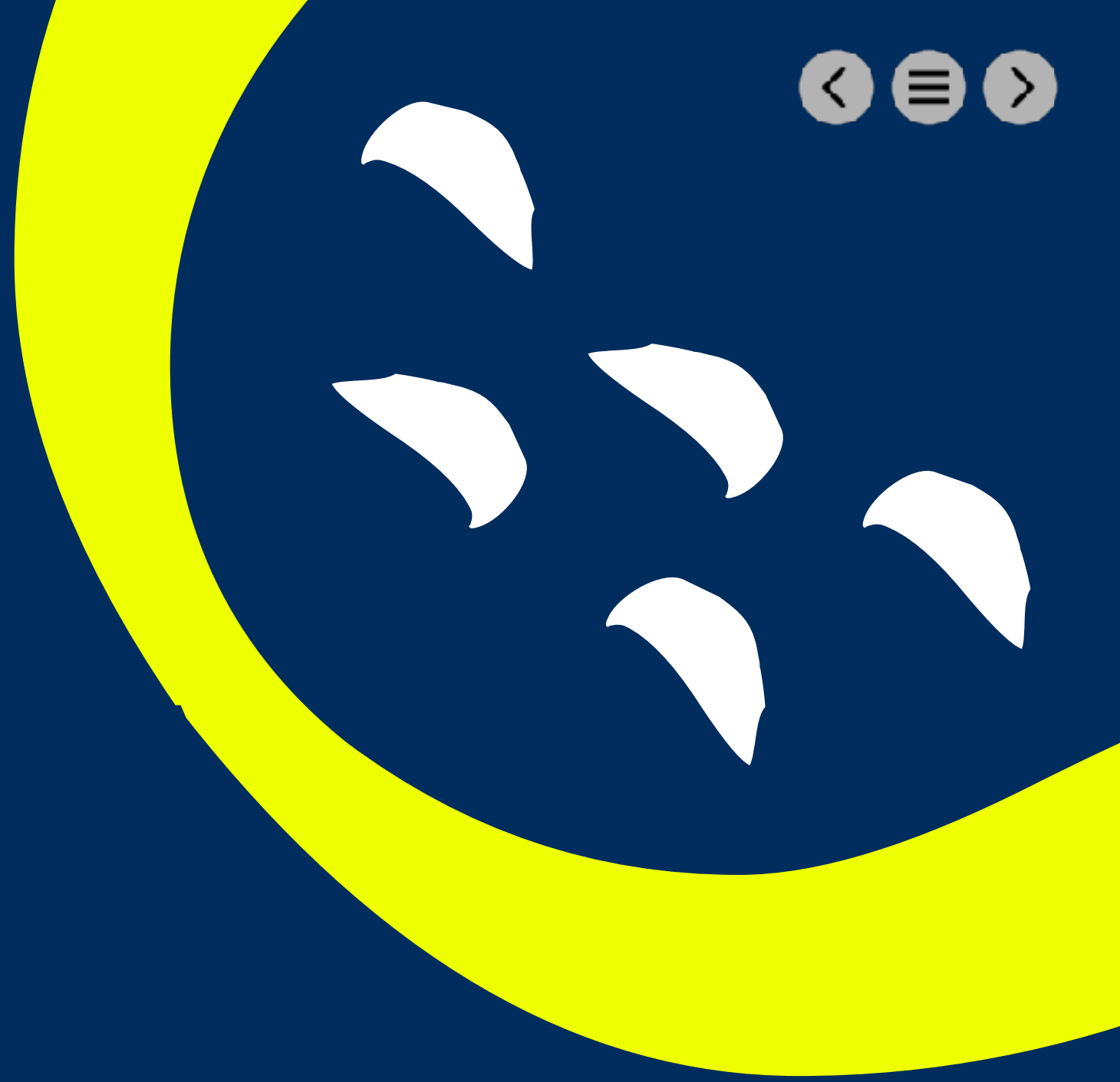


Crush It Overview

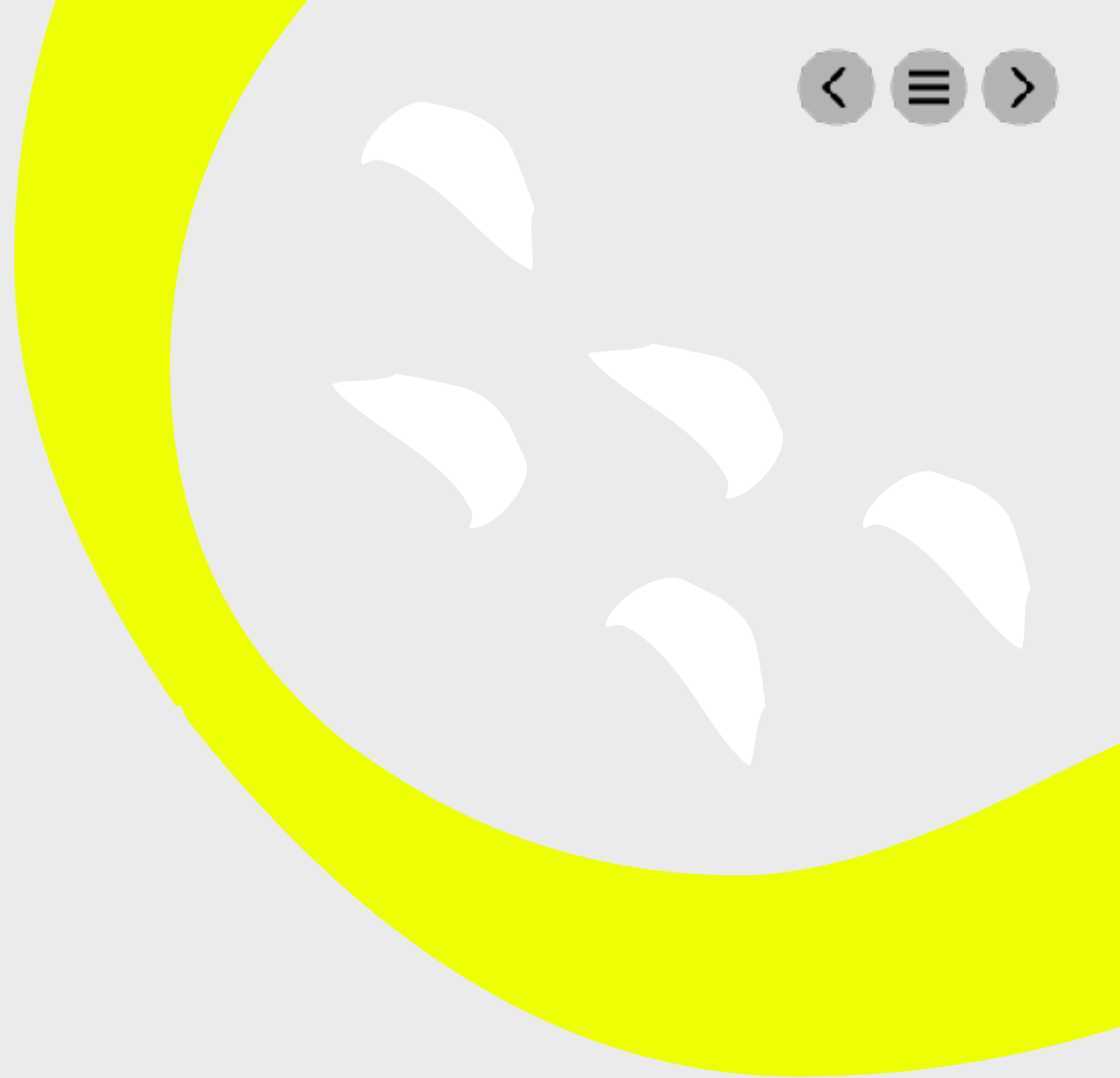


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Introduction



Introduction to *Crush It*

The Crush It Junior Program is a game changing golf development program designed to help your junior golfers develop a deep love for the game and the abilities needed to perform on the course, whether it's just for fun or friendly competition. The programs will provide them with the tools to engage proactively in life at your venue and learn valuable lessons they can use in all areas of their lives. At the core of the Crush It Program is the development of the **Golfer for Life**.

The Crush It Program embodies **Skills for Golf, Skills for Life**.

Skills for Golf. Skills for Life.

