She Loves Golf
2017 Review

Background & Purpose

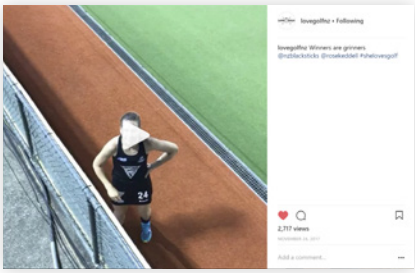
In 2015, as part of New Zealand Golf's focus to increase participation and change perceptions of golf through LOVE Golf, a platform to assist clubs in targeting specific market segments, She Loves Golf was developed.

Given the profile and success of Lydia Ko, and the impact she was already seen to be having on female participation in 2014 (junior girls numbers being the only numbers to increase that year), it was a good time to capitalise, and specifically target females.

The main purpose of She Loves Golf, is to have a hero brand for clubs, districts, golf professionals, driving ranges and other industry partners to run an initiative or programme (or several) focusing in the month of November and into the summer, aimed at attracting females to the game.

The Idea

A month long campaign celebrating golf, fronted by some of New Zealand's most powerful celebrities and influencers, including Lydia. A multi-platform approach incorporating social media, on-site activations, media coverage and user generated content to reach as many women as possible and communicate the message SHE LOVES GOLF.



New Zealand Golf's Role

Faces of the campaign

Women getting into the sport for the first time often feel intimidated by professional athletes, real women are accessible and real women with large social followings are even better! Seven celebrities, with a wide range of golfing skills and a wide reach on social media, headed up the campaign as our She Loves Golf ambassadors. They spread the word - kitted out with everything they need to have an exciting golf experience, these social icons document their journey.

Lydia Ko

Toni Street

Laura McGoldrick

Matilda Rice

Daisy Dagg

Gemma McCaw

Sector Support

Regional Support Managers across the country support and educate golf clubs and district associations, with planning, events and retention of participants.

Tool-kit

A She Loves Golf kit containing was sent to all 390 golf clubs containing promotional posters, and a guide with how best to engage with the campaign, supported by case studies of successful She Loves Golf initiatives.

To clubs that are subscribed to LOVE Golf, New Zealand Golf offers:

- customised promotional material (posters, flyers and images for social media)
- sponsored posts on the LOVE Golf Facebook page - promoting the club's programme/event targeting women local to the club.
- Programme/event listed on lovegolf.co.nz, where all national promotion is directed to.
- Over 2000 partner product goodie bags (total value approx. $100,000) were supplied in 2017.

Results

75+ Clubs Participated

100+ Events / Programmes

Over 75 clubs around the country participated in She Loves Golf with over 100 female specific events and programmes run in the month of November and through the summer.

Over 45 clubs engaged New Zealand Golf to create a variety of posters, billboards, flyers and social media content.

On average there were 17 attendees per event and an average of 6 attendees from each event signing up for more lessons, programmes and memberships.

