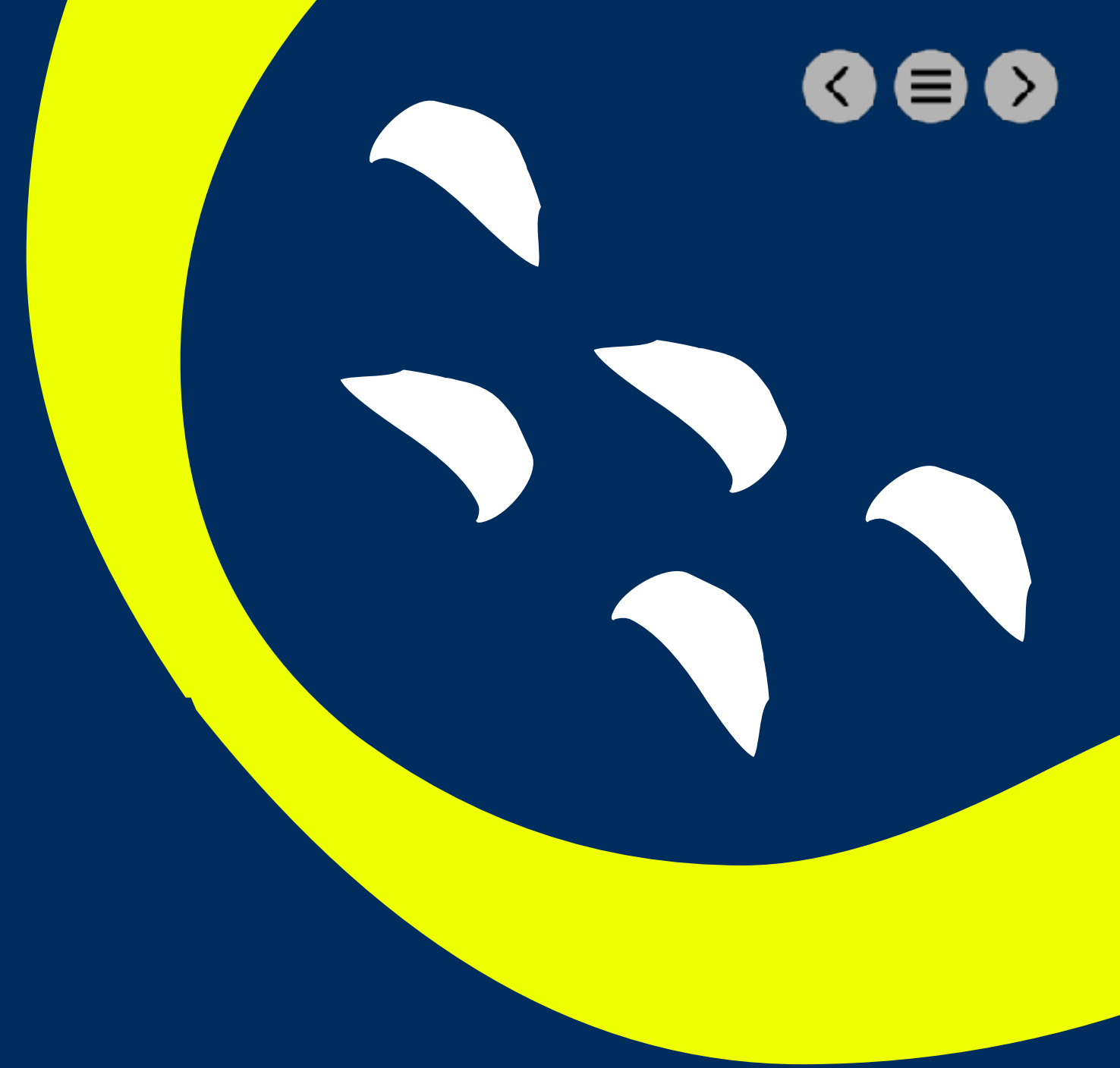


Managing your Programs

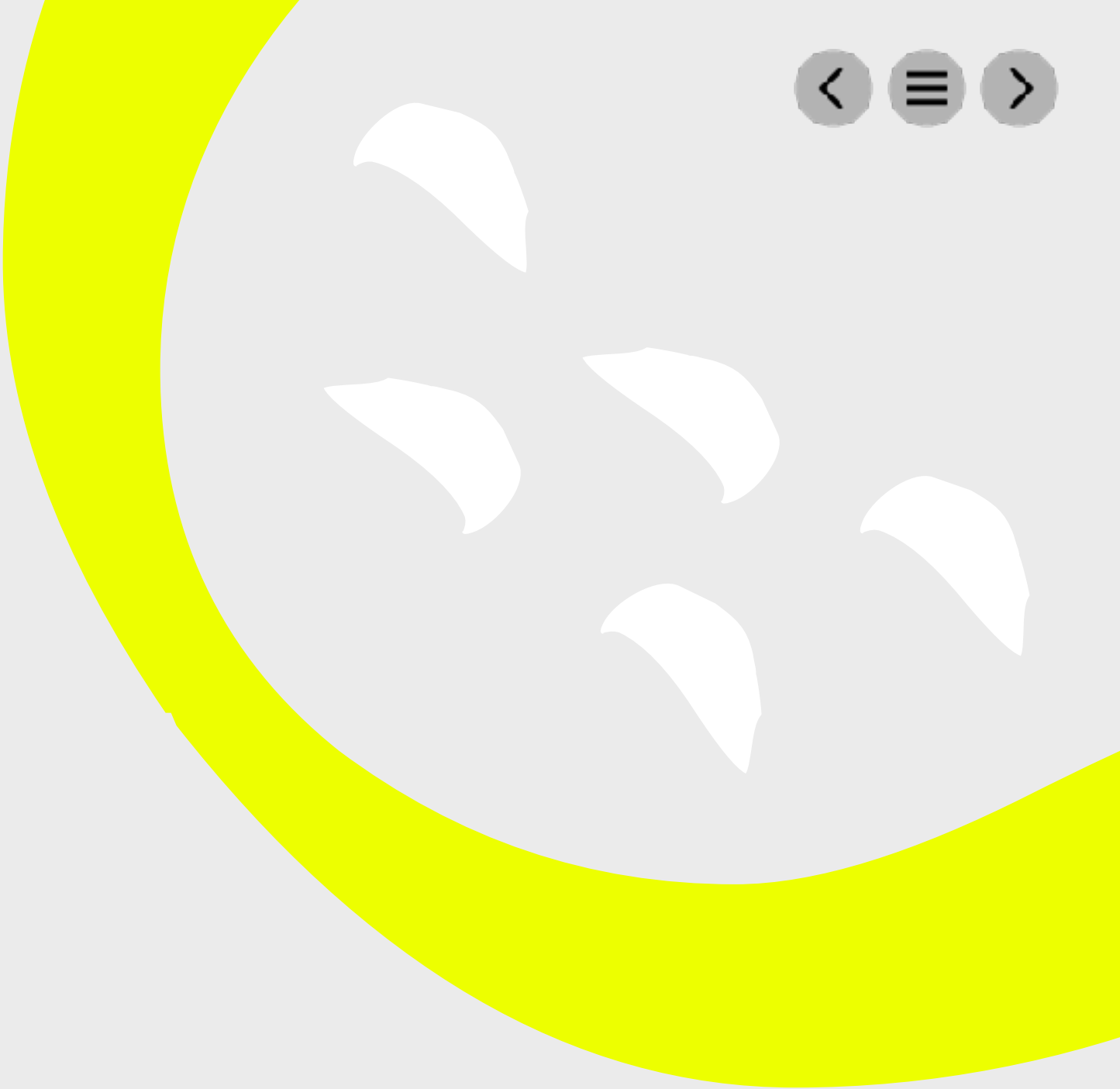


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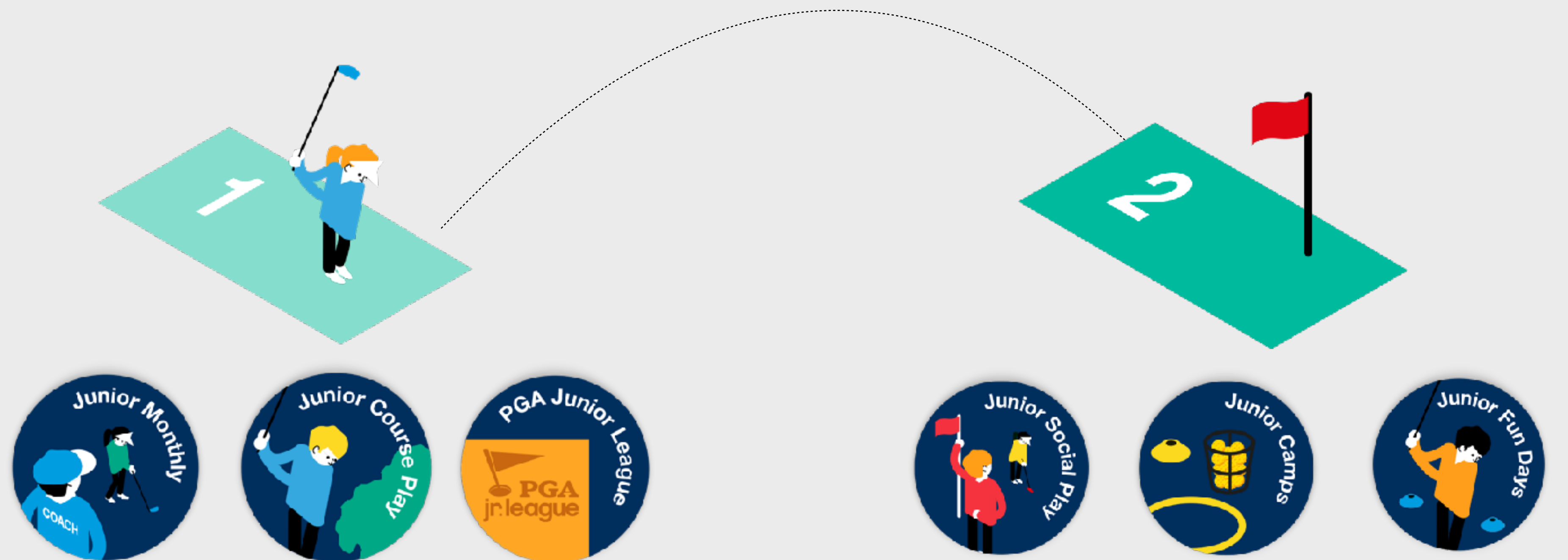


Implementation



Implementation Stages

The expectation is that you will implement all six programs within your venue, the priority is to implement the Junior Monthly with Course Play and the PGA JR League programs at your venue followed by the additional three programs.



Junior Monthly, Junior Course Play & PGA JR League

These are the three core programs to be delivered at your venue and they also run in tandem with each other. These are the priority programs to begin to implement at your venue.

Junior Social Play, Junior Camps & Junior Fun Days

These programs are critical to the program success but follow the first 3 programs in regards to priority of implementation at your venue. These programs support the first 3 programs and are key for driving new activity and conversions.

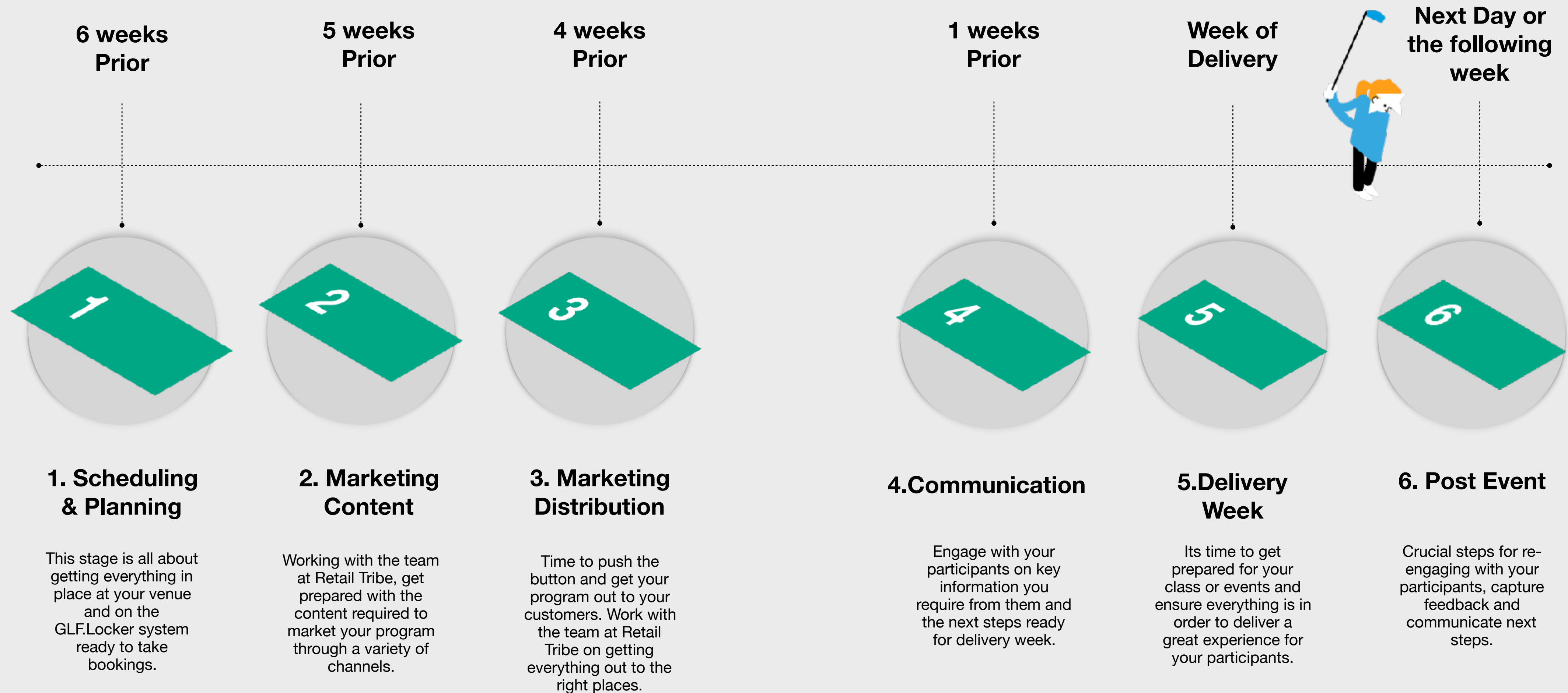
Training & Program Implementation

You will be assisted in the implementation of your programs and the team will be on hand to assist with any questions or support you may need, however all of the mechanisms are place to help you to get up and running. The broad steps that you need to take to get your six programs up and running are as follows:



Implementation of a Program

Once you are ready to get into action and start your journey to getting a program up and running at your venue, there are six implementation stages. These are supported by the step by step guides and the accompanying resources in the Training Hub.



Supporting your Implementation

There are four elements that connect in order to provide you with the support you need to implement the programs at your venue successfully. Additionally to this there is a range of support available within each of these components. The four elements are:

1. Training Hub

The Training Hub is your destination for accessing everything you need to support your role in the implementation of your programs this includes System Training & Tutorials, Program Training, Checklist Guides and Resources.

2. GLF.Locker

The GLF.Locker is the mechanism to bring your program to life and gives you ability to schedule classes and events, process bookings, communicate with participants and track engagement.

4. Retail Tribe

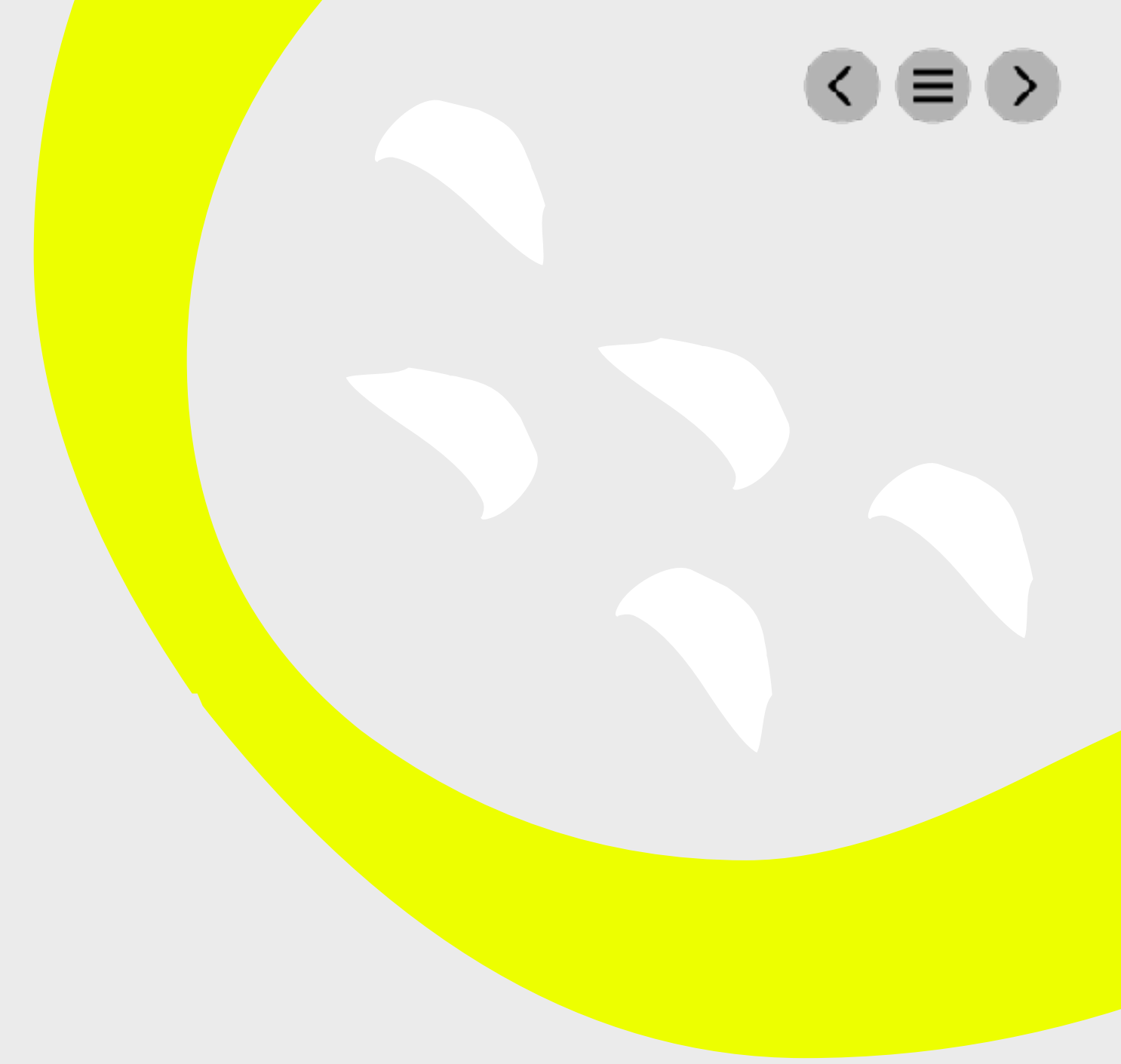
The Team at Retail Tribe are on hand at every step to help bring your program to life through helping with content creation and distribution to drive your numbers.

