



Golf Month Case Studies

Last updated: 3 July 2017

Supporting partners





2015 Case Studies

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Blackwood Golf Club (South Australia)

2015 | Family Fun Day



Objective(s):

- Details coming soon.

Activity description:

- Big hole golf.

Results:

- Won the 2015 innovation award for South Australia.

Ballarat Golf Club (Victoria)



2015 | Give golf a go day

Objective(s):

- Our main objective through Golf Month was to expose people to the Ballarat Golf Club and the game of golf. More specifically, we wanted to:
 - ✓ Promote that golf is for all ages
 - ✓ Increase participation in golf
 - ✓ Improve numbers from last year's event; and
 - ✓ Acquire new members and encourage a healthy lifestyle.

Activity description:

- We offered free chipping, putting and driving clinics run by our pro shop staff as well as some of Australia's top trainee pro golfers who were competing at the PGA National Futures Championship at the Ballarat Golf Club that week.
- All equipment was supplied and a free sausage sizzle was on offer.

Results:

- 300 attendees

Gove Country Club (Northern Territory)



2015 | Ambrose event and membership offer

Objective(s):

- To increase golf participation within the community and boost membership to revive the club and enable growth.

Activity description:

- A nine-hole Ambrose event that set out to be cost effective and provide a great day of golf for everyone in the community – golfers and non-golfers, young and old
- Over the months of September and October, the club offered a membership special offer, with memberships rolling over until February 2017.

Results:

- The October Ambrose had the highest number of participants of all golf events held during the year, with 55 participants including men, women and children
- Local community groups and businesses generously supported the event by contributing \$2000 in sponsorship towards prizes for the day
- Costs for the day were less than \$500, which demonstrated that clubs really don't need to spend a fortune to have a successful October Golf Month event
- Full membership was increased from 48 to 61, a total 27% increase with 13 people taking up the membership offer.

Hepburn Springs Golf Club (Victoria)



2015 | Open day with supporting membership offer

Objective(s):

- The Hepburn Springs Golf Club set out to encourage members of our local community to come and try golf in a fun and informal way.

Activity description:

- Free golf day for anyone in the community to come along, try golf and meet members of the club
- Fun activities and skills sessions were offered
- This event commenced our regular nine-hole social golf on a Sunday afternoon during the daylight savings period
- A special summer membership deal was offered to participants.

Results:

- The club had 27 new players come and try golf on our free day
- We followed this up with Sunday nine-hole social golf for beginner players and many continued to play golf and joined our special summer membership deal
- Our club has continued to grow its social golf membership – particularly women's social membership.

Links Lady Bay Resort & Golf Course (South Australia)



2015 | Community event

Objective(s):

- To overcome the problem of location; people tend to forget that the club exists and few people pass by the door. The course is 600 metres from the nearest beach, 2km from the jetty where people congregate, and is an hour's drive from Adelaide.

Activity description:

- Beach golf allowed us to take the course to the community. Some golf courses can be perceived as fairly exclusive, so enabling people to try golf in beachwear away from the course made the sport feel more accessible.

Results:

- The activities exceeded our expectations – we now have a MyGolf program running for kids, a ladies beginners group and we have put the golf course firmly on the map
- Through the Golf Month beach golf activity we have also established a great link with the local council and Surf Life Saving Club, which we will develop in the future
- The Facebook posts went crazy too, and people are asking when the next beach golf event will be held; we are hoping to put on some more early in the new year on different beaches in South Australia to promote the golf course, junior clinics and the resort.

Northbridge Golf Club (NSW)



2015 | Family Fun Day

Objective(s):

- To increase awareness in the community of the club and its facilities – demonstrating that it is accessible, friendly, has a great restaurant, and welcomes everyone to play seven days a week

Activity description:

- The local community was invited for an afternoon of fun and relaxation at the club via Facebook, letterbox drop, and outdoor signage at the club
- Guests received a goodie bag, a voucher for a complimentary round of golf, membership and dining information and a ticket for a raffle (the two prizes were a dinner for four and a three month membership); guests then enjoyed complimentary canapes and coffee from the restaurant, and viewed the fully set up function area, showing different tables for weddings, kids' parties, high tea, etc
- From there, guests went to the putting green, where there were kids' activities – face painting, putting competition, etc – and a complimentary sausage sizzle with wine and soft drinks
- The General Manager and all board members were on hand to make guests feel welcome and ensure they had a fun afternoon...and a roaming photographer capturing images of the day.

Results:

- 150 attendees (many of whom were previously unaware that the club is accessible to the public), four new junior members and two seven-day members (their fathers)
- Bookings for the restaurant made on the day, plus several function enquiries.

