

Promoting at a local level what other Swing Fit Centres have done successfully ...

How did you recruit women to the program?

Phil Boulton, Moonah Links Golf Club, VIC

The most successful strategy I used was printing 250 copies of the A4 poster (available on the co-ordinator resource section of swingfit.com.au) and conducting a letterbox drop in our local housing estate. This picked up most of our participants. Some women called saying they cannot participate this time around but would love to try Swing Fit later in the year. I collected contact details of these women and will contact them when the time is right.

Chantale McCallum, Port Macquarie Golf Club, NSW

A lot of our members invited their friends, family and neighbours. I also approached some women who I knew were not entirely confident or comfortable when they came out to play with their husbands. For my next program, I will also invite attendees of our Pink Jacket Day (our club's annual member bring-a-friend day) and mothers of our MyGolf participants.

Aaron Cox, Gardiners Run Golf Club, VIC

I have been running women's beginner clinics (including Golf Victoria's, PlayGolf Clinics) and marketed this new golfing opportunity to my pre-existing database. The two programs are complementing each other really well – I have been able to hold on to women from beginner clinics by then engaging them in Swing Fit and vice versa.

Mothers of the children involved with our MyGolf program are definitely a captive audience. They have been coming to the club for a while now and are comfortable and familiar with the club landscape. I asked this group if they would like to try Swing Fit and, as a result, am in the process of setting up a program for them starting once school goes back. These girls are really keen to learn so they can talk 'golf' with their kids and enjoy the sport together.

I also promote Swing Fit to our membership base (to bring a friend) through the club newsletter and, as a matter of fact, word of mouth has been exceptionally powerful. It helps that I have a very good relationship with the club's women's committee who are very supportive in promoting my development programs.

Anonymous club, SA

A club reported at a Swing Fit forum in Adelaide that it had great success by inviting the higher handicappers within the club to the beginner program. These women enjoyed their Swing Fit experience and acted as good mentors for the new women to the club.



Find editable posters and more promotional resources via the [Coordinator Resource page](#)



Other suggestions from Golf Australia ...

Intermediate programs (for graduates of Swing Fit Beginner program)

PGA members can deliver Swing Fit Intermediate. This program is the same format as Swing Fit Beginner, however PGA members can cover a skill of choice in the 'golf skill' sections (see manual for session outlines). For example, offer Swing Fit Intermediate to graduates of your beginner program and cover chipping and pitching in the golf skill sections.

Intermediate programs (for current golfers)

There has been a big appetite for current golfers to 'get fit for golf' and participate in Swing Fit.

Running Swing Fit for current golfers/club members will:

- Generate an additional revenue stream and/or enhance club membership offering*
- Increase awareness of the Swing Fit brand within the club
- Encourage members to refer a friend if they have enjoyed the program themselves**
- Give deliverers practice at running Swing Fit

*From a \$120 participant fee (recommended retail for a 6 week program), \$115.50 will be retained by the Deliverer/Club.

**A Swing Fit participant survey conducted in March 2016 found that 38% of participants were referred to Swing Fit from a friend/family member and an additional 22% found out about Swing Fit from a golf club member.

Try:

- Running a 'bring-a-friend' program where members bring along a beginner friend
- Running Swing Fit for pennant team – a great team bonding exercise!

School newsletters

Use the media release templates found on the [Coordinator Resource page](#) and promote in local school newsletters. This form of advertising is usually free and reaches young mothers. If you target young mothers, make sure your program starts after 10:00am and finishes before 2:30pm on a weekday.

Facebook

There is no questioning that social media provides us with an exceptional opportunity to promote Swing Fit. Learn more about Facebook via the [Coordinator Resource page](#)

Marketing Fund

Remember to access the Swing Fit marketing fund to help offset costs associated with promoting your program. Access an application form via the [Coordinator Resource page](#)

Coordinator Resources page: Login to your account to access