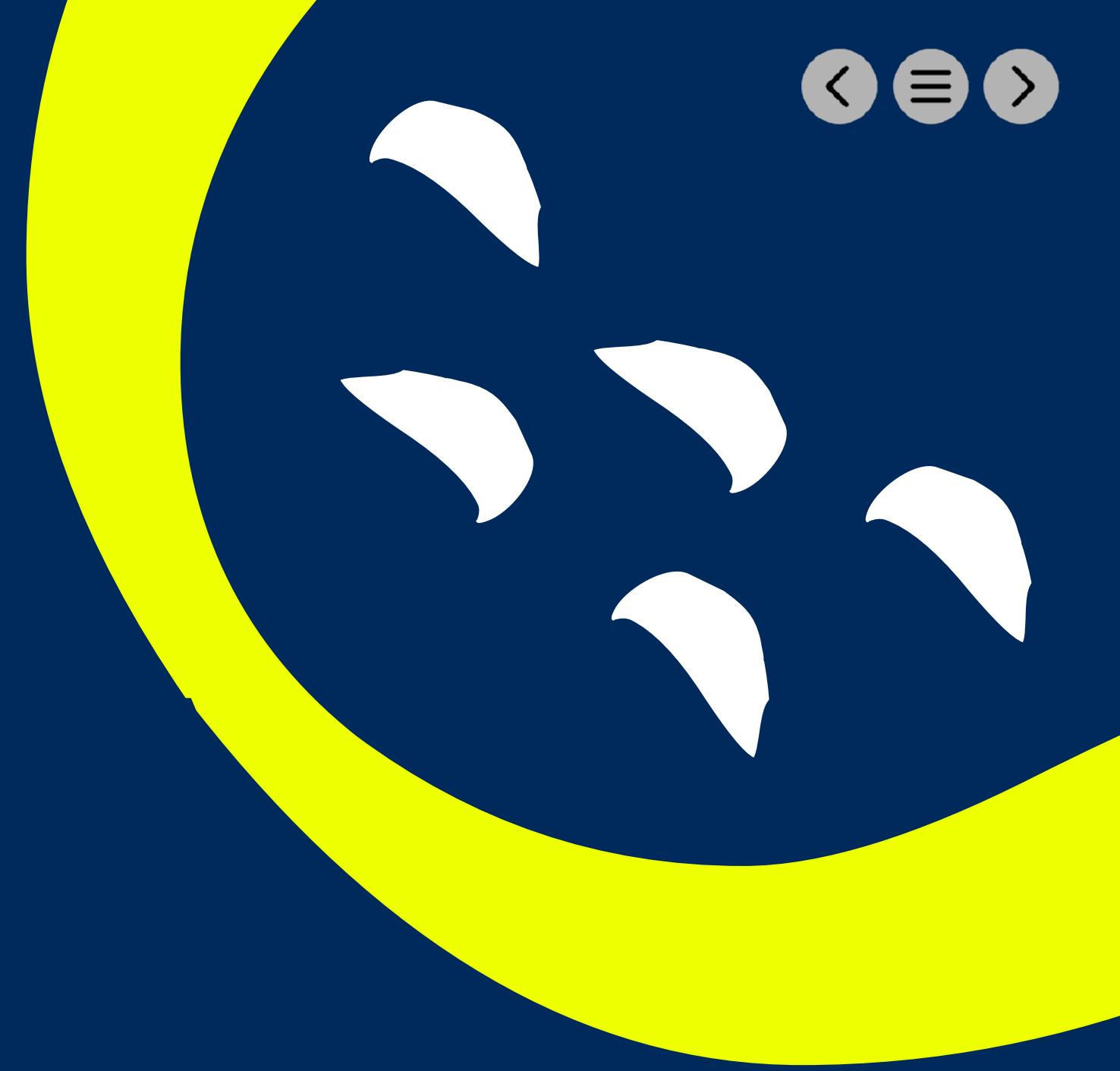


# Junior Social Play



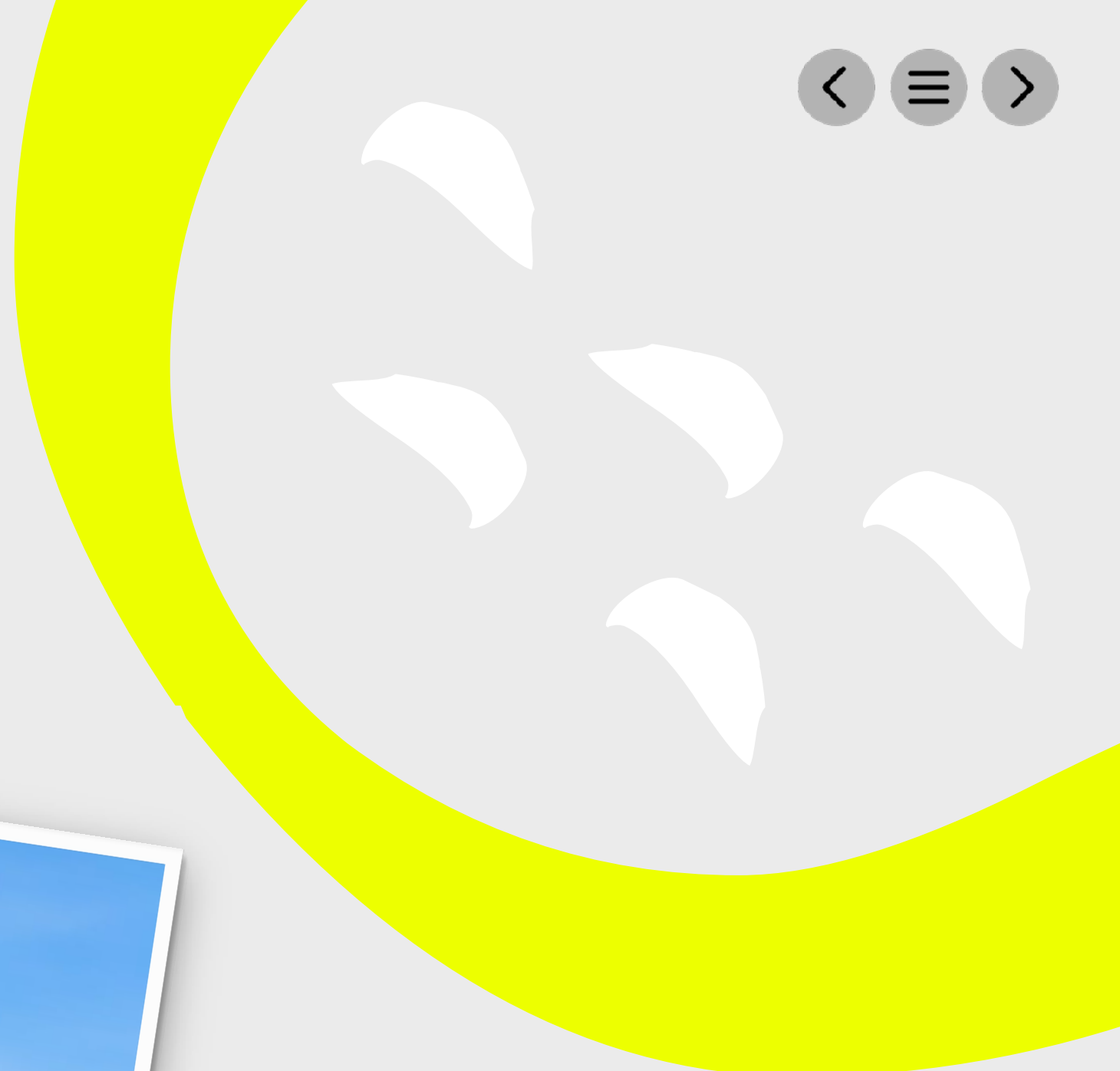
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# Overview



