



# GET INTO GOLF FOR SENIORS



## BACKGROUND

The Get into Golf - for Seniors has been running for 2 years and has attracted of 620 participants during that period. The program was designed to encourage participation in our sport, by players aged 55 years and over who would like to give golf a try, meet new people, stay fit and healthy, and have fun!

The program:

- Includes six teaching sessions
- Has a duration of 75 minutes per session:
  - Teaching of 3 different skills x 20 minutes per skill
  - Socialising and feedback time x 15 minutes with tea and coffee
- Costs participants \$99.00
- Is delivered by a PGA Professional
- Includes time on the course in the last weeks of the program, accompanied by club members
- Provides an opportunity for participants to take advantage of a special offer that would encourage their transition to becoming a full member
- Is administered by Golf NSW – all registrations and payments are managed by Golf NSW, and the revenue is then transferred back to each club

Research commissioned by Golf Australia shows that:

- Golf is the top Club sport for Men and Women aged 45 years and over
- Participants are motivated to play by:
  - Fun and enjoyment
  - Social reasons
  - Physical health or fitness
- There are 2.56 million people in the "Get me Started"<sup>1</sup> segment, who would like to try golf but don't know how
- 73.2% of this number fall into the over 45 years of age demographic<sup>2</sup>

Based on this research, there is a huge opportunity to attract seniors to the sport of golf.

<sup>1</sup> AGIC: Australian golf industry landscape research, 2015

<sup>2</sup> AusPlay, Australian Sports Commission, February 2017



# GET INTO GOLF FOR SENIORS



## THE FEEDBACK SO FAR

The program so far has been a great success, with extremely positive feedback from the participants, host clubs and PGA Professionals alike.

A survey of the participants saw some overwhelmingly positive feedback:

- 97% of respondents agreed or strongly agreed that the program offered value for money
- 98% of respondents indicated that they would continue to play golf having completed the program
- 84% of respondents indicated they will now consider joining a golf club
- 88% of respondents were satisfied or very satisfied with:
  - The overall length of the program
  - The number of participants in the program
- 71% of respondents indicated that they would go out of their way to recommend the program to others while the balance indicated that they would recommend the program if asked
- 69% of participants came alone, 14% came with husband/wife/partner, 17% came with a friend
- Previous golf experience
  - 41% of participants had never played golf before
  - 31% of participants had not played for 10 years or more
  - 28% of participants had not played for 5 to 10 years

From one of the participants at Coffs Harbour Golf Club:

*"Thank you getting the golf for seniors up and running in Coffs. We are enjoying it very much, learning a lot in a very easy manner with Brandon Connor. He is a natural at teaching. Many years ago, when we had lessons, they were so technical we ended up being very nervous every time we pick up a club to play. Brandon's style is just great. Learnt so much."*

The feedback from Clubs has been equally positive:

### Foster Tuncurry Golf Club

*"Well, what an amazing success this has been.*

*We started with 16 (added 2 'word-of-mouth'), made up of 10 ladies and 6 men, so our golf pro, Rob Hurley, split them into 2 x 1-hour clinics for the first 5 weeks (all the ladies, then all the men). By the end of week 5 it was amazing to see the improvement in ball-striking and the confidence that flowed on from all the 'wow' shots - and that was all participants.*

*Week 6 we played a 9 hole 3 or 4-person ambrose, followed by a free lunch. Rob Hurley donated 2 dozen balls for prizes (based on a 'secret hole' handicapping system) which added to everyone's enjoyment of the day.*



# GET INTO GOLF FOR SENIORS



*A couple of the ladies were already members of the club's 'Budding Birdies' program - the rest indicated they were keen to join. All the men have 'buddied up' and now play regularly on a Thursday 9 holes then lunch. They all indicated they would join the club as 'Social Playing Members' (cheaper green fees, but no GA handicap).*

*So, the end result is the program has 'unleashed' 16 keen golfers and enabled new friendships to develop.*

*We can't thank you enough for promoting this program, and it gives us the framework to repeat the program each 6 or 12 months."*

## Lakeside Camden

*"OMG! I have 32 people for our next groups ie beginners and intermediate etc. Certainly a huge demand out there.*

## Ocean Shores Country Club

*"This was a great concept which I will be learning from and pushing something similar here at my club. I already run a number of clinics but one aimed more at seniors was a great initiative."*

## Thurgoona Country Club Resort

*"We finished our clinic last week with a 3 Hole Ambrose game. This was lots of fun and a nice way to finish off the program. We had a great group of people in the program who really enjoyed their lessons and hopefully will go on to play golf in the future. Already 3 have joined the club so we are hopeful some more will follow.*

*Thank you for giving Thurgoona the opportunity to be a part of the Senior Golf program, it is one we very much enjoy."*