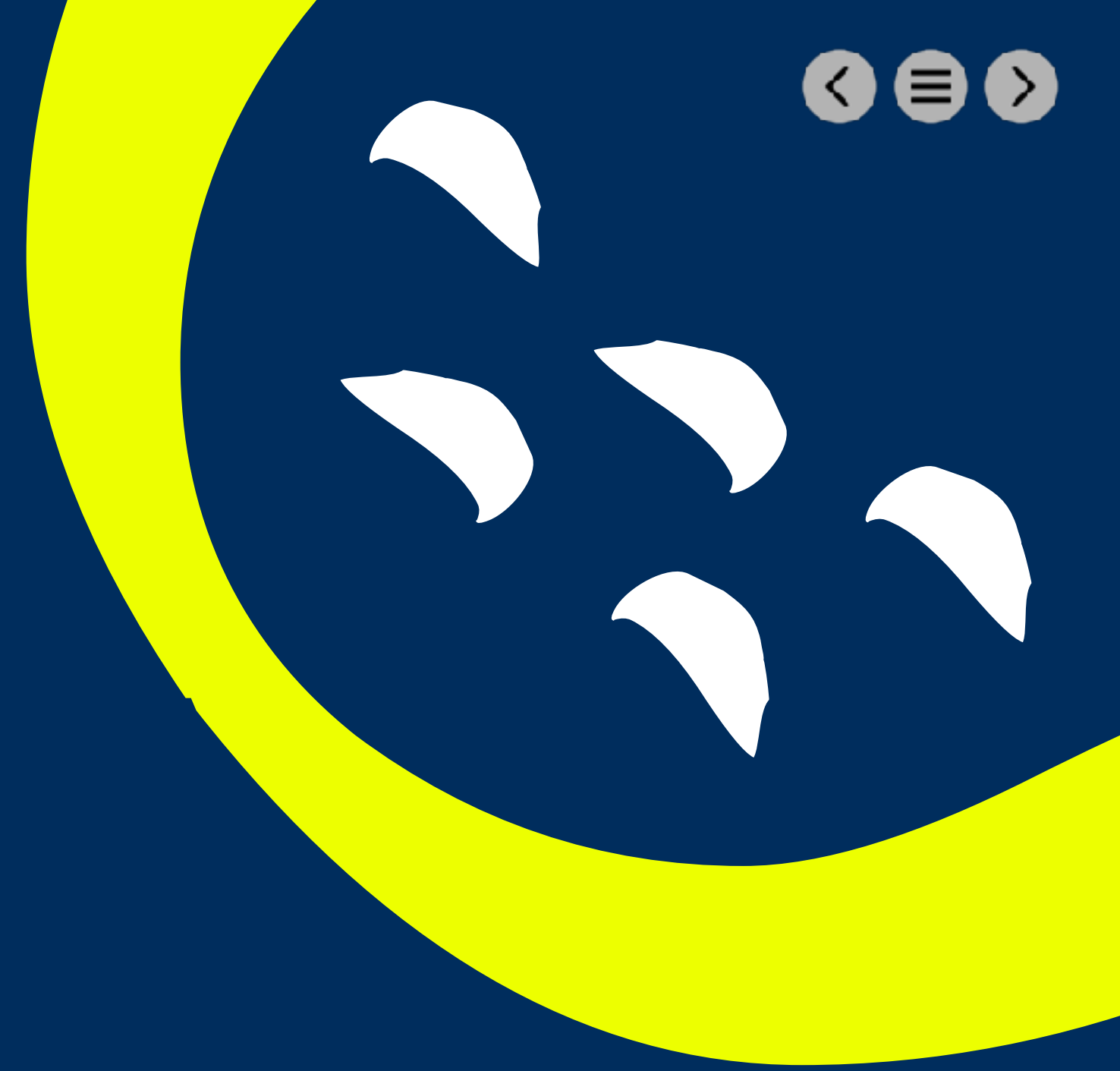


Junior Camps

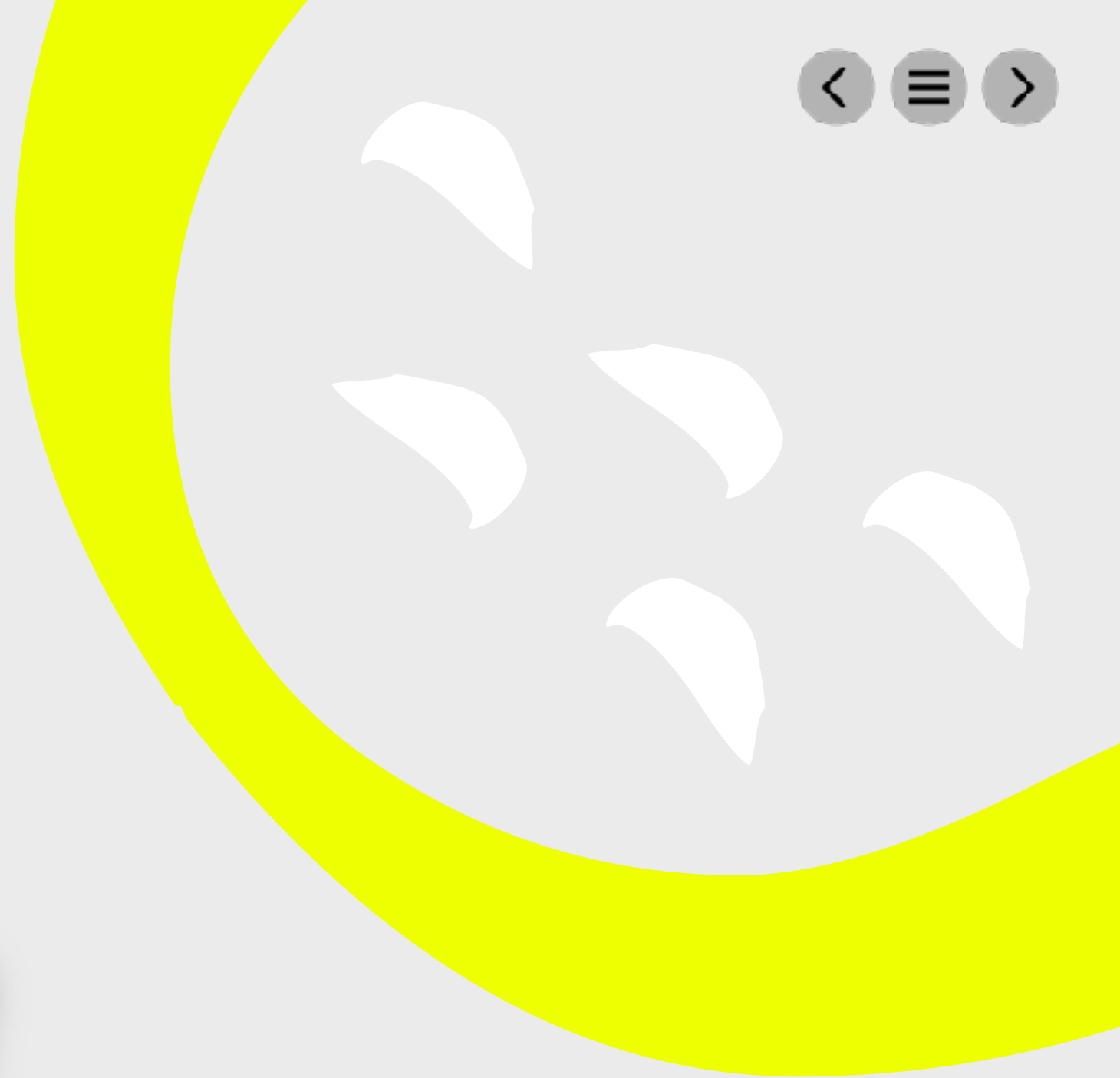


Contents

- 3 Overview
- 7 Implementation
- 11 Camp Options
- 15 Scheduling Expectations
- 23 Pricing & Revenue Projections
- 31 Next Steps



Overview



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Overview of the Program

Junior Camps provide activities during the school holidays for ages 6-16 covering golf and multi skill elements. The camps have been built flexibly to provide provision for venues across CubCorp with diverse needs, facilities and membership bases. The key elements are:



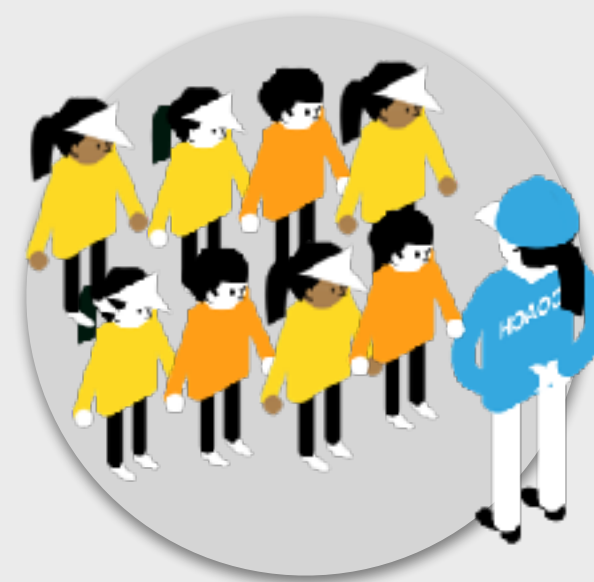
3 Camps Options

There are three flexible camp options available to run at your venue to suit the specific needs of your facility, climate and membership base. This includes a mini-camp, a half day camp and a full day camp.



The Crush It Games

Over the course of the week you can offer juniors an engaging twist to the camp by running the 'Crush It Games'. Juniors work together over the week to represent a team and accumulate points to determine the overall winner of the camp!



Age Based Groups

All camps are delivered in groups at a maximum coach student ratio of 1:8. Camps can be delivered in two different age based groups where venues can maximise capacity and it is up to you to decide how many coaches will deliver the camp and therefore the total number of places available.



Minimum of 3-Days

Each camp is to be delivered over a minimum of 3 days with the option to extend the camp to 4 or 5 days to maximise engagement and reduce barriers to participation on a venue by venue basis.



Golf with Multi Skill Elements

Camps are primarily targeted towards developing the child's golf specific skills but include multi skills games built into the camp curriculum and timetable.



One off Cost

Junior camps are chargeable to the parent on a per camp basis and not included within their junior monthly subscription fee. The cost includes lunch for those attending the Full Day Camp option.