3. Program Management Support

The implementation of your programs will be supported through regular contact with the Director of Golf Programming, SVP of Golf Operation and Supporting Companies of Retail Tribe & Orbis Golf.



Scheduling Expectations



Program Types

It is vital that the six programs connect together across the program year to drive participation in each program as well as provide opportunities to deliver the learning outcomes and the progression pathway. The programs also link together to drive new leads, conversions and retention within your venue. The six programs are broadly scheduled as follows:



1. Junior Monthly

These are weekly classes delivered at the same days and times throughout the year across the age based groups at your venue.



2. Junior Course Play

This is a monthly event to drive on course activity and opportunities for the child at your venue. These should be scheduled on a consistent day each month in conjunction with the Junior Monthly program.



3. Junior PGA Junior League

These are run at each venue during the Spring and Fall to drive activity on the course, exposure to a fun scramble format and competitive experiences with friends.



4. Junior Golf Camps

These are half day and full day multi day camps across three different options during the school holidays over the course of the program year.



5. Junior Fun Days

These are one off events and should be delivered periodically across the program year to drive activity and engagement in your programs and venues.



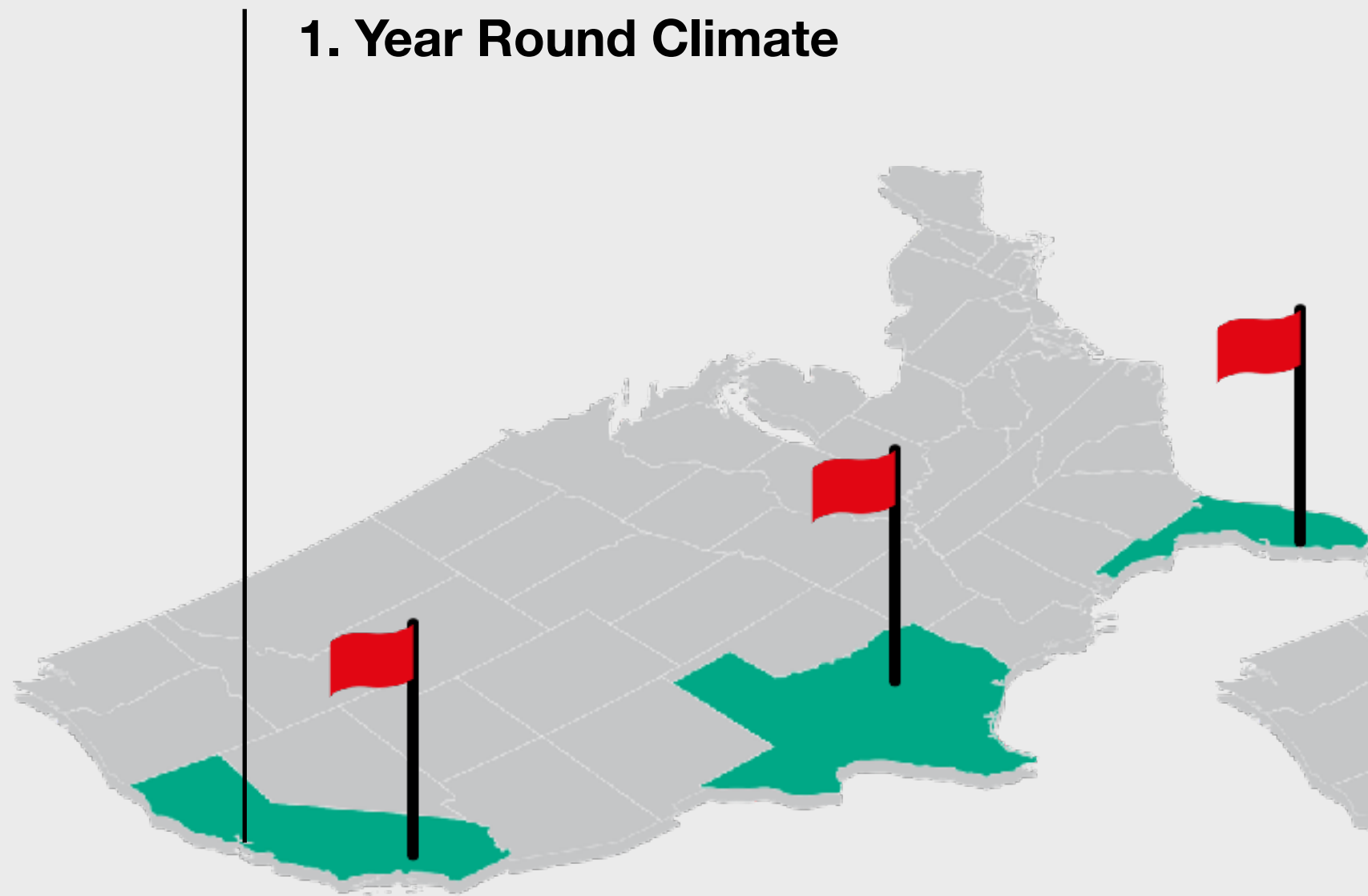
6. Junior Social Play

These are quarterly events to drive on course activity and engagement at the club for the junior, the family and friends and should be scheduled on a consistent day each month in harmony with Junior Course Play events.

Delivery based on Climate & Region

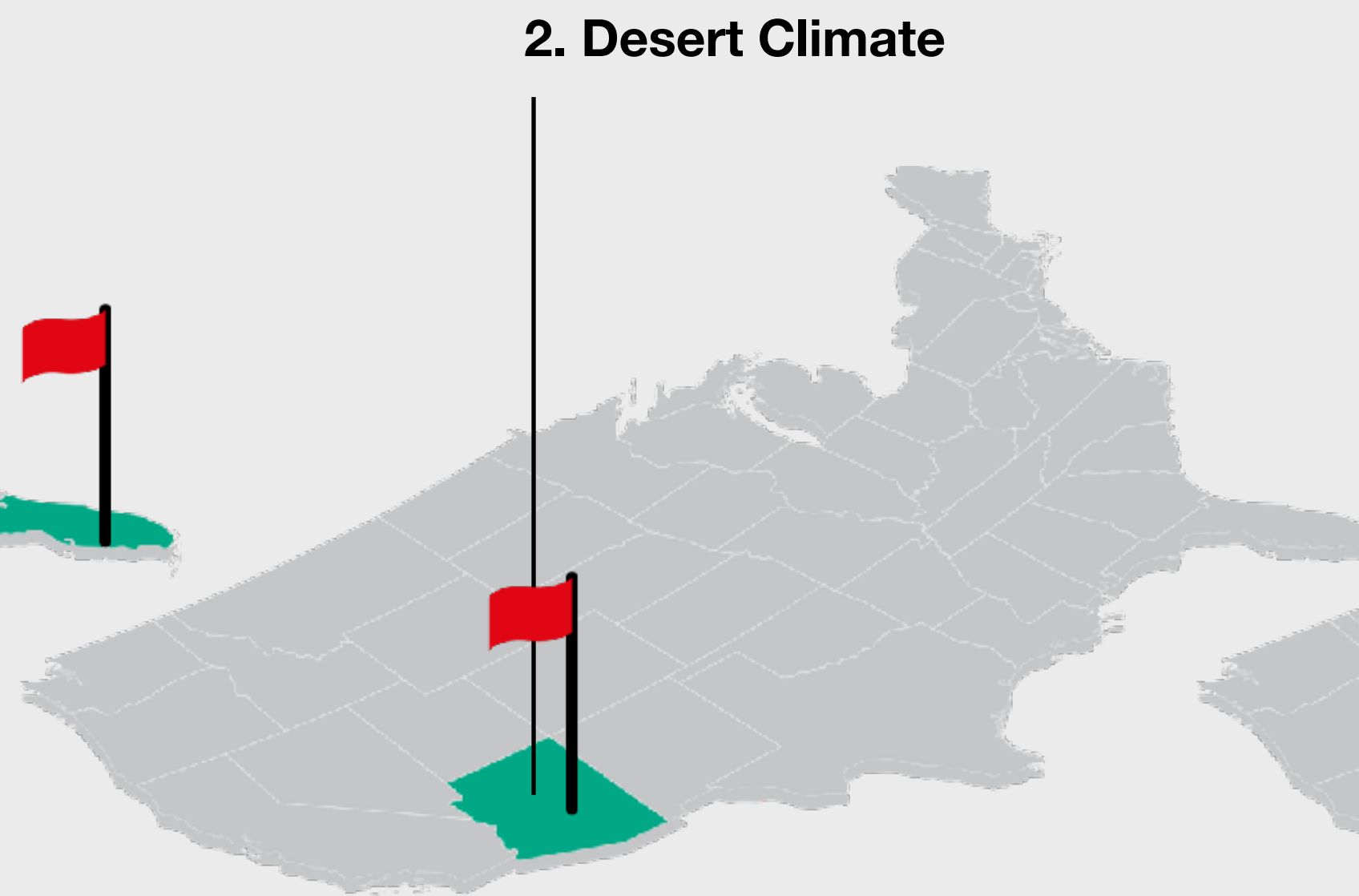
We appreciate that every region of the country has a different climate and thus, the number of program classes and events that you are able to run will vary based on the region of your venue. Your venue will be placed into a climate bracket which will dictate the programming expectations. The three defined climates are as follows:

1. Year Round Climate



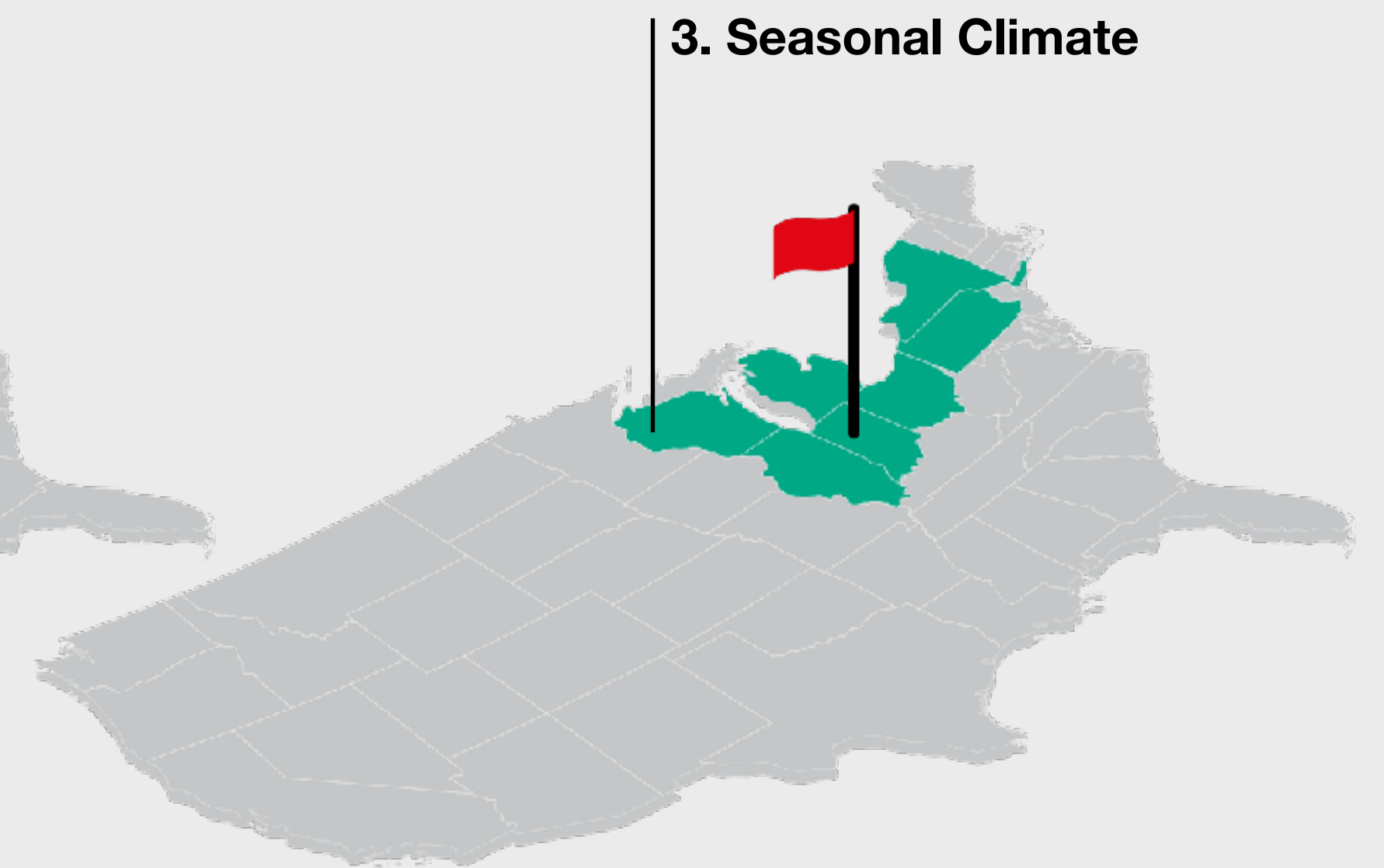
Clubs on the West Coast, Texas and South East have a climate to accommodate all year-round programming for 12 months per year.

2. Desert Climate



Desert based clubs have extremely hot temperatures during the summer months. It is recommended that the Junior Program runs between October - April (7-months).










3. Seasonal Climate



North East based clubs have cold temperatures during the winter months. It is recommended that the Junior Program runs between April - October (7-months).

Expectations based on Climate & Region

As the number of program classes and events that you are able to run will vary depending on your climate, the expectation of the number of program classes and events you can run will vary. A broad overview of the expectations of each program is visible below across each of the climates.

	1. Year Round Climate 	2. Desert Climate 	3. Seasonal Climate 
	52 Weeks These Classes can be offered every week of the year across the three age brackets.	30 Weeks These Classes can be offered every week of the year across the three age brackets between October & April.	30 Weeks These Classes can be offered every week of the year across the three age brackets between April & October.
	12 Events These events should be scheduled on the same day each month for consistency for the child and parent.	7 Events These events should be scheduled on the same day each month for consistency for the child and parent.	7 Events These events should be scheduled on the same day each month for consistency for the child and parent.
	4 Events These events should be scheduled on the same day each month.	3 Events These events should be scheduled on the same day each month.	3 Events These events should be scheduled on the same day each month.
	12 Camps Includes eight camps during summer break, two during the winter breaks, one during spring break and one over thanksgiving.	4 Camps Half day & Full day options across multiple days including two camps during the winter break, one over thanksgiving and one during spring break.	9 Camps Half day & Full day options across multiple days including eight camps during summer break and one during spring break.
	Periodically Events to be scheduled periodically across the program year.	Periodically Events to be scheduled periodically across the program year.	Periodically Events to be scheduled periodically across the program year.
	12 Matches Matches to be conducted across the Spring and Fall League with a minimum of six during each season.	6 Matches Matches to be conducted across the Spring League with a minimum of six matches during the season	6 Matches Matches to be conducted across the Fall League with a minimum of six matches during the season

Annual Program Calendar - Year Round

It is critical to the success of your programs and impact they can make at your venue that they connect together over the course of the year. The graphics below shows an example of how each of the programs can be scheduled and come together across a calendar year for those operating in a year round climate:

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	Junior Monthly	Junior Course Play
4	5	6	7	8	Junior Monthly	10
11	12	13	14	15	Junior Monthly	17
18	19	20	21	22	Junior Monthly	24
25	26	27	28	29	Junior Monthly	31

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	Junior Monthly	Junior Course Play
8	9	10	11	12	Junior Monthly	14
15	16	17	18	19	Junior Monthly	Junior Course Play
22	23	24	25	26	Junior Monthly	Junior Course Play

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	Junior Monthly	Junior Course Play
8	9	PGA Junior League	11	12	Junior Monthly	14
15	16	17	18	19	Junior Monthly	21
22	23	PGA Junior League	25	26	Junior Monthly	28
29	30	31				

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	Junior Monthly	Junior Course Play
Junior Course Play	6	PGA Junior League	8	9	Junior Monthly	11
12	13	14	15	16	Junior Monthly	18
19	20	PGA Junior League	22	23	Junior Monthly	25
26	27	28	29	30		



51 Weekly classes on Saturdays



1ST Sunday of the month

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					Junior Monthly	Junior Course Play
3	4	PGA Junior League	5	6	7	8
10	11	PGA Junior League	12	13	14	15
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	Junior Monthly	Junior Course Play
7	8	9	10	11	Junior Monthly	13
Junior Course Play	15	16	17	18	Junior Monthly	Junior Course Play
Junior Course Play	22	23	24	25	Junior Monthly	27
Junior Course Play	29	30				

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	Junior Monthly	Junior Course Play
Junior Course Play	6	7	8	9	Junior Monthly	11
Junior Course Play	13	14	15	16	Junior Monthly	18
Junior Course Play	20	21	22	23	Junior Monthly	25
Junior Course Play	27	28	29	30	Junior Monthly	

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						Junior Course Play
Junior Course Play	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



12 matches during Spring & Fall



12 Camps across a calendar year

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	PGA Junior League	8	9	10	11
13	14	15	16	17	18	19
20	21	PGA Junior League	22	23	24	25
27	28	29	30			

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	PGA Junior League	6	7	8	9
11	12	13	14	15	16	17
18	19	PGA Junior League	20	21	22	23
25	26	PGA Junior League	27	28	29	30

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	PGA Junior League	10	11	12	13
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Periodically over the calendar year



3rd Sunday of the month

Annual Program Calendar - Desert

The graphics below shows an example of how each of the programs can be scheduled and come together across a calendar year for those operating in a in a desert climate. As can be seen, the program delivery takes places over a 7 month period between October and Apri:



29 Weekly Saturdays classes

1ST Sunday of the month

6 matches during Spring

4 Camps over the calendar year

Periodically over the calendar year

3rd Sunday of the month

Annual Program Calendar - Seasonal

The graphics below shows an example of how each of the programs can be scheduled and come together across a calendar year for those operating in seasonal climate. As can be seen, the program delivery takes places over a 7 month period between April and October.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3
				4	5
	6	7	8	9	10
	11	12	13	14	15
	16	17	18	19	20
	21	22	23	24	25
	26	27	28	29	30



30 Weekly Saturdays classes



1ST Sunday of the month

Tue	Wed	Thu	Fri	Sat	Sun
				1	2
3	4	5	6	7	8
9	10	11	12	13	14
15	16	17	18	19	20
21	22	23	24	25	26
27	28	29	30	31	

Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					

Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4
		5	6	7	8
	9	10	11	12	13
	14	15	16	17	18
	19	20	21	22	23
	24	25	26	27	28
	29	30	31		

