

Junior Golf Camps Overview



**JUN/OR_{GOLF}
ACADEMY**

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Overview



Overview of Junior Golf Camps

Junior Camps provide activities for juniors during the school holidays covering a range of golf and multi skill elements across three options as well as a range of durations. Camps have been built flexibly to provide suitable options for clubs with diverse needs, facilities and membership bases. The key elements of Juniors Golf Camps are...



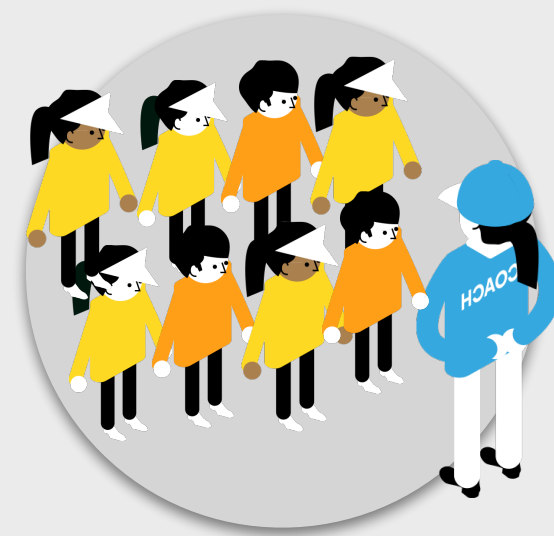
3 Camps Options

There are three flexible camp options available to run at your club to suit the specific needs of your facility, coaching team and membership base. This includes a mini-camp, a half day camp and a full day camp option.



The Junior Camp Games

Over the course of the week you can offer juniors an engaging twist to the camp by running the 'Junior Camp Games'. Juniors work together over the week to represent a team and accumulate points to determine the overall winner of the camp!



Age Based Groups

All camps are recommend to be delivered in groups of 8 juniors to one coach. Camps can also be delivered in two different age based groups and it is up to you to decide on how many coaches will deliver the camp and therefore the total number of places available.



Minimum of 3-Days

Each camp is recommend to be delivered over a minimum of 3 days with the option to extend the camp to 4 or 5 days to maximise engagement and reduce barriers to participation.



All Areas of the Game

Junior Golf Camps are designed so that juniors can get an experience of learning all parts of the game and explore the learning outcomes within the Junior Golf Academy program. Junior will even get a chance to get out on the course and also develop a range of movement skills through fun warm up games.



One off Cost

Junior Golf Camps should be charged at a one off price to attendees for all days. The fee will depend on your customer demographic and coaching rate. The fee should include all equipment and access to the golf course if required.

What is a Junior Golf Camps Purpose?

Junior Camps are built to provide additional opportunities for juniors currently enrolled in the Junior Academy Weekly program or other programs such as Junior Golf Camps. Camps will also be of interest to those not currently enrolled in coaching as well as be an attractive proposition for friends or family of those currently enrolled. The main purpose of a Junior Golf Camp is as follows...



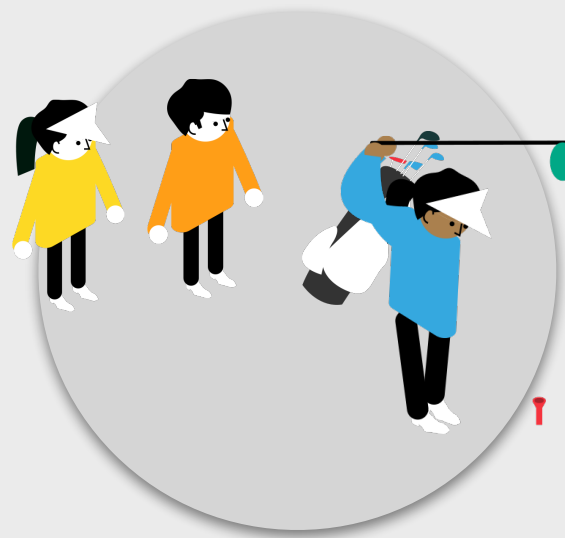
Showcase your Offering

Junior Golf Camps will offer a great opportunity to showcase your coaching, the programs you offer, the available facilities, and life at the club for the junior.



Develop Fundamentals

Golf Camps offer an ideal opportunity for juniors to develop their fundamentals across the four learning outcomes within the JGA program.



Drive New Friendships

Juniors will have the chance to meet and form new friendships. We know that juniors are far more likely to engage in activities that help them forge friendships and your camp will do just that!



Fun and Memorable Experience

Golf Camps are first and foremost great FUN! They will provide the child with an opportunity to experience learning the game through fun, games based learning across the skill elements. Camps should leave a lasting impression to juniors that your club is the place to learn and have fun!



Direct their Journey

Golf Camps will provide the ideal opportunity for you to guide juniors and their parents to the next step on their coaching journey with you. You can direct them to the programs within phase 3 of the coaching pathway to engage juniors at your club for the long term.



Maximise Reclub

The Junior Golf Camps group based format offers an opportunity for you to maximise your coaching reclub.

Target Juniors

Junior Camps are built to drive new participants into your club and your other Junior Golf Academy Programs as well as provide a supplementary experience for those already engaged in your programs. Junior Golf Camps should be targeted towards the following four customer types...

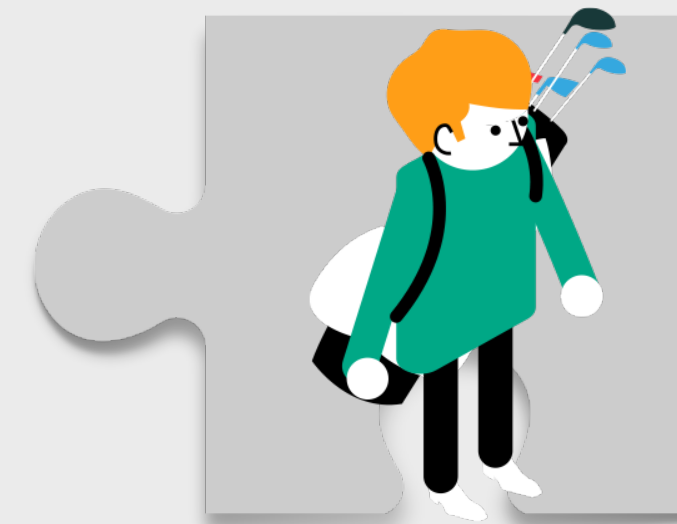
1. The Unconnected Junior

Golf Camps are open to junior and their family without any connection to the club. These may be found through engagement activities in the local community, marketing activities or through customer driven enquiries.



4. The Connected Junior

Juniors who are already actively engaged in your coaching programs such as the Junior Academy weekly program should be encouraged to attend so they can continue to develop their skills, gain confidence at the club and form new friendships.



2. Friendship Circle

Participants may have a connection through a current club member or through a child that is already participating in the Junior Golf Academy Program.



3. Family Connection

Participants may be close or extended family members of current club members or related to a child that is already participating in the Junior Golf Academy Program.



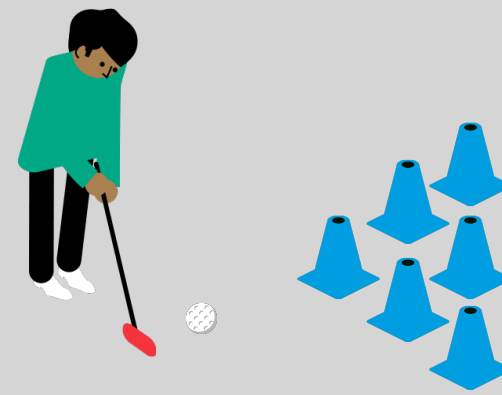
Camp Options

Junior Camps are flexible programs built to cater for the specific needs of each club. We understand that not every club is the same and you need to have the flexibility to offer a camp that works for you, your facilities and your membership base. There are three camp options that you can choose from, with each of these running over a minimum 3-days during the school breaks...



Mini Golf Camp

Mini Camp runs over 90 Minutes and is the perfect for clubs who want to plug a golf camp element into a Multi Sports camp with other services within your club, such as with Tennis or Swimming and multi-skills elements.



Half Day Golf Camp

These camps run over 3-hours and are ideal for those clubs operating in desert climates or where the coaching team is limited and your team cannot be tied up for the entire day.



Full Day Golf Camp

These camps run between 9am - 4pm and are perfect for those operating in seasonal or year round climates or with large coaching teams. In these camps juniors have greater access to on course opportunities. This camp includes lunch for each junior attending.

Age Groups

There is once again flexibility to offer the camp options across three different age based options. The age based options you offer will depend entirely on your ability to maximise places on your camps. From a developmental perspective and to maximise enjoyment for the child, it is recommend that you offer camps in the two different age groups, however, you have the flexibility to offer any of the camp options. You may also decide to run different camps at the aged 11-16 age group based on gender, but once again this will be dependant on your ability to maximise capacity.

1

Ages 6-11

This age group is open to all camp types and it is recommend to be run in mixed gender groups.



2

Ages 11-16

This age group is open to all camp types and it is recommend to be run in gender based groups where their is coaching availability 7 capacity can be maximized.



