

# Junior Fun Days Overview



**JUN/OR<sub>GOLF</sub>  
ACADEMY**

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# Overview



# What Is a Fun Day?

A Fun Day is exactly what it says it is! A day where junior and their families can come to the club to have fun and experience playing golf. Fun Days are one of the core outreach program within the Junior Golf Academy. It forms the ideal opportunity to expose new junior to your club and your program, provide them with a great experience and ultimately drive them into the other Junior Golf Academy program opportunities...



## Periodically Scheduled

As Fun Days are there to drive new junior into your program, the regularity of the events will depend on when your other Junior Golf Academy programs are running and should be scheduled to suit your needs and the needs of your program.



## Group Based Event

Fun Days are recommend to be delivered in groups, with a maximum of 8 junior to 1 coach. These events should operate on a game based approach with junior able to receive high quality coaching and an opportunity to play team based games across the learning outcomes as well as course access depending on the Fun Day duration.



## Open to New Juniors

Fun Days should be targeted towards new junior who are yet to be exposed to the Junior Golf Academy programs. It is an ideal opportunity to welcome junior and their families from the local community as well as friends and family members of junior currently participating.



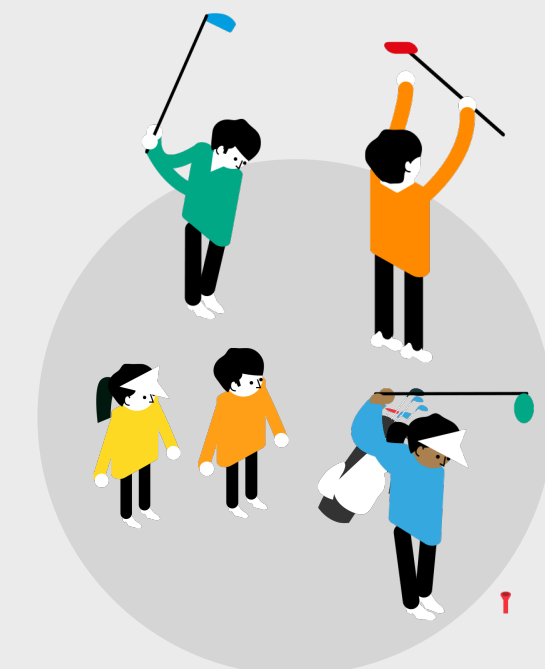
## Range of Durations

Fun Days can be delivered over a range of durations to suit the needs of you and your club. Depending on the duration you offer, junior will have the opportunity to experience a range of golfing activities and even get time on the course in a fun, social scramble format.



## Chargeable per Event

Fun Days should be charged at a one off price to the event attendees. 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.



## All Areas of the Game

Fun Days are designed so that juniors can get an experience of learning all parts of the game and learning outcomes within the Junior Golf Academy program. Junior will even get a chance to get out on the course and experience real golf through a fun and social scramble format.

# What is a Fun Day's Purpose?

The experience junior and their families receive during the Fun Day events will play a crucial role in converting them into your other Junior Golf Academy programs and everything else your club has to offer them. The Fun Day has been designed to facilitate this, but ultimately it will be down to you to ensure that junior and their families receive a knockout experience that will inspire them to come back for more. The main purpose of a Fun Day is as follows...



## A Welcoming Environment

Opening your club's door and ensuring that the experience for those attending is as welcoming and friendly as possible will break down any barriers they may have. It will inspire them to know that your club is the place for them to learn the game and spend time as a family.



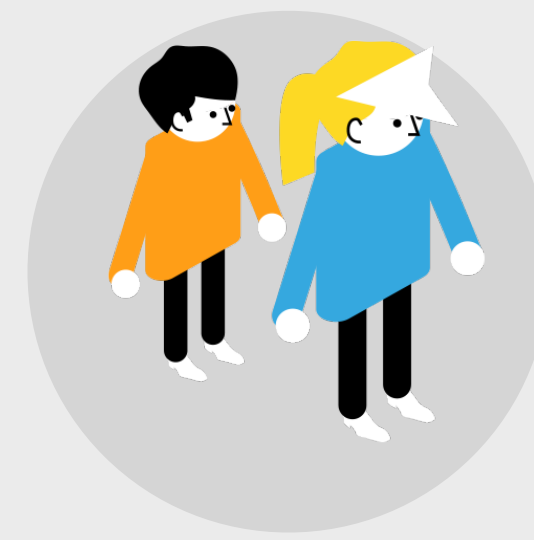
## Fun and Memorable Experience

Fun Days have been built with FUN at its core. The events provide the child with an opportunity to experience learning the game through fun, games based learning across the skill elements. Fun Days should leave a lasting impression to junior that your club is the place to learn and have fun!



## Showcase your Offering

Fun Days will offer a great opportunity to showcase your coaching, the programs you offer, the available facilities, and life at the club for the junior and the wider family.



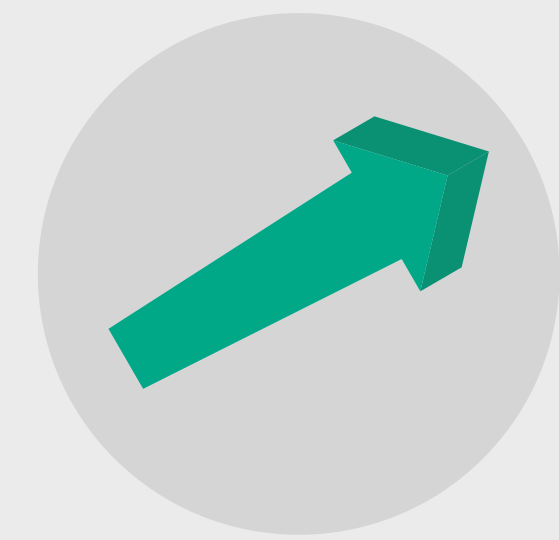
## Drive New Friendships

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



## Engage the Family

Junior Fun Days welcome the family to attend and experience life at your club. Parents can utilize the club facilities while their child attends the event and also spectate. They will see golf as a game for the family and life at club can play a huge role in their day to day lifestyle.