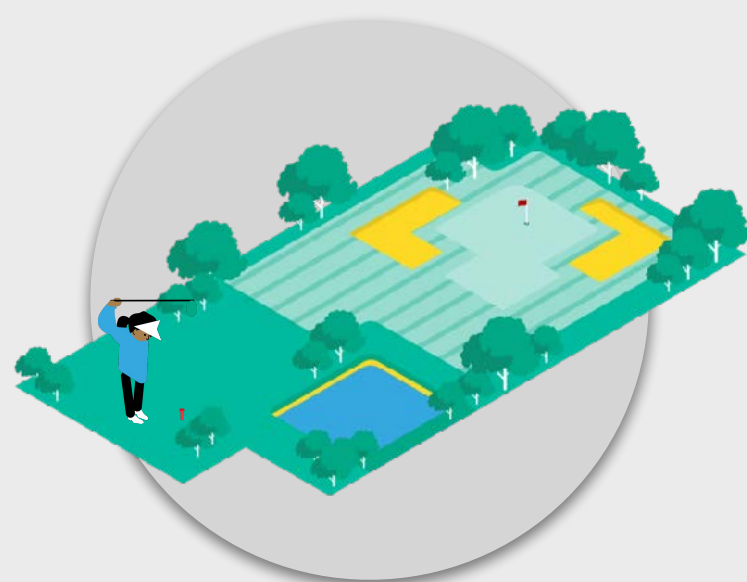
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# What is the Role of Your Social Play Events?

Social Play events are designed to be an outreach activity for attracting new children to your program as well as to provide additional on course opportunities for those already on your program. They also provide an opportunity to engage the wider family in life at the club and build the confidence of the child on the course.

They are designed to be FUN events, to inspire and engage children, their families and their friends.



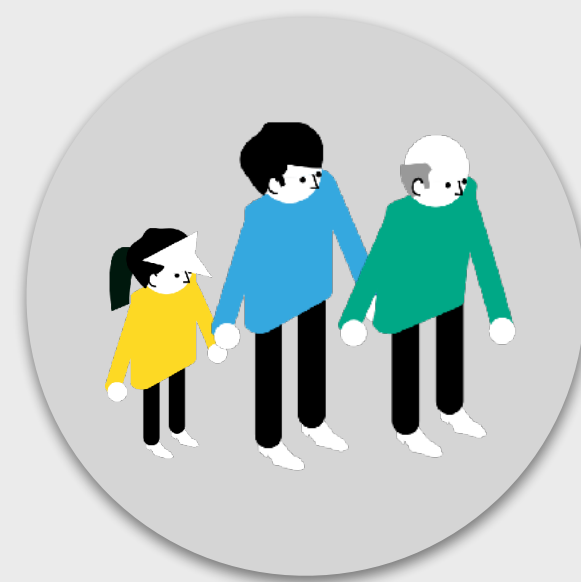
## Provide More on Course Opportunities

Those already on your programs will be able to supplement the opportunities within other programs by attending the Social Play events.



## Create Social Connections

Social Play events provide the ideal environment for children engaged in the Crush It programs to meet each other, forge new friendships and strengthen social connections.



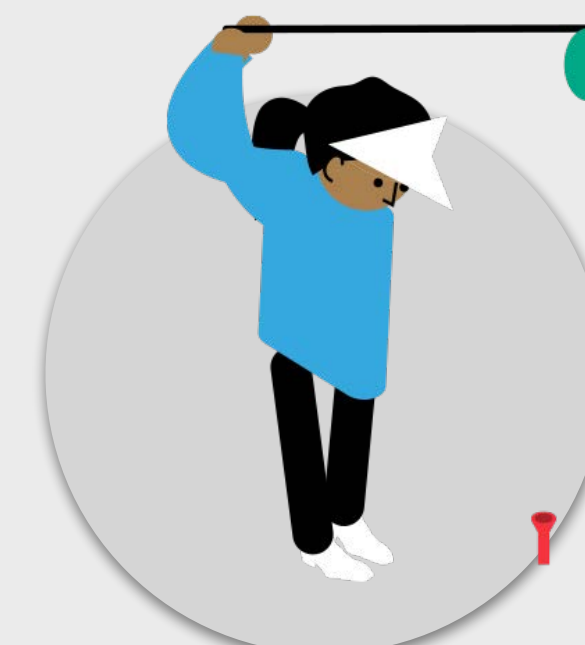
## Engage the Family

All of the events welcome the family to attend the club and support their child and other participants. One of the events actively engages the family to participate.