3

Ages 6-16

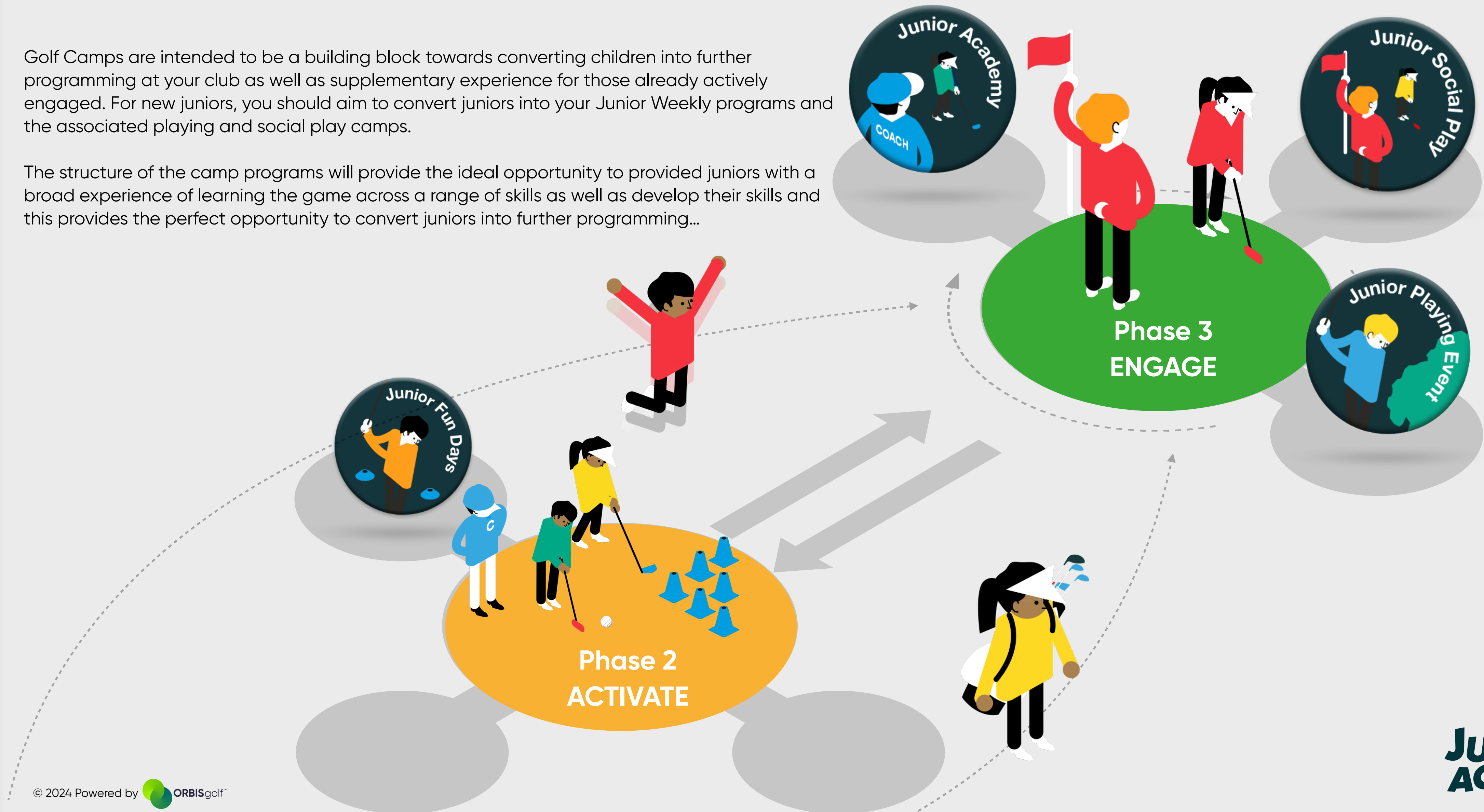
Ages can be combined across all Camp options when coaching availability is limited or where age based group capacity cannot be maximized.



The Output of a Junior Golf Camp

Golf Camps are intended to be a building block towards converting children into further programming at your club as well as supplementary experience for those already actively engaged. For new juniors, you should aim to convert juniors into your Junior Weekly programs and the associated playing and social play camps.

The structure of the camp programs will provide the ideal opportunity to provided juniors with a broad experience of learning the game across a range of skills as well as develop their skills and this provides the perfect opportunity to convert juniors into further programming...



Scheduling and Pricing your Golf Camp



Scheduling Overview

We understand that each club is different in regards to access to facilities and the size of the coaching team. Therefore, this will influence the size and frequency of your Golf Camp camps at your club. However, there are some crucial scheduling recommendations to make the camp a success and this includes...



Every School Holiday Week

You should be aiming to offer a camp option for every week of the school holidays to maximise engagement and revenue within your program.



Minimum 3 -Day Camps

The length of any of the camp options is recommended to be a minimum of three days. You are able to add additional days to your camps where appropriate.



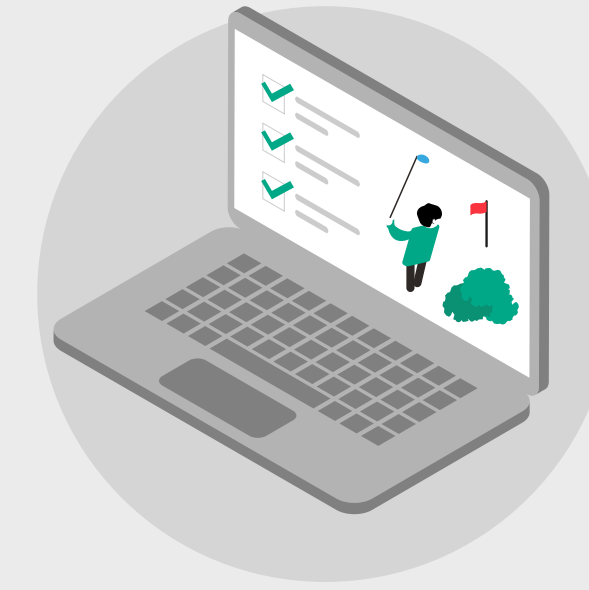
Flexibility to You

You have the flexibility to decide on the Camp options that you want to run, the number of camps running over a week depending on coach availability and also the places available per camp depending number of coaches delivering.



Scheduling through GLF. Connect

All Golf Camps should be scheduled and bookings processed through your GLF. Connect system. This will ensure that you can add value to the juniors experience, track your camps sign ups, engage with parents and measure the camps success.

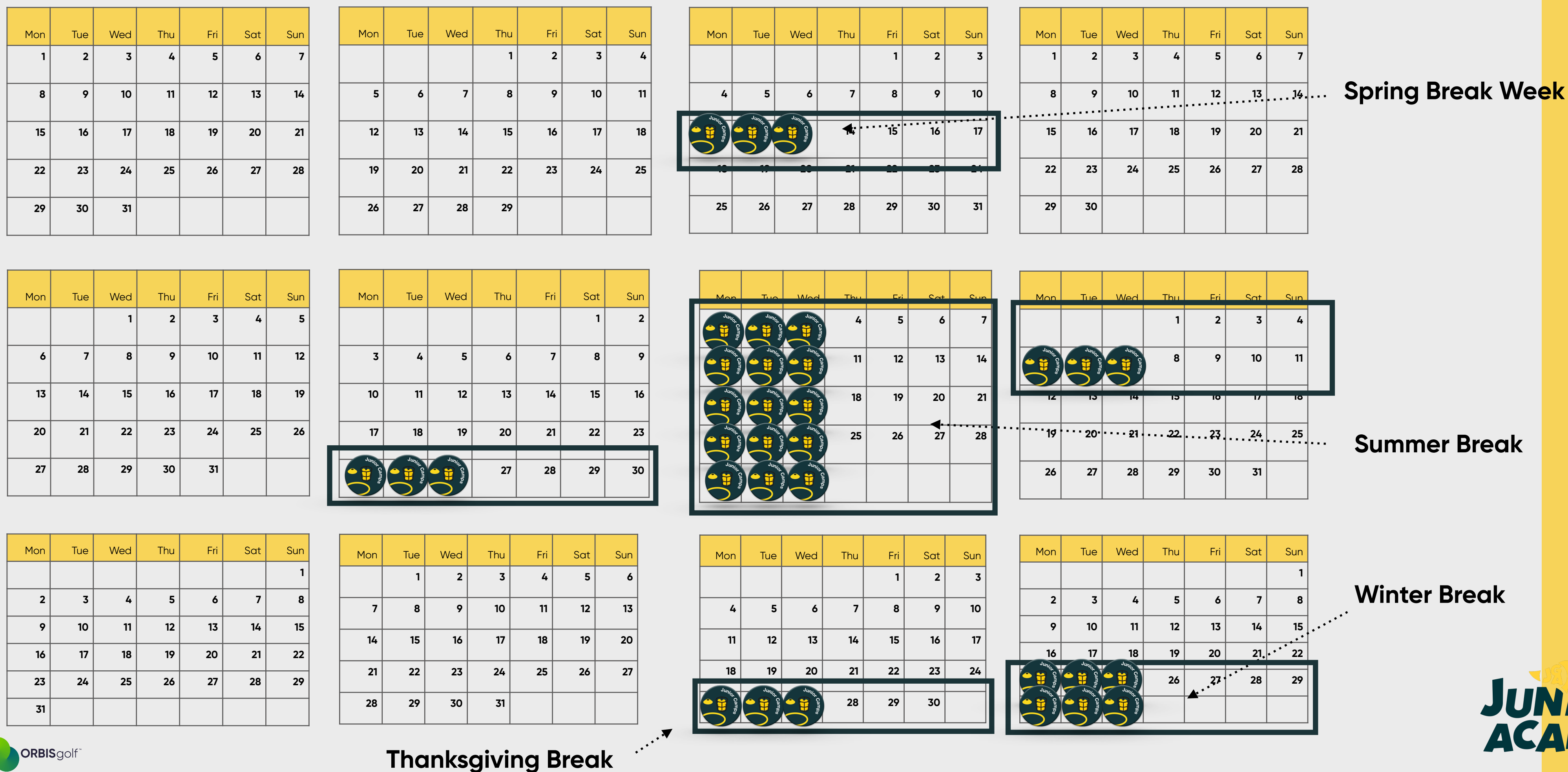


Utilise the Scheduling Guides

On the Junior Golf Camps page of the Coaches Toolbox, you can access a step-by-step scheduling guide that will assist you with recommended actions during this implementation phase and this links to a number of supporting resources.

