

GOLF MONTH OCTOBER

CLUBS AND FACILITIES FACT SHEET

WHAT IS GOLF MONTH?

Golf Month is a national campaign to drive golf participation and encourage take-up of golf club memberships. It's a great opportunity for clubs and facilities around Australia to promote their venues and help grow the game.

HOW DO WE GET INVOLVED?

It's simple! To be a part of Golf Month, just plan at least one activity during October and upload it to the Golf Month website. It will then be visible on the Golf Month activities map.

HOW WILL GOLF MONTH BE PROMOTED?

Starting in August and running through to late October, a national marketing campaign will be in place to encourage people to visit the Golf Month website and sign up for your activities.

Plus, once you've registered as a Golf Month facility, you'll get access to marketing assets (as they become available) – such as digital content and advertisements, customisable posters, and a media release template – to help your own local promotions.

WHAT SORT OF ACTIVITIES SHOULD WE PUT ON DURING GOLF MONTH?

Golf Month activities should be as welcoming, social, fun and inclusive as possible.

Great Golf Month activities include:

- 'Come and try' golf sessions, including MyGolf and Swing Fit
- Member-guest, community, open and family days
- Galas, fairs, fetes and bazaars
- Twilight events
- Opportunities to try shorter and innovative new formats of the game including 3, 6 and 9 hole events, big hole golf, footgolf and night golf.



FOR MORE INFORMATION AND TO REGISTER FOR GOLF MONTH, VISIT GOLFMONTH.COM.AU



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