

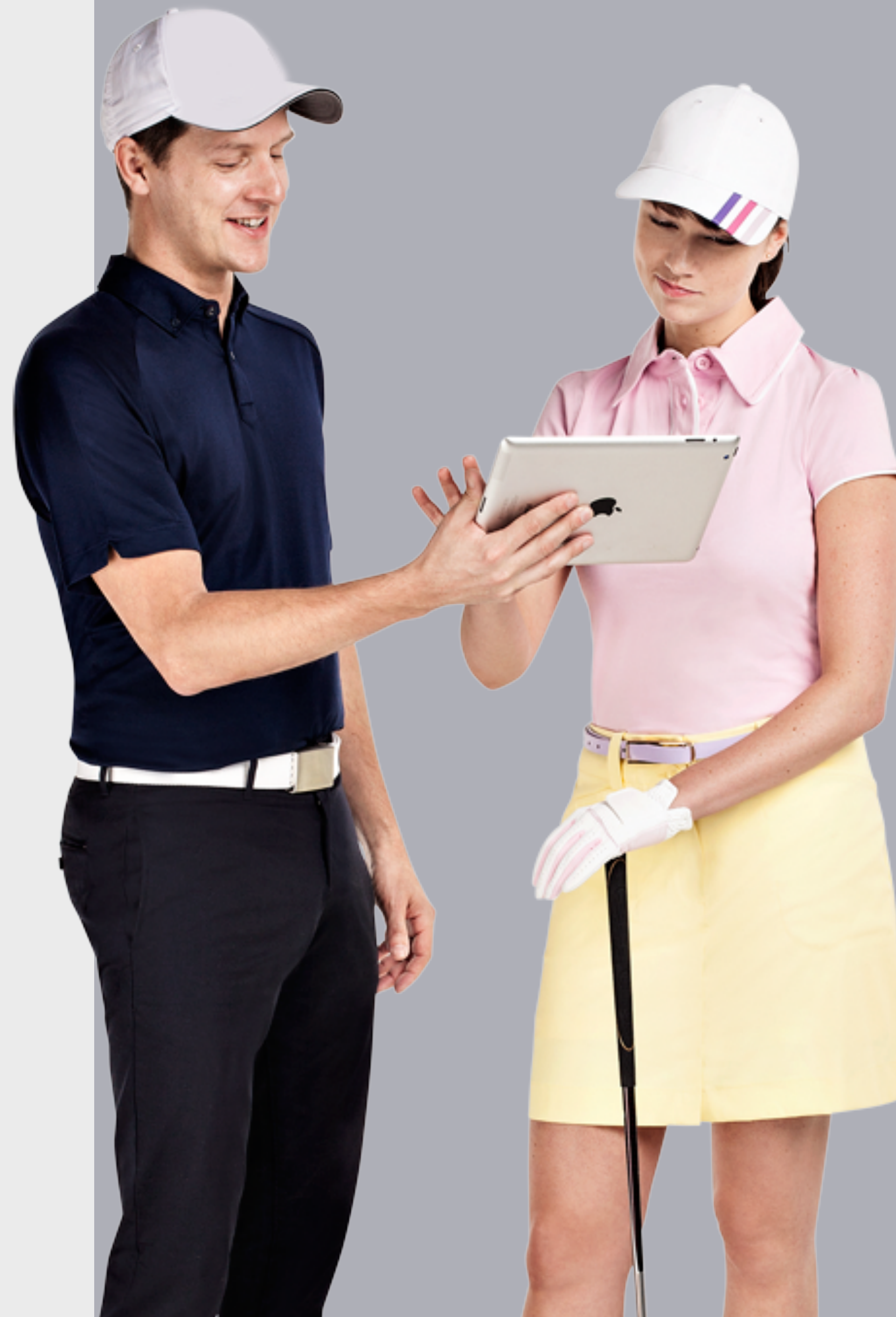
Adult Golf Academy Overview



ORBISgolf™

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Impact



Your Adult Golf Academy Will Join the Dots

The Adult Golf Academy Programs should have a significant role to play within your business and your facility. It will drive huge value ensuring that it makes a significant impact to each stakeholder, and this includes...

1. Coaching Business

The Adult Academy program offers an opportunity to drive high revenue into your coaching business. It will allow you to interact with a broad range of clients and deliver diverse coaching opportunities. You will build deep relationships with your clients and ultimately enjoy the role you play at your facility.

2. Your Club

The Adult Golf Academy programs will deliver immense value to your facility including driving retention of customers, their on site spend and new customers growth. Your club will feel reassured that their customers are being managed effectively through the knockout coaching experience you are delivering.



3. Your Students

Through the drivers range of programs on offer and the knockout experience you are delivering, your students will see their game develop, create strong social connections and ultimately feel engaged in activity at your facility.

Core Output - Active and Engaged

The needs of each adult within your programming will be unique, however, each of the programs and experiences you offer should ultimately lead to the customer being highly active and engaged in life at your facility and the game of golf. As we have demonstrated this will delivery immense value to each stakeholder. The output of adult programming includes...



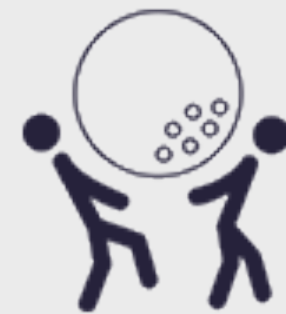
Lifelong Customer

Highly engaged and active customers will become lifelong customers to you and your facility.



Brand Affinity

The adult and their families experience of the program and life at the club will drive a lifelong positive brand affinity with your business.



Giving Back

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



Brand Reputation

The family and the adults experience at the club will drive a positive reputation of your club in your local community.



Self Sustaining

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

Key Principles

The Adult Academy Programs has been built using a number of key principles which we know will ultimately deliver enormous results to your business, your club and your customers and the core output of highly active and engaged students. The structure of the programs, supporting resources and the impact you will have are aligned to the following principles...



Social Connections

Adults engaged in your program will want to develop and harness social connections. This is vital for keeping those engaged in activities and ultimately life at the facility beyond programming activities.



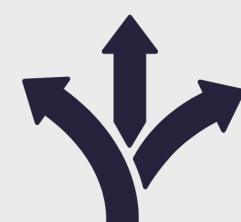
Diverse Opportunities

The programs you offer should cater for customers with diverse goals, abilities and lifestyles. The programs are designed to cater for this needs to ensure that as many customers as possible can find opportunities that suit their needs.



High Quality

The adult engaged in programming will expect to access to high quality coaching. Through the programs, you will be able to deliver a high quality coaching experience which will develop their games and enjoyment of playing.



Journey Management

To develop the students game, and to get them active and engaged you need to be the guide who manages their journey at every stage. You will be able to measure, track and reward progress at every step as well as navigate the students to the next step on their journey.



Relationship Management

We believe that the coaching experience goes beyond technical coaching and the transactional relationship during the lesson. You should manage the relationship with the customer at every step.

The Programs



Activate and Engage

These are a range of programs which can be delivered to adults at your facility. The specific programs are designed to activate and then engage adults into long term coaching activity at your facility. The exact programs you choose to deliver will depend on the needs of your business, club and customer base.

Those programs in the Activate Phase are designed to provide your customers with a taste of the program you are offering and enable the coach to recommend the most appropriate program that will help the student to achieve their goals in Phase 3...



Play 9

The Play 9 activation event is a key component of the Active Member Management (ACM) model. It is designed as a vehicle for the coach to engage with students in their care list and specifically those who are identified most at risk of becoming disconnected from life at the facility.

It is not designed as a coaching opportunity but a chance for the customer to spend time with the coach on the course in a private or group setting. It is primarily designed to help the customer build connections to the professional and ultimately back to the club. The main components of a Play 9 include:

Private or Group

Play 9's can be offered on a private or group basis. The group options includes up to 3 customers playing with the coach over the course or 9 holes.

Care Group Members

Under the ACM model, each coach is prescribed a care list of customers to build relationships with and ultimately connect with and engage them back into life at the club.



Good, Better, Best

Play 9's output is to gain connection with the customer and integrate them into the club with opportunities that suit their needs. However, a good output is to ensure the customer leaves with simple advice to improve their game or experience on the course. Better is setup an introductions to other members and best is to get them engaged at a social or golf event at the facility.

Not a Playing Lesson

Play 9's is not a substitute for an on course playing lesson. It is designed specifically to put the golf instructor at the forefront of developing relationships with customers, understand their needs and then direct them to suitable opportunities at the facility which may include golf, social or coaching opportunities.

Assessment

The assessment is a chargeable or free session designed for you to develop a social connection with a student, learn more about their goals and direct them to the most suitable next step within the coaching journey.

It should be marketed and delivered as an opportunity for students to meet the coach, discuss their golfing aspirations and then allow the coach to prescribe a suitable further opportunity within the coaching journey to help them achieve their goals.



Chargeable or Free

It is your choice to decide if the assessment are offered free of charge or on a chargeable basis. It is vital that whichever option you chose the customer understand it is an opportunity to meet the coach, discuss their needs and not receive free coaching.



Private Basis

Assessment are offered on a private basis to clients. This is vital so that you can understand the needs of the customer and direct them to the most appropriate coaching opportunities.



Flexible Durations

It is up to you to device the durations of assessment you would like to offer depending on your needs and the further programming opportunities available. However, we recommend that assessments should be a minimum of 30 minutes to allow enough time to build a strong relationship with the customer.



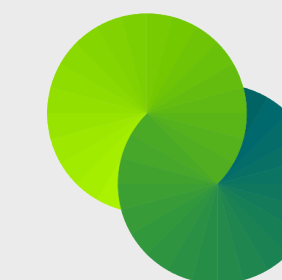
Stepping Stone

The assessment will primary be a stepping stone into directing the customer into one of the Adult Social Group Coaching Opportunities or Private Coaching Plans.



Flexible Locations

A vital component of an assessment is discover prior to the session a background to the customers needs and goals. This will help you to determine the appropriate settings for their assessment such as on course or on the driving range.



Golf Schools

Golf Schools provide customers with an opportunity to develop their skills across a range of coaching-focused events. They are designed to activate your customers and act as a building block for further programming at your club. The main elements of a golf school are:



Group Based Event

Golf Schools are delivered in groups, with a maximum of six participants. This will provide an opportunity to socially integrate customers at your club while developing their skills.



Aimed at Club Ready Golfers

Golf Schools are primarily aimed at club-ready golfers at your club, and not those new to the game.



Half Day or Full Day

Golf Schools are available in either half-day or full-day options across a range of topics. The half-day options are 3 hours in duration, whereas the full-day option should be delivered over 7 hours, inclusive of a break for lunch.



Coaching Opportunity

Golf Schools are an opportunity for customers to receive coaching from you and therefore the events should be focussed on game development and not just directing students to the next step on their coaching journey.



Skill Based

The Golf School options across the two durations are tailored to specific themes within the game. This includes short game, putting, swing, as well as time on the course.



Stepping Stone

The golf school are an opportunity to directing the customer into one of the Adult Social Group Coaching Opportunities or Private Coaching Plans you are offering to suit their needs.