Scheduling Link to Junior Academy Weekly

You should be aiming to offer a camp option for every week of the school holidays and the graphic below shows an example of how the camp options can be scheduled and come together across a calendar year. In this example using US School vacation dates, camps can be scheduled during Spring Break week, Summer Holidays, Thanksgiving week and the Winter Break. The specific delivery weeks may vary from club to club depending on the school dates in your region...



Scheduling on Camp Week

The exact camp schedule for the week will vary depending on the specific camp option you choose, whether you choose to run any additional days and also the specific start and end times. Using the example of Summer Vacation, we can see how the 3 different camp options could be scheduled across the week. You also have the flexibility to merge each of the camps together in order to give more flexibility for parents and juniors attending...

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
					29	30

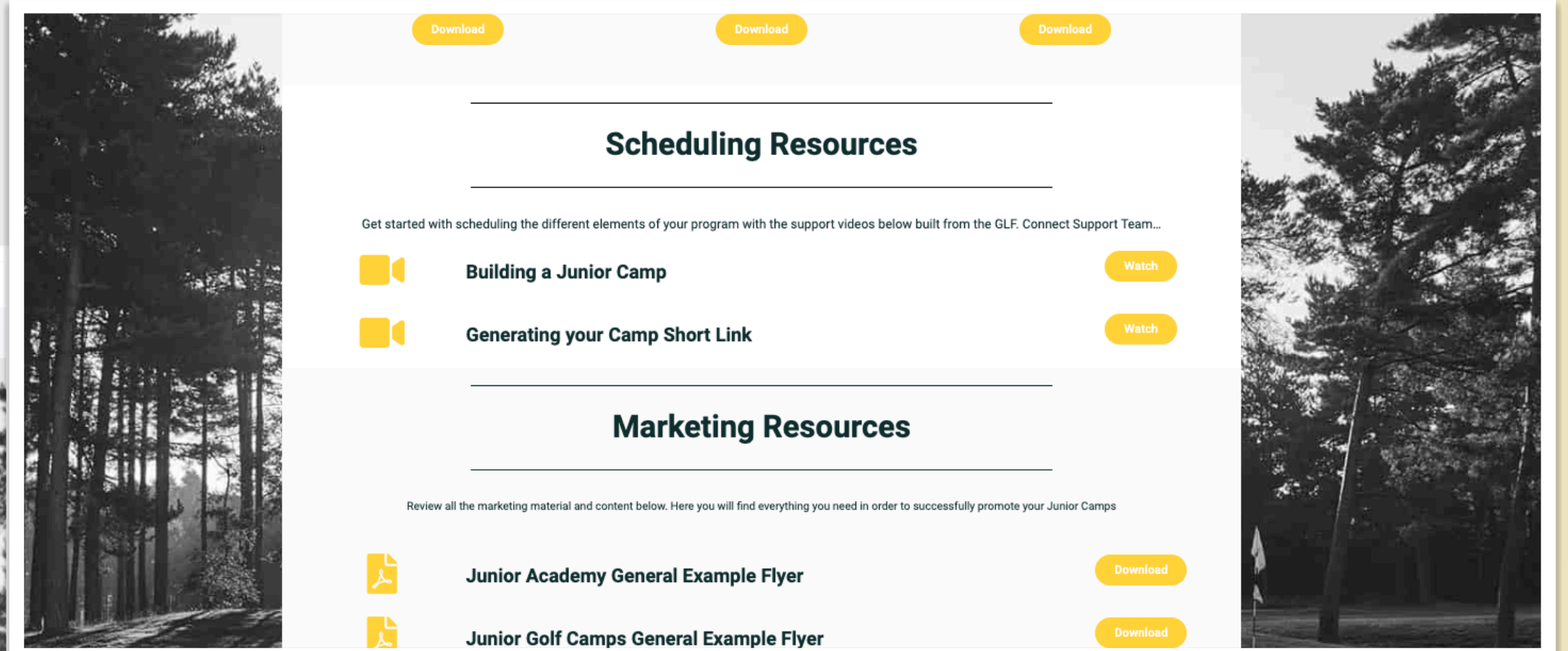
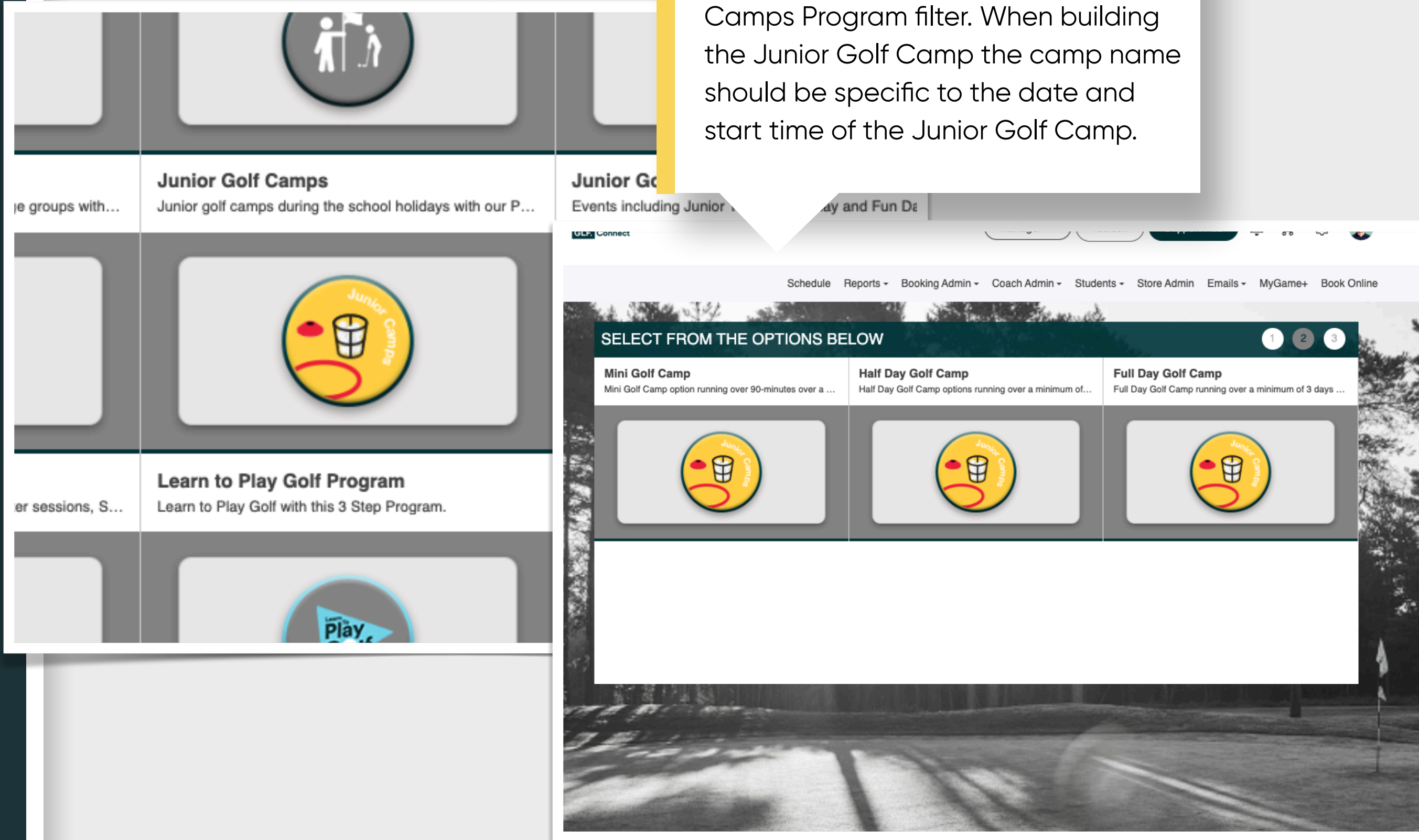
Time	Day 1			Day 2			Day 3			Day 4			Day 5		
	Mini Camp	Half Day	Full Day	Mini Camp	Half Day	Full Day	Mini Camp	Half Day	Full Day	Mini Camp	Half Day	Full Day	Mini Camp	Half Day	Full Day
9am	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red
9.30am	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red
10am	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red	Blue	Orange	Red
10.30am		Orange	Red		Orange	Red		Orange	Red		Orange	Red		Orange	Red
11am		Orange	Red		Orange	Red		Orange	Red		Orange	Red		Orange	Red
12noon		Orange	Red		Orange	Red		Orange	Red		Orange	Red		Orange	Red
12.30pm			LUNCH			LUNCH			LUNCH			LUNCH			LUNCH
1pm			Red			Red			Red			Red			Red
1.30pm			Red			Red			Red			Red			Red
2pm			Red			Red			Red			Red			Red
2.30pm			Red			Red			Red			Red			Red
3pm			Red			Red			Red			Red			Red
3.30pm			Red			Red			Red			Red			Red
4pm			Red			Red			Red			Red			Red

Scheduling via GLF. Connect

All Junior Golf Camps should be scheduled and bookings processed through your GLF. Connect system. Program booking filters have been created for you on your system and the GLF. Connect Support Team has built a range of training material to help you get the camp scheduled correctly...

The three camp options are categorised under the Junior Golf Camps Program filter. When building the Junior Golf Camp the camp name should be specific to the date and start time of the Junior Golf Camp.