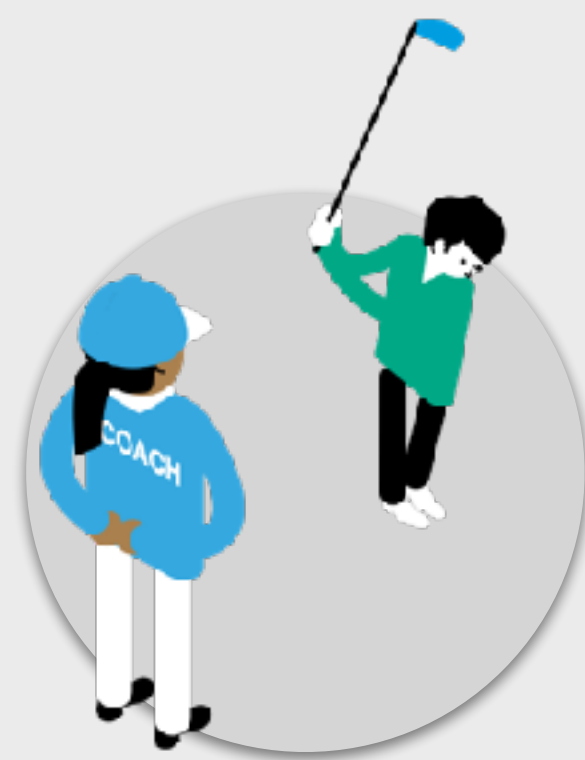
Purpose of the Program

Junior Camps are built to provide additional opportunities for juniors currently enrolled in the Junior Monthly program or other Crush It program activities. Camps will also be of interest to those outside of Crush It programming and attractive for friends or family of those currently enrolled.



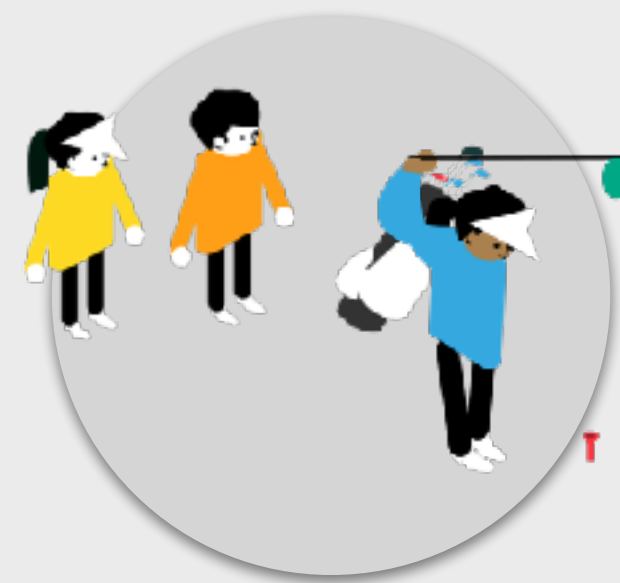
Outreach & Engagement

Golf Camps at your venue provide the ideal opportunity to extend the reach of your programs to all member types within the community.



Develop Fundamentals

Golf Camps offer an ideal opportunity for juniors to develop their fundamentals across the four learning outcomes within the Crush It program, supplementing classes they already may be engaged in at the club.



Drive New Friendships

Through group based classes across age based groups, children will have the opportunity to develop friendships to build confidence and enjoyment of the game.



Drive a Love for the Game

Golf Camps are first and foremost great FUN! They will instil a love for the game and ensure continued engagement in programs at your club as well as support our value proposition to parents and members.



Integrate into the Club

Golf Camps provide juniors with more time at the club and give an ideal opportunity for them to build their confidence and knowledge which is crucial for their long term engagement.



Maximise Revenue

Group based programming offers an opportunity to maximise revenue for you, your club and the business.

Goal of your Junior Camps

Junior Camps are one of the main outreach program at your club, built to provide new juniors and their families with an opportunity to experience life at your club and for you to showcase the Crush It program. It will provide new juniors with a chance to experience the Crush It program, experience learning all areas of the game, become integrated into the club environment and develop friendships along the way. It then provides you with the ideal opportunity to convert juniors into your Junior Monthly programs.

Those already engaged in the Junior Monthly Program can attend your golf camps to supplement their learning and gain additional experience at the club.



FIND

Junior Camps are built to provide access to your venue and the Crush It Program for those juniors without a connection to the club within the local community as well as friends and family members of those juniors currently participating in the Crush It program.

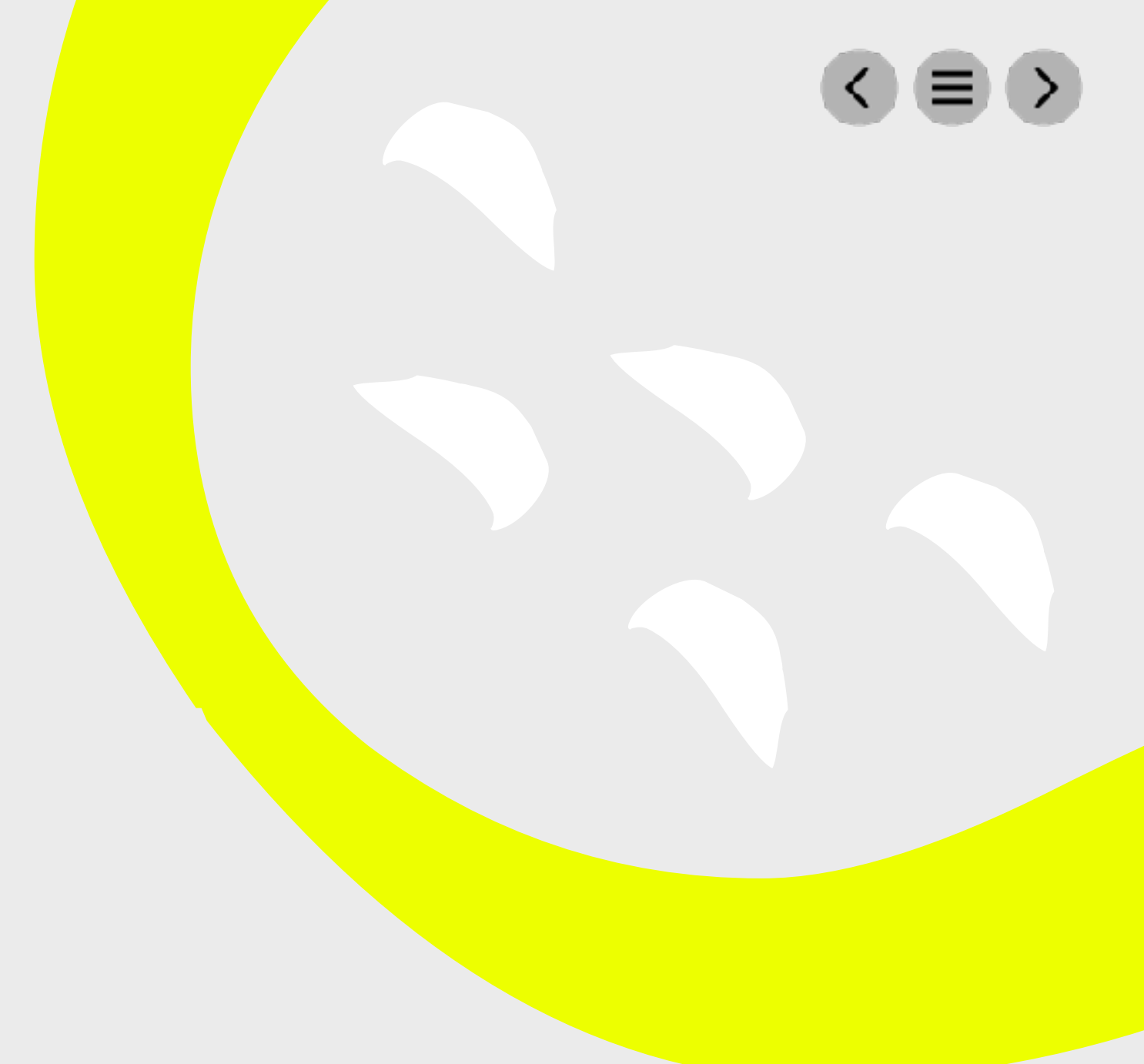
EXPERIENCE

Junior Camps provide an ideal opportunity for new juniors to experience life at the club and everything the Crush It program has to offer. By creating a welcoming, fun camp at your club participants will be inspired to become involved in your program as well as supplement their engagement.

CONVERT

Junior Camps are intended to be a building block towards converting juniors into the Junior Monthly taster classes as well as provide additional learning opportunities and experience at the club when enrolled in this program.

Implementation



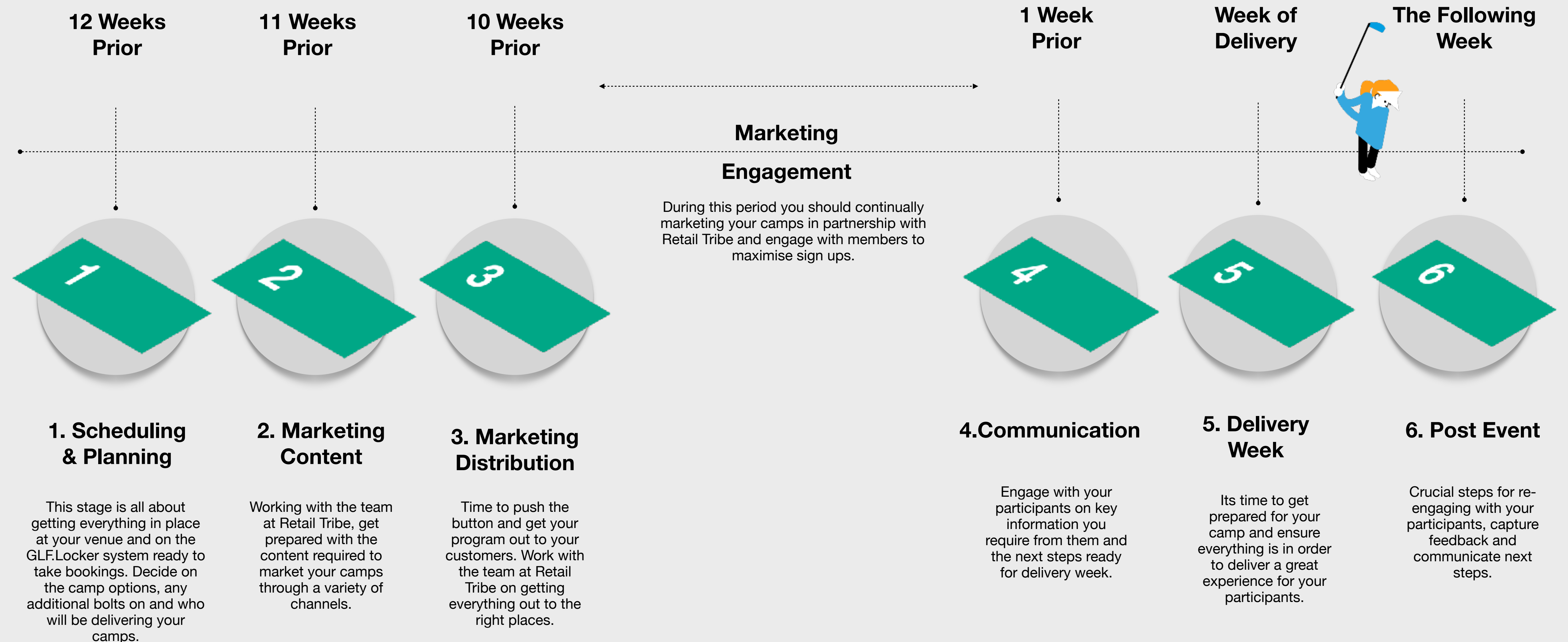
Implementation of your Training

Coach training for Golf Camps is delivered in two stages due to the requirements to begin scheduling and marketing Camps earlier than other Crush It programs.



