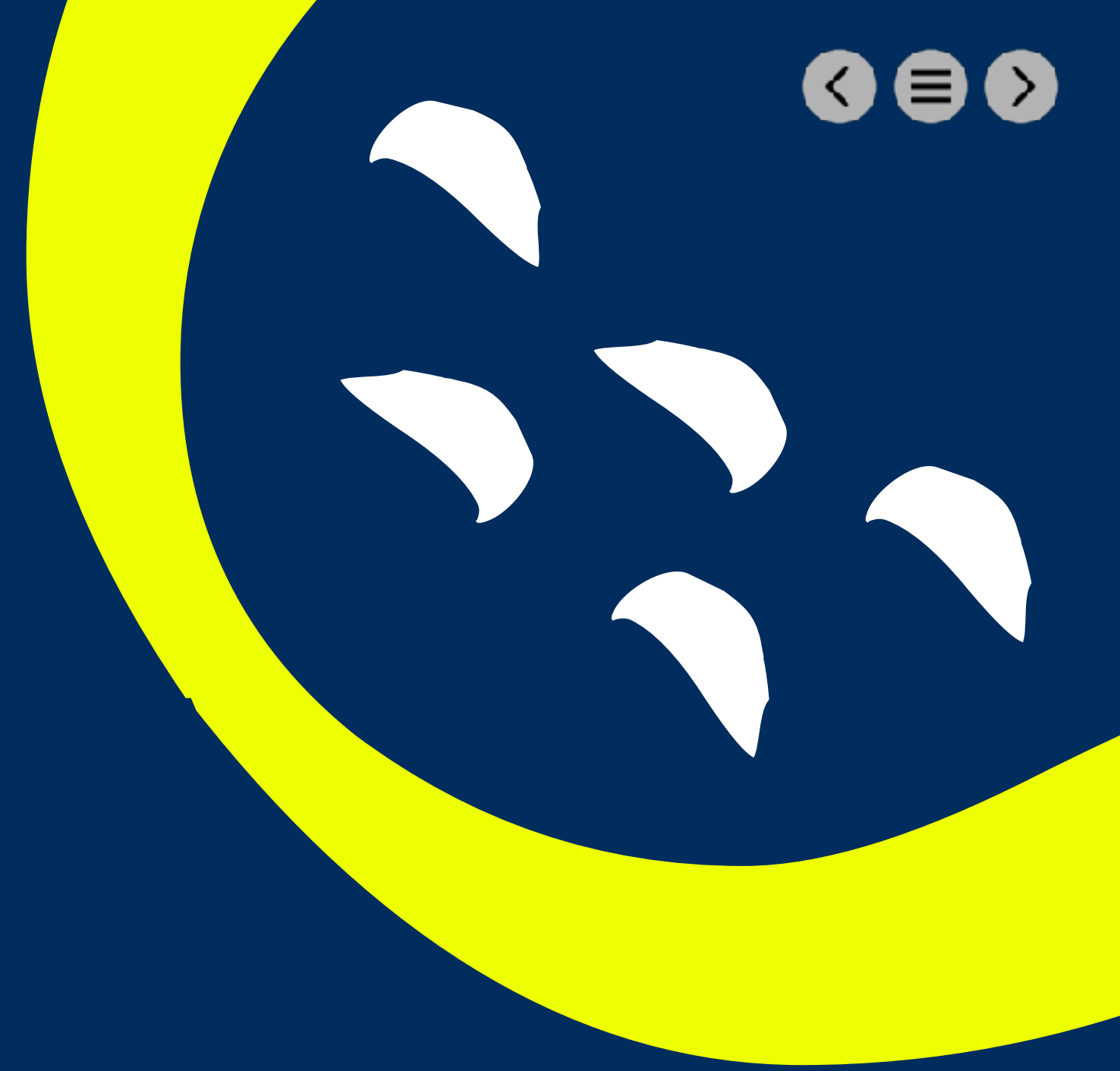


# Junior Fun Days

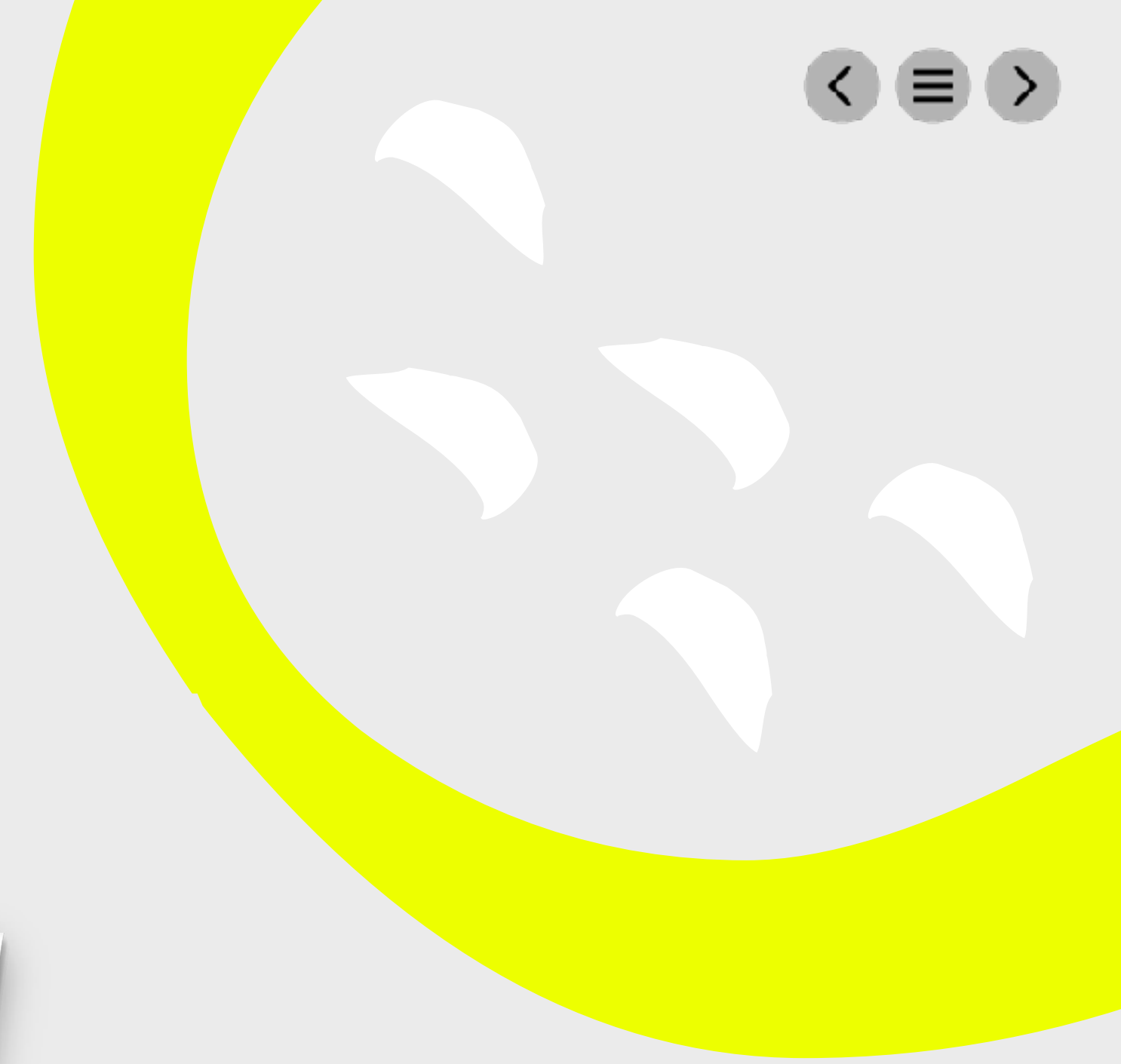


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# Overview



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# What Is the Role of Your Fun Days?

Fun Days are an outreach program at your club, built to provide new children 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 children 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 children into your Junior Monthly and Junior Camp programs at your venue.



## FIND

Junior Fun Days are built to provide access to your venue and the Crush It program. It is for those children without a connection to the club, within the local community, or members in other non-golf categories including friends and family members of those children currently participating in the Crush It program.

## EXPERIENCE

Fun Days provide an ideal opportunity for new children and their families to experience life at the club and everything the Crush It program has to offer. By creating a welcoming, fun event at your club participants and their family will be inspired to become involved and learn the game!

## CONVERT

The Fun Day events are intended to be a building block towards converting children into the Junior Monthly taster classes and Junior Camp programs. The structure of the event will provide the ideal opportunity to engage with parents and inform them of the great things you can offer at your club.

# What Is a Fun Day?

A Fun Day is exactly what it says it is! A day where children and their families can come to the club to have fun and experience playing golf. Fun Days are the core outreach program within the Crush It program. It forms the ideal opportunity to expose new children to your club and your program, provide them with a great experience and ultimately drive them into the other Crush It program opportunities.



## 1. Periodically Scheduled

As Fun Days are there to drive new children into your program, the regularity of the events will depend on when your other Crush It programs are running and should be scheduled to suit your needs and the needs of your program.



## Group Based Event

Fun days are delivered in groups, with a maximum of 8 children to 1 coach. Events operate on a game based approach with children able to receive high quality coaching and an opportunity to play team based games across the learning outcomes.



## Open to New Juniors

Fun days are targeted towards new children who are yet to be exposed to the Crush It program opportunities at your venue. It is an ideal opportunity to welcome children and their families from the local community as well as friends and family members of children currently participating in your Crush It program.



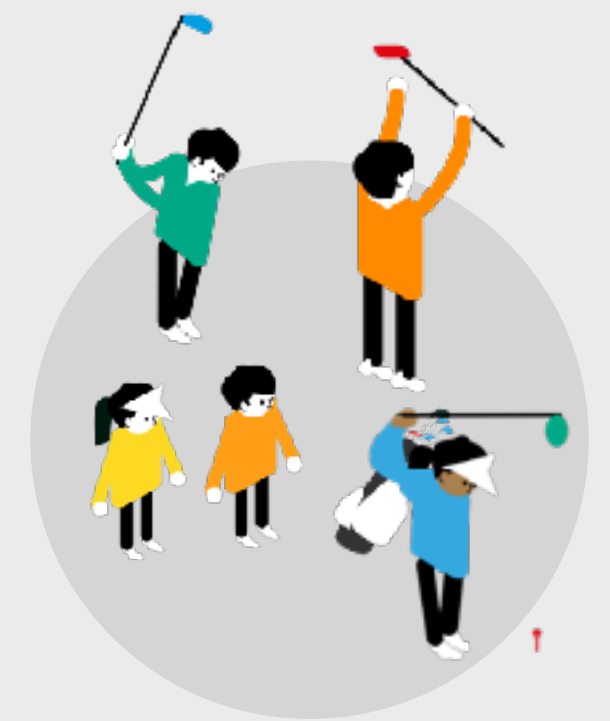
## 3-Hour Duration

Fun days are delivered over 3 hours at a flexible time to suit the needs of you and your venue. Through the course of the Fun Day event, children will have the opportunity to experience a range of golfing activities and even get time on the course in a fun, social scramble format.



## Chargeable per Event

Fun days are charged at a one off price to the event attendees and varies depending on the internal classification for your venue. This fee covers usage of all equipment and access to the course.

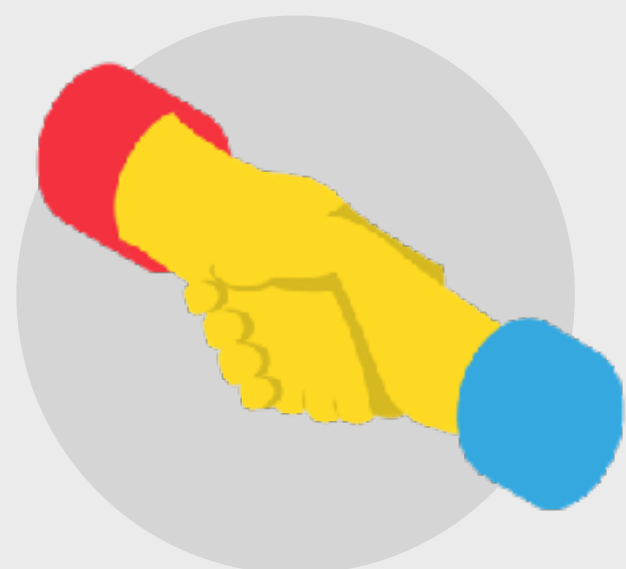


## All Areas of the Game

Fun Days are designed so that children can get an experience of learning all parts of the game and learning outcomes within the Crush it program. Children will even get a chance to get out on the course and experience real golf through a fun and social scramble format.

