

DR|GOLF

Club Support Partnership

In Partnership with



Our mission is to provide continuous support in the retention and growth of members at Golf Clubs across the Wales



www.walesgolf.org

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In partnership with Wales Golf, the **Club Support Partnership** gives members of golf clubs the opportunity to improve their health, fitness and longevity in the game.

This is a key ingredient to improving their general well-being and enjoyment in Golf.

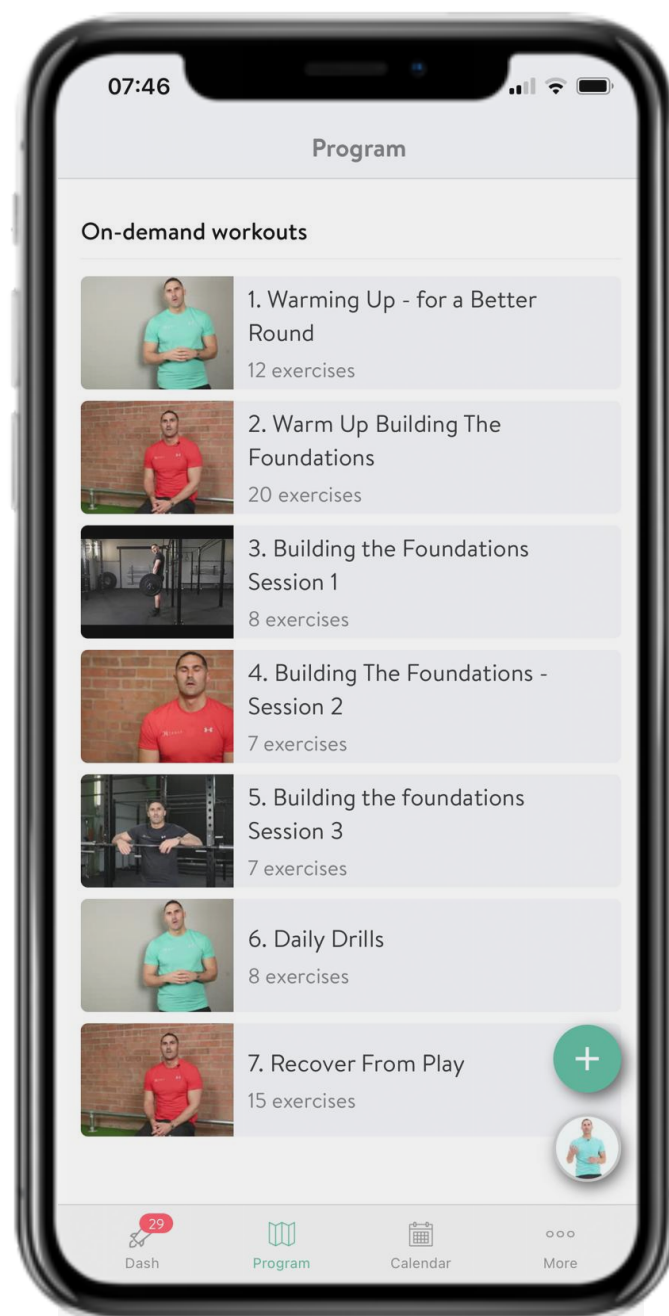
Each member will have access to the Dr. Golf app that offers specific training and a wide range of health benefits, along with the opportunity for them to build an individual training plan.