## Build Confidence at the Club

These events will allow you to help develop the child's confidence at the club through a fun and welcoming experience.



## Drive More Girls Participation

One of the Social Play events is focused on driving more girls participation into the Club and your Crush It program.

# Link to the Crush It Programs

Social Play events play an important role within the Crush It programs and caters for welcoming new participants to your venue, giving them a fun first experience of learning the game at your club, as well as provide a supplementary experience to those already participating in your program.



## FIND

Junior Social Play events are built to provide access to your venue and the Crush It program for children who are friends of those participating on the program. It also aims to engage the family in the program and life at your club.

## EXPERIENCE

Social Play events provide an ideal opportunity for new children, current children and their families to experience life at the club in a fun, welcoming event on the course. It will provide a supplementary experience on the course for current children and build the enthusiasm of new children by getting them on the course straightaway.

## CONVERT

Social Play events are intended to be building blocks for new children to sign up to your Junior Monthly program or at least convert into a taster class. They also compliment current children's attendance on the program by facilitating increased opportunities on the course.

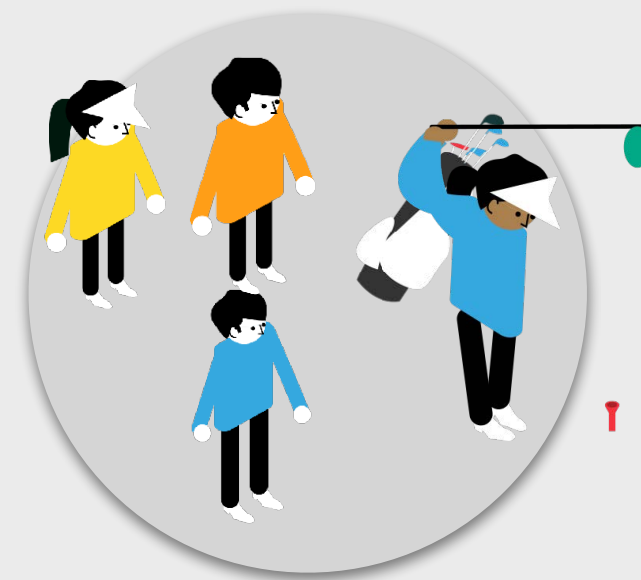
# What is Social Play?

The Social Play program consists of four event types that can run at specific points in the calendar year. You should offer each event type and aim to link these to your other Crush It Programs to maximize engagement and drive participation into your other programs. The Social Play program broadly covers the following:



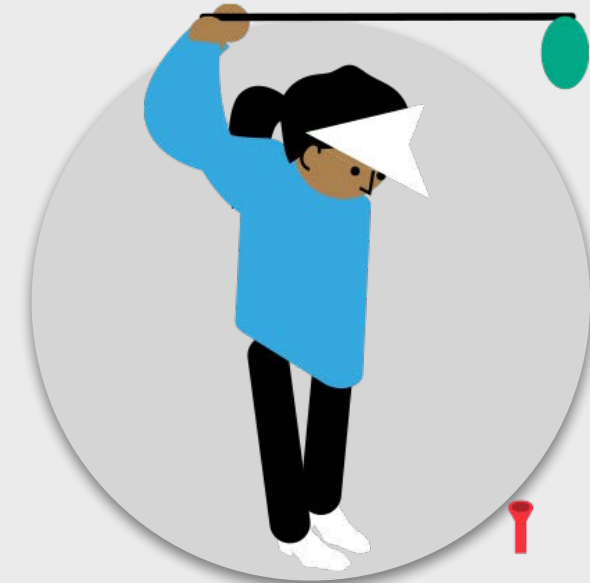
## Four Event Types

Within the Social Play program, there are four different event types with differing objectives and target participants.



## Three Scramble Format Events

Three of the events use a scramble format. This is a great way of catering for a mixture of experiences and abilities and include all participants in the team score.



## Girls Golf Experience Day

The event is aimed at introducing more girls into your club and give them an experience learning the game in a friendly girls only environment.



## Award Ceremony and Optional Extras

You should aim to include a short award ceremony for the three Scramble events to celebrate the success of the event in front of family members. You have the flexibility to develop your events to suit your club and program.



## Chargeable per Event

Events are chargeable on a per event basis and the exact pricing will depend on the classification of your event. You will be given pricing guidelines for each event.



## Climate Dependent

Regardless of the climate in which your venue is located, you should be running four events per program year but the exact dates of these events will be up to you when the recommended dates fall outside of the delivery months.



# Event Types

Within the Social Play program, there are four event types that you can run at your club. All of these event types have been designed to give you variation in your program calendar and to drive activity into your program. The four event types are:

## PGA Family Cup

This event is run in partnership with PGA Jr League. Run in a scramble format with teams between 2-6 players. Teams can be made up of any family members and players can be subbed in and out throughout the event with one child and one adult playing at all times. There are two separate formats which can be adopted within your event.

## Super Crush It Challenge

This event provides a playing event that isn't focused on score. It is open to all abilities and ages and a great opportunity to pair more experienced juniors with less experienced juniors. The event is all about having fun and exploring challenges on the course.



## Halloween Scramble

This event is all about driving and harnessing friendships between children who are engaged in the Junior Monthly program. Children are combined to make a team of four and play in a fun scramble format using an adapted golf course. Participants are also encouraged to dress up in Halloween costume to bring a fun twist to the event.