CRUSH
IT! 
JUNIOR GOLF



Introduction to *Crush It*

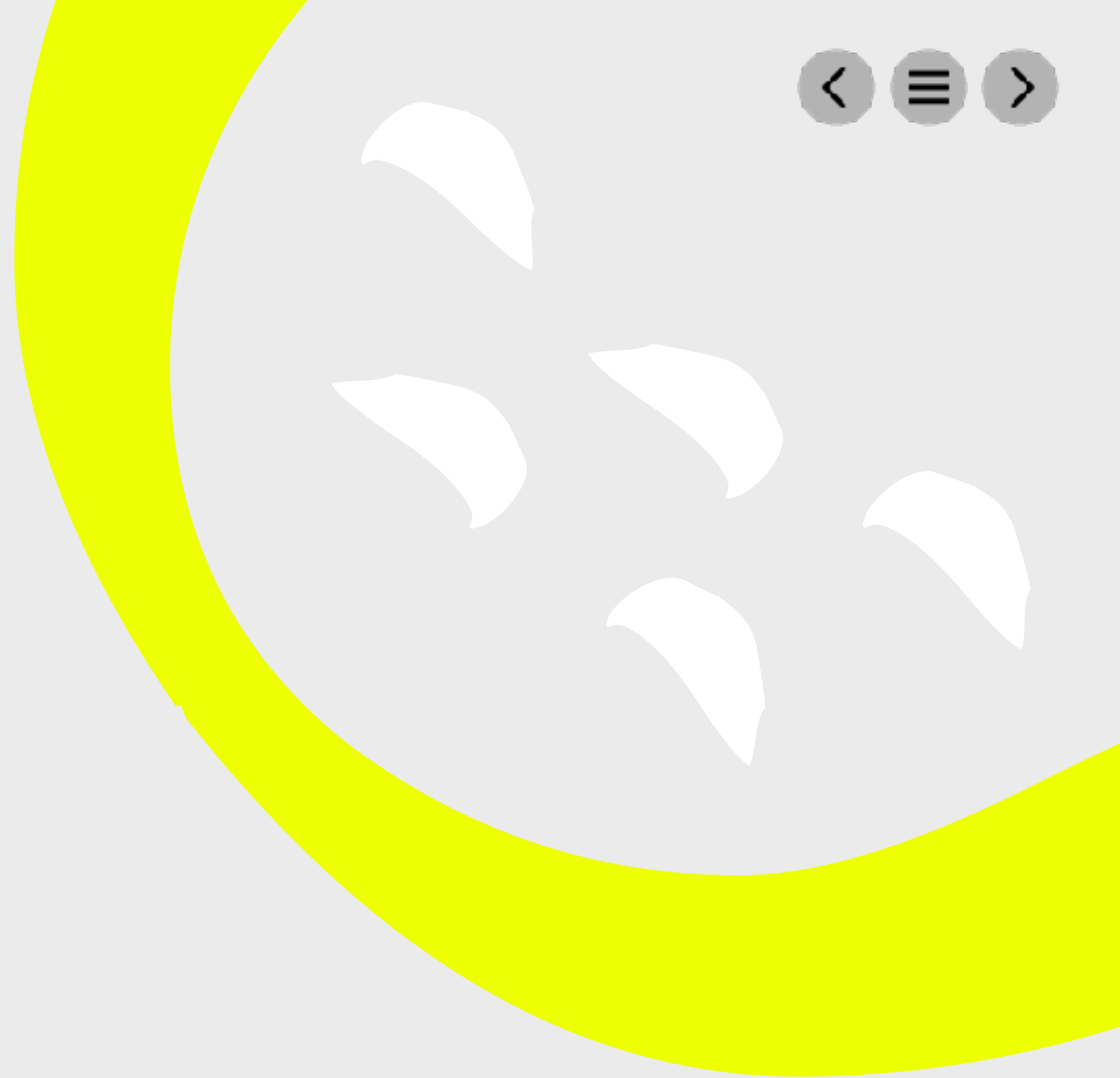
Based on principles of the American Development Model (ADM), the Junior Program enables children to engage in developmentally appropriate experiences and learning opportunities at your venue as well as progress through a progression pathway that will connect you, the child and their family at every step.

Whether they are new or currently playing the game, the child will have a blast at your venue.



CONFIDENCE
RESPECT
UNDERSTANDING
SELF-DISCIPLINE
HARD WORK
INTEGRITY
TALENT

Our Mission



Our Mission

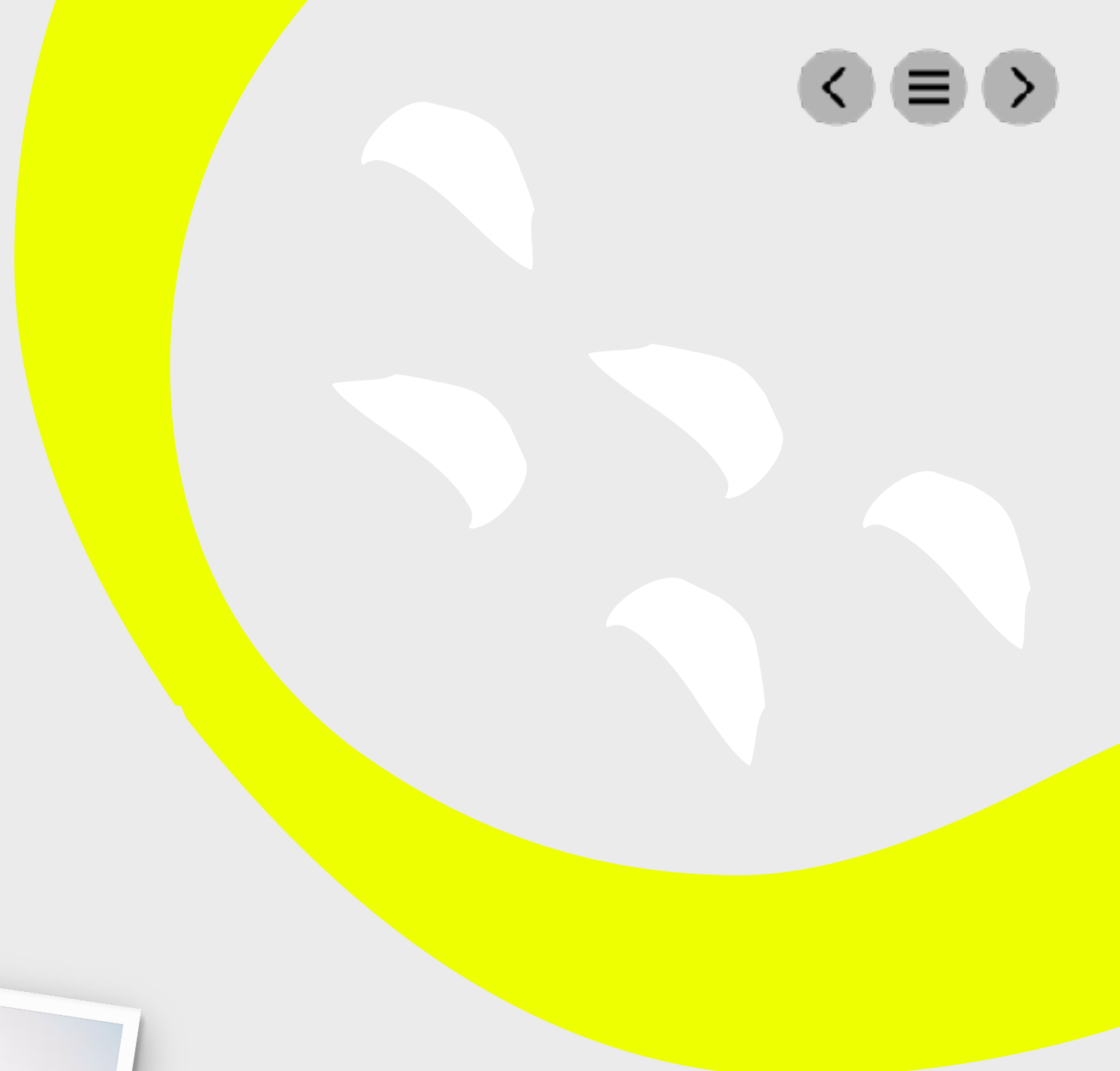
To be the industry leaders in junior golf.

We will increase participation in golf, by providing coaches with the tools and training to build a junior academy at every Invited facility with a core output of creating 'Golfers for Life'.

In doing so we will meet our stated aims of 'Active Customer Management (ACM)' and improve activation, acquisition and attrition.