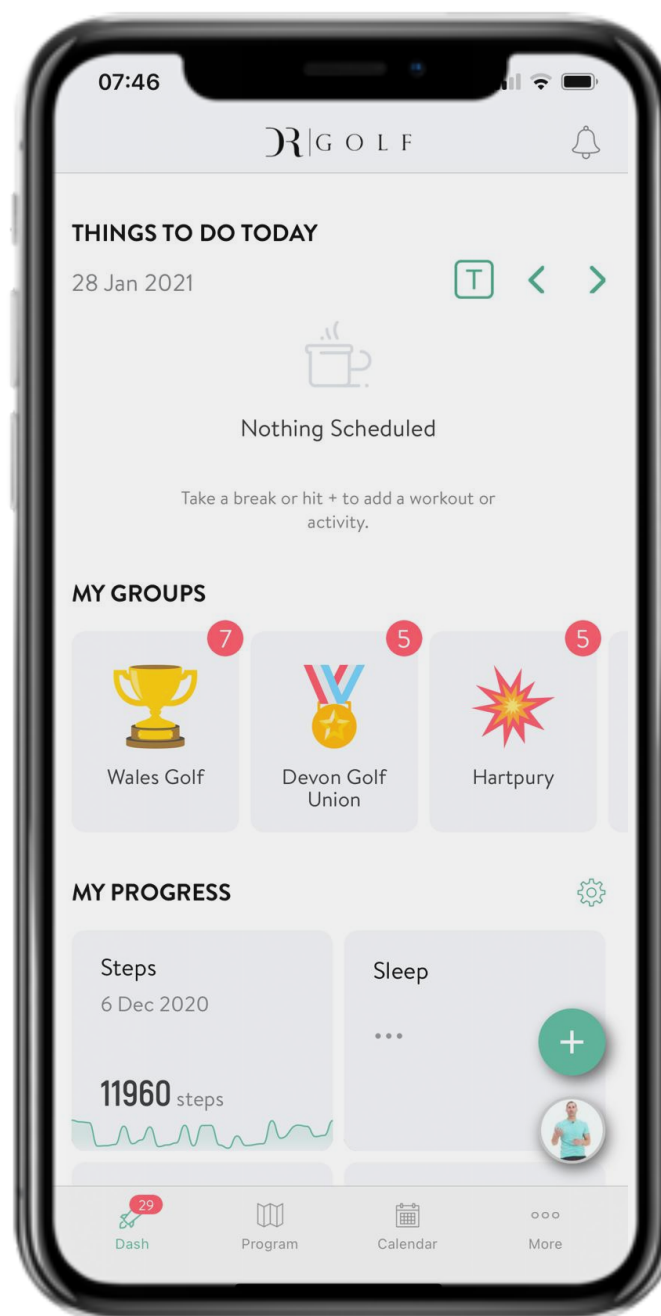


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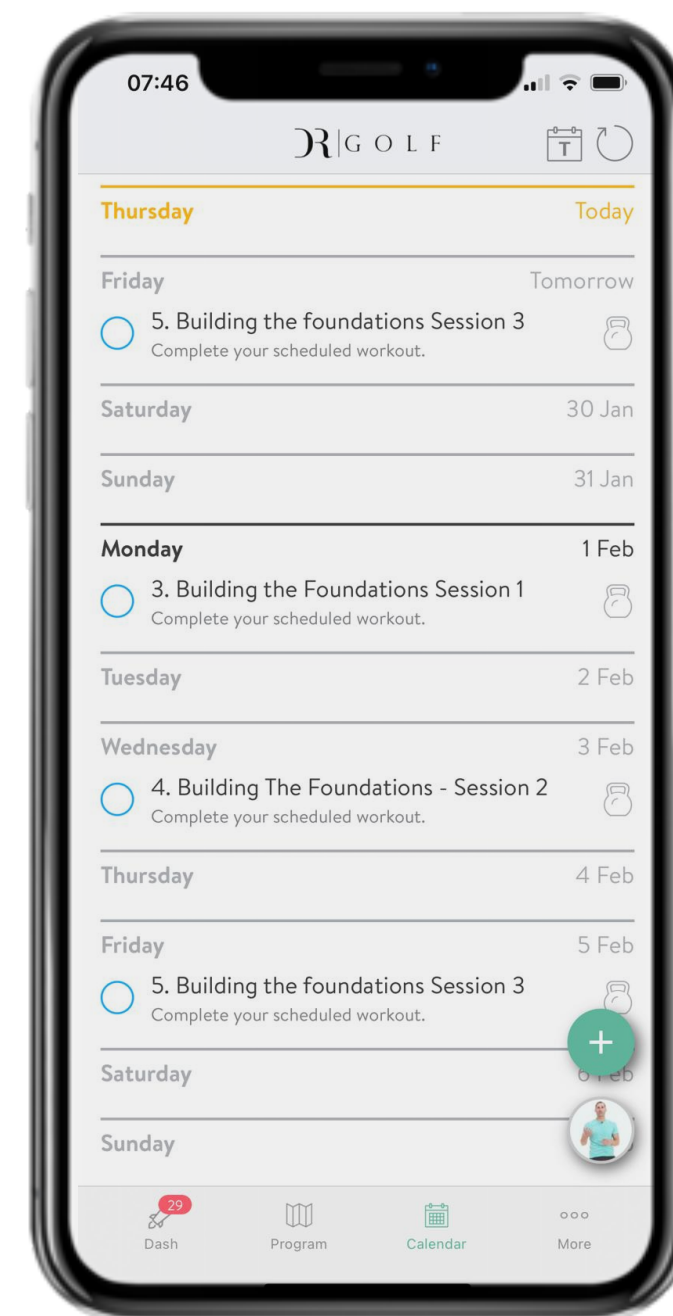
Detailed Explainer Videos



