



RECRUITMENT AND RETENTION

Golf Victoria has created this document to assist clubs with strategies in recruiting new participants and also retaining existing club members. Many clubs ensure that time and effort is placed on recruitment to continue growth, however retention is an avenue that can help maintain participation figures.

➤ Recruitment

It is important that you understand your club and the local demographic when looking at recruiting new participants. Beginners may have little or no golf or golf club knowledge and it is therefore important to cater for these individuals accordingly.

➤ Retention

Retention starts the first day that a member joins a club. Clubs are encouraged to be proactive with their approach towards members, rather than wait until issues arise. Clubs that already have an existing beginner clinic based program are encouraged to think about retaining these participants, and creating pathways into full time memberships. Through the PlayGolf program, Golf Victoria can help promote your current programs, work with you on developing a pathway from clinic to on-course and create playing opportunities for new participants, with the aim of transferring clinic golfers to becoming member golfers.

RECRUITMENT

Below are some ideas that can be used to assist with recruitment.

- Community Days
 - Take Golf to the Community.
Golf Victoria has an inflatable driving range which can be used at local festivals or shopping centers to help promote your club and link new participants into your programs.
 - The use of modified equipment such a SNAG can assist to bring the game to the “not yet converted”.
- Create a Pathway
(Maintain engagement by aligning pathway days)
 - Taster Sessions/Open Days/Community Days
Invite participants to a special taster day that will showcase golf and break down perceptions associated with golf.
 - PlayGolf Clinic 5 week program
Aimed at complete beginners or people returning to the game. Participants will learn the basic skills of golf, consisting of five, one hour group sessions.
 - On Course Mentoring
 - Playing Opportunities
- Existing Players
 - Encourage players to bring their friends/family/acquaintances to the club
 - Offer incentives for families
 - Provide “social time” for non-traditional formats of the game
- Key Language
 - Welcoming
 - Non-Threatening
 - Own Pace
 - Participation options
 - Social healthy environment
 - Play by the hour, not 9 or 18 holes

**TOP
TIP**

Promote the social and fun side of the game. Organise drinks and nibbles in the clubhouse on completion of the activity.

RETENTION

Overall, key aspects to consider when looking at retention are:

- Know your members needs and values & ensure that you deliver to meet these needs
- Anticipate and understand trends that might impact their future involvement at the club
- Build enduring member relationships based on member satisfaction and quality service

Below are a list of tasks and activities that the club can implement to achieve good member retention.

- Create a sense of community
 - Plan social activities throughout the year
 - Organise intra club social competitions, providing the opportunity for the whole club to come together
 - Run a variety of non-traditional formats , shortened course, varied tee's, twilight events
- Provide effective and frequent communication with members through a variety of platforms
 - Website
 - Email
 - Face to face
- Use social media to connect with your members
 - Facebook
 - Twitter
 - Instagram
- Offer flexible memberships and payment plans. By eliminating a large bulk fee it makes the cost more manageable for families

**TOP
TIP**

Circulating a club survey will allow members the opportunity to share thoughts about member services and their desires.

You never get a second opportunity to make a good first impression!

PATHWAY

- **Step 1** **Introduction to Golf, PlayGolf Clinics/Swing Fit**
- **Step 2** **On-Course Mentoring Program**
- **Step 3** **Playing Opportunities**
- **Step 4** **Flexible/Modified Membership**
- **Step 5** **Club Membership**

HELPFUL RESOURCES

www.golfvic.org.au

www.clubsupport.golf.org.au

www.communitygolfinstructor.com.au

www.golf.org.au