LTPG Experience Day

This is a taster opportunity across a variety of durations options giving those new to the game an opportunity of learning and playing the game at your facility and a window into the 3 Level Program.



Group Based Event

Golf Experiences are delivered in groups, with a maximum of 6 participants. This will provide opportunity to socially integrate new golfers into the club and know that they are on the journey with others of a similar ability.



Aimed at Learner Golfers

Golf Experiences are aimed at customers who have little or no previous experience of playing the game and are therefore at the same stage of their journey.



Duration Options

Golf Experiences can be delivered over 60 minutes, 90 minutes or 3 hours depending on the needs of your club. Participants will have the opportunity to learn some of the skills they will need to play golf, and crucially have the opportunity to play on the golf course in a fun team scramble, to give them a taste of the real game of golf.



Stepping Stone

The golf school are an opportunity to directing the customer into one of the Adult Social Group Coaching Opportunities or Private Coaching Plans you are offering to suit their needs.



All Areas of the Game

Golf Experiences are designed so that participants can get an experience of learning all parts of the game and will experience playing golf on the course in a fun team scramble format.

Learn to Play Golf 3 Level Program

This innovative program provides a 3 Level progressions for those new to the game including themed classes and on course opportunities giving students new to the game or with limited experience the opportunities to develop the skills, experience, knowledge and social connections to become Facility and Course Ready. The program broadly includes...

Level Based Themed Group Classes

There are 3 distinct levels of classes. Each of the classes in each level are themed to a specific learning outcome with on course opportunities built in.

Weekly Supplementary Practice Clubs

Each week there can be weekly practice club opportunities across three skill categories. This is an opportunity for those on the program at any step to develop social connections and practice their skills with the support of a coach.

Integrated Ability Appropriate On Course Event

A supervised chargeable on course events is built into the program, allowing participants to experience playing on the course with others via an ability based system to playing the course.

Integrated Tracking

To track participants progress a 3 step progression pathway has been built so that the coach and the participants know when they have the tools they need to play the course and be at the club with confidence. A range of skills challenges are also provided and included in the classes to help the coach and student track their journey through the pathway.



Level 1

This is targeted at students getting started and becoming comfortable with golf, and have fun with friends. This level includes four Introduction Classes across a broad range of skills including an opportunity to experience the course.

Level 2

The progression from Level 1 and is designed to help participants to become confident out on the course while adding skills to your game. This includes eight intermediate classes and two further opportunities to play the golf course.

Level 3

The final level of the program designed to help participants make golf their thing with a new group of friends. This level is the progression from Level 2 and includes eight more advanced classes with further opportunities on the course.

Adult Social Group Coaching

These programs are group based coaching opportunities with a social element. They are designed to be supplementary opportunities to other programs as well stepping stone options from the activation events in Phase 2...

Coaching Focused Programs

All program have a coaching focus designed to drive games development of students and strong social connections.

Social Focused Group Programs

All programs are conducted in group settings, with participant numbers varying based on the specific program type to help create social connections.

Flexibility for You

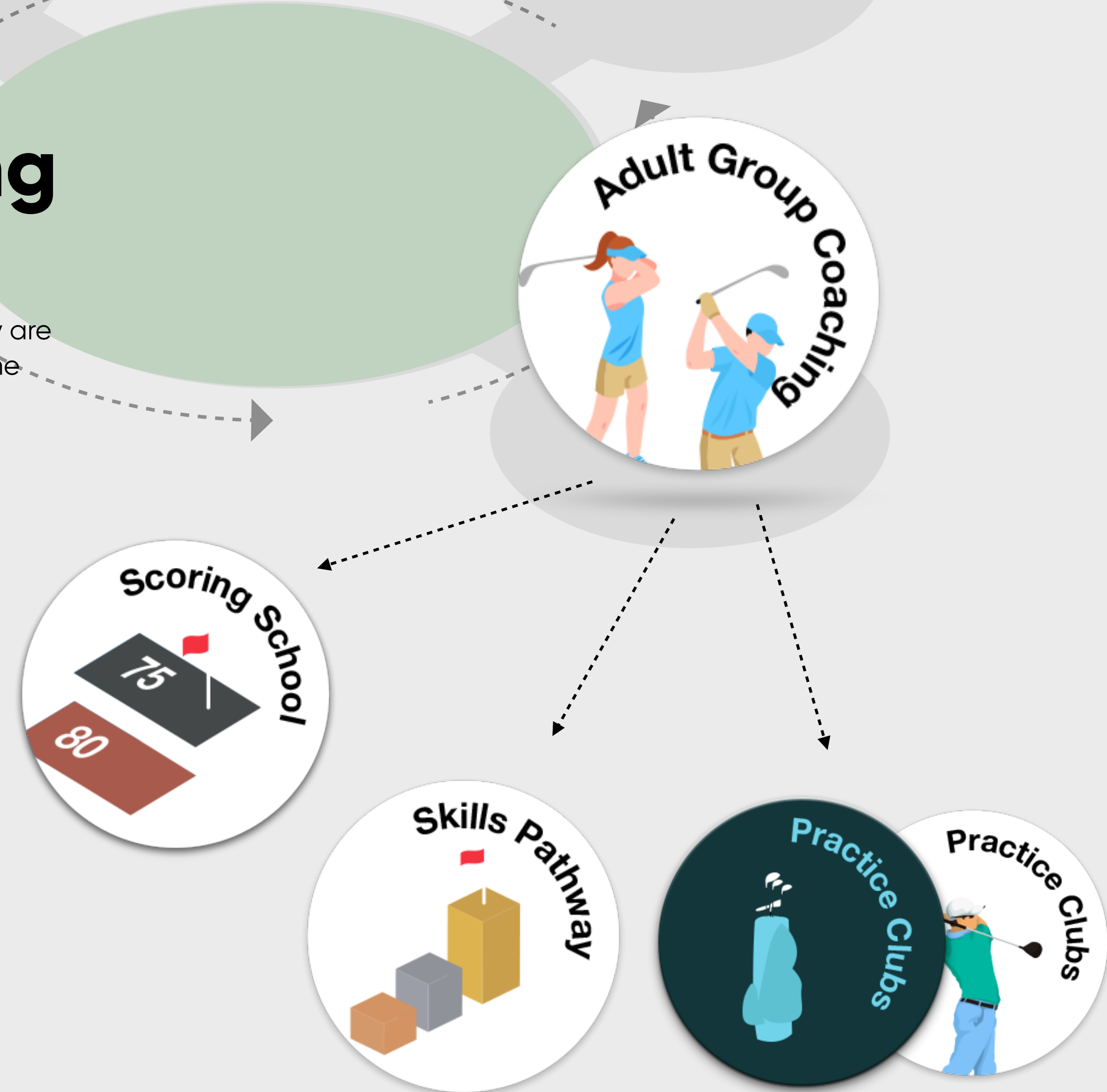
This part of the coaching journey offers you flexibility. You can choose the programs you want to provide, aligning with your customer needs, coaching team, and club.

Skill and Scoring Focused

All programs are intentionally designed to align with specific outcomes, whether it's improving a skill or reaching a scoring goal.

Three Programs Opportunities

There are three programs within Social Group coaching, each with a unique structure and purpose. Each program offers specific implementation choices for your club.



Scoring School

This is a subscription based program designed to develop social connections and game development for those students looking to achieve a specific scoring goal on the golf course. There are five scoring goal programs including access to on course play, themed classes and challenge facility sessions...

5 Program Options

There are five program options within the Scoring School which are targeted at specific scoring goals ideal for students at your club. Students should subscribe to one of the five scoring schools but are able to transition as they progress.

Recommended to be Subscription Based

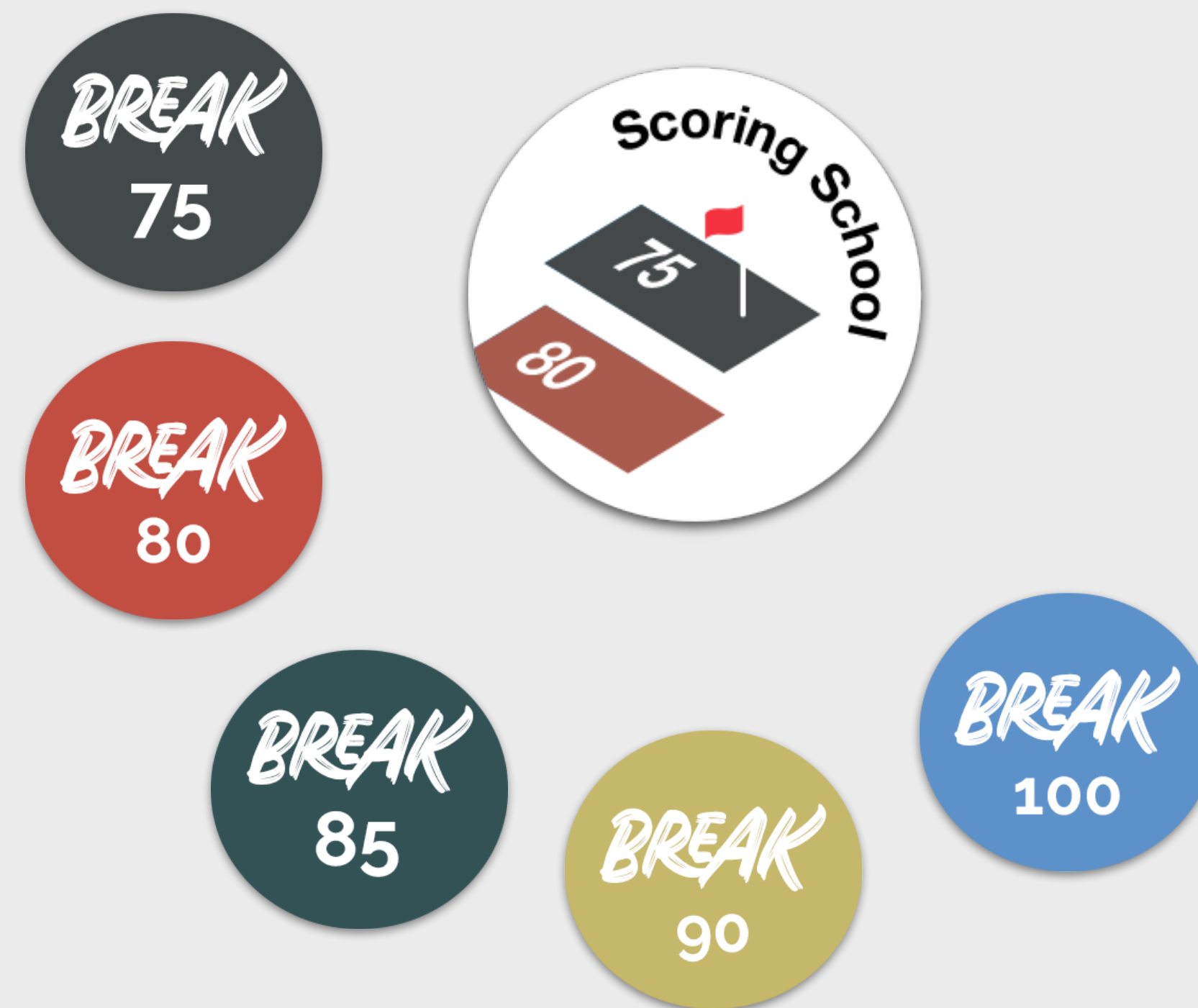
The Scoring School programs are recommended to be offered on a monthly subscription basis across the five program options inclusive of the program elements

3 Program Elements

Including within the monthly subscriptions is three program elements. This includes attendance of a weekly skill based class, challenge club session and monthly supervised on course scoring event.