# How Will It Drive Conversions?

The experience children and their families receive during the Fun Day events will play a crucial role in converting them into your other Crush It programs and everything else your club has to offer them. The Fun Day has been designed to facilitate this, but ultimately it will be down to you to ensure that children and their families receive a knockout experience that will inspire them to come back for more!



## A Welcoming Environment

Opening your club's door and ensuring that the experience for those attending is as welcoming and friendly as possible will break down any barriers they may have. It will inspire them to know that your club is the place for them to learn the game and spend time as a family.



## Fun and Memorable Experience

Fun Days have been built with FUN at its core. The events provide the child with an opportunity to experience learning the game through fun, games based learning across the skill elements. Fun Days should leave a lasting impression to children that your venue is the place to learn and have fun!



## Safe and High Quality

Fun days will expose each child to your high quality coaching. Parents will see that your venue provides a safe environment that will build trust and drive the development of their child to build the skills for golf and skills for life.



## Drive New Friendships

Children will have the chance to meet and form new friendships. We know that children are far more likely to engage in activities that help them forge friendships and your event will do just that!



## Engage the Family

Junior Fun Days welcome the family to attend and experience life at your club. Parents can utilize the club facilities while their child attends the event and also spectate. They will see golf as a game for the family and life at club can play a huge role in their day to day lifestyle.

# Target Participants



# Who Can Attend Your Fun Days?

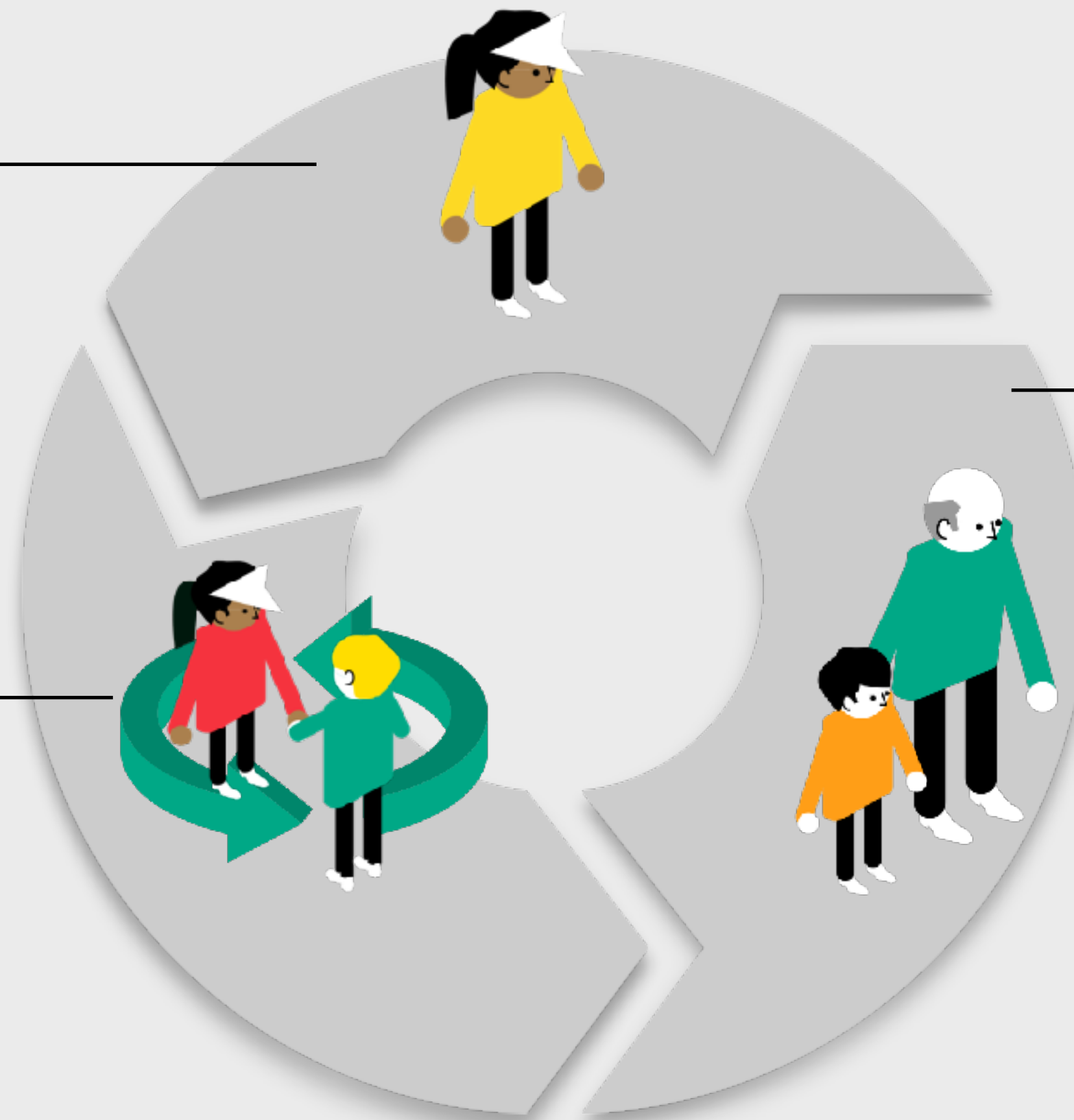
As the Junior Fun Days are built to drive new participants in your venue and your other Crush It Programs, the fun days are specifically tailored towards children who are not currently participating in the Crush It program. Those currently participating in the Crush It program are able to attend these events if there are places available. The fun days are targeted towards the following three customer types:

## 1. The Unconnected Junior

Fun days are open to children and their family without any connection to the club. These may be found through engagement activities in the local community, marketing activities or through customer driven enquiries.

## 2. Friendship Circle

Participants may have a connection through a current club member or through a child that is already participating in the Crush It Program.



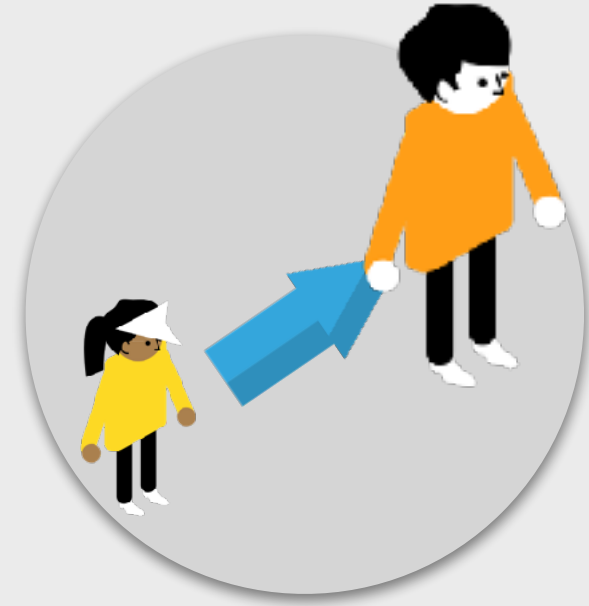
## 3. Family Connection

Participants may be close or extended family members of current club members or related to a child that is already participating in the Crush It Program.



# What Else You Need to Know

While we are prescribing a recommend structure of the Junior Fun Day events, we understand that the exact implementation of your events will vary from venue to venue. This will depend on the number of participants that you can reach in your local area, the facilities you have available and the size of your coaching team. Below are some of the additional guidelines you need to follow and areas where you have flexibility in delivery at your venue:



## Age Range

Fun Days have been built to target children within the age ranges of 6-16.



## Ability Range

Fun Days are ideally targeted towards children new to the game or with limited experience. However, these events are open to children with experience of the game and it will be the skill of your coaching to manage the range of abilities in the group and how you manage this on the day of the event.



## 8 : 1 Ratio

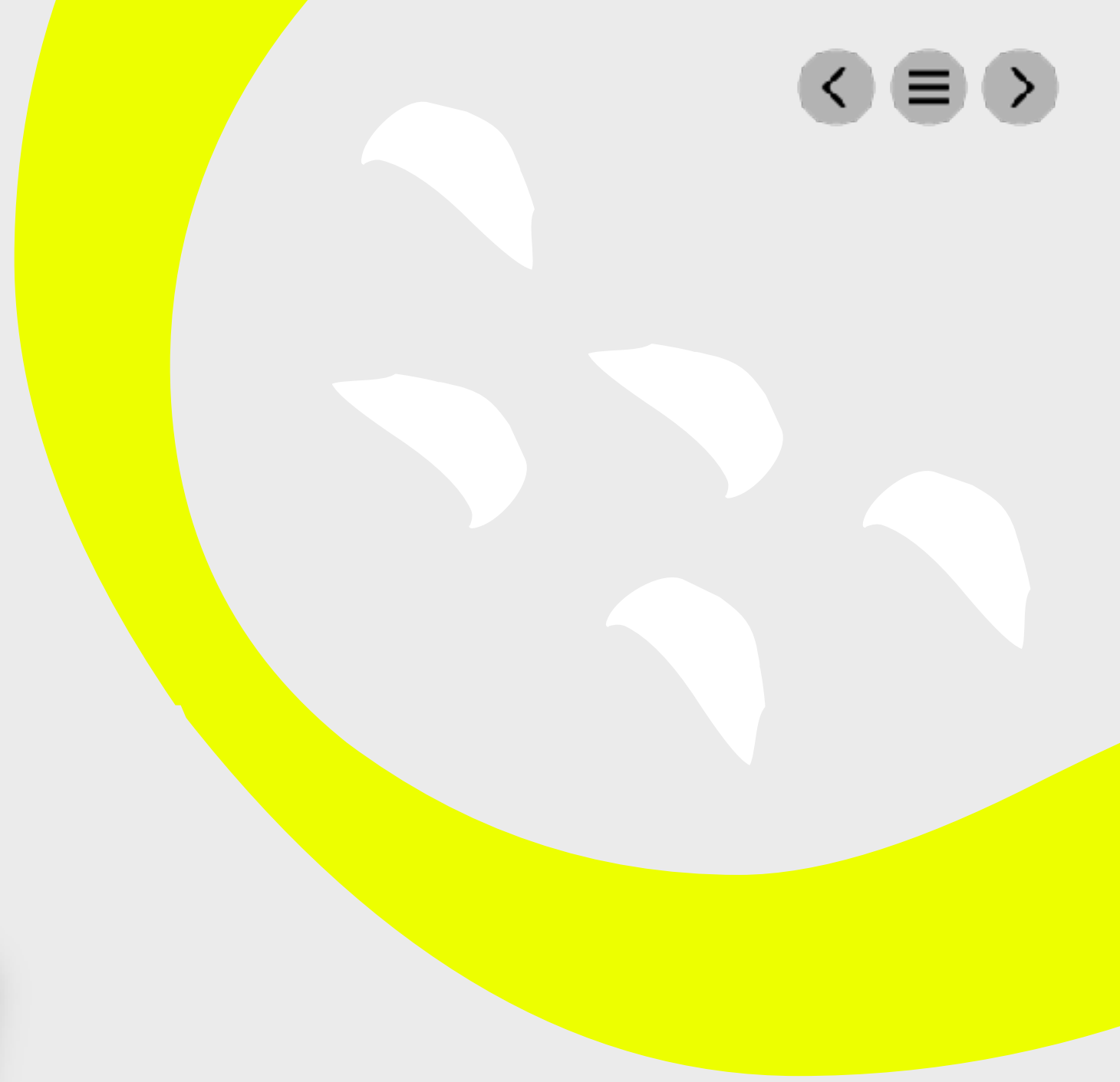
To ensure each child receives a high quality and safe experience, the maximum number of children that can attend your fun days will depend on the number of coaches that can deliver the event. You should have no more than 8 children to one coach.



## Flexibility for You

You have the flexibility to decide if you want to offer events tailored to specific ages or abilities as long as you can maximize capacity.

# Scheduling



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# Scheduling Overview

We understand that each venue is different in regards to access to facilities and the size of the coaching team. This will influence the size and frequency of fun day events at your venue. Therefore, you have control over a number of elements when scheduling your Junior Fun Days to make these a success. However, there are some key elements which must be in place when organizing your events. The main scheduling elements that are important to know are:



## Link to Crush It Programs

As Fun Days are there to drive new children into your program, the scheduling of your events must link to opportunities at your club within the Junior Monthly and Junior Camp programs. To make these events a success and have an impact on your program, there must be a next step for participants following the event.



## Consider Accessibility for Parents

When scheduling your events, consider linking these directly to the days in which your Junior Monthly classes are running. If you are running Junior Monthly classes across the age groups on a range of days then fun days can be scheduled to suit these. If you are only offering Junior Monthly classes on a specific day of the week, then you should consider running your fun day events on the same day of the week to maximize conversion.