## Direct their Journey

Junior Fun Days 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.

# Target Juniors

As the Junior Fun Days are built to drive new participants in your club and your other Junior Golf Academy Programs, the Fun Days are specifically tailored towards junior aged 6-16 who are not currently participating in the Junior Golf Academy program and have limited or no previous experience of playing the game.

Those currently participating are able to attend these events if there are places available but we recommend you prioritise new juniors. The Fun Days are targeted towards the following customer types...

## 1. The Unconnected Junior

Fun Days 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.

## 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.



# The Output of a Fun Day

The Fun Day events are intended to be a building block towards converting children into further programming at your club. Specifically you should aim to convert juniors into your Junior Weekly programs and the association playing and social play events. It will also be appropriate to convert juniors into junior Camps programs after their experience.

The structure of the event will provide the ideal opportunity to engage with parents and inform them of the great things you can offer at your club...



# Scheduling and Pricing your Fun Day





# 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 Fun Day events at your club. However, there are some crucial scheduling recommendations to make the event a success and this includes...



## Link to Junior Golf Academy Weekly

As Fun Days are there to drive new juniors into your program, the scheduling of your events must link to opportunities at your club within the Junior Weekly program. To make these events a success and have an impact on your program, there must be a next step for participants following the event.



## Consider Accessibility for Parents

Ensure that your schedule your Fun Day at times and dates that will be accessible to parents. Ultimately parents are the gatekeepers to your program and you should ensure that fun day events will suit a parents lifestyle so that you can maximise your event engagement.



## Select your Durations

Fun Day Events are available across a range of durations. The supporting resources and pricing model have been built with these durations in mind and it is important that you select a duration that is appropriate for your club and coaching team.



## Flexibility to You

To make your event a success, you will need to decide on the frequency and total number of events you offer across the program year, the number of participants that can attend your event depending on the number of coaches running the event, the time and day you run the event and whether you want to offer age based or ability based events



## Scheduling through GLF. Connect

All Fun Day Events 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 events sign ups, engage with parents and measure the events success.



## Utilise the Scheduling Guides

On the Junior Fun Days 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

When scheduling your Fun Day events, you should look to schedule these around three weeks prior to any of the upcoming junior Academy Weekly class blocks to maximize conversions. To make these events a success and have an impact on your program, there must be a next step for juniors following the event.

The example below shows the a Fun Day scheduled on Saturday at 3pm and the next Junior Weekly program coaching block is starting the following month on Saturdays at the same time. There is also a 3-day Junior Camp running during the school holiday...

**3 Day Junior Camp program and Junior Academy Weekly Program starting in April.**

**Junior Fun Day Scheduled to start at 3pm on Saturday and runs for a 120 Minute Duration.**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
	5	6	7	8	9	10
	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



