

Case Study

Hosted a She Loves Golf event?
What next?



February 2018



Introduction

Currently there are 25,261 female golf club members across New Zealand, this is a 11% decline over the last 5 years. New Zealand Golf recognise how important females are to the game. Our 'She Loves Golf' campaign is about letting women know its ok to just get out there and have a go! with the aim to increase participation.

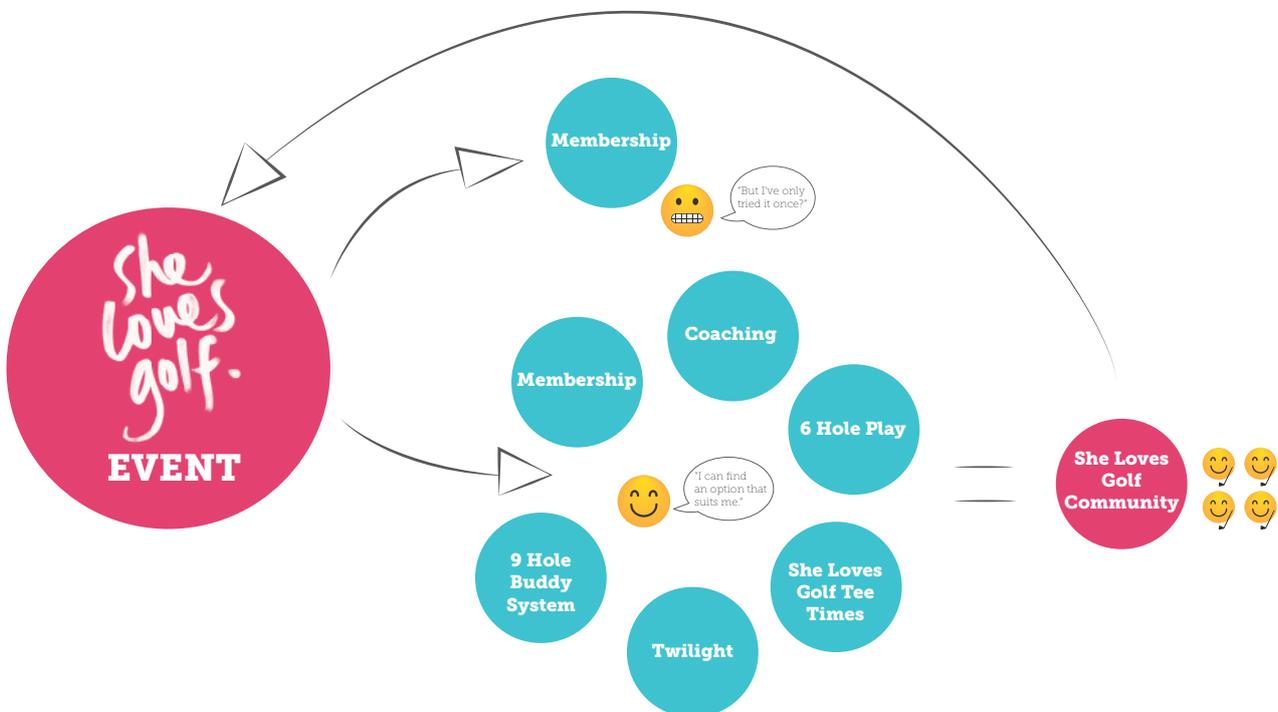
While the campaign is super charged throughout the country during November with events, promotions and offers in clubs and driving ranges, we encourage clubs to embrace women all year round with a variety of options to play and learn. An event will even raise your profile in the community!

She Loves Golf

To use the She Loves Golf campaign to your advantage, it is important to have a long-term approach to women. This way you can use the She Loves Golf campaign to promote your initiatives and the events to recruit new participants.

But where do we start?

Introducing any person into a sport is about creating visible pathways and opportunities that suit the individuals purpose for play, the pace they are learning at, and how they enjoy participating in sport. It's about options... multiple options! The question to always ask yourself is **'what's next?'**



Your club may be just starting out and a She Loves Golf event is a wonderful place to start. If you have been running events, do you have the answer to the question, 'what's next?' Have you put a pathway in place that is visible to all interested.

Muriwai Golf Club

2

EVENTS

42

PARTICIPANTS

15

IN COACHING

Muriwai Golf Club's She loves golf event was spread across two days due to the overwhelming response it attracted. The day ran in three parts, first was the learning, second was the playing and the third was a catch up in the club house to finish.

Learning: Skill sessions, chipping and putting ran by Gary Parkinson and Cathryn Bristow.

Play: The ladies applied their new skills on the course and played three holes of golf.

Social: Back at the club house, a refreshing drink and nibbles with time to chat about the day.

What next?

After the event, the ladies were followed up with an email offering a variety of options. 15 women are currently participating in the coaching clinic and others have booked in for casual golf. These ladies will next be offered more options to continue play that suit their lifestyles. One of these options is a bridging membership that includes protected 9-hole tee times. This membership is set up to encourage the women to start playing three holes and then working their way up to playing nine holes in their own time.



Feedback

Andrew Jackson, General Manager - Muriwai Golf Club

"Members are encouraged by the numbers taking up the clinics. We have had great support from the 9-hole women who came along to help out at the have a go session. They are looking forward to more members joining them. Also, it has been noted by many members on a positive note that the club is actively seeking more women. Now our focus will be on, more have a go session in the Spring. Retention of current crop of newbies, making sure they are welcomed into the club properly."

Gary Parkinson, Coach - Muriwai Golf Club

"As club Managers/Professionals we are aware that golf is a game for life and if more women take up golf it is something that couples and families can participate at various stages of their lives. As a golf professional it is always rewarding to see the excitement of inexperienced players hitting the ball in the air, having fun and improving their overall golf skills so for me the on-course part of our afternoon was a fun and enjoyable end to a very worthwhile promotion for Muriwai GC. Since the initial 2 SLG coaching days at Muriwai I have had many favourable comments particularly from the 9-hole ladies that helped on the days regarding the excellent number of participants that took part. Following on from the initial 2 SLG days I am now running a series of 6 beginner women's clinics with 2 groups, 15 ladies in total, with the goal of increasing our women's membership numbers at Muriwai GC."

From the Participants

- *"The event made golf more fun, easy and accessible."*
- *"I am now in the 6-week coaching sessions as a follow up which is a wonderful way of continuing from the SLG day and then probably will join the ladies group."*
- *"I've already done an 18-hole round with some friends with a cart which was good as it's a long way around."*
- *"The instructors were very helpful. I have been playing for a few months and it was good to learn actual techniques to improve my game."*
- *"I have also signed up for the 6-week coaching clinic at Muriwai, so am looking forward to trying out all the new things I learn when I head out to play a round of golf with my husband and son!"*
- *"I would recommend this event to anyone keen on getting a feeling for golf but not sure what's involved and find that it is a bit intimidated having to commit to a membership without trying first - so keep an eye out for future for future events."*

Conclusion

Tips for your initiative:

- Be proactive not reactive. Embrace women year long and use She Loves Golf to promote this.
- Offer something that will fit into busy lifestyles.
- Offer a range of opportunities. The more options the better.
- Encourage the social aspect of golf by focusing on the opportunity to meet new friends or spend quality time with existing ones.
- Always ask yourself 'what's next?' to put a pathway in place

For more information and assistance, contact the Sector Support Team at New Zealand Golf on 09 485-3230.