Joining the Dots



**CRUSH
IT!** 
JUNIOR GOLF

Your Junior Academy Must Join the Dots

The *Crush It* Junior Program has a significant role to play within the Invited business. It is a critical piece in driving the four core Key Performance Indicators (KPI's). These are:

1. New Member Acquisition

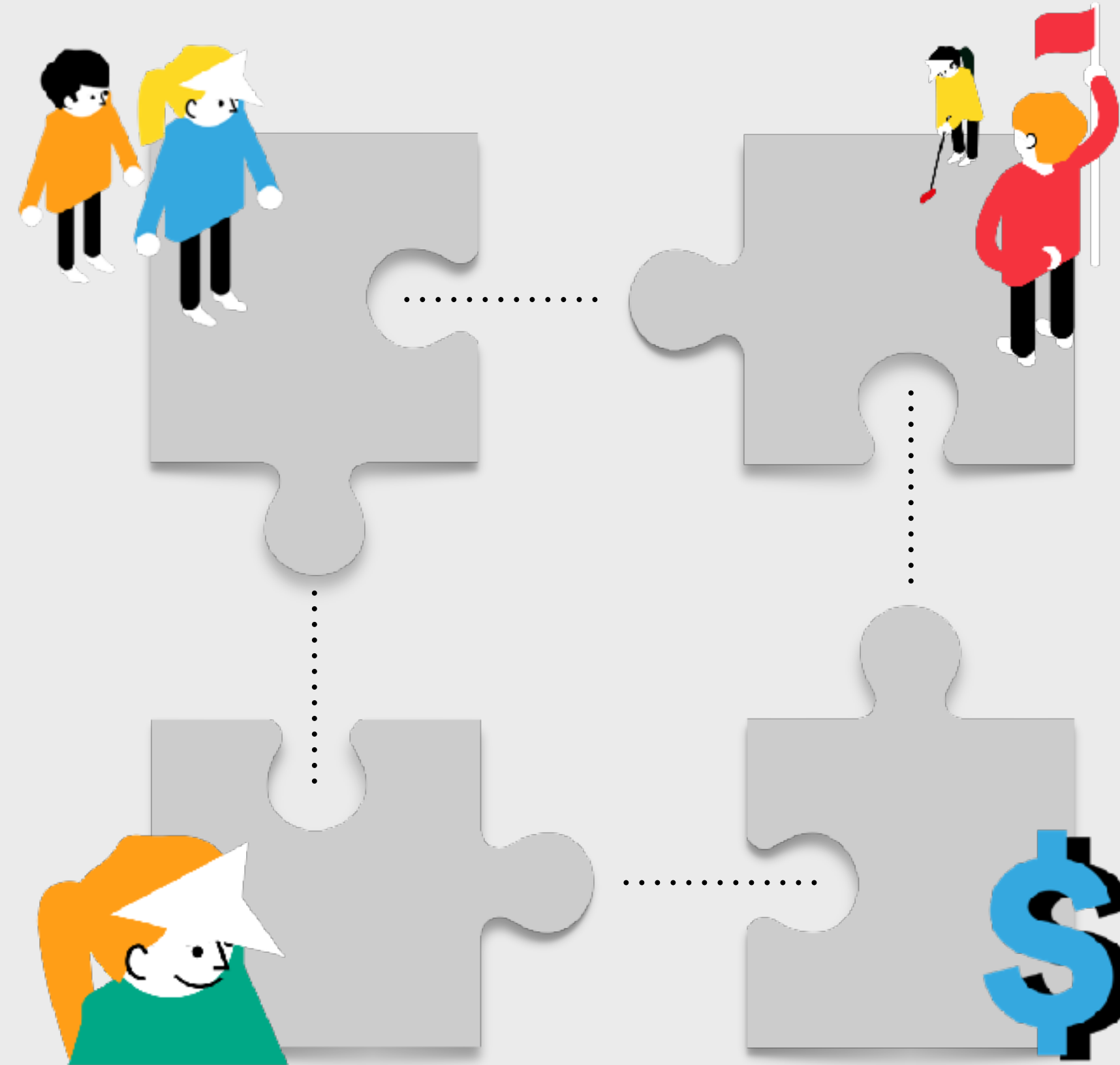
Brand new members will be attracted to join and participate in a great program.

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 the program will strengthen our value proposition and in turn improve attrition.



4. 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 children through equipment sales.

3. Grow Revenue

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

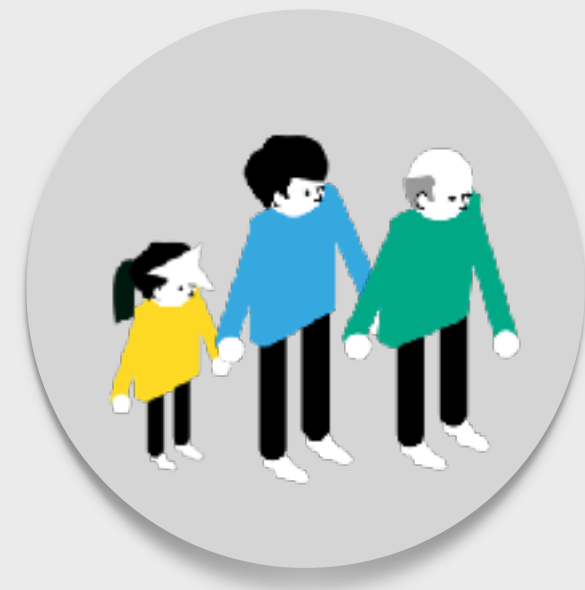
The Big Picture - Creating the Golfer for Life

The core output of the *Crush It Junior Program* is the development of the 'Golfer for Life'. The program embodies the development of the child across a range of learning outcomes and opportunities at your venue, as well as engages the family to drive a love for the game and create a golfer for life. This approach will play a huge role in:



1. Driving Brand Affinity

The family and the child's experience of the program and life at the club will drive a lifelong positive brand affinity.



2. Creating Long Term Customers

The family and the child's positive experiences will reduce dropout of the sport and drive long term activity within your venue and across the Invited business.



3. Giving Back

Golf has a key role to play in creating positive experiences for all and engagement in sport to drive an active and healthy lifestyle and make a positive impact in society.



4. Brand Reputation

The family and the child's experience at the club will drive a positive reputation of your venue in your community and the Invited brand.

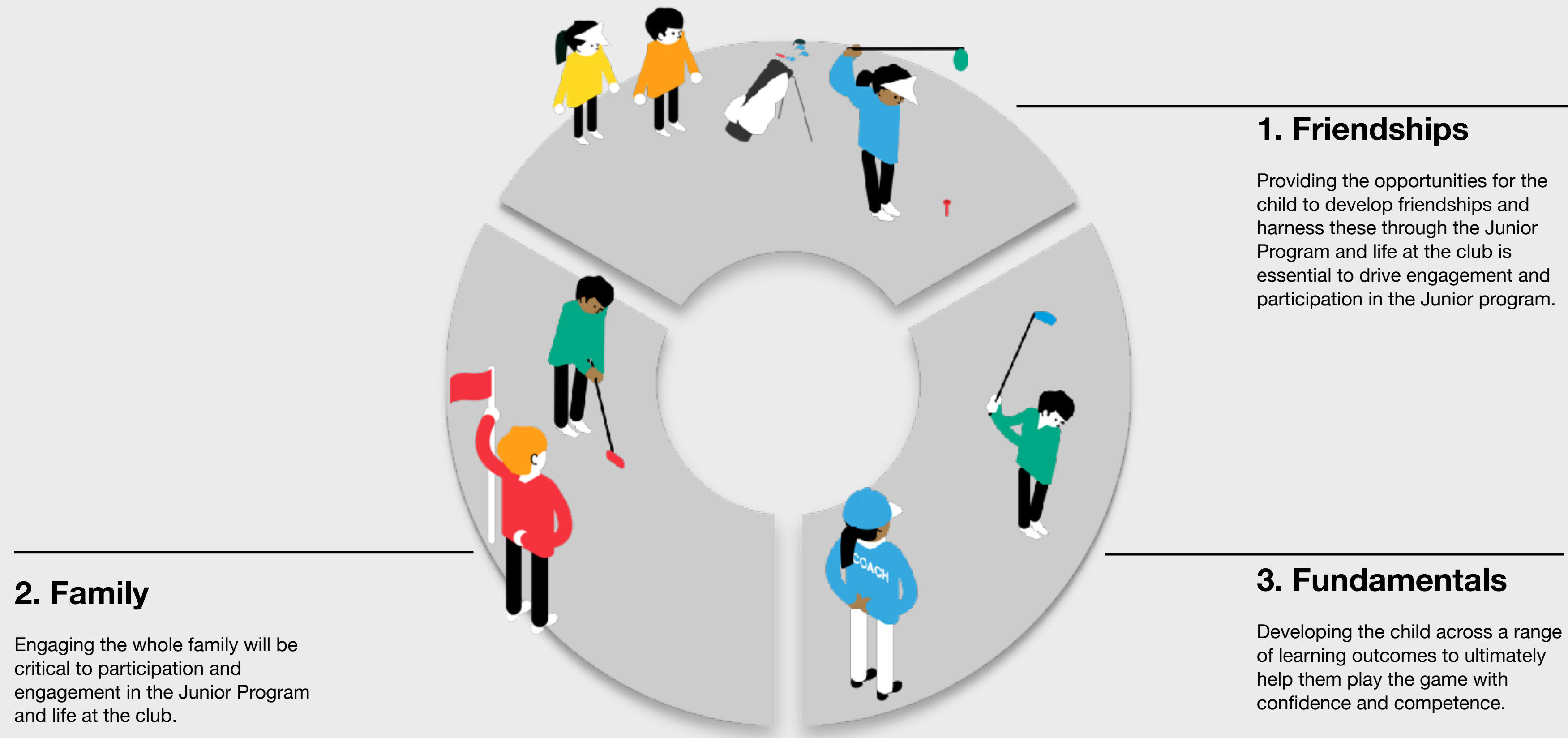


5. Self Sustaining

The programs and activity of your venue will help drive continued footfall and participation through future generations.

Critical Components

The *Crush It* Junior Program embodies a focus on driving three critical components for the development of the Golfer for Life, to drive its mission and success across the four KPI'S. The Junior Programs have a core focus on driving the following:



Key Principles

Achieving our mission and objectives will be shaped by the family and child's experience when participating in the Junior Programs and participating in life at your venue. The *Crush It* Junior Program has been built to drive the following key principles:



1. Accessible

The *Crush It* Junior Program and life at the club welcomes everyone to become involved.