## 3-Hour Duration

All fun days that you run should be 3 hours in duration. The support resources and pricing model have been built with this in mind and it is important that you follow this duration when scheduling your events.



## Flexibility to You

To make your event a success, you have flexibility over the following when scheduling your events:

- The frequency and total number of events you offer across the program year
- The number of participants that can attend your event depending on the number of coaches running the event
- The time and day you run the event
- Whether you want to offer age based or ability based events



## Bookings through GLF. Locker

All fun day event bookings should be taken through the GLF. Locker system. This will ensure that participation can be effectively measured, you can communicate with event participants and you can reconcile payment through Micros.

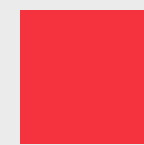


## Climate Dependent

The number of Junior Fun Day events that you can offer will be dependent on the climate in which your venue operates. The exact dates and frequency of your events will vary depending on the program delivery months.

# Scheduling Based on Climate and Region

There isn't a specific expectation of the number of fun day events you should offer at your venue. These events should be offered periodically depending on your needs and can be plugged into your program calendar when required. It is important that the scheduling of these events link directly to the Junior Camp and Junior Monthly programs at your venue in order to drive conversions.



## Year Round

Fun day events should be scheduled through the program year and link directly to the weekly Junior Monthly classes and the ten Junior Camp opportunities throughout the program year.



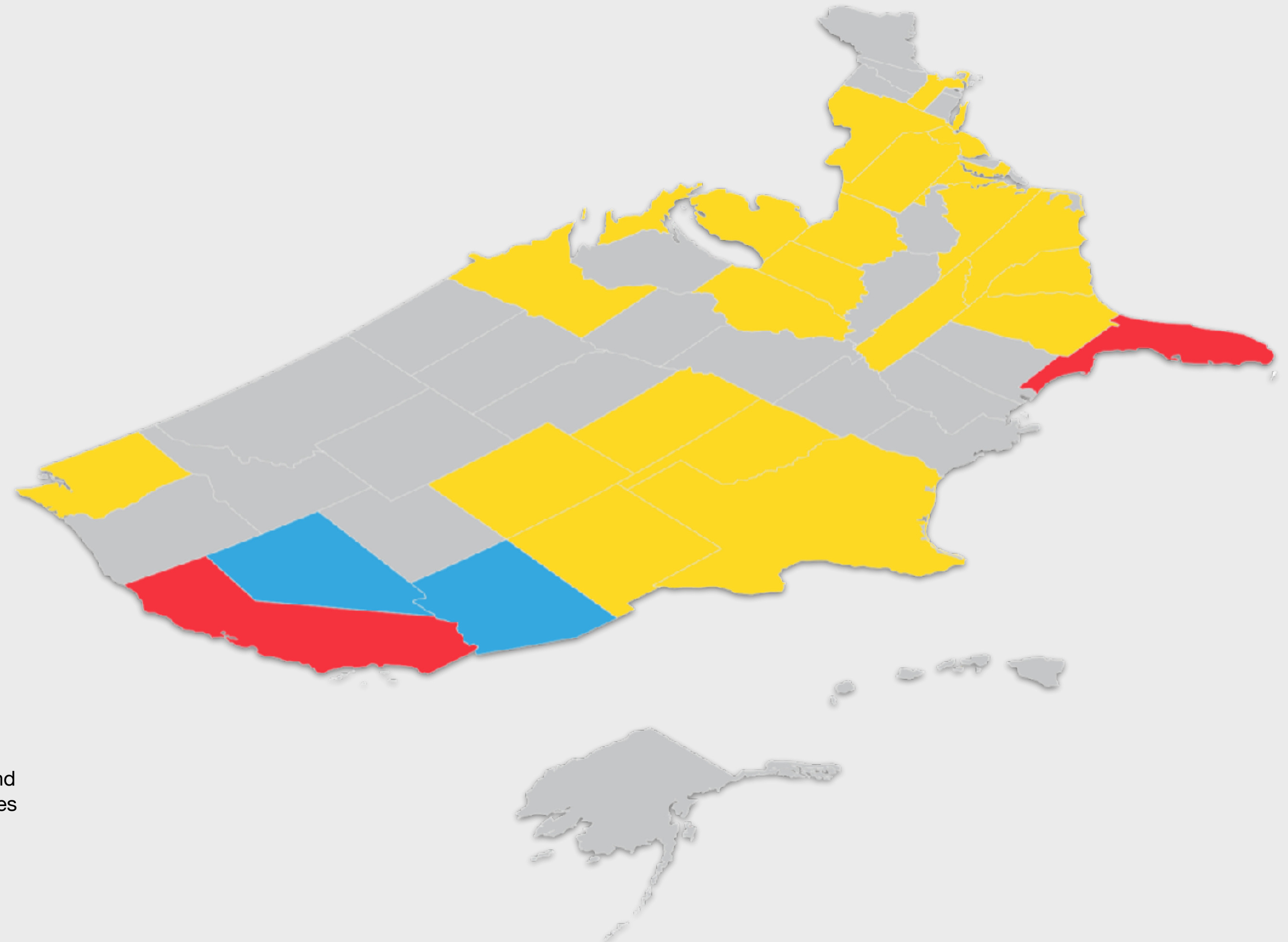
## Seasonal

Fun day events should be scheduled between the delivery months of April - October and link directly to the weekly Junior Monthly classes and the seven Junior Camp opportunities throughout the program



## Desert

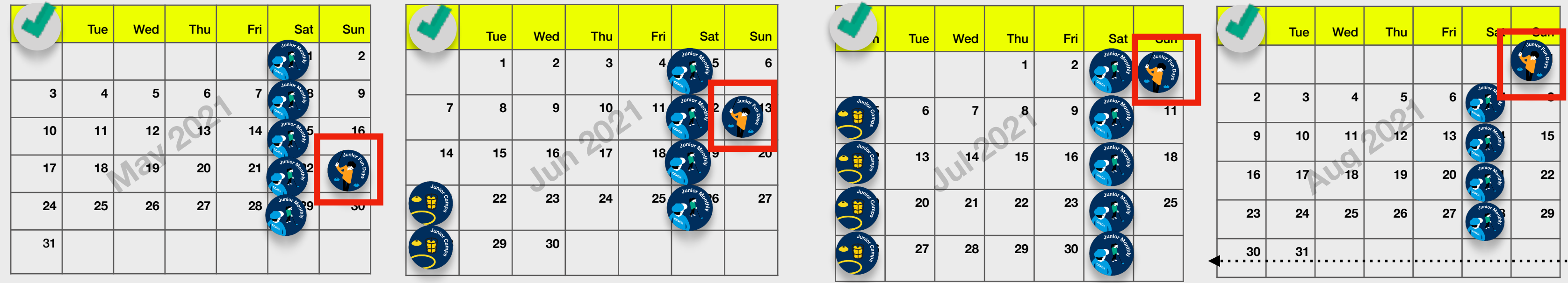
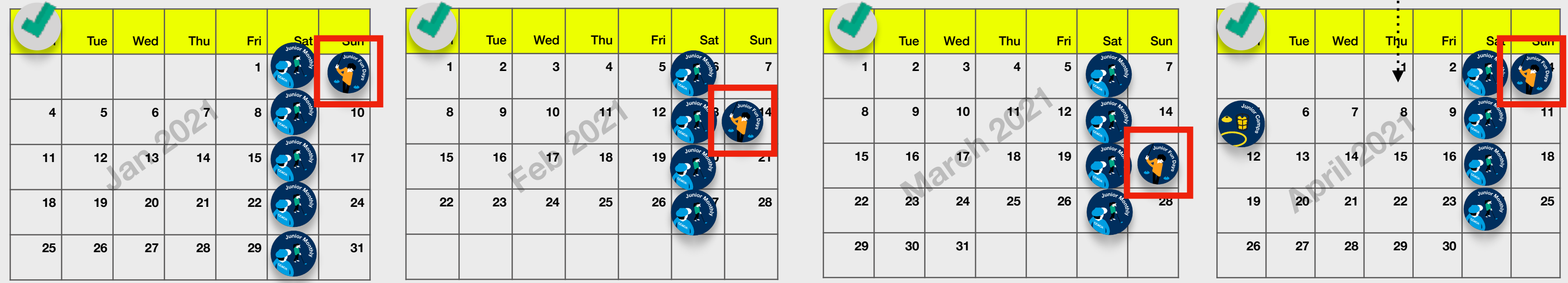
Fun day events should be scheduled between the delivery months of October - April and link directly to the weekly Junior Monthly classes and the four Junior Camp opportunities throughout the program year.



# Annual Program Calendar - Year Round

When scheduling your fun day events, you should look to schedule these around three weeks prior to any of the Junior Camps to maximize conversions. As Junior Monthly classes run through the program year, you should ensure there is a regular frequency to these events in order to drive new participants into the programs and receive a taster class. In the example below, there are twelve Fun Day events scheduled which link directly to the Junior Camp and Junior Monthly program opportunities.