Group Coaching Delivery

All the Scoring School programs elements are delivered on a group basis to help drive social connections opportunities alongside game development.



Skills Pathway

This program is designed to provide a group based coaching opportunity covering specific skills within the game over 12 weeks of program content. The exact Skills Pathway program you decide to offer is dependant on the needs of your facility, customers and coaching team...

Variety of Program Options

There are a variety of programs that you can offer across a range of skills such as "Become a Driving Wizard", "Become a Short Game Wizard" and more.

12 Week Programs, Over 3 Levels

All of the Skills Pathway options are built over 12 weeks of content split across 3 progressive levels. Each level consists of 4 weeks of classes. Students can attempt the 3 levels in order or jump in at the level right for them. It is up to your to decide on the level you offer and how regularly they occur.

Flexibility for You

This exact Skills Pathway programs you offer at your club and when this is delivered will be specific to your needs and the needs of your student base.

Group Coaching Delivery

All the Skills Pathway program elements are delivered on a group basis to help drive social connections opportunities alongside game development.



Practice Clubs

This program is designed to provide a group based opportunity for customers to develop their skills through effective practice and additional access to a coach. Practice clubs are primarily a supplementary opportunity to other programming as well as an added value benefit to private coaching plans.

Flexible Target Customers

Practice clubs can be adapted to the needs of your club, customers and programs. They can be delivered broadly to all customers regardless of ability or be targeted through specific practice clubs for learners and club level golfers.

Skill Based Group Coaching Delivery

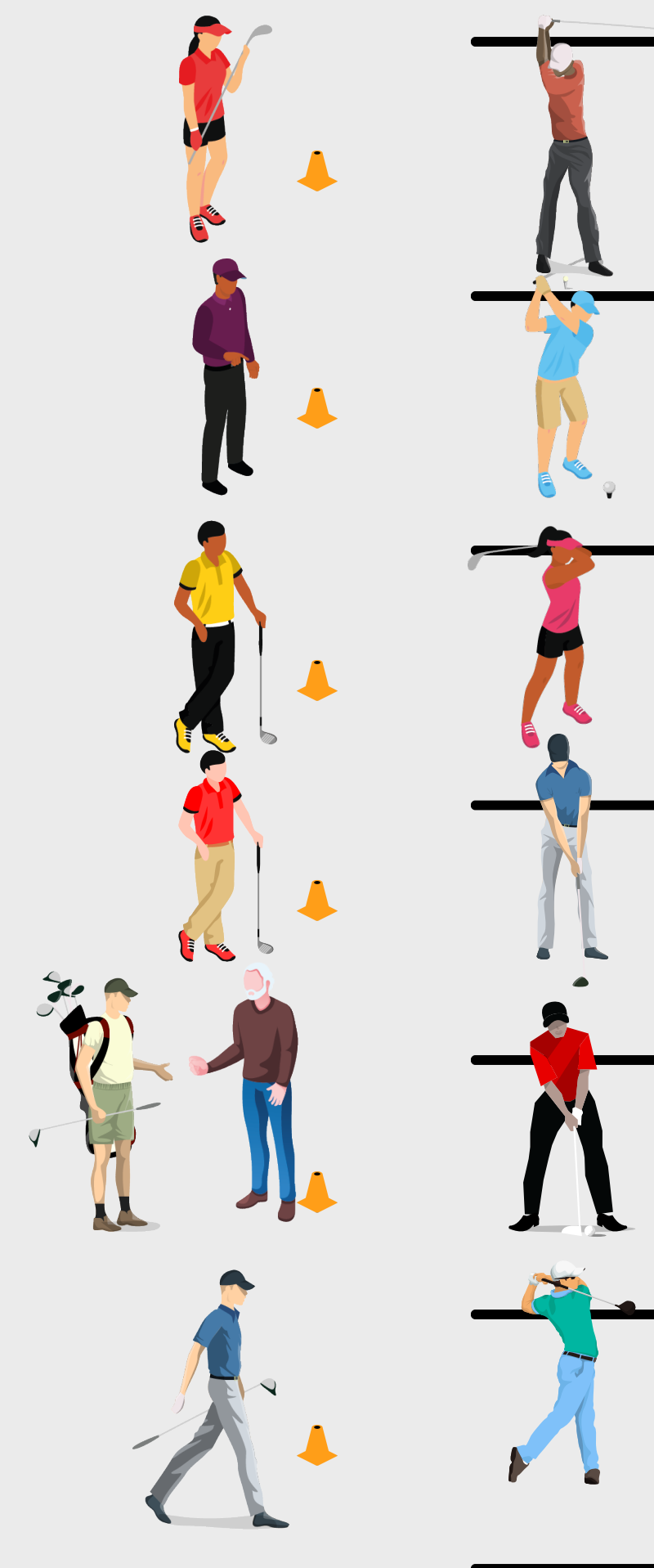
All the practice clubs are delivered in groups of up to 12, designed to facilitate social connections. The practice clubs focus on specific skills using effective practice opportunities includes game stations, challenges and practice drills.

Supplementary Opportunity

Practice clubs are the perfect supplementary opportunity for those enrolled on other programming, giving access to further coaching and practice time in an effective supervised environment.

Added Value

Practice club access is baked into the Private Coaching plans as an added value element. These customers should be urged to engage in practice clubs to drive their game development.



Coaching Plans



These are one to one coaching plans designed to help students improve their game through private instruction. Plans are available one a one off or subscription basis with built in goal settings, coaching time and group practice facility attendance. The plans prescribed to each student will be based on the goals agreed. Plans include...

Variable Coaching Time

Each of the plans available include a range of coaching time. The coach and student can utilise the time across any area of the game to suit the agree goals and can be used flexibly from session to session.

Range of Expiries

Coaching plans are delivered across a number of time periods, with the option chosen dependant on the goal agreed.

Added Value

All coaching plans give customers access to weekly practice clubs recommend to be free of charge. This will help to drive practice time and game development alongside coaching plan lessons.

Flexible Payment Options

Customers can purchase coaching plans under a one off payment upfront, or using a subscription based method offering flexibility to suit the needs and lifestyle of each customer.

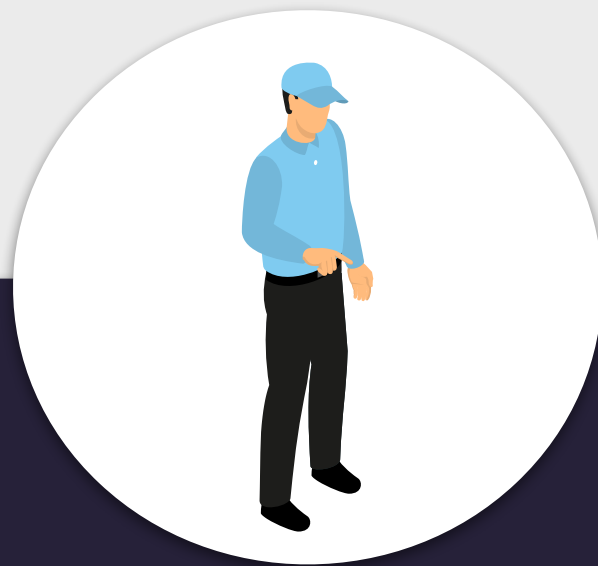


Tracking Progress



Why is it important?

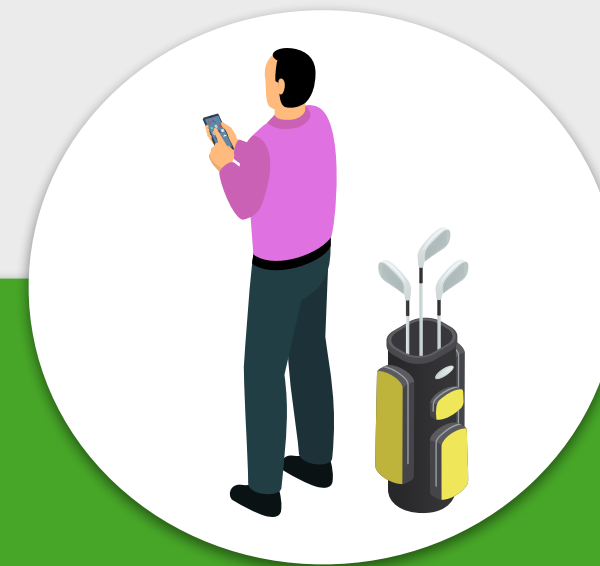
Tracking progress is one of the most important elements of the Orbis Programs and its value cannot be underestimated. To deliver an effective adult programming experience, managing the journey of a student of a student is of vital importance.



Coach

As a coach, you need to be able to track the progress of your students, this will help to:

- Direct them to suitable opportunities as they progress
- Benchmark improvements and checkpoint progress
- Motivate the students with recognition
- Know that your coaching strategies are working



Customer

Adults will want to enjoy playing and learning the game but it is vital that they see progress at every step. Ensuring that customers can clearly track progress will...

- Help them to visualise the progress they have made
- Have the tools to practice effectively to track improvement independently
- Earn recognition for their success to motivate and engage them

Measure, Record and Reward

Central to tracking an adults progress through the variety of programs and their coaching relationship with you, it is vital the the mechanisms are in place to measure, record and then recognise progress. Our adult programs and the supporting resources have been built to allow you to meet these needs at every stage. This includes...