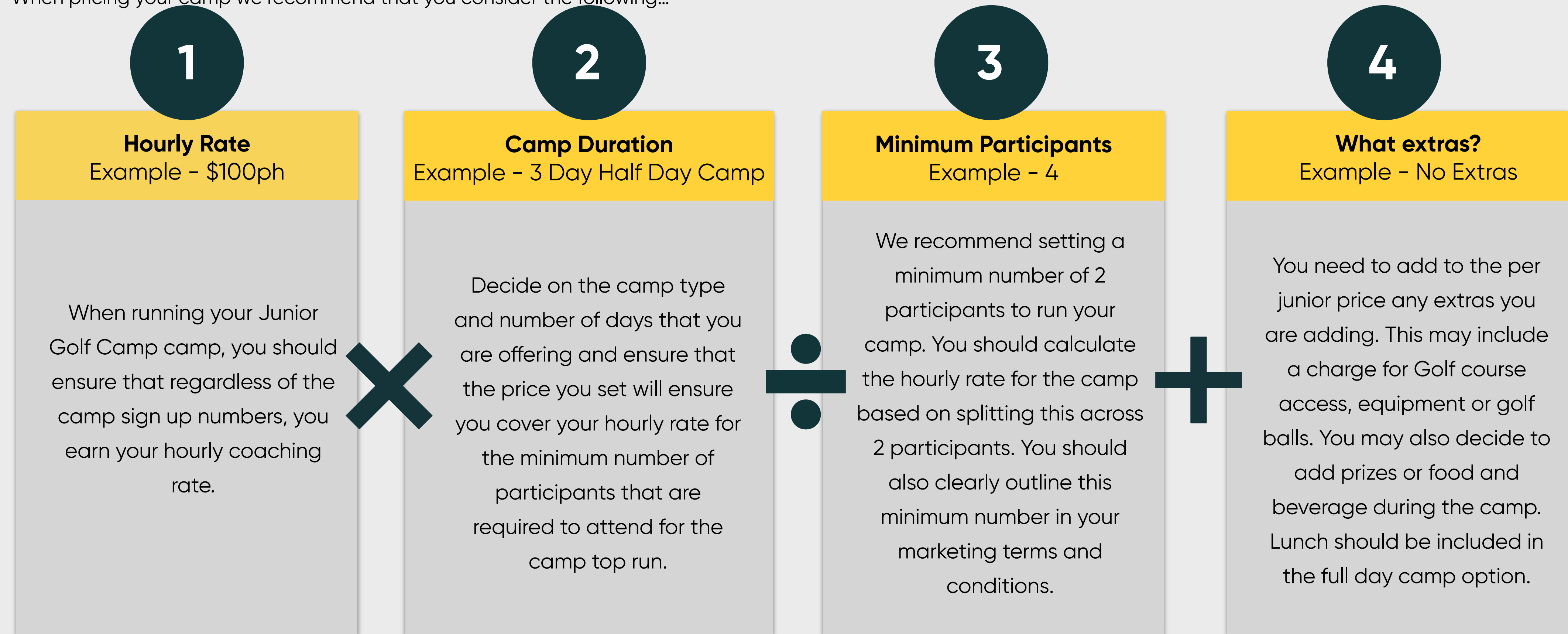
Further training is available from the GLF. Connect support team to help you setup your camp correctly within the Support and a specific training video is available within the Scheduling section on the Coaches Toolbox Junior Golf Camp page.



Camp Price

The price of your Junior Golf Camp will vary depending on a number of factors that will be specific to your coaching business and club as well as the camp type and number of days that you decide to offer. You also need to consider that Golf Camps are designed to engage new juniors into your programs and therefore should be a low barrier to entry program.

When pricing your camp we recommend that you consider the following...



The Junior Camp Games



The Junior Camp Games

Unique to Junior Golf Camps is the opportunity for you to structure your week to include a week-long games based competition. This provides a great way of engaging juniors in the curriculum over the week as well as creating a sense of fun, enjoyment and friendly competition. The Junior Camp Games can be delivered across each of the camp days, with the number of allocated games varying based on the camp length and number of days on offer...



Represent a Team

You can assign each junior a team to work with over the course of the week and represent. This will bring a sense of companionship and teamwork to the camp experience.



Points Based Games & Challenges

Through the week, there are specific games built into the camp timetable across the different skill elements and warm up games, where juniors can accumulate points in teams.



Accumulate Points Each Day

Through the specific team based games, points are accumulated each day that then contribute to their overall score for the week.



Week Long Competition

The competition runs over the course of the camp week and applies to all camp options.



End of Camp Award Ceremony

The week culminates in the fun award ceremony to celebrate the success of all those involved and share this with the juniors parent or guardian!

Number of Allocated Games

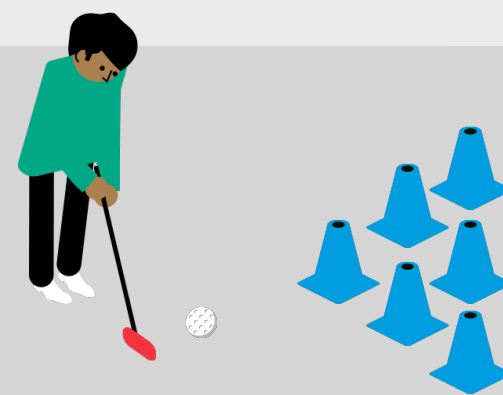
The number of games that contribute to the week long competition will depend on the camp type, due to the duration and also the number of days on offer. The camp timetables have been built so that a participating game is delivered within each camp session and across each of the skills. The number of games built into the timetables across the camp types, skills and days is as follows...



Mini Golf Camp

During this camp, there are 3 games played each day, with one game across each of the skill sessions focusing on Swing, On the Green and Around the Green as well as a warm up game...

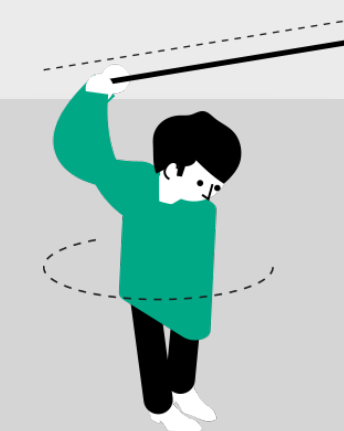
- 3 Day Camp - 9 Games in total
- 5 Day Camp - 12 Games in total
- 5 Day Camp - 15 Games in total



Half Day Golf Camp

During this camp, there are 4 games played each day, with one game across each of the skill sessions focusing on Swing, On the Green and Around the Green as well as a warm up game...

- 3 Day Camp - 12 Games in total
- 5 Day Camp - 16 Games in total
- 5 Day Camp - 20 Games in total



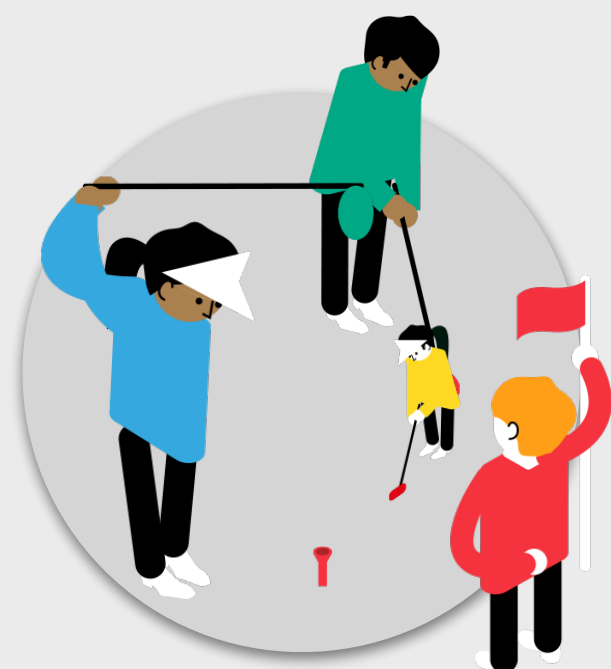
Full Day Golf Camp

During this camp, there are 6 games played each day (5 on the final day), with one game across all four Mastering the Game skills as well as a warm up game...

- 3 Day Camp - 18 Games in total
- 5 Day Camp - 24 Games in total
- 5 Day Camp - 29 Games in total

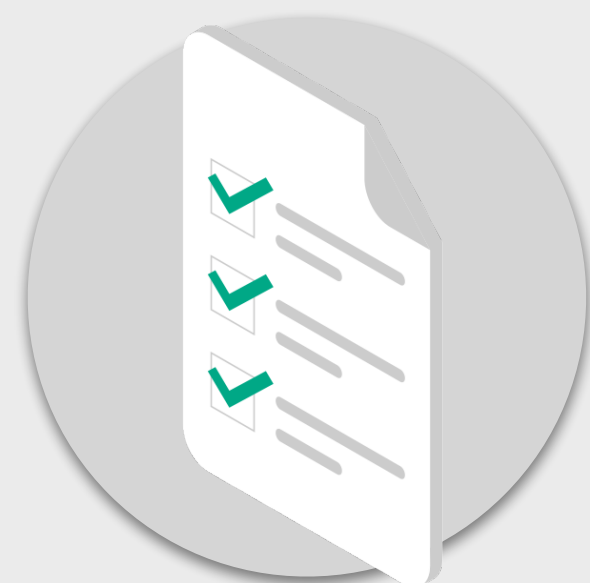
Allocating Teams

To ensure the Junior Camps are a great experience for all participants you should try to allocate teams fairly to make sure there is an even spread of ability levels across each of the teams. Within the Camp resources, the Team Scorecard will help you to allocate teams so you can remind children which team they are in, and update the scores throughout the camp...



Number of Teams

It is recommended that you have between 2 to 4 teams per camp, so that you can achieve a level playing field in terms of ages and abilities.



Team Register

Use the team registers to allocate the children to their teams, and to be able to remind them which team they are in throughout the camp.



