

When is the best time to run Swing Fit?

With a primary target audience of 18-39 year olds, Golf Australia used the marketing principle – ‘give customers what they want’ to develop Swing Fit.

Therefore, Swing Fit has been designed based on what women want; that is a program where women can learn and improve their golf skills in a social environment whilst working on their general health goals.

Having a program that appeals to women (and in particular young women) is one piece of the puzzle.

We now need to ensure that Swing Fit is on offer at times that suit the 18-39 year old demographic...

We are finding that programs conducted on a weekend or after 5:30pm on a week-night, on average, attract an additional 50% number of participants than a program that runs between 9:00am and 5:00pm on a weekday.

The most successful time-slots where programs have been populated are:

- After hours on a weekday at 5:30pm, 6:00pm or 7:00pm
- Saturday mornings 9:00am, 10:00am or afternoons anytime between 1:00pm-4:00pm

If you are looking to attract a younger market of women, it is recommended that Swing Fit is conducted during these times.

The following information may assist you to better understand the benefits of running Swing Fit at various times throughout the week. This will enable you to extend your reach to different groups of women.

Working Women

Why not conduct your own market research. Take a look at your local gym timetable and the timeslots classes are offered. These are times that suit younger women.

To reach this market of women you will need to promote outside of your golf facility.

- Display posters in places women will see (local supermarket, shops, gyms, schools)
- Social media
- Target corporate groups/local businesses. Is there an upcoming corporate event? Why not offer to run Swing Fit for those female employees who do not play but want to be involved in the day?
- Target sporting clubs. Swing Fit can act as a great team bonding/ cross training tool for a netball team. Why not set up a program exclusive for a netball team?

Young mothers

Week-days may work best for young mothers who have children at school. Programs that run between 10:00am and 2:00pm should allow for school drop-off and pick-up times.

- Schools will often offer free advertising in their newsletters
- Display posters on school notice-boards
- Run MyGolf (national junior program) and Swing Fit simultaneously on the weekend

Retirees

Retirees generally are less time poor and are often looking to take up golf, they just do not know how.

There is often a belief that Swing Fit is not suitable for 'older women'. In fact, Swing Fit is currently being enjoyed by many women 55 and over. The program has lots of alternate exercises for those women who cannot or do not want to perform a certain exercise.

Running Swing Fit during the week should be applicable to this target audience.

- Run Swing Fit on the same day as your women's competition. These women may be potential future competition players (and members)
- Run bring-a-friend initiatives. Many club-members are retired or semi-retired and may have friends in a similar situation
- Conduct a mail-out in the local neighbourhood. Do this by printing posters (available on centre resource section of swingfit.com.au) and conduct a letter-box drop

Do you have an example of what has worked well at your centre?

We would love to hear from you!

The Swing Fit Team, Golf Australia