1. Measure

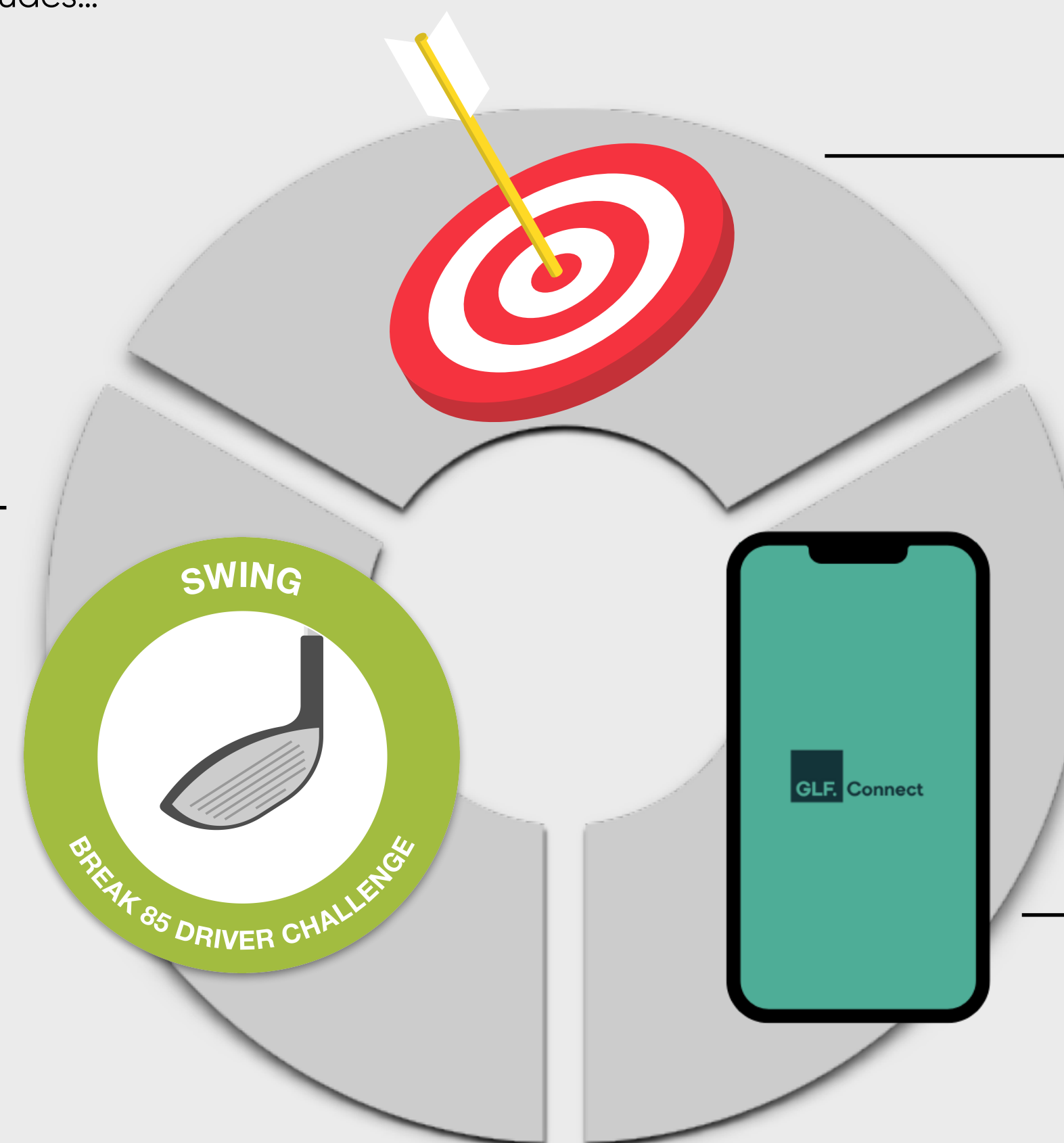
Adults progress can be measured through a number of skills based challenges which can be attempted during programs and lessons as well as independently by the customer. Additional features within our seamlessly integrated GLF. Connect system allows you to measure progress at every step.

2. Record

The adults journey through the programs can be tracked through physical resources and in-app features such as MyGame+ feature within GLF. Connect and the Media feature.

3. Recognition

The adults success can be recognised through virtual rewards within the GLF. Connect App.



Measuring Progress via Skill Based Challenges

During the adult programming journey, customers can attempt challenges across a number of skill categories. This approach allows students to have a broad benchmark across all of the skills important for achieving their goals and aspirations. There are two categories of skills based challenges have been designed to focus on customers who are enrolled in specific adult coaching programs...



Scoring Goal Challenges

These challenges are built into adult group coaching programs and provided a supplement tray element for students enrolled in private coaching plans to track their progress. Customers can attempt challenges across the four skill categories. This approach allows students to have a broad benchmark across all of the skills important for achieving their scoring goal.

The challenges have been designed over five Scoring Goal levels. This allows students to identify and track their skill progress within each category and each skill relative to score on the golf course.



LTPG Challenges

Students enrolled on the LTPG 3 Level program can attempt challenges across the four skill elements within one of the learning outcomes within the program.

The challenges have been designed over 3 levels, to link directly to the progression pathway for assessing the learners journey towards becoming Club and Course Ready.

Students can also track their progress to develop all of the skills, knowledge and experience to become Club and Course across three criteria and levels. This component of the progress tracks progress in attendance of lessons, developing on course experience and ultimately the score they can achieve on the course.

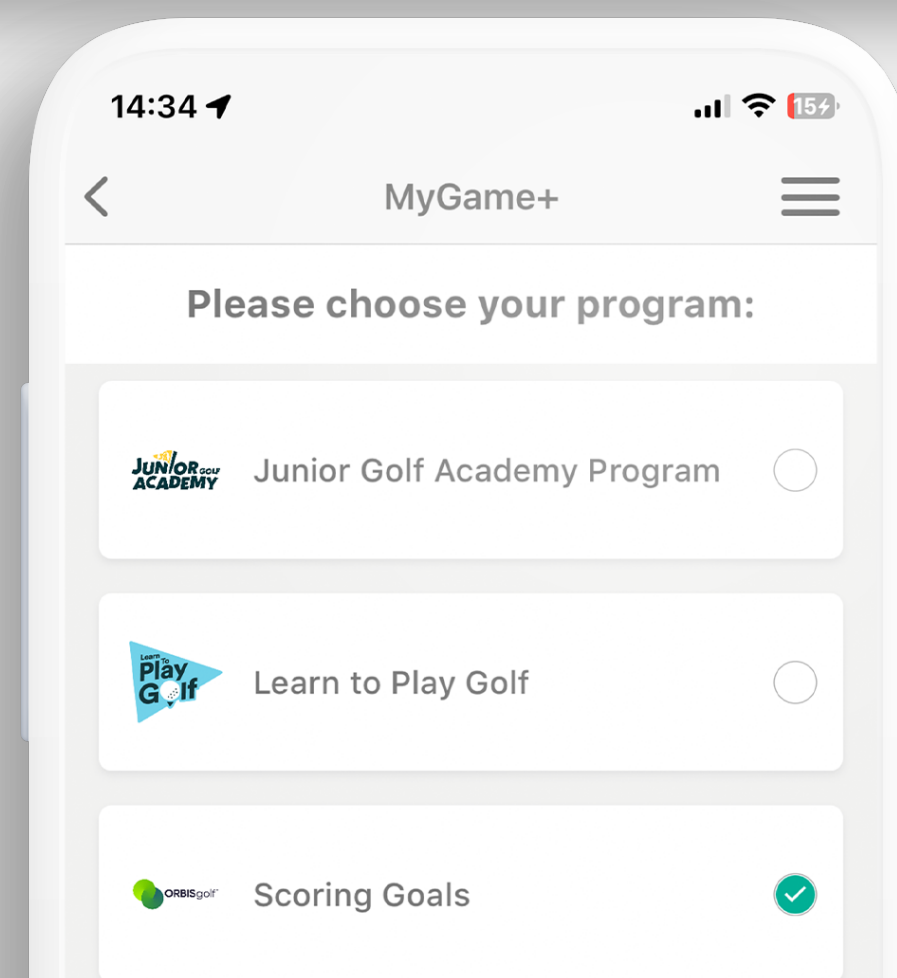
Recording Progress via MyGame+

Students are able to view, record and track their progress through the Scoring Goal and Learn to Play Golf challenges via the MyGame+ feature on the GLF. Connect App. On the app they can navigate to the the Scoring University and LTPG MyGame+ program, Student can select the progress wheels and then navigate each level, category and skill and then view all of the information relating to the challenge.

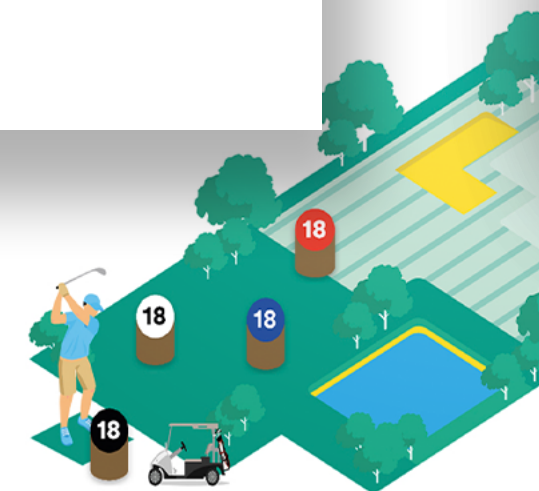
Challenges can then be recorded and the app will automatically update the progress wheel to allow students to clearly see their journey through the programs.

Students are able to access additional features such as being able to track and record on course scores. Within each of the myGame+ programs students are able to visit the On Course Tracking tile and then log scores using the scoring wizard and see a history of their scores...