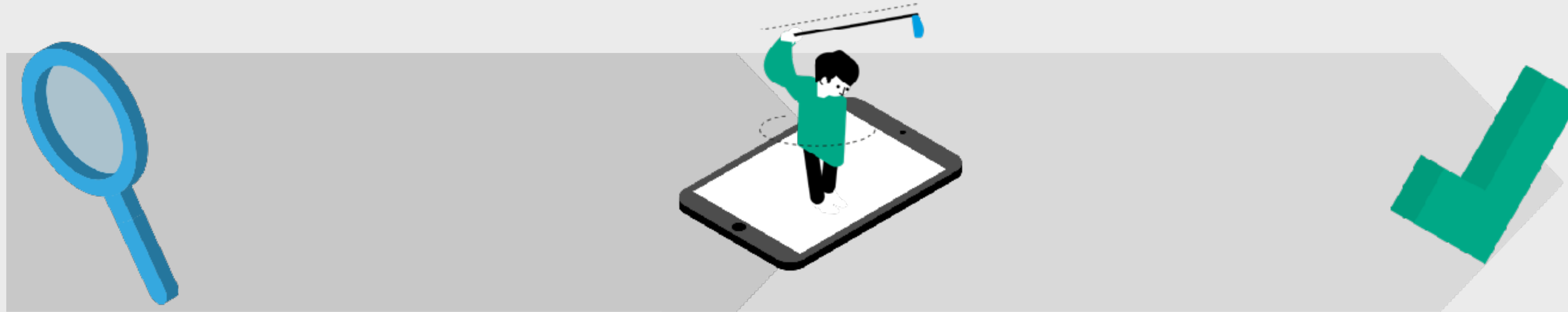
Implementation of the Program

After completing this part of your program training you will be ready to get into action and start your journey to getting the camps up and running at your venue. The implementation stages of the Junior Camps are broadly as follows:



First Steps - Step by Step Guides

To help you with the implementation of this timeline, we have provided a step by step checklist document to help you tick off the actions for each week. Navigate across to the 'Training Hub' and download the 'Checklist Guides' to help you get up and running.



1. Navigate to the Junior Camp Section of the Training Hub

Within this section you will see step by step guides following the implementation stages. Print off and navigate through the task for each stage. Each task links directly to a resource in the hub where required and will help you get everything in place to move to the next stage.

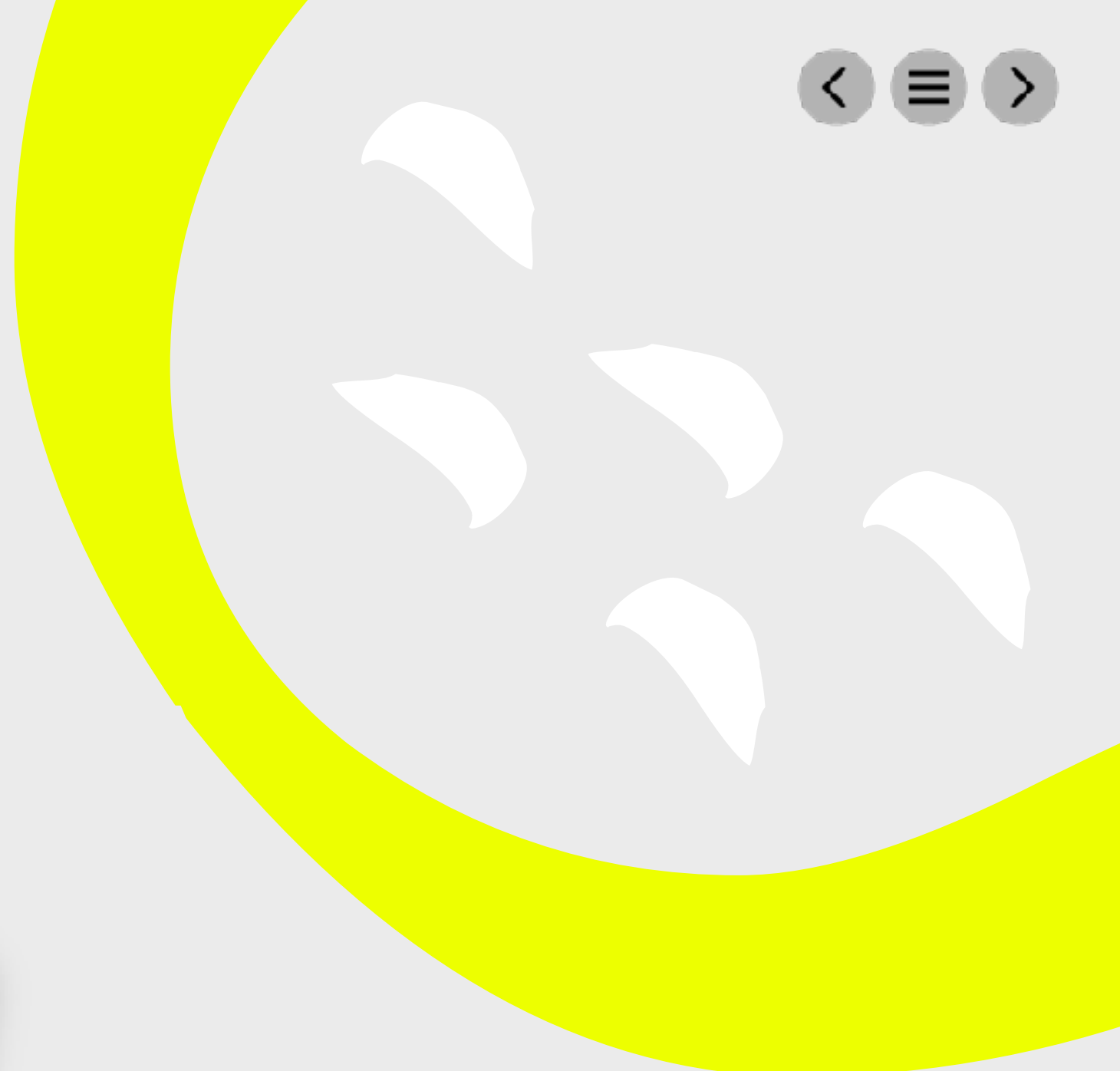
2. View or Download Step 1 'Planning & Scheduling Checklist'

The first step is complete the actions within Planning and Scheduling. These tasks are everything to do with getting your camps organised and added to GLF.Locker. Decide on the camp options you are going to run, the dates of your camps, any additional bolts on and who is delivering your camps.

3. Action and Tick off the Tasks & Follow the Guides.

Once you have completed the tasks at each implementation stage you will be ready to move to the next stage and keep your camp on track.

Camp Options



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Camp Options

Junior Camps are flexible to cater for the specific needs of each venue. We understand that not every venue is the same and you need to have the flexibility to offer a camp that works for you, your facilities and your membership base. There are three camp options that you can choose from, with each of these running over a minimum 3-days during the school breaks.

You have the flexibility to choose the days of the week to offer camps but they should run on consecutively days within the same week.

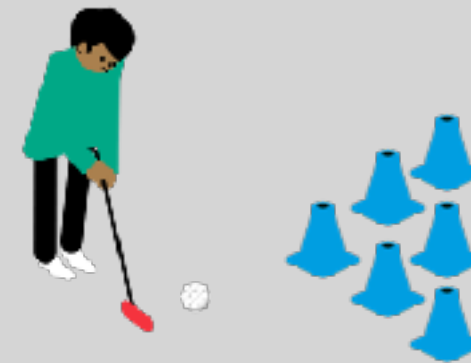
1



Mini Camps

Mini Camp runs over 90 Minutes and is the perfect for venues who want to plug a golf camp element into a Multi Sports camp with other services within your club, such as with Tennis or Swimming.

2



Half Day Camps

These camps run over 3-hours and are ideal for those venues operating in desert climates or where the coaching team is limited and your team cannot be tied up for the entire day.

3



Full Day Camps

These camps run between 9am - 4pm and are perfect for those operating in seasonal or year round climates or with large coaching teams. In these camps children have greater access to on course opportunities.

This camp includes lunch for each junior attending.

Age Groups

There is once again flexibility on a venue by venue basis to offer the camp options across three different age based options. The age based options you offer will depend entirely on your ability to maximise places on your camps. From a developmental perspective and to maximise enjoyment for the child, it is recommend that you offer camps in the two different age groups, however, you have the flexibility to offer any of the camp options.

You may also decide to run different camps at the aged 11-16 age group based on gender, but once again this will be dependant on your ability to maximise capacity.

1

Ages

6-11

This age group is open to all camp types and it is recommend to be run in mixed gender groups.



2

Ages

11-16

This age group is open to all camp types and it is recommend to be run in gender based groups where their is coaching availability 7 capacity can be maximized.



3

Ages

6-16

Ages can be combined across all Camp options when coaching availability is limited or where age based group capacity cannot be maximized.



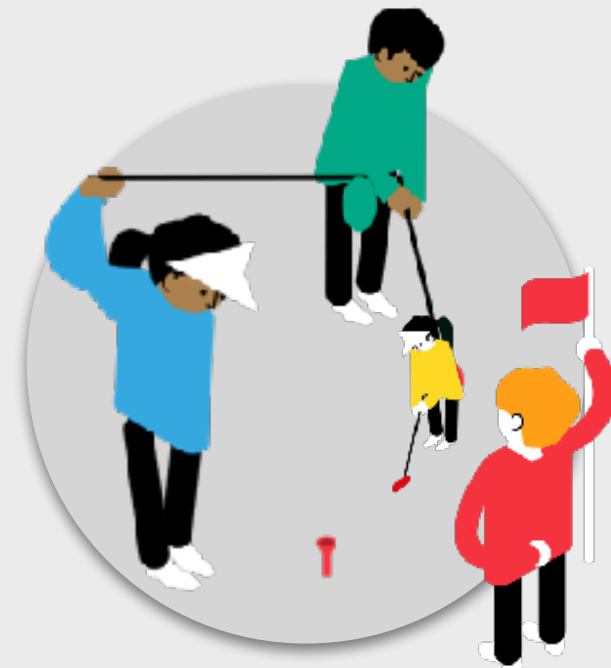
Crush It Games - What is it?

Unique to Crush It Camps is the opportunity for you to structure your week to include a week-long games based competition. This provides a great way of engaging juniors in the curriculum over the week, creating a sense of fun, enjoyment and friendly competition.



Represent a Team

You can assign each junior a team to work with over the course of the week and represent. This will bring a sense of companionship and teamwork to the camp experience.



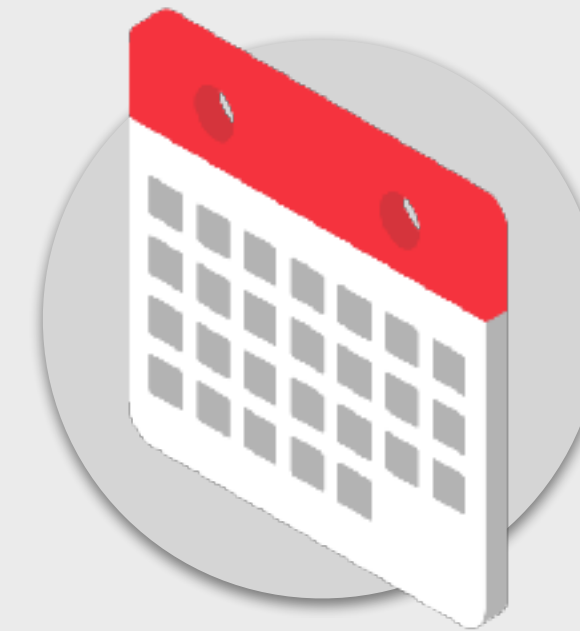
Points based Challenges

Through the week, there are specific games built into the camp timetable across the different skill elements where juniors can accumulate points in teams.