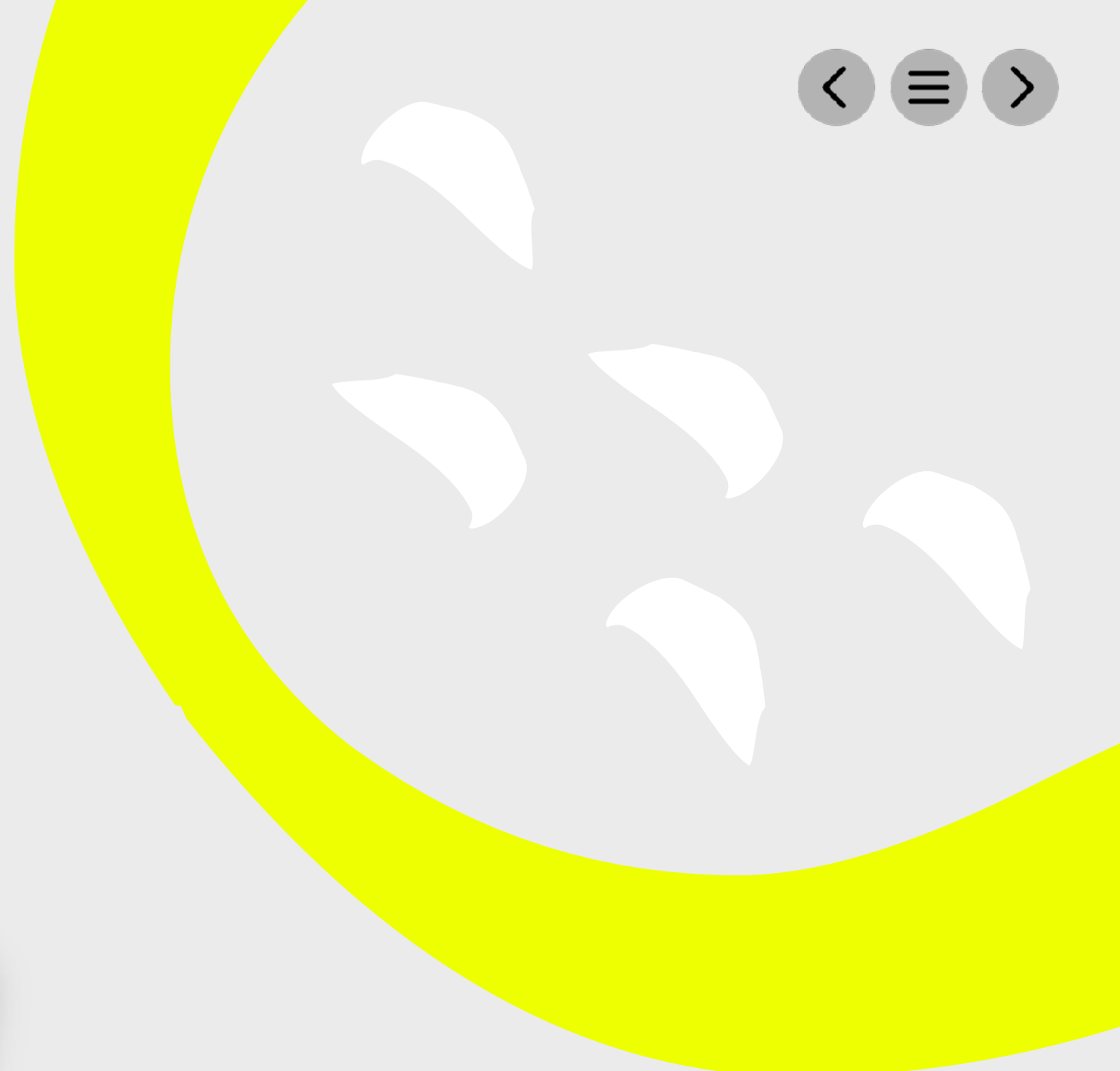
## Girls Golf Experience Day

The event is aimed at introducing more girls into your club and give them an experience learning the game in a friendly girls only environment. Prepare girls ages 6 – 17 for a lifetime of enjoyment of the game while also inspiring them to feel confident, build positive self-esteem and live active and healthy lives through their 5 E's.





# Scheduling



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# Scheduling Overview

We understand that each venue is different in regards to access to the course, size of the coaching team and the climate in which you operate. This will influence the size, precise dates and times of your events. Therefore, you have control over a number of elements when scheduling your Social Play events 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:



## Minimum of 4 Events

You must offer 4 events per year and one event across each of the formats.



## Scheduled According to Climate

You have the flexibility to schedule your events according to the climate in which you operate to maximize participation in your events. You should ensure that they link to your other Crush It Program opportunities.



## Quarterly Events

You should aim to schedule your events evenly across the calendar year in order to maximize participation and to drive new activity into your Crush It Program.



## Bookings through GLF Locker

All Social Play 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.



## Flexibility for You

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

- The specific dates of your event
- The start time of your event on the day
- The number of events you offer over the program year as long as you deliver a minimum of 4

# Scheduling Based on Climate and Region

You are expected to offer four events over your program year, with one event across each quarter. Your exact program delivery months will vary depending on the climate in which you operate and therefore it is your role to schedule the Social Play events evenly across the calendar months. The guidance is listed below:

## Year Round

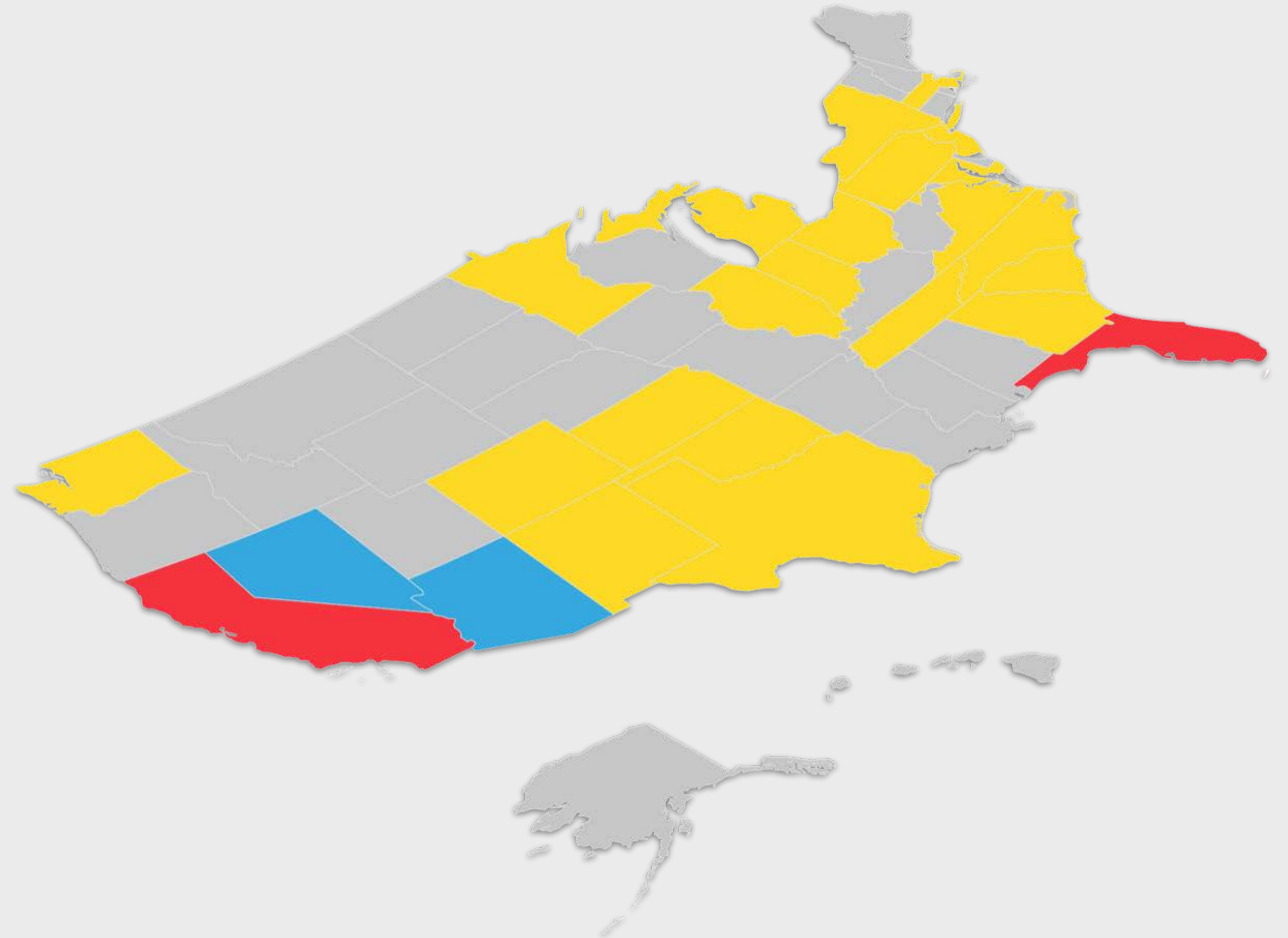
Social Play Events should be scheduled quarterly and should link to your Crush It Program activity to ensure you can maximize participation and drive engagement in your program opportunities.

## Seasonal - April - October

The four Social Play events should be delivered across the 7 program months. It is your role to schedule these in line with your program opportunities to ensure you can maximize participation and drive engagement in your program opportunities.

## Desert - October - April

The four Social Play events should be delivered across the 7 program months. Once again, it is your role to schedule these in line with your program opportunities to ensure you can maximize participation and drive engagement in your program opportunities.





# Example Schedule - Year Round

As indicated, you should try to schedule your four Social Play events evenly across the calendar year to align with your other Crush It Programs. The Halloween Scramble should be linked to Halloween in October and the three other events schedule evenly through the year to suit your venue and team. An example is shown below:

**April: PGA Family Cup**

**June: Super Crush It Challenge**

**September: Girls Golf Experience Day**

**October: Halloween Scramble**

# Example Schedule - Desert

Those operating in a desert climate, offer programming between October - April. These Halloween events should be scheduled in October and the PGA Family Cup can be scheduled in April in line with year round and seasonal clubs. The other two events can then be scheduled on dates to suit you and your team. An example of the four events is outlined below:

**April: PGA Family Cup**



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




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



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



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

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	31					


**September: Girls Golf Experience Day**



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

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



**October: Halloween Scramble**



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

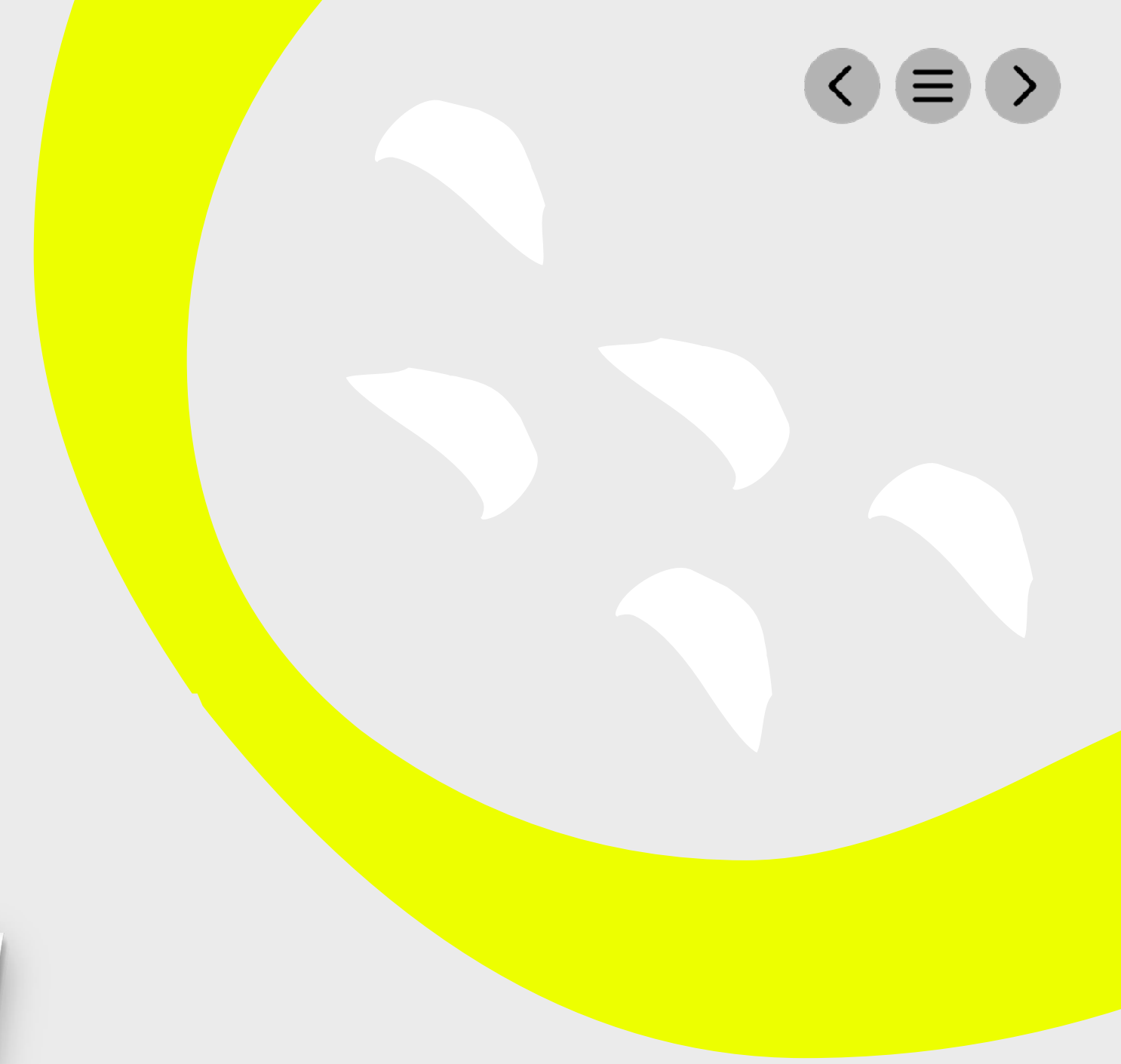


**December: Super Crush It Challenge**





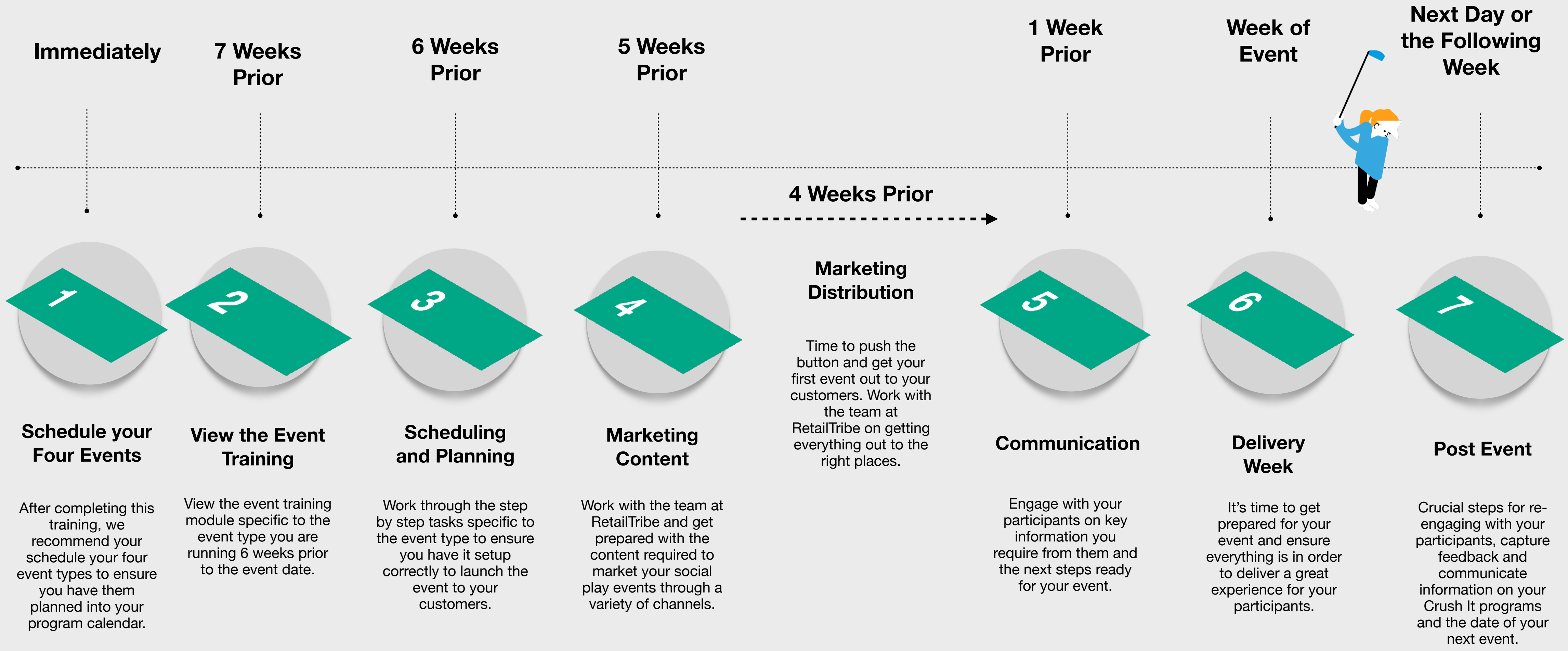
