

Case Study

Hosting a Community Open Day



February 2019



Introduction

Following on from the success of hubs for young people in other regions, Canterbury Golf in partnership with NZ Golf and participating golf clubs has established the Futures Canterbury Selwyn Hub to provide more opportunities for young people and families to learn and play golf together. To get the Selwyn Hub started, the Futures

Canterbury team recently ran an open day at Tai Tapu Golf Club to engage young people and parents in the local community. We sat down with Rachel Thow, Golf Development Manager at Canterbury Golf, to find out more about how to prepare for and deliver a successful community event.

Q&A

What was your aim for running this event?

With the launch of the Selwyn Hub, we wanted to engage young people and families in and around the Selwyn region by giving them the opportunity to come and experience golf and find out more about what the hub is offering. There are so many activity options for families these days and we need to take advantage of our sports unique ability to engage people of all generations by connecting with the community.

What planning was involved?

We started by thinking about who we were trying to attract to the event and what we needed to deliver to give them a positive experience. We put together a small team to plan and organise the day and started by developing a run sheet of the tasks that were involved leading up to the event, on the day and post event. Once we understood this, we were able to assign tasks to individuals and work together as a team to organise and deliver an engaging event.



How did you promote the event?

We have embraced the benefits of using social media as an effective promotional platform. It's a great way to reach a targeted audience and paying to boost a Facebook post is a lot more affordable than most people realise. Facebook Community Noticeboards are another great way to reach people in your local area and it's free. We also promoted the event on local council and event websites, through event guides in local newspapers and by email to our database.

How did you structure the day?

As we were trying to attract young people and families to the open day, we offered a number of give it go activities as well as a Family Team Golf event on course. The casual activities like putting and chipping games, a SNAG Golf challenge and free drop in lessons on the range, were designed to introduce people with little to no golfing experience to the game in a flexible and fun environment. The Family Team Golf event over 6 holes on a shortened course was aimed at parents and children who had played a bit of golf and offered an opportunity to get out on course together as a family. We gave out some spot prizes and put on a bbq with music playing to add to the atmosphere during the day. After Team Golf we provided some light food which was well received by the families involved.



Do you have any advice for clubs interested in running an open day?

Running a successful event like this doesn't need to cost a lot, it's about having the right people involved in organising and delivering the event to ensure a great experience for people who come along. This kind of event is just the start of a potential ongoing connection with the people who attend so have a plan about what future experiences you can offer beyond just membership and provide that information in a 'What's On Guide' to let people know about upcoming opportunities at your club.

It's important to find a way to capture details from people who attend to be able to promote future opportunities like free taster sessions, coaching programmes or family events. Running a competition for spot prizes is one way to capture those details.

Conclusion

As a sport we need to do a better job of creating positive perceptions of what golf clubs have to offer and attracting a wider audience to the game. Hosting an open day is a great way to connect with your local

community and give people a taste of golf in friendly, positive environment. For more information about running a community open day at your club, contact your local NZ Golf Regional Support Manager.