Accumulate Points Each Day

Through the specific team based games, points are accumulated each day that then contribute to their overall score for the week.



Week Long Competition

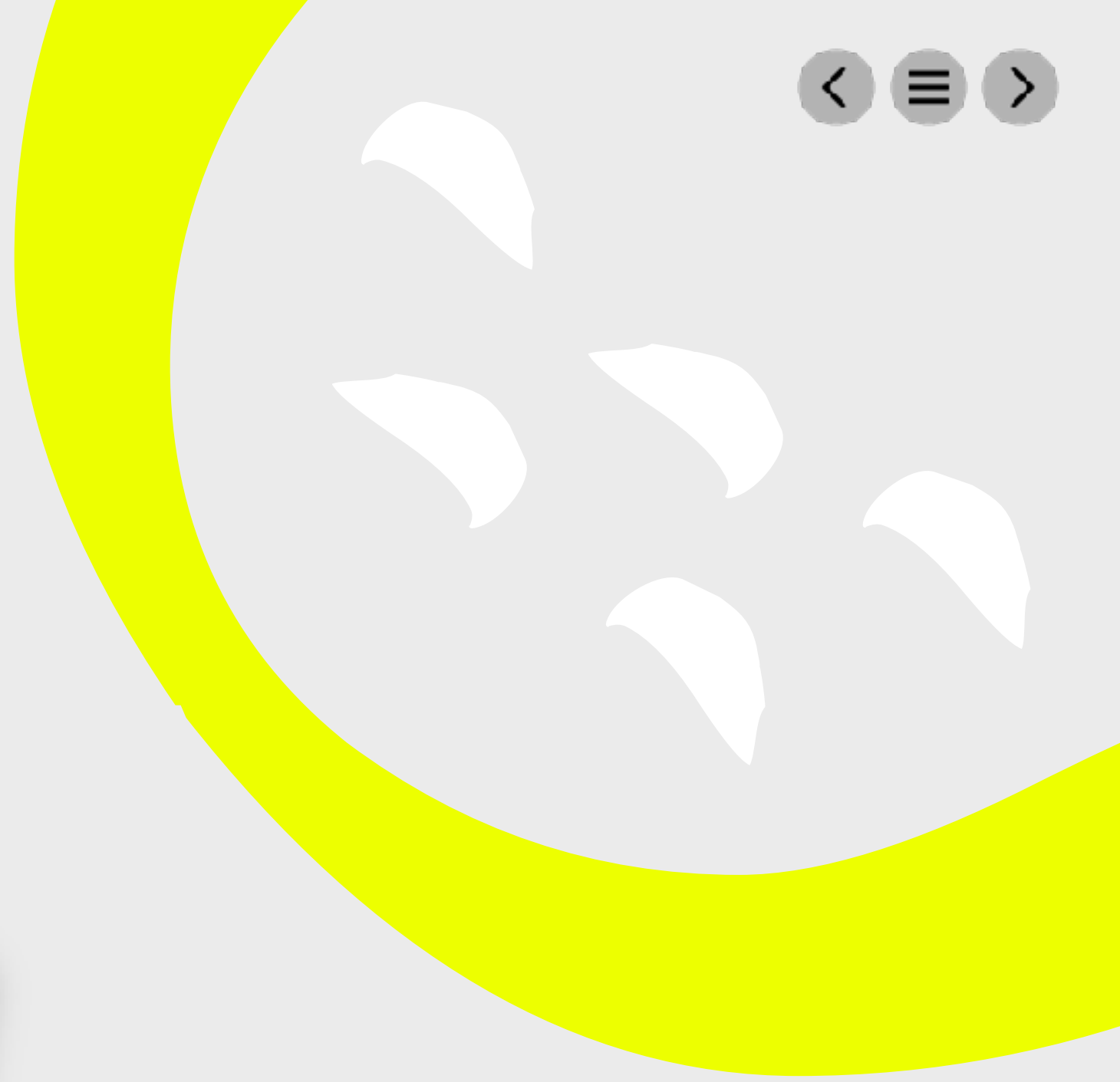
The competition runs over the course of the camp week and applies to all camp options.



End of week Award Ceremony

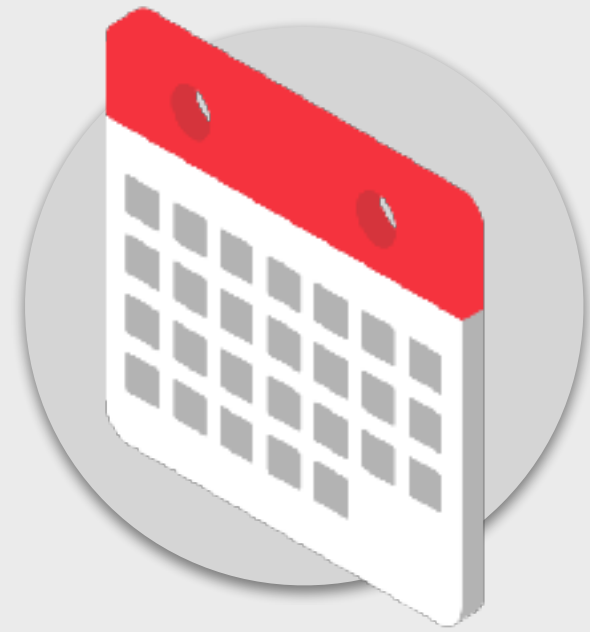
The week culminates in the fun award ceremony to celebrate the success of all those involved and share this with the juniors parent or guardian!

Scheduling Expectations



Scheduling Expectations

Each venue is different in regards to exact delivery. There are a number of expectations of the programs at your venue which you will need to follow and implement:



Every School Holiday Week

You should be offering a camp option for every week of the school holidays.



Minimum 3 -Day Camps

The length of any of the camp options is a minimum of three days and parents are only able to register their child's place to cover the 3 day camp. You are able to add additional days to your camps where appropriate.



Flexibility for You

You have the flexibility to decide on the following options within your camps:

- Camp options that you want to run
- Number of Camps running over a week depending on coach availability
- Places available per camp depending number of coaches delivering
- Days of the weeks your 3-day camp runs
- Start and end time of the Mini & Half Day camps
- Whether you want to offer additional days to your 3 day camp



Bookings through GLF. Locker

All camp activity is to be booked through the GLF.Locker. This is vital to ensure that classes are appropriate planned, delivered and tracked.



Climate Dependant

The delivery months of your camp options and time of day when these are delivered will be dependant on the climate in which your venue is located.

Expectation Based on Climate & Region

The graphics below shows an example of how the Junior Camp program is delivered based on climate and region. Those venues operating in a region with a year round climate such as California are able to offer approximate 10 camp weeks across the program year. Those in desert climates such as Arizona can offer approximately 4 camp weeks across seven months due to the extremely hot temperatures. Those operating in seasonal climates such as Minnesota can offer approximately 7 camp weeks across the seven delivery months due to cold temperatures.



Annual Program Calendar - Year Round

The graphics below shows an example of how the camp options can be scheduled and come together across a calendar year for those operating in a year round climate. Camps are offered across 12 weeks of the year using 2021 as an example below. Camps are scheduled during Spring Break week, Summer Holidays, Thanksgiving week and the Winter Break. The specific delivery weeks may vary from venue to venue depending on the school dates in your region.

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
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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				

Spring Break Week

Mon	Tue	Wed	Thu	Fri	Sat	Sun
✓						
				2	3	4
✓	6	7	8	9	10	11
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						

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

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

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

Summer Break

Winter Break

Thanksgiving Break

Annual Program Calendar - Seasonal

The graphics below shows an example of how the camp options can be scheduled and come together across a calendar year for those operating in a seasonal climate. Camps are offered across 9 weeks of the year using 2021 as an example below. Camps are scheduled during Spring Break week and the Summer Holidays

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				

Spring Break Week

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

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

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

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

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

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		

Summer Break

Scheduling on the Week

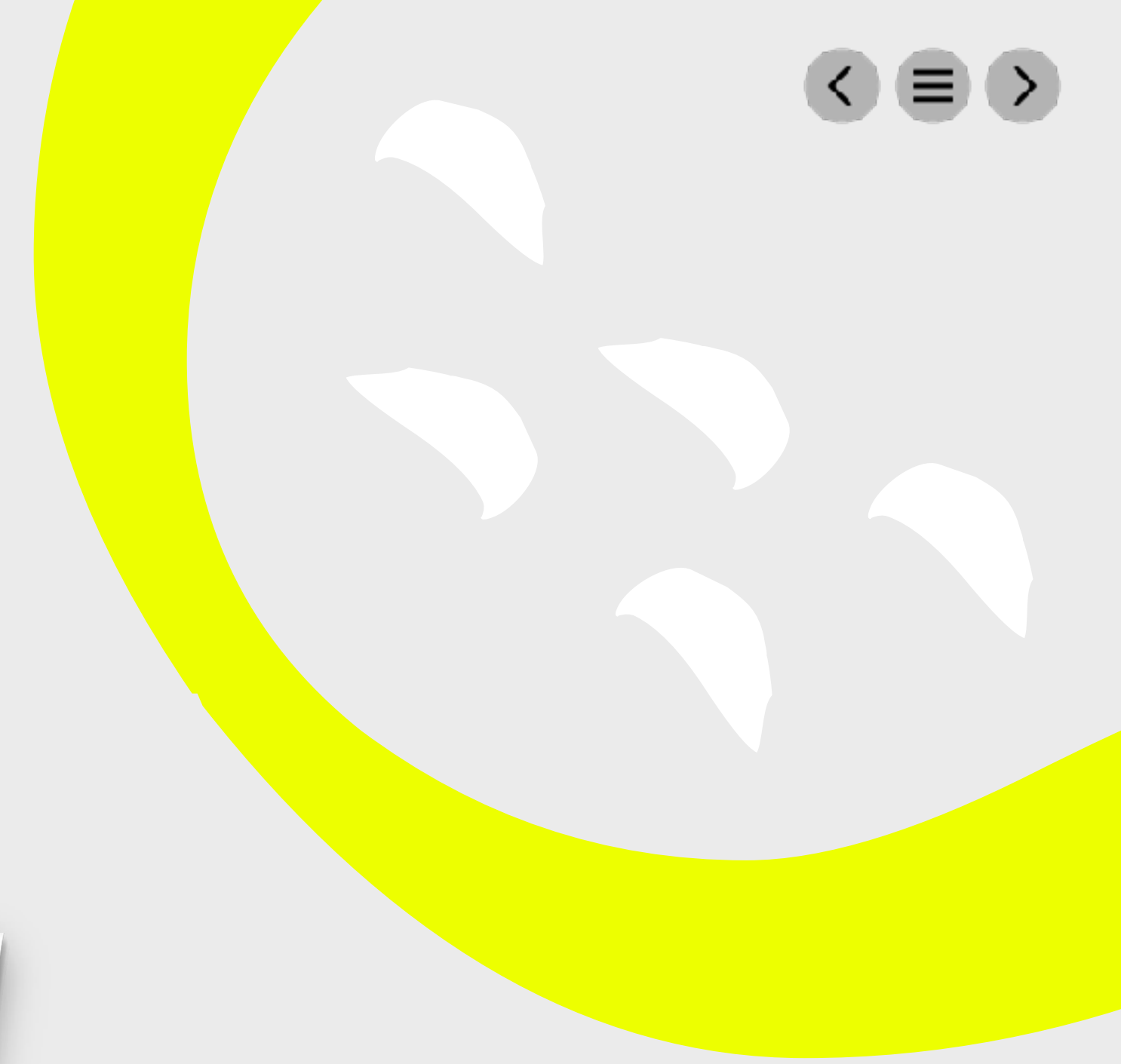
The exact camp schedule for the week will vary depending on the specific camp option you choose, whether you choose to run any additional days and also the specific start and end times. Using the example of Spring Break week, we can see how the 3 different camp options could be scheduled across the week. You also have the flexibility to merge each of the camps together in order to give more flexibility for parents and juniors attending.