Spring Break Week



Summer Break

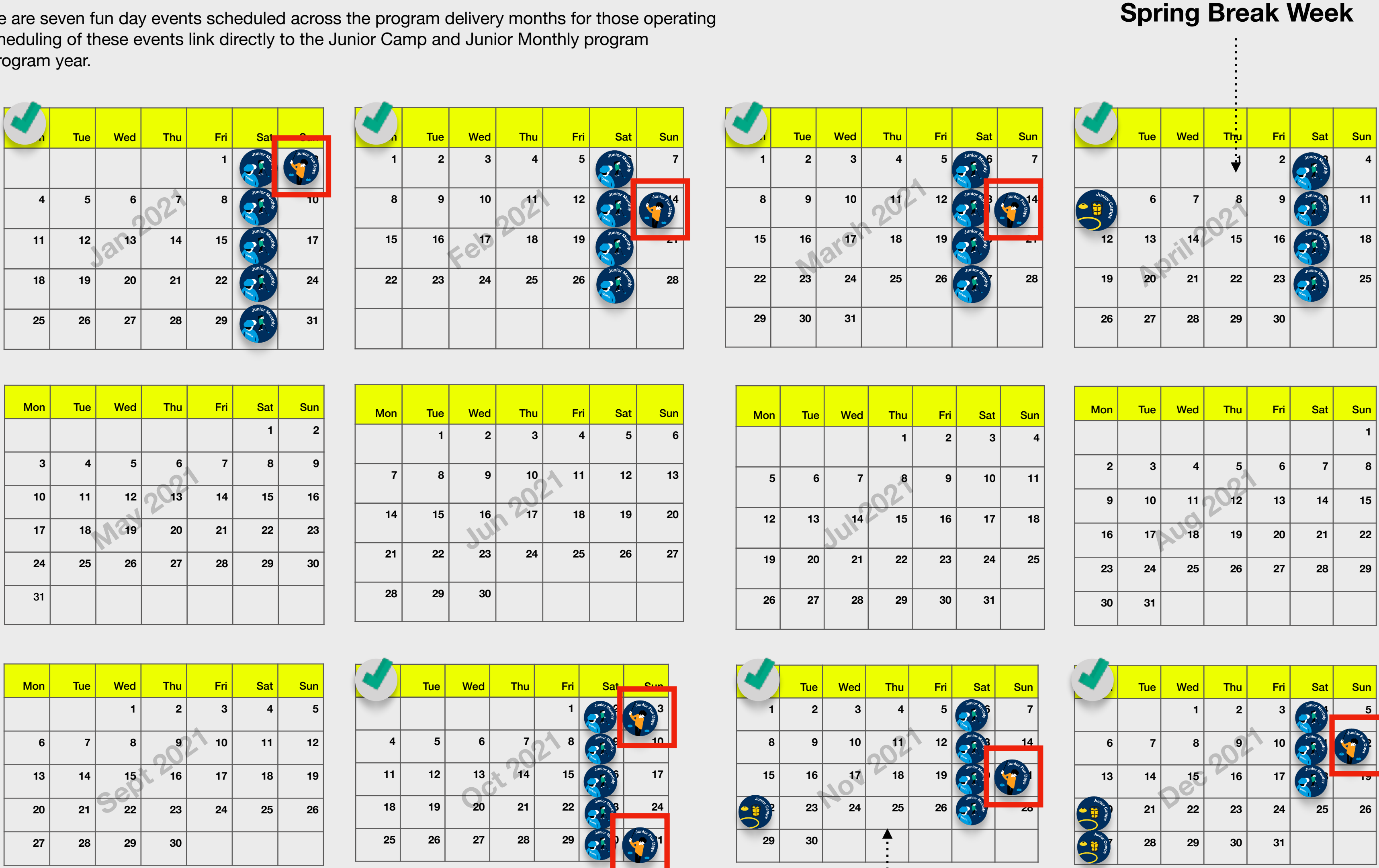


Winter Break

Thanksgiving Break

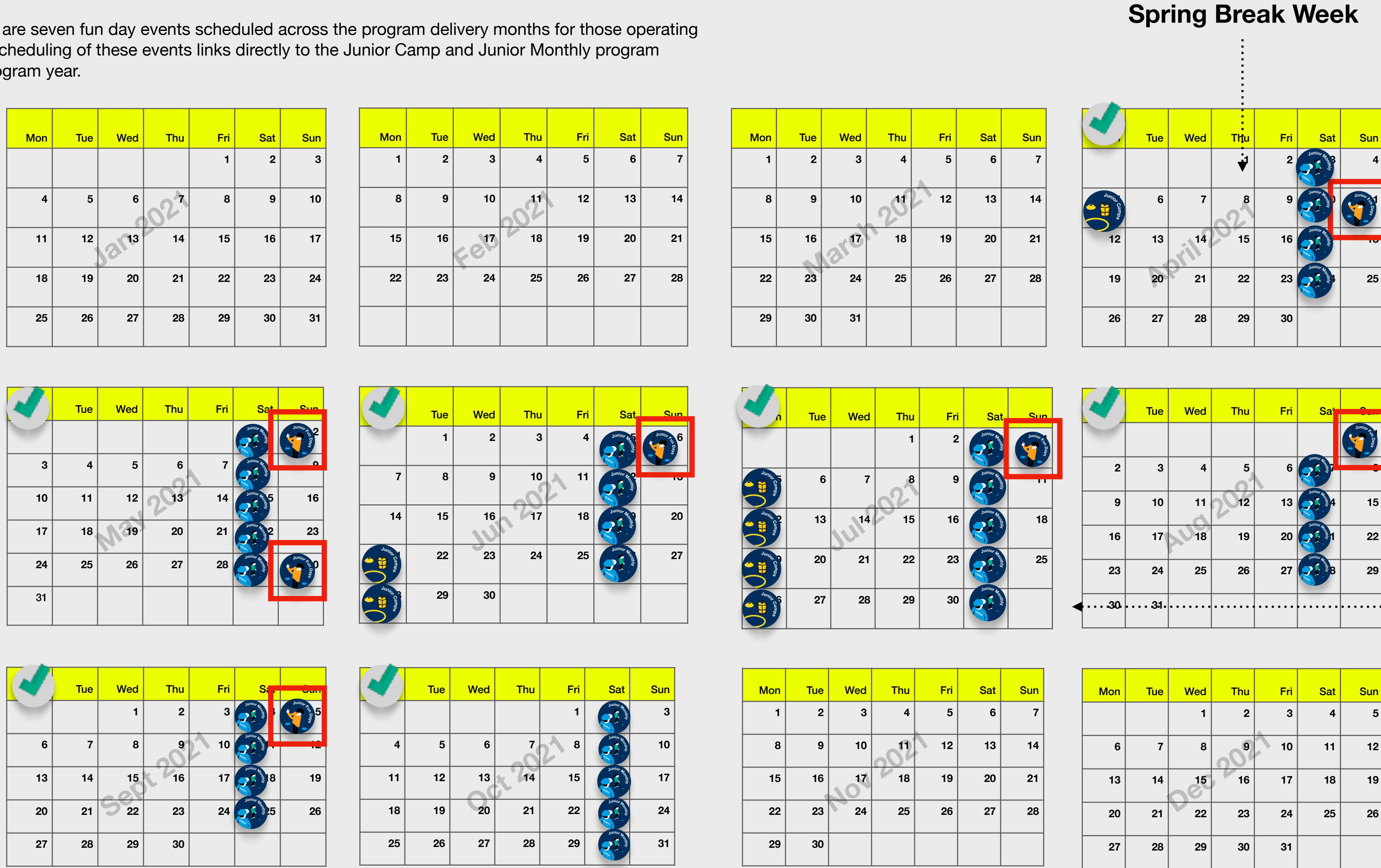
# Annual Program Calendar - Desert

In the example below, there are seven fun day events scheduled across the program delivery months for those operating in a desert climate. The scheduling of these events link directly to the Junior Camp and Junior Monthly program opportunities across the program year.



# Annual Program Calendar - Seasonal

In the example below, there are seven fun day events scheduled across the program delivery months for those operating in a seasonal climate. The scheduling of these events links directly to the Junior Camp and Junior Monthly program opportunities across the program year.



# Scheduling on the Day

This graphic provides an example overview of the suggested schedule of the Junior Fun Day event. Junior Fun Days are 3 hours in length and as juniors get a chance to experience a range of skills, scheduling the event to allow for enough preparation time of these areas is essential. It is also important to schedule your event when you can get access to the golf course for the team scramble.

You have the flexibility to schedule these fun days at a time of the day to suit your requirements.

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		

April 2021

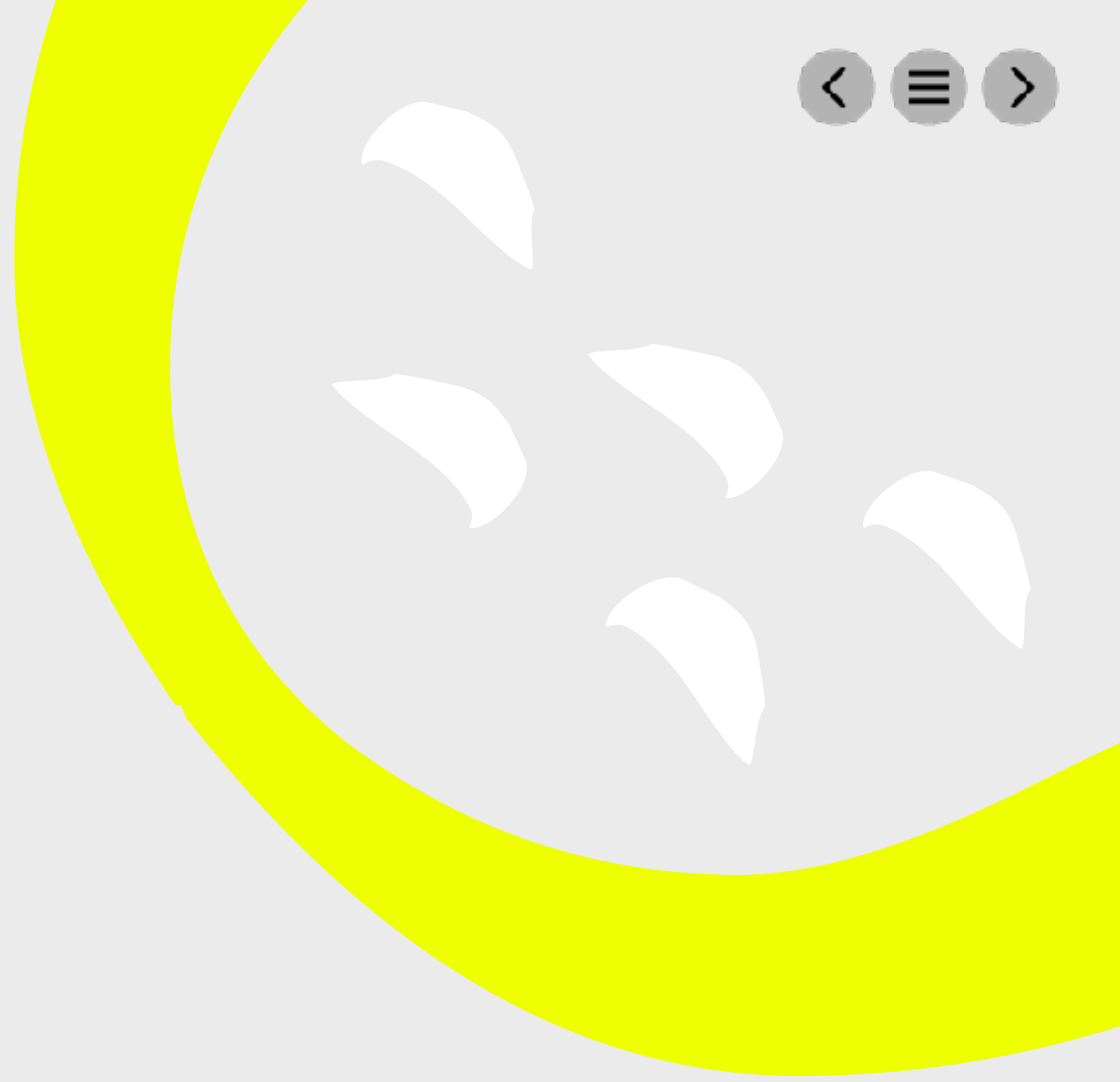


## Sunday 11th April Junior Fun Day

Time	Session
1.30pm	Preparation / Meet Juniors and Parents
2pm - 2.15pm	Welcome and Physical Literacy Warm Up Game
2.15pm - 3.45pm	Swing, Around the Green and On the Green
3.45pm - 4.45pm	On the Course Team Scramble
4.45pm	Award Ceremony and Promotional Activity
5pm - 5.15pm	Tidy Down



# Pricing and Revenue Projections



# Event Price

The price of your events will vary depending on the internal classification of your venue. However, the pricing of the events are standardized across all venues (unless by exception with approval from the Director of Golf programming). The pricing, what is included and other key information is as follows:

<b>Premier</b>	<b>\$90 per event</b>
<b>Signature</b>	<b>\$75 per event</b>
<b>Classic</b>	<b>\$60 per event</b>
<b>Select</b>	<b>\$60 per event</b>

### What is included?

- ✔ Equipment use
- ✔ Golf course access within the team scramble
- ✔ 3 hours of coaching and supervision of a PGA Professional
- ✔ Award ceremony prizes