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	24	25	26	27	28
29	30					

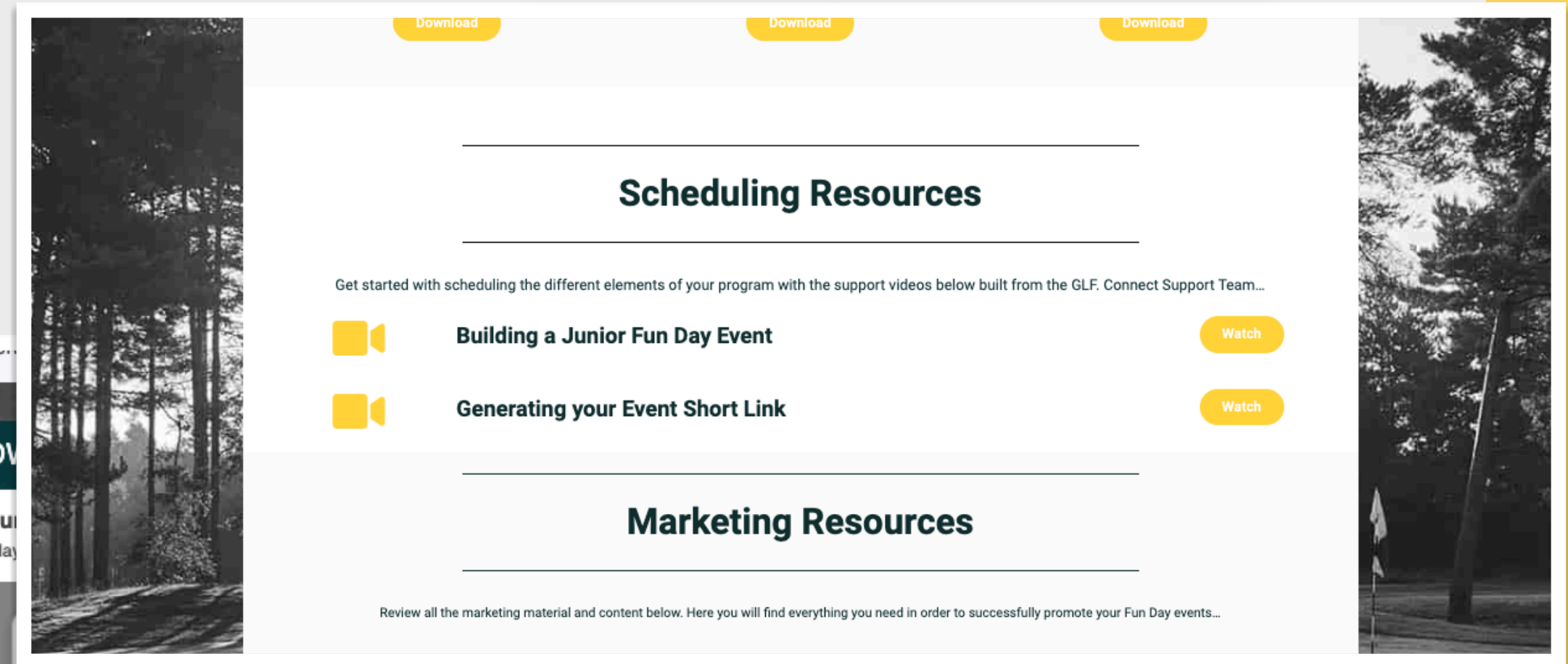
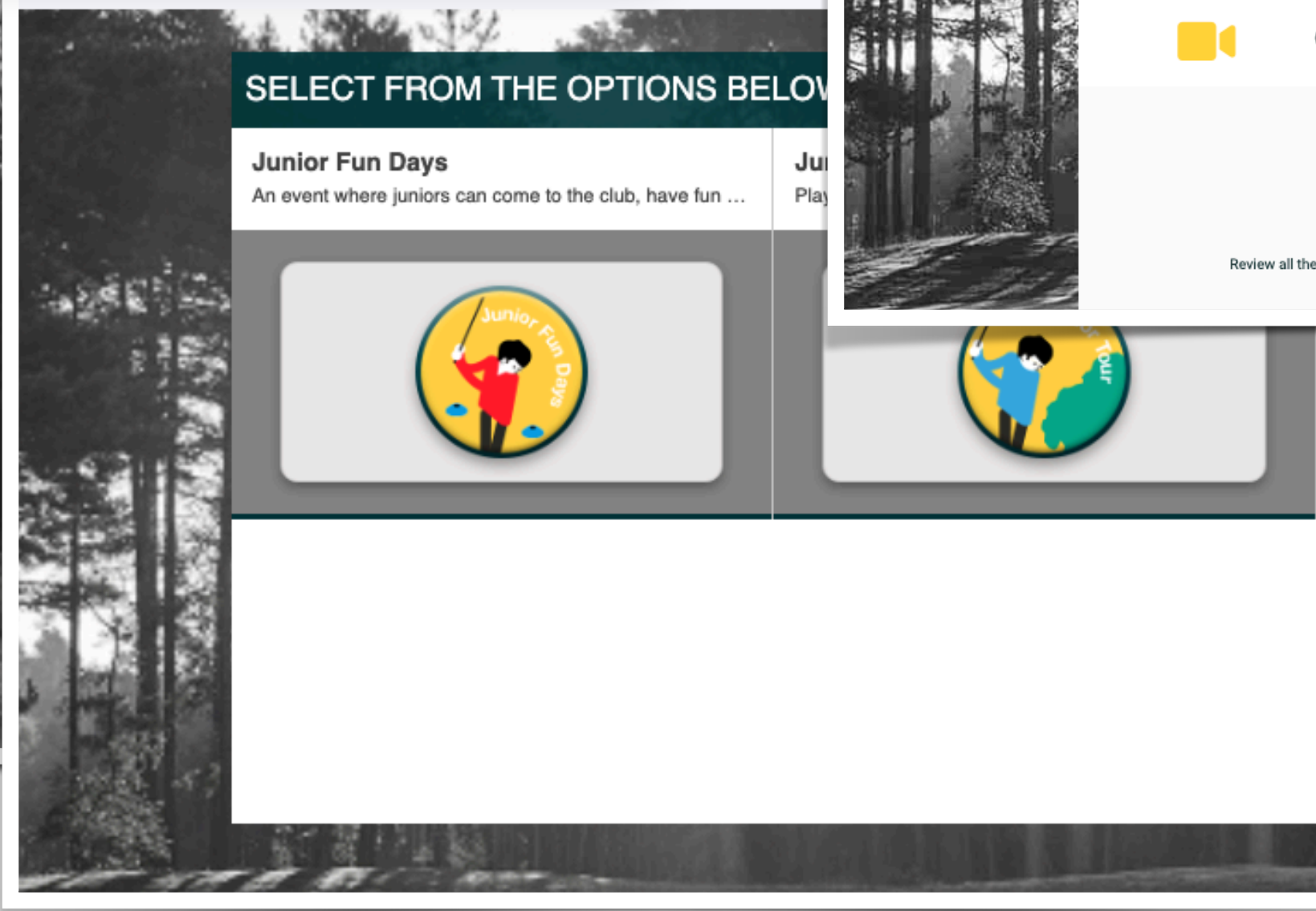
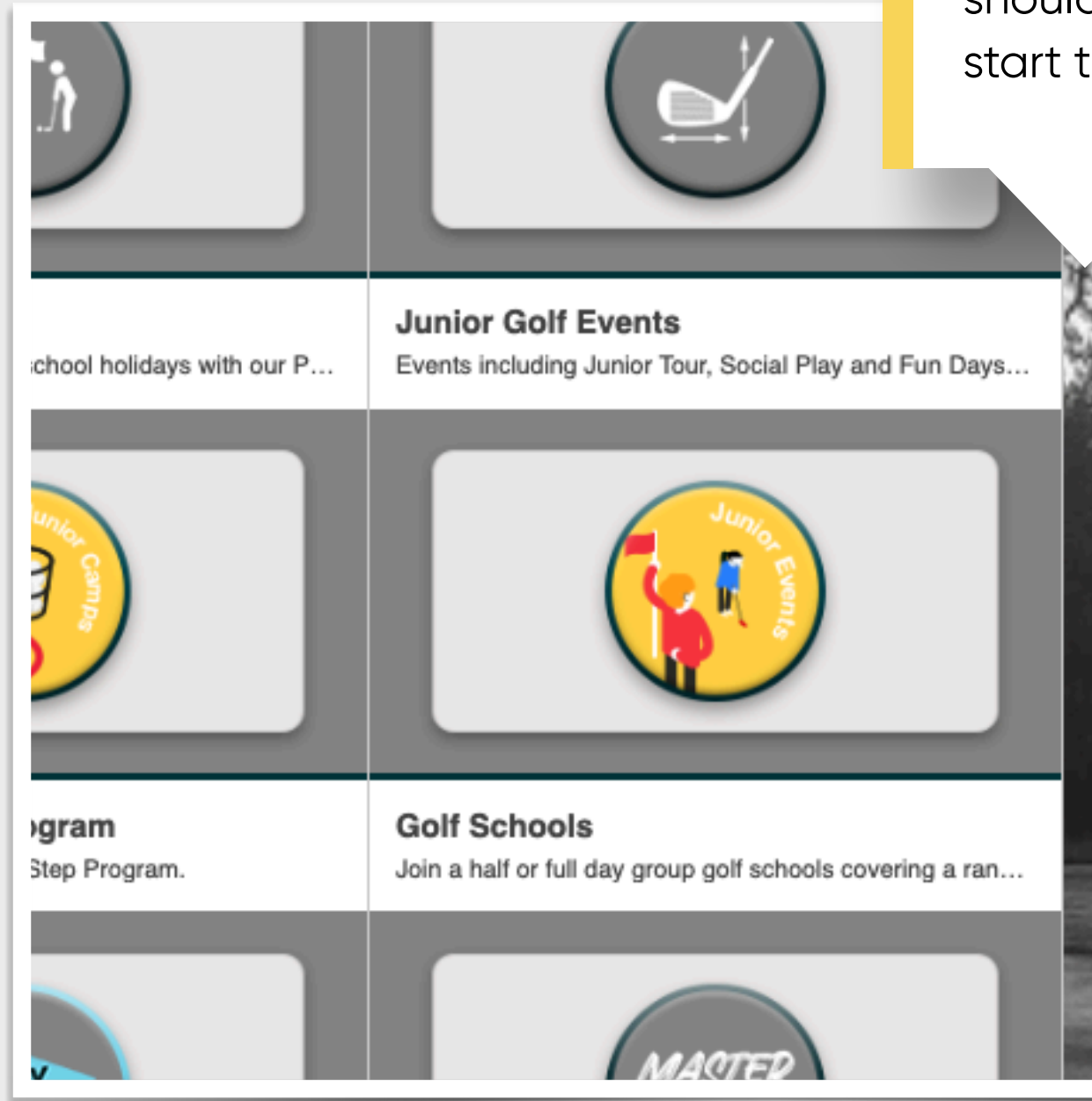


