

# REDISCOVER YOUR DRIVE

GOLF MONTH | OCTOBER

## Golf Month 2016

Registrations Open July 7

Golf Month is an annual national marketing campaign to drive participation in golf with an emphasis on re-engaging lapsed golfers and increasing club membership. As in 2015, the theme is Rediscover Your Drive.

Last year, with our sport in the spotlight throughout October, 265 facilities and over 18,000 people participated, whilst 697 people joined golf clubs.

The 2016 campaign looks set to be bigger still and we will be promoting a variety of activities and membership offers across regional and metro areas, reflecting the diversity of membership bases and communities across the country.

### How do I register?

From July 7, simply visit [www.golfmonth.com.au](http://www.golfmonth.com.au). If your facility was involved in the 2015 campaign, you'll already be registered for 2016 and your login details should have arrived with you on July 7.

### What are the requirements?

The only requirement of clubs and facilities to participate in Golf Month 2016 is to run at least one activity of your choice at a time and date in October that suits you, and to report on the number of participants.

### What are the benefits to my club or facility?

- The opportunity to increase revenue, participation and membership
- The opportunity to tap into a national marketing program, which includes:
  - A syndicated media campaign through digital, television, radio and Facebook advertising
  - Engaging digital content with an aligned social media campaign
  - Collateral and advertising creative to help clubs, facilities and industry partners to promote Golf Month
  - Public relations activities to promote Golf Month in each state and territory; and
  - Competitions to incentivise involvement and innovation across the country.
- Access to [www.golfmonth.com.au](http://www.golfmonth.com.au) to promote your offers and activities
- Assistance from Golf Australia and state and territory associations
- Easy to follow clubs and facilities guide, complete with marketing tips, collateral, templates case studies from previous years
- No cost to participate

Some ideas for activities include:

- Membership drives
- Member and guest days
- Open and family days
- Come and try clinics
- 3, 6 and 9 hole events
- Twilight events
- Short course events; and
- Golf Activations in the local community.

### Competitions on offer:

1. An exciting new competition for 2016: The main Golf Month 2016 competition will be announced in August and will offer a money-can't-buy experience for one lucky winner and their guest so watch this space! Posters to promote this competition to members will be downloadable from [www.golfmonth.com.au](http://www.golfmonth.com.au)
2. Club or facility of the year: The facility that achieves the highest number of new club members by the end of October 2016 will win a \$5,000 grant to spend on further growing membership and participation
3. Innovation awards: The clubs and facilities that implement the most innovative offerings in each state and territory will each win a choice of a MyGolf or Swing Fit delivery kit.
4. PGA, ALPG and trainee incentive awards: At the conclusion of Golf Month 2016, every PGA member, ALPG member and PGA trainee who has actively participated will go into a random draw. The winner will take home their choice of a MyGolf or Swing Fit Deliverer kit valued at \$1,000.

Further information on all competitions will be available at [www.golfmonth.com.au](http://www.golfmonth.com.au). You can also contact your state or territory association or Golf Australia (on 03 9626 5050 or [golfmonth@golf.org.au](mailto:golfmonth@golf.org.au)) for assistance.

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