



METROPOLITAN INFORMATION FORUMS

GAME DEVELOPMENT

PRESENTED BY GOLF NSW

Andrew Robb – Game Development, Rules and Handicapping

www.golfnsw.org





GOLF MONTH

GOLF MONTH OCTOBER

Golf Month returns in October
Golf Month, Australian golf's national participation campaign, returns for another year this October.

- Home
- About Golf Month
- Find an Activity
- Win
- News
- Clubs and Facilities
- Contact Us

f t y i

Find a Golf Month Activity

Enter postcode 20 kms

Map Satellite

Latest News

GOLF MONTH OCTOBER

Golf Month returns in October
Golf Month, Australian golf's national participation campaign, returns for another year this October. [Read more](#)





GOLF MONTH 2016

DID YOUR CLUB PARTICIPATE?

- A total of 154 golf clubs across NSW/ACT took part in Golf Month 2016
- A total of 428 activities / programs / offers were promoted

AWARDS

- Kew Country Club
- Tura Beach



INNOVATIVE PROGRAMS

- Give Golf a Go
- Night Markets
- Par 3 events
- 9 hole golf
- Family Golf Days
- 1 club, 9 hole challenge
- Engaging with local schools
- Membership promotions



MYGOLF

The screenshot shows the MyGolf website interface. At the top left is the MyGolf logo, and to its right is the text "GET INTO GOLF" in large, bold letters. Below this is a navigation menu with links for "ABOUT", "NEWS", "REGISTRATION", "COORDINATORS", "SCHOOLS", and "SHOP". On the right side, there is a "JOIN NOW!" button and a "FIND A CENTRE" section with a search input field labeled "Enter Postcode Here..." and a "GO" button. The main content area features a large image of a young girl with a golf club, a carousel of photos showing people on a golf course, and three news snippets. The first snippet is titled "GOLF PART OF THE COURSE FOR INDIGENOUS STUDENTS". The second is "CURLERIS IMPRESSES WITH HOLIDAY MYGOLF". The third is "LINKS KENNEDY BAY WORKS WONDERS FOR JUNIOR GOLF". The fourth is "PACIFIC AND ROWES BAY THE QOI JUNIOR PROGRAMS OF THE YEAR". At the bottom left, there is a profile for "JASON DAY", 2015 US PGA WINNER, MYGOLF AMBASSADOR.





MYGOLF

2016 / 2017

- 66 Clubs / facilities across NSW / ACT ran 320 programs
- 1744 kids were registered





MYGOLF

BENEFITS

- \$250 annual marketing grant
- Online registration
- The chance to attend a MyGolf clinic at the Australian Open with Jason Day
- Promotion of your program by GA



PLAY 9

WHAT IS IT?

- An opportunity to showcase nine-hole golf as a legitimate form of the game
- Every Club in NSW/ACT will be encouraged to hold a qualifying event
- Four players will be drawn, at random, to compete in the final to be played at The Australian Golf Club on the Saturday of the 2017 Australian Open Championship



GET INTO GOLF – FOR SENIORS

NEW CAMPAIGN



GET INTO GOLF – FOR SENIORS

THE CONCEPT

- A beginner program designed to encourage more participation in our sport and create pathways to membership for clubs
- Research shows that there are 2.56 million people in Australia who would like to try golf, but don't know how
- 73.2% of this number are over 45 years of age



GET INTO GOLF – FOR SENIORS

THE PROGRAM

- Includes 6 teaching sessions – each with a duration of 75 minutes
 - Teaching 3 different skills x 20 minutes per skill
 - Socialising and feedback time x 15 minutes
- Costs per participant = \$99.00
- Conducted by a PGA Professional
- Includes time on the course in the last weeks of the program
- Opportunity for participants to take advantage of a special offer that would encourage their transition to becoming a full member



GET INTO GOLF – FOR SENIORS

THE TRIAL

- Over the course of 2017, there have been 10 programs conducted across the state:
 - Deniliquin Golf Club
 - City Golf Wagga Wagga
 - Murrumbidgee Golf Club
 - Corowa Golf Club x 2
 - Lakeside Golf Club Camden
 - Pacific Dunes Golf Club
 - Ocean Shores Country Club
 - Forster Tuncurry Golf Club
 - Catalina Country Club





GET INTO GOLF FOR SENIORS

THE FEEDBACK

Over 60 participants from across NSW, provided us with their feedback on the program, which reinforced the current format of the program:

FEEDBACK	% RESPONSE
Satisfied or very satisfied with the Professionalism of the Golf Professional	100%
Satisfied or very satisfied with the overall quality of the Clinic	100%
Satisfied or very satisfied with the overall increase in knowledge or skills	100%
Agreed or strongly agreed that the program offers value for money	100%
Satisfied or very satisfied with the length of the sessions	94%
Indicated that they would continue playing golf	89%
Heard about the program from their local newspaper	88%
Would go out of their way to recommend the program to others	70%