# Scheduling via GLF. Connect

All Junior Fun Day events 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 event scheduled correctly...

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

Junior Fun Days durations types are categorised under the Junior Golf Events Program filter. When building the Junior Fun Day the event name should be specific to the date and start time of the Junior Fun Day.



# Event Price

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

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

Example  
**\$50 per person**



# Running your Fun Day Event



# Scheduling on the Day

This graphic provides an example overview of the suggested schedule of the Junior Fun Day event. Junior Fun Days are available across a range of durations and as juniors get a chance to experience a range of skills, scheduling the event to allow for enough preparation time of these areas is essential. It is also important to schedule your event when you can get access to the golf course.

An example of the event 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	24	25	26	27	28
29	30					



## 60 Minute Junior Fun Day

Time	Session
2.45pm	Preparation / Meet Juniors and Parents
3pm	Welcome and Physical Literacy Warm Up Game
3.10pm	Game Based Skills
3.50pm	On the Course Experience - Course Walk
3.55pm	Award Ceremony and Promotional Activity
4pm	Tidy Down

## 120 Minute Junior Fun Day

Time	Session
2.45pm	Preparation / Meet Juniors and Parents
3pm	Welcome and Physical Literacy Warm Up Game
3.10pm	Game Based Skills
4.40pm	On the Course Experience - Play a Hole
4.55pm	Award Ceremony and Promotional Activity
5pm	Tidy Down

## 180 Minute Junior Fun Day

Time	Session
2.45pm	Preparation / Meet Juniors and Parents
3pm	Welcome and Physical Literacy Warm Up Game
3.15pm	Game Based Skills
4.45pm	On the Course Experience - Team Scramble
5.45pm	Award Ceremony and Promotional Activity
6pm	Tidy Down

# Example Flow of the Day

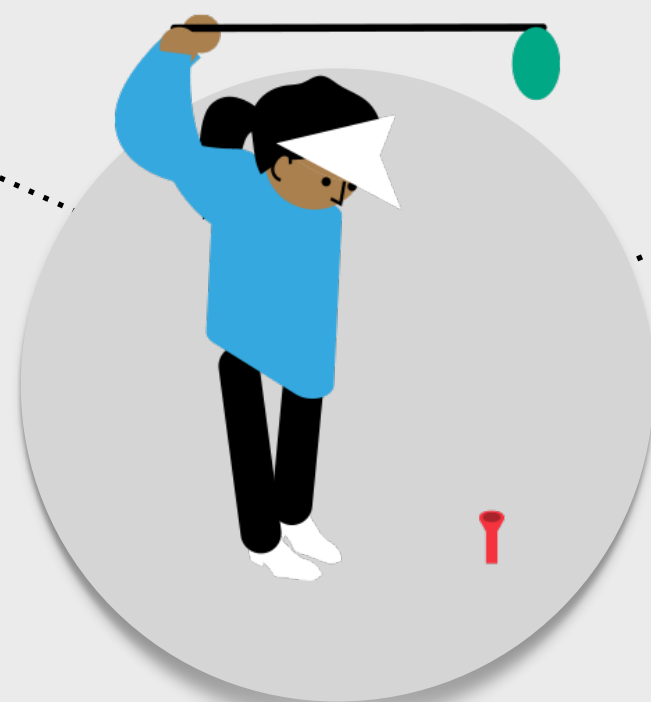
This event is all about fun for the child, and exposing them to all components of the game, not just hitting golf balls on the driving range. We want them to leave the event having developed a love for the game and a level of confidence being at the club.

The day is also about engaging and exposing the family to life at the club and providing you with the opportunity to convert them into the Junior Camps or Junior Monthly program and wider activities at the club for the family...



