

SWING FIT



GolfAustralia

Swing Fit successes in 2016/2017



Swing Fit achievements in 2016/2017

We would like to share with you some of Swing Fit's achievements from the past year!

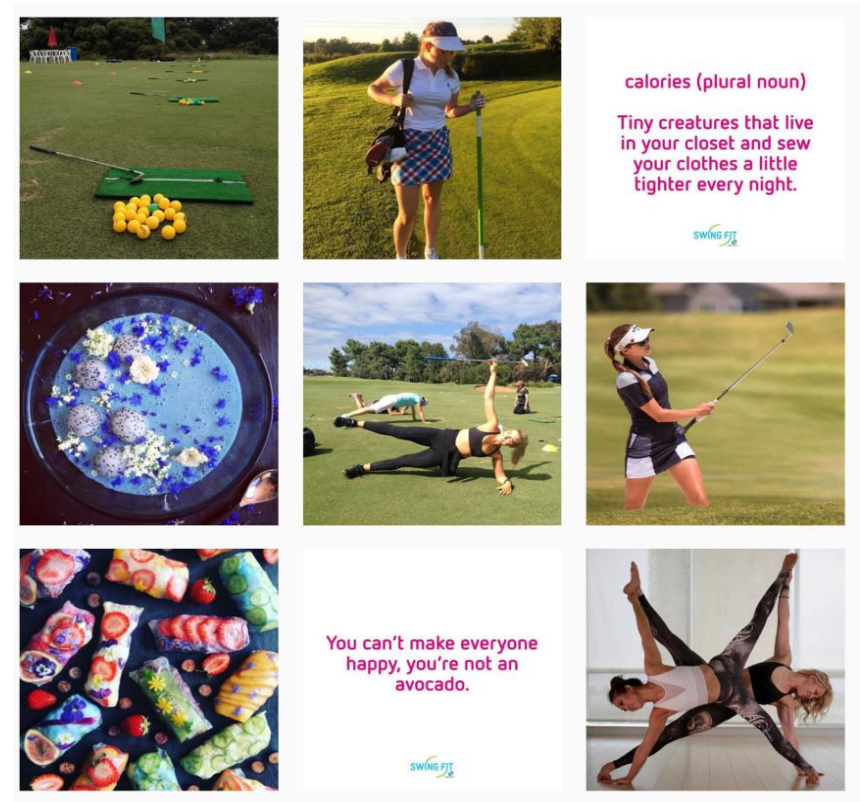


In 2016/2017 Swing Fit attracted over 900 women to get started in golf!

We now have 73 active Swing Fit centres across Australia.

Swing Fit Instagram

- We launched a Swing Fit Instagram account and now have over 10,000 followers!
- The purpose of the Swing Fit Instagram account is to engage young women and connect with our target audience, as well as clearly aligning the Swing Fit brand with health and wellness, lifestyle, fitness and fashion brands – topics young women are interested in
- Swing Fit centres should have a active Instagram and Facebook accounts; when posting about Instagram, use the hashtag #swingfit.



Using influencers and bloggers

- Young women are more likely to try Swing Fit if women they relate to or admire are telling them how great the program is!
- Golf Australia engaged 11 ‘influencers’ to participate in Swing Fit and then blog/post about their experience online. Some examples...
- The Germein Sisters – 14,000 followers: An international performing ‘indie pop’ band, the girls are based in Adelaide and enjoyed a Swing Fit ‘come-and-try’ session in February
- Olivia Molly – 16,800 followers: A model who recently won Miss Universe Australia, Molly loved her Swing Fit experience and told her 17,000+ followers they should try Swing Fit too!



Using influencers and bloggers

- Ellie Parker– 17,000 followers: Ellie is a beauty, travel & lifestyle blogger. She participated in Swing Fit in New South Wales and absolutely loved the program! Ellie encouraged her 17,000 Instagram followers to sign-up to Swing Fit and also wrote a blog that featured on her ‘Live with Elle’ website.
- Georgie Stevenson– 169,000 followers: Georgie is a life and fitness blogger who tried Swing Fit in Queensland. She posted about Swing Fit being a great way to mix up her training, get out of her comfort zone and trying something new!



Engaging like-minded brands

- Golf Australia is continuing to engage with like-minded brands and influencers in 2017/2018, including beginning a relationship with Business Chicks, Australia's largest and most influential community for women.
- Golf Australia conducted a Swing Fit session for TOM Organic staff. In return for this free and fun session, TOM Organic posted about the girls' experience on its Instagram account (65,000 followers) and Facebook (40,000 followers) pages. This helped get Swing Fit in front of an audience that golf traditionally has found hard to access.



Traditional media coverage

Swing Fit featured in a range of publications in 2016/2017, from council newsletters to The Australian newspaper. Well done to all these Swing Fit centres.



Councillors Louise Elking and Susan Wynne getting into the swing of things. Picture: John Appleyard

Swing into action at golf classes

FREE golf lessons will be held at Woollahra Golf Club as part of the Australian Open.

The come-and-try sessions will be held by Swing Fit for women who are new to golf.

Swing Fit instructor Andrea McGann said the lessons would help women get fit in a social environment.

"You'll learn the basics of the golf swing and how to putt, while also getting your

whole body moving through conditioning and movement exercises including yoga and pilates," Ms McGann said.

Woollahra councillors Louise Elking and Susan Wynne will take part in one of the sessions.

"We're very excited the Australian Open is taking place in Woollahra this year, and I can't wait to catch some of the action," Cr Wynne said.

