

# Club Success

## Peninsula Golf Club

### The Event / Promotion

Peninsula Golf Club held a Ladies Day at the club to encourage more women to give golf a go. The event included free group golf lessons with all equipment provided.

All attendees also enjoyed Peninsula Golf Club's hospitality with complimentary wine and nibbles during the afternoon.

The event was advertised on [lovegolf.co.nz](http://lovegolf.co.nz) and a poster was designed by New Zealand Golf to help the club promote the event.



### The Results



1  
Event

24  
Attendees

3  
Potential Members

The Ladies' Day event was a success to Peninsula Golf Club with 24 women attending the event. All attendees enjoyed their experience.

*"There really was a very happy atmosphere, lots of laughs during the group golf lessons and afterwards in the clubhouse over wine and food. It was so fab to see women enjoying golf for the first time, and exchanging phone numbers with other women who were strangers to each other only two hours before!"*

Due to the success of the event, Peninsula Golf Club are already planning more activities and lessons for the near future.

# Club Success Hastings Golf Club

## The Event / Promotion

Hastings Golf Club held a free 'Bubbles, Giggles & Golf' event at the club.

Starting at the driving range, attendees received a free lesson from the club pro with provided clubs. Then participants were invited to give their new skills a go on the 4 hole short course.

All attendees received goodie bags and enjoyed bubbles and nibbles to relax after the event.

The event was advertised on lovegolf.co.nz, promoted on Hastings Golf Club's Facebook and Twitter pages and LOVE Golf's Facebook page. New Zealand Golf created a poster and email signature for the club to help promote the event.



## The Results



**1**  
Event

**25**  
Attendees

The Bubbles, Giggles & Golf event was a success to Hastings Golf Club with 25 women attending the event. All attendees enjoyed their experience.

*"We were the only club from HB who actually participated and had an amazing turnout."*

The club has implemented other programmes and events to encourage more women to try golf.

*"We introduced a Social Beginner Membership for the participants with various entry level components for a three month period. Hoping there will be an uptake when the Get into Golf clinics finish."*

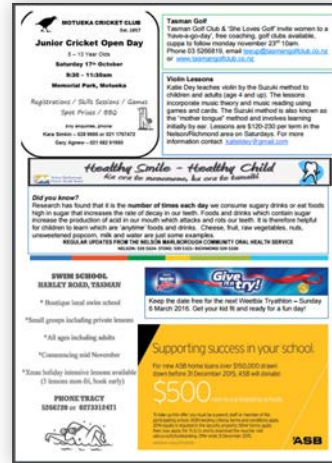
# Club Success

# NBS Tasman Golf Club

## The Event / Promotion

NBS Tasman Golf Club held a free 'Have-a-go-day' on the 23rd of November with coaching lessons with clubs provided followed by refreshments and the opportunity to play a few holes with club members.

The event was advertised on the clubhouse windows, school newsletters, running, walking, cycling, exercise and kindy groups by word of mouth and on the club's website.



## The Results



**1**  
Event

**11**  
Attendees

**6**  
Signed up

The Have-a-go-day was a success to NBS Tasman Golf Club with 11 women attending the event, 3 women signed up for 10 more lessons, 3 joined the club with another 2 very interested in joining.

*"All did really well. 'inspiring', 'educational' and 'good fun' were the comments. A couple of the ladies have joined up."*



# Club Success Cromwell Golf Club

## The Event / Promotion

Cromwell Golf Club held a 'Give golf a go' 10 week program. This was to encourage more Women from all age-groups to have a go, meet new friends, and enjoy the Cromwell Golf Club facilities.

All participants received 5 consecutive weeks of tuition from resident PGA Professional Willie Moore, followed by 5 consecutive weeks of on-course play assisted by female club members.

The program was advertised on lovegolf.co.nz, New Zealand golf created a poster which was displayed throughout Cromwell, and on the Cromwell Golf Club & Love Golf facebook pages.



## The Results



The 'Give golf a go' program was a huge success to Cromwell Golf Club with 17 Women enrolling in the program, all of which were new to golf and not members of a club. All participants thoroughly enjoyed the program & are interested in continuing to play golf, with 2 already joining the golf club.

*"I wanted to take away the fear that new golfers feel coming to a golf club, so I designed a programme that created a relaxed atmosphere, where everyone would feel comfortable and welcome." - Club Professional Willie Moore*

Due to the overwhelming success of the program, the golf club is planning to run similar programmes to get more Women into golf, with the potential of gaining more female members.

The Golf Club has also created a new membership category called a 'Starter membership'. This is designed for anyone that hasn't been a member of a golf club before, is reduced to approximately half the full membership price, and can be used for a maximum of 2 years.