

Port Macquarie Golf Club – a successful Swing Fit and female friendly club

Chantale McCallum, an energetic and active Swing Fit deliverer at Port Macquarie Golf Club, has conducted a series of successful programs. After launching Swing Fit as a come-and-try session in November, Chantale has already led four successful programs with two more to start in July and August.

Chantale tells us about the different initiatives Port Macquarie has put in place to create an environment welcoming to women so they feel a part of the northern New South Wales club.

Opportunities for further participation:

To ensure women have a clear participation pathway, Chantale has complimented Swing Fit Beginner with the Intermediate program.

“Some of our club members attend the ‘drink and debrief’ section of the program,” Chantale said.

“Members enjoy a coffee with participants which gives those in the club an opportunity to build a relationship with our beginners and talk about future opportunities for participation.

“One opportunity is our annual ‘Pink Jacket Day’ where members are encouraged to bring a beginner to the course for a fun nine-hole ambrose. The idea is to have one or two members teamed up with one or two beginners and these members mentor beginners on-course.”

Fittingly, the Swing Fit program coincided with this fun event.

Following the Intermediate program, the club has generously presented Swing Fit graduates with a variety of offers including a voucher for 10 rounds (offered to the first group of Swing Fit graduates) and a three-month free trial membership (offered to the second group of graduates).

“This allows the girls to keep playing and develop confidence on-course,” Chantale said.

“They have made good friends and started by playing 4-5 holes together at the club each week. Once a month, the ladies’ captain, president and committee members accompany the girls as a way to mentor them and keep in touch.”

Months on, many of the girls are now enjoying nine holes on a weekly basis with their new friends and have invested in golf clubs and shoes. Some are also enrolled in the club’s pre-existing monthly group clinic program.

Off-course facilities:

In October last year, Chantale set up a ladies' pro shop within the pre-existing pro shop.

"This was in response to feeling that we were not sufficiently servicing female members and guests of the club," she said.

"I find that you really need to spend the time to talk women through the process of enrolling in lessons and clinics as they are generally a lot more hesitant and nervous to do this."

"Now, instead of trying to give them your attention while the phone is ringing and you are making other bookings, etc, we can move into the ladies' pro shop space – which is a nice, quiet environment –and have a good chat.

"The feedback on the shop has been extremely positive and the women are quite enjoying the larger selection of women's equipment and apparel from which we now have to choose.

"Two of our Swing Fit girls purchased gloves after their first session, but then both didn't bring them the next week as they didn't think they were good enough golfers to wear them and they would look stupid!

"We laugh, but this is the typical way that women and, in particular, beginners think. We need to therefore cater for their hesitation and nervous manner by creating a relaxed and welcoming environment at the club."



Chantale McCallum with husband and fellow PGA Member, Gordon in the ladies' pro shop.



Golf Ladies First