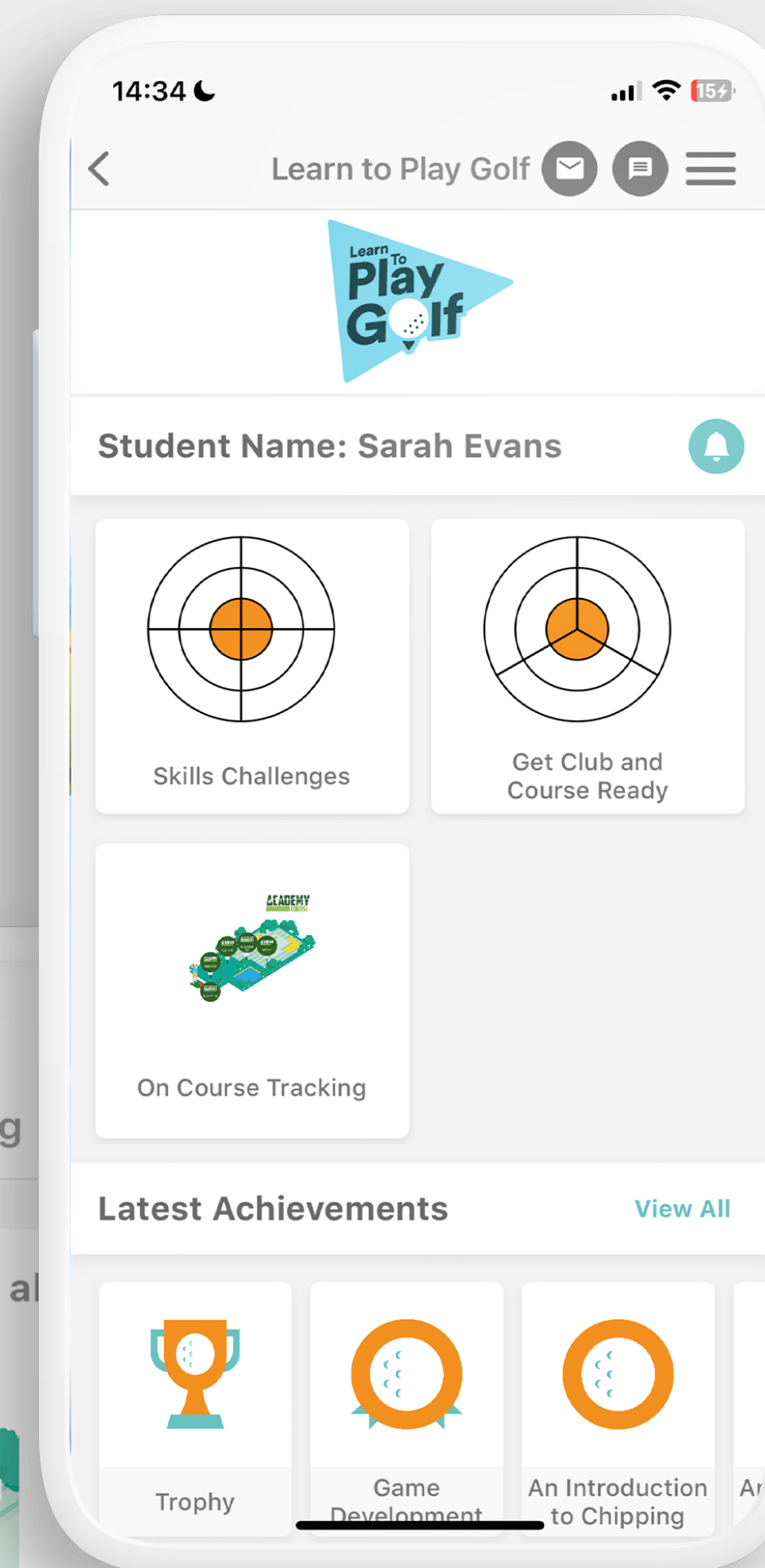
Program Selection within MyGame+



MyGame+ Features including Score Tracking, Progress Wheels and Challenges



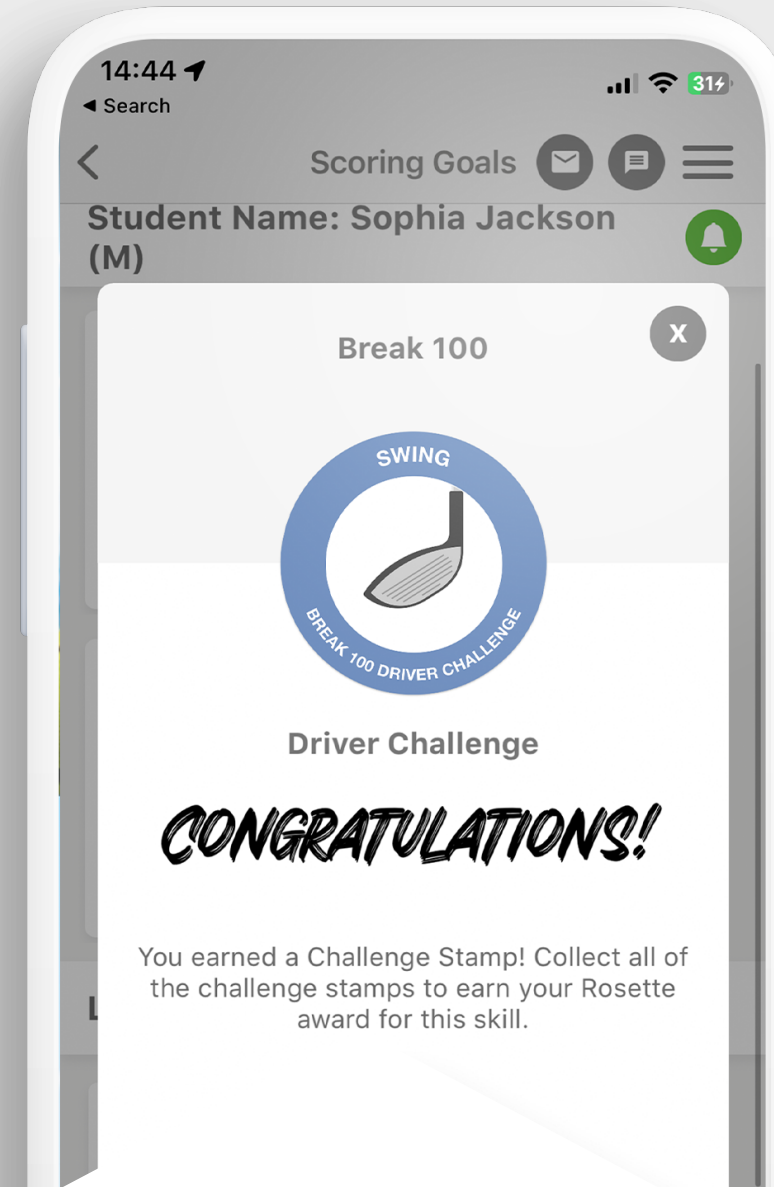
Teeing Position	Holes Played	Best Score	Average Score
650...	0	No History	No History



Rewarding Progress via Virtual Rewards

Student can earn virtual rewards via the GLF. Connect app on their journey through the Scoring Goal and LTPG programs. These rewards act as recognition of the adults progress through the programs and adds an engaging elements to the programs.

Depending on the programs they students is engaged in the, virtual rewards can be earned for...

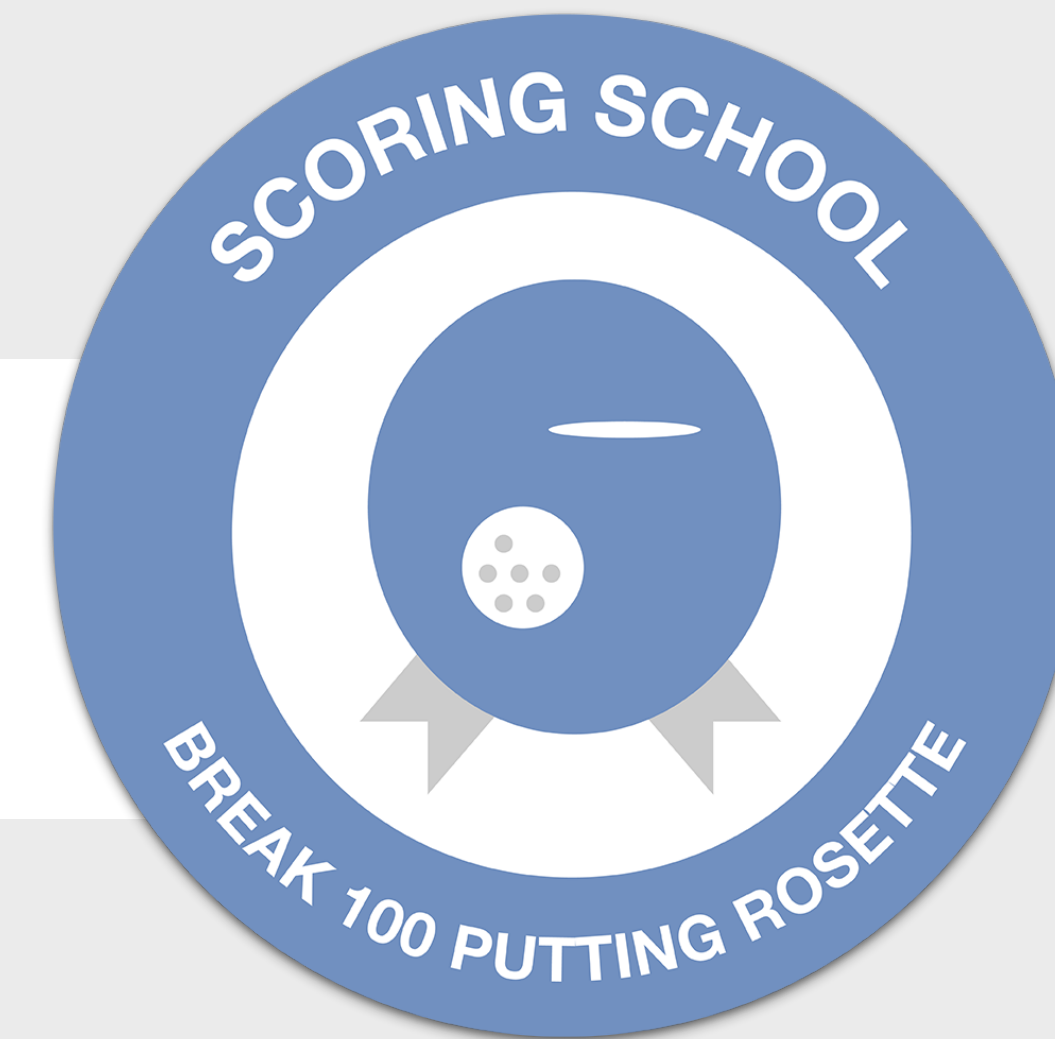
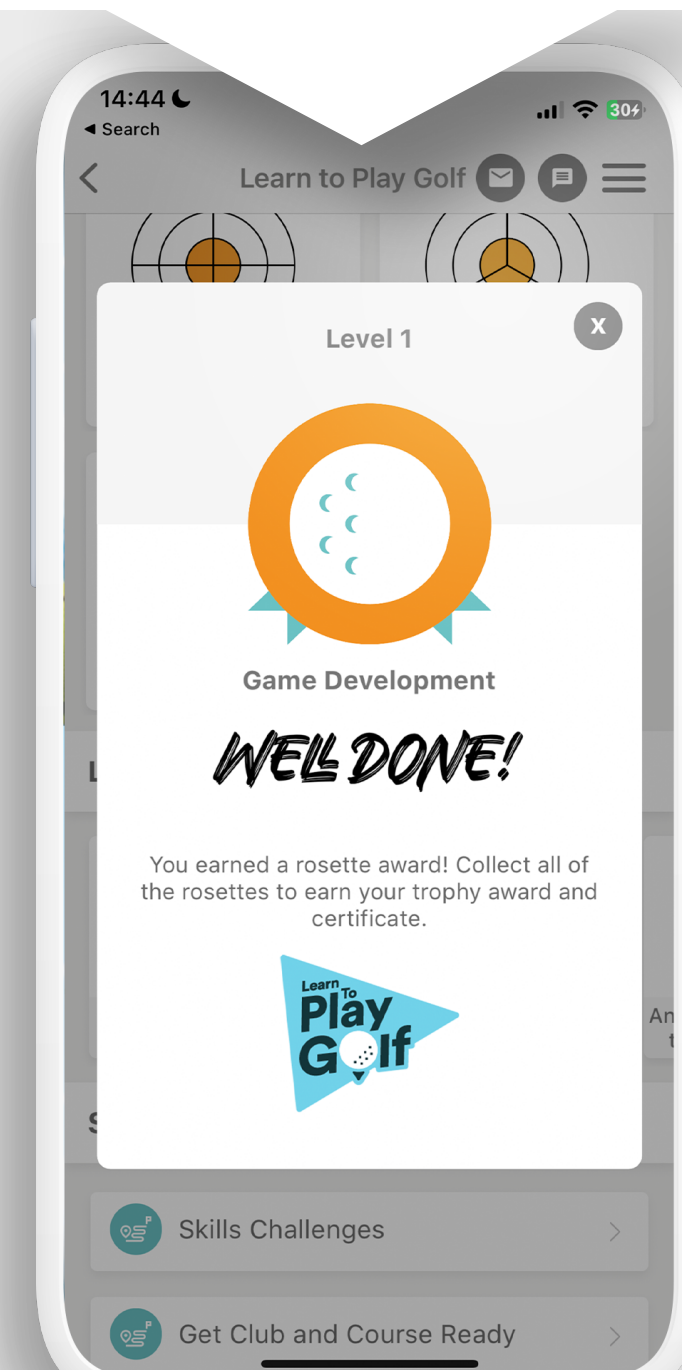


Challenge Stamps

- On successful completion of a challenge within skill category and level students can earn a virtual badge for completion.

