

SWING FIT



GolfAustralia

Swing Fit Stars of Term 1, 2018



Swing Fit Stars of Term 1

In Term 1, we have seen a number of centres achieve great results with Swing Fit.

We have highlighted two of these centres so you can learn from them and be inspired to make your Term 2 programs bigger and better!

Our Swing Fit stars of Term 1, 2018 are:

- One of our newest Swing Fit centres, Cairns Golf Club in Queensland: Despite launching at a time of year when weather conditions are not favourable, Cairns Golf Club has achieved good numbers; and
- Swing Fit Sydney (Andrea McGann). A centre that continues to achieve great numbers every term.

Cairns Golf Club

Program details:

- Conducted two free come-and-try sessions in early February:
 - ✓ Thursday twilight, beginning at 5:30pm
 - ✓ Sunday afternoon, beginning at 2:00pm
- Followed up with two six-week programs (at the same times and days of the week)
- Engaged 15 new women to golf



Cairns Golf Club

How they did it:

- Accessed Golf Australia's local area marketing grant and ran Facebook advertising
- Heavily promoted Swing Fit through the club's Facebook and other online accounts
- Took Swing Fit to the community through the 'Cairns Biggest Sign On Day' – an event where local sports clubs showcase their offerings (see image)



Cairns Golf Club

What we love:

- Great timing: The club ran sessions at times that suited Swing Fit's primary target market of younger women, resulting in the majority of participants coming from this demographic
- The support of the club's General Manager, Matt Bolton: Matt attended the come-and-try days to welcome the girls and accompanied them for a drink in the clubhouse to answer any questions they had about the club.



Swing Fit Sydney

Program details:

- Six programs across four centres in Term 1, with over 50 women registered
- Woollahra GC, Bardwell Valley GC, Randwick GC and Eastlake GC
- Ran four come-and-try sessions in November to recruit for Term 1 programs.
- Since September 2016, when Andrea first started running Swing Fit, she has welcomed more than 200 women into golf!



Swing Fit Sydney

How she did it:

- Accessed local area marketing grants to place advertisements in local papers
- Invited the editor of the local paper to a Swing Fit 'play day' to promote upcoming programs (pictured)
- Extremely proactive on social media
- Now Andrea has built up a base of 200 women, word-of-mouth and referrals are her strongest marketing channels (and they're free!).



BOTANY

Golfing coach Andrea McGinn with recent graduates of the Swing Fit program at Botany Golf Club on Friday to promote upcoming programs (pictured).

A CANNERY CHRISTMAS

Family Christmas & Market Day

Sat 16th December
10am - 4pm

Santa, Kids Activities, Food, Markets & Fun for All!

61 Merrimore Avenue Rosebery, NSW 2188

THE CANNERY ROSEBERY

Beginners get into swing of fitness, golf

AFTER 12 weeks of fitness training and getting into the swing of golf, it was time to head onto the course for the real thing.

More than 50 graduates of the Swing Fit program gathered at Botany Golf Club on Friday to put to good use what they had learned.

Once a month the graduates of the Swing Fit program play at different golf courses, and then enjoy lunch together. On Friday, they met in the Botany club's Chinese restaurant, Billy's Kitchen.

Andrea McGinn is Swing Fit's Sydney instructor. She runs weekly programs at Wollakira, Randwick, Bondi, Eastlake and Bardwell Valley, with a new series of programs starting from February 5.

Since her latest course began in September, more than 200 women - many of whom were taking up the game late in their sporting lives - had completed the course.

Ms McGinn has now taught more women in the Swing Fit program than any other instructor in good use what they had learned.

And Friday's event at Botany was the biggest for beginner women ever held by a Golf Australia branch.

Ms Ginn brings strong credentials to the program, having played golf since her late teens and having 22 years of experience as a personal trainer in the fitness industry.

"I love my job - personal training in the mornings and golf instructor in the afternoons," she said.

"To be out in the fresh air giving women a chance to learn a new activity and have some fun."

By [Name]

Swing Fit Sydney

What we love:

- Andrea has created a community of Swing Fit women in eastern Sydney and now has a solid pathway in place
- She runs a follow-on group clinic (4-6 weeks, same time, same day, same duration, same cost), which 95% of participants sign on for; on weeks 13 and 14, participants experience a couple of holes on-course
- Every month, all Swing Fit graduates are invited to participate in a 'play day' at various courses, with 40 – 50 participants playing each month
- Andrea keeps in touch with her community through a monthly newsletter.