GET INTO GOLF – FOR SENIORS

CAMPAIGN OBJECTIVES

- Increase participation in our sport
- Inspire Seniors to enrol for a course of golf lessons
- Support Golf NSW affiliated Golf Clubs with a strong and highly visible marketing campaign
- Create pathways to membership for affiliated Golf Clubs
- Educate the broader community about the benefits of golf



GET INTO GOLF FOR SENIORS

THE CAMPAIGN

- There will be 2 components to the campaign:

AWARENESS

A high impact print campaign targeting health conscious seniors across key NSW publications

EDUCATION

Native video highlighting the benefits of golf supported by targeted digital display





GET INTO GOLF FOR SENIORS

THE PRINT COMPONENT

- 1 x 1/2 Page Advertisement in The Sunday Daily Telegraph Sports Section



18 NEWS
MACARTHURCHRONICLE.COM.AU | THURSDAY, MARCH 21, 2017

Seniors encouraged to take swing at golf

Health and friendship promoted

Tarr Elnerhebe
IT'S never too late to pick up a club and try the game of golf.

Lakeland Golf Club Canteen will start up the Golf for Seniors - An Introduction to Golf program to help seniors make new friends, learn basic skills and enjoy the beautiful surrounds.

Aimed at people over 65, the golf club is encouraging those who have never played golf or perhaps played years ago to get involved.

With marketing assist from Elinah Durr, said the program would be enjoyed by many.

It provides a unique and fun opportunity to get out and about, meet new people, enjoy the beautiful grounds of Lakeland Golf Club Canteen and most importantly to stay fit, active and healthy.

Ms Durr said.

The program offers something that is a bit different and perhaps an activity that a number of seniors would not usually consider participating in. It also takes away the awkward bank of floating golf clubs or leaving what is left.

The program is a six week course and runs for one hour per day, one day a week. It will start on Thursday, April 27 and end on Thursday, May 11. The classes are on at 9am.

The cost is \$99 which includes equipment.

For more information, call 4634 4950.

Top shots

- ▶ **WMAI** Great program for seniors who want to experience
- ▶ **WMAI** Lakeland Golf Club Canteen, 50 Ruby Rd, Colferies Road
- ▶ **WMAI** Thursday, April 27 to 11:30am
- ▶ **CONTACT** 4634 4950

dog of the week

Name: Karma
Breed: Staffy
Age: 5
Comments: Karma is a confident, outgoing dog who loves going to work and on adventures. She would suit an active home which will have her occupied and make her a part of family life.
Cost: \$200
Details: Campbelltown Animal Care Centre, 100-110 Campbelltown, on 4642 4790

Exploring shire's natural landscape

COUNCILLORS will trek through the forest wilderness and visit key scenic spots in an effort to promote the amazing assets of the Wollondilly shire to the Macarthur region and beyond.

Led by Wollondilly Mayor, Councillors will take part in a four-day walk from Thursday to Sunday to showcase the shire's potential as a tourism destination. Supporting at Warragamba Town Hall on Thursday, councillors will drive via Warragamba Dam. The walk will traverse the eastern side of the Warragamba Valley, with its rock formations, mountain views and native flora and fauna, and end at the Thirlmere Lakes. "We are so fortunate for the amazing links in the walking trails to be completed and polished to move people on appreciate the amazing natural attractions in Wollondilly," Councillor Matt Gould said.

Natural National Park, Petrolia, NSW

Carry McCulloch, Bob Halstead and Paul Simpson are joining the weekend golf program. Photos: Robert Poon

GOLF NSW

JUST \$99.00

GET INTO GOLF FOR SENIORS

WOULD YOU LIKE TO STAY FIT AND HEALTHY? MEET NEW PEOPLE, AND HAVE FUN?

Get into Golf is a 6 week program including a one hour lesson per week, all equipment and rounds of golf

For more information, and to register, go to www.golfnsw.org/Seniors

SUPPORTING PARTNERS **Imagotec** **CCA** **SRIXON**





GET INTO GOLF FOR SENIORS

THE PRINT COMPONENT

- 5 x ¼ Page Advertisements in The Daily Telegraph



SUNDAY APRIL 13th 2017 NEWS 03

Explosive audio records night marriage ended

EXCLUSIVE
ANNETTE SHARP

All explosive audio recording of an alleged fight that ended the marriage of celebrity Sydney accountant Anthony Bell and television presenter Kelly Landry is expected to be tendered at a five-day court hearing which starts tomorrow.

The three-minute audio, believed to be recorded by Ms Landry, and photographs of bruising to her arms are expected to underpin the prosecutory case for a permanent apprehended violence order against Mr Bell.

Prosecutors have put the defence on notice that they will attempt to raise new evidence at the hearing, which includes the recording of the argument and alleged attack at the couple's \$2.5 million Wollstone Bay mansion on November 18, 2016, spurring Landry to file a police report two weeks later on January 4.

"The husband-of-the-year" has alleged to police Bell became "abusive" on the night of the argument and made a grab for a phone beneath his bed.

The tackle for the phone, she later told police, resulted in her right arm colliding with a wall in bedrooms of the couple's house.