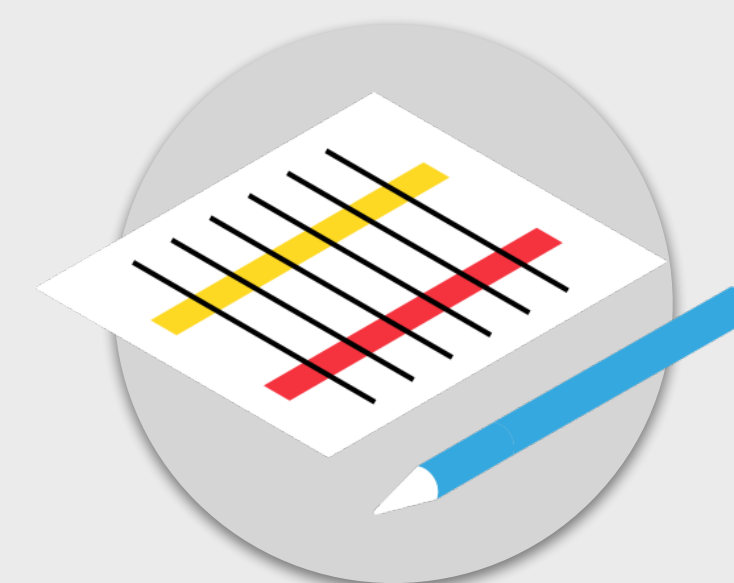
Team Names & Flag

Allow the children to create their own, fun team names to add a creative element to the camp through the week. You can also encourage them to create a team flag which will act as fun and social team activity at the start of the week.



Team Scorecard

Use the Team Scorecard to record scores for the teams as they complete the games and challenges. This will also help educate juniors to marking a scorecard.



Updating Scores

Update the scores at the end of each session and at the end of the day, this will keep the children engaged in the games and bring a purpose to each challenge.

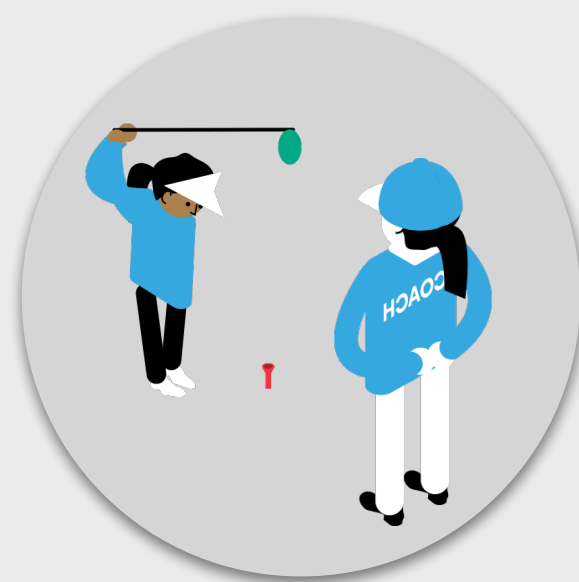
Running your Games and Scoring

We have allocated one of the games in each session to be the game that the children can score points on and this contributes to the week long competition. We recommend that you closely monitor this specific game in each session and record the scores to ensure fairness for all involved. This game and all other games within a session, should be setup so that children can rotate around the games in teams.



Appropriate Challenges

Make sure you set up the games so that all ability levels within the camp can achieve points. You should use your experience and if necessary adapt the games based on the experience of the children.



Monitor and Record

Use the Team Scorecards to record scores. To make sure the games are scored fairly you should monitor the scoring game and then ensure each teams records their scorecards as they attempt each challenge.



Award Points for Finish Position

Once you have all the teams scores you should then award points in the following order which contributes to the overall week competition:

- 1st Place - 4 Points
- 2nd Place - 3 Points
- 3rd Place - 2 Points
- 4th - 1 Points



Use your Judgement and Be Flexible

The camp timetable has been built to give you a structure to follow, however from time to time you may need to be flexible with the number of and types of games delivered. You should also ensure that you maintain fairness to all children across the week and adapt the games and teams where required.

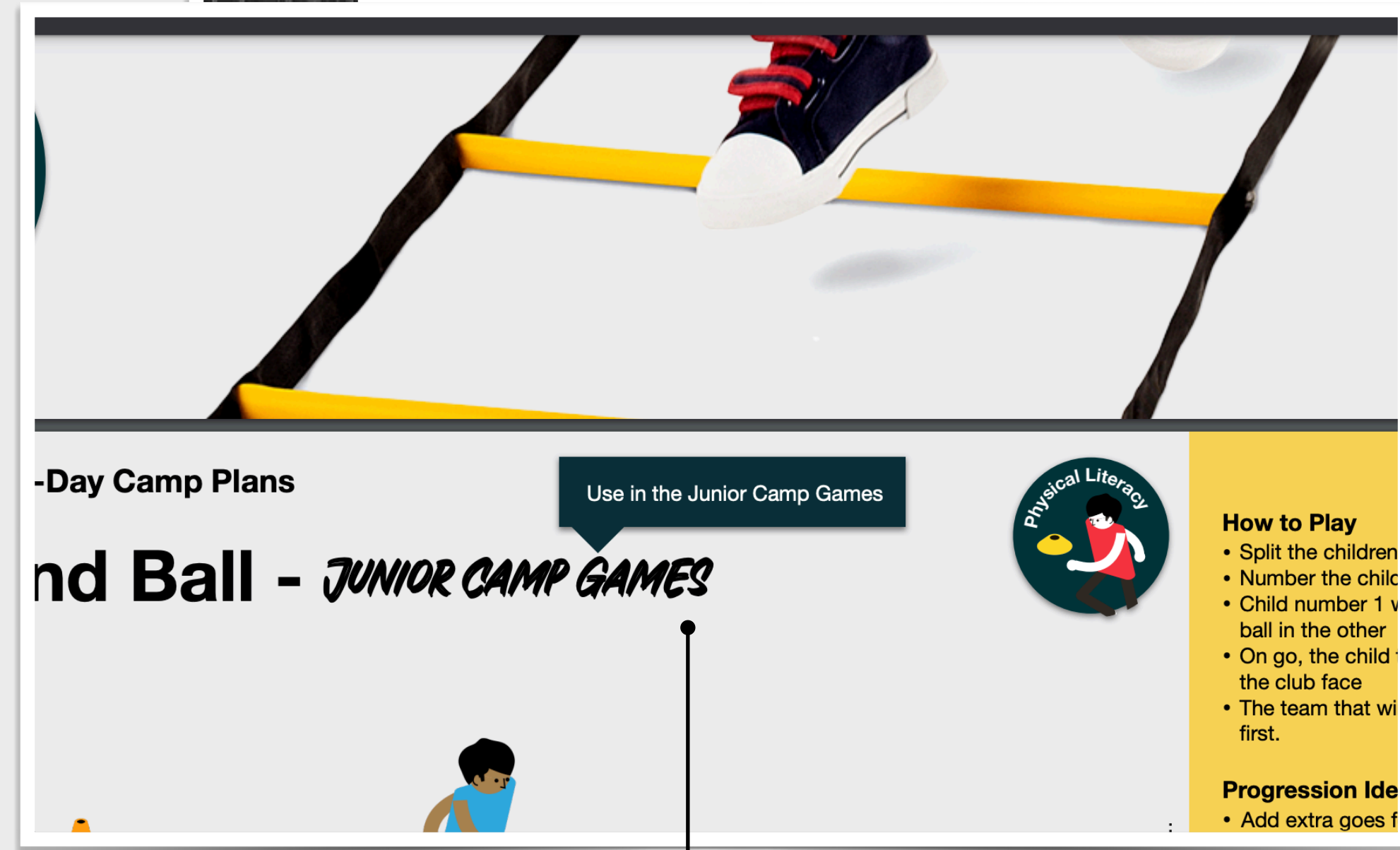
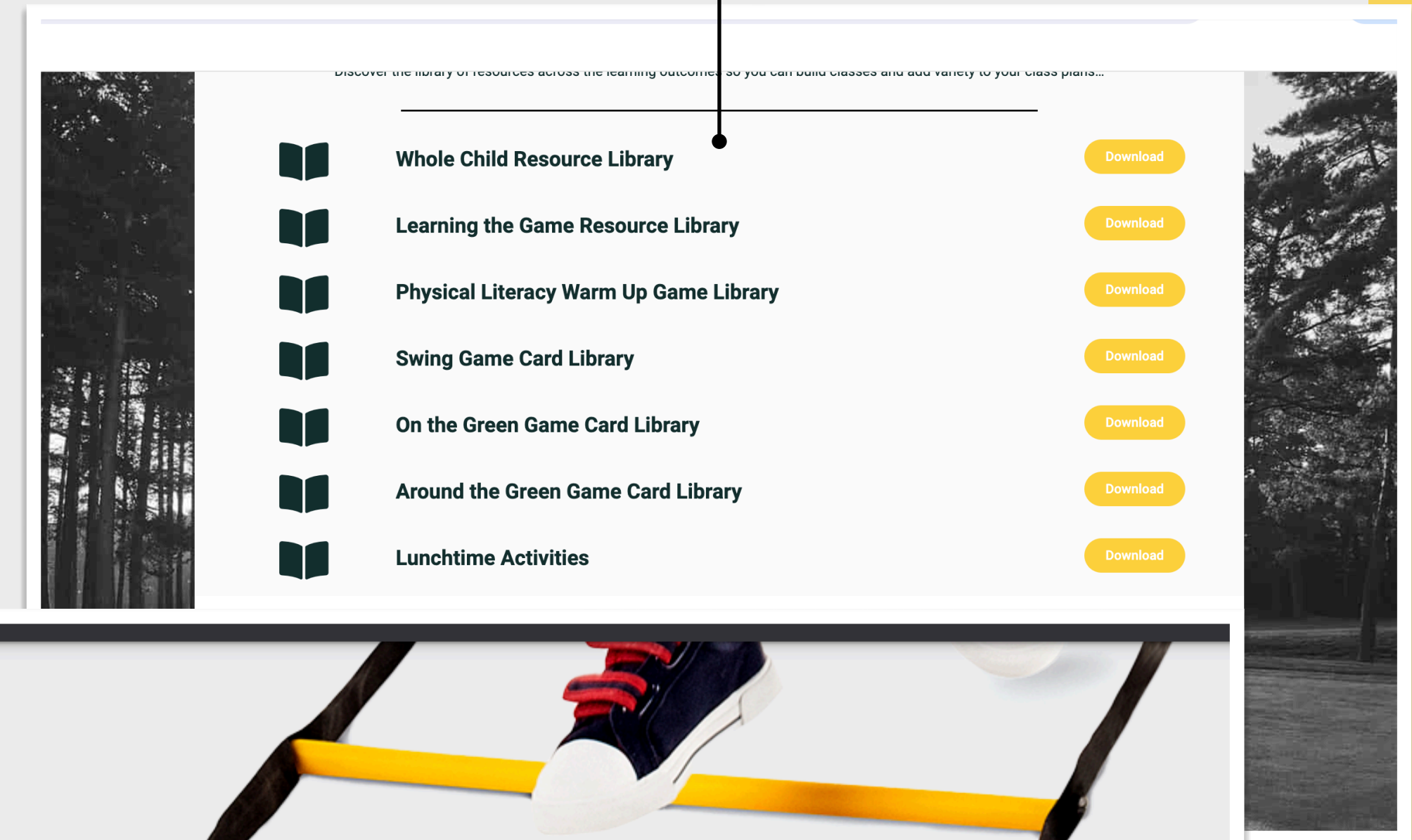
Supporting Resources