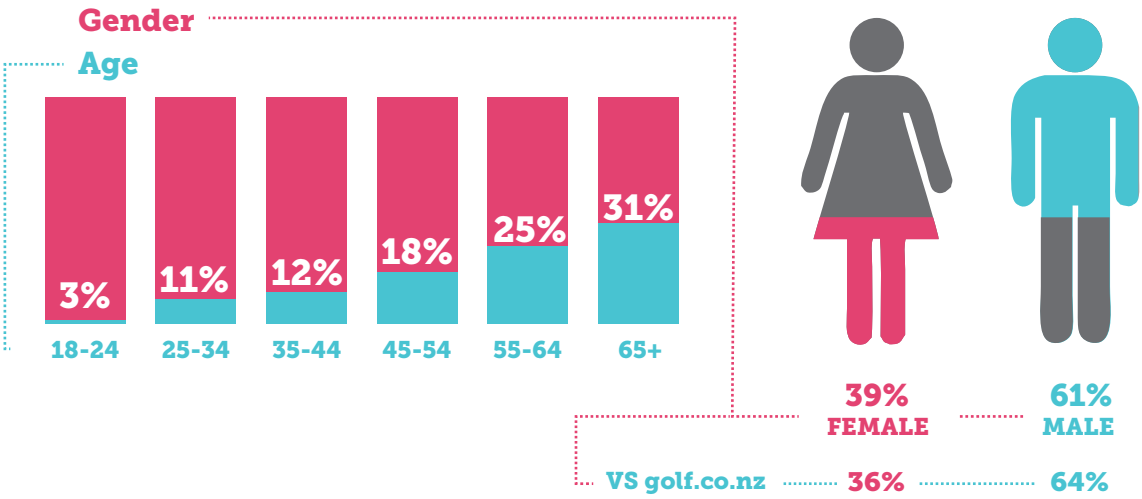
Website Statistics

2017
27 Oct - 2 Dec

14,854 Sessions

10,862 New visitors to lovegolf.co.nz

Website Visitor Demographics



Email

30.9% Average Open Rate

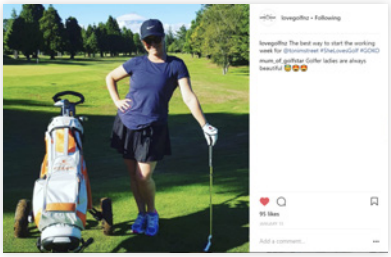
27.3% Average Click through

10 edms were sent to the full New Zealand Golf database of 160,000+ golf club members, casual golfers, golf clubs and people subscribed to She Loves Golf.

Highest open rates and click throughs came from golf clubs and subscribers to She Loves Golf.

In the Media

She Loves Golf received a lot of media attention again this year, from a feature in he New Zealand Herald to TV mentions on Breakfast and Seven Sharp, features in NZ, radio interviews with our ambassadors.



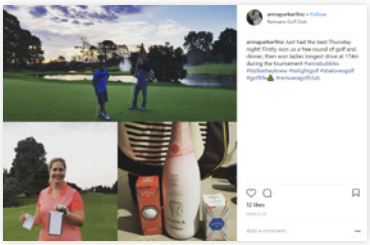
Ambassadors

The She Loves Golf ambassadors spread the word through their social media channels. With Instagram alone reaching over 1 million followers.

Other celebrities and influencers got involved with Hillary Barry and Art Green amongst included in #SheLovesGolf.

Social Media

#shelovesgolf was used social media platforms.



Club Success
Muriwai Golf Club

The Event / Promotion

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.

The Results

2 events

42 attendees

15 in coaching

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 women 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.

"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.""
Graeme Parkinson - Coach, Muriwai Golf Club

Boulcott's Farm Heritage Golf Club

Boulcott's Farm Heritage Golf Club held a free open day in the afternoon on Sunday 24 September. With activities on their driving range, on course and putting green. All equipment was provided.

The Results

1 events

18 attendees

13 in coaching

Despite holding their event slightly earlier than the national campaign promotion in November, and a very windy day, the club saw 18 attendees to their event, with 13 enrolling in an eight week Learn to Play programme.

St Clair Golf Club

St Clair Golf Club ran multiple 4 week coaching programmes and two 5 & Wine events throughout summer.

The Results

5 event

74 attendees

60+ engaged with the club

With multiple events and programmes to suit a variety of skill levels, St Clair attracted 74 attendees and have kept most engaged with the club. They were offered introductory memberships for summer 9 hole, 12 month 9 hole and 12 month 18 hole to cater to the individual.

Kapiti Golf Club

Kapiti held a Give Golf a Go event on Saturday 13 January involving playing 5 holes of golf followed by social catch up with drinks.

The Results

1 event

24 attendees

8 new members

The event was a great success, with membership options to suit the participants 8 signed up with the club.