Photographs of the bruise, Landry already indicated, due to the incident are also expected to be tendered to Downing Centre Local Court this week.

Bell has denied all allegations since he was charged in the case which culminated in a public inquest after Landry filed a police report and was granted an interim AVO preventing her husband from harassing or menacing her or being in her company within 12 hours of contact.

Mr Bell is committed to the mental order without admissions.

Ms Landry, Bell's lawyer Chris Marryth, told Wollstone Bay Local Court that Bell's legal defence would produce documents that would "completely destroy the prosecution's case".

They said, "the very last thing for the wife who was 'yanked' - someone suffering from cyclic rhy depression".

In a subsequent hearing, Ms Marryth asserted she was also suffering from two diagnosed mental disorders, paranoia and bipolar personality disorder.

Bell will be represented at next week's hearing by barrister Ian Frank, QC, and solicitor Bryan Wrench.

Bell's team has said it will produce CCTV footage and more than 100 witness statements to quash Landry's abuse claim. It is understood the family's court will be one of the new ones.

The case for the permanent AVO will be argued by a prosecutor from the NSW police department and family violence prosecution team and Susannah Dixon of Dundas Sturt Solicitors Legal Advocacy.

The recording is believed to create an argument the couple had on their home after having dinner with friends multiple million-aires that would "completely destroy the prosecution's case".

In a statement to police, Landry recalled the altercation.

"After dinner, Landry alleged the pair had a fight and he drove out of the house with her.

"I was very upset that he did this and was crying," she said.

Once home after the dinner, Landry's report claimed that Bell became "abusive".

"Anthony just drove towards me about what had happened. I didn't want to have a conversation and kicked the door. Anthony charged up and used a hammer to hit to 'jump' the lock and he entered the room."

Later, he allegedly "grabbed" the phone from Landry while holding.

ANNETTE SHARP PAGE 10

Anthony Bell, and (right) Kelly Landry shows her bruised arm.

GET INTO GOLF FOR SENIORS

JUST \$99.00

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Get into Golf is a 6 week program including a one hour lesson per week, all equipment and rounds of golf.

For more information, and to register, go to www.golfnsw.org/Seniors

SUPPORTING PARTNERS:





GET INTO GOLF FOR SENIORS

THE PRINT COMPONENT

- There will be opportunity to advertise your own activities independently, or as a District, at very heavily discounted rates
 - ¼ Page Strip Ad in The Daily Telegraph for \$2,500 inc GST (80% off the casual rate)
- All artwork will be created by Golf NSW at no cost to clubs or districts





GET INTO GOLF FOR SENIORS

NATIVE VIDEO COMPONENT





GET INTO GOLF FOR SENIORS

OTHER SUPPORT

- Posters
- Flyers
- Digital Assets



GOLF NSW

GET INTO GOLF FOR SENIORS

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AT: _____
START DATE: _____
DAY: _____
TIME: _____

SUPPORTING PARTNERS





GET INTO GOLF FOR SENIORS

ADMINISTRATIVE SUPPORT

- Golf NSW will take care of all the necessary administration connected with signing up for the program:
 - Accepting registrations
 - Processing payments
 - Forwarding payment onto each participating Club
- All advertising and promotion will direct interested participants to one central page on the Golf NSW website. It will be a one-stop shop for information, registration and payment



GET INTO GOLF – FOR SENIORS

WHERE TO FROM HERE?

- Consider running a program at your Club or District
- Complete the registration form
- Need help with PGA Professional? Contact Andrew
- Would you like to become a Community Instructor? Contact Andrew
- Would you like to invest in some additional advertising? Contact Piret
- Contact your local newspaper, and secure a story to promote the program
- Plan your promotional strategy – flyers, social media, posters around your local community etc.



GET INTO GOLF – FOR SENIORS

CONDUCT YOUR PROGRAM

- Engage with participants
- Make them feel welcome
- Introduce them to other members
- Create a pathway to membership e.g. special introductory offer





COMMUNITY INSTRUCTOR PROGRAM

WHAT IS IT?

- Opportunity
- Is not a replacement of the PGA professional
- Online training
- Funding through Golf NSW for successful programs



DISABLED GOLF PROGRAM

WHAT IS IT?

- Golf NSW and Special Olympics Australia working together to provide golfing skills sessions for athletes with an intellectual disability
- Funding obtained through the NSW Government to deliver the program though until March 2019
- Program will culminate each year with a special event for participants to take part in during the NSW Open Championship



SOCIAL GOLF PROGRAM

UPDATE

- Golf NSW is launching a Social Golf Program
- Purpose is to provide Social Golf Clubs with the ability to provide their members with a GA handicap and handicap their competitions
- Safeguards in place to prevent people from leaving golf clubs to take up social golf membership instead
- Player Registration Portal being developed to take registration and payment
- Opportunity to link Golf Clubs and Social clubs more broadly
- Opportunity for Golf Clubs to communicate with social clubs through quarterly newsletter



OPEN FORUM