# Implementation





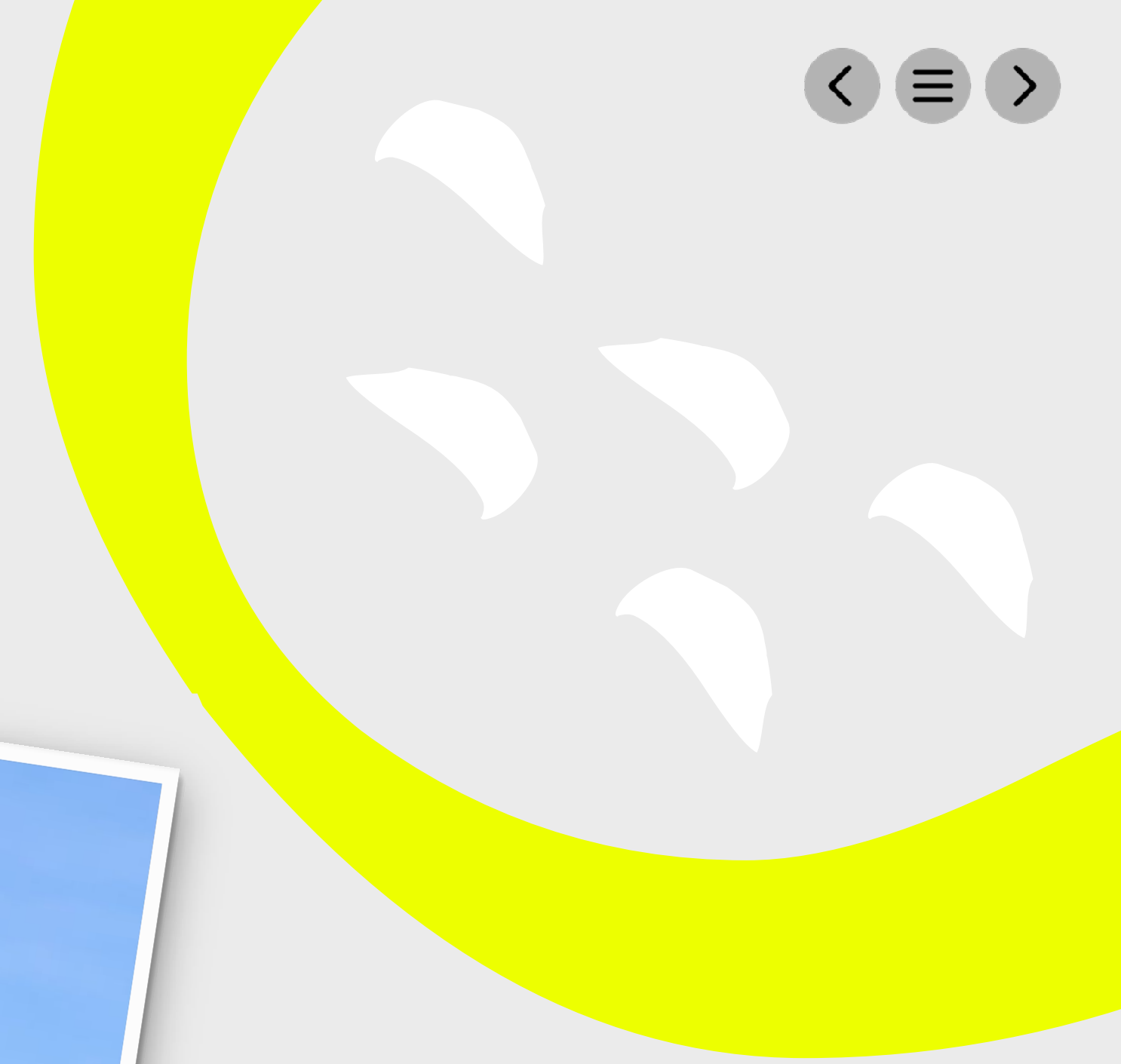
# Implementation of the Events

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





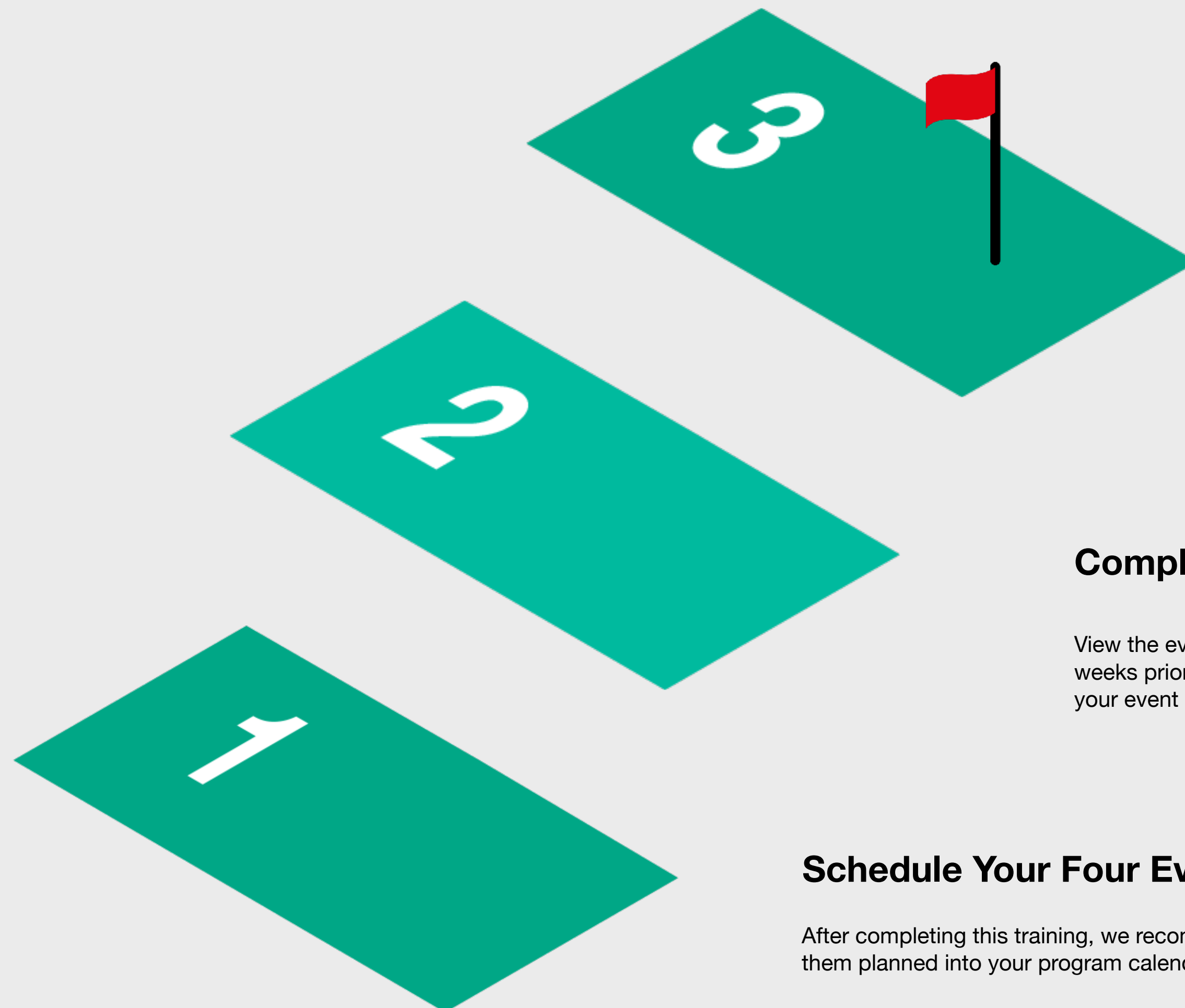
# Next Steps





# What Are The Next Steps?

Now you have knowledge of the Social Play program, it is time to get started. Within the Training Hub, you will find step by step guides for each step of implementation. We have identified the next steps to get you started with your Social Play program and your first event:



## Follow the Step by Step Guides

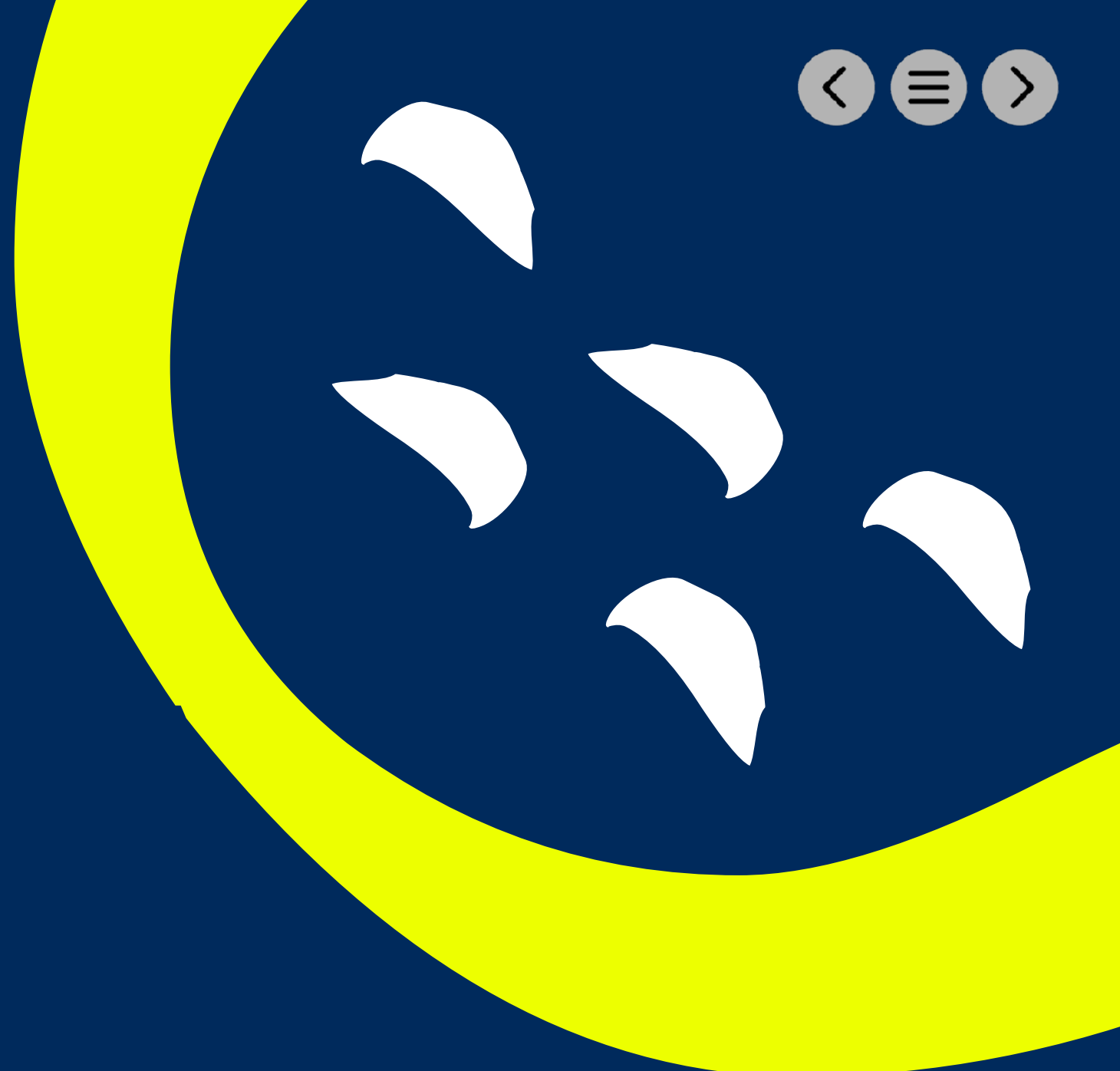
Follow the step by step guides in line with the stages of implementation. This includes scheduling and planning, marketing, communicating with your participants, running your event and post event tasks.

## Complete Your Event Training - 7 Weeks Prior

View the event training module specific to the event type you are running 7 weeks prior to the event date. This will help you to understand the specifics of your event so you are ready to follow the implementation stages.

## Schedule Your Four Events

After completing this training, we recommend you schedule your four event types to ensure you have them planned into your program calendar.



# Thank you.

Please now plan your events by viewing the **Step 1 Planning and Scheduling Guide** and then navigate to the specific event guidance resource within the **Social Play** page of the Training Hub.

