

# Wales Golf Back2Golf Campaign

Launch 8<sup>th</sup> June 2020



Wales Golf will launch a new 'Wales Back2Golf' Campaign with the aim to increase awareness and attract a new audience to the sport. Wales Golf will be targeting specific audiences across Social Media, which will be rolled out across the Wales Golf platforms along with the hashtag #WalesBack2Golf.

The campaign will launch Monday 8<sup>th</sup> June 2020

Our target audience:

- *Potential New Golfers who may have tried Golf at Home during lockdown*
- *Those who are unable to play their usual sport due to COVID-19*
- *Ex-New2Golf and lapsed golfers*
- *Nomadic Golfers who may look to take the sport up full time as restrictions on indoor/contact sports exist*
- *Families and Households*
- *All Golfers across Wales*

The themes for our campaigns are:

- *Mental Health*
  - *Your New Outdoor Gym*
  - *Enjoyed Walking? Try Golfing*
- *Daily Exercise*
  - *Golf Is Back!*
  - *Why walk when you can play golf.*
- *Family/Household Golf*
  - *From Garden to Green*
  - *Everyone's Game, Anywhere*

NB: Please also remember that the **Wales Golf New2Golf** coaching scheme is available for clubs to apply. This can take place when Welsh Government restrictions allow coaching in small groups outside. For those new to the sport enquiring, who would like to take part in this, please keep their contact details. Your development officer is available to support your application and discuss how to run a New2Golf scheme safely when restrictions allow.

### Campaign Imagery

We have designed 6 campaign graphics which you are able to use across your club social media pages. All images can be downloaded by [clicking here](#).



If you would like a high resolution image, please contact [sophie.madsen@walesgolf.org](mailto:sophie.madsen@walesgolf.org) who will send you all relevant files.

### **Help and Advice**

Whilst using our Back2Golf graphics, make sure to:

- Show value in your product
- Promote the reasons for joining your golf clubs E.G Membership Benefits
- Promote trial/introductory memberships for beginners or New2Golfers to help guide them into membership
- Give a point of contact within the club who they can contact for membership enquiries
- Showcase the health benefits of golf
- Links to your club website or where membership leads can find more information

### **What does your new membership process look like?**

Make sure to establish your new membership process, as welcome packs and the usual procedure may not be relevant during this time.

All new members should be made aware of and abide by the current UK Golf under COVID-19 restrictions. We suggest all members are sent and/or given a copy of our 'Golfers Stay Safe Guidance' infographic

### **Social Media Top Tips**

- Be creative with content and posts
- Be engaging
- Use emoji's and photos to attract attention
- Have a call to action E.G Find out more via our website [www.walesgolf.org](http://www.walesgolf.org)
- Add photos and videos to your posts

If you require additional support, please contact your local Wales Golf Development Officer for additional support. E.G How to set up your club social media campaigns

All Wales Golf Staff contact details can be found [here](#).

Below is the Wales Golf Stay Safe Guidance for Golfers info-graphic, produced using the industry guidance. This is a resource to help you communicate with club members and players. It is available to download by [clicking here](#).



**WALES GOLF**  
EVERYONES GAME. ANYWHERE

**BACK2GOLF**

**GOLFERS STAY SAFE GUIDANCE**

**2 METRE SOCIAL DISTANCING AT ALL TIMES!**  
SANITISE YOUR HANDS AND GOLF BALL BEFORE, DURING AND AFTER YOUR ROUND

**1 BEFORE YOUR ROUND**

- Book your round of golf online if possible
- If you are ill or have symptoms, stay at home
- Use the toilet facilities before you leave home
- Sanitise equipment before and after play
- Bring your own hand sanitiser hydration/ food to the course
- Arrive at the facility 15 minutes before tee time and change shoes etc. in the car park
- Do not arrive at the first tee more than 5 minutes before your allotted tee time
- No roll ups or groups to congregate around the club or tee area

**2 DURING YOUR ROUND**

- 1 player on the tee box
- Smooth the sand with your club or foot
- Keep 2 metres social distancing at all times across the course
- Do not touch the flagstick
- Do not exchange equipment with other e.g. borrowing tees or balls

**3 AFTER YOUR ROUND**

- Do not shake hands
- Leave the venue as soon as your game is complete

**VERSION 2**  
**18.05.2020**

**USE ALONG WITH CURRENT CLUB, GOVERNMENT AND INDUSTRY ADVICE. [WWW.WALESGOLF.ORG/COVID-19/](http://WWW.WALESGOLF.ORG/COVID-19/)**

Want to know more about Wales Golf? Log on to the website and click on [www.walesgolf.org/findoutmore](http://www.walesgolf.org/findoutmore)