Level Rosettes

- On completing all of the challenges across a category students can earn their Level Rosettes.



Scoring Goal Trophies & Certificates

- On completing all of the challenges across each skill category the student will earn their Scoring Goal Trophies and Certificates

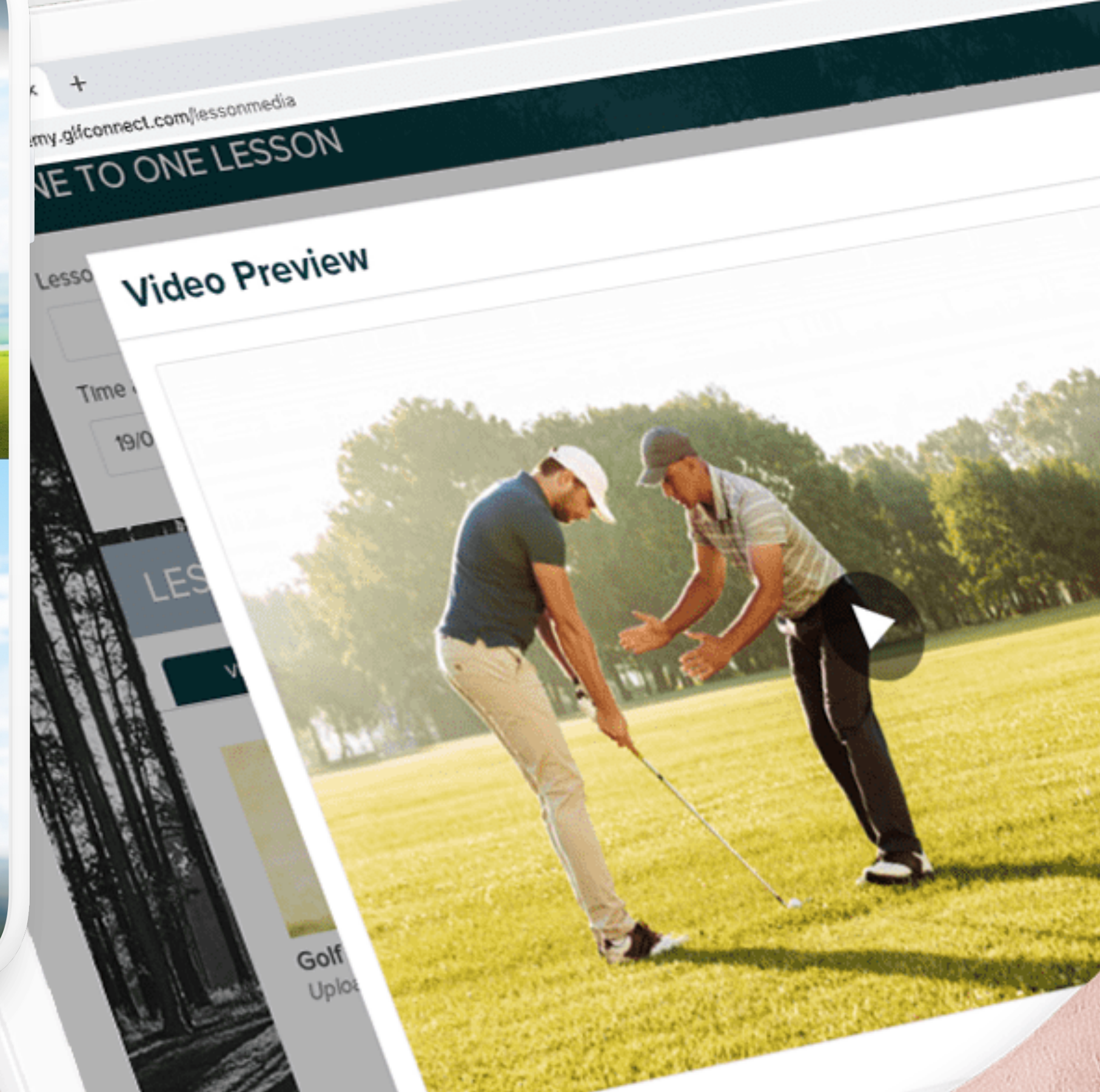
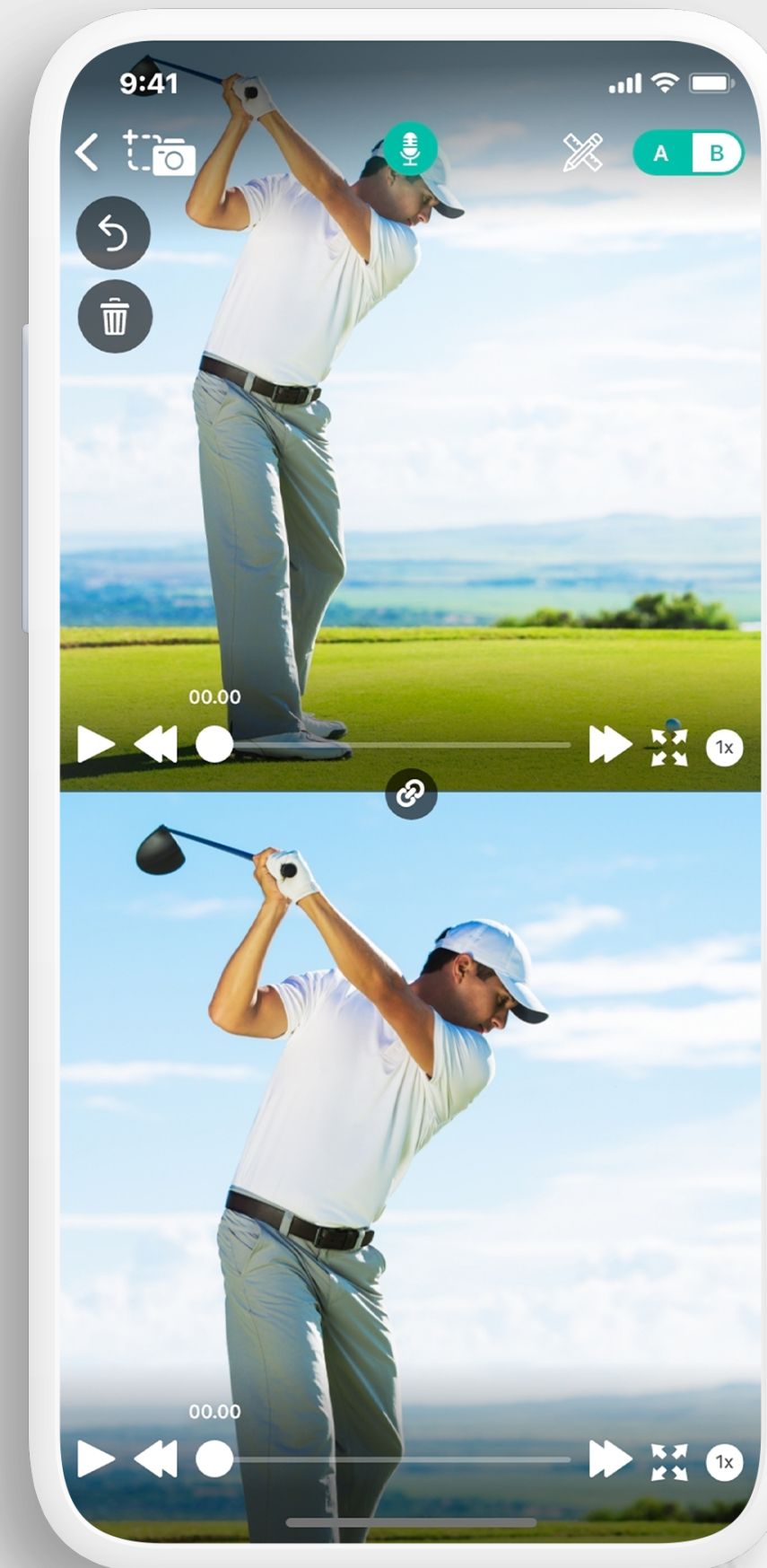
Measuring Progress via GLF. Connect Features

Additionally to the Skill based challenges built into the program and trackable via the MyGame+ feature, the customers progress can also be measured and tracked via the GLF. Connect system features.

As an added value benefit, customers are able to utilise the GLF. Connect system and their are specific features that can be utilised the manage the customers journey...

Media Feature

- Analyse the students swing and provide a Voiceover recording
- Share recording and media files with students by assigned to their feed or tag to a specific lesson
- Share additional media types including notes, images and audio notes
- Commenting and messaging to drive the coach and student relationship



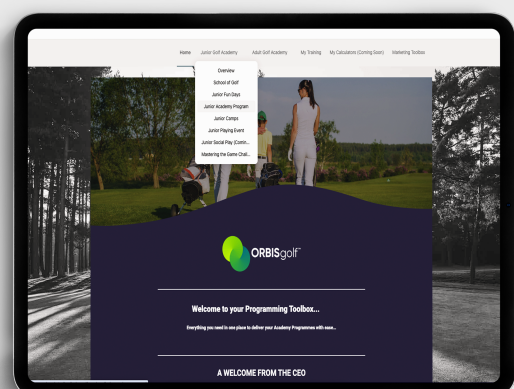
Support for You



Supporting You

Supporting you to deliver every component of the programs is essential to it's success and we you are providing with a range of support tools, technology and resources to help you succeed.

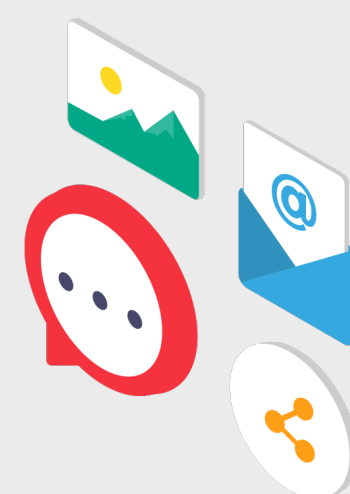
Support available to your includes...



Coaches Toolbox

The Coaches toolbox is accessible via the GLF. Connect system. It includes a number of supporting resources to help you deliver your programs.

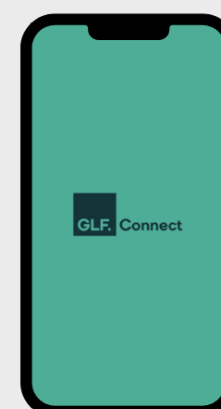
This includes a number of training modules, guides to help launch your programs, marketing and communication templates and more.



Marketing Templates

You can access our Marketing Toolbox built via Canva. This includes a range of editable flyers tailored to each programs that can be customised to your business.