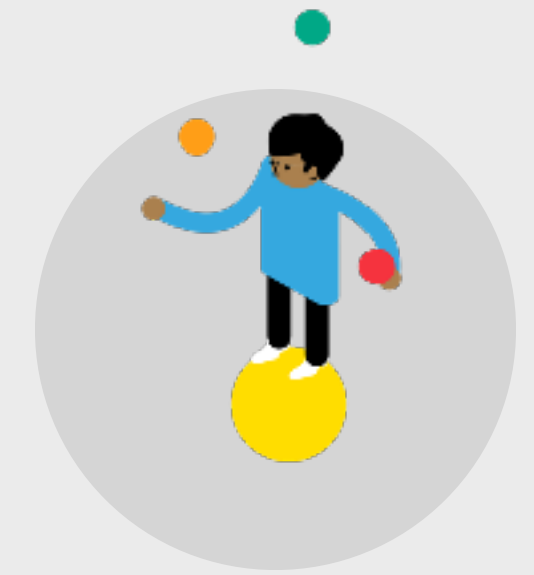
2. Fun and Engaging

All program classes, events and life at the club promote fun and engagement for the child and the family.



3. Progressive

The programs are built to provide the child and the family with a development pathway that caters for progression.



4. Multi Skilled

The programs focus is on building the child's golf skills, transferable skills and building their skills for life.



5. Inclusive

Regardless of experience and ability, programs and life at the club will promote inclusivity for all regardless of age, gender, race, ethnicity, sexual orientation, physical ability and economic status.



6. Safe

Program classes, events and life at the club will promote the wellbeing of the child at all times.



7. High Quality

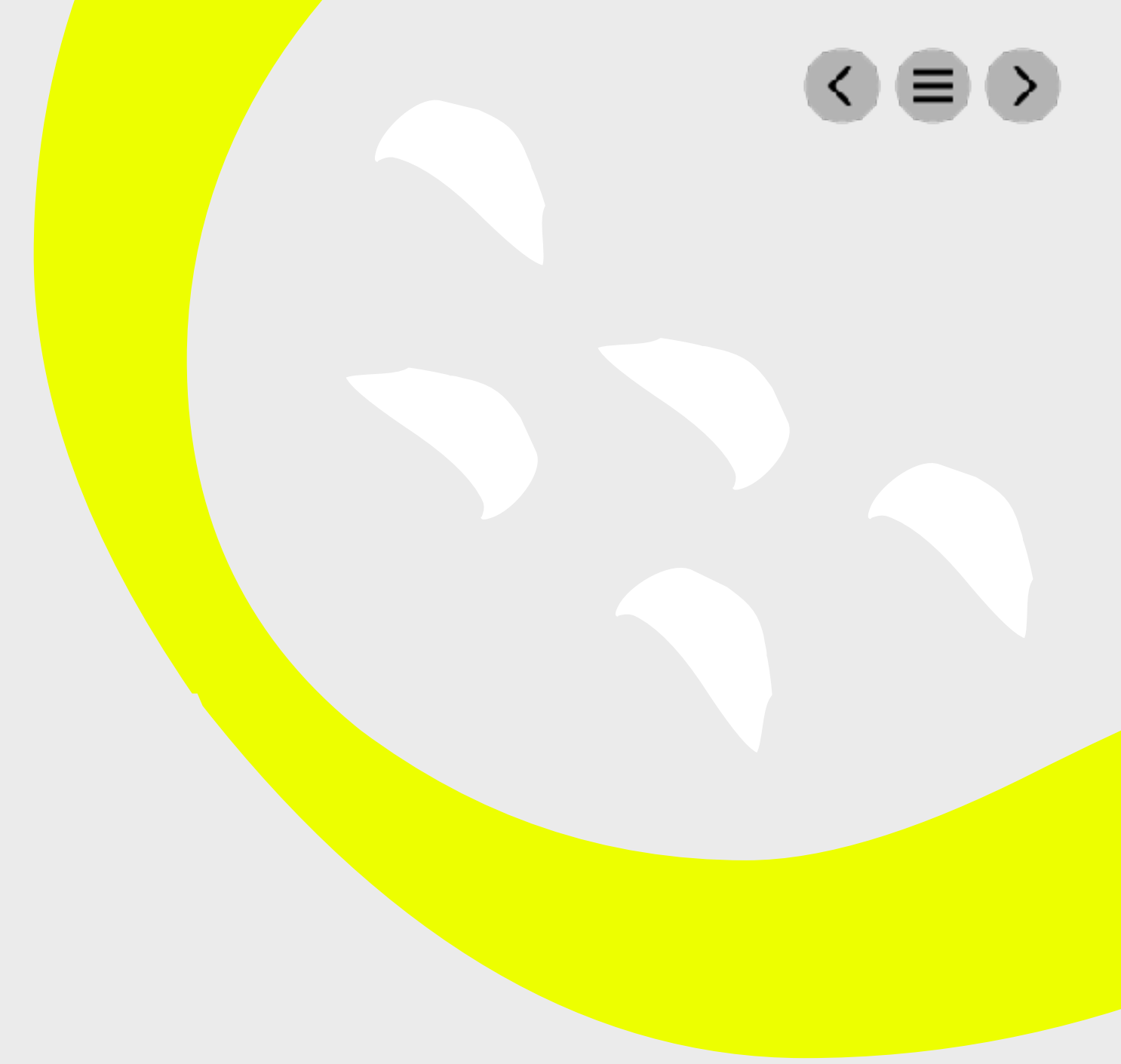
The child and the family will receive access to high quality coaching. Our coaches will be highly knowledgeable about their sport.



8. Developmentally Appropriate

The unique needs of each child is at the core of the program. The child will receive the appropriate learning and opportunities at the right time.

Program Model



The Program Model

The *Crush It* program will drive new participants into the program through engaging and innovative outreach activities and campaigns. Then the focus is to convert, retain and develop the child through diverse programming activities at the club and ultimately enable lifelong participation in the game.



1. Find

Outreach activities and campaigns that will drive new activity into the club, expose the family and the child to life at your venue and to experience the program activities.

2. Convert, Retain and Develop

Core programming activities will promote engagement of the whole family, drive and harness friendships, and the development of the fundamentals of the game to keep the child and the family engaged in life at the club.

3. Play for Life

The output of the program is ultimately to enable lifelong participation in the game and a lifelong affinity to the business.

Convert, Retain and Develop - The Six Programs

These are the core *Crush It* Junior Programs, delivered at the club with the focus to drive the four KPI's and develop the Golfers for Life across the critical components. The six programs to convert, retain and develop the child are:



1. Junior Monthly

Sessions throughout the month designed for different ages and experience, developing the necessary fundamentals of the game and developing friendships.



2. Junior Course Play

It's super important for children to play the course and we do this through a developmentally appropriate structure. This will help children learn to play and score and where necessary with a competitive element.



3. Junior Social Play

Opportunities for children and their families to engage in social play events at the club. To promote the development of fundamentals, friendships and family engagement within your venue.



4. Junior Golf Camps

Activities during school vacation for ages 6-16 covering golf and multi skills. To help develop the fundamentals of the game and develop friendships.



5. Junior Fun Days

A day where children can come to the club to have fun and experience playing golf.

