

# SWING FIT



GolfAustralia

How we are improving our Swing Fit offering in 2017/2018

28 June, 2017



Swing Fit has now been in market for 18 months. As the program grows and evolves, we continue to learn about how we can deliver a better and more effective product.

In March 2017, both participants and deliverers were surveyed about their Swing Fit experience. From this, and other forms of feedback, some key learnings and challenges were identified.

We encourage you to read on, digest, and think about how you can implement changes at your venue (based on our learning's) so you can grow your Swing Fit program.

Please contact the Swing Fit Team if you have any questions on 03 9626 5050 or via [swingfit@golf.org.au](mailto:swingfit@golf.org.au)

## How are women finding out about Swing Fit?

### 'Come and try' participants

41% of 'Come and try' participants are aged 18-39

Friends/Family	31%
Facebook Advertisement	26%
Local Council	16%
Local newspaper	12%

### Programs participants

62% of program participants are aged 50+

Friends/Family	30%
Local newspaper	18%
Poster at golf facility	12%
Member of golf facility	11%

Word of mouth is an important strategy to promote Swing Fit:

- Can you offer a 'being-a-friend' incentive for your current/past Swing Fit participants?
- Encourage your participants to share their Swing Fit experience online and #swingfit

In 2016/2017 women experienced Swing Fit, but out of these women, we lost along the way...

Our data tells us:

- Younger women are more likely to engage with a one-off ‘come-and-try experience
- Only 18% of come-and-try participants have returned to enjoy a program
- Participants have told us they did not return to a program because:
  1. No suitable times were offered
  2. They were unable to attend all sessions
  3. They were hesitant to commit their time (more so than commit financially) for a 4-6 week period

	Come & Try	Program
Total	266	586
18-39	41%	18%
40-49	20%	20%
50+	39%	62%

How can we retain these participants and get them coming back to enjoy Swing Fit on an ongoing basis?

Meet consumer demand!

Women are telling us they want:

1. Sessions conducted at times that suit them
2. 'Pay-as-you-play' / flexible registration options

How do we implement change so we can engage more women in Swing Fit?



*Eighteen year old Erin and her group of friends tried Swing Fit in Adelaide. They all loved it and were keen to do a program ... four months later they have not yet returned. How do we retain these women?*

## Running Swing Fit at times that suit our customers

Participants have told us their \*preferred timeslots for Swing Fit ...

*\* 1-4 preferences were quite evenly distributed among participants*

Preference	Consumer demand
1	Sunday mornings
2	Saturday mornings
3	Weekday twilight
4	Sunday afternoon's



Not able to run Swing Fit at these preferred times? Why not increase your workforce by engaging a Community Instructor who can deliver Swing Fit on your behalf.

To do this, identify a friendly and encouraging person at your facility who may be good at delivering Swing Fit. Or perhaps know if a local personal trainer who is wanting to expand their business?

Community Instructors are a great resource to recruit and introduce new women to your venue. Following Swing Fit, a Community Instructor will then refer these women to your ongoing clinics, lessons etc.

## Offering flexible registration options

Our Swing Fit website will soon be upgraded.

Upon setting up a program, you will soon be able to select a flexible registration option.

Offering this flexible registration option will not be compulsory for centres, however Golf Australia recommends centres take this approach to meet customer demands.

Golf Australia will notify centres when this website upgrade has been completed (estimated September 2017).