

REDISCOVER YOUR DRIVE

GOLF MONTH | OCTOBER

Successful 2014 Case Studies

Case Study 1: Links Lady Bay Resort and Golf Course, SA

Come & Try Day:

What: Come & Try Golf with Kangaroo Kart Safari and Kid's Kart Driving School - Junior Clinics - Family Clinics - Ladies Start Up Clinic - Putting Competitions - Short Game Shoot-out

Time: 11:00am–3:00pm

Cost: Free

Local advertising: Local posters, boosts on Facebook and email shots to database

Number of attendees: 60

Golf on the Beach:

What: Mini golf 2km from the actual golf course where beachgoers, unaware of the course location were able to try golf. The event also promoted the Come & Try golf day.

Time: 3:00pm–5:00pm

Cost: Free

Local advertising: Local posters, boosts on Facebook and email shots to database

Number of attendees: 200 with over 1,000 spectators

Result: At date of submission, five new players joined as a result of the activity, however we expect more.

The objective for Links Lady Bay Resort and Golf Course was to overcome the problem of location. The course is 600 metres from the nearest beach, 2km from the jetty where most people congregate and an hour's drive from Adelaide. People tend to forget that the Club exists and few people pass by the door.

The 'beach golf' allowed us to take the course to the community. Golf courses (with all their rules and regulations) can seem fairly restrictive so enabling people to try golf in beachwear away from the course skirted this issue.

We had a great couple of days, with the activities exceeding our expectations. We now have a MyGolf program running for kids, a ladies beginners group and we have put the golf course firmly on the map. Through the 'beach golf' activity we have also established a great link with the local council and Surf Life Saving Club which we will develop in the future.

The Facebook posts went crazy and people are asking when the next beach golf event will be held. I am hoping to put on some more early in the new year on different beaches in SA to promote the golf course, junior clinics and the resort.

A large part of our income comes from tourism and green fees so we have plans to target some local events in the new year such as Surf Carnivals, other sports clubs, school fetes etc.

We realise that people, particularly kids, just don't drop into our course so we really do have to get out and about more.

Simon Norris, Golf Operations

Case Study 2: St Helens Golf Club, TAS

Come & Try Day:

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| What: | Basics of golf clinics with members providing coaching and sausage sizzle |
| Time: | 11:30am–2:30pm |
| Cost: | Free |
| Other Information: | Bookings were preferred; families welcome; casual dress and all golf equipment supplied |
| Local Advertising: | Posters were displayed around local shops (primarily sponsors of the Club) plus four weeks of radio advertising on local FM station. |
| Number of Attendees: | 20 |

Special Offer:

For any new member (Full Member, Country Member or Junior) who completes a membership application form before 30 Nov 2014 will receive free membership from 1/12/2014 to 31/12/2014. Full membership fees will apply from 1/1/2015.

Result: Nine new players joined the Club.

We found that the best method of attracting people to our Playgolf Day was by encouraging our existing membership to bring along neighbours, workmates and family. Every member was contacted either by email/SMS or mail and provided with details of the day and encouraged to spread the word.

In November, at each competition day, we reminded members of the Playgolf Day and we stressed the importance of adding to our membership base - we only have 120 members. Local advertising through posters at our sponsors' business houses and the radio was a means to keep reminding people of the Day, and probably had more of an effect on our existing members than prospective members.

The radio advertising was through our local FM station. 10 spots per week over four weeks cost \$150. The total cost for the Playgolf Day was approximately \$200 including the ingredients for the sausage sizzle.

On the day we approached each guest with a membership form and signed people up on the spot. With a month's free membership people were able to 'try before they buy'.

We thought it was a good offer whereby people had the opportunity to try out the game before paying for a full membership and equipment. If none of the nine prospects pay their membership on 1/1/15 we have not lost out on much. But if only one pays up we are in front. One of the prospects has already turned up for the weekly Chicken Run competition.

The day was a success for two reasons: firstly, it showed our existing members that there are people out there who are interested in playing golf, they just need someone to bring them along to the Club; and secondly, the local advertising put the Club's name out in the public arena which helps for encouraging local sponsors.

Derek Foster, St Helens Golf Club

Case Study 3: Parkes Golf Club, NSW

The Parkes Golf Club had what we describe as a very successful Playgolf WEEK and we mainly attribute this success to the use of media, especially Facebook and our local Radio Station 1400 2PK and Rock FM.

Whilst Facebook was predominantly the most receptive as far as the public was concerned, we still believe the radio campaign contributed significantly. The Club utilised the Sports Report every Saturday morning and through a great relationship with the Program Director, we received a lot of FREE advertising. The Club booked a package deal of 30x30 second commercials for \$600 including GST. We also secured a \$1000 sponsorship with Northparkes Mines/Parkes Sports Council which was used exclusively for FREE Coaching (Group) with the Dubbo based Central West Golf Academy.

The Club received great support from Craig Meers, the Director of the Academy, through his Professional James O'Brien and we also used the services of a couple of local members, Mitch McGlashan and Matt Egan, who have Accreditation. These Golf Clinics had a maximum of 10 students for each one hour session of the three hour clinics with Men, Ladies and juniors having separate days for each group.

This method proved a real success especially with the beginner Ladies as they had to be allocated extra time and sessions as we had 18 participants. The Ladies are still to this day receiving lessons compliments of Mitch McGlashan and Matty Egan.

Membership Drive

The Club launched a Membership drive during this week and it proved a winner as the Club offered all new members 14 months Membership for the price of 12 months. During Playgolf WEEK the Club received 12 new members and since that date we have gained a further six and we attribute these new members to the promotion.

Juniors

The Club's junior program also gained a great boost in numbers with some 32 children signing up for a 10 week Learn to Play Golf Program. These juniors include seven girls (that in itself is a major plus). These Juniors are now part of the Parkes Junior Golf Club which has some 48 active members. A further 10 week Junior program will commence in early March and is under the direction of Robert Hey (Junior Coordinator) along with Mitch McGlashan, Matt Egan and a team of eight other Club members.

Golf Day

The climax of the week was scheduled to be the 18 Hole Par 3 Golf Day on the Sunday but the weather certainly had other ideas. The temperature gauge reached 38 degrees by 10am and by 2.30pm it topped a whopping 44.6 degrees. Too bloody hot even for the real enthusiast! As Captain we changed the event to a 9 Hole competition and 24 people finished the event from an original 36 starters. These numbers would have more than doubled if the weather was a little more tolerant.

Dress Rules

Participants were allowed to wear casual clothes including tee shirts, draw string shorts and clothes they felt comfortable in. Hats and sunscreen were encouraged and all participants were given FREE water at the Coaching Schools and Golf Day.

Radio and Local Paper Advertising

As mentioned previously it is a necessity to promote not only the event or function but your Club. However, our costs were high but we attempt to give facts only and advertising helps. Finally, the Club also promoted the Week in the local newspaper and again we were lucky as the Sports Editor as well as the Editor are Members of the Club and we could promote the Week for a period of six weeks in our Weekly Golf Report.

Paul Thomas, Club Captain