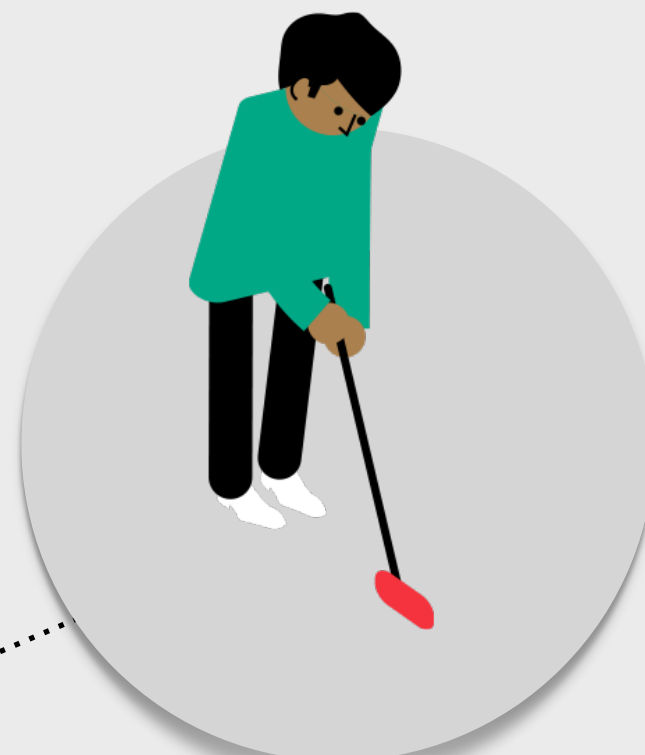
## Welcome and Warm Up

Your event should start by welcoming juniors and their families to the event. Outline the flow of the event and start with a fun physical literacy warm up game.



## Swing Games

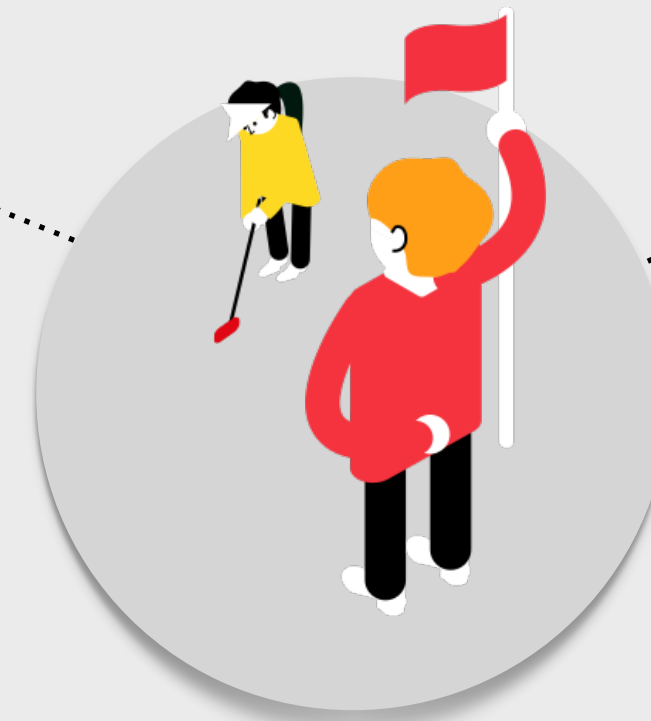
Head to the driving range and introduce the child to the clubs used in the Swing element, help develop their fundamentals and get them playing some fun team based games.



## Chipping and Putting Games

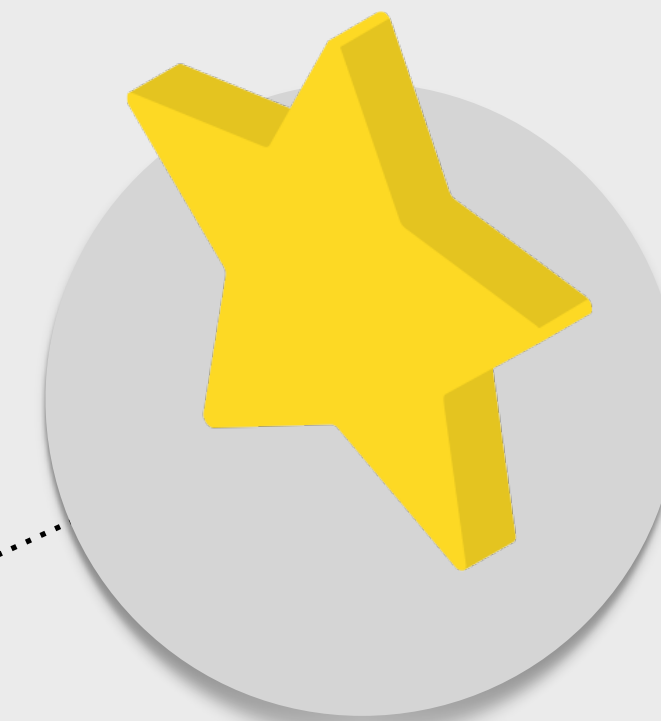
Head to your putting green and/ or short game area depending on the event duration and work on the child's On the Green and Around the Green skills.

Once again an opportunity to play some fun team based games across these skills and develop their fundamentals.



## Team On-Course Experience

Give your juniors a real sense of the game by heading to the course and depending on the event duration this might be a fun course walk or a fun 3-hole team scramble using the adapted golf course used in your Junior Course Play event.



## Award Ceremony and Promotional Activity

Bring your event to a close with a short award ceremony in front of the juniors families and take the opportunity to engage with parents on the next steps for their child.

# What's Included in the Event Plan

To assist you in planning and organizing your Junior Fun Day event, you can access downloadable event plans through the Coaches Toolbox for each of the event options. Visit the Junior Fun Day event page and choose the 'Event Plan' section. You can view these via the Hub or download them to your device. These include...



## Class Layout and Setup

This section of the event plan will provide you with a recommendation of how to layout each section of your event to ensure it is delivered safely and meets the delivery of the learning outcomes.



## Equipment You Need

Each event plan will list the specific equipment required to deliver the games within the class plan.



## Timetable

The timetable provides you with an overview of what is delivered in the event and how the event is broken down across the duration.