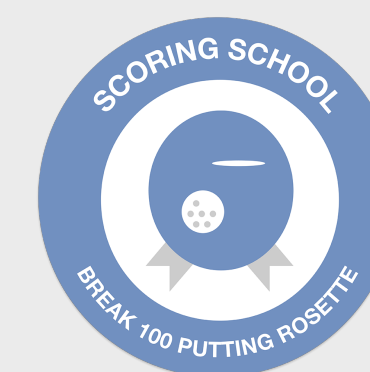
Use this to drive leads into your programs.



GLF. Connect

Our propriety software will help you bering your programs to life. Available via the web and mobiles apps for iOS and Android you can access a range of features including online booking system and scheduling, class management and much more.

Track every element of your program with our powerful data insights swell effectively manage the relationship with your students.



MyGame+

This features gives you, the junior and the family the track progress through the programs. Includes engaging progress wheels, viewable skills challenges and virtual rewards.

MyGame+ engages customers with the game, the coach and the club.

Supporting You

The Coaches toolbox is accessible via the GLF. Connect system. It includes a number of supporting resources to help you deliver your programs. Via the toolbox you can navigate to each of the Adult programs and Scoring Goal Challenges to access a number of resources. This includes...

- **Training Modules**

Within each program page you can access a training module giving you all the knowledge you need. You can track your training progress and pick this up at any time without losing progress.

- **Step by Step Guides**

View and download our step by step guides to help you complete the most important tasks every stage of implementation and help you find the supporting resources within the toolbox linked to each step.

- **Scheduling Videos and Communication Templates**

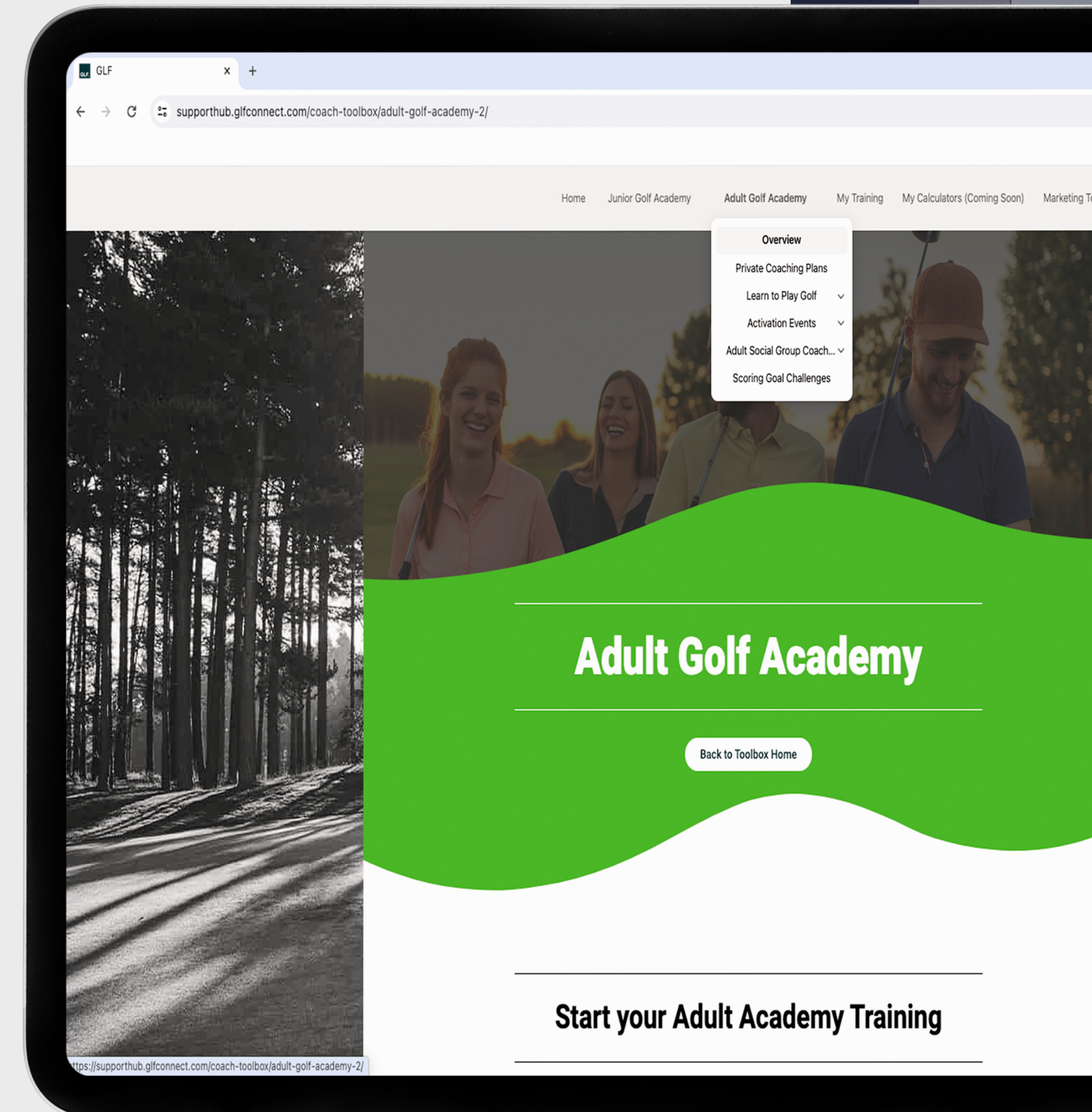
Learn how to schedule your programs via GLF. Connect with our scheduling views and access a number of template communication resources linked to the communication and delivery week steps of implementations.

- **Class and Event Plans**

Within each program, you can access an extensive range of plans to deliver your classes and events including the equipment required, timetable and recommended practice games, drills and challenges.

- **Supporting Resources**

View a range of resources to support you with the delivery of your programs on a day to day basis including library of games, challenges resources, scorecards and more.



Marketing Templates

You can access our Marketing Hub built via Canva through the Coaches Toolbox. One each of the program pages you can view example flyers and marketing content for each program demonstrating how to effectively market your program.

Via Canva, you can access a range of marketing templates tailored to each programs that can be customised to your business. Our Marketing Hub includes...

- **Editable Flyers**

Ideal for printing to display locally at your club, using in your marketing campaigns or sharing digitally with your customers. Flyer are available across each of the six programs help you market your programs, inform your customers and generate

- **Welcome Guides**

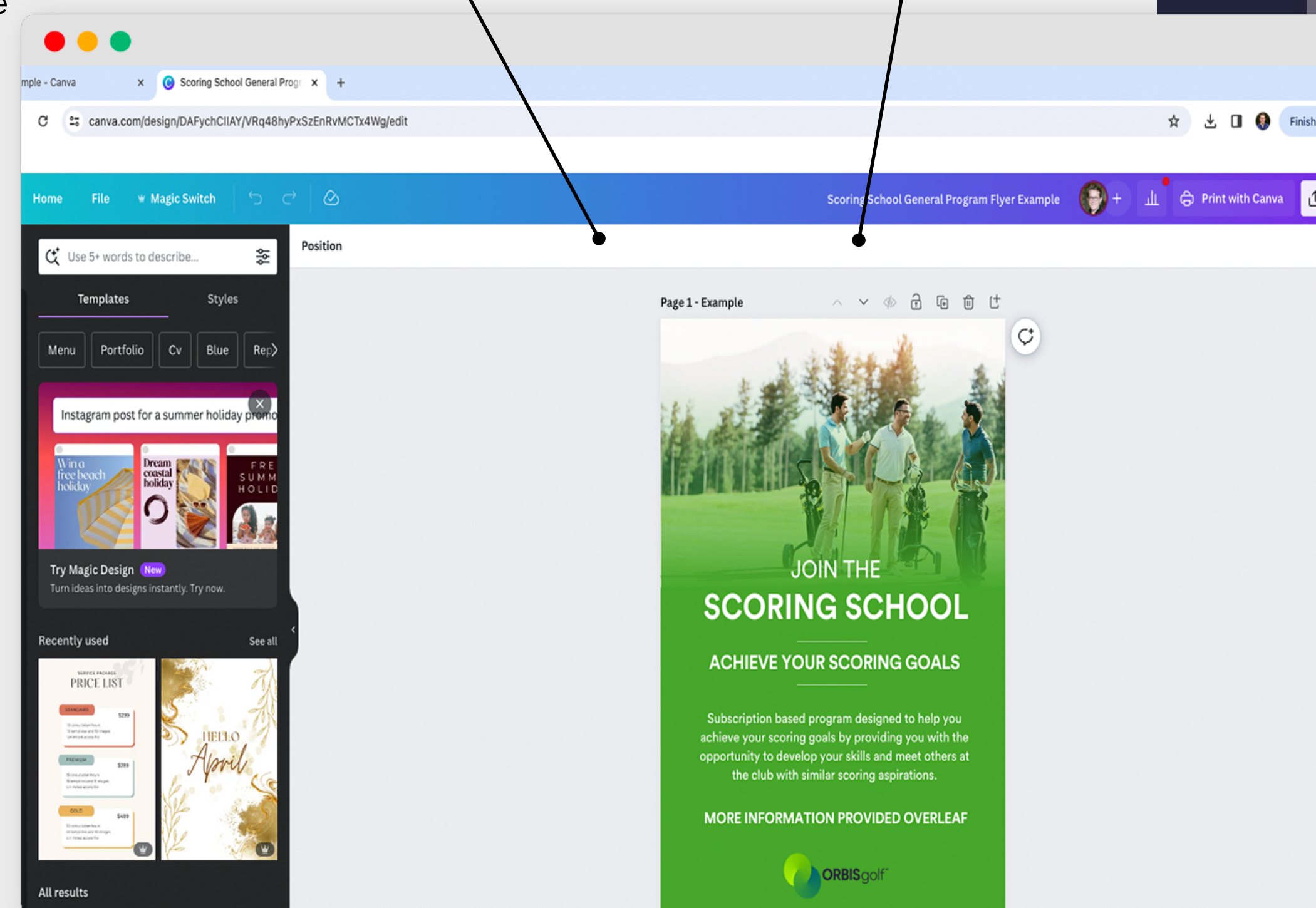
These can be shared with participants on sign up to your programs. Adding a professional touch to your program as well providing education and crucial information.

- **Supporting Resources**

You can also access a range of additional resources such as scorecards for your playing events and communication templates adding a professional feel to your programs.

Export your designs to share virtually or to send to print

Customize with specific program dates, times and pricing



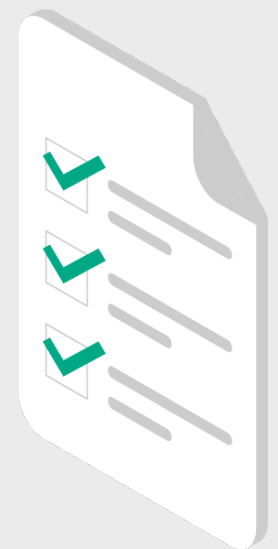
Access our Brand Kit with colour palette, icons and images

Add your Business Logo, Imagery and Contact Information

GLF. Connect

The GLF.Connect system will be central to the delivery of your programs. The GLF.Connect system will allow you to bring your program to life, manage your activity on the go and connect with your customers.

