

## Swing Fit Centre Registration Process

This document contains a summary of the steps you need to take to register for, and run a Swing Fit program:

1. Register for Swing Fit
2. Receive training
3. Purchase a Swing Fit activation pass and order equipment
4. Set up your program/s
5. Promote your program/s
6. Participants register and pay online
7. Export registration report
8. Purchase participant packs
9. Run your program
10. Keep your participants coming back!

### Register for Swing Fit

Your first step to become a Swing Fit centre is to register your details via [swingfit.com.au](http://swingfit.com.au)  
At this point there is no financial obligation.

You will need to nominate who your deliverer will be; this deliverer will then be directed to complete Swing Fit training.

### Receive Training

Anyone can become a Swing Fit deliverer but they must have completed compulsory training.

Training is delivered online (via the PGA) and includes an array of readings, interactive videos and activities plus quizzes and short answer questions. You will need internet access to run the software.

Please note, if you are not a PGA Member you must first acquire Community Instructor accreditation including the completion of the Swing Fit specialised module. This

accreditation costs \$99.00 however this will be reimbursed to you upon completion of your Swing Fit activation pass (up until 30 June 2016).

The Community Instructor course is an Australian Sports Commission approved program that provides training and accreditation for individuals wanting to engage as an instructor or facilitator of national golf participation programs.

If you already have accreditation, you can simply login to the Community Instructor website and start the Swing Fit specialised module.

You can read more about the Community Instructor course here [www.communityinstructor.pga.org.au](http://www.communityinstructor.pga.org.au)

If you have any questions or concerns regarding training or accreditation, please contact Community Instructor admin on 03 8320 1990 or at <mailto:communityinstructor@pga.org.au>

Once you have completed training, you will receive three emails:

Email	From	Content
1	PGA of Australia	<ul style="list-style-type: none"> <li>- Swing Fit graduation certificate</li> <li>- Summary notes of online training for future reference</li> </ul>
2	Golf Australia	<ul style="list-style-type: none"> <li>- Login details to the Swing Fit website where you can set up your program and access centre resources</li> </ul>
3	DMC Sport	<ul style="list-style-type: none"> <li>- Login details to the Swing Fit online-shop where you can obtain an activation pass and order your equipment kit</li> </ul>

Please note that as Swing Fit is a new and evolving program, it may be expected that additional training will be required.

## Purchase a Swing Fit Activation Pass and Order Equipment

Each Swing Fit centre is required to obtain an activation pass at a cost of \$395. You can purchase this via the Swing Fit online-shop.

This provides Centres with the following items which ensure a consistent delivery of the program across Australia.

- Equipment kit, including freight (valued at approximately \$900)
- Quality training to effectively deliver the program
- A Swing Fit deliverer manual
- 100 x promotional brochures and 20 x promotional posters
- Access to the Swing Fit online-shop and resource page
- Database management (Golf Australia collects online registrations and supplies participant details for you)
- Mass promotion of Swing Fit brand through national campaigns
- Access to ongoing special deals, promotions and competitions
- Ability to supply participants with a free gift bag (visor, water bottle, information card and draw string bag).
- Plus much more!

This pass can be owned by the venue or an individual deliverer and is valid for four years.

### Your Swing Fit equipment kit includes:

- One deliverer manual
- Five ladies 7-irons (right-handed)
- One ladies 7-iron (left-handed)
- Five ladies putters (suitable for right or left-handed players)
- Five putting targets/dishes
- Five synthetic hitting mats and rubber tees to minimise wear on grassed surfaces.
- Ten yoga mats
- Five bouncing medicine balls
- 50 x ball markers for marking out putting target areas
- One powder container
- Two carry bags
- 100 promotional brochures
- 20 A3 promotional posters

Cones to mark out hitting areas and golf balls are also required. Deliverers may use their own cones or balls, however Swing Fit balls are available to purchase (via online store) if desired. Only a powder container is supplied in the kit. You can easily purchase powder at your local supermarket or chemist.



The dimensions for the deliverer kit are:  
 Kit 1 = 101 x 34 x 34cm and weight is 14kg.  
 Kit 2 = 101 x 34 x 34cm and weight is 3kg.

Expect 5-10 working days for your equipment pack to be delivered.

## Set up your Program/s

Once details are entered, your program will then feature on the Swing Fit website and be easily located using the postcode search functionality.

When planning your program keep in mind:

- It is a 6 week program
- Sessions run for 75 minutes
- School and public holiday dates
- Who your target market is

All administration is then done for you! Participants will then register and pay for your program online.



## Promote your Program/s

In addition to the mass-marketing undertaken by Golf Australia and your State Association, a suite of local marketing resources have been developed to make promoting your program locally, as easy and effective as possible. These are all available on the centre resources page of the website.

## Participants Register & Pay Online

No need to fuss around taking registrations and payments, simply direct people to [swingfit.com.au](http://swingfit.com.au) to sign up (and pay) for your program!

### Payment Process

The Swing Fit website contains an automated and secure payment process for participants to register for your Swing Fit program.

On payment by the participant, the “Rebate to Deliverer” is directly transferred to you, the Deliverer/Centre. The Deliverer/Centre will receive this payment within two weeks of the participant registering (Your bank details will be collected upon centre registration).

### Business Model



## Export Registration Report

You can monitor your registrations by logging into your Swing Fit account, click export on your program list and download a list of registered participants. In the lead up to your program commencing, it is recommended that you either call or email participants to welcome them to the program. Content which you can use in your welcome email is available on the centre resources section of the website.

## Purchase Participant Packs

First time participants to Swing Fit will expect to receive a free Swing Fit participant pack.

You will see who needs to receive a pack on your registration list.

- Order and pay for the appropriate number of packs via the Swing Fit online-shop
- Packs are \$30.50 each (this cost has been accounted for in participants registration fee)
- Allow 5-10 working days for packs to be delivered



## Run your Program

Refer to the Swing Fit manual – this is supplied to you as part of your Swing Fit equipment kit.

## Keep Your Participants Coming Back!

Whilst Swing Fit may help you attract new women to golf, it is vital that a 'participation pathway' is established at your venue to keep women playing following Swing Fit!

[You can find some ideas on what to offer at swingfit.com.au](http://swingfit.com.au)



**Further questions:**

Please explore our Swing Fit website [swingfit.com.au](http://swingfit.com.au), see our FAQ document (available on website) or contact the Swing Fit Team at Golf Australia.

Phone: 03 9626 5050

Email: [swingfit@golf.org.au](mailto:swingfit@golf.org.au)

*We look forward to working with you to grow our wonderful game!  
The Swing Fit Team*