



Case Study - Box Hill Golf Club

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Overview:

1. Why did you decide to take up the 'PlayGolf Clinics' program?
 - To introduce more women to playing golf. Also there's a saying in Sweden 'If the mum plays the game, the kids will too' so hopefully this would introduce more kids to golf over time too.
2. Can you provide a brief description of what you/club were trying to address/achieve?
 - There is a decent women's membership at the club but it was an area that has free capacity and so the hope would be to increase the membership further.
3. Did you provide information on the PlayGolf program to staff which enable them to take enquiries?
 - Those in the shop were given advice so that they could respond to queries as well as spare handouts kept in the file should anyone wish to take one. Most enquiries were passed directly to me.

Challenges/Barriers:

4. Can you name 3 challenges or barriers the project faced?
 - The main challenge that the program has faced is the integration of Academy ladies into the membership – Those going through from Bronze to Gold pay a reduced membership amount and full lady members were not initially happy to allow them full playing rights
 - Getting men to join in the program's mixed classes / the program in general
 - Finding a good way to allow the participants to feel comfortable on the golf course without the feeling of intimidation from other members or the course itself

Solution:

5. What actions did you put in place to address the above challenges?
 - We have organised social events to allow members and Academy players to play together to integrate more and educated the current members on the need to have new members
 - Given up
 - Given them specific time slots

Partners:

6. Other than Golf Victoria, did you use other outside organisations to help with the promotion of your PlayGolf program?
 - No
7. How did you use the material provided?
 - Advertised on our website and through the club newsletter
8. Did you implement any other promotional work while running the program or did you mainly use materials provided?
 - Used the materials provided including a banner

Results:

9. Can you provide numbers related to the PlayGolf programs that showed they were successful?
 - Since February 2014 to April 2015:
 - 107 Participants
 - 19 Social Memberships
 - 8 Full Memberships
10. What were the playing opportunities/membership offering's made to keep these participants engaged in the club?
 - Bronze, Silver and Gold programs including coaching and then additional time at the end with a reduced membership price to help integrate them into the club
11. Has the PlayGolf program been a success at your club?
 - Yes, I think so – we now have 8 new members and over 100 women introduced to the game that may not have otherwise done so.