St Helens Golf Club (Tasmania)



2015 | Member guest promotion

Objective(s):

- To increase club membership.

Activity:

- 'Basics of golf' clinics with members, with coaching and sausage sizzle provided
- We found that the best method of attracting people to our event was to encourage our existing members to bring along neighbours, workmates and family – every member was contacted either by email/SMS or mail, provided with details of the day and encouraged to spread the word
- On competition days, we reminded members of the event and the importance of increasing membership
- Local advertising through posters at our sponsors' businesses and on the radio reminded people of the day and further galvanised our existing members; we supplemented the national media buy with radio ads through our local FM station (10 spots per week)
- The total cost for the event was approximately \$200, including the ingredients for the sausage sizzle, and on the day we approached each guest with a membership form and signed people up on the spot.

Results:

- With a month's free membership available, people were able to take up a 'try before you buy' option that resulted in nine new players joining the club.



2016 Case Studies

Supporting partners



Antill Park Country Golf Club (NSW)



2016 | 6 Holes in 60 Minutes

Objective(s):

- To encourage people to spend time with their kids and others whilst engaging in a fun, shorter form of golf.

Activity description:

- Six short par three holes were designed for people to play on
- It was free to play and both balls and clubs were provided free of charge
- Offered from 4pm onwards on Thursdays to allow and encourage adults and children to play together after work or school.

Results:

- Results to be included.

Armidale Golf Club (NSW)



2016 | Footgolf 'Come-and-Try' Day

Objective(s):

- To help clubs and facilities make better use of spare capacity and generate additional revenue
- To promote new and fun forms of the game to further golf participation of any kind.

Activity description:

- Footgolf is similar to traditional golf but players kick a soccer ball into a large cup in the fewest number of kicks possible
- Footgolf, as well as traditional golf was provided free of charge.

Results:

- Attracted 50 people
- There was an overwhelmingly positive response to the day, which led to another 'come and try' footgolf day later in the month.

Bayview (NSW)



2016 | Twilight Bazaar and New Performance Centre

Objective(s):

- To increase awareness in the community of the golf club and its facilities, including functions and family-friendly dining
- To promote golf membership from juniors through to seniors and social golfers.

Activity description:

- Golf hole sponsors and other community businesses and charities were invited to have a stall at the market night, whilst the club put on all the food and drink stalls, with several options available for sale
- The golf club had a promotional stall for a membership drive, and to showcase the new performance centre
- The event provided a kids corner free of charge, with a jumping castle, face painting and other kid friendly activities, whilst the clubhouse was open for members and non-members to enjoy all evening
- The activity was cost-effectively promoted via Facebook, the club's e-bulletin, flyers and school visits, whilst stall-holders who were not sponsors of the club paid a fee to attend.

Results:

- The event was a great success overall, with several social membership sign-ups and one golf membership.

Foster Tuncurry Golf Club (NSW)



2016 | Various Activities

Objective(s):

- To introduce new people of all ages to golf; and
- To increase membership numbers.

Activity description:

- Held a free 'come-and-try' day for the local community
- Held a two day school holiday camp for juniors
- Offered a membership promotion whereby if new members joined the club in October they would get 17 months membership for the price of 12.

Results:

- 33 participants for the school holiday camp
- 35 new members joined the club under the membership special.

Gove Country Golf Club (Northern Territory)

2016 | Details Coming Soon



Objective(s):

- Details coming soon.

Activity description:

- Details coming soon.

Results:

- Details coming soon.

Gracemere Lake Golf Club (Queensland)

2016 | Par Three Challenge



Objective(s):

- To get more people involved in playing golf.

Activity description:

- Each hole at the course was turned into a par three.

Results:

- 33 participants were involved – 14 of these were non-golfers or non-regular golfers
- Positive feedback was received from participants.

Harrington Waters (NSW)



2016 | Twilight Ambrose

Objective(s):

- To offer a shorter format of the game to members and non-members alike.

Activity description:

- Held a twilight Ambrose competition every Monday afternoon throughout Golf Month, with each event followed by a BBQ at the clubhouse
- The competition was open to all comers.

Results:

- 179 people took part over the course of the month.

Iron Pot Golf Club (Tasmania)



2016 | Night Golf

Objective(s):

- To attract people who are willing to try something different and participate in a round of night golf.

Activity description:

- The course wasn't altered in any way to allow night golf to take place
- Special golf balls were provided for the event – these light up when used in the dark and allow for events such as night golf to take place.

Results:

- Results to be included.