"Golf is such a great hobby and we're lucky to have two superb golf courses in our local area, so it's just wonderful that Swing Fit are running these free classes for ladies."

The sessions will be held from November 16-20.

Register for a session at swingfit.com.au. For more information, phone 02 9226 5073 or email swingfit@golfaustralia.com.au.



Swing Fit program tees off at Albert Park Driving Range

WOMEN can put a swing in their step thanks to a golf fitness program in Albert Park aimed at encouraging more females into the sport.

It doesn't matter if you're above or below par, the Swing Fit training program focuses on golf skills and exercises including squats, lunges and push ups on the course.

There's no need to wear traditional plaid or skirts below the knee. Lycra and activewear are the key of these 75-minute sessions, which start at the Albert Park Driving Range on February 19.

Co-ordinator Kate Nolan said the sessions would give women the opportunity to learn the basics of golf in a "social and interactive way", getting the whole body moving through conditioning exercises, including yoga and pilates.

"You don't need any golf knowledge, skills or equipment, simply turn up in comfy clothing and get started," she said.

Sessions cost \$50 each.

Details: swingfit.com.au



A fit way to get ready for golf

WOMEN can put a swing in their step with a new golf fitness program at clubs in Botany, Randwick and Woollahra aimed at encouraging more females into the sport.

Personal trainer Andrea McGann is running Swing Fit, a new training program that includes golf skills and exercises including squats, lunges and push-ups on the course.

Participants dress in gym gear and the sessions - which are suitable for beginners and new mums hoping to lose some baby weight - last for 75 minutes.

"It is designed for women who are beginners," said Ms McGann, who has been a keen golfer for 30 years. "We spend 15 minutes socialising at the end and there is lots of high-fiving."

She said it was part of a drive by Golf Australia, which was "very keen to get new people coming into the clubs and their sport."

Swing Fit starts at Botany Golf Club on September 12 at 1.15pm, Randwick Golf Course on September 14 at 1.30pm and Woollahra Golf Club on September 15 at 12.30pm. The six-week program costs \$120 including all equipment. To register visit swingfit.com.au or contact Andrea McGann on 0419 520 928.



Into the Swing of It.

A new program emphasises the health and social benefits of attracting more women to take up the sport of golf.

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YOGA THE KEY TO GET WOMEN ON COURSE

ANew program is helping women get into the swing of golf with a little help from an unusual source - yoga.

Glenroy's Northern Golf Club is running Swing Fit, which combines fitness with golf to encourage women to play.

Teaching professional Matt Rogers said golf had changed from a mainly men's game.

"We are trying to integrate some fitness stuff into the golf program, exercise that will give fitness and help the golf swing as well," Mr Rogers said.

The program includes elements of yoga and pilates for body conditioning and movement. No equipment is needed, just comfortable clothes.

The Northern Golf Club is holding a free Swing Fit come-and-try session on February 7 at 6pm, as a taster for the six-week program to follow.

The two full programs will begin on February 19 and February 21.

For more information, visit swingfit.com.au

Elisba Katsenka uses yoga to give a golf. Picture: NORM DOBLOFF

On the television!



- The Today Show’s weather girl, Natalia Cooper participated in Swing Fit whilst reporting on the weather.
- Well-done Bobby Walia who delivers Swing Fit at Moore Park Golf Club for staying cool, calm and collected on national television!



Swing Fit successes in 2016/2017

Outstanding deliverers and centres

- Community Instructor, Andrea McGann established Swing Fit Sydney. Andrea delivers Swing Fit at five golf clubs across Eastern Sydney
- Over the past eight months, 100 women have graduated from her programs!



Swing Fit successes in 2016/2017

Why is Andrea so successful?

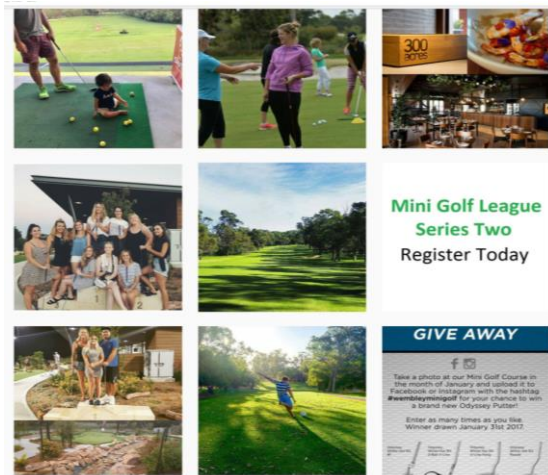
Andrea is extremely proactive and has worked hard to promote Swing Fit in her local area. Initiatives include:

- Accessing Golf Australia’s ‘local area marketing grants’ and placing ads in local papers
- Forming relationships with local council and utilising community newsletters, etc
- Engaging like-minded brands and personalities to help promote Swing Fit.

Read more about Andrea’s tips by downloading her case study on the centre resources page of swingfit.com.au

Outstanding deliverers and centres

- Wembley Golf Complex in Perth only recently became a Swing Fit Centre but has kicked its campaign off in style!
- In three months, 49 women have enjoyed Swing Fit at the venue.



Why has Wembley been so successful?

- Launched Swing Fit by running free 'come-and-try' sessions, which linked with ongoing programs
- Having more than one accredited deliverer at the centre means a greater variety of time slots can be offered (Saturday morning and twilight sessions have been a hit!)
- Proactive with Facebook and Instagram promotions
- Captive market of women who already visit the facility's café, restaurant and mini-golf.