Via the Coaches Toolbox, you can access supporting resources to help you run the Junior Camp Games. You can navigate to the resources using the following steps...

1 Select the Camp duration your are running...



2 Access the Lunchtime Activities and Team Scorecard from the Camp Duration page



3 Within the class plan you can view the team games that contribute to the Camp Games...

Running your Golf Camp



Scheduling on the Day

This graphics below provide an example overview of the suggested schedule of the Junior Golf Camps across the three duration for a single camp day. Junior Golf Camps are available across three durations and during the camp juniors should get a chance to experience a range of skills, experience time on the course and in the case of full day camps is inclusive of lunch. Scheduling the camp should allow for enough preparation time of the practice and it is also important to schedule your camp when you can get access to the golf course.

An example of the camp timetables are as follows:

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
					29	30



Full Day Junior Golf Camp - Day 1

Time	Session
9am	Preparation / Meet Juniors and Parents
9.15	Warm Up Games
9.35am	Swing Games and Practice
10.15am	Around the Green Games and Practice
10.55am	Refreshment Break
11.05am	On the Green Games and Practice
11.50am	End of Morning Recap
12noon	Lunch
1pm	Warm Up Games
1.10pm	On Course Team Scramble
3.50pm	End of Day Recap

Half Day Junior Golf Camp - Day 1

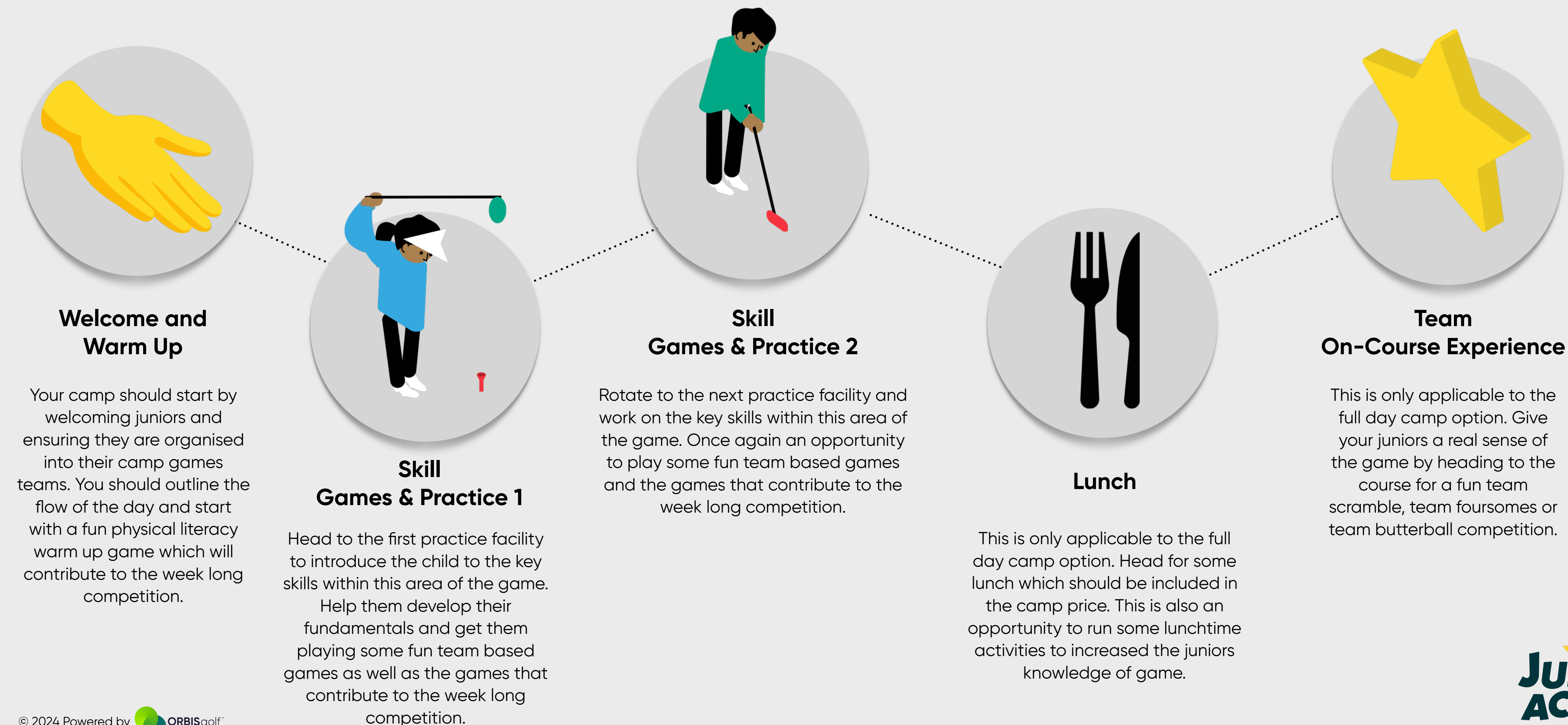
Time	Session
9am	Preparation / Meet Juniors and Parents
9.15	Warm Up Games
9.30am	Swing Games and Practice
10.10am	Around the Green Games and Practice
10.50am	Refreshment Break
11am	On the Green Games and Practice
11.45am	End of Morning Recap

Mini Junior Golf Camp - Day 1

Time	Session
9am	Preparation / Meet Juniors and Parents
9.15	Warm Up Games
9.30am	Swing Games and Practice
9.55am	Around the Green Games and Practice
10.20am	End of Morning Recap

Example Flow of the Camp Day

The exact content that will be covered within a camp will entirely depend on the camp duration type that you are running. However, each camp will include common themes in the flow of the camp day. This will include the following...



What's Included in the Camp Plan

To assist you in planning and organizing your Junior Golf Camp camp, you can access downloadable camp plans through the Coaches Toolbox for each of the camp options. Visit the Junior Golf Camp page and choose the camp duration you require. You can view these via the Hub or download them to your device. These include...



Class Layout and Setup

Each type of Junior Camp will include a recommendation of how to layout your Junior Camp class to ensure it is delivered safely.



Equipment You Need

Each class plan will list the specific equipment required to deliver the games and activities within the Junior Camp.



Timetable

The timetables provides you with an overview of what is delivered and how the timings are broken down across the duration of the Junior Camp.



Game Cards

Each class plan includes Game Cards that the junior attempt with a partner or in groups during the camp.



Warm Up Game Card

Each class plan includes Warm up Games that are used to improve children's physical literacy.



Camp Games

Each Junior Camp includes one game per session where the children can earn points for their team contributing to the week long competition.

End of Camp Award Ceremony

The end of camp award ceremony is particularly important, to highlight the achievements of the children during the week, and to promote and convert the camp attendees into regular participants of the Junior Weekly Program.

Be sure to prepare for the award ceremony and have all prizes and marketing collateral ready. You will need...



Marketing Material

Have marketing collateral ready to give to each participant of the camps, be sure to offer a free taster session in order to maximise conversion from the camps to your Junior Weekly program.



Score Tally Sheet

Make sure you keep the score tally sheets and team scorecards from previous days so you have a total score for the week.



Prizes

Have the prizes set up ready for the prize presentation, so you can present prizes without any delay.