Spring Break Week

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

	Day 1			Day 2			Day 3			Day 3			Day 4 (Optional)			Day 5 (Optional)		
Time	Mini	Half	Full	Mini	Half	Full	Mini	Half	Full	Mini	Half	Full	Mini	Half	Full	Mini	Half	Full
9am - 9.30am																		
9.30am - 10am																		
10am - 10.30am																		
10.30am - 11am																		
11am - 11.30am																		
11.30am - 12noon																		
12noon - 12.30pm																		
12.30pm - 1pm			LUNCH			LUNCH			LUNCH			LUNCH			LUNCH			LUNCH
1pm - 1.30pm																		
1.30pm - 2pm																		
2pm - 2.30pm																		
2.30pm - 3pm																		
3pm - 3.30pm																		
3.30pm - 4pm																		

Pricing & Revenue Projections



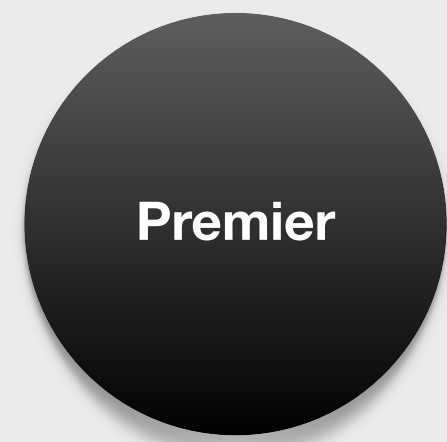
Price for 3-Day Camp Options

The price for each of the camp options will vary depending on the classification of your venue. However, the pricing of these camp options is standardized across all venues (unless by exception with approval from the Director of Golf Programming). The standard pricing of each of the camp options is as follows:

	Mini Camp - 90 Minutes			Half Day Camp - 3 Hours			Full Day Camp - 7 Hours		
	3 Days	4 Days	5 Days	3 Days	4 Days	5 Days	3 Days	4 Days	5 Days
Premier	\$112.50	\$150	\$187.50	\$225	\$300	\$375	\$525	\$700	\$875
Signature	\$90	\$120	\$150	\$180	\$240	\$300	\$420	\$560	\$700
Classic	\$67.50	\$90	\$112.50	\$135	\$180	\$225	\$315	\$420	\$525
Select	\$67.50	\$90	\$112.50	\$135	\$180	\$225	\$315	\$420	\$525

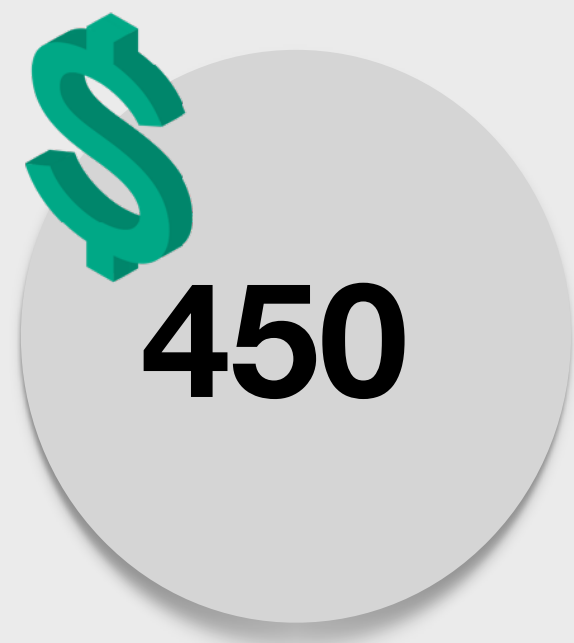
Camp Revenue - Mini Camp

The graphics below are projections of the gross revenue per camp for the Mini Camp option over the minimum of 3-days, with 90 minutes scheduled on each day. These graphics also indicate how revenue will vary depending on capacity using the measurements of 50% and 100% full. Obviously, as capacity increases your commission increases so fill those classes!

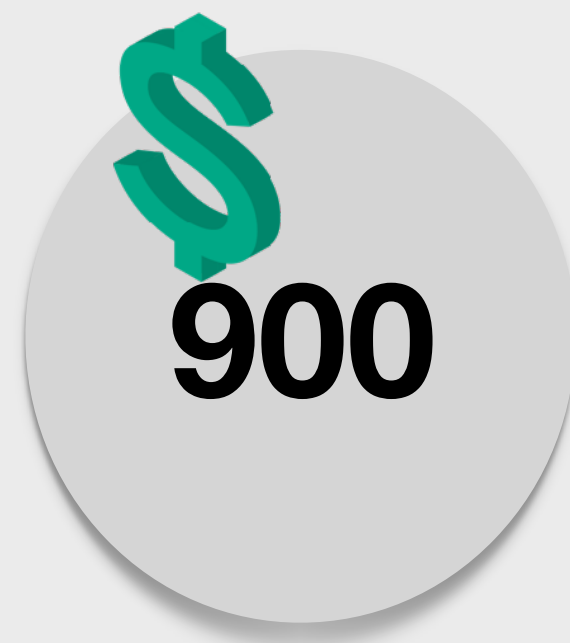


\$112.50 per camp

Based on 50% capacity (4 participants)

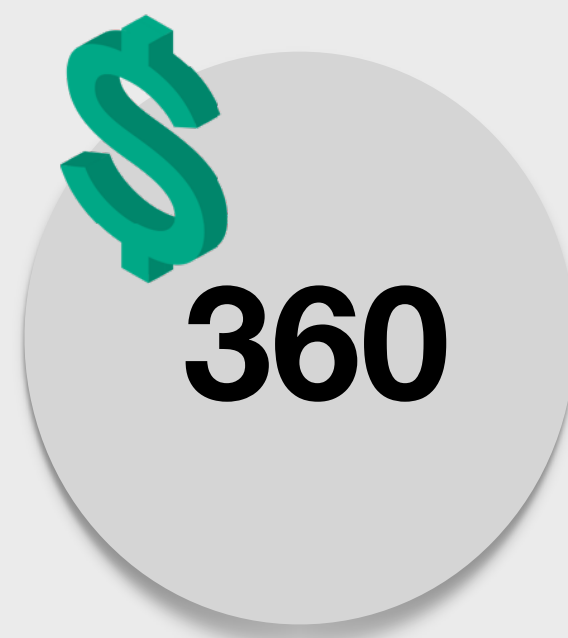


Based on 100% capacity (8 participants)

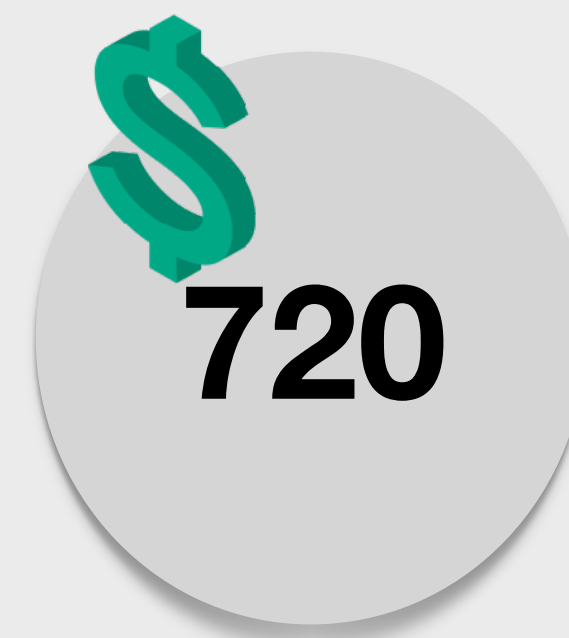


\$90 per camp

Based on 50% capacity (4 participants)

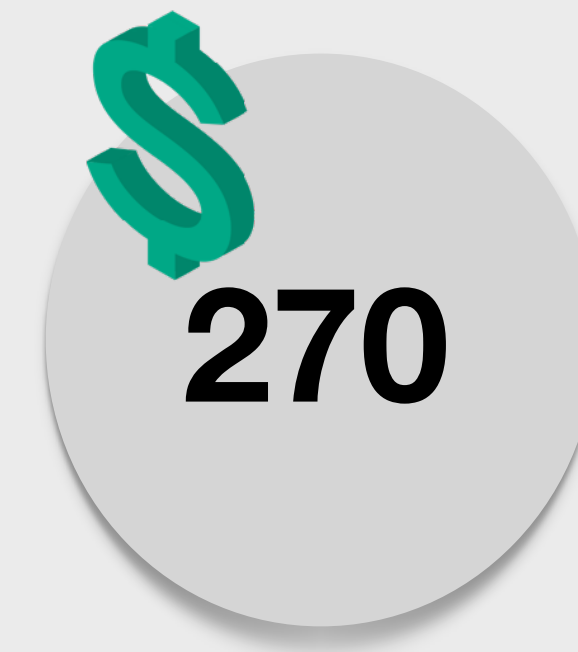


Based on 100% capacity (8 participants)

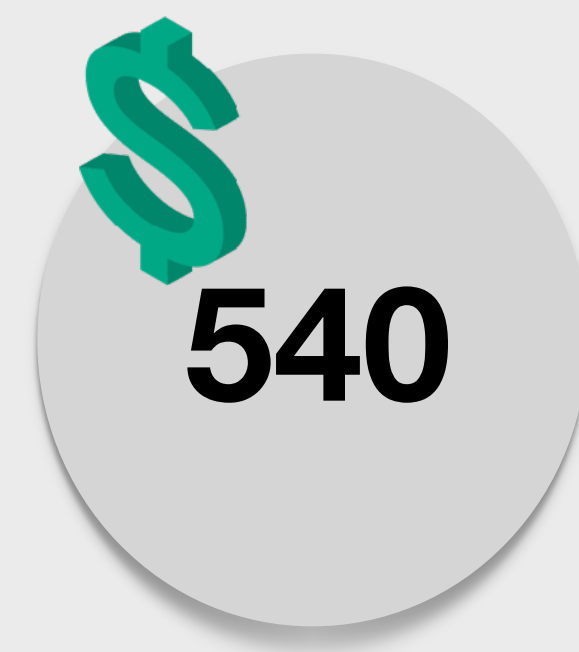


\$67.50 per camp

Based on 50% capacity (4 participants)