Tue	Wed	Thu	Fri	Sat	Sun
				1	2
				3	4
	5	6	7	8	9
	10	11	12	13	14
	15	16	17	18	19
	20	21	22	23	24
	25	26	27	28	29
	30	31			



6 matches during Fall



9 Camps over the calendar year

Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5
6	7	8	9	10	11
12	13	14	15	16	17
18	19	20	21	22	23
24	25	26	27	28	29
30	31				

Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3
			4	5	6
			7	8	9
			10	11	12
			13	14	15
			16	17	18
			19	20	21
			22	23	24
			25	26	27
			28	29	30
			31		

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
		6	7	8	9	10
		11	12	13	14	15
		16	17	18	19	20
		21	22	23	24	25
		26	27	28	29	30
		31				

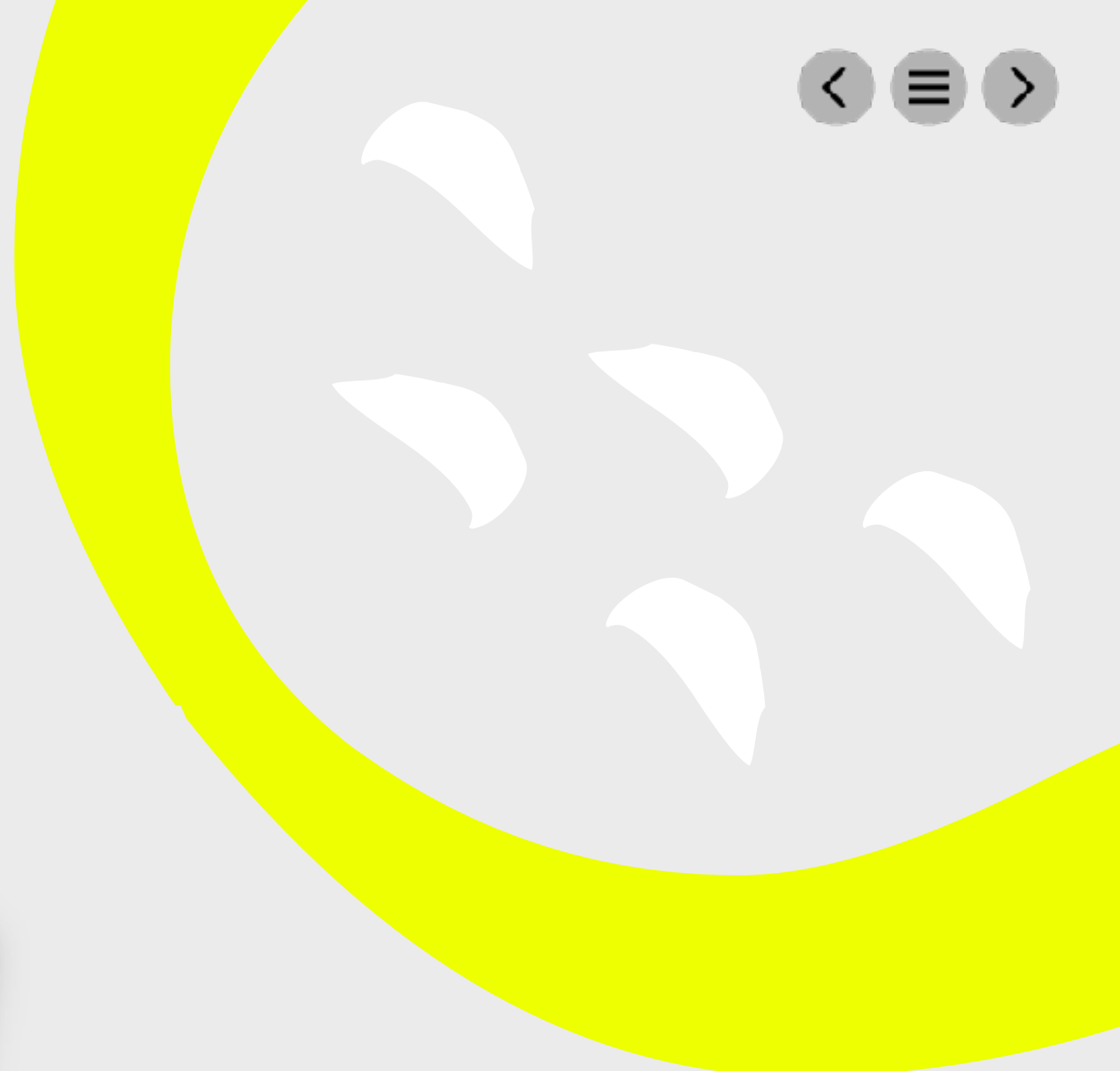


Periodically over the calendar year



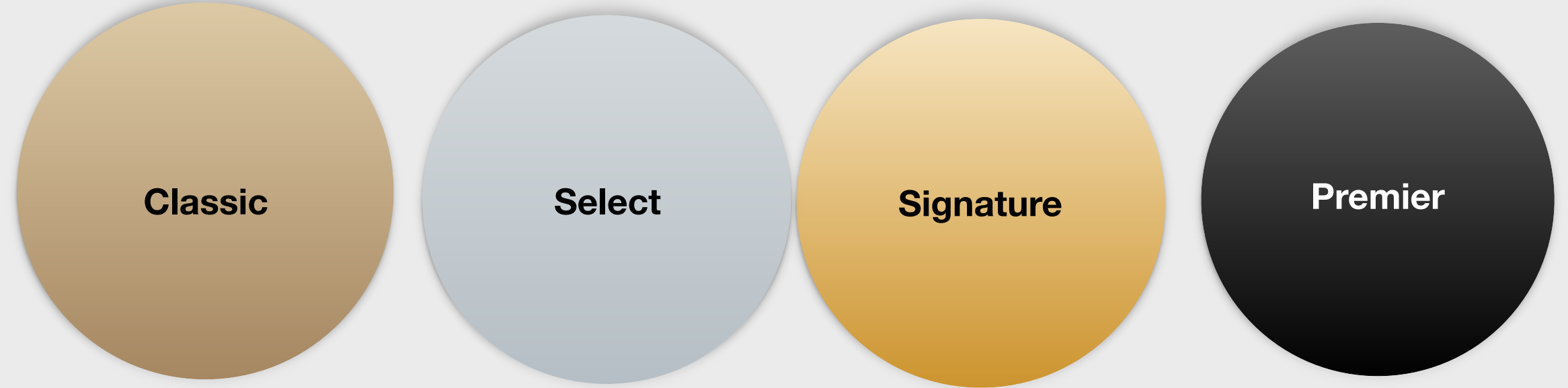
3rd Sunday of the month

Pricing & Charges



Pricing Overview

The pricing of your programs will vary depending on the climate in which your venue operates due to the number of events you may be able to offer and will also vary depending on the internal classification of your venue across the ClubCorp business. The three classifications are Premier, Signature and Classic and the broad overview of pricing for each program is as follows:



1. Junior Monthly

The Junior Monthly Program is a subscription based program payable on a monthly fee.



2. Junior Course Play

Junior Course Play events are only for those children participating in the Junior Monthly Program. Entry into these events is covered within the monthly subscription cost.



3. Junior PGA Junior League

These are chargeable on a per season basis at your venue plus a fee payable directly to the PGA of America.



4. Junior Golf Camps

Camps are flexibly priced based on whether you are offering half or full day options over a single day or multi day. These are charged on a per camp basis.



5. Junior Fun Days

These are chargeable on a per event basis at your venue.



6. Junior Social Play

These events are chargeable on a per event basis.

Junior Welcome Pack



50

Each child that registers for the Junior Monthly Program, receives a Welcome Pack on registration. Those participating in the additional programs do not receive the Welcome Pack. The Welcome Pack is charged on a one off fee of \$50 and includes the following resources:



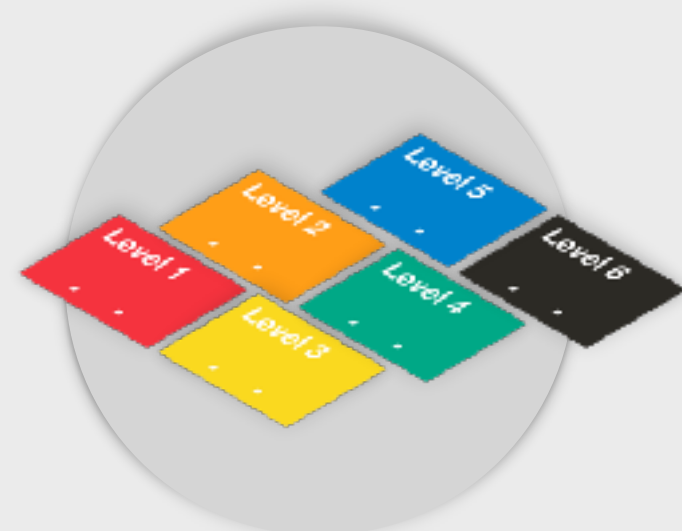
myJunior Folder

The *myJunior* Folder provides a child with everything they need to know to complete their journey through the progression pathways.



Junior Crush It Hat

Used as a symbol of participation in the program. The Junior Crush It Hat gives the child the ability to proudly display their Junior Hat Pins to track progression through the program.



Program Resources

Interactive documents and educational resources for the coach, child and parent to measure and track their journey through the program.



Backpack

A symbol of participation on the program and ideal for storing equipment required during classes and events.



Valuables Pouch

Perfect for storing everything the child needs in practice and on the course.



Divot Tool, Ball Marker, Towel & Water Bottle

Perfect for laying the foundations for educating the child on equipment necessary to play the game.

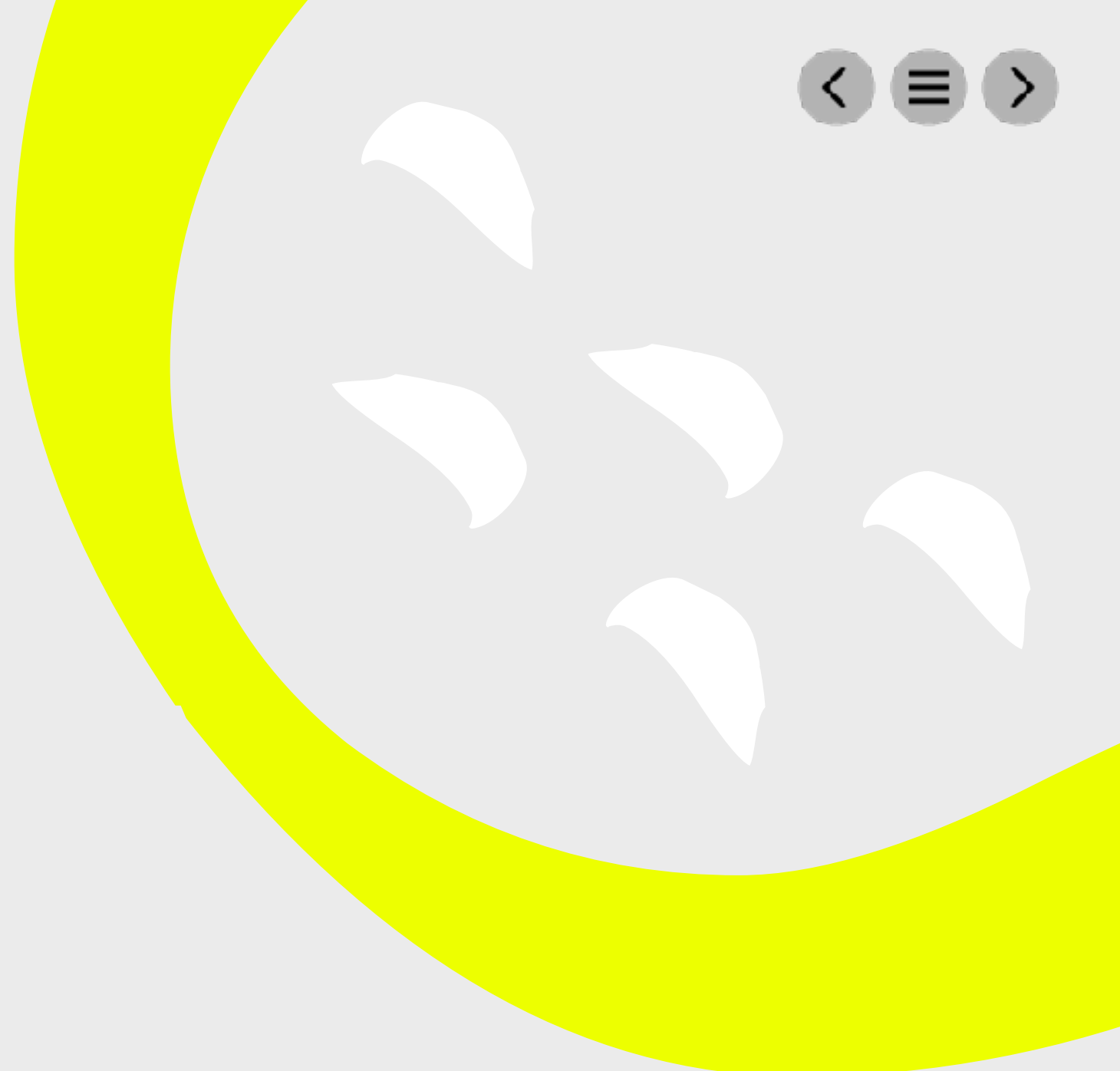
Junior Hats

When developmentally appropriate, each child may be progressing through the program pathway and progression levels. On recognition of their achievement of the four skill element pins, the child is awarded a colored hat for each level.

Distribution of these hats come at an additional fee to the parent and priced as follows:



What Success Looks Like



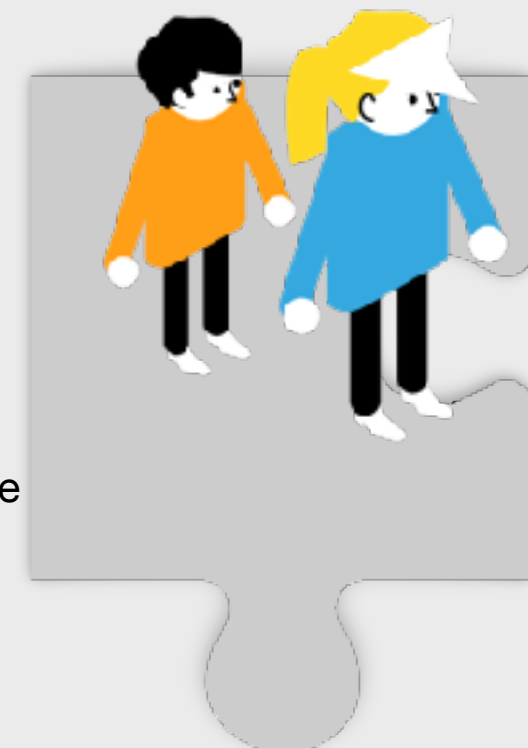
Success for the Company

The *Crush It* Junior Program has a significant role to play within the ClubCorp business. Success for the company is centered around the benefits in creating the golfer for life and driving the four core Key Performance Indicators (KPI's) for the company:

1. New Member Acquisition

Brand new members will be attracted to join to participate in a great program.

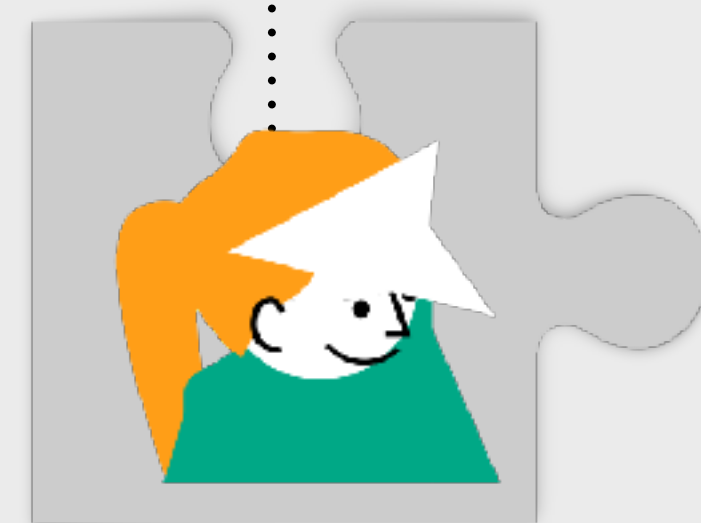
Non-golf members will upgrade to take advantage of the activities and increase their use of the club as a family.



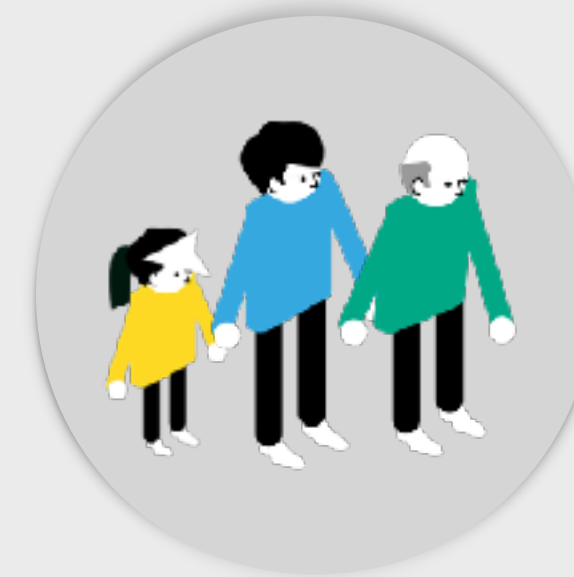
2. Improve Member Attrition

We know that members who are engaged in coaching activities do not leave the club.

Members with children in programming will strengthen our value proposition and in turn improve attrition.



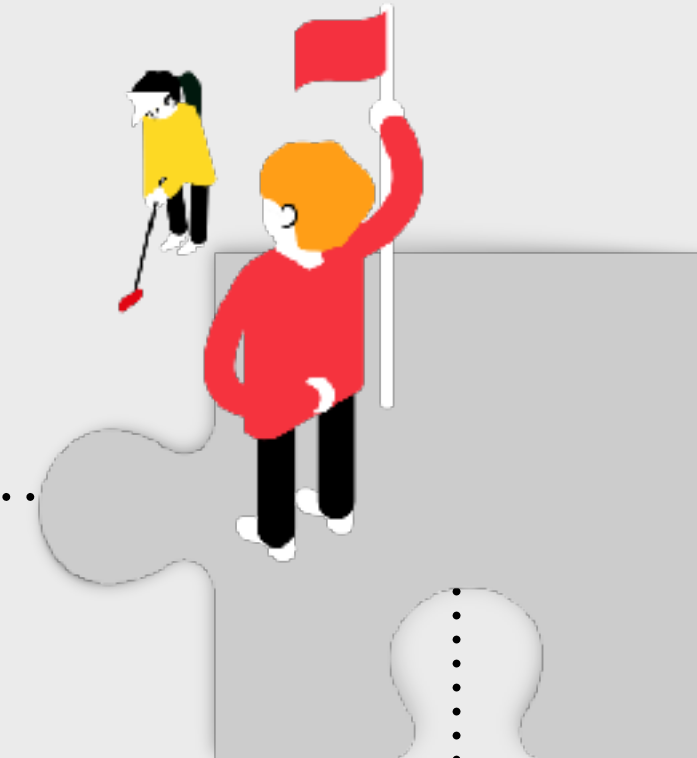
Create the Golfer for Life



3. Increase Member Activation

Increasing participation increases visits. More visits equals more revenue spent at the club.

