

GET INTO GOLF CLUB RESOURCES

1. Introduction for Clubs

GET INTO
GOLF™



How can we help?

Get into Golf is Scotland's national campaign to get more adults introduced to the game, playing golf and becoming part of a club. Many clubs are now actively involved in the programme and if your club is looking to grow its membership, we'd like you to be a part of it. From working with your fellow clubs and gathering insights from participants, we know what works and what type of activities help achieve results. By sharing this information with you, we can help your club plan its own Get into Golf activities and build a successful programme.

Get Ready for Get into Golf

To ensure your clubs is ready, ask yourself the following questions:

1. Are you ready to welcome new players to your club?
2. Can you provide a great experience for a newcomer to the game?
3. Is your club accessible and inclusive?
4. Have you got a team of staff and volunteers dedicated to supporting new golfers?
5. Do you want to grow your membership?
6. Is your membership pricing flexible in offering an affordable introductory package?
7. Do you have a PGA professional and/or volunteer coaches committed to supporting beginner golfers in the early stages of their golfing journey?

If the answers are YES, your club is ready to embrace Get into Golf!

Get into Golf | Activities for Beginners

It's vitally important that newcomers to the game enjoy their first experience of golf and don't get put off by some of the formalities and traditions that we know can have a negative influence on perceptions. There are plenty of tried and tested ways of running activities that people will enjoy and ensure that they can't wait to come back for more.

Group Activities

Activities involving groups are particularly popular, especially among women. They often prove less intimidating and beginner golfers will enjoy making improvements among those of a similar standard. Group activities also promote more social interaction and help create friendships.

Taster Sessions

Asking someone to commit to a sport they haven't tried before is a big ask. We therefore encourage clubs to stage one-off fun sessions to give people a flavour of what's on offer and an enjoyable introduction to the game.

Open Day

Another tried and tested way of bringing more people into your club and allowing them to experience what life can be like as a member or part of your golfing family. Your club can offer taster sessions, fun games, skills challenges and social activities, with the chance to explore the clubhouse, restaurant, pro shop and your other facilities.

Beginner Coaching Courses

Many clubs offer a group coaching package spread over a number of weeks, often starting on the practice ground or driving range and moving onto the golf course. These can be combined with social activities, such as a coffee or a glass of wine after the coaching session. You can create a WhatsApp or Facebook Group to help your group stay in touch, and even arrange practice or play outwith the scheduled sessions.



Themed Events

Combining your coaching activities with a social element is a proven recipe for success and a number of clubs have staged themed events as the hook to entice newcomers, such as a *'Putting and Prosecco'* evening or a *'Driving Range and Dine'* night.

Learn Golf in a Week

Depending on your PGA Pro or volunteer coaches' availability, your club could offer a more condensed week-long beginners' course to provide each element of an introduction to the game. This could be done during the summer holidays or in the evenings when you have plenty of light. This encourages people to get the 'golf bug' straight away.

Remember, it's the whole package that counts, not just the golf. So, make sure your overall experience is great, from the very first touchpoint (including website or social media) through to arrival and welcome at the club and onto the activities themselves. Give your customers the experience that they want!



What do people want from their first golfing experience?

It is important to recognise that newcomers to the game generally don't want to spend lots of money, they don't want to get bogged down by lots of rules, they don't want to feel intimidated as they try and hit the ball and they don't want to be overwhelmed with lots of golfing jargon.

A significant amount of research has taken place in recent years to help clubs better understand what those new to the game DO want from their first golfing experience and it is important to consider these needs when putting your own programme together.

The following recommendations should assist with your planning:

1. Let beginners try before they buy with free or low-cost taster sessions
2. Provide equipment so that they don't have to buy their own in the early stages. Look to tap into our funding for the Club Hire Scheme to break down this barrier to participation
3. Offer beginner only group sessions so that everyone feels like they are at the same level
4. Arrange your sessions at times to suit people's lifestyles (e.g. mornings for OAP groups; evenings for working mums)
5. Highlight the relaxed atmosphere, where the only rules are feeling relaxed and having fun
6. Don't force people into membership straight away – offer options and a pathway to membership
7. Encourage your groups to use the clubhouse facilities after each session – this could be as simple as a coffee or a free drink built into the cost of the package
8. Organise social events and encourage beginners to bring a friend or a family member
9. Make sure your practice facilities are as good as they can be – clean, safe, tidy
10. Offer exclusive use of the course or practice facilities for your sessions – playing in front of other members can be off putting. You could close off a few holes for on course coaching/beginner play.
11. Inform your members that Get into Golf sessions are taking place and ask them to be patient!
12. If you are doing any filming or photography at your sessions, ensure participants give their consent to them being used
13. Include an 'off course' education session into your programme and take time to talk participants through aspects such as rules, etiquette and jargon. Use this as an opportunity to 'debunk' some of the common golfing myths and misconceptions.
14. Take them on a tour of the clubhouse so they know where everything is and introduce them to your members of staff.
15. Make it friendly and fun!

Access all the relevant guidance and information, from marketing materials to online coaching resources on the Scottish Golf website.