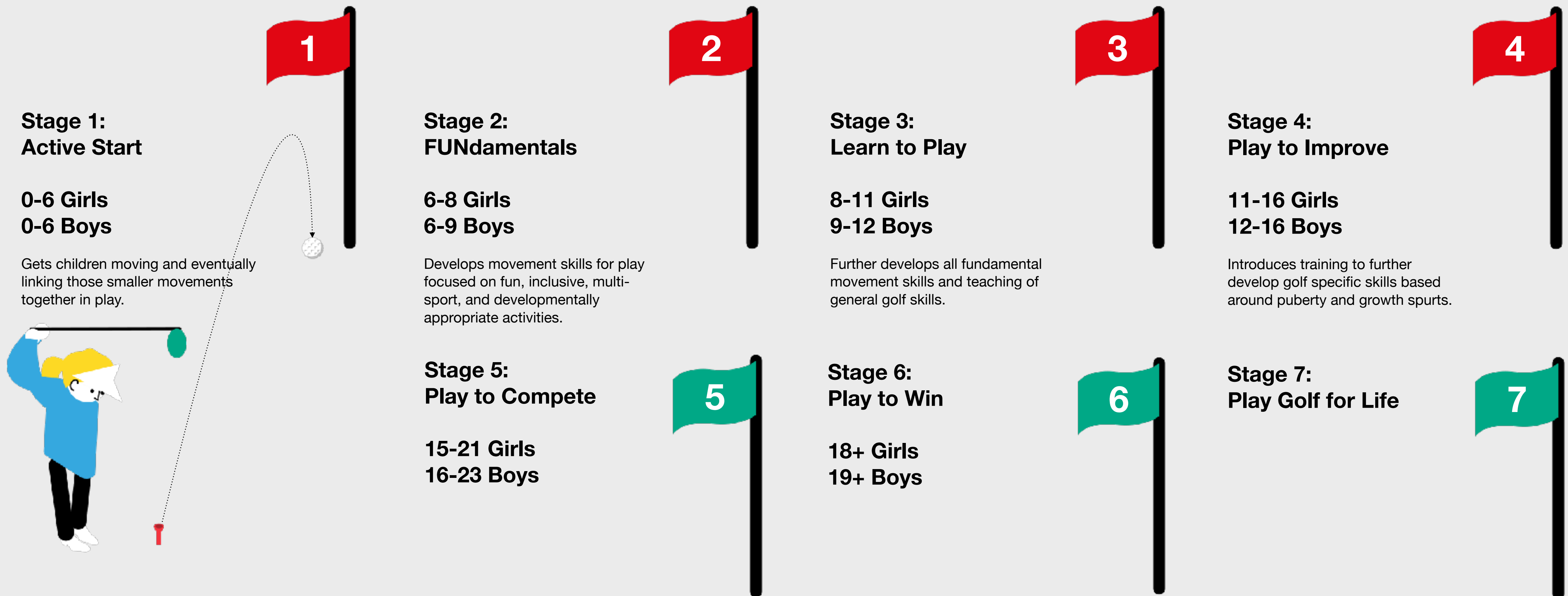


6. Junior PGA Junior League

PGA Jr. League is a group of local golf teams who play a series of games against each other, utilizing a nurturing and social scramble format. This is imbedded in our annual programming schedule.

Link to the American Development Model (ADM)

The *Crush It* Junior Program focuses on attracting and developing children into the programs and life at the club with limited or no experience of golf, as well as further developing juniors with experience looking to improve their game. The Junior Program links to the principles of the ADM model and focuses on facilitating the first four stages. The three further stages of the ADM model are developed as an output from these programs: The four ADM Model stages linked to the the *Crush It* Program are as follows:



Age Based Groups

The *Crush It* Junior Program strives to strike the balance between ensuring that program classes and content can be delivered in a developmentally appropriate way whilst maximizing engagement, enjoyment as well the ease of delivery within your venue.

The *Crush It* Junior Program facilitates activity at your venue for those aged 4-16. This age range closely links to the first four stages of the American Development Model (ADM) and within group based programs, three age groups are implemented. These age based groups will ensure that the child receives developmentally appropriate learning opportunities when participating in the program.

Ages

4-6

Development of the child through group coaching and games-based play across the learning outcomes.



Ages

6-11

Development of the child through group games-based and formalized learning across the learning outcomes and progression pathway.



Ages

11-16

Development of the child in gender-based groups with a focus on co-operative and independent based learning across the learning outcomes and progression pathway with an emphasis on creating competitive experiences.



Learning Outcomes

The *Crush It* Junior Program develops the child through four learning outcomes. These learning outcomes are interlinked and are critical to develop the child's competency and confidence to play the game. They are also vital to help the child to thrive as a person outside of golf and to become an active participant at your club. These learning outcomes are critical to creating a program curriculum and shaping the child's progression through the program pathway.



1. Mastering the Game

This element is focused on developing the child's golf skills to play the game confidently and competently.



2. Learning the Game

This element is focused on developing the child's knowledge to be at the club and to play the golf course independently, socially and/or competitively.



3. The Whole Child

This element is focused on the development of the child to thrive in golf and wider life, across a range of social and psychological development elements.



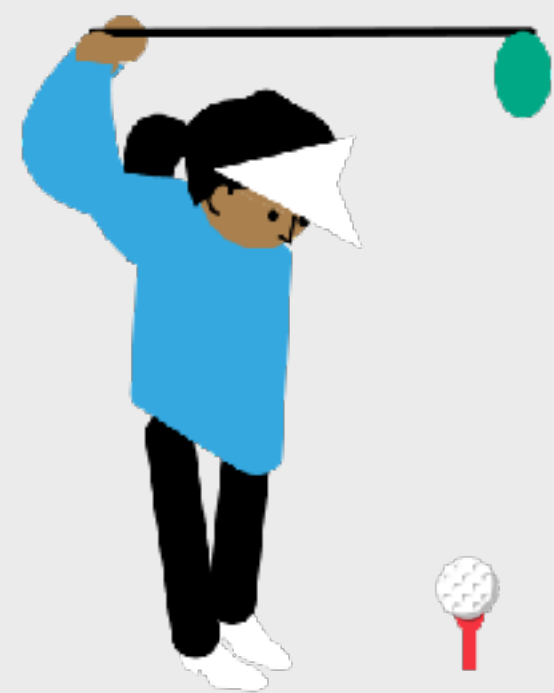
4. Physical Literacy

This element is focused on the development of the child's necessary movement skills and physical development to thrive in golf and the necessary grounding for a healthy and active lifestyle.

Progress Levels

Through participation in the Junior Program, the child is working through a progression pathway across six levels with the levels color coded across the program resources and delivery. Access to the progression pathway is delivered to children aged 6-16 but, you as the coach have the flexibility to decide when this is appropriate for each child.

The Mastering the Game learning outcome is used as the means to monitor, track and reward the child's journey through the progression levels and the child is able to attempt a number of challenges during program classes and events.

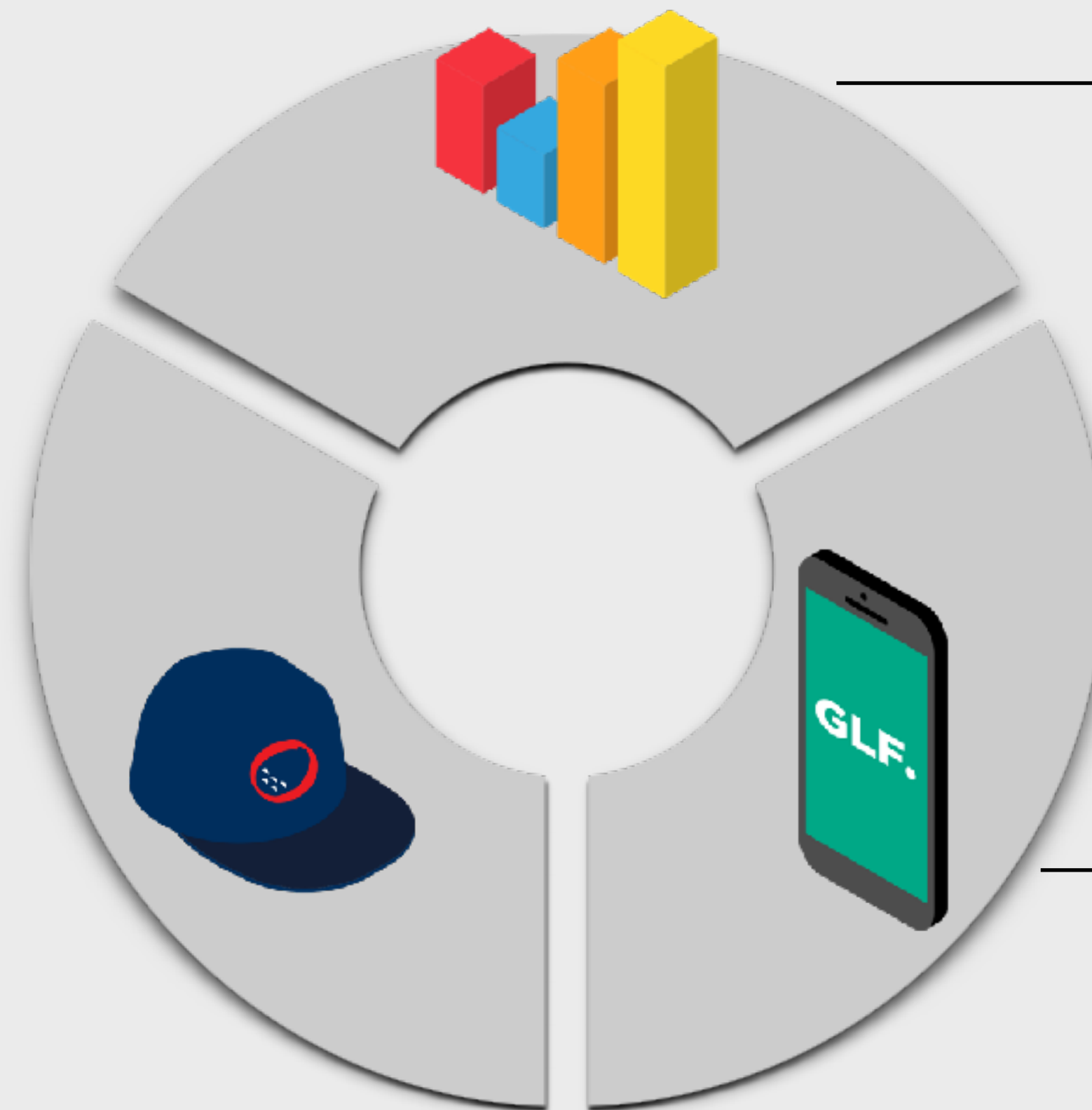


Measure, Track and Reward

Core to the child's journey through the progression levels is the ability for you, the child and the family to measure, track and reward at every stage. This interaction is essential to enjoyment, engagement and success of the *Crush It Junior* Program.