There are also great opportunities to support the growth of juniors through equipment.



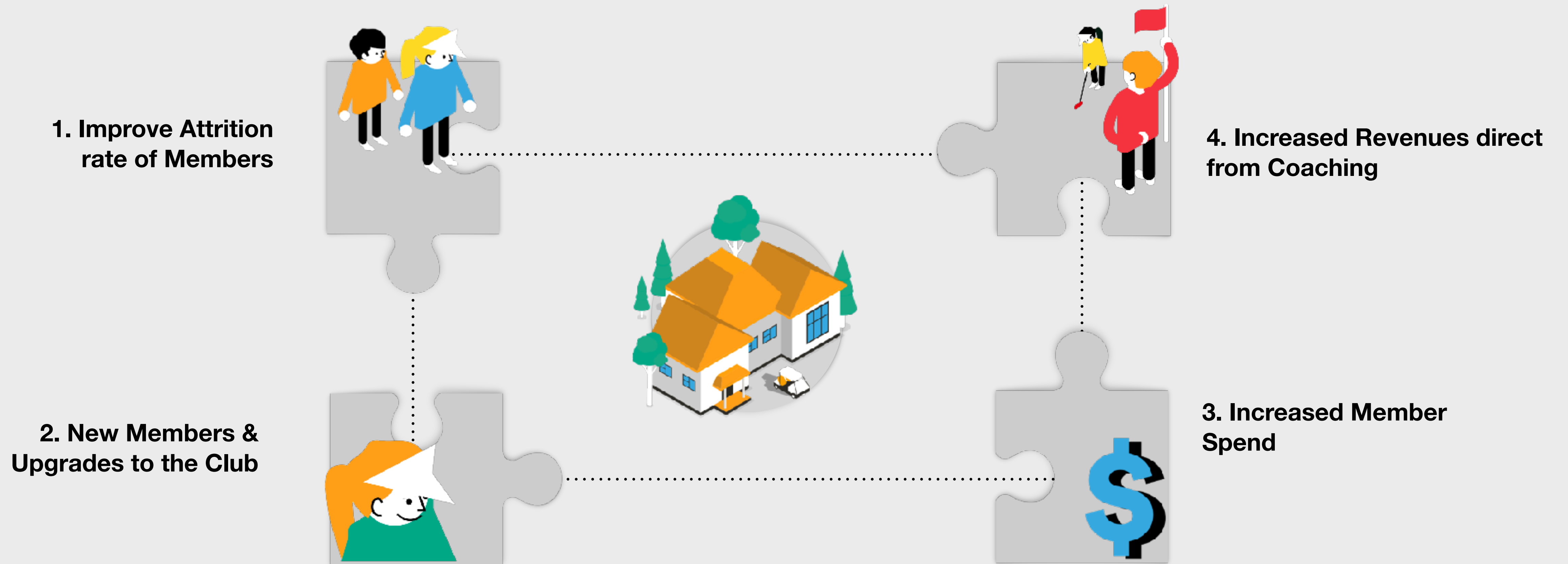
4. Grow Revenue

Revenue will be increased at your club both directly and indirectly through increased activity by the junior, their friends and the family.



Success for Your Venue

In tandem with the success for the program, is the impact that the Junior Program can have at your venue. By making an impact at your venue, you will directly impact the success of the business. Success at your venue is centered around the following:



Success for You

We are all in this together, and success for the company and your venue means success for you. Of course, every individual will strive for success in different ways but below are the key areas in which your role will be deemed a success by the company:



1. Improve the attrition rate of members you care for



2. Directly add new members & upgrades to the club



3. Increase member spend from members you care for



4. Grow your coaching revenue



5. Gain increased Job Satisfaction



6. Make a difference in your role

Success for the Child & the Family

We can't build a successful program that benefits you, your venue and the company without delivering on success for our customers. These are the family and the child! The program and its elements have been built to drive success for your participants so they continually engage in programming, life at the club and shout about how great you are! Success for the child and the family is focussed on the following:



1. Develop fundamentals



2. Fun and engaged



3. Integrated into your club

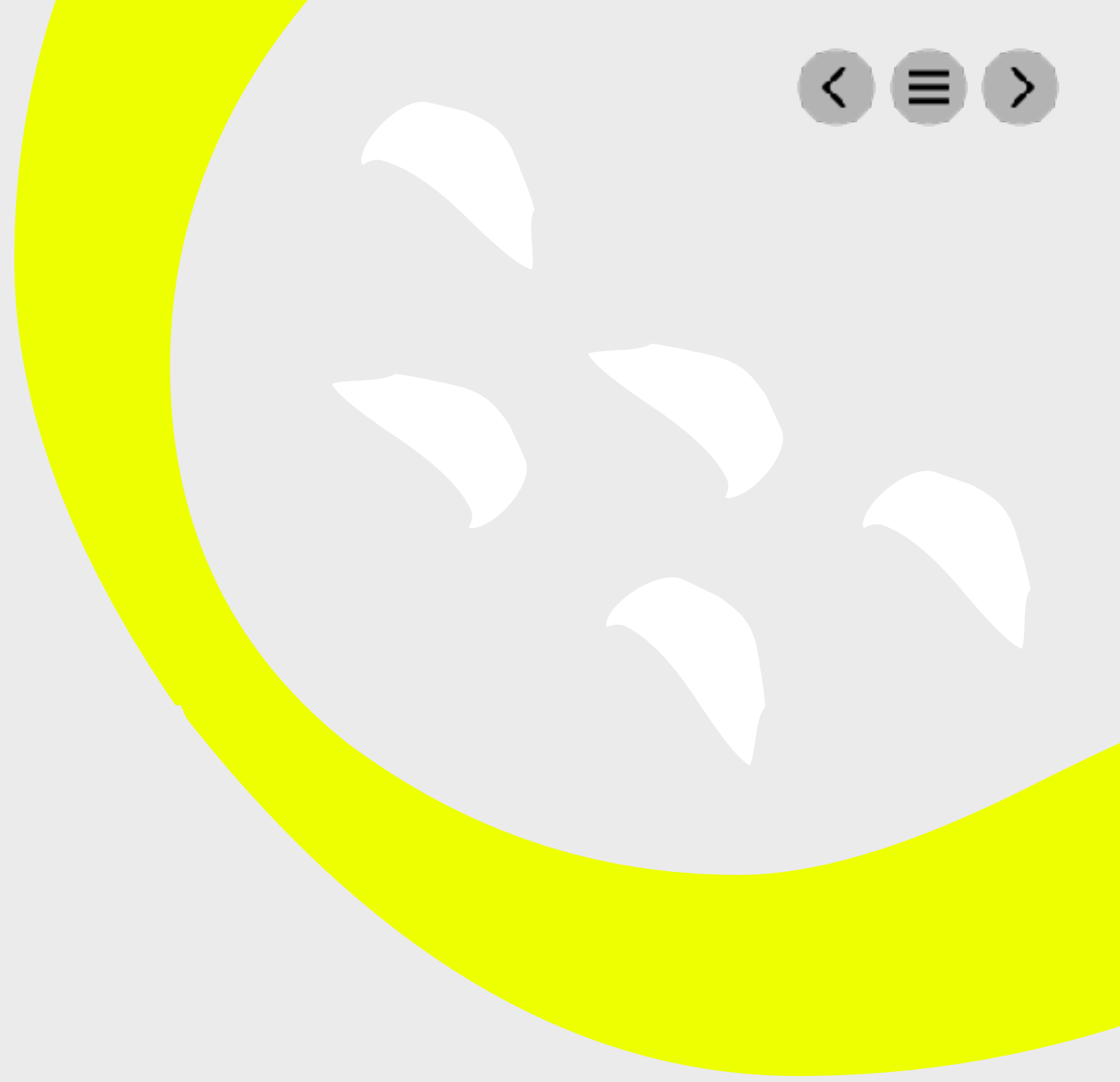


4. Safe & Secure



5. Increased Activity

Measuring Success



How Success is Measured

Your programs will be measured through a variety of key performance measures which will link directly to the objectives and mission of the program. However, the following four metrics will be used as the key methods of measuring the success of the program:

1. Revenue

Revenue metrics will be used to track and measure the success of the program in your venue.



4. Surveying

The opinions of your participants really matters and we will be surveying the family regularly to help shape the program within your venue and across the business as a whole.



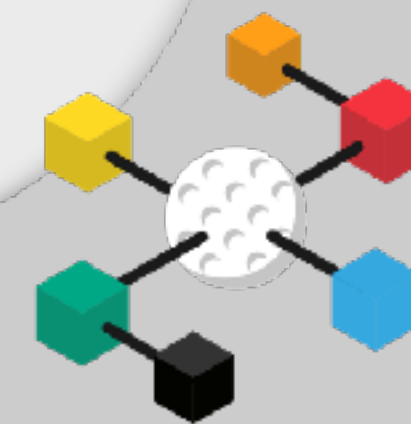
2. Sign-ups

The growth of your programs will be one of the key metrics to measure and track the success of the program within your venue.



3. Retention

Tracking the retention of your participants and conversions from one program to another will be critical in assessing the success of the programs within your venue.



Role of Surveying

Surveying plays a crucial role within the success of your Junior Programs. It will help to ensure that the opinions of parents are captured along the child's journey, to shape the current offering and future of the program. Surveying customers can often be a daunting prospect, but it should be viewed as a crucial way of capturing both positive and negative experiences of your participants, and ultimately help to safeguard the future success of the program. Surveying will help to:



1. Connect you with your customers

Finding out about your customer's experience and acting on their feedback will show that you care and deepen your connection with them.



2. Hear the negative first

Regular surveying will allow you to capture negative experiences first before these are shared with others.



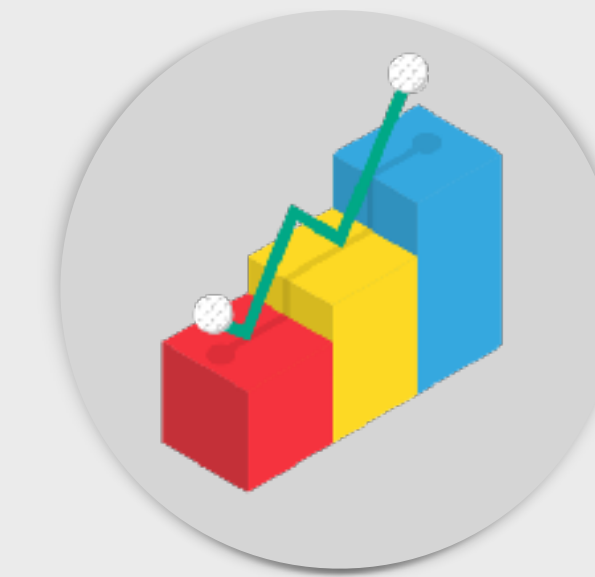
3. Let them tell you how good you are

Surveying will provide the perfect opportunities for participants to share their opinions of what a great job you are doing. These powerful success stories and testimonials will create awesome marketing and more leads.



4. Feedback to shape the future

Surveying will allow our customers to provide invaluable feedback to help shape and improve the program for the future.



5. Understand our customers

Surveying will also help us to truly understand our audience and what matters most to them. This will help us and you to develop our offering and ultimately drive the future success of the program.

Your Role in Measuring Success

While you will not be directly responsible for producing and communicating the four metrics, you have some crucial roles to play in order for these metrics to be effective and accurate. We have listed below some of the key roles that you can play in this area:



Support the Surveying element by engaging with parents and promote the importance of gaining feedback and their opinions on the program.



Ensure that all data that is entered into the GLF.Locker system is accurate and up to date.



Ensure all payments are reconciled between the GLF.Locker system and Micros at your venue.

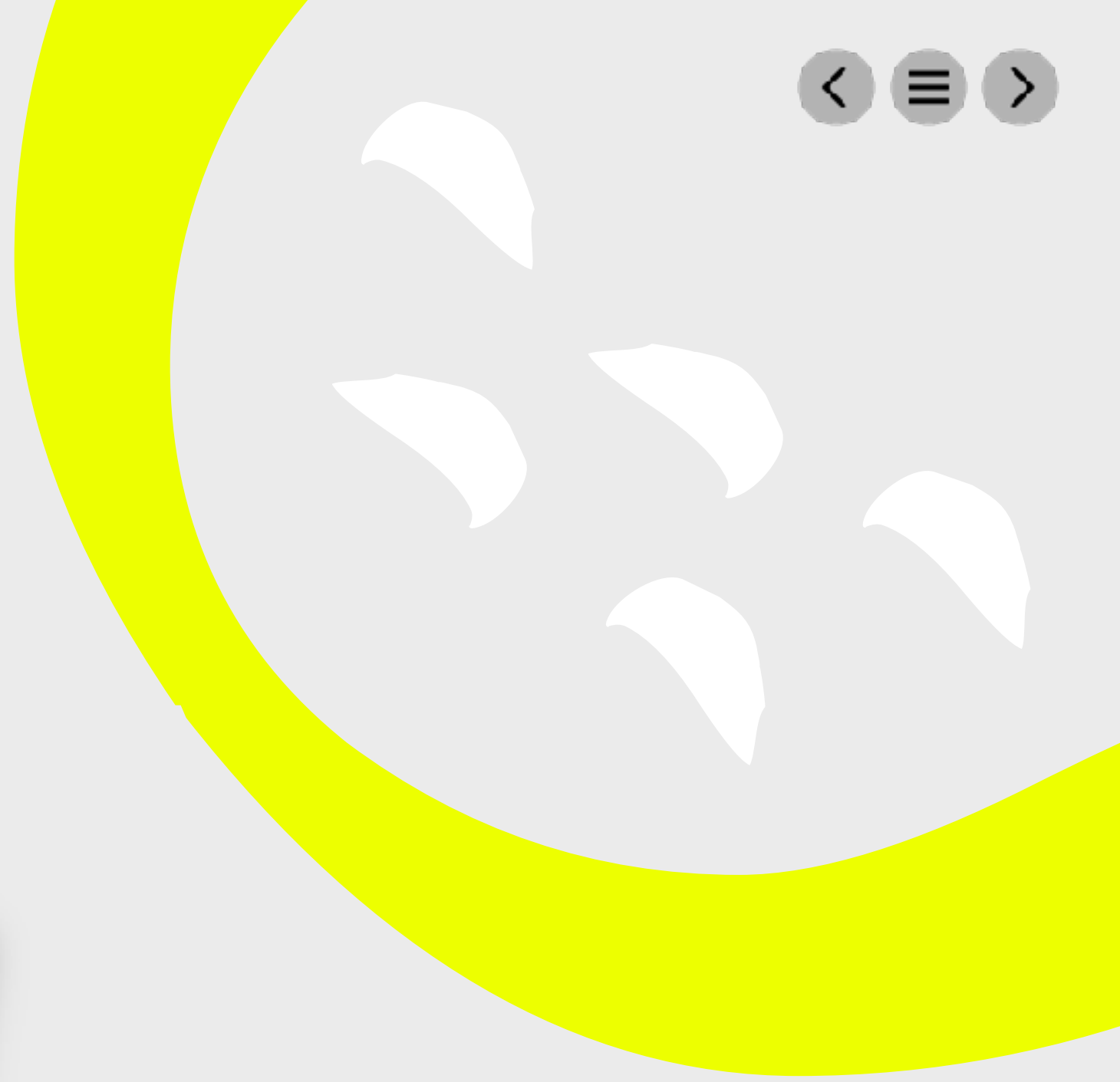


Ensure that all participants pay promptly and in line with the program terms and conditions.



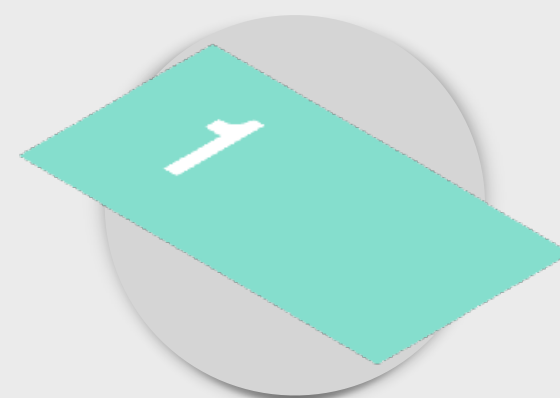
Communicate with the Management Team and the Using your System section of the Training Hub if you come across any issues on the system preventing you from using the system accurately and regularly.

Growing your Programs



Leads, Conversions & Retention

Success at your venue will be driven by the ability to capture new customers, convert these customers into your programming and retain them into your Junior Programs for the long term. You have key roles to play across the stages of this funnel.



Leads

Generating new leads and exposure to your program will be driven by effective marketing campaigns, engagement at your venue and getting your current participants to shout about your program!



Conversions

Once you have captured new leads, we need to convert them into a Junior program. This will be driven by their experience, your ability to provide them with the relevant information and convert them into an appropriate program.



Retention

Once we have a customer engaged and attending your program, we need to retain them for the long term. We will do this by providing them with a great experience, regular communication and by going above and beyond their expectations.



Strategies for Generating Leads

Driving program numbers and growth will in part be down to exposing your program to as wide of an audience as possible. The bigger we can make the top of the funnel, the more participants we can expose to the program. Creating successful marketing campaigns, strategies to engage with members at your venue, mobilizing your current participants and outreach activity in the community is all key to this. The ways in which you can drive leads into your programs include the following:



1. On-site Promotion

Engaging and eye-catching promotion of your programming at your venue and through your current marketing channels.



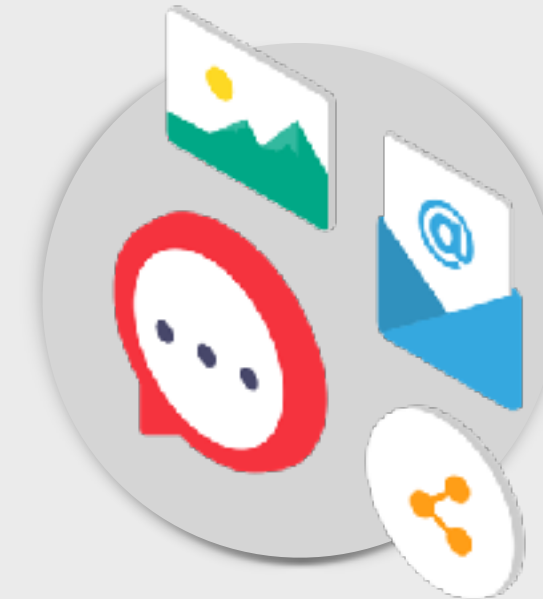
2. Social Media

Engaging social media campaigns across a range of channels.



