SA origins. Recent successes from Nick Cullen, Antonio Murdaca, Stephanie Na, Jenny Lee and others is almost a daily occurrence. As the saying goes '...Nothing succeeds like success...'

All Club Members would be entitled to a 'Five Day Pass' to the event and other bonuses yet to be determined. We are looking to follow the Victorian formula which combines both the Women's and Men's Opens.

Proposed Affiliation Fees

When we look at the subscription fee which members pay to Golf SA via their club subs we see a figure which is relatively low by most standards. How many sporting bodies or clubs charge a fee of 50 cents per week?

Our proposal includes splitting Country Members into full year and half year categories. Currently Members of clubs that only play for six months or less pay the same as those who play all year. For the 6 month Members we are proposing a modest \$2 per annum increase in affiliation fees. For 12 month Country Members we are proposing a \$12 per annum increase. For Metro Members a \$15 and \$26 per annum increase (based on a Tier1/Tier2 concept). See table below for proposed affiliation fees – January 2016.

12-month Promotion of Golf

If SA golf club members can agree to an increase in affiliation fees we can substantially increase our promotion activities in all regions. Our proposed SA Open sponsors are keen to partner with Golf SA throughout the State to promote their businesses along with the sport of golf and local clubs. They want a 12-month schedule of promotions, rather than a '4 day tournament', and this is what golf needs in SA.

There will be opportunities for all clubs to participate in these promotional activities at no cost to them other than some volunteer time. Activity based promotional displays have also been created and have proved successful. They can be easily erected and operated in your area. The 12-month SA Open benefits would also include the participation of club representatives in a special event played prior to the Open.

Club Support Program

The Golf SA Club Support Program 'Chip-In' offers support to clubs to make sure they are a viable concern. Experienced consultants are now helping clubs with their business plans and implementation. We are serious about improving the capability, financial performance and sustainability of our clubs.



Summary of key activities:

- Continue to roll out 'My Golf' Junior Golf Program in schools and clubs
- Continue to roll out 'Chip In' Club Support Program
- 12-month rolling Strategic Partnership with Major Sponsors - promotions / local events
- Participation of club representatives in a special event
- Increase in affiliation fees from Jan 2016 onwards
- Annual SA Open Tournament - 2016 onwards
- Increase in golf participation state-wide
- Increase in golf membership numbers state-wide

We are hoping that Members will see the value in the services we wish to offer and in reintroducing a major expression of our sport with a new format SA Open.

We believe it is time for South Australian golf club Members to make a decision on how much they want from Golf SA. We can carry on in the current form, making ends meet but achieving sub-optimal results. Or we can stand up as proud South Australian golfers and show the other States how it should be done.

We are excited by this opportunity to get golf back in the spotlight here in SA. If we can make this happen the way we plan, we will gain further support and in due course the event should return a dividend.

Proposed Affiliation Fee – Jan 2016:

Category	Golf SA	Golf Australia	Total	Remarks
6 Month (Country)	\$22	\$16	\$38	New category of Club membership
12 Month (Country)	\$33	\$16	\$49	Remaining Country Clubs
12 Month Tier 1 (Metro)	\$57.20	\$16	\$73.20	Royal Adelaide, Kooyonga, The Grange, Glenelg
12 Month Tier 2 (Metro)	\$45.10	\$16	\$61.10	All other Metro clubs
Social	\$45.10	\$16	\$61.10	All Social Clubs
Junior	\$11	\$16	\$27	Country & Metro

End