

Swing Fit FAQ Sheet

This document contains FAQ's about Swing Fit. If you have reviewed this document and did not find your answer, please explore our Swing Fit website swingfit.com.au or contact the Swing Fit team at Golf Australia.

Phone: 03 9626 5050
 Email: swingfit@golf.org.au

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

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What is Swing Fit?

Swing Fit is Australia's national female program to encourage and promote female participation in golf and to transition participants into further golf development and participation pathways.

An innovative golf conditioning and skill acquisition program; Swing Fit has socialisation, golf specific conditioning and games based learning at its core.

Outcomes for participants in Swing Fit focus on:

- Health and conditioning
- Wellbeing and social
- Skill acquisition (learning to swing and putt)
- All in a welcoming and fun environment

Watch the Swing Fit promotional video at swingfit.com.au

Who is Swing Fit for?

Swing Fit targets the following female age segments.

- Primary Focus: Young Adults, 18-39 years
- Secondary Focus: Older Adults, 40+ years

Swing Fit provides a social, supportive, developmental and satisfying introduction to golf for new participants, by:

- Promoting the fun, social and health aspects of golf to the wider community
- Utilising games based activities to create challenge, success and engagement
- Changing the face of golf for women by breaking down traditional perceptions

It must be stressed that as Swing Fit incorporates various social and conditioning activities into each program, if a person prefers a pure golf experience and/or one-on-one tuition, Swing Fit is NOT for them.

Whilst Swing Fit currently caters for new participants to golf; keep an eye on swingfit.com.au for information on when additional Swing Fit products are launched.

Can girls attend a Swing Fit program?

Swing Fit is primarily aimed at women aged 18 years and over, however there is nothing to prevent a teenager from participating. Australia's national junior program, MyGolf may be more appropriate for younger girls (age 5-12).

Deliverers should bear in mind that a Swing Fit Program contains various social elements; therefore, younger women may find it more difficult to relate to older participants.

If you do plan to run a program where a participant/s is under 18, the Deliverer will need to supply Golf Australia with a current Working With Children's Check (WWCC). Please send this to swingfit@golf.org.au

Can pregnant or injured women attend our Swing Fit Program?

Golf Australia believes it is up to the participant to decipher if they are able to safely participate in Swing Fit and, if unsure to consult with their doctor.

Swing Fit activities include exercises that require a range of movements and body positions (including supine position) however there are many alternative exercises available (highlighted in the deliverer's manual).

It is recommended that a participant makes the deliverer aware of their injury or pregnancy before commencing the program.

Pregnant women can refer to the [Sports Medicine Australia guidebook](#)

Program Structure

What does a typical Swing Fit program look like?

Program length

ALL Swing Fit Programs should be conducted over six sessions conducted weekly.

This:

- Will provide adequate opportunity for women to "trial" golf;
- Is comparative to trial periods for competitor products, such as gym memberships, group fitness or personal training activities; and
- Is within the preferred program length indicated through research and initial testing of Swing Fit.

Individual session length and general structure

- Each session will run for a total of 75 minutes.
- All activities will be completed in small groups or pairs.
- All sessions will involve social interaction between participants.
- Partners and deliverers will facilitate feedback.
- Sessions will use a games based skill approach to maximise fun and early success

The general structure of a session is as follows...

Time (minutes)	Activity
0 - 10	Warm-up exercises
10 – 25	Golf Skill 1 - swing that club
25 – 40	Golf conditioning exercises
40 – 55	Golf Skill 2 - putt with poise
55 – 60	Cool-down exercises
60 - 75	Drink and debrief

The drink and debrief component is a critical section of a Swing Fit program and is therefore compulsory every week, with the deliverer in attendance. Research indicated that this is a valuable aspect of the program for participants.

Are we required to teach the exact curriculum, or is there scope to amend it?

To ensure a consistent program Australia wide, deliverers must conduct the Swing Fit program essentially as it has been designed. There is scope to increase the difficulty of the golf activities if the group is showing potential, or to have a participant do a different conditioning or movement activity should an injury or circumstance prevent them from doing so.

How Does Swing Fit link in with the female golf pathway?

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

This may include:

- Future Swing Fit programs
- Follow-on group clinics (skills based)
- Private lesson offer

See swingfit.com.au for more ideas.