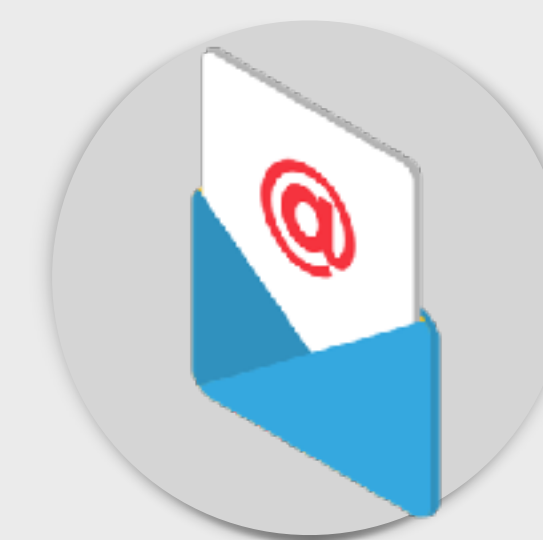
3. Member Engagement

Active engagement with club members to share program information.



4. Referral Programs

Mobilize your current participants to share programming with friends and family. Turn our participants into our advocates and sell places for us!



5. Special & Weekly Campaigns

Engaging and effective marketing campaigns through a variety of channels supported by RetailTribe.

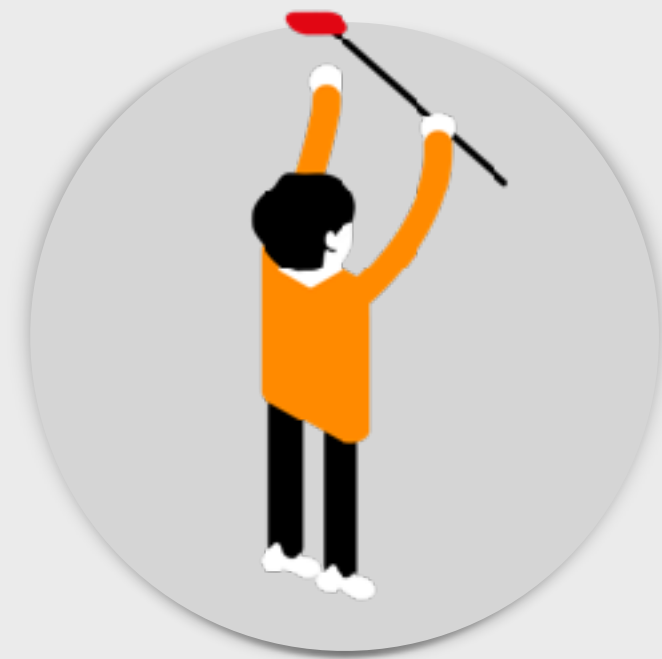


6. Sharing Success Stories

Success stories are hugely powerful in capturing interest and promote our audiences to take action. Success stories will promote an emotive response and an affinity to the journey that the participant has been on.

Keys to Driving Conversions

Once you have an audience exposed to your venue, your programs or you have an opportunity to directly engage, we need to convert them into the program activity at your venue. The key way in which you can do this are as follows:



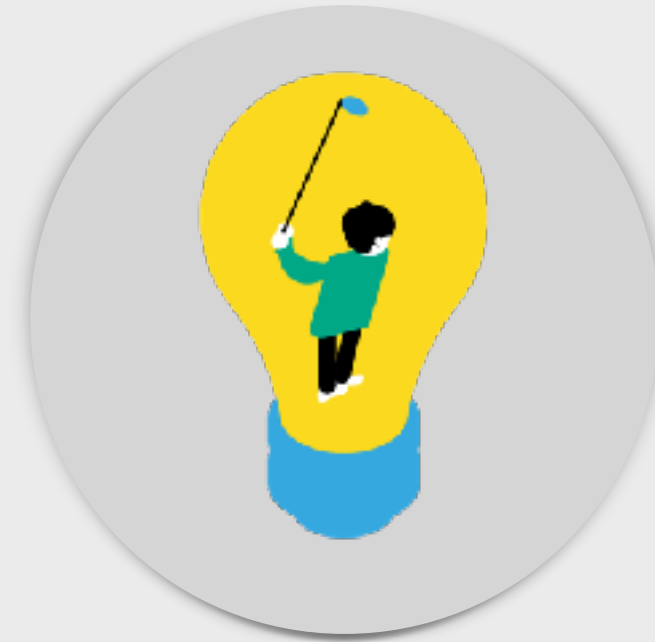
1. Memorable Experience

First impressions count and by creating a knockout impression and experience for the family and the child this will go a long way to success in converting them into your programs.



2. Welcoming & Safe Environment

To spend more time at your venue as a family and to leave their child in your care, it is vital to ensure you create a welcoming and secure environment at your club. Build trust and confidence.



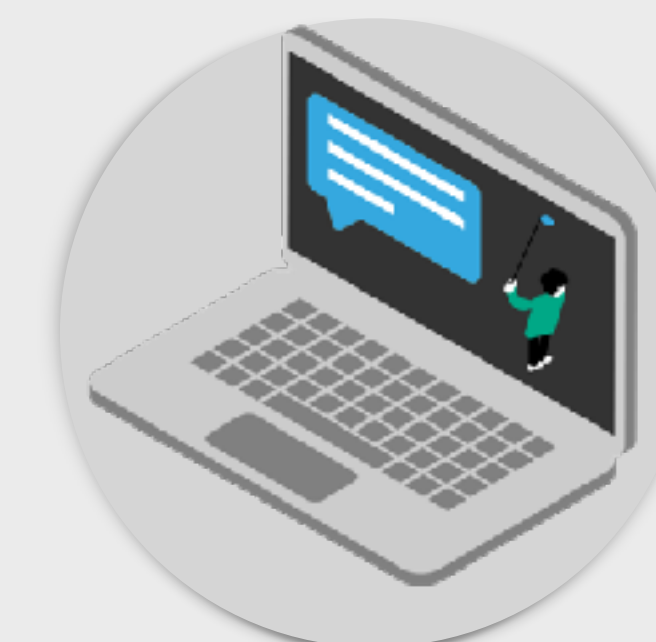
3. Sell The Why, What & How

It's not easy to be a natural seller, however to really drive conversion you have to have confidence selling your programs to your customers. Really nail down a strategy that sells your program and WHY it is right for them!



4. Professional & Knowledgeable

You need to be the expert in your program and be ready to answer any questions that your potential customers may have. Be professional in your interaction and show them you will go the extra mile!



5. Follow up

It's ok if you don't convert there and then. Lots of customers will want to go away and digest. However, really prioritize the follow up process and watch them come back for more!

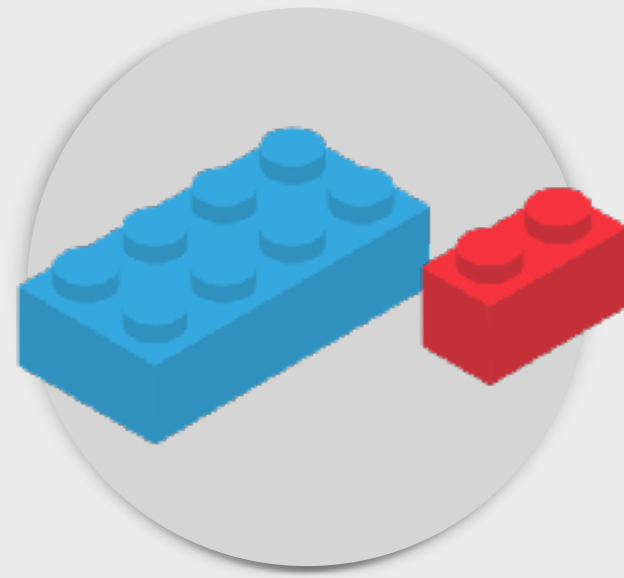


6. A strong relationship

Build a connection with your customers to develop trust that will fuel the sale.

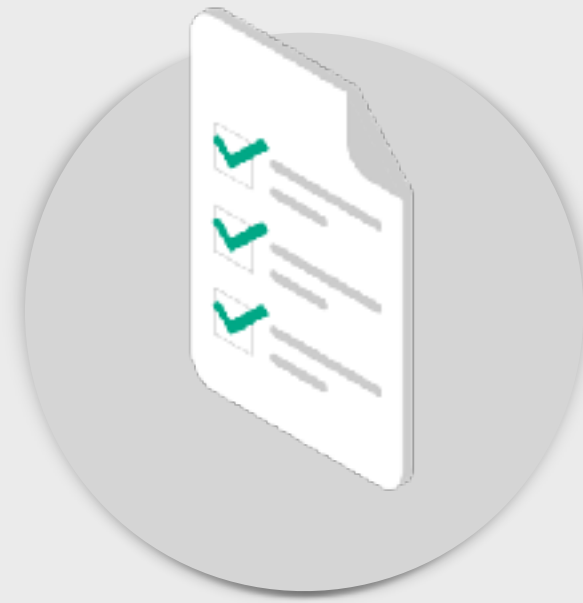
Keys to Driving Retention

Retaining customers in your program is crucial to the overall success of the program. By creating a positive experience at the venue, juniors will move fluidly across the Junior Programs, spend more time with their family at the club and stay in the program for years to come. Having surveyed hundreds of junior golfers and parents, we have found the six keys to creating a successful junior program to be:



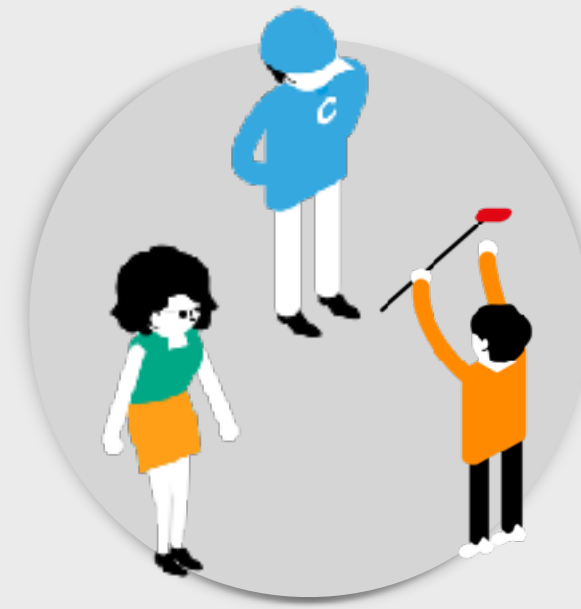
1. Structure

Running a program that provides consistency for the parent and child is critical. Giving the opportunity to move through a development pathway and reward achievement will drive success.



2. Social

A great junior program should offer the opportunity for juniors to forge friendships and connections as well as enable them and their families to feel confident being at the venue.



3. Fun & Engaging

The program should drive engagement in the learning outcomes and development of the junior and parent, while keeping the sense of fun and enjoyment at its core.



4. Communication

The program should harness effective communication between the venue, the coach, the parent and the child. Vital for informing and sharing success.



5. Safe

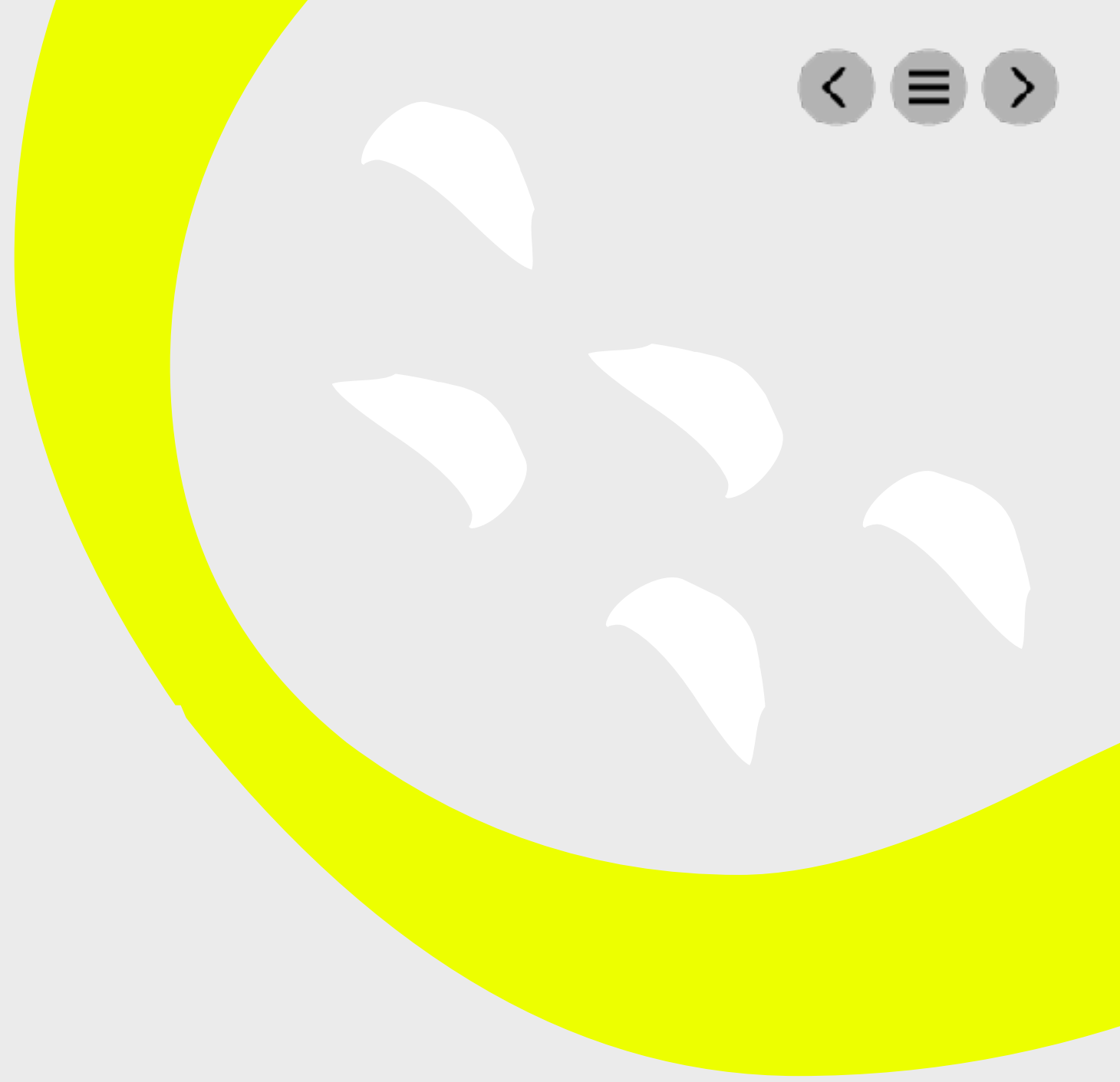
The program delivery and the venue should be safe to ensure the welfare of juniors attending the program and engaging in activity at the club.



6. High Quality Delivery

The family and the child is looking to you for high quality coaching, and that's not just technical development but everything that goes with it to ensure the child develops across the learning outcomes.

Your Role



Your Roles

You will have a diverse range of roles on a day to day basis that are crucial to the success of the program and the impact it will have at your venue. These roles will not only have a huge impact on growing your program but the reputation of the program in your local community and across the country. Your roles will broadly cover the following:



1. Planning & Scheduling

Co-ordinating your programs and working with your colleagues and venue to get your program up and running and keep it moving.



2. Delivery

Putting words into action, you have a critical role to play on the delivery of your programs and the elements of the progression pathway.



3. Communication

Engaging with all key stakeholders including parents, your venues, colleagues and ClubCorp Management.



4. Tracking

Critical to ensuring that the program activity is measured accurately and consistently.



5. Marketing Content & Distribution

Directly work with the team at Retail Tribe on marketing content specific to your venue and delivery of this to a variety of channels.



6. Compliance

Everything required to ensure the welfare of your participants and the best interest of the company is delivered and maintained.

Planning & Scheduling



You will be responsible for coordinating the program elements across the program year and scheduling this into the appropriate channels. While this part of your role will be diverse, we have listed below some of the most important elements below:



Planning your year

The success of the program as a whole is dependent on the experience of the child and parents across all of the different programs. Be organized and plan your year so that you are able to deliver each program at your facility.



Schedule all programs

You must make sure that you are delivering all of the Junior Programs. Providing opportunities to play through the Course Play, Social Play and PGA JR League programs are just as important as delivering the Junior Monthly program. The Fun Days and Junior Camps are imperative to help fill your Monthly Program and offer activity accessible to all.



Build a great program

Be sure to schedule in enough time to market and fill each program. These elements are key to building a fantastic Junior Program.



Use the Scheduling Resources

Through the Training Hub, you can access a variety of resources to help you plan your program year and manage this on a day to day basis. Take advantage of these resources and success in this area.



Schedule through the GLF. Locker

It is important to utilize the GLF.locker system when scheduling your program classes and events. Utilize the support available to you and commit to ensuring that every element of your program is recorded through the system.

Delivery



You will be responsible for the delivery of the programs and events within your venues and every element of tracking, measuring and rewarding the child's journey through the progression pathway. While this part of your role will be diverse, we have listed below some of the most important elements:



Before the Class

- Be organized. Review what is needed for each program and class well in advance, so that you are able to make sure you have adequate equipment, and you are familiar with the games and challenges that may need to be setup and that juniors have completed liability forms.
- Be prompt. Making sure that you are able to set up all of the games and challenges in the relevant programs in good time, before anyone arrives for the lesson.
- Be consistent. Meet at the same location for each lesson so that there is no confusion for parents or juniors, unless the facility dictates otherwise.



During the Class

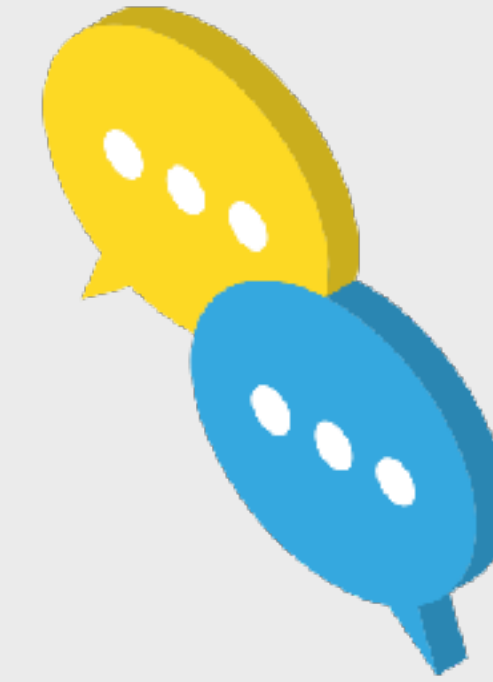
- Be a great coach. Provide an engaging experience for all of the children. The skill of a great coach is being able to adapt the difficulty of the games to the individuals within the group, in order to provide a challenge relative to the ability of the individual.
- Be present. Stay engaged in the delivery of the program at all times, children know when you're not paying attention!
- Manage the timing of the session well so that you leave enough time to give out the Achiever Award at the end of the class as well as any Hats and Pins that may have been won throughout the session.



