

## **New2Golf Membership Benefits**

New2Golf is a Wales Golf membership scheme aiming to inspire beginners to participate in golf, engage with the sport and help encourage them to become a member of their local golf facility. The New2Golf scheme is open to both adults and juniors with each member benefiting from the following items:

### ***Participant Benefits:***

- Rules and etiquette pocket reminders
- 50% off a golf lesson voucher\*
- 6 for the price of 5 lessons voucher\*
- Friend or family lesson voucher\*
- Costs - £5.00 adult / juniors free

Providing the participants with professionally designed information packs that include all of the above has additional benefits to the club at which they are participating. These benefits include:

### ***Club Benefits:***

- Access to potential new members to promote and market your facility's memberships
- Informs participants of basic club etiquette and an introduction to the rules of golf
- Data capture forms supplied to provide the facility with the details of potential new members
- Professionally designed resources to provide to potential new members
- Golf facility will be part of a national marketing campaign to promote the New2Golf initiative
- Golf facility will be listed on the Wales Golf website as a New2Golf Centre (exposure)
- Opportunity to market to a wider audience (e.g. bring a friend/family member voucher)

### **To qualify as a New2Golf Centre please ensure you adhere to the following criteria:**

- ✓ Ensure Golf Professional is willing to accept the vouchers and provide discounts in relation to lessons (see above)\*
- ✓ Run taster day/lesson
- ✓ Participants to complete Registration Form (on back of flyer) and club to collect fee (£5.00 adults, £2.50 juniors) – ensure email address is correct for future communication
- ✓ Return all completed Registration Forms with one cheque (of all fees) made payable to Wales Golf
- ✓ New2Golf membership packs will be sent out on receipt of the above, so they can be distributed within next few lessons
- ✓ Club to distribute packs to each member. There will be a member number corresponding to each participant

Overleaf is an example of how Cardigan Golf Club successfully implemented the New2Golf scheme raising awareness throughout Golf Awareness Month. The hard work and dedication of all involved resulted in 66 New2Golf members!

## Llanishen Golf Club – Womens Scheme



In 2017, Llanishen G.C ran a New2Golf scheme specifically aimed at women and increasing the number of female members at the golf club.

### **Why New2Golf?**

Bev Kennedy (ladies captain) was appointed and asked if she had any advice to help grow the section and a previous member suggested a call to Wales Golf to find out what support could be provided

### **How was the Scheme Developed?**

1. Initial meeting Wales Golf and the ladies section, helped outline the scheme, it's principles and shared best practice of how it has worked well in the past
2. Club and WG used the criteria and action plan to plan taster session, dates and logistics of the sessions
3. Ladies section took WG posters and promoted everywhere in the local area, post offices, chip shops, leisure centres etc.
4. Taster session – Meet and greet scheme organiser, PGA pro, Volunteers from the ladies section. Taste of golf, tour of clubhouse, New2Golf packs available on the day and ladies signing up for lessons

### **What was the offer?**

- 6 weeks for £30 including New2Golf pack
- Dates outlined in advance & any changes communicated well in advance
- Call to action – 2 week turn around on the membership option

### **How were the ladies encouraged into membership?**

- Constant contact with existing lady members during New2Golf lessons
- At the end of the coaching programme, Manager presented the offer to the New2Golfers, outlining the different options available to them and the value attached to each offer. (e.g reciprocals, lessons, social etc)

### **How did the club membership support the initiative?**

- Advance communication to the membership around relaxed dress codes and asked them to encourage the New2Golfers into membership, highlight the benefits and generally make them feel welcome

### **How will the club keep the New2Golf group engaged and together?**

- Create a WhatsApp group for them to help arrange games, practice, socials
- Joined Llanishen Ladies Facebook group
- Each New2Golfer has been assigned a mentor who takes them out on the course, competitions etc
- Away days! Trip to Abbey Cwm Hir along with Club events/socials
- Continued lessons within the different membership options supported by Community Chest grant through Sport Cardiff

### **Overall, what has gone well?**

#### **Constant communication**

- Lesson register, if someone didn't attend a lesson, a follow up call/text/email was sent to find out why
- Reminders for lessons and membership options & confirmation emails

#### **Varied competitions every week**

- Small prizes (e.g chocolates)

- Prize presentation held in different rooms of the clubhouse to help them feel more comfortable and promote the facilities/services available to them as members

### **Sport Cardiff (Local Authority)**

- Partnership established through the scheme
- Helped advise on best practice when working with females and promotion
- Community chest grant
  - Funding for new mats for practice area
  - Sets of clubs available for New2Golfers to hire out as often as they like

### **TreeTop Adventure Golf**

As part of the New2Golf scheme, each member received a New2golf pack with a voucher for TreeTops. Golfers went off their own back with each other and friends/family.

### **Scheme Organiser**

- Current ladies captain organised scheme from top to bottom
- Provided lesson plans/rotas for every session
- Provided all the commutation around the sessions and to WG & Sport Cardiff
- Creative with sessions and ensured each one was different and helped engage ladies section throughout
- Organised a fashion show to conclude the New2Golf sessions which helped the PGA pro promote himself and products to the new2golfers and current ladies section. Current female members modelled the clothes, one off discounts and overall a fun event that benefited everyone involved at the golf club

### **What was the impact?**

- 33 signed up to New2Golf scheme
- 10 into trial membership
- 6 full members
- More expected to sign up now summer holidays are complete