### Key information

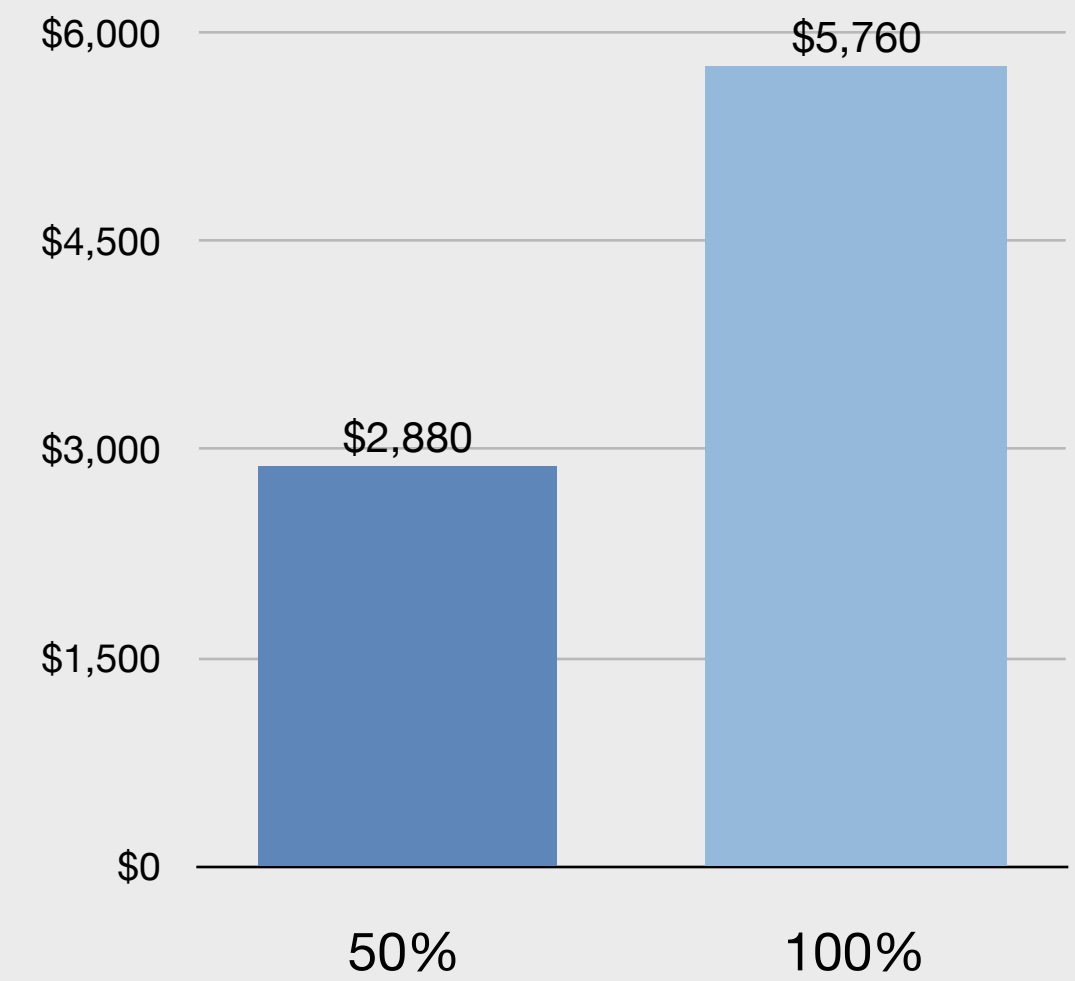
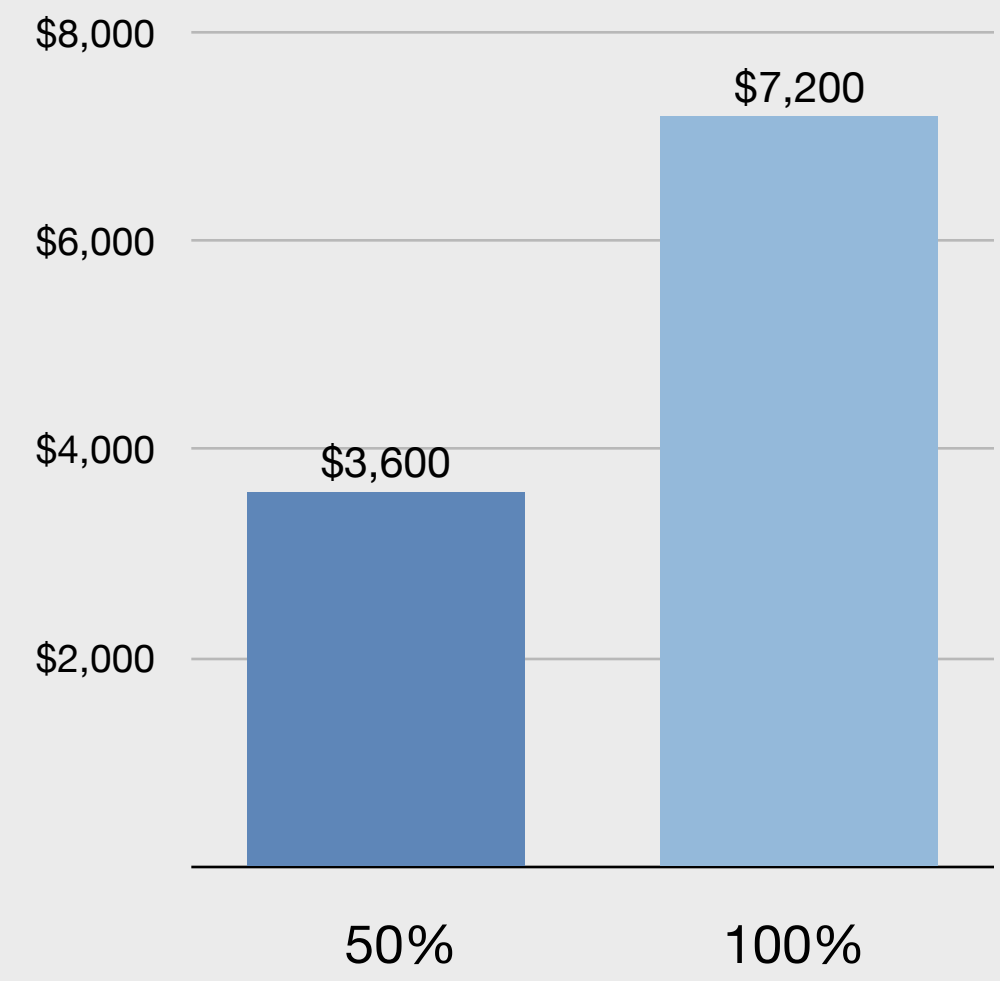
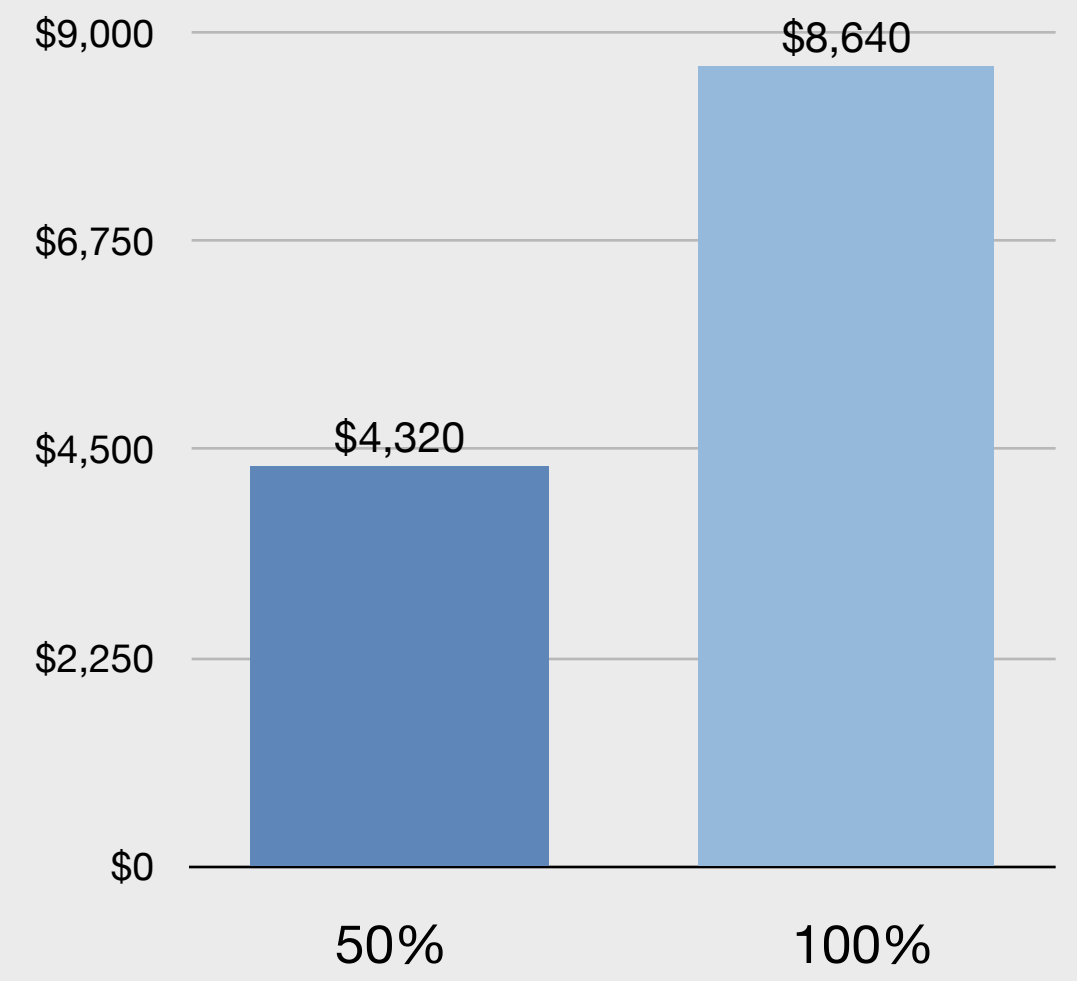
- ✔ Payment on sign up
- ✔ Payment to be made through Micros at your venue

# Annual Revenue Projections - Year Round

The graphics below are projections for the gross annual revenue for those venues operating in a year round climate. The projections below are based on delivering 12 Fun Day events over the course of the program year at both 50% and 100% capacity across the different classifications.

## Annual Revenue\*

\*Based on 12 Events



# Annual Revenue Projections - Desert & Seasonal

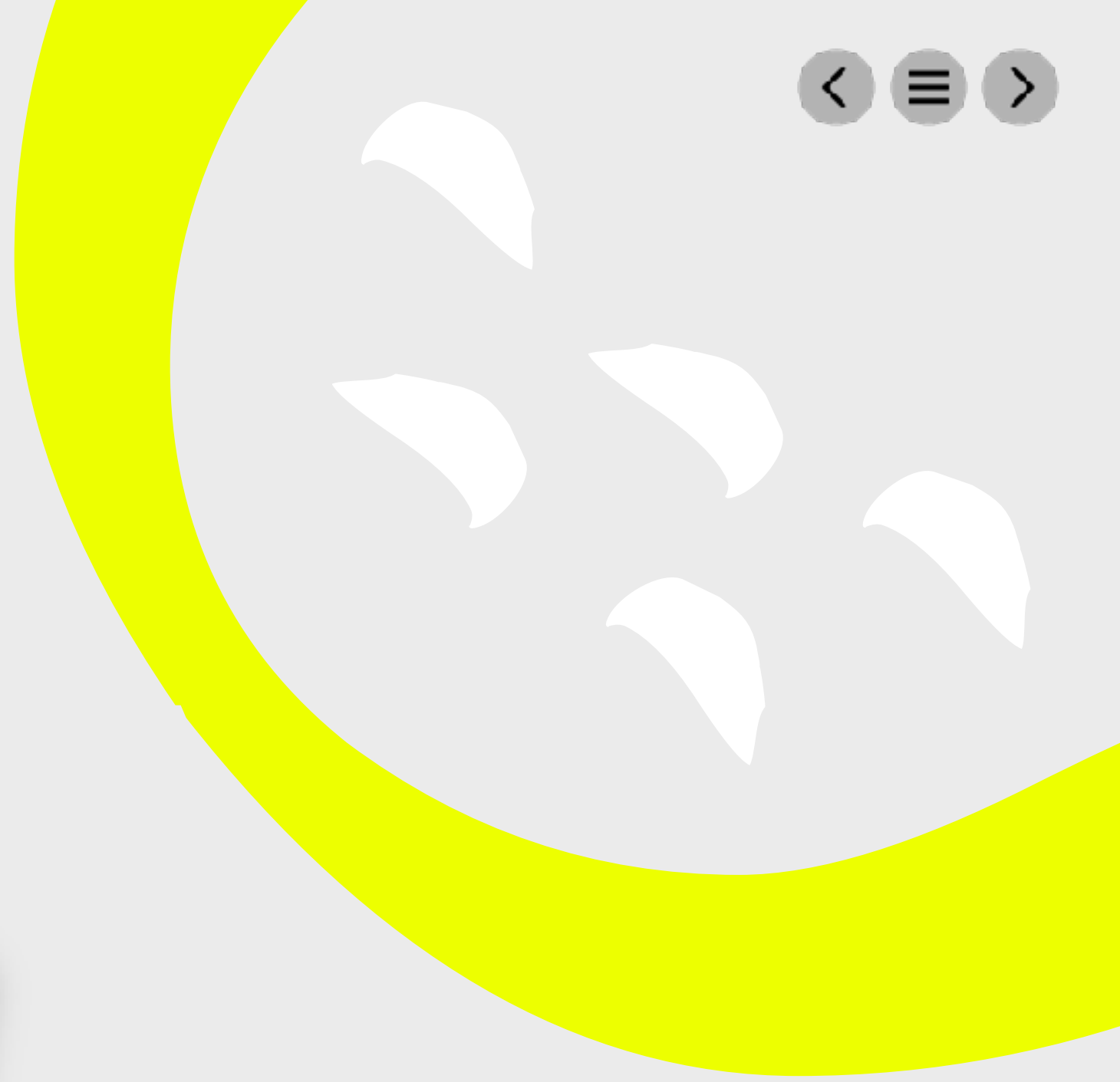
The graphics below are projections for those operating in a seasonal and desert climate, based on delivering 7 Fun Day events over the course of the 7 programming months, once again at both 50% and 100% capacity.