After the Class

- Make sure you tidy away any equipment that has been used, and leave the facility in the manner in which you found it.
- Communicate with parents about the successes and experiences that their children enjoyed.

Communication



You will be responsible for communicating with participants, key stakeholders within your venue and ClubCorp Management. While this part of your role will be diverse, we have listed below some of the most important elements:



Before the Program

- Communication starts as soon as you receive an enquiry about your Junior Programs. Be prompt and professional in your responses. Use templates to provide detailed information but be sure to personalize each message.



During the Junior Monthly Program

- While a child is enrolled in the Junior Monthly you should be communicating with the parents every week with details of what you covered in the lesson, outstanding achievements and announcing the winner of the achiever award each week. This also gives you the opportunity to remind parents of any upcoming playing events or camps that their children might want to participate in.
- Those that communicate regularly with parents, and put the extra effort in to show that they care about their program will develop deeper relationships and retain the juniors in their programs for longer.

“Customers don’t care how much you know, until they know how much you care”

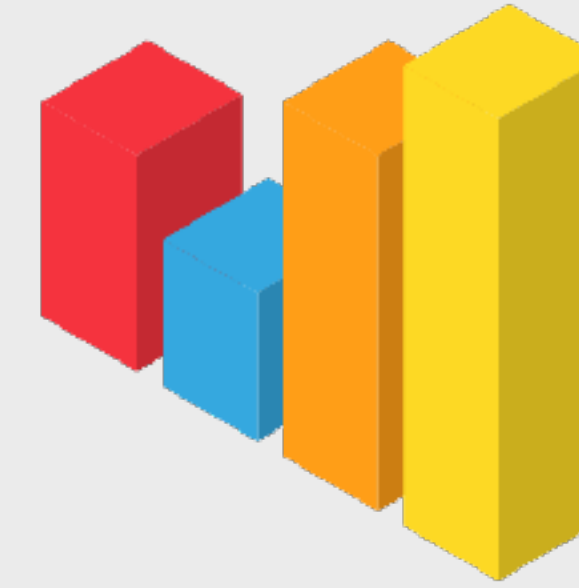


After a child leaves the Junior Program

- Be sure to communicate with the parents to find out why the child wanted to leave the program, there may be many reasons for this and by reaching out you will not only gain valuable information which may help you to improve your program but also leave a lasting good impression that may lead to future business.

Tracking

You will be responsible for ensuring that the program is accurately tracked and measured through the technology and support provided to you. This element is critical to be able to measure the success of the program and provide you with accurate support when you need it. While this part of your role will be diverse, we have listed below some of the most important elements:



Ensure that you review the Training & Support

It is important that when inputting information in to the GLF.Locker system, that this is done accurately. We know that you need the support to know how to do this. Through the Training Hub you can access a range support materials for using the system.



Enter data accurately

Even when you may be on the go, it is important to ensure that all data you record across the program is recorded accurately. This is important for interpreting program activity, communicating with participants and the delivery of effective campaigns.



Keep your schedule up to date

Treat your schedule with the upmost importance and ensure that all activity and changes to your schedule are recorded through the GLF.Locker system at all times.



Payment Reconciliation

Ensure that all payments for classes and events are reconciled through your systems.

Marketing Content & Distribution



You will be responsible for working directly with the marketing teams and the experts at Retail Tribe on the creation of engaging marketing content and the delivery of this to audiences participants. While this part of your role will be diverse, we have listed below some of the most important elements:



Collateral

Make sure that all flyers and posters are up to date. They should be displayed and distributed correctly within your facility and externally to any relevant parties.



Success Stories

Capture and post a weekly junior success story on social media and as a broadcast message.



Community

Create a social junior wall at the club that gets updated monthly with new fun images and upcoming events, showcasing your Junior Program and all the successes of the juniors who are involved.



Engage

Engage with the team of experts at Retail Tribe regularly so that they can help you with the creation of engaging content and deliver this to you audiences in a timely manner.

Compliance



You will be responsible for ensuring that all elements of the program are delivered in a safe and secure way to ensure the wellbeing of the child and the company. Follow through with the procedures put in place to safeguard the children who come to your junior program and you will not only keep everyone safe, but also add to the professional level of service provided by your program and the club. While this part of your role will be diverse, we have listed below some of the most important elements:



Minimum Standards

Ensure you maintain the minimum professional standards and qualifications required by ClubCorp and your Professional body. Be an ambassador for your industry and the business.



Minor Release Agreement

It is your responsibility to make sure that every junior enrolled in your junior program has had a release form filled out and signed by their parent/guardian. This will mean you are able to care for the participants and cleared to take pictures and video's to showcase your junior program and share success stories.



Sign In & Out From

This needs to be completed whenever you run a class or event to ensure that all children are collected by their parent or Guardian and have given consent and confirmation that that are free from any illness which may cause harm to you or others.



Keep Records up to Date

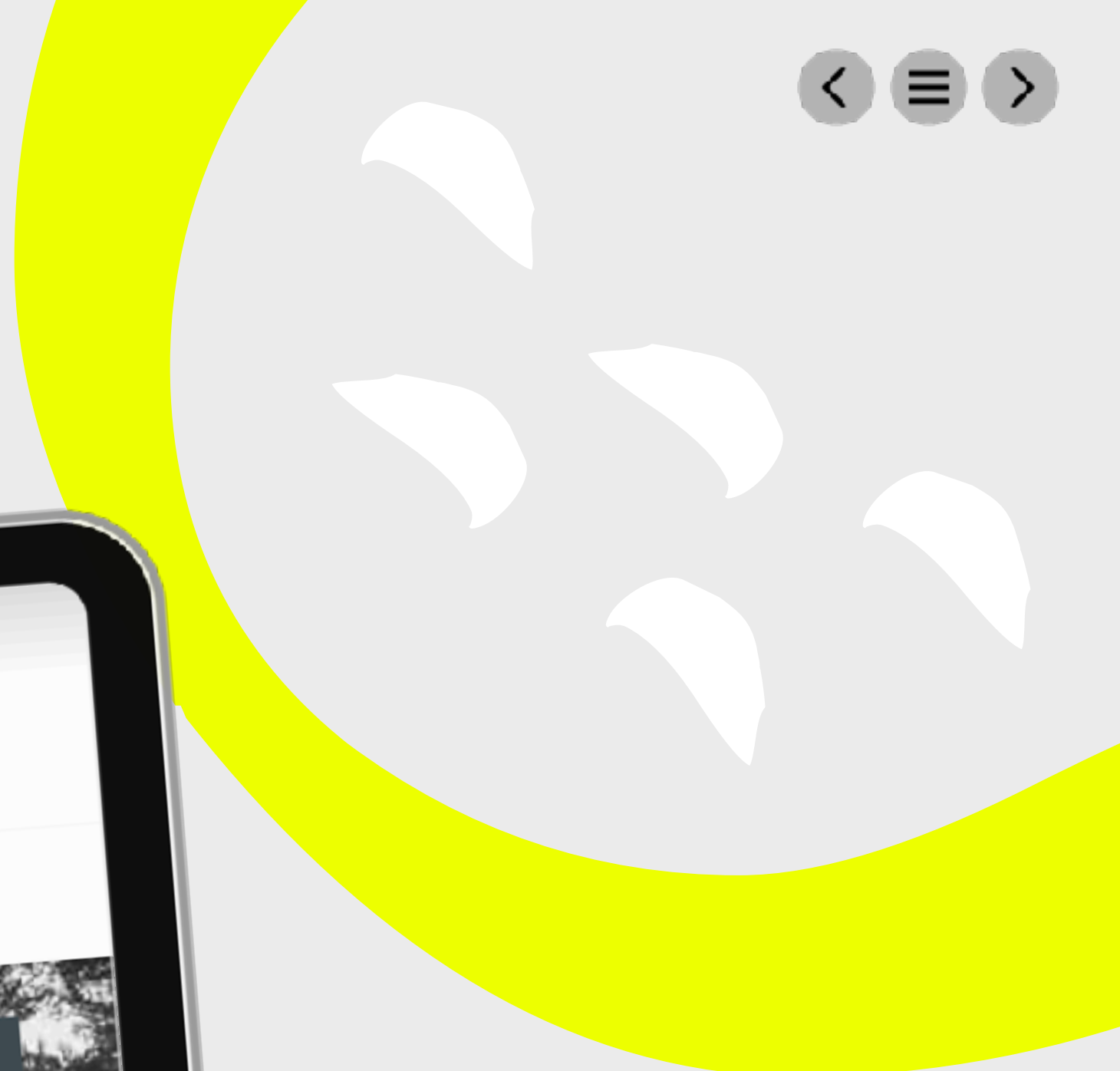
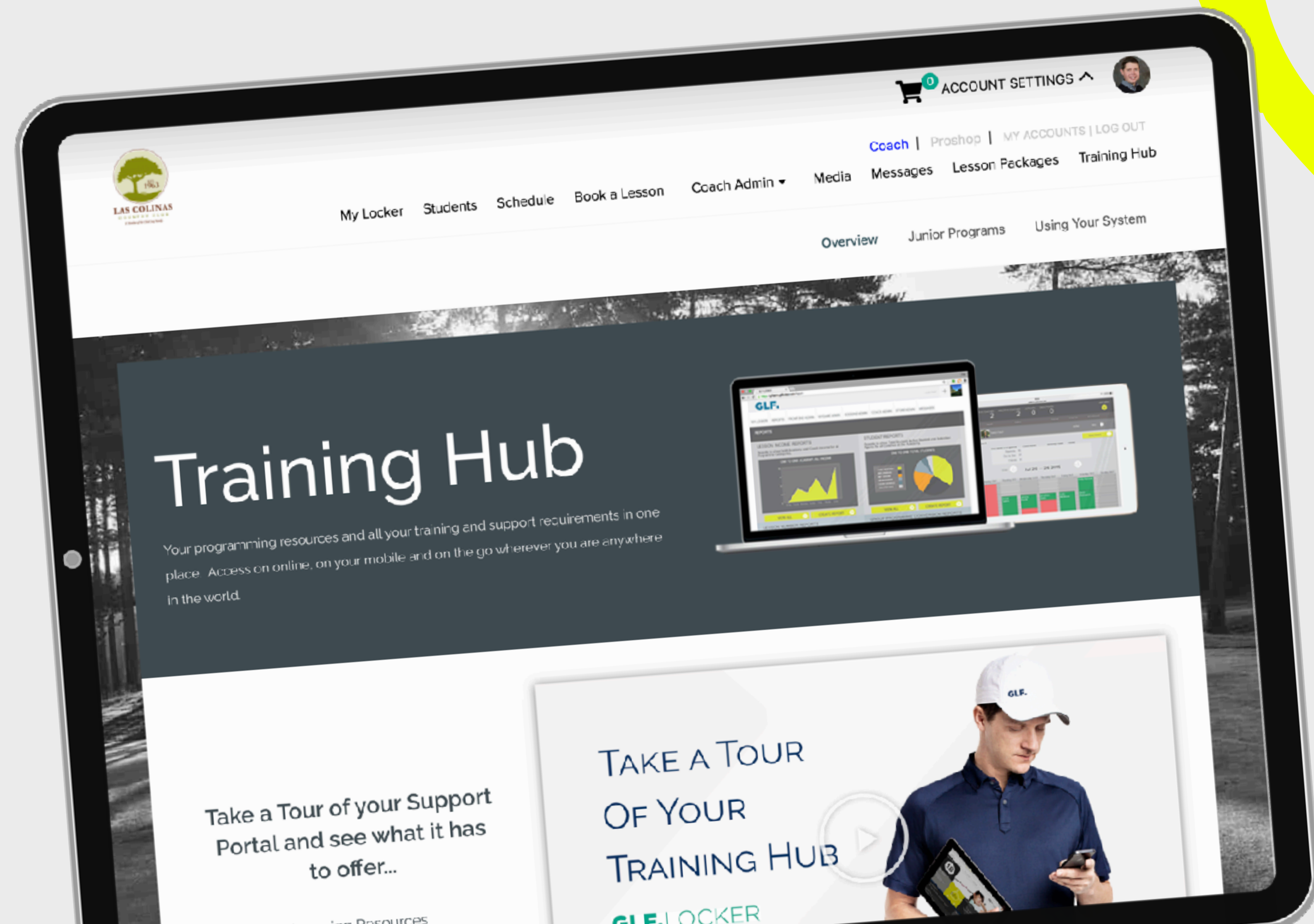
If anything changes with your participants, it is important that you update these records to ensure that you have the most up to data information for any children in your care.



Continued Learning & Development

Take pride in your own education and development in respect of the safeguarding of children in your card by engaging in continued education and accreditation's available through a range of industry bodies and experts.

Supporting your Role



Support Available to You

We know that supporting you to deliver every component of the program is essential to its success. Therefore, you are being provided with a range of support tools, technology and resources to help you, the child and the company to succeed. Support will be available to you in the following ways:



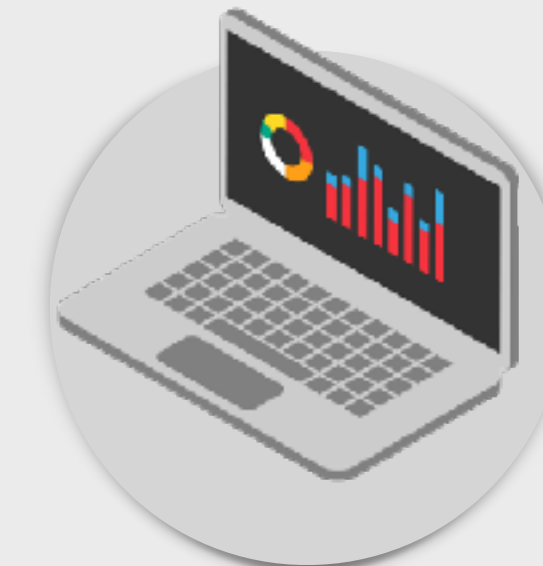
1.
Program Management



2.
GLF.Locker



3.
Training Hub



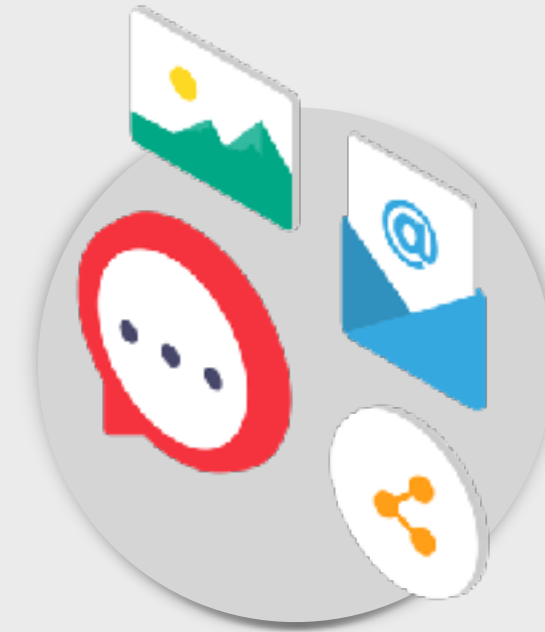
4.
Learning Management System



5.
Program Resources



6.
System Support



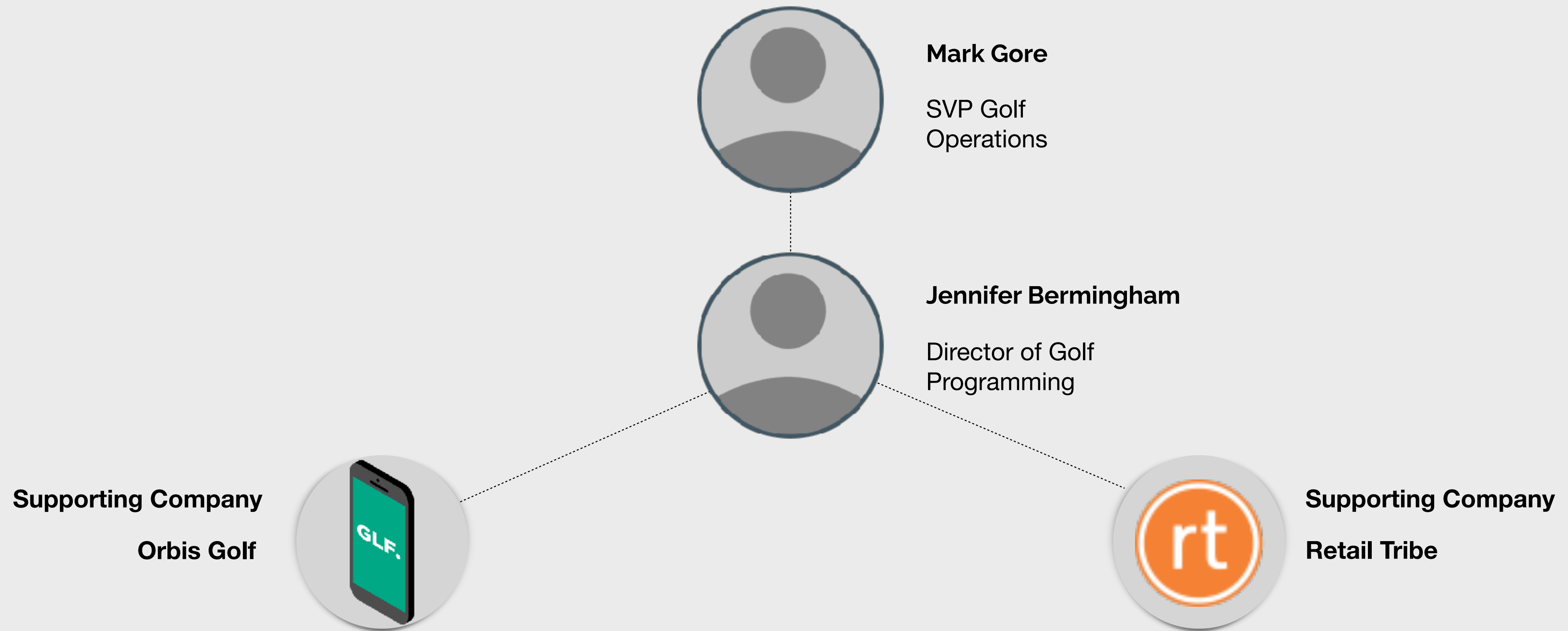
7.
Marketing Content,
Distribution & Support



8.
Equipment

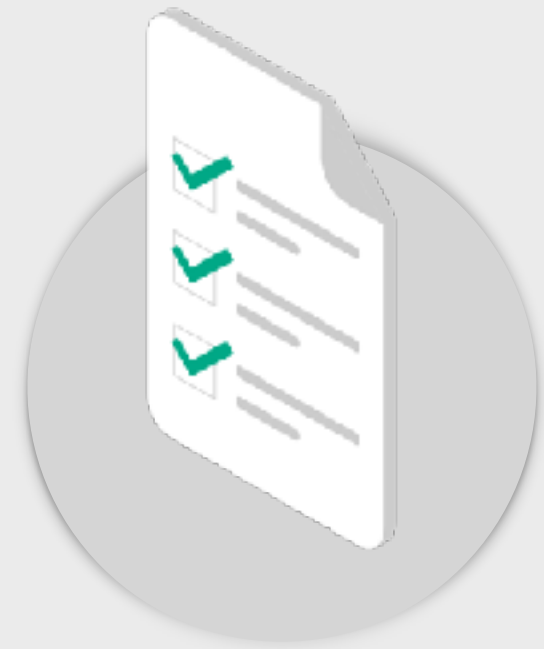
Program Management

Support for you is available on a day to day basis through a variety of means within the organization. These people are available to support you with the implementation of the programs at your venue and be on hand to answer any questions that you may have. The support hierarchy in regards to the program is as follows:



GLF. Locker

The GLF.Locker system will be central to the delivery of the program. The GLF.Locker system will allow you to bring your program to life, manage your activity on the go and connect with your customers. The system is expansive and has many features to power your programs but below are some of the key features within the system that will help drive the program success:



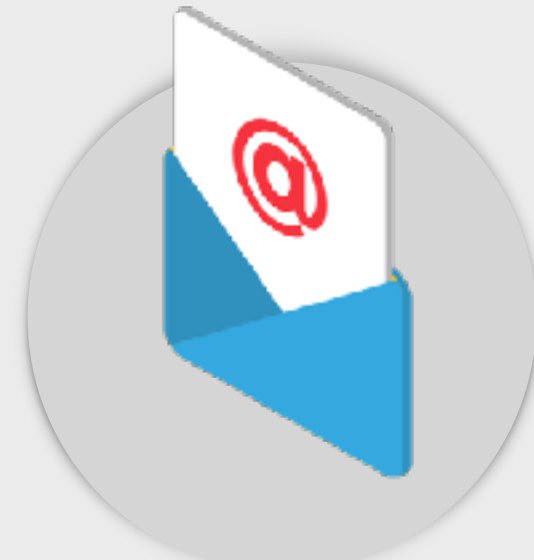
1. Scheduling

Put your program plan to life as well as view and organize your schedule on the go.