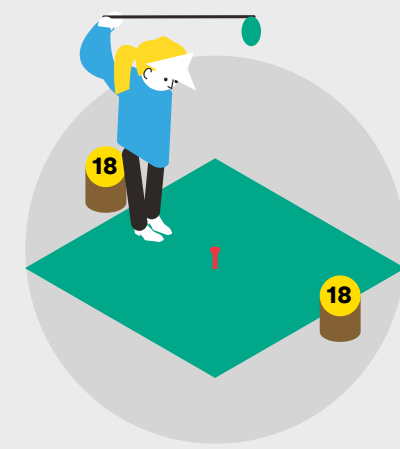
## Warm Up Game Card

The event plan includes a Warm up Game that you can use well as fundamental movement skills you can explore with the juniors.



## Game Cards

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



## On Course Game

Fun Days provide access to the golf course in a fun team-based format and the event plan includes a guideline of how to run the On Course Team Scramble.



## Learning the Game Focus

The event plan includes the elements that you can introduce to the child within the Learning the Game learning outcome.



## Whole Child Focus

The event plan includes a focus within the Whole Child learning outcome and ideas of what you can introduce to the junior throughout the event.



# Some Things to Remember

The success of the Junior Fun Days and the conversions from the event into your Junior Academy Weekly and Junior Camp programs will in the main be driven by the child and the families experience on the day. We are providing you with all the tools you need to make it a success but you have a critical role to play in delivering a great experience for those who attend.

Remember the following when implementing the event at your club...



## Keep the Day Fun

These days are all about creating memorable positive experiences for the child and the family to drive them to sign up to the other junior programs and engage in club activities and membership. Always keep the day lighthearted and fun!



## Keep it Safe

Nothing will do more damage to the success of the day like a perception by the child or the family that the environment isn't safe. Always keep this in mind so you can create a sense that activities at the club are always delivered with the welfare of the child in mind.



## Keep it Inclusive

Remember that there may be a range of ages, abilities and experiences attending your Fun Day events. Therefore make sure that the flow of the day is as inclusive as possible for all participants. Focus on creating a support atmosphere with team-work at its heart.



## Be Prepared

Preparation will be key to the success delivery of your Fun Day. Not only will this help you enjoy the event, but it will also create a great image of you and your club to the child and the family. You also need to make sure you have all the information you need to convert participants into your other programs.



## Create a Welcoming Environment

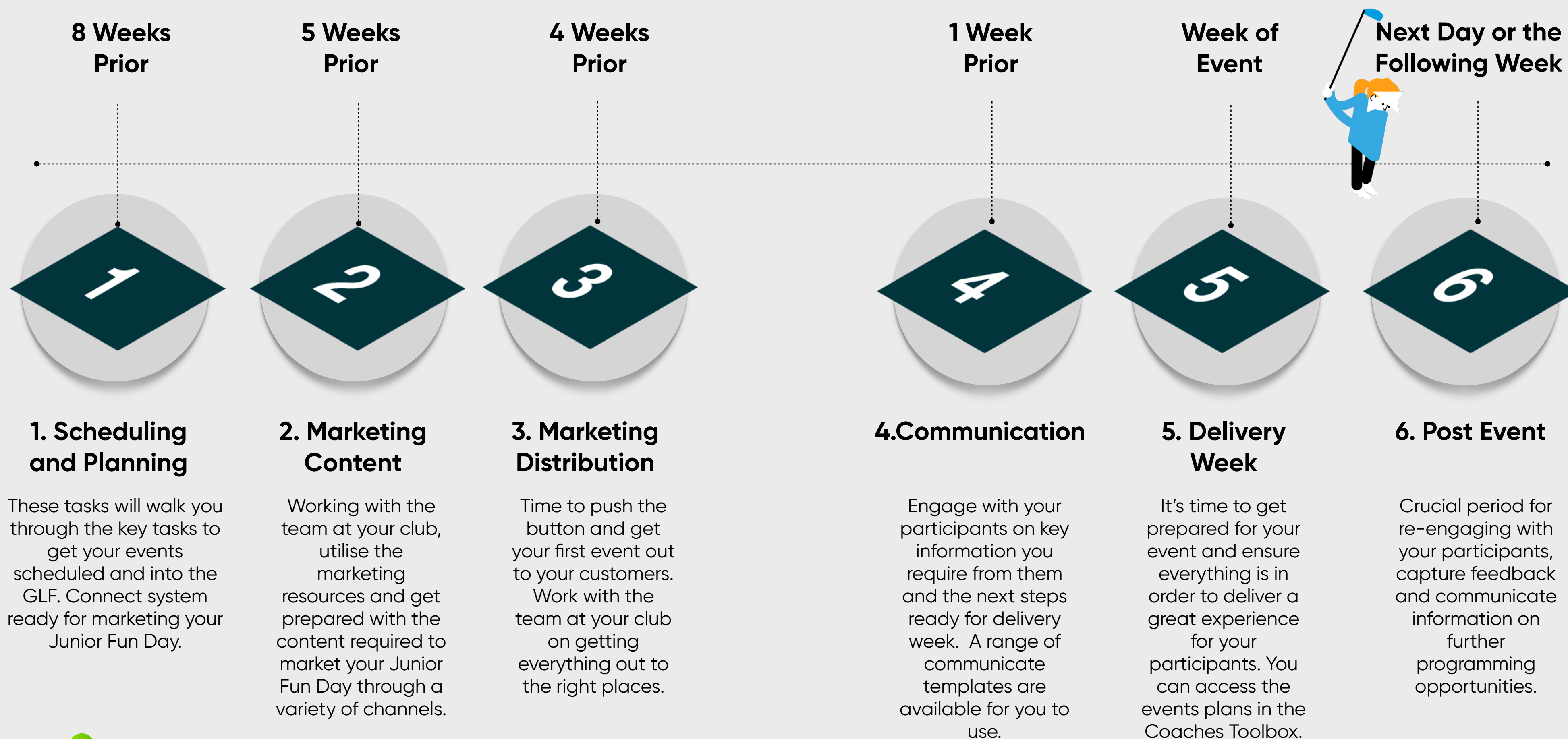
The events are a shop window for junior and parents into life at your club and the Junior Golf Academy program. Strive to ensure that all involved create an environment and atmosphere that allows the child and the family to be confident and comfortable at the club.

