

# Swing Fit Information Pack

Dear Swing Fit deliverer,

Welcome to Swing Fit, Australian golf's female national participation program!

As a result of significant research, collaboration and consultation, Swing Fit is now the clear first step on the Australian golf participation pathway for women.

With input from the Australian Sports Commission (ASC), the PGA of Australia, and the Australian Ladies Professional Golf (ALPG) and the R&A, Swing Fit is an innovative and unique golf program, focusing on the fun, social and health benefits of golf, whilst providing basic golf techniques, or, for existing golfers, developing their skills.

The Swing Fit centre manual contains a range of information including the vision and participant outcomes for Swing Fit, the program structure, session plans and guidelines around equipment, safety and much more. All of these are designed to assist you to run the program.

To be implemented by Swing Fit accredited PGA professionals, ALPG members and community golf instructors (including personal trainers), the program has been designed to ensure women have a fun, healthy and social first experience with golf, whilst at the same time providing facilities and program deliverers with a structured, realistic and achievable program.

With the continued support of the golf industry we are confident that the program will have a positive impact on golf participation, creating a new legacy for our game in growing female participation.

On behalf of Golf Australia, our thanks to the ASC, PGA, ALPG and the R&A, and most importantly to you for supporting the Swing Fit program.

We look forward to sharing the positive results from the program with you in the months and years to come.



Stephen Pitt  
**CEO, Golf Australia**

## Benefits of running a Swing Fit program

Australian women comprise just over 20% of golf club memberships. With that in mind, Golf Australia partnered with the Australian Sports Commission, to conduct research into women's participation in golf. We found that 1.3 million Australian women would consider participating in golf; and 512,000 were motivated to participate! To convert motivation into action, women told us what they want in a golf program and this has become Swing Fit.

## Why Swing Fit?

- Engage both beginner golfers and current golfers
- Increases revenue for facilities and coaches
- Creates a fun and safe learning environment
- Appeals to a new untouched market
- Addresses barriers to female participation and membership
- Introduces women to their golf participation pathway and membership
- Appeals to younger women

## And more benefits... become a Swing Fit centre and receive:

- Quality training to effectively deliver the program
- A deliverer kit packed with equipment, marketing materials and a deliverer manual
- Access to Swing Fit online store and participant pack merchandise
- Administration and database management (Golf Australia collects online registrations and payments then provides these to deliverers)
- Promotion of Swing Fit brand through national and State/Territory campaigns
- Assistance with local area marketing (grants, resources, one-on-one support etc.)
- Have registered participants and deliverers covered by insurance
- And lots more!

## Financial Model – Swing Fit Beginner & Intermediate Programs



Start-up Swing Fit activation pass (including equipment kit) - \$395.00

### 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
- Two (2) x kit bags
- 100 x promotional brochures
- 20 x A3 promotional posters



## Registration Process – Centre

All Swing Fit centres are required to register through the Swing Fit website at [www.swingfit.com.au](http://www.swingfit.com.au)

Whilst you will find detailed step guides on the 'For Centres page' of the Swing Fit website, a high level overview of the registration process is included below:

1. Visit the 'For Centres' tab on [swingfit.com.au](http://swingfit.com.au)
2. Click on the blue button (become a Swing Fit Centre)
3. Select your club/facility from the list and enter relevant information
4. Once you register, you will then receive an email directing you to \*online training (if you have completed Swing Fit training as a part of the PGA ACE program, please disregard this email)
5. Once you complete training, you will receive login details via email to the Swing Fit website and online shop.
6. Login to the shop via 'Shop tab' and purchase your activation pass (equipment kit).
7. Login to your Swing Fit account via 'for Centres' and activate your program by clicking on the 'activate program' button and follow steps. You will be able to assign the date, time and price of your program during this process.
8. You are now a full functioning Swing Fit centre and can accept registrations through the Swing Fit website!

### \*Online training

Training is delivered online (via the PGA – The Fairway if you are a PGA Member) 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. Swing Fit training should take no longer than 2 hours.

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.

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



## Registration Process – Participant

Participants will be able to register through the Swing Fit website by using their postcode to find their nearest Swing Fit Centre.

Once a participant has located their nearest centre, simply click on 'Register now' and follow the easy steps through to registration and payment.

As a Swing Fit centre, you will receive an email every time a participant has registered to your program so it is easy to keep a track of your registrations. You will be able to export participant information for each of your individual programs, so it is easy to send follow-up emails to your Swing Fit participants to let them know about your next program!

Enquiries: The Swing Fit Team at Golf Australia on 03) 9626 5000 or [swingfit@golf.org.au](mailto:swingfit@golf.org.au)