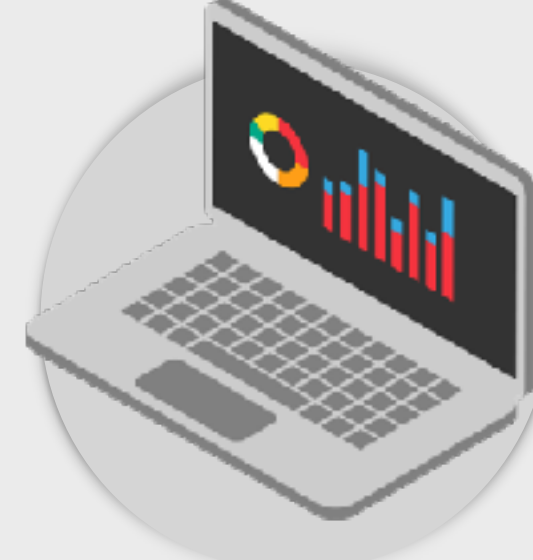
2. Online Booking

Showcase your classes & events and enable customers to book online reducing admin time for you!



3. Messaging

Communicate with your program attendees by using in built email messaging straight from your schedule.



4. Reporting

Track & measure your program activity with in built reporting and insights.



5. Customer Care

Central to Active Customer Management within your venue, you can monitor and connect with your customer care group.



6. IOS & Android App

Manage your schedule and connect with your program attendees on the go with the IOS and Android App.

Training Hub

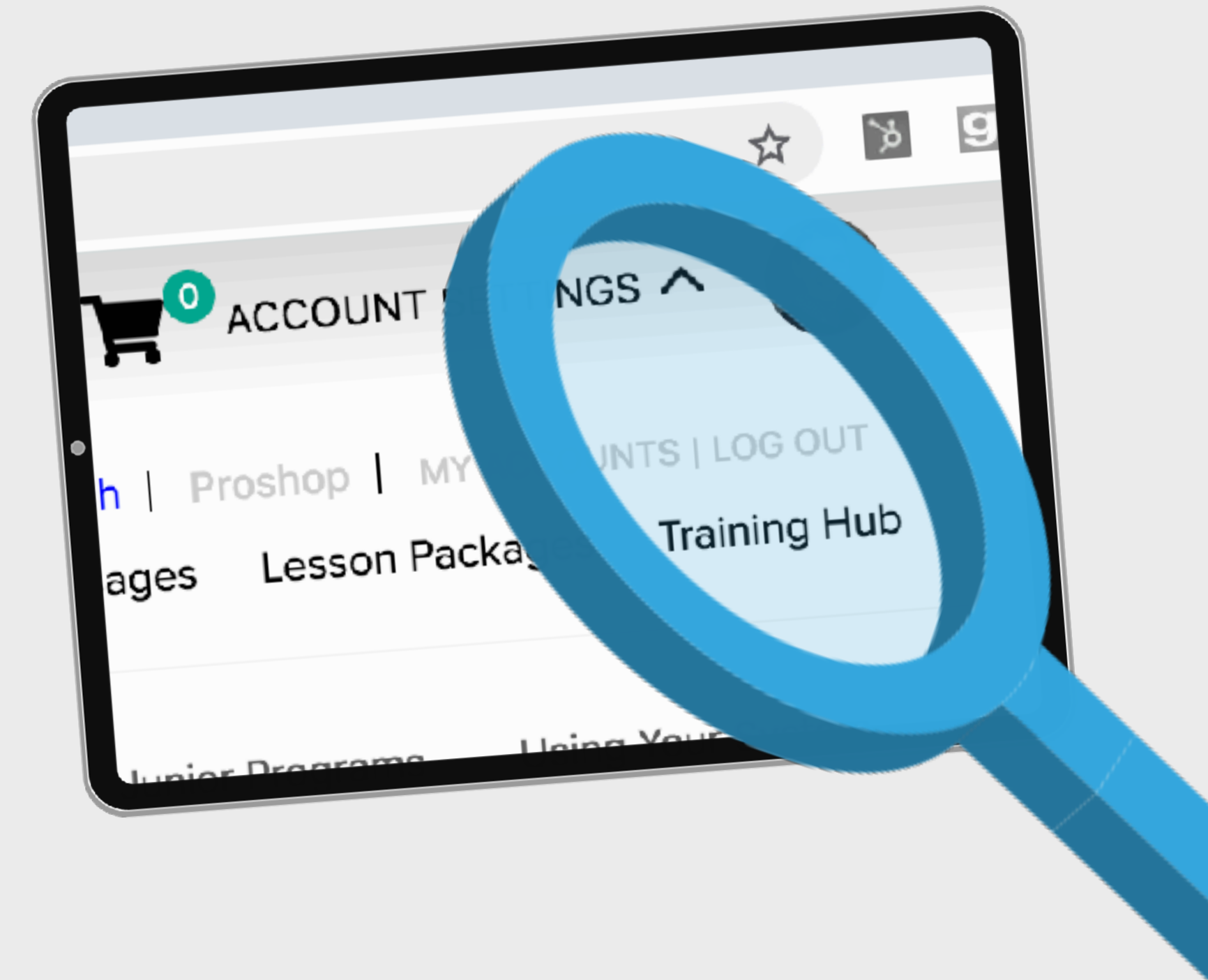
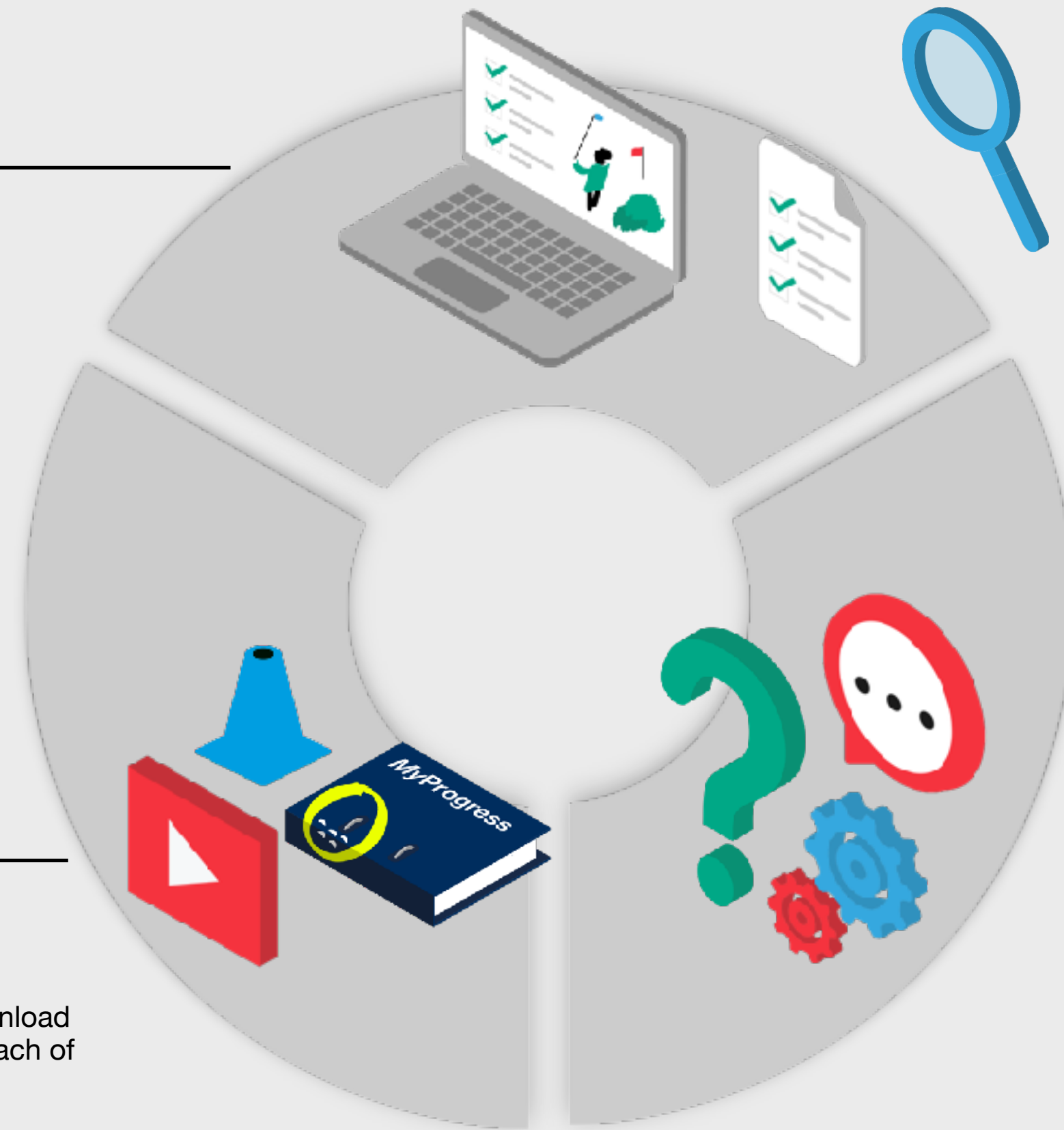
The Training Hub is your online destination for you to access everything you need to deliver your programs and make it a success. The Training Hub is accessible through the GLF.Locker web based system and app. The Training Hub contains:

1. Program Training

Navigate through the Overview Training Courses of the Crush It Program and the six programs. You can also download this as a resource to your device.

2. Program Resources

Through the Training Hub you can view and download a range of resources to support the delivery of each of your program and the progression pathway.



3. System Support

Access support to help you use the full power of the GLF.Locker system to support the delivery of the program at your venue.

Learning Management System (LMS)

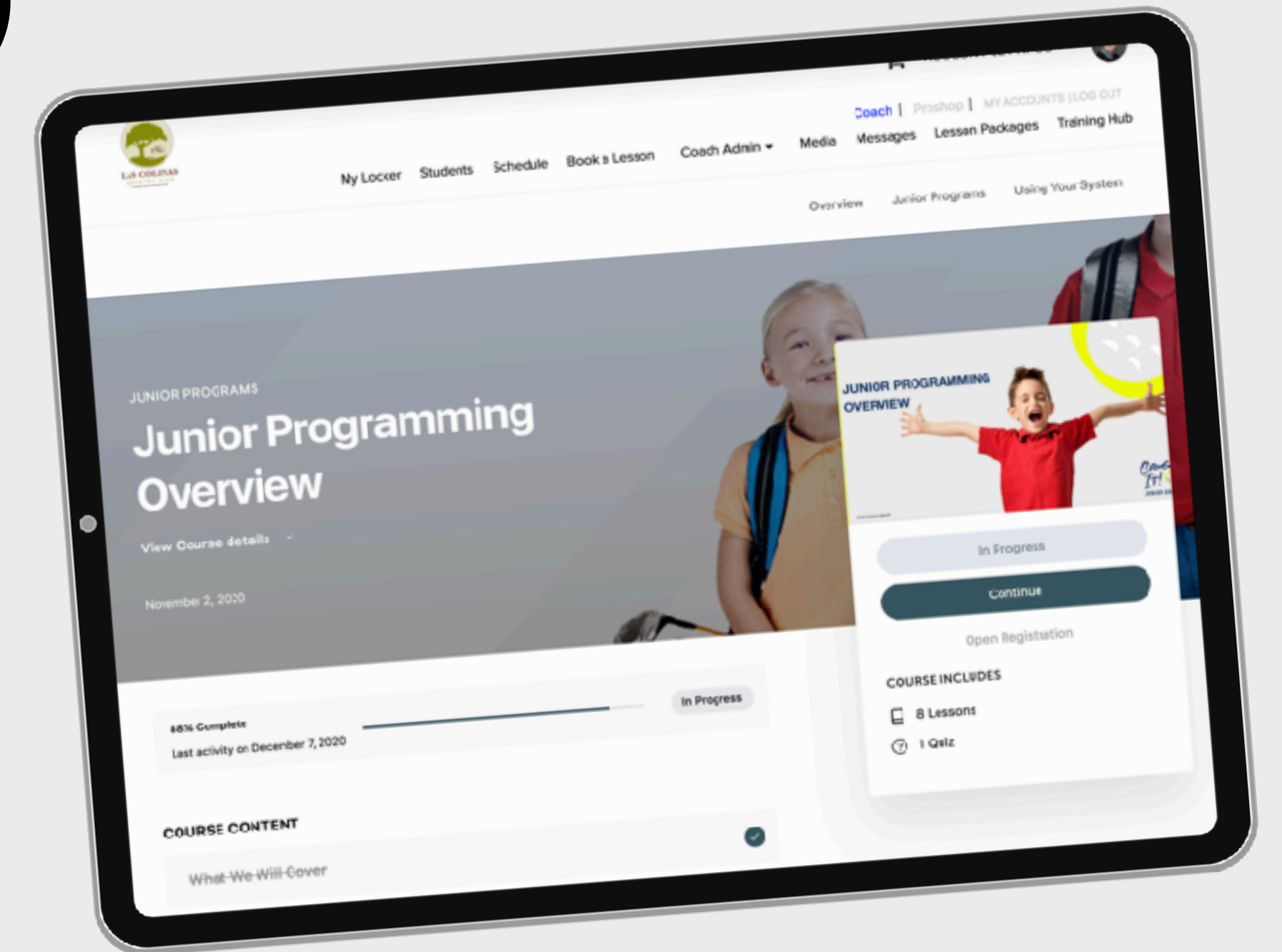
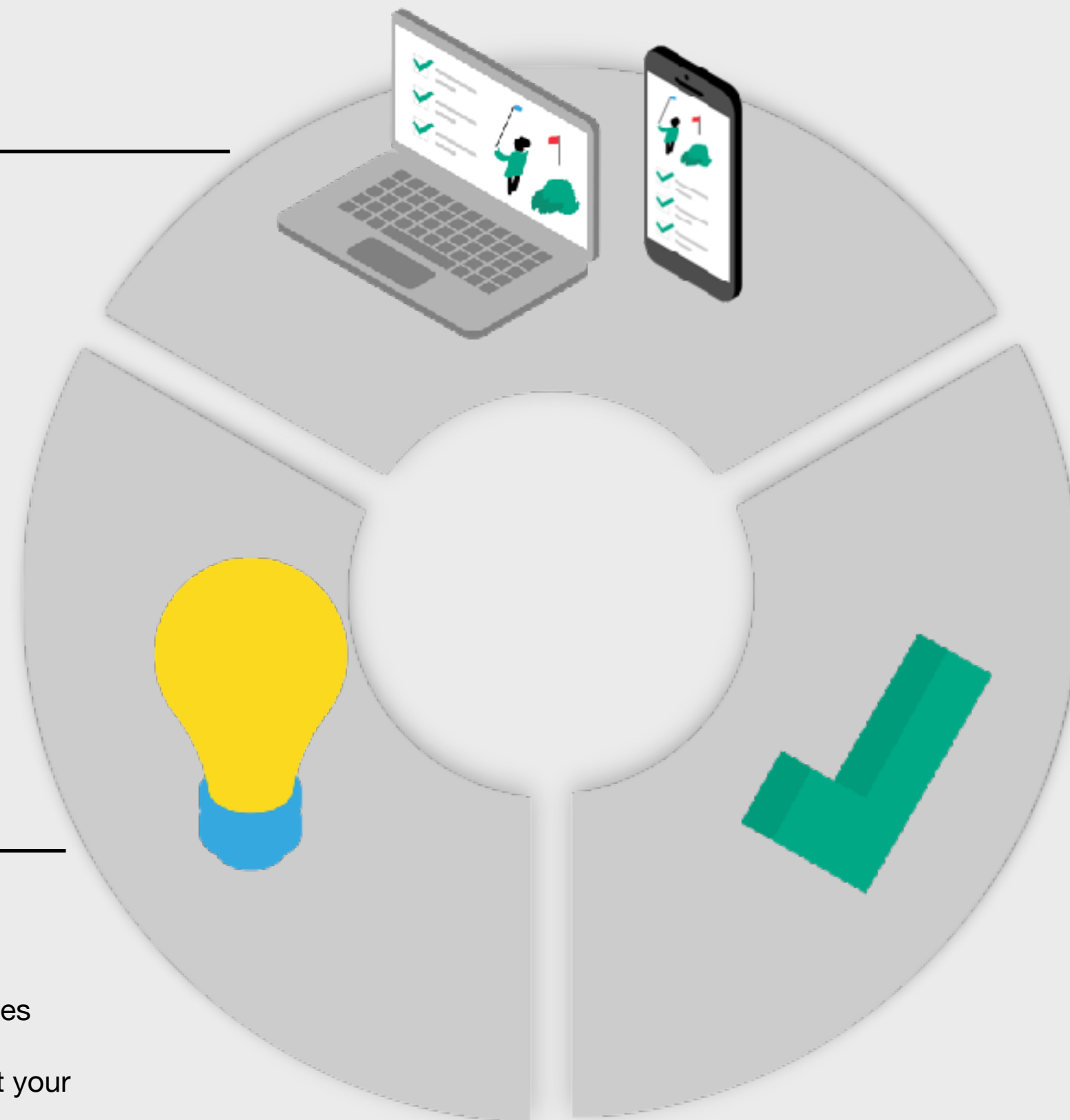
The LMS is integrated into the Training Hub. The LMS allows you to track and measure your progress through the program overviews so you can map your journey and see areas of the program that you have not yet reviewed. The LMS will help you in the following ways:

1. View at your own speed & navigate your journey

The LMS has been developed so you can view the content in stages or all in one go. This gives you the flexibility to view the training courses in a way that works for you. The LMS will also help you to navigate your journey through the programming elements.