Dashboard Overview



Calendar Programs





[Click here to visit Dr Golf Studio](#)



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As part of the Club Support Partnership, your members will be able to access virtual classes, that require no equipment and can be hosted at your golf club, driving range, function room, gym, studio and online.

The virtual classes will bring members together creating a stronger community and allow them to work on their health and fitness at the same time. This will increase membership RETENTION and prevent injuries that could lead to cancellation of Membership.

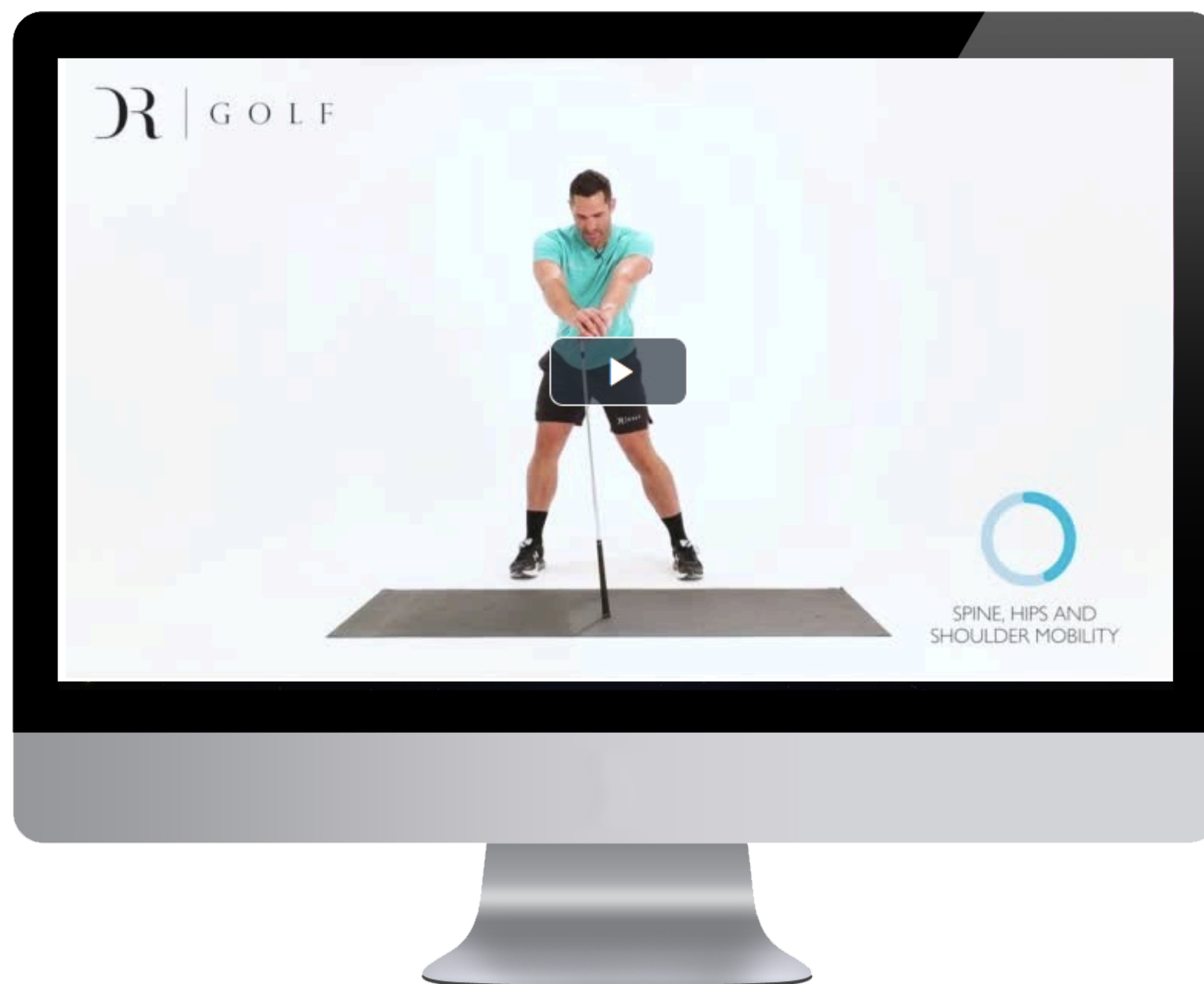
Post Round Routine





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Mobile Value Added Service (MVAS) For Membership