3. Reward

The child is rewarded for their achievements and progress through the progression levels by being awarded branded hats, skill pins, stickers and the achiever rewards.



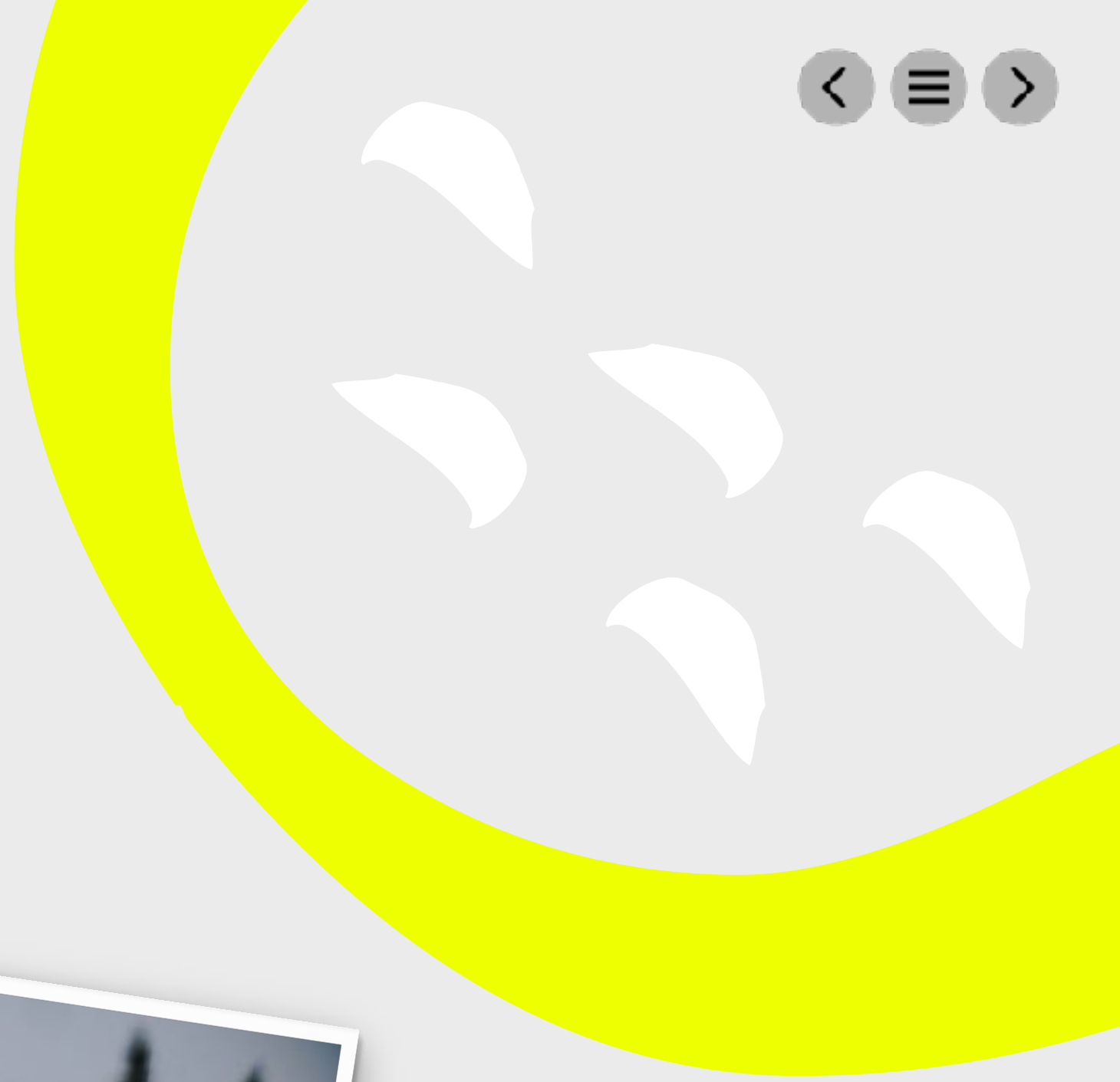
1. Measure

The child's progress is measured through 12 challenges across each of the levels across the four skill elements of Swing, On the Green, Around the Green and Play.

2. Track

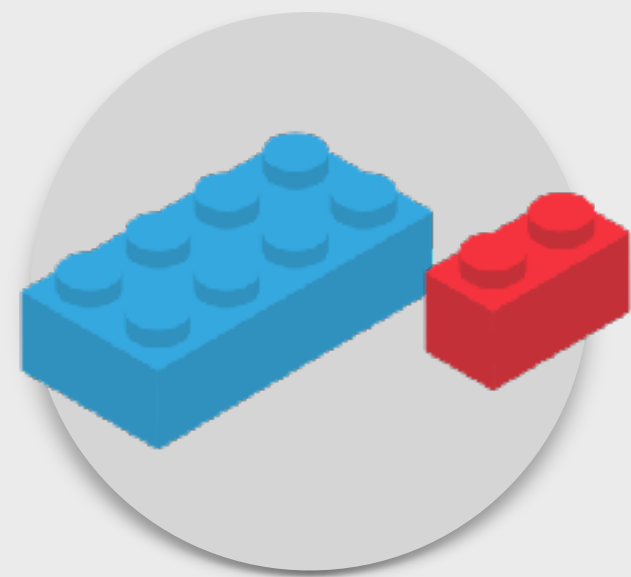
The child's journey through the program and progression levels is tracked through the GLF. Connect myGame+ feature.

Coach Involvement and Impact



You Are the Key to Making This Work!

We know the impact a coach can have on the success of a program; your energy and enthusiasm will power this program. After surveying hundreds of parents whose children are involved in Junior Academy Programs around the world, we have found the keys to building a successful junior program to be:



1. Structure

We are providing you with a structured program that will provide a pathway for children to progress from beginner to collegiate level and beyond. A structured program will meet your needs, the child's needs and the needs of the family.



2. Delivery

You will be responsible for coordinating the program elements across the program year and scheduling this into the appropriate channels.



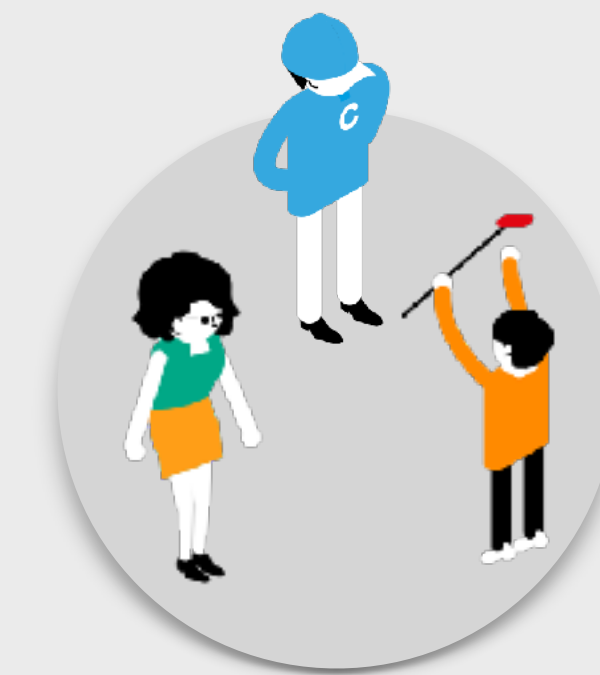
3. Communication

Regular communication across multiple platforms will make the difference between your program and a competitor. Shout about and post success stories with what you are doing and interact with parents through a variety of channels.



4. Safe

A great junior program needs to build trust with the family and the child. Ensuring program classes and events are operated in a safe and secure manner will strengthen the program success.



5. Engaging

A great junior program is one where all parties are invested in the process. The coach, the child and the family need to be engaged for the program to be a success.



Time to Lead

No matter how good the program or tools, the success of your junior program will ultimately be down to you.

Lead your club and make a massive difference to your members, the company and the industry.

Your Roles

The specific expectations of your role in the program will be communicated to you but 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. Your roles will broadly cover the following:



1. Planning and Scheduling

You will be responsible for coordinating the program elements across the program year and scheduling this into the appropriate channels.



2. Delivery

You will be responsible for the delivery of the programs and events within your venues.



3. Communication

You will be responsible for communicating with participants and key stakeholders within your venue as well as Invited Management.



4. Tracking

You will be responsible for ensuring that the program is accurately tracked and measured through the technology and support provided to you.