Magenta Shores Golf and Country Club (NSW)



2016 | Par 3 Competition

Objective(s):

- To encourage people to get back into golf in a fun and social way.

Activity description:

- Only par threes were played on the day to encourage shorter, more exciting gameplay
- Prizes given away for the competition's best performers
- Event just 90 minutes long.

Results:

- Results to be included.

Rich River Golf Club (NSW)



2016 | Rich River Open Day

Objective(s):

- The Rich River Golf Club aimed to encourage all members of the community to come and try golf in a fun and inclusive way for all ages and backgrounds.

Activity description:

- The club ran a number of golf activities including junior clinics, Swing Fit demonstrations, professional coaching and SNAG Golf
- There were also hole-in-one, putting and long drive competitions with great prizes, plus face painting and a jumping castle for the kids
- Inclusion was to the fore, with activities for the blind, amputees and other disabled people
- Rich River Golf Club were proactive in promoting the day locally with articles in the local newspaper and school newsletters as well as promoting the event on their Facebook page.

Results:

- Approximately 300 men, ladies and juniors tried golf and over 1,000 people attended the day
- The club took a number of registrations for clinics it was holding over the ensuing six weeks.

Thaxted Park Golf Club (South Australia)



2016 | Thaxtest Your Skills Day

Objective(s):

- Thaxted Park Golf Club aimed to increase golf participation in the community by providing fun competitions for participants.

Activity description:

- Putting, nearest-the-pin and long drive competitions, as well as mini challenges on the driving range, were offered
- Creative name was produced – the club wanted people to put their skills to the ‘Thaxtest’ at ‘Thaxted’
- Professional team on hand to assist with the competitions and provide tips and coaching.

Results:

- Results to be included.

Tura Beach Country Club (NSW)



2016 | 'Give Golf a Go'

Objective(s):

- Tura Beach Country Club targeted men and women who participate in other sports to encourage them to come and try golf.

Activity description:

- Created flyers to advertise their activity in tennis centres, gyms, swimming centres and other sporting facilities
- Advertised the activity around the club to encourage members to get involved in the day
- Participants were accompanied by club members and/or coaches and could play as many holes as they liked.

Results:

- 11 participants; over half of these joined up as members following the day
- Tura Beach Country Club won the 2016 innovation award for NSW (choice of a MyGolf or Swing Fit delivery kit).

Mount Beauty Golf Club (Victoria)



2016 | One Club Nine Hole Challenge

Objective(s):

- To provide an innovative form of golf to the community to increase golf participation.

Activity description:

- A mixed format over nine holes
- Participants played every hole and every shot with the same club e.g. some teed off with their putters and some putted with their drivers!
- A dinner was also provided by the club to conclude the day.

Results:

- 20 people participated and 24 came to the dinner afterwards
- Mount Beauty Golf Club won the 2016 innovation award for Victoria for their activity.

Northbridge Golf Club (NSW)



2016 | Come and Try Day

Objective(s):

- To encourage members of the community to come and try golf in a relaxed, fun and social way.

Activity description:

- The local community was invited to come and try four holes of golf – accompanied by a golfer from the club – via targeted Facebook posts, a letterbox drop, and outdoor signage at the club
- There were no dress regulations and all equipment was provided; on arrival, guests were registered and received a goodie bag that included golf balls, a complimentary round of golf and information about a special membership offer
- From there, each guest was accompanied around the first four holes of the course in a cart, and played four holes with encouragement and support of existing members
- After golf, all guests enjoyed a complimentary BBQ and drinks at the bar, mingling with club members

Results:

- 13 attendees, one of whom started golf lessons at the club and is now a seven-day member, whilst others became social members.

Rich River (NSW)



2016 | Come and Try Day

Objective(s):

- To introduce new people of all ages to golf and to encourage people to come to the golf club

Activity description:

- Held a free 'come-and-try' day for the local community (11am – 2pm), within which the activities on offer included
 - ✓ SNAG golf
 - ✓ Sausage sizzle
 - ✓ Prizes and giveaways
 - ✓ Barefoot bowls and croquet
 - ✓ Coaching and swing analysis
 - ✓ Swing Fit
 - ✓ Games and competitions, including face painting and a jumping castle.

Results:

- Extremely busy, with approximately 300 participants across the day including men, women and children of all ages.

Virginia Golf Club (Queensland)



2016 | Come and Try Day

Objective(s):

- To give non golfers an opportunity to experience the game without the commitment
- An introduction to pressure free golf.

Activity description:

- Details coming soon.

Results:

- Details coming soon.



Please submit case studies
to golfmonth@golf.org.au

Supporting partners