Superior Service Experience

Increase Member Retention

Enhance Member Experience

Price Reduction V's Value Added

Increase Member Attraction

Online & Virtual Interaction (Pro)

Online Group Community & Communication



Growth



Dr Golf Global App

Unlimited Golf Club Members
























Virtual Classes

Unlimited Classes to host at Club



Entry Certification

For the Club head Pro

Dr Golf Global		Virtual Classes			Dr Golf <i>Entry</i>
	Free Player Membership		Free Warm Up Classes		Introduction to Strength & Condition for Golf
	Unlimited Members		Unlimited Golf Specific Classes		Intro to Physical Preparation for Golf
	Communcation Support		Play on Any Device		Intro to Posture
	Dashboard Overview		Group Classes		Intro to Force Application in Golf Swing
	Event Calendar		Revenue Generating		Intro to Characteristics of Golf Swing
	Group Messaging				Intro to Physiological Demands of Golf
	Video & Picture Message				Intro to Common Injuries
	300+ Videos				Intro to Business Sales & Marketing
					Intro to Screening for Golf

Total Value
£2,650 Per Month

Based on 250 members



~~£199 Per Month~~



£99 Per Month

Stay ahead of the TREND

To ensure the GROWTH of your Golf Club

PGA President Suzy Whaley

“Technology is making a tremendous impact on the golf industry, and social media has been a game changer. The ability to communicate with golfers and fans is instantaneous and impactful.

Delivering better coaching resources to the consumer through technology, including the type of experience today’s consumer is looking for, is in our best interest. This approach gives us the best chance to develop players who will play golf for the rest of their lives.

Today’s consumer understands the value of working with a highly trained Professional, but they want more than the traditional approach. They also want to engage with us via technology, scheduling apps and video.

It’s about engaging the consumer, at the right age, during the right time in their golf development.”

Forbes: The state of Golf



Click here to visit:

Advanced Certificate

Click here to visit:

Virtual Classes

Click here to visit:

Individual Programs

www.walesgolf.org

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Interesting read

Take advantage of the current and future trends

Golf Clubs have an opportunity to begin capitalising on the huge increase of golf memberships via innovation and value added services. Data shows that the large majority of Golf members also hold a membership at a local gym or leisure club. UK gym membership statistics reveal that there are more than **10 million gym members** nationwide. That's the equivalent to 1 in every 7 people in the UK being a member of a gym. [Leisure Database 2019].

The opportunity we have identified is that **40% of those gym members enrol into gym classes** (e.g yoga, circuits, strength & conditioning) [IHRSA - 2020] In partnership with Dr Golf, you have the professional expertise and technology to deliver these classes at your golf club offering a value added service, in turn increasing the retention of existing members and attracting new memberships to your club.

Member retention is so important because a small **5% increase in member retention** rate can increase profits anywhere between **25% and 95% for a gym/facility membership**. [Bain & Company] Research also shows that TWO interactions a month between staff at a club and their members can **reduce membership cancellation by up to 33%** [IHRSA - 2018] This demonstrates that its imperative to start integrating more tech platforms to improve the communication direct to members, or/and provide more social and interactive events at the club, naturally promoting more interaction.

An interesting point to keep in mind which again would have positive effects on memberships at your golf club. Those who engage in group fitness classes at the gym are **56% less likely to cancel their gym membership** and more likely to renew their memberships than those who rely just on free weights, machines, and individual workouts. 38% of members quit because of costs while 23% quit due to non-use [IHRSA - 2018] This is again something that can be integrated into your golf club by offering each member their very own APP and Virtual classes hosted at the club increasing new memberships as well as retaining existing.

If the UK increased its gym attendees from **15% to 20%** then this would equate to **3.3 million more people** exercising on a regular basis. The beneficial implications for public health, vast reductions in NHS costs, and increases in revenue to the venues facilitating these members are huge. Golf clubs across the UK should be looking at ways to implement these benefits to members and taking part in assisting the nation as a whole.