The system is extensive and has many features to power your programs but below are some of the key features within the system that will help drive the program success...



Scheduling

Put your program plan to life as well as view and organize your schedule on the go.



Online Booking

Showcase your classes and events and enable customers to book online reducing admin time for you!



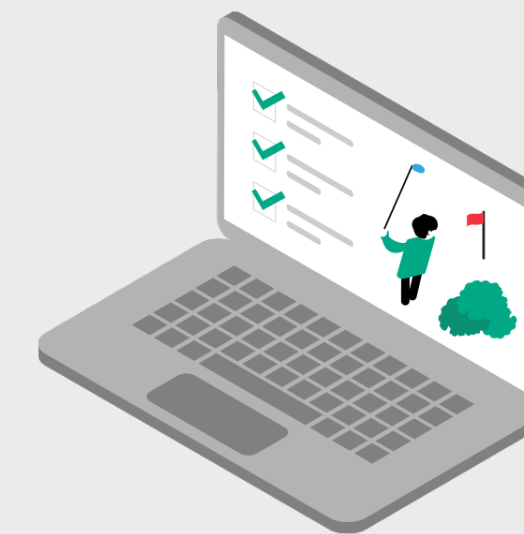
Messaging

Communicate with your program attendees by using in built email messaging straight from your schedule.



Reporting & Insights

Track and measure your program activity with in built reporting and insights.



Class Management

Build your programs with our powerful class management features and activate a number of features to help you tailor your programs to your businesses needs.



IOS / Android App

Manage your schedule and connect with your program attendees on the go with the IOS and Android App.

MyGame+

This feature gives you and your customers the track progress through the programs. Includes engaging progress wheels, viewable skills challenges and virtual rewards as well as additional features.

MyGame+ will help you manage the students journey and build a stronger relationship with them. The feature is seamlessly integrated into the GLF. Connect system via our Mobile Apps available for both iOS and Android users. Some of the most important features includes...

- **View Progress Wheels**
- **View Program Challenges**
- **Virtual Rewards and Certificates**
- **Notifications of Challenge Completion**
- **Challenge and Score Verifications**
- **On Course Score Tracking**



Next Steps & Training Journey



Next Steps

Now that you understand the Adult Academy programs, the impact it can make to your business and the specific programs available to you there are some vital next steps we recommend you take.

This includes...



Assess your Programming Needs

You need to assess your adult programming needs in order to decide on the specific programs to implement at your club.

This will vary depending on your current programming activity, your customer base, the needs of your club and coaching availability.

You should decide on the most impactful programs to implement to start with.

Complete your Programming Training

Once you decide on the programs you are going to implement, you should complete the specific program training modules.

These modules will help you to gain a deeper understanding of each program as well how to schedule, price and ultimately implement the programs.

Navigate the Step by Step Guides

After complete the training modules, the six step by step guides will walk you through the most important tasks for each step of implementation within each program.

These guides importantly link to together all of the supporting resources at the right time on your implementation journey.

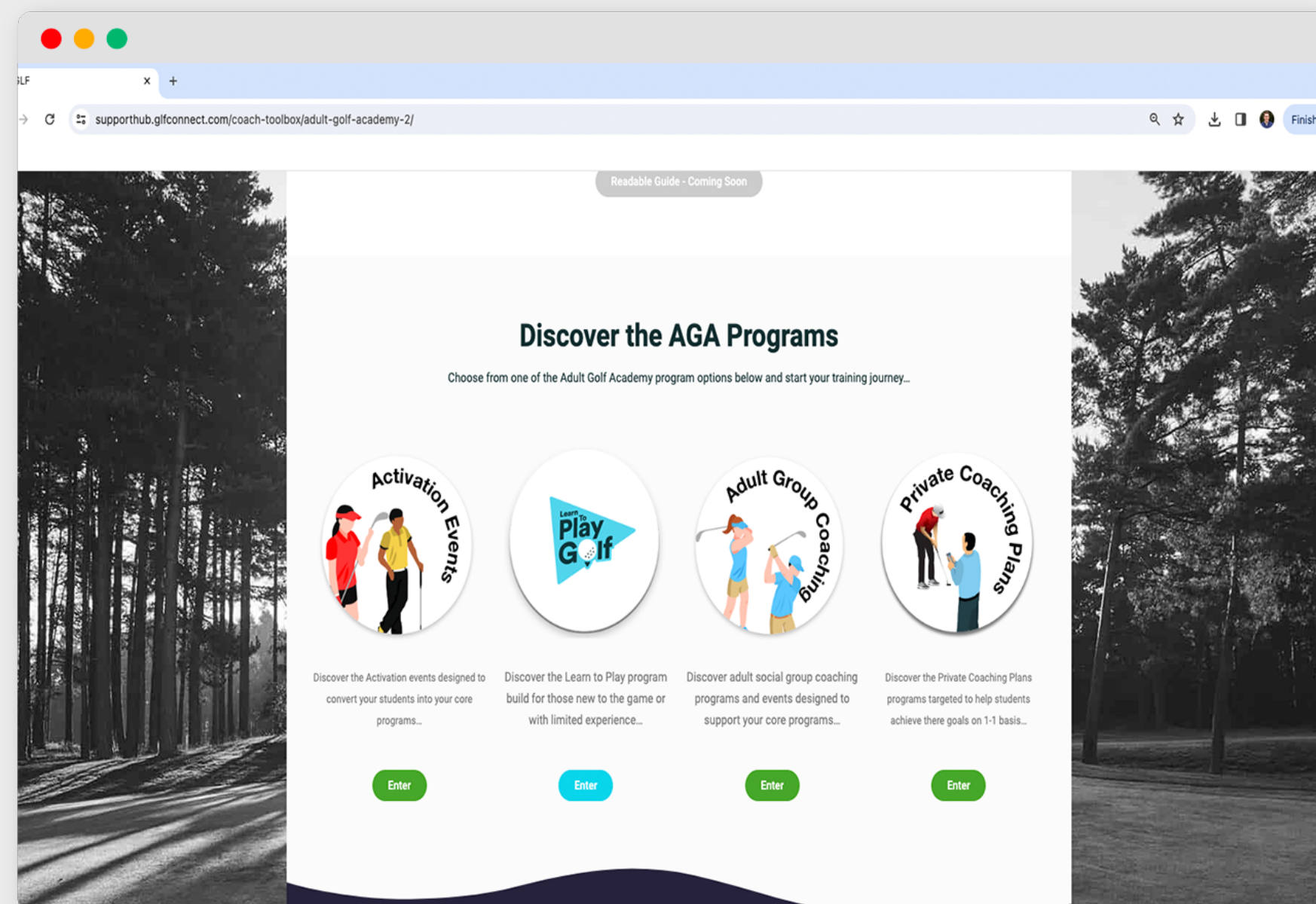
Finding your Program Training

You can find each of the program training modules within the Coaches Toolbox. Our integrated Learning Management System (LMS) will save your progress so you can pick up the module at any time as well as view your progress through the Adult Training.

Follow the steps below to find your program training modules...

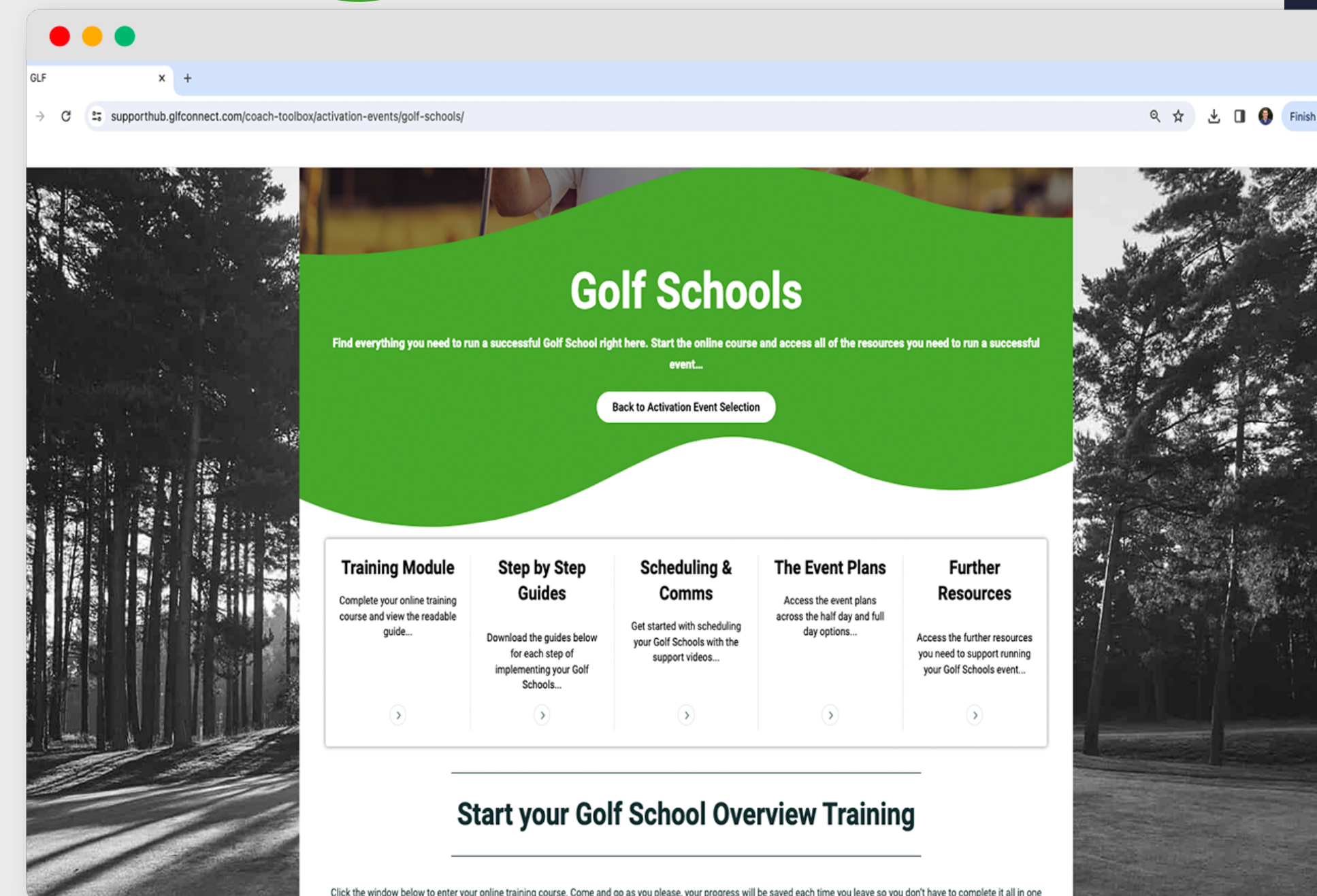
1

Select the Adult Academy from the Main Menu or Overview Page



2

Start your Training Module



Thank you.