Registration, Activation Pass and Training

What is the process to register a Swing Fit program?

The registration process for both centres and participants are detailed in the Swing Fit Registration Information document

What is an activation pass?

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 shop.swingfit.com.au

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.

Can I obtain a Swing Fit activation pass (and equipment kit) as an individual or do I need to be a club/venue?

If you are going to instruct Swing Fit but do not reside at a particular club/venue, you can either:

1. Purchase the activation pass under the clubs name (and therefore the club owns the pass and equipment kit)
2. Purchase the activation pass using your bank details (and therefore you own the pass and equipment kit). You will need to register however under the venue's name so make sure you have clear communications about who owns the pass (and kit).

Does every club/venue running Swing Fit need to purchase an activation pass?

Whilst it is expected that every club/venue will obtain a Swing Fit activation pass (including an equipment kit), there is some flexibility in terms of a deliverer running Swing Fit at numerous venues/clubs.

This can often be the case in regional/rural Australia where one particular deliverer may travel in between many small country clubs.

In the case the deliverer will need to register every club/venue they plan to run Swing Fit at via swingfit.com.au. Please call the Swing Fit Team to work through this 03 9626 5050.

Is training compulsory for Swing Fit Deliverers?

Yes, every person who wishes to complete Swing Fit training must first complete 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

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>

Facility and Equipment

What facilities do we require?

To conduct a Swing Fit program, you will require:

- An area of approximately 10m² where players can participate in warm up, conditioning and stretching activities e.g. a flat grassed area, a room in the clubhouse
- An area where players can hit golf balls safely e.g. driving range, a part of a hole on the course
- An area where players can putt e.g. a practice putting green or the use of a green on the course
- An area where participants can have a drink and debrief at the session's conclusion

Keep in mind that due to the social focus Swing Fit has, sessions can create a bit of noise.

What equipment do we require?

Each Swing Fit centre is required to obtain a Swing Fit equipment kit (included as a part of the activation pass which all Swing Fit centres must purchase). The cost of this pass is \$395 and can be purchased via the Swing Fit online-shop. shop.swingfit.com.au

Your Swing Fit equipment kit includes:

- One (1) deliverer manual
- Five (5) x ladies 7-irons (right-handed)
- One (1) x ladies 7-iron (left-handed)
- Five (5) x ladies putters (suitable for right or left-handed players)
- Five (5) putting targets/dishes
- Five (5) synthetic hitting mats and rubber tees to minimise wear on grassed surfaces.
- Ten (10) x yoga mats
- Five (5) x medicine balls
- 50 x ball markers for marking out putting target areas
- Powder container
- Two (2) x kit bags
- 100 x promotional brochures
- 20 x 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 equipment kit are:
Kit 1 = 101 x 34 x 34cm and weight is 14kg.
Kit 2 = 101 x 34 x 34cm and weight is 3kg.

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 shop.swingfit.com.au
- Packs are \$30.50 each (this cost has been accounted for in participants registration fee)



How long does it take to receive Swing Fit equipment?

All equipment (including equipment kit and participant packs) will take between 5-10 working days to be delivered

Business Model and Costs

What does the Swing Fit business model look like for a Centre?

Expenditure

Fixed costs associated with Swing Fit are:

- Activation pass
- Participant pack
- Transaction and administration fee

Ongoing costs may include:

- The purchase of any additional equipment
- Potentially small prizes if deliverers wish to provide giveaways within their sessions
- The 'time' of the deliverer



Start-up Swing Fit activation pass \$395

How does the business model work for me?

To best explain this, here is a case study example...

1. Susan registers and pays (\$120.00) for your 6 week program via swingfit.com.au
2. You receive an email alert that Susan has booked
3. Susan's payment is paid directly to the bank account you supply when registering your Centre. For each participant who registers (like Susan), you will receive \$115.50 (\$4.50 is retained by Golf Australia for a transaction & administration fee).
4. For each NEW participant, you need to order and pay for a participant pack (\$30.50)
5. So of the \$120rrp paid by NEW participants, you receive \$115.50 - \$30.50 = \$85pp. For repeat participants, there is no requirement to provide a pack so you retain \$115.50.

