



Gauteng North Golf Union

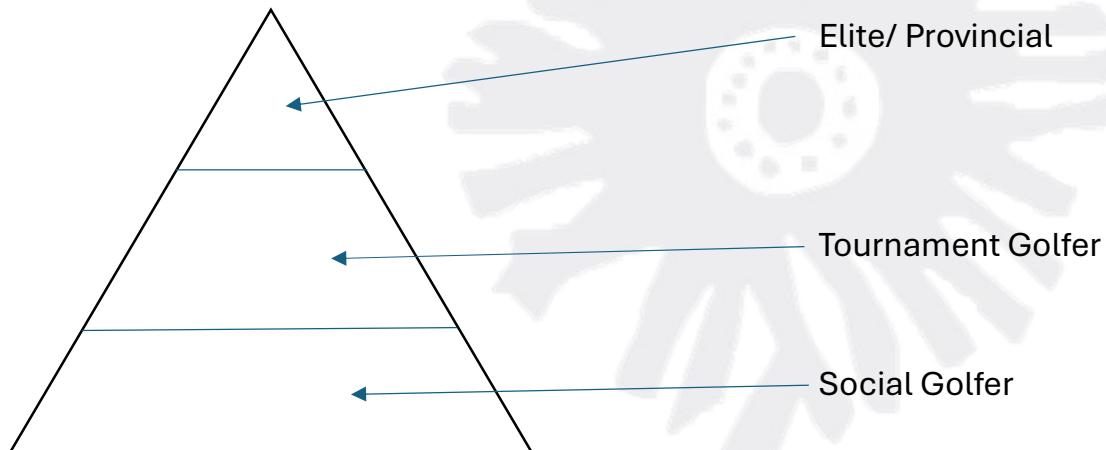
Junior Golf – Club Program

1. Introduction:

You have done the work to get the Juniors to join your club, but how do you get them to participate in your events and finally represent your club at league level and higher. Golf is in constant battle of being the second or third sports in our juniors already over full schedules. This unfortunately puts golf in direct competition with social activities as there is no other room in the schedule.

2. Levels of participation:

Before we jump into building these fantastic programs, we need to first determine what the different levels of golfers are. This will assist us in determining what goals we want to achieve in these programs.



Elite/ Provincial Golfer – This golfer is competing on the highest level already. They generally have received provincial colours or national colours. Normally they will be working with their coach and will have limited time for additional programs.

Tournament Golfer – This golfer has tasted some form of tournament golf and likes to measure themselves with other golfers of their ability and skill. They generally are involved with regional tournaments and would represent their clubs on league level.

Social golfer – This golfer only dusts off their clubs a few times a year when they get invited to play or they have some time in school holidays. They have a membership but use it much like most of us uses a gym membership. It was a good deal, but don't usually make use of it to the fullest.

3. Goals of getting programs running:

- Convert the social golfer into an active club member.
- Make the golf club the “cool” hangout spot to attract more members. Both Juniors and Adults.
- Provide the assistance, opportunity and backing for the tournament golfer to improve their games and turn into elite golfers.
- Provide platforms for the elite golfers to grow their games at their home clubs, but also get them to represent you on a higher level.

4. Program ideas:

Programs need to be run by someone and is not necessarily the magic potion to getting things better in your junior section. This person can be a staff member, local coach, committee member or just a parent wanting to grow the game. It takes some effort, but you will reap the rewards once the program is going.

- **Local junior tournaments and order of merits**

Create a competitive environment where you run club junior tournaments once a month in the various categories. This creates club involvement and potentially helping you identify new league players.

- **Junior clinics/ camps**

Create clinics focusing on the different skill groups. Here you can do short game one week and range work the following. This should be done in group format and can potentially lead to follow up business for the local teaching professional.

- **Junior get togethers**

Consider having monthly junior get togethers. Where you can do quiz competitions, rules/ golf information sessions, putting competitions.

- **Junior knock-out competitions**

Through the year, run a knock-out competition or a ladder challenge competition.

- **Local provincial tournaments**

Keep players up to date with possible tournaments that they can play in the region. Entries can be done via the GNGU website.

www.gngu.co.za

Try mixing it up with your programs. You don't have to focus on all the groups at once. Break up the program into different groups. ie focus on girls and younger players first and then move to the older players.

5. Communication:

The most effective programs are the ones with the best communication structures. Because golf is in competition with so many other programs, sports and social factors we need to communicate and engage with our players regularly.

You need to engage with both the parent and the player on their level. The more attractive you make it for both, the easier it will be to attract them to the program.

Unfortunately, commitment is only a bumper sticker, but if you build the solid foundation of interest amongst your players they will show up more regularly.

6. Conclusion:

You need to determine what you want to achieve out of your program. Then identify someone to run it and to measure the results. It is very important to remember that effective communication with the players is key to the success of the program.

Keep the program running, even if the initial attendance is low. Once the players start speaking to their friends it is bound to pick up if you have grabbed their attention.