## Annual Revenue\*

\*Based on 7 Events



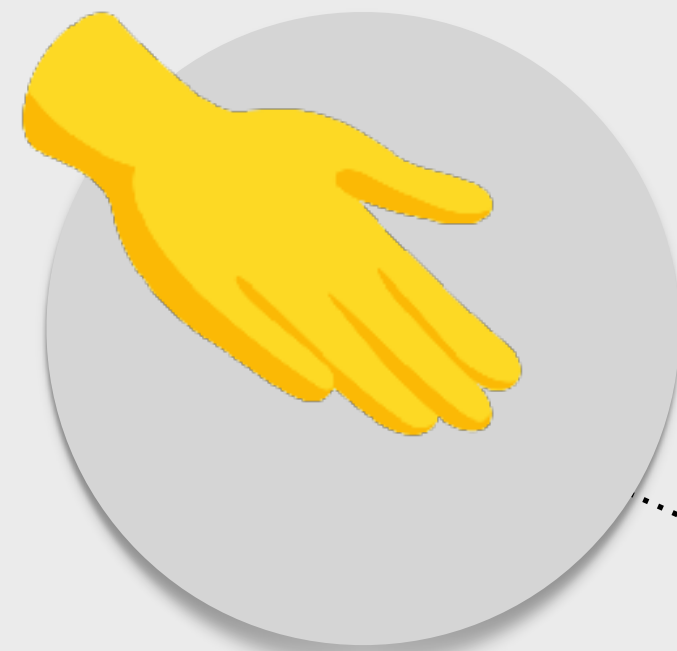
# Running an Event



# Flow of the Day

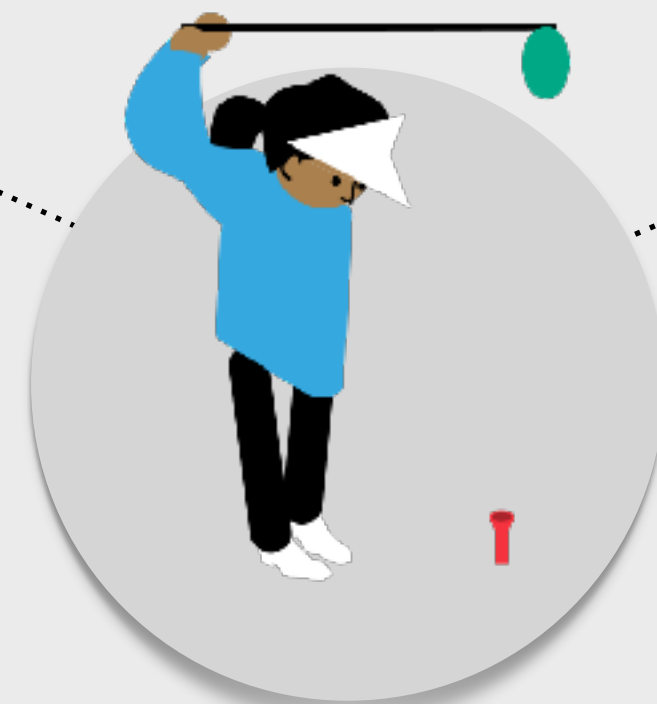
This event is all about fun for the child, and exposing them to all components of the game, not just hitting golf balls on the driving range. We want them to leave the event having developed a love for the game and a level of confidence being at the club.

The day is also about engaging and exposing the family to life at the club and providing you with the opportunity to convert them into the Junior Camps or Junior Monthly program and wider activities at the club for the family.



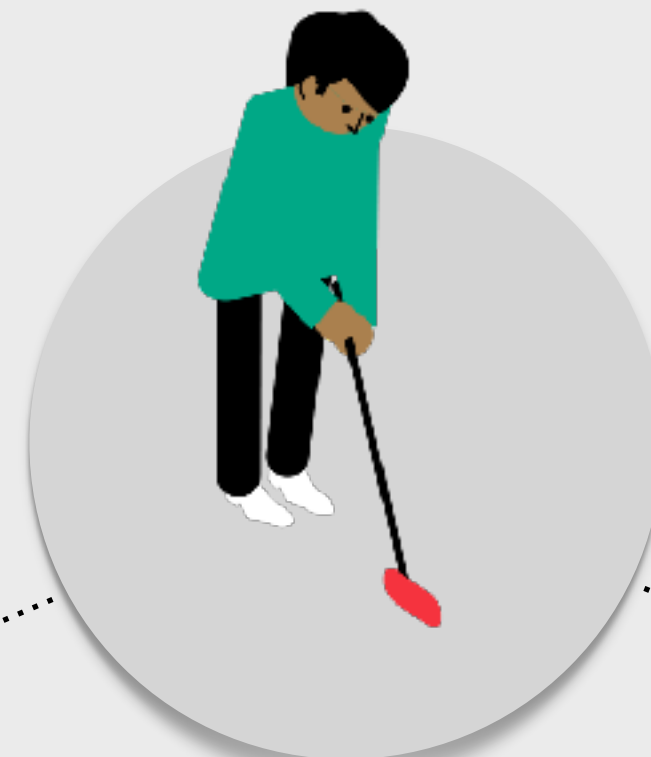
## Welcome and Warm Up

Your event starts by welcoming juniors and their families to the event. Outline the flow of the event and start with a fun physical literacy warm up game.



## Swing Games

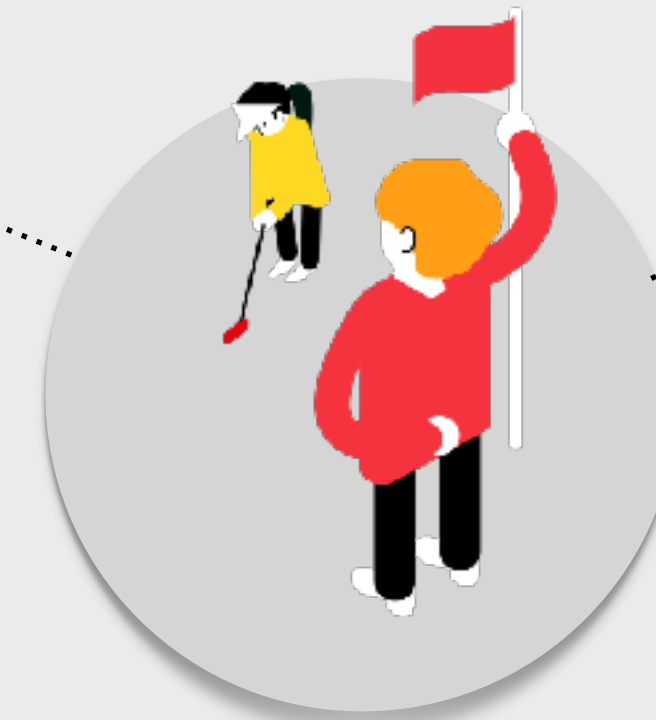
Head to the driving range and introduce the child to the clubs used in the Swing element, help develop their fundamentals and get them playing some fun team based games.



## Chipping and Putting Games

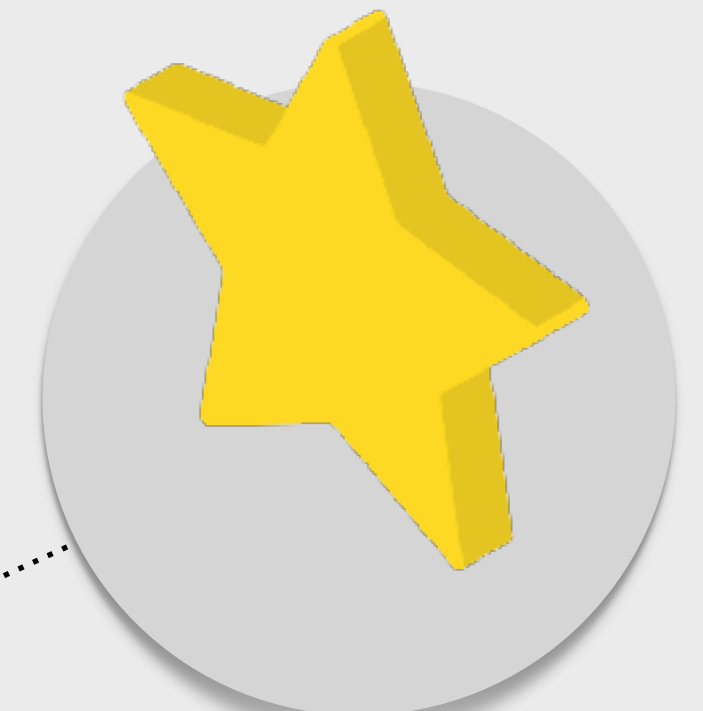
Head to your putting green and short game area and work on the child's On the Green and Around the Green skills.

Once again an opportunity to play some fun team based games across these skills and develop their fundamentals.



## Team On-Course Games

Give your juniors a real sense of the game by heading to the course for a fun 3-hole team scramble using the adapted golf course used in your Junior Course Play event.



## Award Ceremony and Promotional Activity

Bring your event to a close with a short award ceremony in front of the juniors families and take the opportunity to engage with parents on the next steps for their child.

# Finding Event Plans

In the Training Hub, you can access an example Fun Day class plan to use during your event. Follow the steps below to find the event plans that you can use help you plan, setup and deliver your event:



## 1. Visit the Training Hub

Navigate to the Training Hub and the Fun Days section to access the necessary resources.

## 2. Find

Navigate to the Event Plans section, and you can access the Event Plans to follow during your event.

## 3. View or download

Once you have found the Event Plan, you can view it through the Training Hub or you can download this as a PDF.

# What's Included in the Event Plan

Once you have found the correct event plan, these class plans give you everything you need to prepare and deliver your event as well as ensure it makes an impact at your venue and drive new footfall into your other junior programs. Each event plan will include:



## 1. Class Layout and Setup

This section of the event plan will provide you with a recommendation of how to layout each section of your event to ensure it is delivered safely and meets the delivery of the learning outcomes.



## 2. Equipment You Need

Each event plan will list the specific equipment required to deliver the games within the class plan.



## 3. Timetable

The timetable provides you with an overview of what is delivered in the event and how the event is broken down across the duration.



## 4. Warm Up Game Card

The event plan includes a Warm up Game that you can use.



## 5. Game Cards

Each class plan includes Game Cards that the children attempt with a partner during the event.



## 6. On Course Game

Fun Days provide access to the golf course in a fun team-based format and the event plan includes a guideline of how to run the On Course Team Scramble.



## 7. Learning the Game Focus

The event plan includes the elements that you can introduce to the child within the Learning the Game learning outcome.



## 8. Whole Child Focus

The event plan includes a focus within the Whole Child learning outcome and ideas of what you can introduce to the children throughout the event.



# Event Timetables

Within each event plan is an event timetable. This timetable provides an overview of what should be delivered during your event. The graphic below shows an example of the event timetable and the focus at each stage of the event:

**4 Event Plan**

**Event Timetable**

Session Length: 180mins | Group Size: 1:8 | Mastering the Game Focus: Swing Around the Green On the Green | Whole Child Focus: Cognitive - Growth Mindset | Learning the Game Focus: Rules and Etiquette

Time	Focus	Suggested Theme Content	Games / Drills / Resource
15 Mins	Introduction and Warm Up Game	<ul style="list-style-type: none"> <li>Outline the Junior Program and Player Pathway to the group</li> <li>Introduce and play the warm up game</li> </ul>	<ul style="list-style-type: none"> <li>Superintendents and Hackers</li> </ul>
30 Mins	Mastering the Game • Swing	<ul style="list-style-type: none"> <li>Outline the safety instructions and class layout</li> <li>Introduce games, tasks and challenges</li> <li>Deliver one to one and group coaching</li> <li>Children rotate around the stations</li> </ul>	<ul style="list-style-type: none"> <li>Tug of War</li> <li>Speed Swinger</li> <li>G.O.L.F</li> </ul>
30 Mins	Mastering the Game • Around the Green	<ul style="list-style-type: none"> <li>Outline the safety instructions and class layout</li> <li>Introduce games, tasks and challenges</li> <li>Deliver one to one and group coaching</li> <li>Children rotate around the stations</li> </ul>	<ul style="list-style-type: none"> <li>Bullseye</li> <li>Tic-Tac-Toe</li> <li>Battleships</li> </ul>
30 Mins	Mastering the Game • On the Green	<ul style="list-style-type: none"> <li>Outline the safety instructions and class layout</li> <li>Introduce games, tasks and challenges</li> <li>Deliver one to one and group coaching</li> <li>Children rotate around the stations</li> </ul>	<ul style="list-style-type: none"> <li>Domino Race</li> <li>Ten Pin Bowling</li> <li>Finders Keepers</li> </ul>
60 Mins	On Course Team Scramble	<ul style="list-style-type: none"> <li>Outline the safety instructions</li> <li>Play 2 or 3 holes from appropriate distances for the ability of the group</li> </ul>	
15 Mins	Award Ceremony and Promotional Activity	<ul style="list-style-type: none"> <li>Recap the Player Pathway to children and parents</li> <li>Invite to a Junior Monthly Taster Lesson</li> <li>Highlight the key points to parents, provide additional resources if necessary</li> </ul>	<ul style="list-style-type: none"> <li>Junior Monthly Flyer</li> <li>Junior Camps Flyer</li> </ul>

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**Callout 1:** The top section provides an overview of class including the length, class size and the different learning outcome focus

**Callout 2:** The first column provides a breakdown of the recommended time that should be allocated to each focus within the class

**Callout 3:** The second column provides a breakdown of the focus with each section of the class

**Callout 4:** With each section, ideas around what can be covered within this section of the class are listed here

**Callout 5:** The specific games that are built into the event plans are provided in the final column

# Some Things to Remember

The success of the Junior Fun Days and the conversions from the event into your Junior Monthly and Junior Camp programs will in the main be driven by the child and the families experience on the day. We are providing you with all the tools you need to make it a success but you have a critical role to play in delivering a great experience for those who attend. Remember the following when implementing the event at your venue:



## Keep the Day Fun

These days are all about creating memorable positive experiences for the child and the family to drive them to sign up to the other junior programs and engage in club activities and membership. Always keep the day lighthearted and fun!



