



24 January 2017

Dear Secretary/Manager,

### **Endorsement of Golf Premier League**

One of Golf Australia's primary roles is to increase the viability of golf clubs Australia wide and strengthen grass-roots golf in Australia.

We are delighted to announce Golf Australia's endorsement of Golf Premier League, with the support of all state and territory associations. We feel Golf Premier League has the potential to strengthen the product offering of clubs and to provide another reason for people to become and remain members of golf clubs.

Golf Premier League is a team-based league-style competition (such as the AFL or NRL) that is played at golf clubs within their normal competitions. Players book, pay and play in the normal club competition, so there is no disruption to member play and very little administration for club staff.

Clubs already engaged in Golf Premier League have shown that it has the ability to increase member engagement, frequency of play and member retention and also have a positive impact on food and beverage revenue.

The specific benefits of Golf Premier League are:

- Increasing profitability, with members playing more regularly and spending more time and money in clubhouses
- Reducing membership attrition and attracting new members
- Creating a club atmosphere characterised by camaraderie and enjoyment
- Transcending friendship groups and bridging age, gender and ability gaps across club membership bases

The attached flyer provides further information about Golf Premier League.

I'd encourage golf clubs to look at Golf Premier League and consider whether it would strengthen your club and add another benefit to your members.

Yours sincerely,

Stephen Pitt  
**CEO, Golf Australia**