



2017/2018
Swing Fit Facility Marketing Fund
Information & Application

Introduction:

Golf Australia (GA) has made a significant investment in understanding what will attract women to golf and has developed Swing Fit to meet these needs.

Now, alongside providing training to deliverers and access to a range of resources, GA has established the Swing Fit Facility Marketing Fund, through which registered Swing Fit centres across Australia can access marketing grants to promote Swing Fit programs in their areas using local and social media.

GA believes it is important to support Swing Fit centres and this component of the national marketing plan for Swing Fit acknowledges that many golf clubs and centres will have strong relationships with their local media, as well as a deep knowledge of how to best advertise in their local communities.

Value and Frequency of Grant Awards:

- An individual grant application may not exceed \$250.00 (ex. GST)
- An individual Swing Fit centre may not apply for more than two grants per financial year (one between 1 July 2017 to 31 December 2017 and one between 1 January 2018 to 30 June 2018).

Criteria for Grant Awards:

The following criteria must be met at the time of each application for a grant from the Swing Fit Facility Marketing Fund:

- The centre must have at least one Swing Fit program uploaded on www.swingfit.com.au
- The centre must commit to using the grant to promote a Swing Fit program i.e. it cannot be utilised for general club promotional purposes or to promote any other women's golf initiative
- Each application must include a proposed design for the media placement (please note GA can provide standard templates and there are further resources available on www.swingfit.com.au)

The Application Process:

- You will need to submit your application via e-mail to swingfit@golf.org.au using the form provided
- Applications will be processed on an ongoing basis between 1 July 2017 and 30 June 2018 or until funding has been exhausted

If you have any further questions, please call (03) 9626 5050 or email swingfit@golf.org.au.

Ideas and Opportunities:

Below are some ideas on how you could use a grant (note you are not limited to this list):

- Purchase a Swing Fit banner – an order form can be found on the [Swing Fit online shop](#)
- Create a targeted Facebook advertisement – a 'how to' guide is available on the [centre resource page](#)
- Conduct a mailbox drop in your local area – posters are available on the [centre resource page](#)
- Purchase a newspaper, magazine, radio advertisement space – you can also find a media release template on the Swing Fit [centre resource page](#) should you feel able to create something newsworthy around a Swing Fit session.

Banners are available to purchase via the [Swing Fit online shop](#):



Posters are available to download by logging in to your [centre resource page](#):



**SWING FIT FACILITY MARKETING FUND
APPLICATION FORM**

Name of Centre:
Total grant requested:

Please indicate the activities that you are seeking to fund through the Swing Fit Marketing Fund.

Please indicate where and when you are planning on placing your promotion (for example, digital advertising on local newspaper website, newspaper advertisement, sign out front of your club etc.)

Where:

When:

Reimbursement Details (funds for successful grants will be transferred in to the nominated account):

Deliverer's Name:
Bank Account Name:
BSB:
Account Number:

Please submit to swingfit@golf.org.au