# Implementation



# Implementation of the Fun Day

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

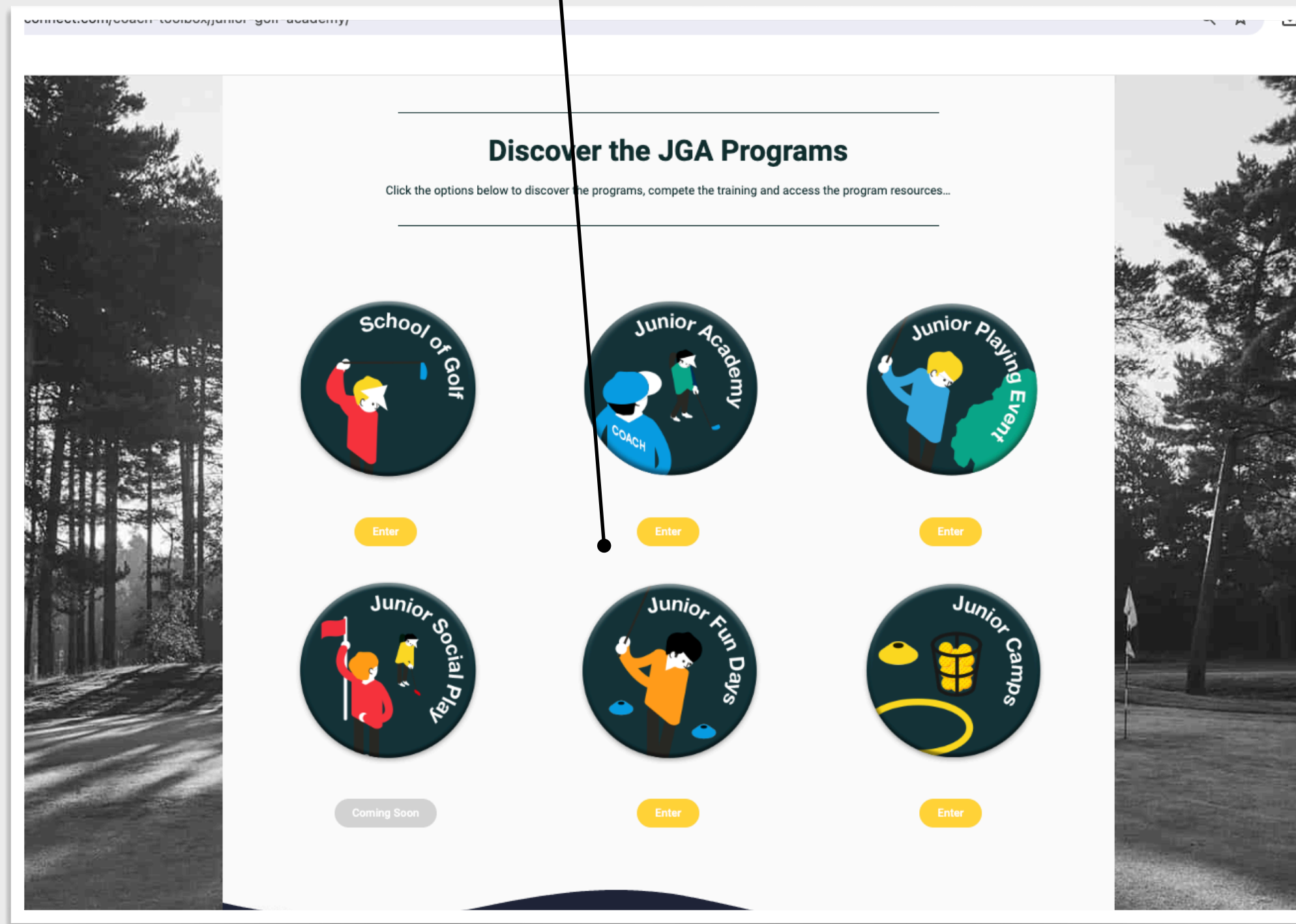


# Access Support Via the Coaches Toolbox

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

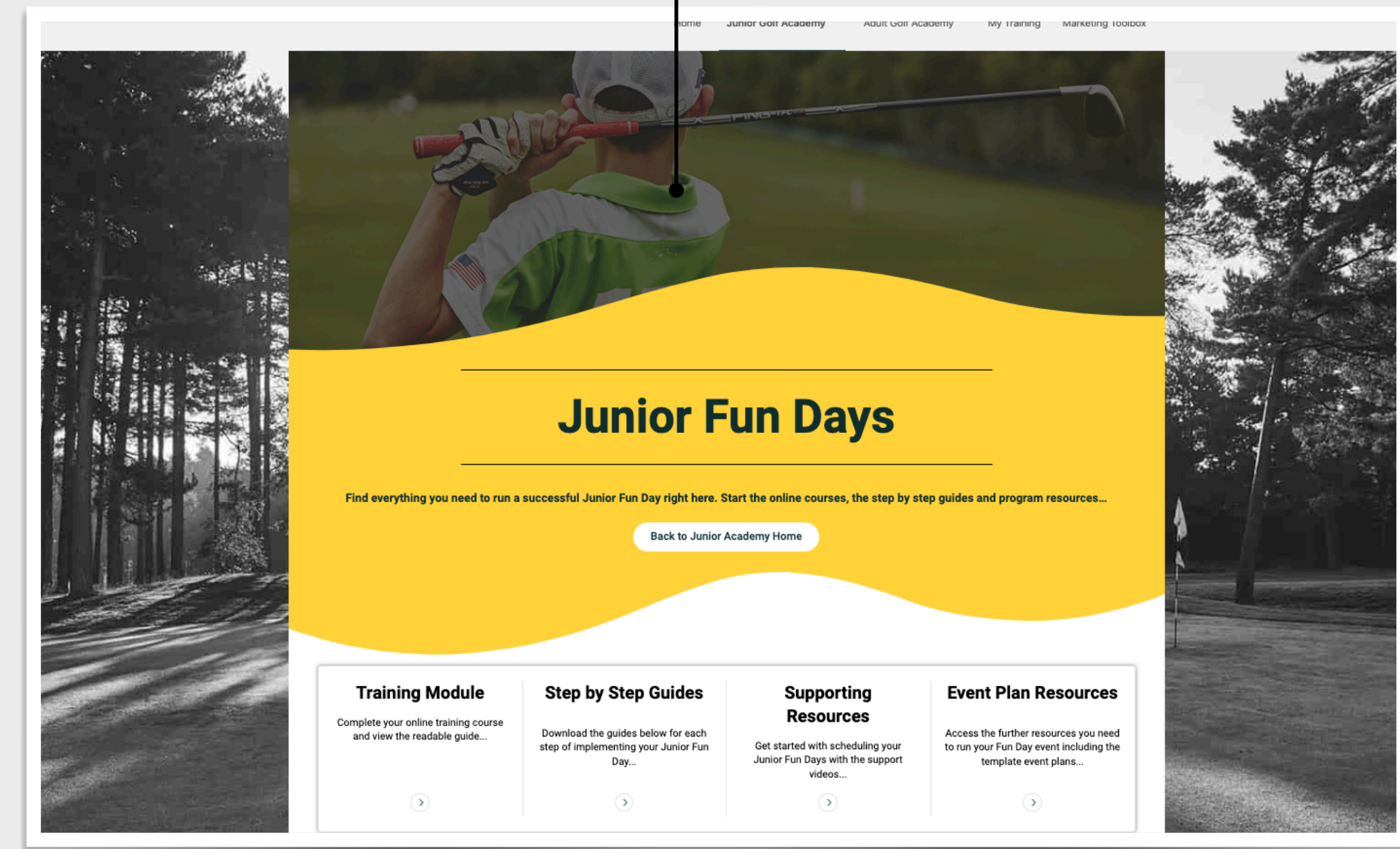
1

Select the Junior Fun Day option from the Junior Academy page:



2

Follow the Step by Step Guides and access the supporting resources.

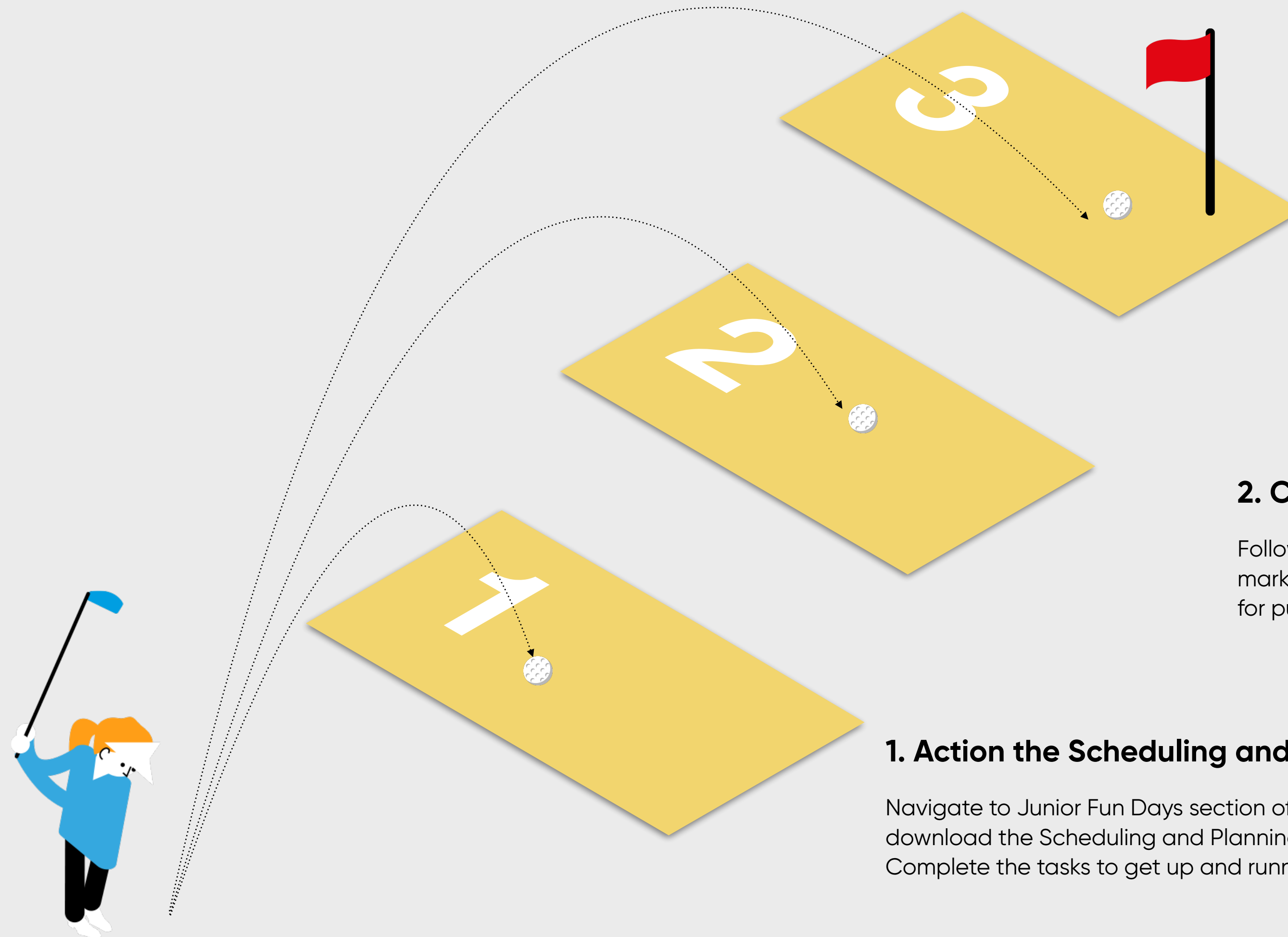


# Next Steps



# Next Steps

Take the next steps towards a launching your Fun Day Events...



## 3. Begin Marketing Your Event

Time to push the button and begin marketing your event 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 event out to your customers.

## 1. Action the Scheduling and Planning Tasks

Navigate to Junior Fun Days section 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 Fun Days** page of the **Coaches Toolbox**.