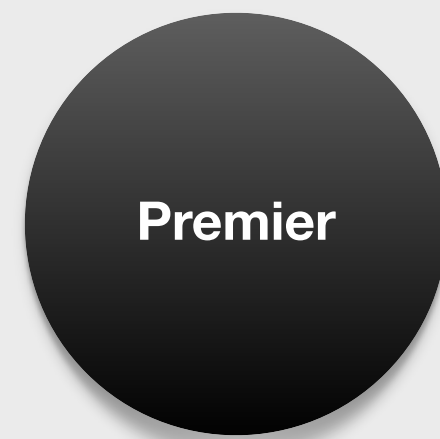


Based on 100% capacity (8 participants)



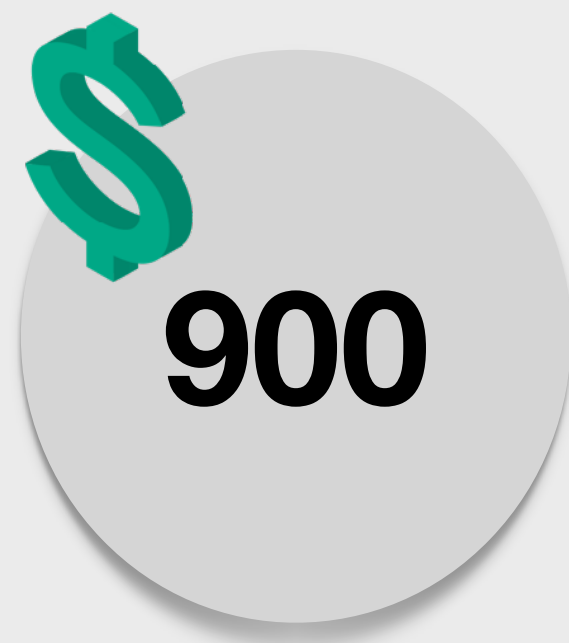
Camp Revenue - Half Day Camp

The graphics below are projections for camp revenue per camp for the Half Day Camp option over the minimum of 3-days, with 3 hours scheduled on each day. These graphics also indicate how revenue will vary depending on capacity using the measurements of 50% and 100% full. Obviously, as capacity increases your commission increases so fill those classes!

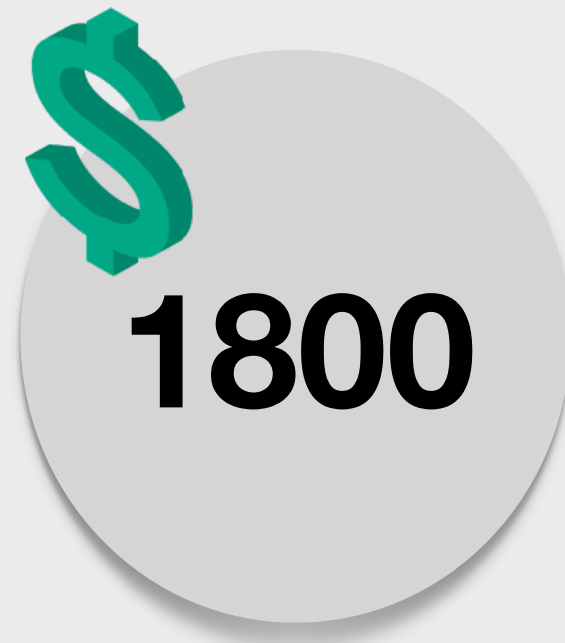


\$225 per camp

Based on 50%
capacity (4
participants)

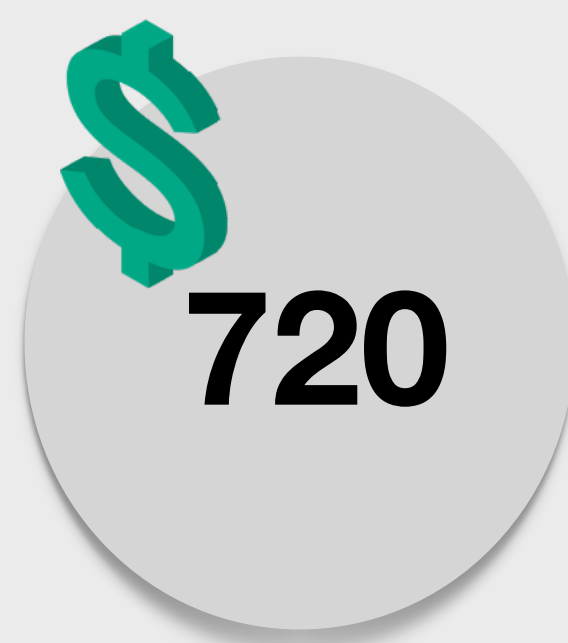


Based on 100%
capacity (8
participants)

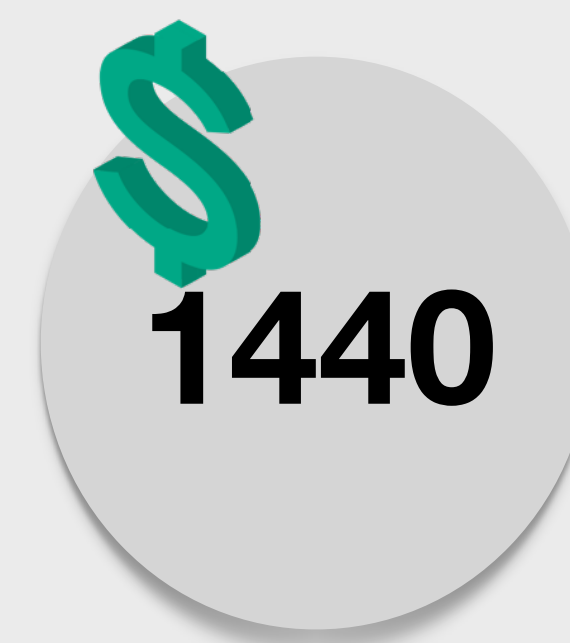


\$180 per camp

Based on 50%
capacity (4
participants)

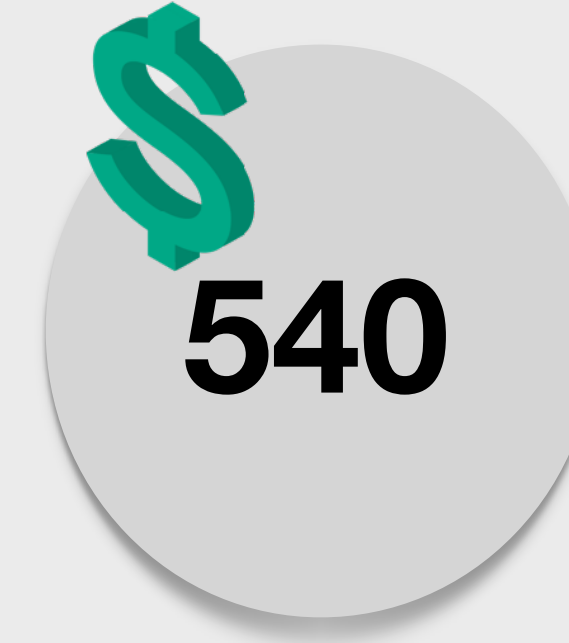


Based on 100%
capacity (8
participants)

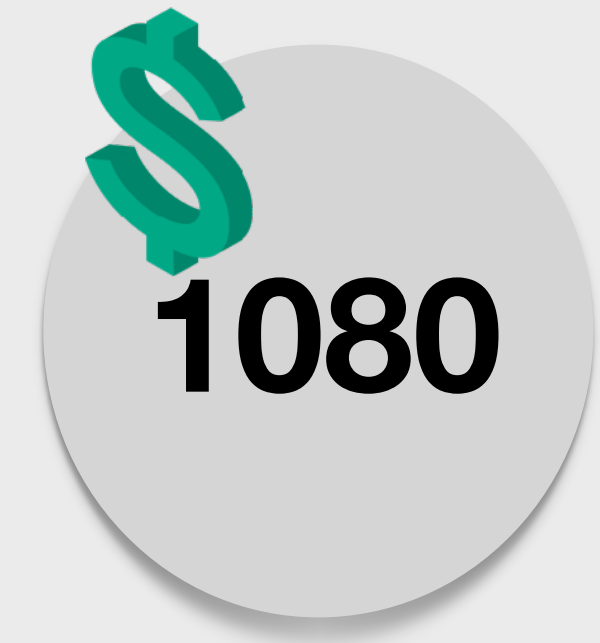


\$135 per camp

Based on 50%
capacity (4
participants)



Based on 100%
capacity (8
participants)



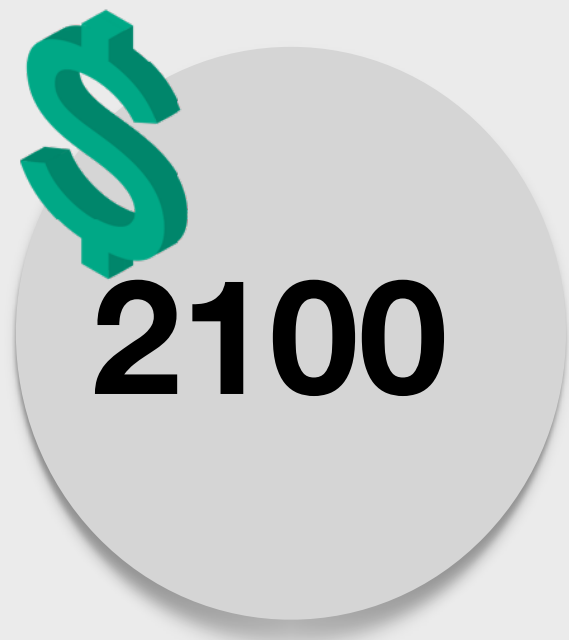
Camp Revenue - Full Day Camp

The graphics below are projections of gross revenue per camp for the Full Day Camp option over the minimum of 3-days, with 6 hours scheduled on each day. These graphics also indicate how your revenue will vary depending on capacity using the measurements of 50% and 100% full. Obviously as capacity increases your commission increases so fill those classes!