Summary of a first program with 10 participants

\$120 x 10 participants	= \$1,200.00
Less transaction fee (\$4.50 x 10)	= \$45.00
Less packs (\$30.50 x 10)	= \$350.50
Net	= \$804.50
Minus one-off outlay of activation pass	= \$395.00
Profit	= \$409.50
Future sessions... profit between	= \$804.00 - \$1,155.00

Why \$120 registration fee?

Significant research has been conducted to determine the price point for participants. Competitor programs which considered a similar target audience and similar participant time commitment or experience, are outlined below:

Competitor	Pricing Range
Gyms	\$15-\$25 per visit – casual visits
Pilates and Yoga	\$18-\$40 per session – casual visits
Cardio Tennis	\$18-\$25 per session – casual visits
Social Netball	\$10-\$18 per person per match
Fun Runs / Charity Events	\$40-\$120 event entry fees (charity donations)

This research indicates participants are willing to pay approximately \$20.00 per Swing Fit session. In the sport and fitness market, this price fits into a competitive pricing strategy.

Marketing and Promotion

What resources are available to Swing Fit Centres to promote?

Upon registering your Centre, you will have access to an array of marketing and promotion resources including:

- 20 x A3 posters and 100 x brochures – sent as a part of your equipment kit
- Editable online posters for you to print (accessible via your swing fit login)
- More tips and resources are included in your Manual – part of equipment kit

Cancelling or Changing a Program

What if a program needs to be cancelled or changed?

This can be easily managed via the Swing Fit website. Please contact the Swing Fit team on 03 9626 5050 or swingfit@golf.org.au to make the required changes.

What happens if only one or two people register for a program?

Each Swing Fit program should ideally have between 6-10 participants. This ensures that a minimum level of socialisation occurs, along with a maximum amount of participants to optimise group management and deliverer feedback opportunity.

If less than six participants have registered for your program, it is recommended the program be rescheduled in order for the participants to gain the most enjoyment from the social aspect of the program.

Contact the Swing Fit team on 03 9626 5050 or swingfit@golf.org.au who will work through the process with you.

What happens if a Swing Fit program is over-subscribed?

If more than ten participants have registered for your program, you may like to keep the remaining participants on a waiting list, and contact them should another participant withdraw.

Alternatively, keep the participant's details on file, and contact them to advise when your next Swing Fit session will be conducted.

Withdrawals

If a participant wishes to withdraw from a program, it is recommended to provide the participant with a full refund. This will ensure a more positive user experience should they wish to register for a future program.

Once a participant advises/requests a refund, there are two ways for this to be achieved:

1. Golf Australia (GA) refunds the participant. This requires the Deliverer/Centre to transfer the "Rebate to Deliverer" amount back to GA.
2. The centre refunds the participant. This requires GA to transfer the "GA Fixed Costs" to the centre.

Option 1 is the preferred method.

Information for participants regarding withdrawals advise that participants should receive a full refund, however this may vary from centre to centre and program to program, therefore participants are advised to check with their program centre.

Insurance and Injury

Are deliverer's insured when conducting the Program?

Yes. All accredited coaches/instructors who deliver the Swing Fit program are covered under public liability insurance up to \$20 million and professional indemnity Insurance up to \$5 million under Golf Australia's personal liability program.

If you are in NSW, please contact Golf NSW for insurance information.

For more information visit <http://www.golf.org.au/insurance>

In addition, all PGA Members are covered as part of their membership. The insurance covers members with respect to personal injury or property damage resulting from instances occurring in connection with PGA activities such as delivering the Swing Fit program.

For more information visit <http://gowgatessport.com.au/pgs>

NOTE: Should deliverers teach exercises or activities which are not part of the Swing Fit curriculum, any personal injury or property damage may not be covered by GA's personal liability program.

What happens if a participant is injured during a program?

All registered participants including volunteers and officials of the Swing Fit program are covered by personal liability for personal injury or property damage caused while participating in the program.

For more information visit <http://www.golf.org.au/insurance>

NOTE: Should a participant suffer personal injury or property damage if a deliverer teaches exercises or activities which are not part of the Swing Fit curriculum, any personal injury or property damage may not be covered by GA's personal liability program.

If you have a claim, or believe you have a claim, please contact GA on 03 9626 5050.