Photographs

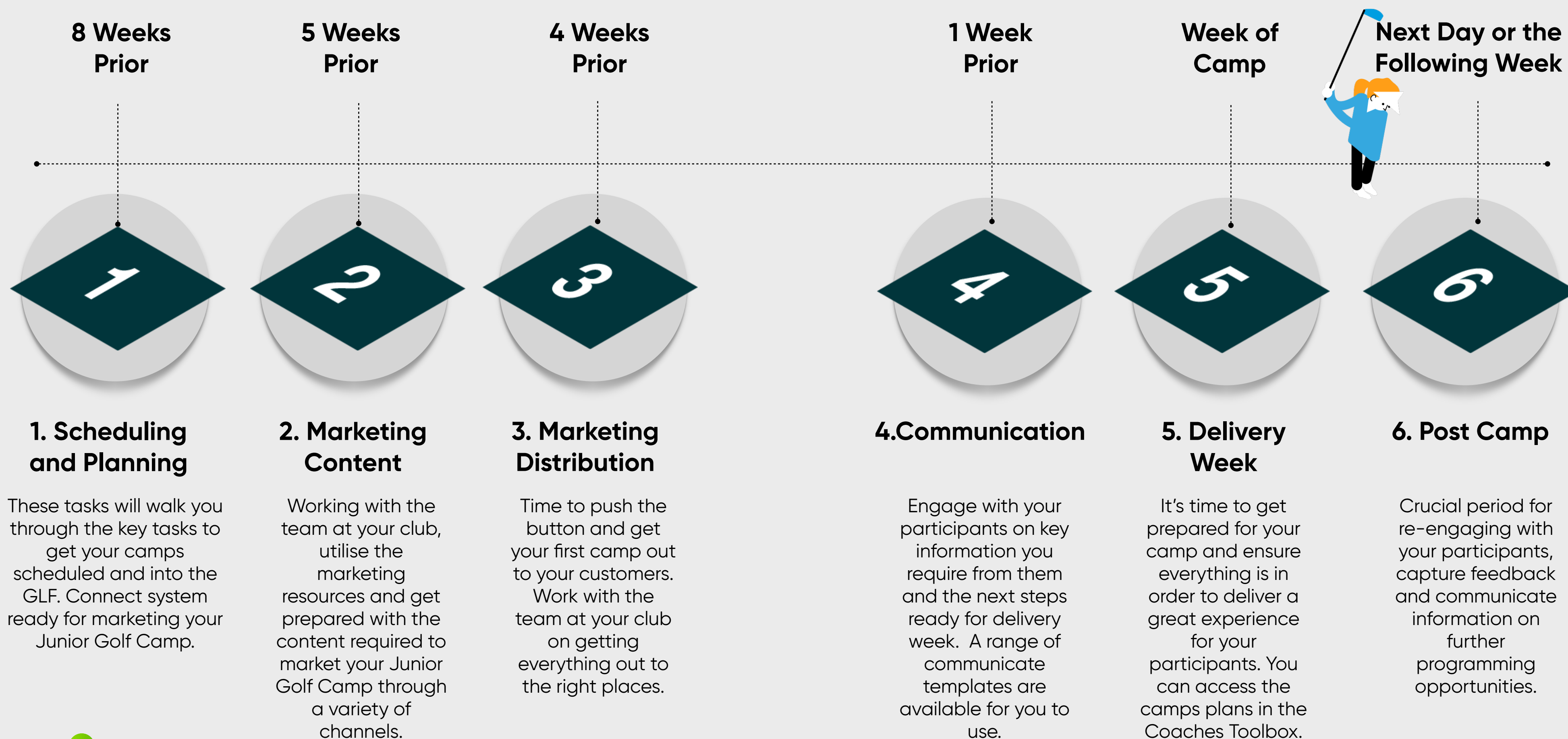
Have someone on hand to capture some of the moments to share with parents and use in your future marketing and success stories.

Implementation



Implementation of the Golf Camp

We recommend that you start implementing your Junior Golf Camp approximately 8 weeks prior to the date of the camp. This will ensure that you have adequate time to work through each stage of implementation, work with your team, club and the GLF. Connect support team to make your camp a success. The recommended implementation stages are as follows...



Access Support Via the Coaches Toolbox

Through the Coaches Toolbox on the GLF. Connect system, you can access a variety of support resources that are specifically tailored to the Junior Golf Camp. We recommend you follow the step by step guides and utilise the resources for each step of implementation...

1

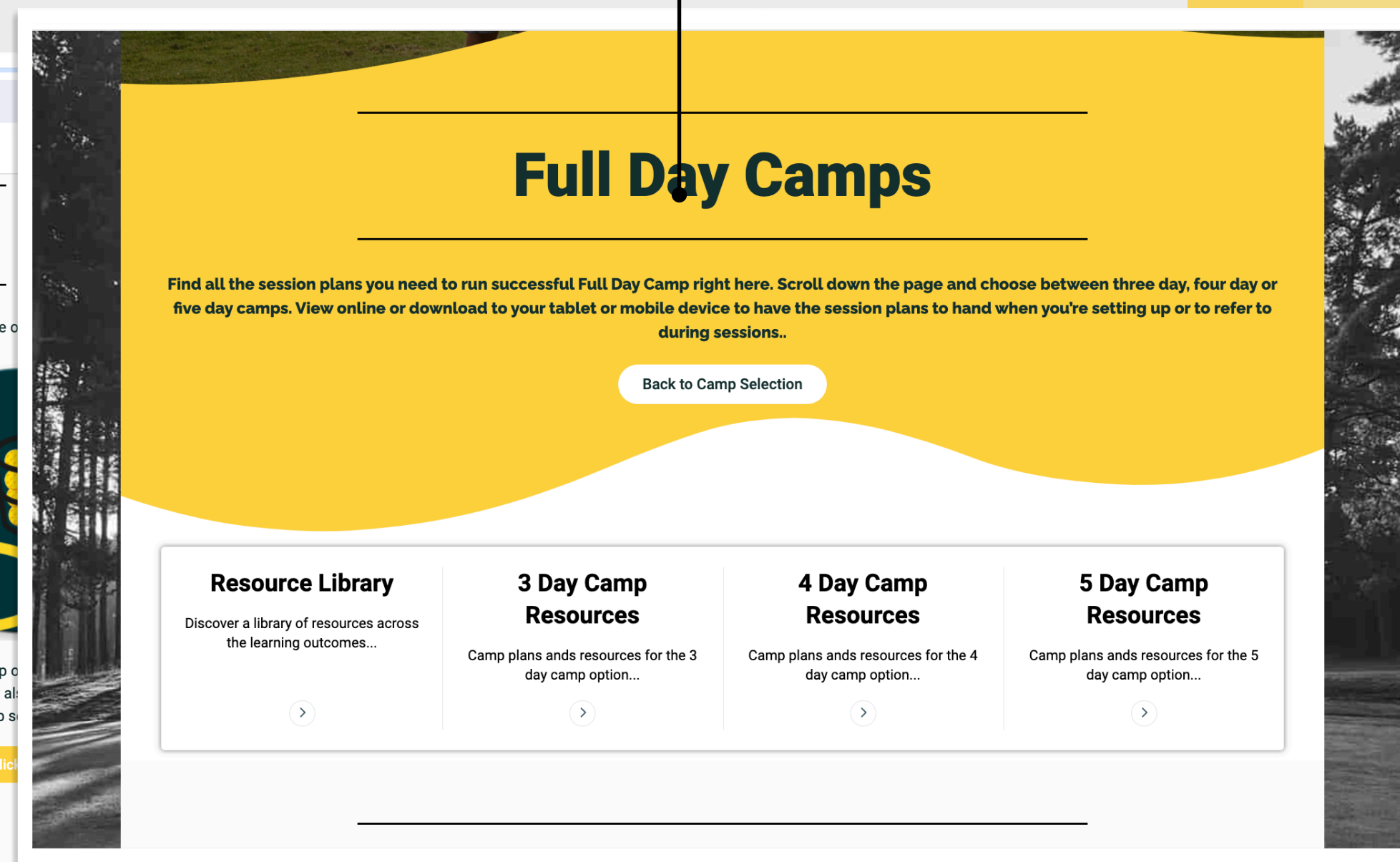
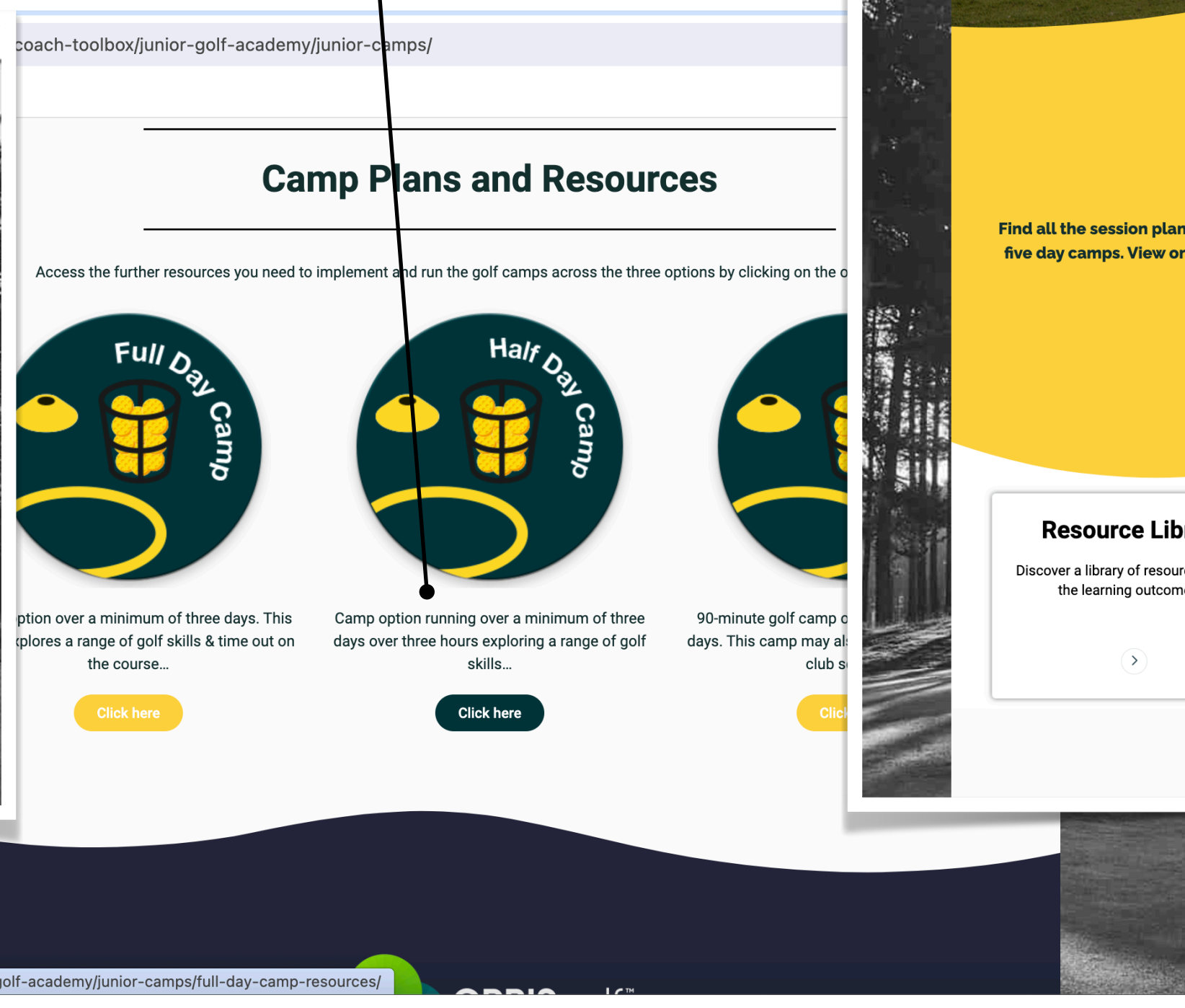
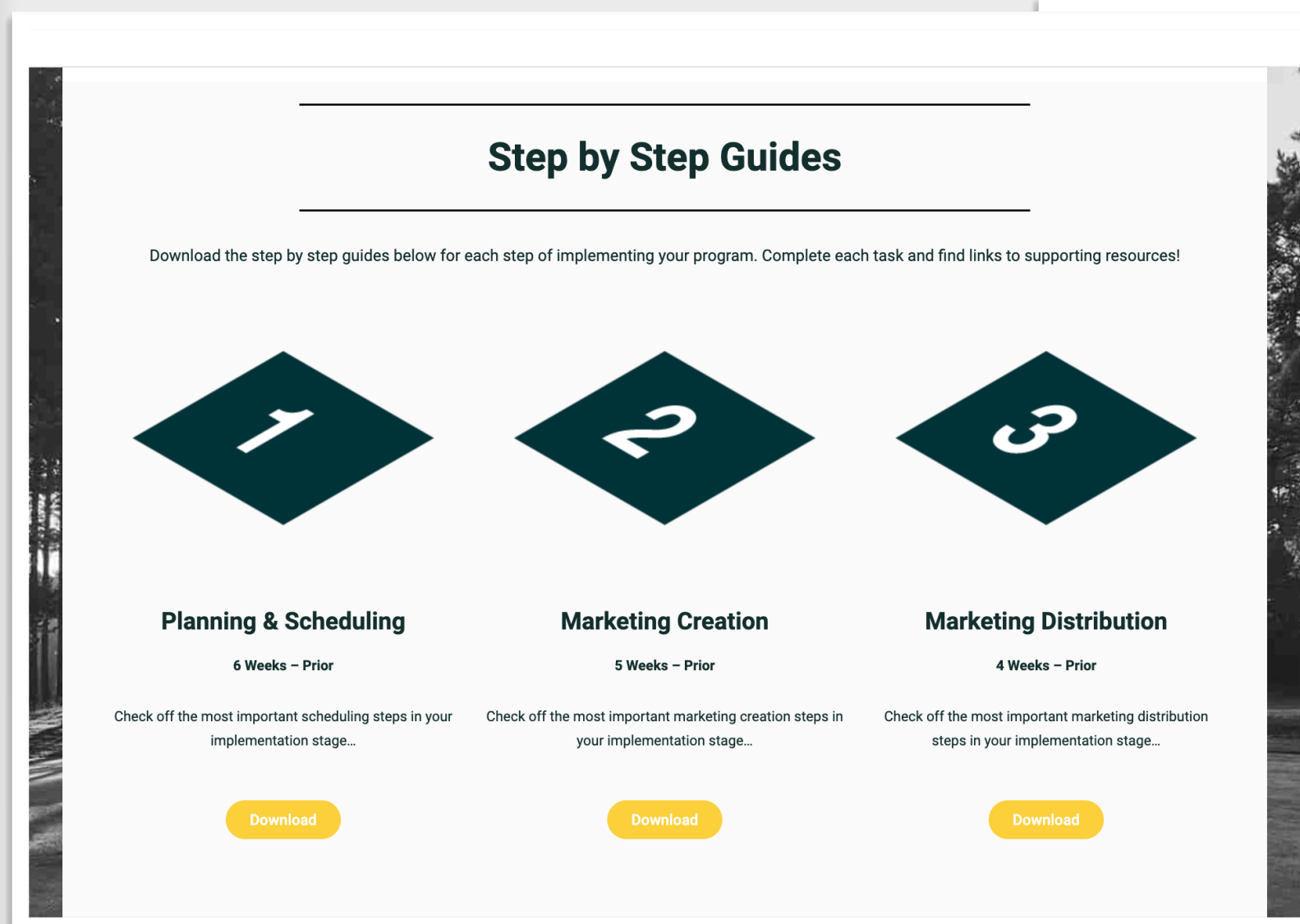
On the Junior Camp page follow the step by step guides and access the supporting resources...