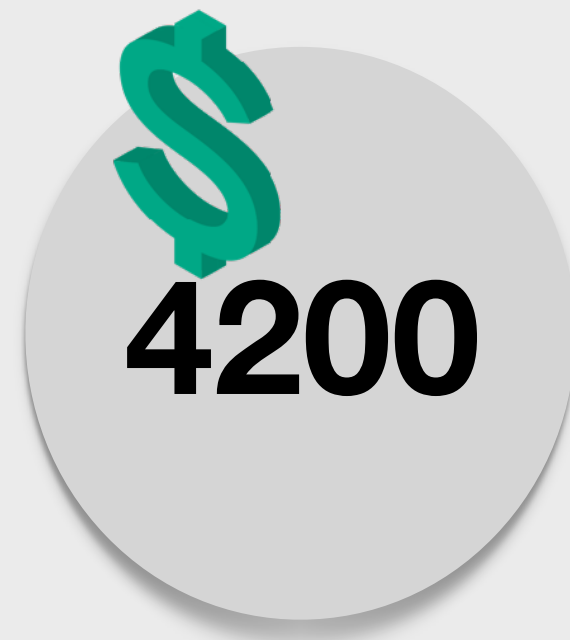


\$525 per camp

Based on 50% capacity (4 participants)

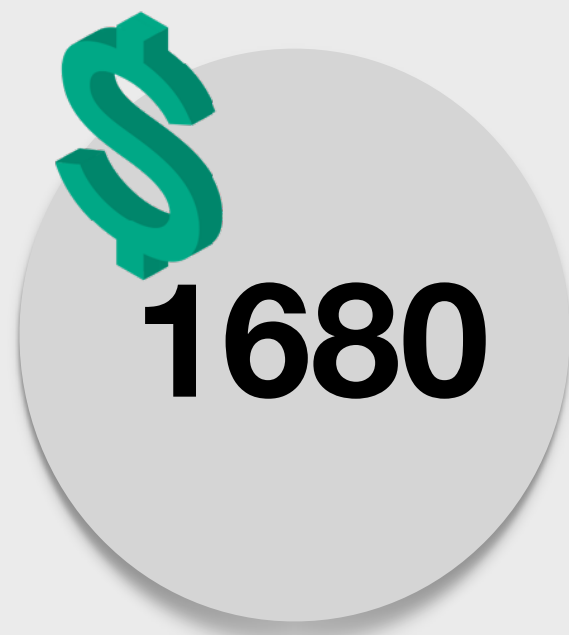


Based on 100% capacity (8 participants)

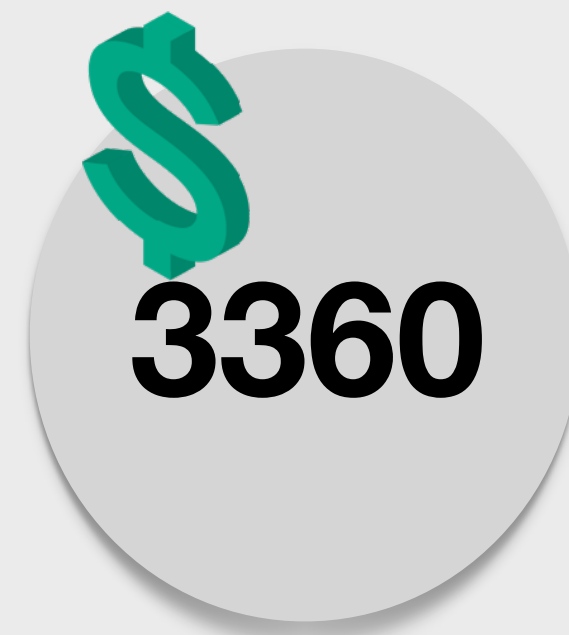


\$420 per camp

Based on 50% capacity (4 participants)



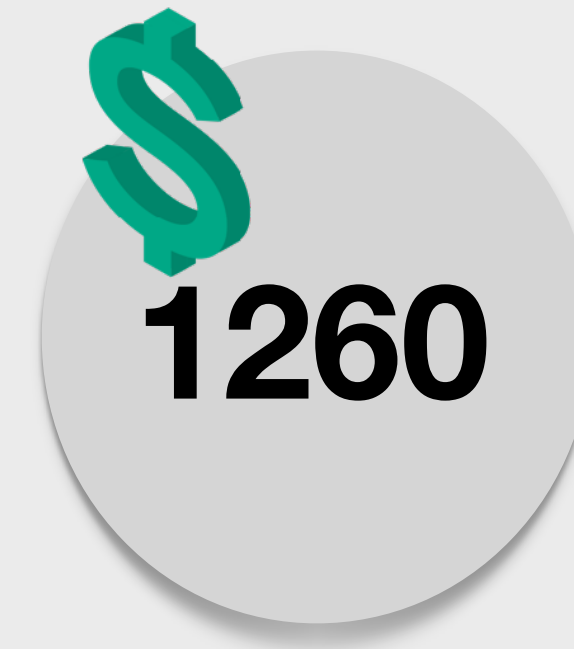
Based on 100% capacity (8 participants)



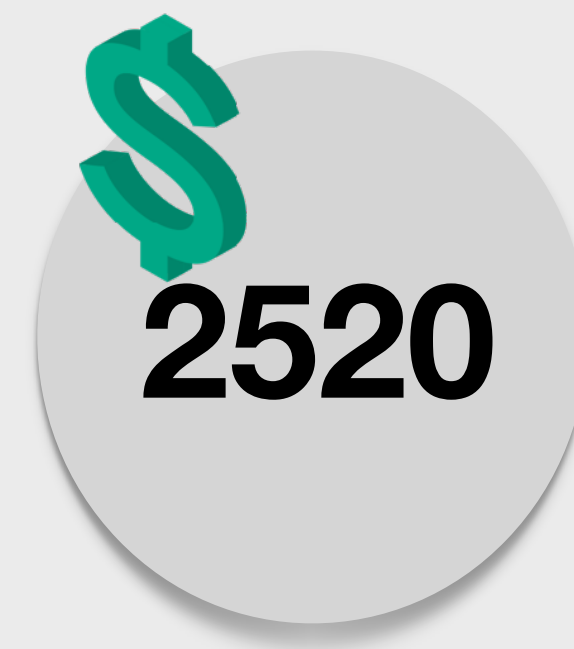
\$315 per camp



Based on 50% capacity (4 participants)



Based on 100% capacity (8 participants)

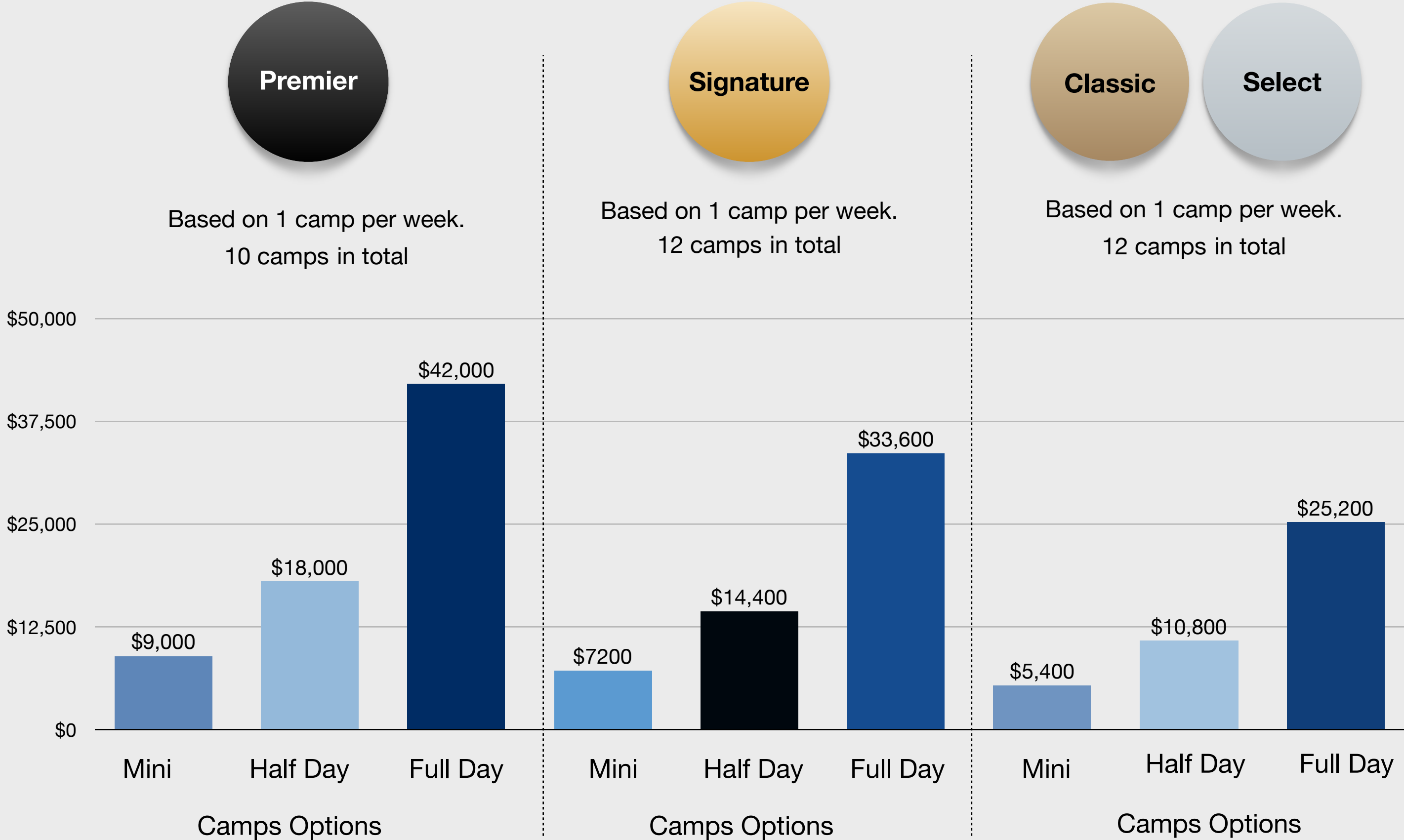


Annual Projections - Year Round

The graphics below are projections of gross annual revenue for those venues operating in a year round climate. This is based on 1 x camp being delivered each week within this climate over 3 days. Of course, additional days will generate more revenue.

