

Junior Girls Recruitment Toolkit

Leading up to the commencement of the AGF (Australian Golf Foundation) Junior Girls Scholarship Program it is pivotal to be able to engage with new juniors to join your program. Recruiting more junior participants is crucial for the growth and sustainability of your golf club.

After receiving feedback from clubs over the last couple of years it has become apparent that it is becoming difficult to recruit **new girls** to join your AGF Junior Girls Scholarship Program. Therefore, we have created a comprehensive toolkit to help your club attract and retain young golfers.

Where to begin - Implementing the Toolkit:

1. **Assessment:** start by assessing your current recruitment strategies and identifying areas of improvement.
2. **Plan:** Develop a detailed plan that outlines the strategies you will implement, along with a timeline and identify roles and responsibilities of individuals (you will find a list of ideas below).
3. **Execution:** Begin executing strategies, starting with reaching out to schools and/or setting up a MyGolf program for Term 4.
4. **Evaluation:** Check in to see the effectiveness of the strategies you are implementing and adjust where needed. Also make notes of your learnings, what worked and what didn't work, this will assist you when you are preparing to recruit again for the following year.

Strategies

1. Term 4 MyGolf Clinic

MyGolf is Australia's national junior golf program to promote participation in golf, designed for kids of ALL AGES, SIZES, and ABILITIES - MyGolf programs help Aussie kids LEARN and LOVE golf through FUN games based-activities. This program is delivered by PGA Professionals and MyGolf Program Deliverers (Previously known as Community Instructors) at facilities across Australia.

- Offering a short term, low cost introductory MyGolf program in Term 4 is a wonderful way to attract new participants and provide them with the basic golf skills to allow them to transition across to the scholarship program in 2025.

2. School Partnership

- Collaborate with local schools to offer free clinics, workshops, or demonstrations during PE classes or after-school programs.
- Reach out to the schools and ask if they can pop up posters around the school or if they could put a flyer in the school newsletter/online portal.
- Building a relationship with the PE teacher at both Primary and Secondary schools can super helpful when looking to attract participants for any of the junior programs that you are offering at your club.
- **Hot Tip:** Invite the PE teacher out to one of your sessions to get an understanding of what you are offering, it will provide further insights when they are promoting to students.

3. Community Engagement

- **Family Day:** Organise a family friendly event where parents, grandparents and siblings can participate and learn more about the opportunities at your golf club. Put on a sausage sizzle, run golf activities, and make it a fun morning/afternoon for everyone.
- **Bring a Friend:** Choose a session towards the end of the year and encourage Scholarship Girls or MyGolfer's to bring a friend along to participate in a golf clinic. This is a fantastic way to attract new golfers to the game and for the juniors to find new friends to go out on course with. Kids also love to show their friends what they have been learning.
- **Youth Organisations:** Partner with organisations like Scouts, YMCA, or other youth community groups in your area. Invite them to your golf course and run a come try event for the kids in their community group to give golf a go.

4. Facilities and Equipment

Equipment Loan programs: Golf is an expensive sport when you are first starting out, to prevent this from being a barrier to recruiting new participants you could offer an equipment loan program to new participants who may not have their own gear.

Don't have any clubs to offer? You could ask members to donate old clubs they have lying around their shed, or you could do a fundraiser to help purchase a set or two of junior clubs to have on hand for the participants to use.

WHY PROGRAMS?

Increasing participation at all levels is not just important for the health of the game, it's fundamental to ensuring all clubs and facilities are vibrant, healthy and reflective of their broader communities.

The growth in introductory programs will help bring new people into the game and help kick start their journeys as future players and members of our clubs and facilities.



MyGolf (for kids) & Get Into Golf (for adults) are here to unite and streamline the access point for new golfers, making the entry to golf clear for everyone.



THE BENEFITS

Increase revenue for clubs, facilities and coach



The two programs don't charge or retain any portion of the program fee, it all goes back to the centre. Group lessons can be a great way to generate revenue for both the centre and coach.

Increased exposure to new customers



Word of mouth is a powerful tool and new customers will spread this word if their experience is good. Although memberships aren't generally on the radar after one experience, for many new golfers they will be at some point.

Program exposure through national marketing campaigns



By utilising the platform your programs will be included in our year-round national marketing campaigns, exposure on a website that generates high levels of traffic, and brand recognition through other major events and initiatives.

Insurance coverage for participants



The comfort that participants are covered under a Golf Australia insurance policy from the start until the end date of the program.

Access to online payment and admin portal, allowing for easy search and pay functionality



The online payment and administration portal takes away the burden of tedious manual processes and helps keep all records in the one location. It allows participants to easily search and pay for your programs as soon as they go live on the website.

Access to collateral, resources and grants



Centres get access to a range of digital and print branded marketing material. This material will reflect your target market and help you connect more deeply with future participants. Centres will also have access to participation grants given out each year that can be used towards equipment, marketing or Community Instructor training.

GET YOUR FACILITY INVOLVED.

MyGolf & Get Into Golf is available to all golf facilities, it's FREE to join, and can adapt to any current program. After registration you will get access to all the support tools and resources, including use of the registration portal and automatic inclusion in our national marketing campaigns.

PGA of Australia Professionals and Community Golf Instructors are qualified to deliver both programs. A Community Golf Instructor can be a volunteer, a member at the golf facility, or a parent that has completed the online learning module.

If you want to discuss the program before joining, then please reach out to one of our friendly staff. You can find a list of contacts and full program details on the webpages listed below.

Kids
golf.org.au/mygolf



Adults
golf.org.au/getintogolf



Community Instructor
golf.org.au/communityinstructor