2

Select the Junior Golf Camp option from the Junior Camp Page:

3

Access the supporting resources for the specific camp type:

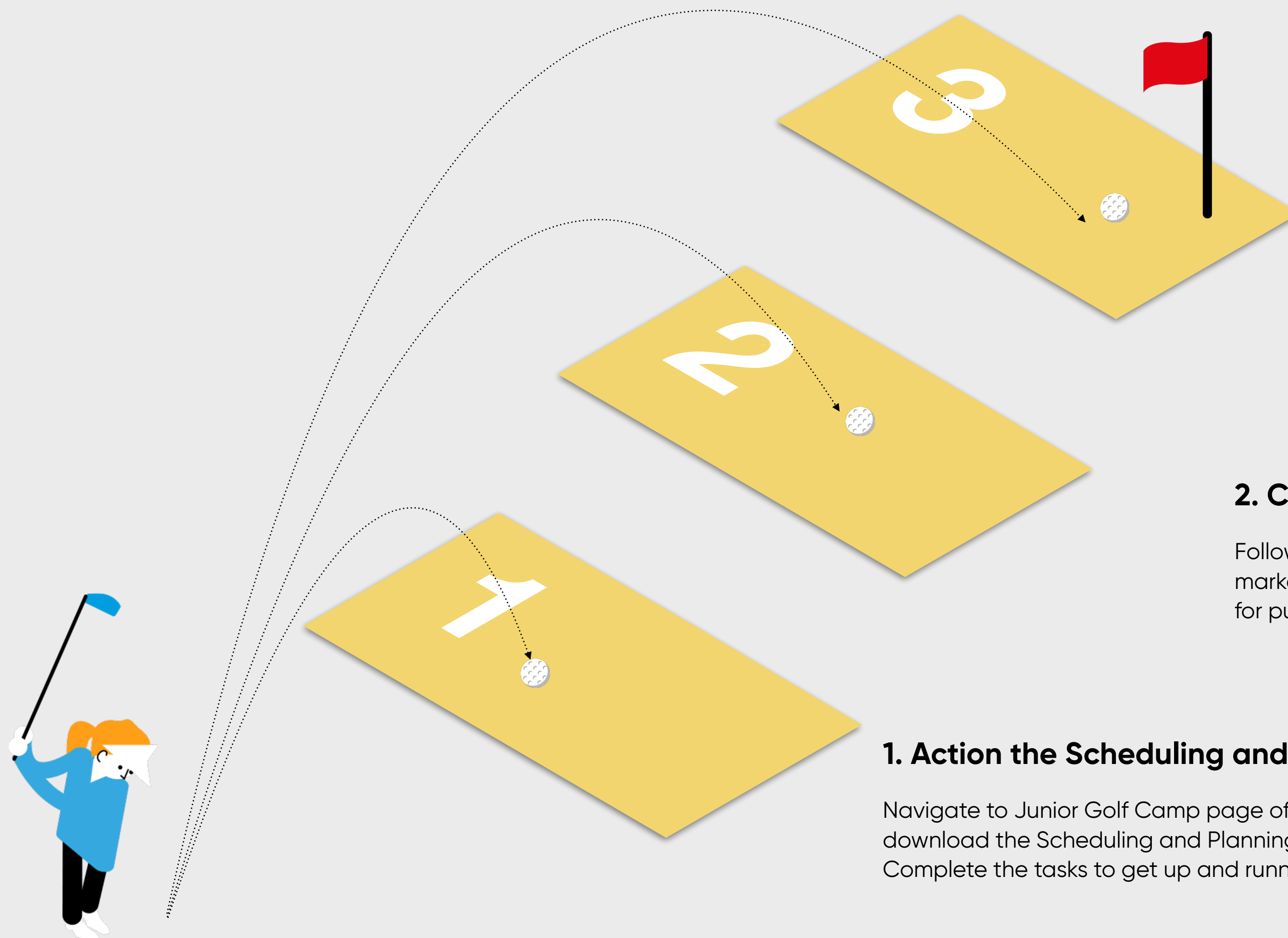


Next Steps



Next Steps

Take the next steps towards a launching your Golf Camp Camps...



3. Begin Marketing Your Camp

Time to push the button and begin marketing your camp at your club and through a variety of channels.

2. Create Your Marketing Content

Follow the Step 2 Guide 'Marketing Content' and get your marketing content in order and sent to the team at your club ready for pushing the camp out to your customers.

1. Action the Scheduling and Planning Tasks

Navigate to Junior Golf Camp page of the Coach Toolbox and download the Scheduling and Planning Step by Step guide. Complete the tasks to get up and running.

Thank you.

Please review the **Step 1 Scheduling and Planning Step by Step Guide** within the **Junior Golf Camps** page of the **Coaches Toolbox**.