Annual Commission*

Based on 100% capacity (8 Students)

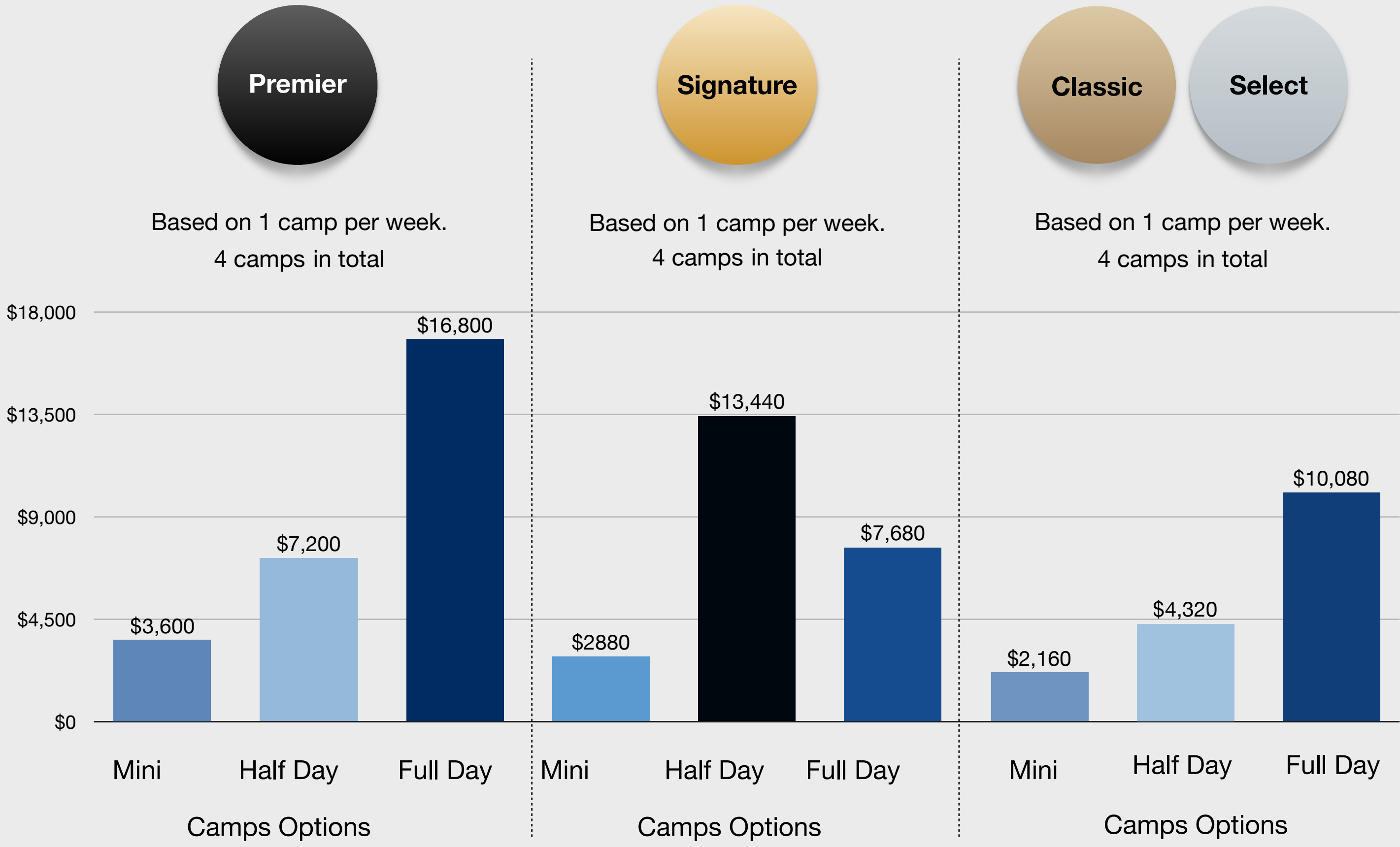


Annual Projections - Desert

The graphics below are projections of gross annual revenue for those venues operating in a desert climate. This is based on 1 x camp being delivered each week within this climate over 3 days. Of course, additional days will generate more revenue.

Annual Commission

Based on 100% capacity (8 Students)

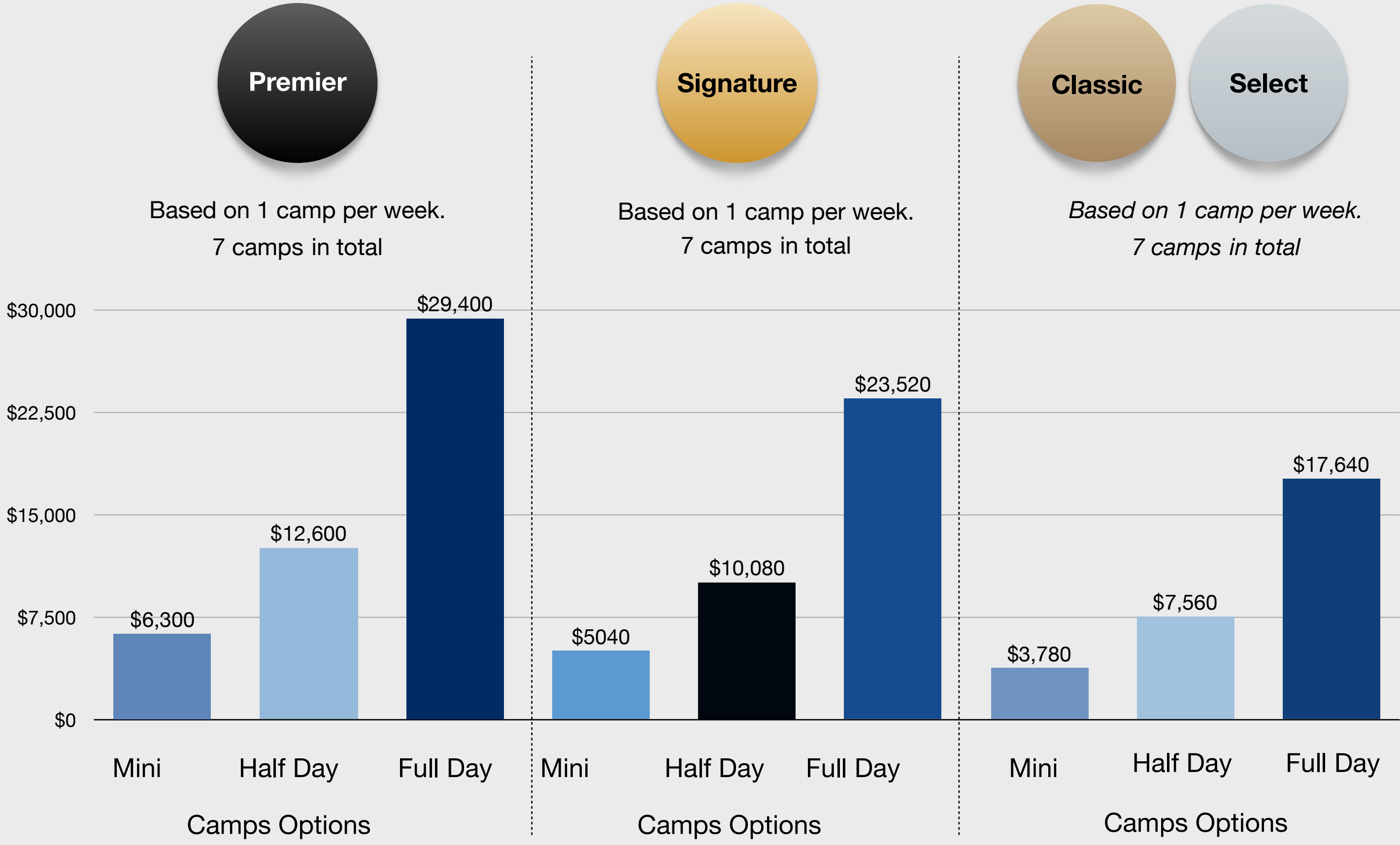


Annual Projections - Seasonal

The graphics below are projections of gross annual revenue for those venues operating in a seasonal climate. This is based on 1 x camp being delivered each week within this climate over 3 days. Of course, additional days will generate more revenue.

Annual Commission

Based on 100% capacity (8 Students)



Next Steps



Next steps

Take the next steps towards a thriving Junior Camp at your venue



3. Complete your Golf Camp Training

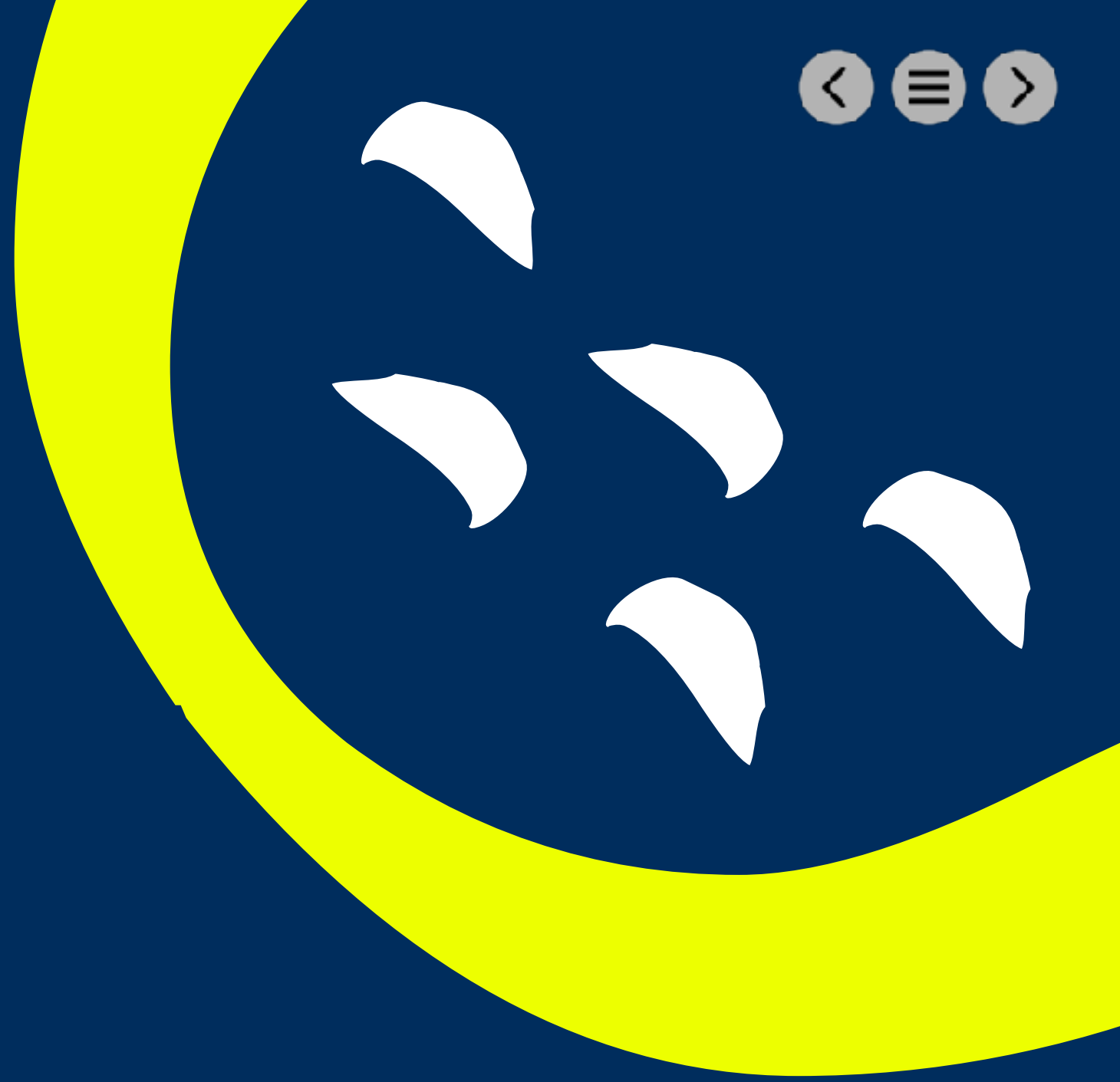
Complete the remaining chapters for the training program up to 2 weeks prior to the camp delivery week so you have all the tools and understanding you need.

1. Download & action the Step 2 & 3 Checklist Guides

Work through the steps listed within these guide to begin your journey to marketing your camps at your venue.

1. Download & action the Step 1 Checklist Guides

Work through the steps listed within these guide to begin your journey to implementing your program at your venue.



Thank you.