## Keep it Safe

Nothing will do more damage to the success of the day like a perception by the child or the family that the environment isn't safe. Always keep this in mind so you can create a sense that activities at the club are always delivered with the welfare of the child in mind.



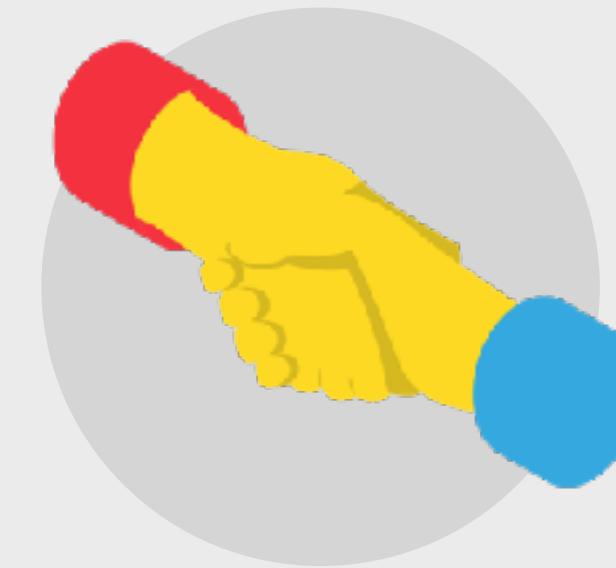
## Keep it Inclusive

Remember that there may be a range of ages, abilities and experiences attending your fun day events. Therefore make sure that the flow of the day is as inclusive as possible for all participants. Focus on creating a support atmosphere with team-work at its heart.



## Be Prepared

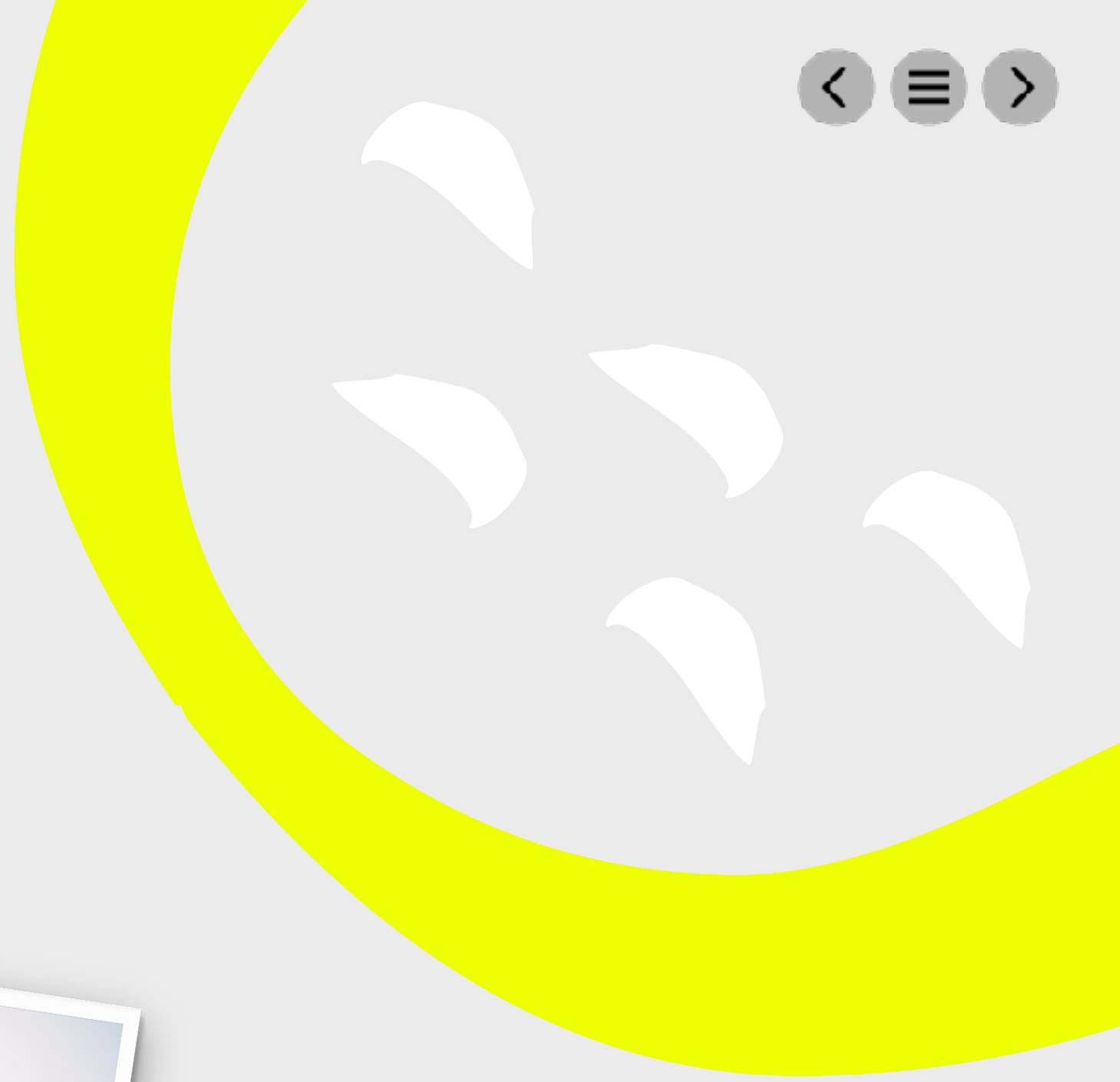
Preparation will be key to the success delivery of your fun day. Not only will this help you enjoy the event, but it will also create a great image of you and your club to the child and the family. You also need to make sure you have all the information you need to convert participants into your Monthly and Golf Camp programs.



## Create a Welcoming Environment

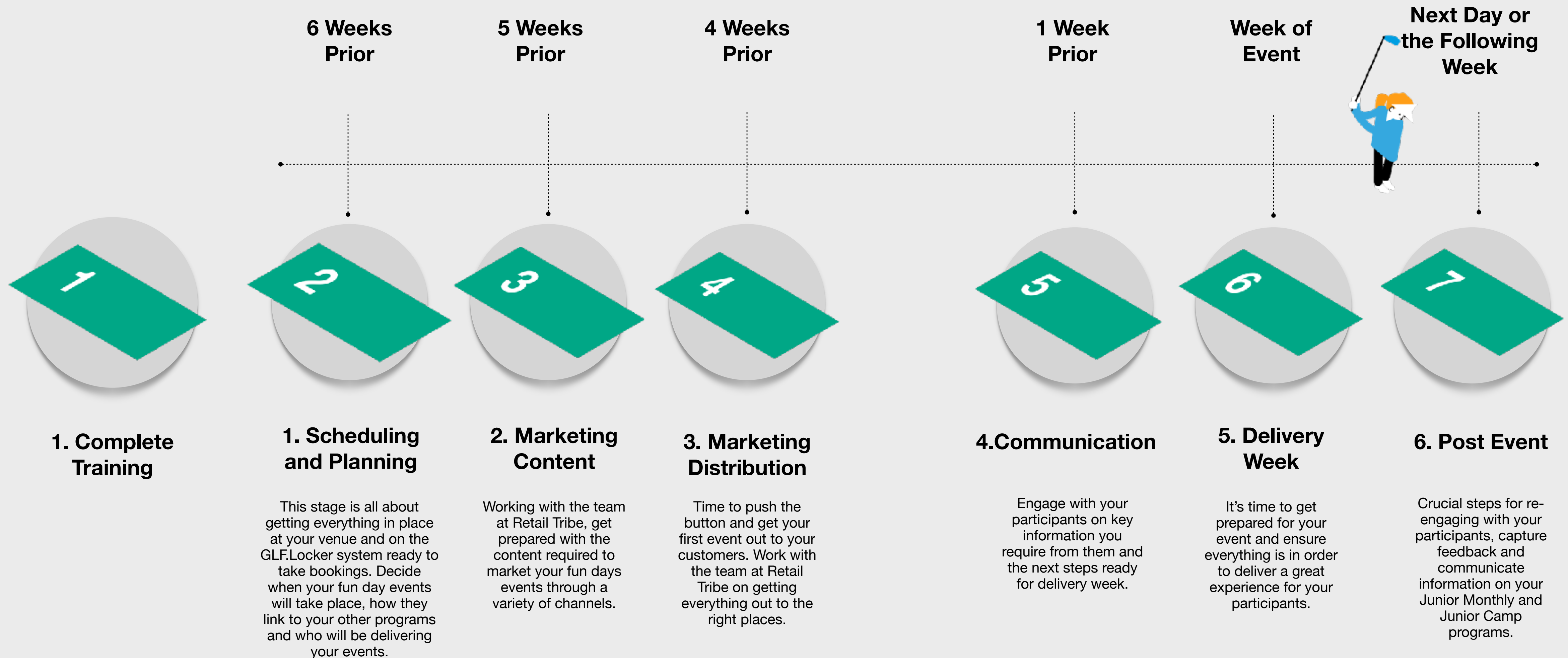
The events are a shop window for children and parents into life at your venue and the Crush It program. Strive to ensure that all involved create an environment and atmosphere that allows the child and the family to be confident and comfortable at the club.

# Implementation



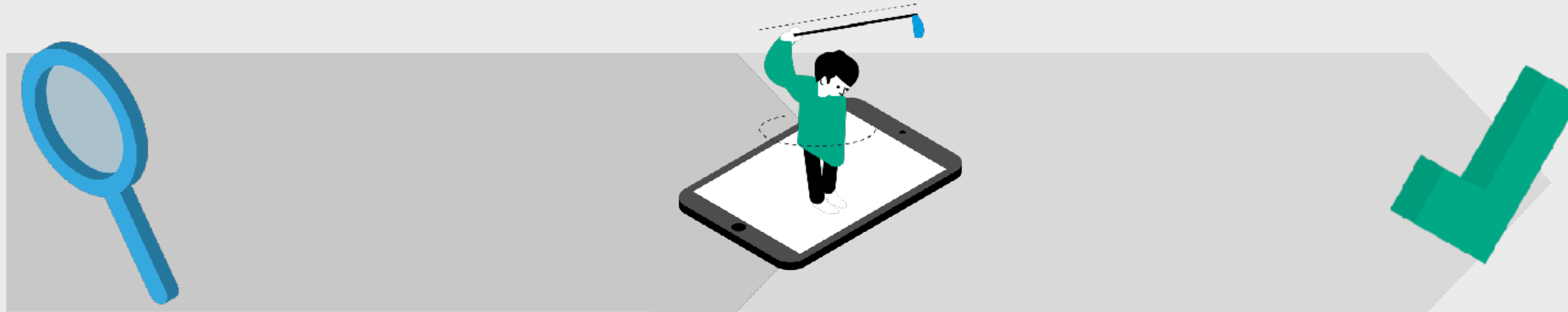
# Implementation of the Program

After completing this part of your program training you will be ready to get into action and start your journey to getting the Fun Day Events up and running at your venue. The implementation stages of the Junior Fun Day Events 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', visit the 'Junior Fun Days' section and download the 'Checklist Guides' to help you get up and running.



## 1. Navigate to the Junior Fun Days 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 where applicable, links directly to a resource in the hub where required and will help you get everything in place to move to the next stage.