5. Marketing Content and Distribution

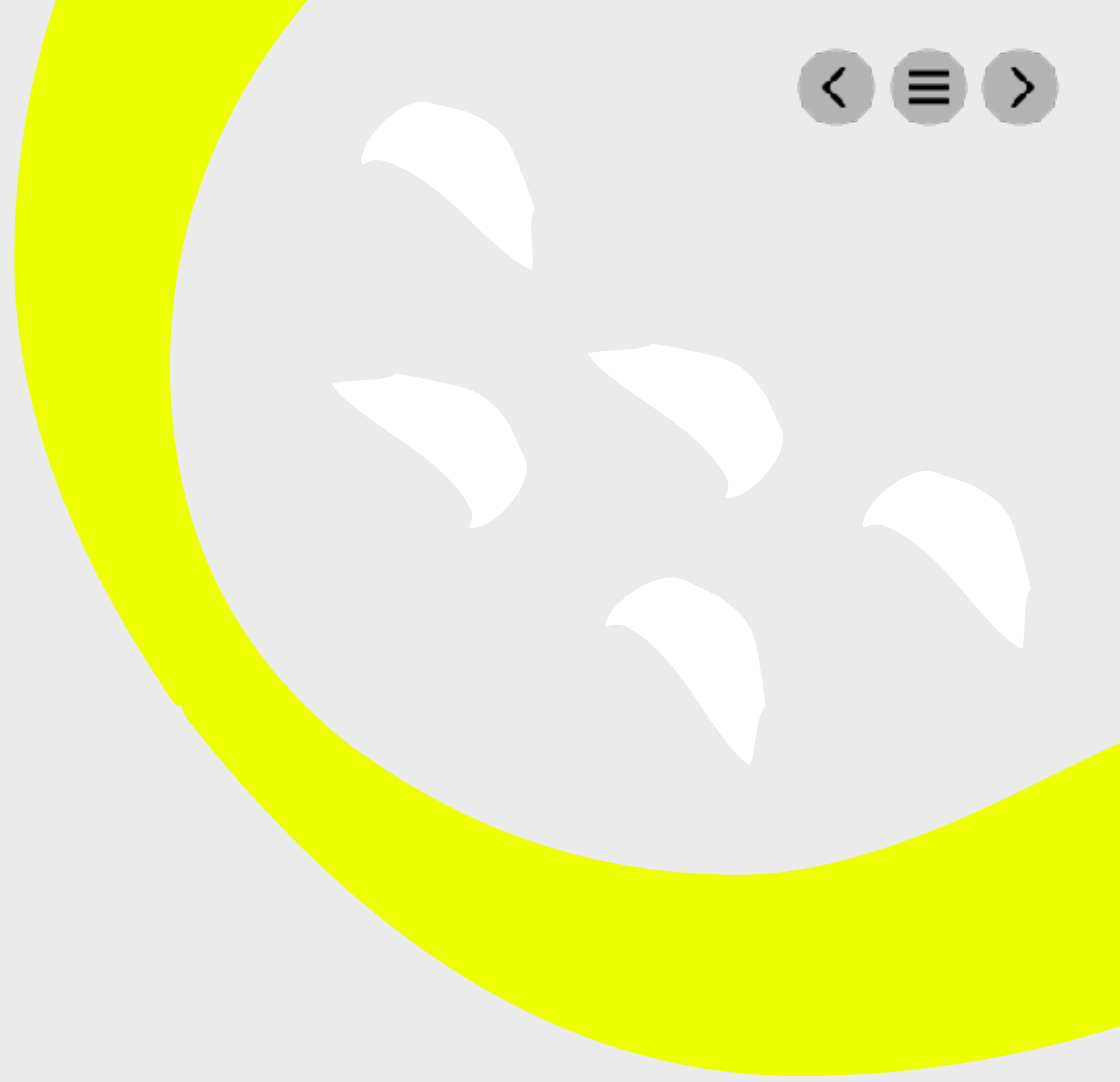
You will be responsible for working directly with the marketing teams and Retail Tribe on the creation of engaging marketing content and the delivery of this to audiences and participants.



6. 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.

Supporting You



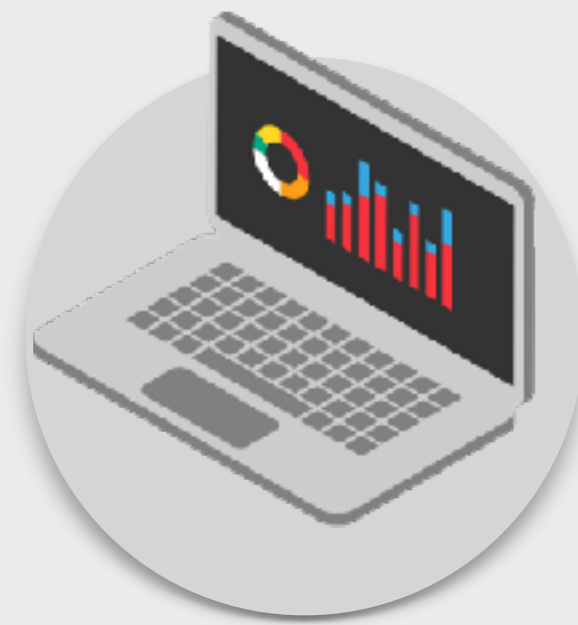
Supporting You

Supporting you to deliver every component of the program is essential to its success, 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:



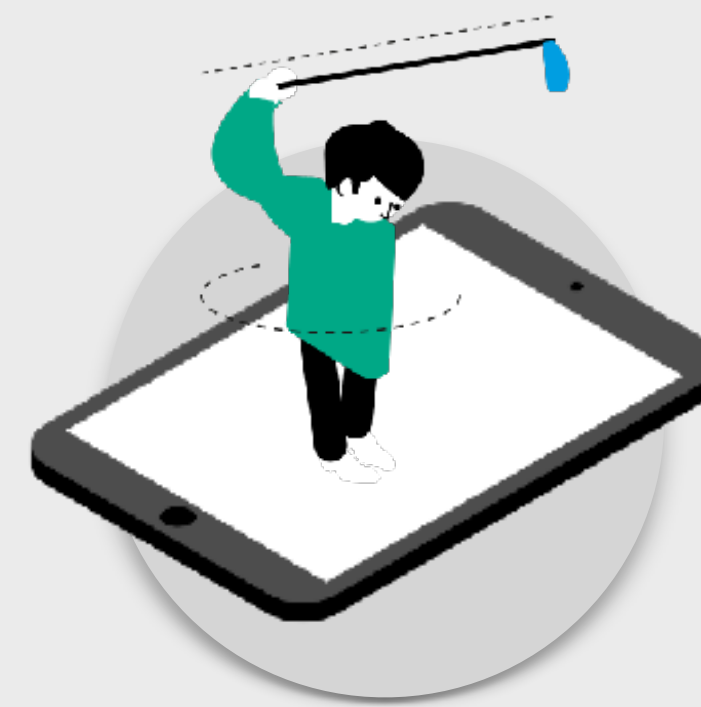
1. Training Hub

Through the GLF. Connect web based system and app, you will have access to the Training Hub. This is the online destination for access to everything you need to understand, deliver and manage your program.



2. Learning Management System (LMS)

The integrated LMS will give you the platform to develop the necessary knowledge to understand the components of the program and deliver it on the ground at your venue.



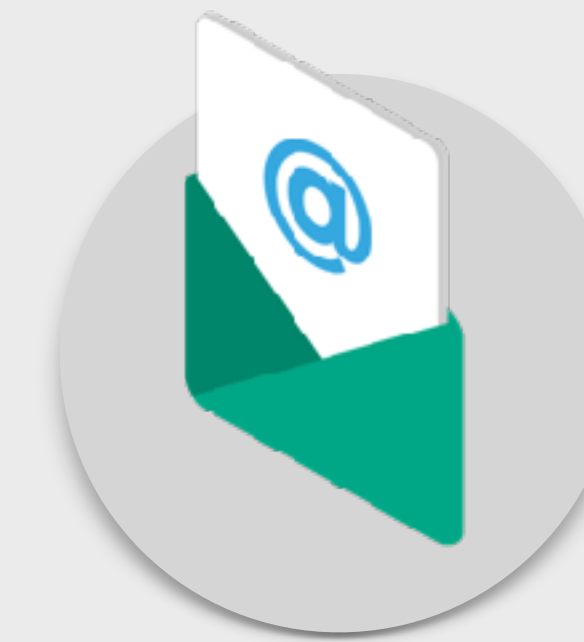
3. Program Guides and Resources

The relevant resources will be accessible to you through the Training Hub to deliver the programming on a day to day basis at your venue.