2. Understand the program

The LMS hosts a range of Virtual Training Courses which have been built to help you develop the necessary knowledge to deliver the programs at your venue.

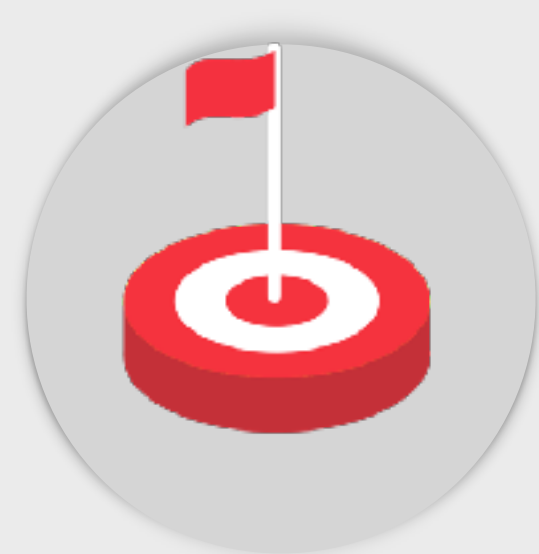


3. Check for understanding

The training courses have been developed to check for understanding by integrating a quiz at the end of each course.

Program Resources

Through the Training Hub, you can access, view and download a range of Program Resources. These resources are available within each of the Junior Programs and will provide you with the resources for you to use to understand what is required at each stage of implementation, support the actions required and the resources to deliver the program at your venue. Some of the resources you can access are:



Challenge Resources

These resources will provide you with an overview of the challenges that direct the child journey through the program pathway. Understand the challenges, how to run them and how they tie together.



Class & Event Plans

View and follow a range of plans to deliver your classes and events within the programs including the equipment required, timetable and recommended games and challenges for each session.



Class & Event Resources

View a range of resources to support you with the delivery of your programs on a day to day basis including game cards, scorecards and more.



Planning Resources

View and download resources to help plan your programs and understand what you need to do at every stage of implementation.



Compliance Documents

Everything you need to ensure that your program is fully compliant to ensure implementation meets the expectations of the family and the company to ensure the best interests of the child.



Communication & Marketing Resources

Everything you need to communicate with your participants in an engaging and professional way as well as sell your program with engaging content through a variety of channels.

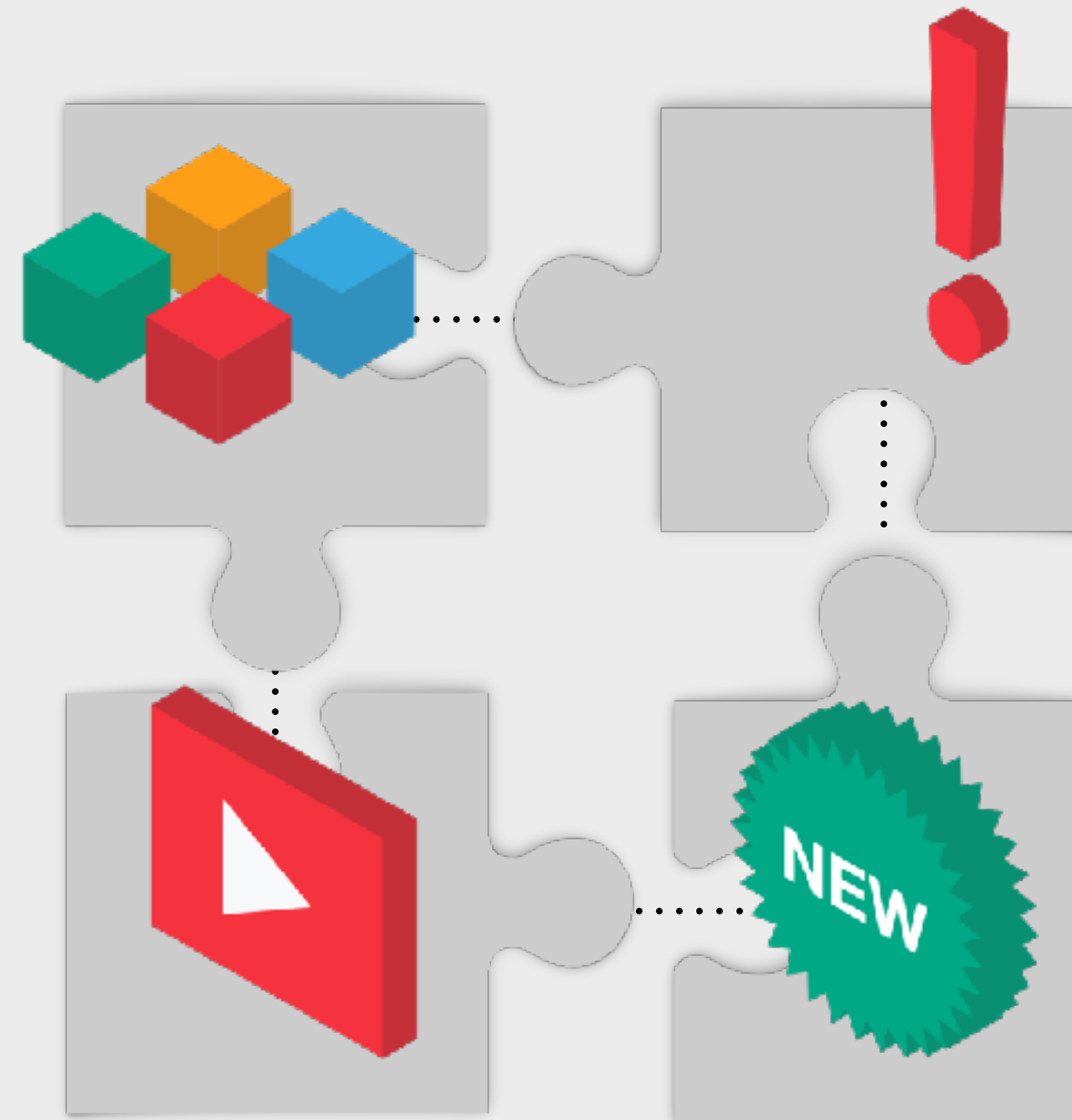
Using your System

Through the Training Hub, you can access support to help you use the the GLF. Locker system. This area, known as *Using your System* is vital to help you to put the program into action through the GLF locker system and help you to use the system accurately and to its maximum potential to support the delivery of the program.



1. Training Modules

You can access Training Modules across Manager, Coach and Pro Shop user levels to help you understand the key tasks to get your system ready and to help you get going with the most critical features.



2. Video Tutorials

You can access a range of video tutorials across the Manager, Coach and Pro Shop tutorials to help you to learn how to use the key features of the system and resolve some of the 'how to' queries that you may have.

4. Reporting an issue

Got a query or noticed a problem with the system then we have got you covered. Report a problem by raising a ticket request and our team will get back to you.

3. New Features

You can view New Feature alerts to help you understand the latest improvements to the system and how you can use these at your venue.

Marketing Support

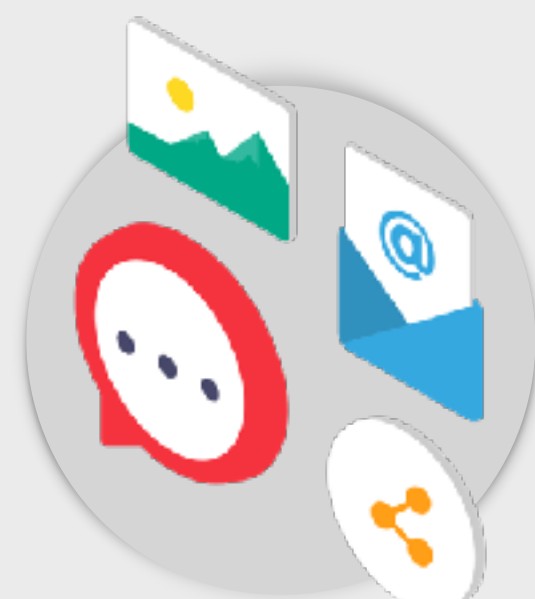
To help drive engagement in your programs and generate new leads and drive conversions, you will have access to marketing support through the experts at Retail Tribe.

The support available will help you to create engaging marketing content through a range of channels to reach and capture your audiences. You will have access through Retail Tribe to engaging marketing content, and technology to reach your audience as well as access to support from marketing experts.



1. Weekly Mailers

Junior Program campaigns and conversations in the weekly mailers.



2. Expert Content

Communicating the different programs and promoting them seamlessly within the campaigns with content built by experts.



3. Special Mails

Additional special mails to promote and fill up any last spots.



4. Social Media

Automated social media posts built by the Retail Tribe Team.



5. In House Assets

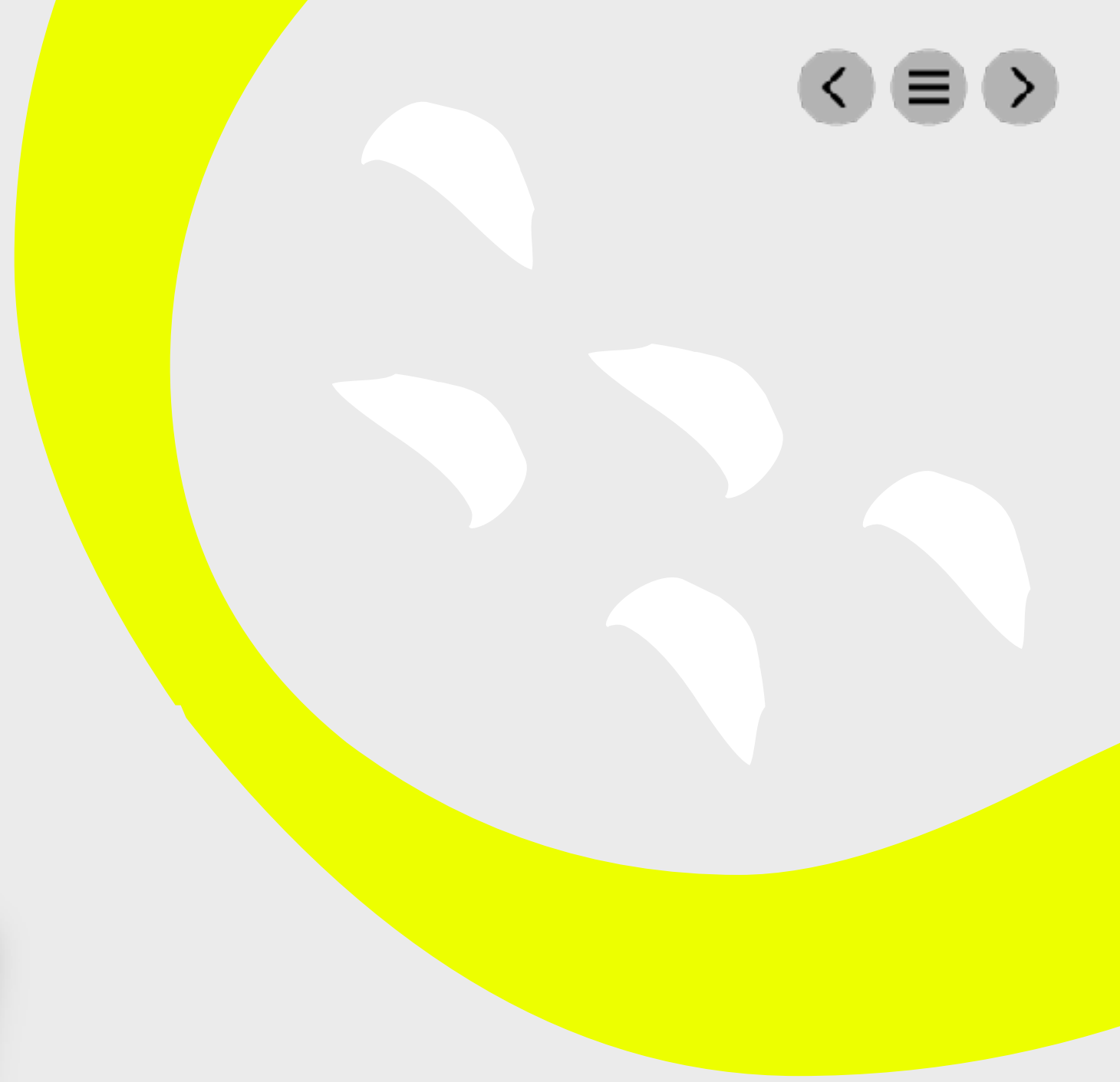
Posters and Flyer templates will be provided for you to distribute locally.

Equipment

To help you deliver all elements of the programs, you are being supplied with an equipment bag. This equipment bag links directly to the class plans and challenges and includes the following:

	10 x Safety Cones		9 x Putting Course Cones		myJunior Folders
	120 x Mixed Color Cones		String		Folder Resources
	20 Alignment Sticks		6 ft and 10 ft diameter hoops		Crush it Hats
	12 Foam Noodles		Inflatable Pool		Junior Level Hats
	10 x 2 ft Hoops		Storage Bag		Hat Pins

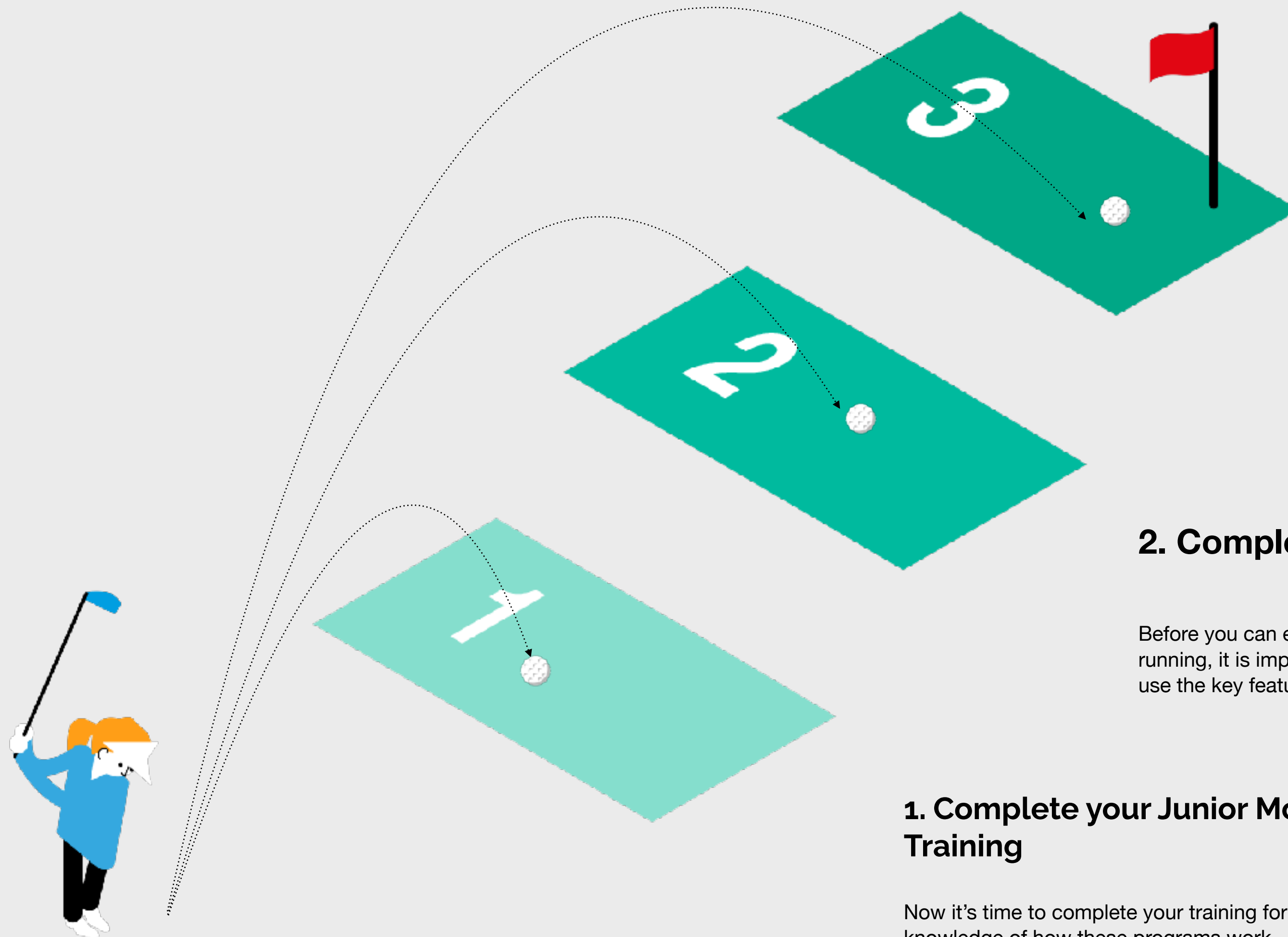
Next Steps



**CRUSH
IT!** 
JUNIOR GOLF

Next Steps

Take the next steps towards a thriving Junior *Crush It* Academy at your club...



3. Review the Step 1 Checklist

Now you have the knowledge to run your programs, you can take the first steps to get your program up and running by viewing the Step 1 Checklist tasks.

2. Complete your System Training

Before you can embark on the steps to getting your programs up and running, it is important to finish setting up your GLF.Locker and learn how to use the key features of the system.

1. Complete your Junior Monthly & Course Play Training

Now it's time to complete your training for the two core programs and build your knowledge of how these programs work.

Thank you.

Please complete your Junior Monthly & Course Play Training by navigating to the relevant sections of the Training Hub.