

Female Friendly Checklist

Female golfers, without doubt, represent the demographic with the most growth potential for golf venues.

Most golf venues may have originally been set up for the male consumer. So, as golf venues adopt Swing Fit and have more women visiting, it is important we adapt our facilities, programs, course and also staff to the growth that is expected.

Below is a simple checklist to help you create the right environment for your female customers and members.

Area	Ways to improve	Checklist
Off-course facilities	<ul style="list-style-type: none"> - *Pro shop equipment and apparel that appeal to women - Women's golf sets available for hire - Buggies in good condition - Toilets – in good condition and clean! (including sanitary facilities) - Change rooms that are inviting (i.e. boxes of tissues, ornamental flower arrangement, box containing can of hair-spray, hairbrush, deodorant etc.) 	
Appropriate amenities	<ul style="list-style-type: none"> - Participants have a choice of food (sandwiches, cakes) and healthy eating options - Beverages (tea, coffee, wine) - A nice area to sit and socialise - Clear signage (especially for women visiting for first time) 	
On-course facilities	<ul style="list-style-type: none"> - **Women's tees of various length to suit different abilities - Tee times set aside for beginners - Opportunities for competition play on weekdays and weekends - Toilets – in good condition and clean 	
Customer service	<ul style="list-style-type: none"> - Inform your staff and members about Swing Fit so they can give a warm welcome to new faces at your venue - Get your club thinking about women – an inclusive atmosphere for all females, both new and existing members, will benefit all - Acknowledgment of new female members (i.e. knowing a new members name and using it) - Friendly, personable coaches 	

* Wide range of female equipment and apparel in pro shop (See Port Macquarie GC case study)

** Appropriate ladies tees

Willunga Public Golf Course has a rated 'orange' course set up as a way for beginners to start playing on-course by enjoying shortened holes. Swing Fit Beginner graduates have all exchanged phone numbers and have made their nine-hole venture a weekly affair. To learn more about getting a beginner course rated at your venue, contact Golf Australia on (03) 9626 5050.

Area	Ways to improve	Checklist
<p>Female inclusive programs</p>	<p><i>Swing Fit</i></p> <p><i>Promotion</i></p> <ul style="list-style-type: none"> - Use imagery of females to promote golf programs (<i>see centre resources page on swingfit.com.au for Swing Fit promotional resources</i>) - Consider running Swing Fit simultaneously with MyGolf so children can learn to play at the same time - Programs run at times suitable to your target market. For example, if targeting young mothers, do not start a session before 10am or after 2pm on a weekday <p><i>Welcoming</i></p> <ul style="list-style-type: none"> - Participants receive a phone call in advance welcoming them to the program and with information on appropriate dress, what to bring, where to go/meet on their first day - Participants greeted on arrival. Invite your friendliest members to assist - If possible, run Swing Fit so participants enjoy a drink and debrief at the same time that female members are in the club-house (i.e. on competition day). This creates a 'good vibe' in the club-house and creates an opportunity for members to come and say hello. - Supply drink and/or refreshments for participant's drink and debrief (not compulsory) - ***Mentor programs <p><i>Clear participation pathway</i></p> <ul style="list-style-type: none"> - Upon activating a beginner program, you should already have planned the participants next steps following the program - Participants receive show-bag or participant pack (available to purchase via Swing Fit online shop) with information on future participation, special offers, ongoing clinics, female bring-a-friend events etc. - Membership/playing specials with affordable rates for nine holes for female beginners 	

***Mentor programs

Between Swing Fit Beginner and Intermediate classes, six Swing Fit participants were accompanied by Willunga GC members on-course. These members showed beginners how to take what they had learned in their program and apply it on-course.