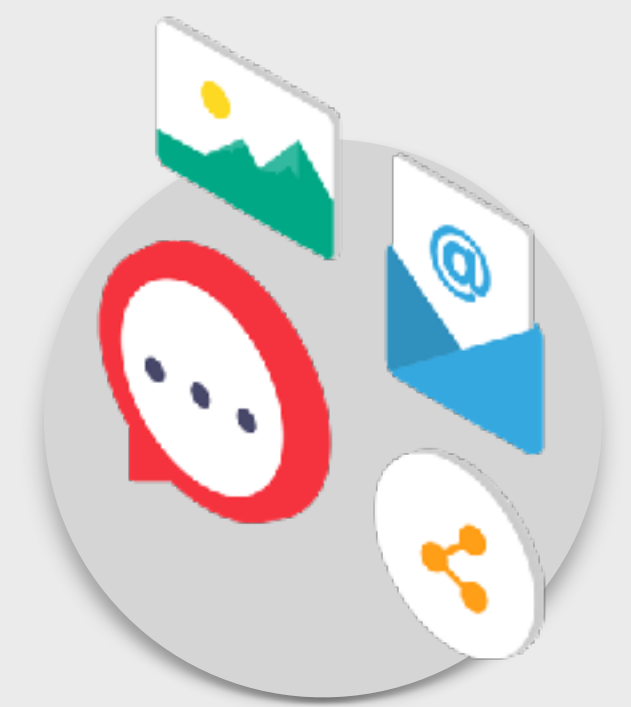
4. GLF. Connect

You will access to the GLF. Connect system to help you manage your program at your venue, make your program accessible, communicate with participants and track participation at every stage. A range of support resources to use your system will also be available to you within the training hub.



5. Marketing Content and Distribution

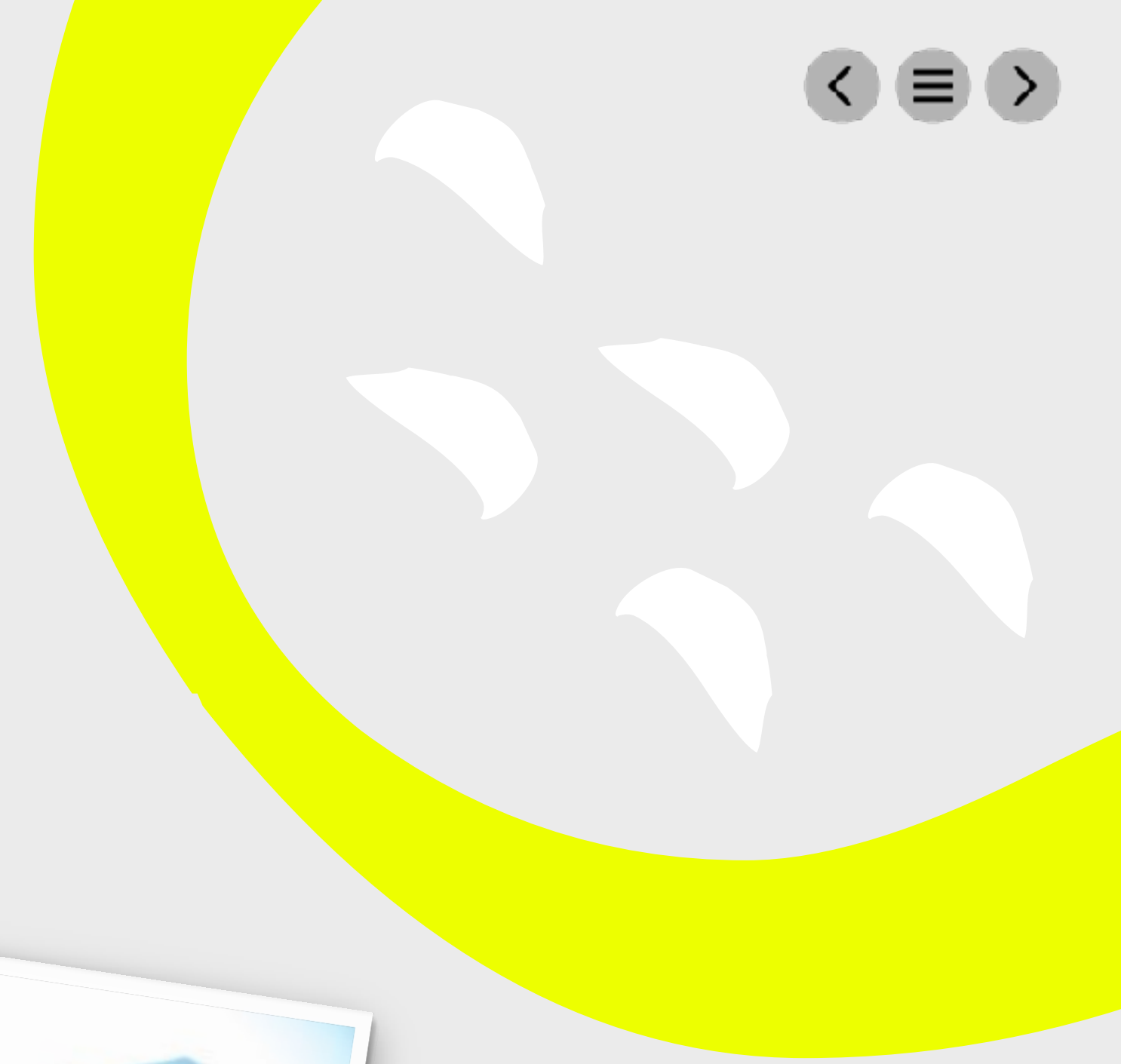
You will have access through RetailTribe to engaging marketing content and technology to reach your audience and fill your programs.



6. Marketing Support

You will have access to marketing support from experts at RetailTribe to help drive engagement and activity into your program.

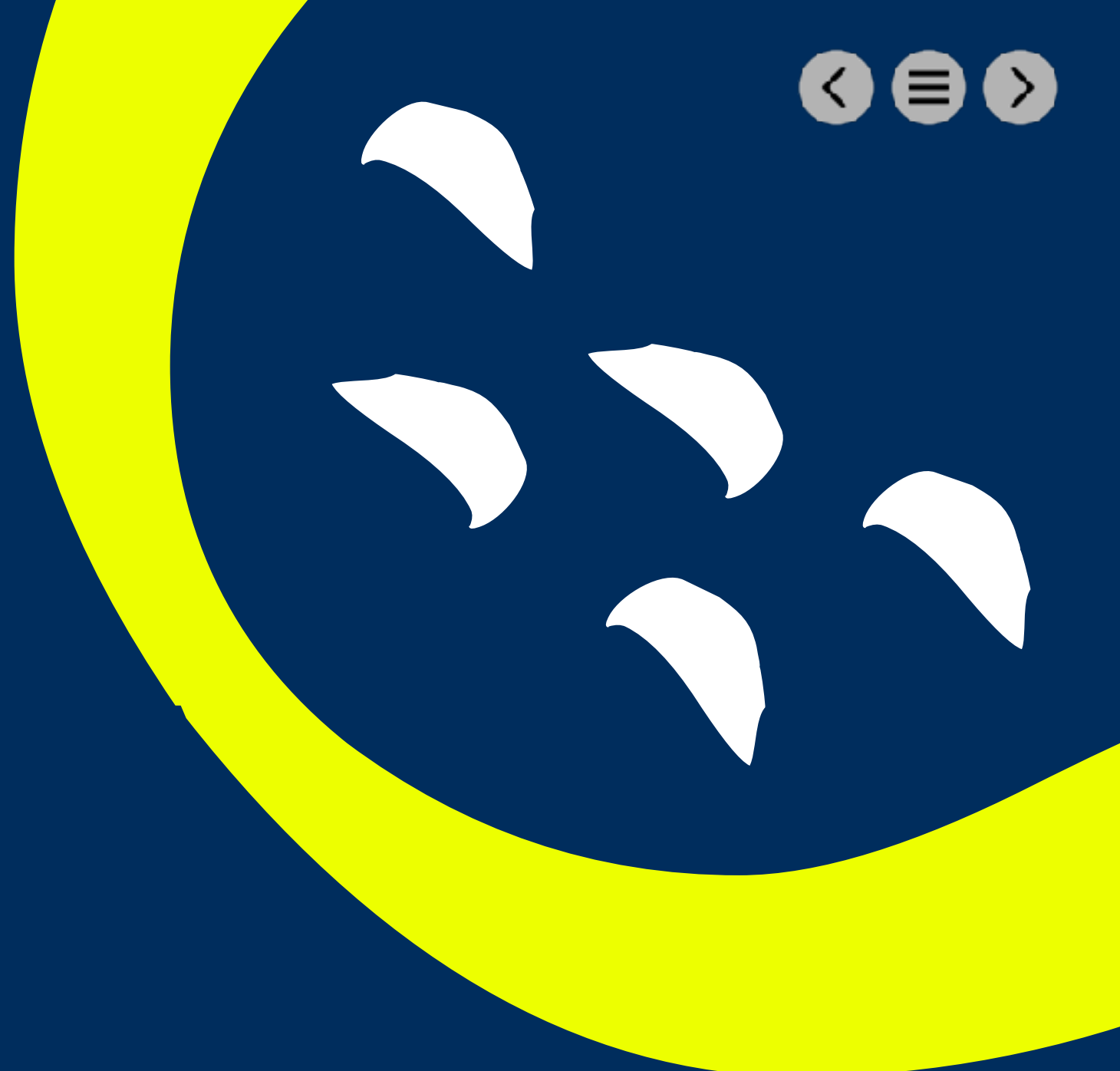
Next Steps



Next Steps

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





Thank you.

Please review the Junior Program and Pathway Document within the Junior Programs section of the Training Hub.