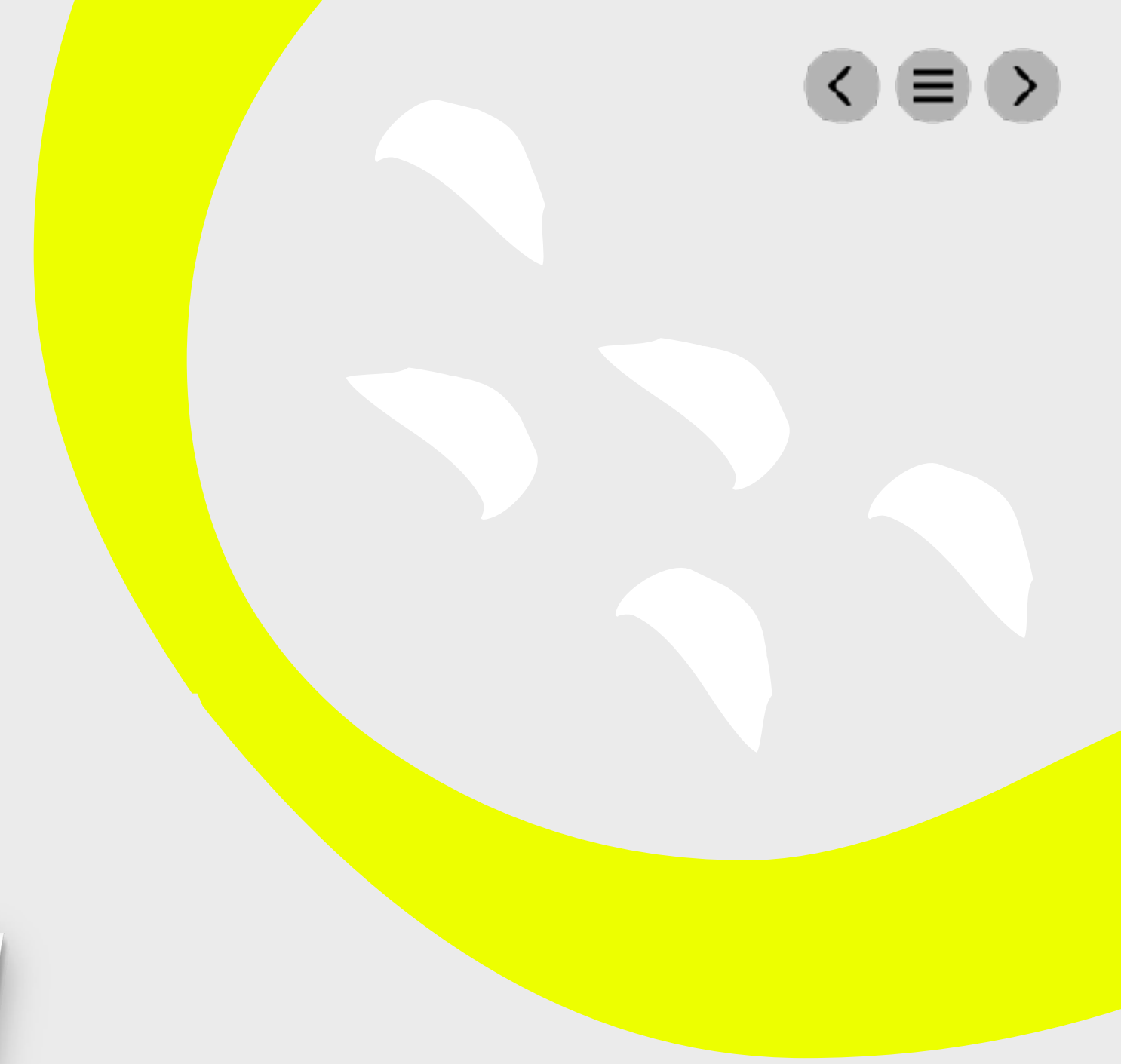
## 2. View or Download Step 1 'Planning & Scheduling Checklist'

The first step is complete the actions within Planning and Scheduling. These tasks are everything to do with getting your fun day events organized and added to GLF.Locker. Decide on when you will run these events, how many places are available and who will be delivering your event.

## 3. Action and Tick Off the Tasks

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

# Support for You



# Support for You

To help you to run a great Junior Fun Day, you are being provided with support in several ways. This support will provide you with all of the tools to help you prepare for your event, fill those places, run a great event on the day and convert your participants into the other programs and activities at the club. Support is available to you in the following ways.



## Event Plans

With the Training Hub, you can access event plans to help you plan, setup and deliver a great Junior Fun Day event at your club. These plans will walk you through every step of your event and give you the resources you need.



## Step by Step Guides

Access step by step guides that walk you through each stage of implementation of your event, helps you understand the tasks you should complete at each step and where to access the resources you need.



## Equipment Bag

You are being supplied with an equipment bag to help you deliver all of the games within the event plan.



## Marketing Support and Resources

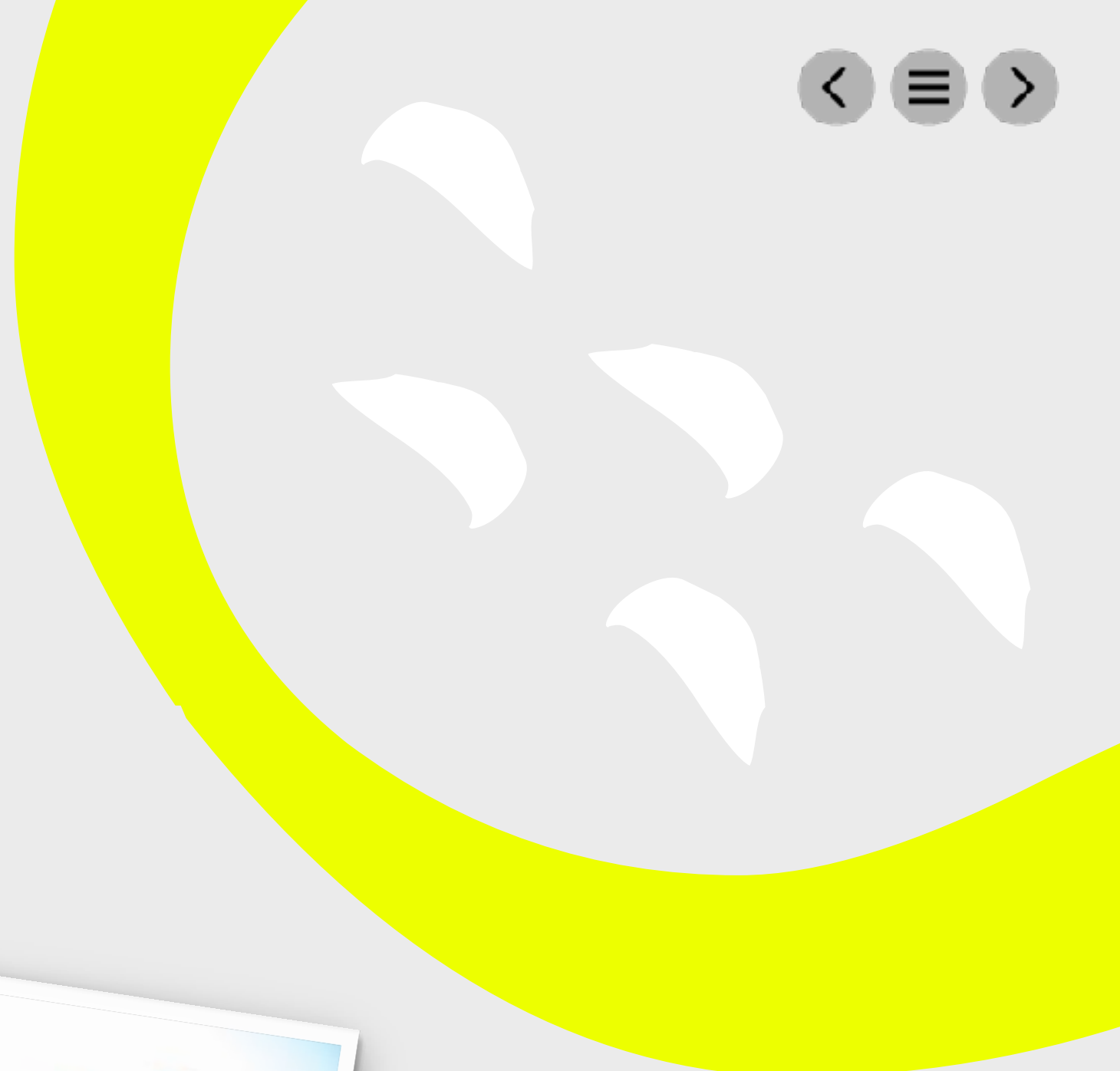
Work with the team at Retail Tribe to market your events through a variety of channels.



## GLF. Locker

The GLF. Locker is the hub for powering your event and can be used to manage bookings, tracking and measuring sign-up's, reconcile with payments through micros and communicating effectively with your participants.

# Next Steps

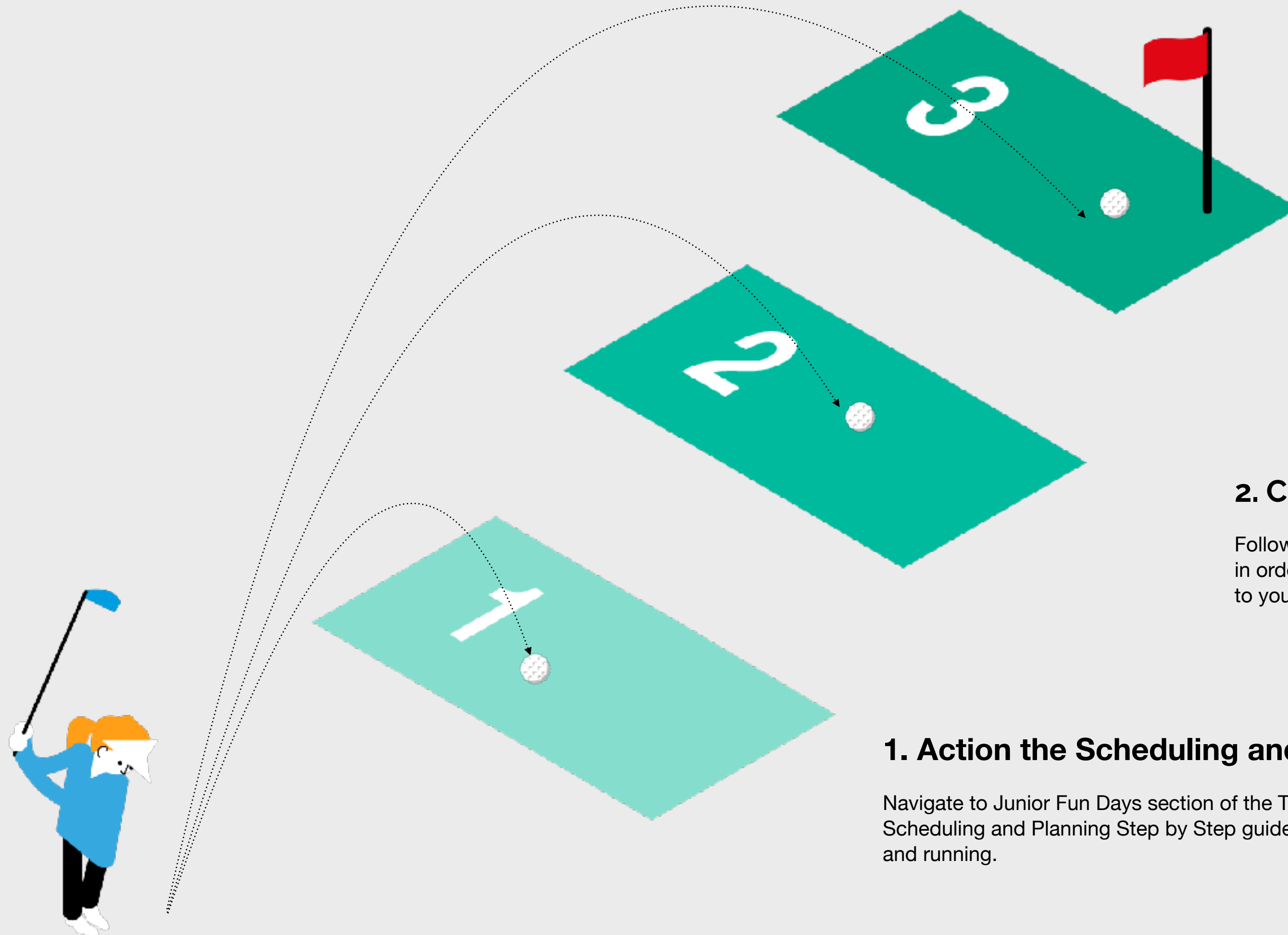


**CRUSH  
IT!**   
**JUNIOR GOLF**



# Next Steps

Take the next steps towards a launching your Fun Day Events...



## 3. Begin Marketing Your Event

Time to push the button and begin marketing your event at your club and through a variety of channels supporting by Retail Tribe.

## 2. Create Your Marketing Content

Follow the Step 2 Guide 'Marketing Content' and get your marketing content in order and sent to the team at Retail Tribe ready for pushing the event out to your customers.

## 1. Action the Scheduling and Planning Tasks

Navigate to Junior Fun Days section of the Training Hub and download the Scheduling and Planning Step by Step guide. Complete the tasks to get up and running.

# Thank You.

Please review the **Junior Fun Days Section** within the **Junior Programs** section of the Training Hub to find the **Scheduling and Planning checklist**.