

# Junior Golf Academy Overview



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

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# Impact



# Your Junior Golf Academy Will Join the Dots

The Junior Golf Academy Program will have a significant role to play within your business and your facility. It will drive value to each stakeholders ensuring that it makes a significant impact to all...

## 1. Coaching Business

The Junior Golf Academy offers an opportunity to drive the coaching reclub of your business. The diverse range of programs allows you drive activity and ongoing engagement that help to maximise your income.

## 2. Your Club

The Junior Golfer Academy will help drive a range of benefits into your club including driving member or customer spend, member retention and new membership growth as well as engaging the whole family at the club.

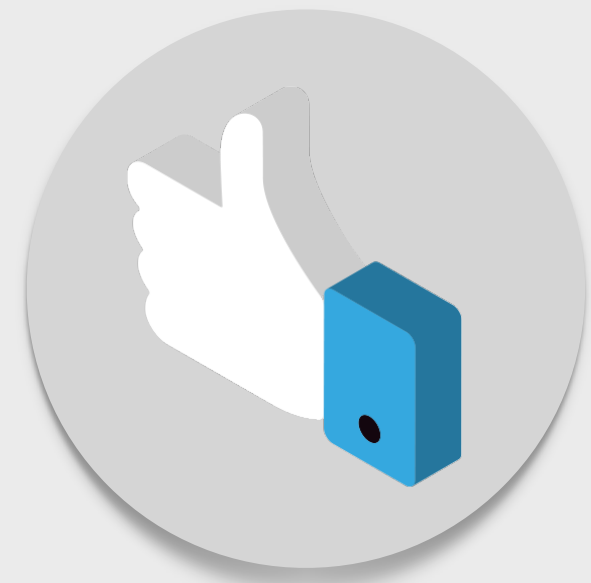


## 3. Your Students

Through a knockout experience within the program, your students will enjoy visits to the facility as a family as well as enjoying the rewards of the junior developing across the the learning outcomes.

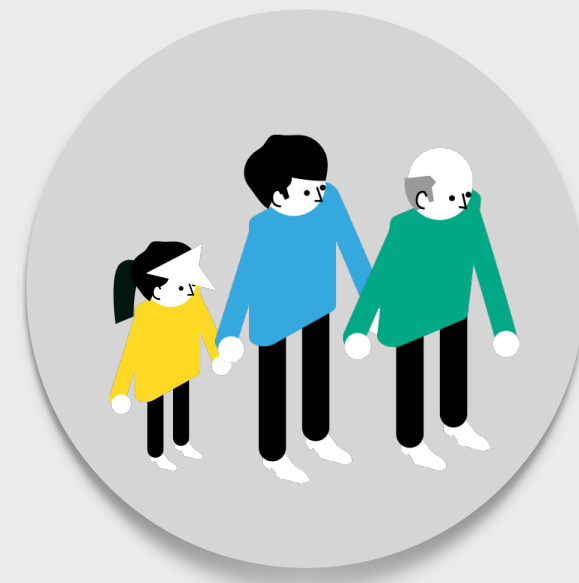
# Creating the Golfer for Life

The core output of the Junior Academy is the development of the 'Golfer for Life'. The program embodies the development of the junior across a range of learning outcomes and opportunities at your club, as well as engaging the family to drive a love for the game and create a golfer for life...



## 1. Driving Brand Affinity

The family and the junior's experience of the program and life at the club will drive a lifelong positive brand affinity with your business.



## 2. Creating Long Term Customers

The family and the junior's positive experiences will reduce dropout of the sport and drive long term activity within your club.



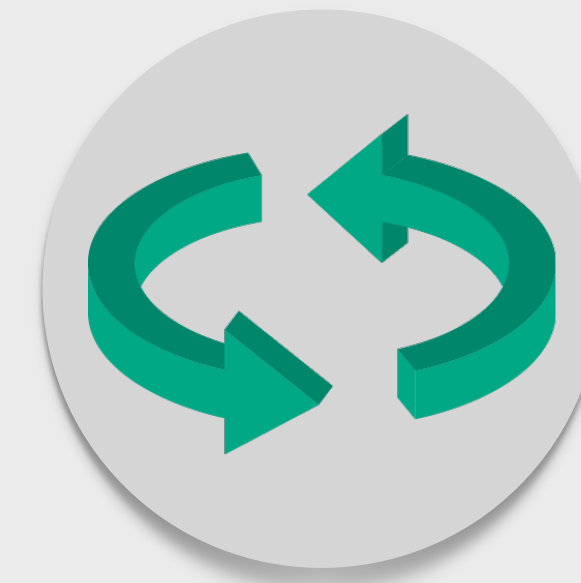
## 3. Giving Back

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.



## 4. Brand Reputation

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

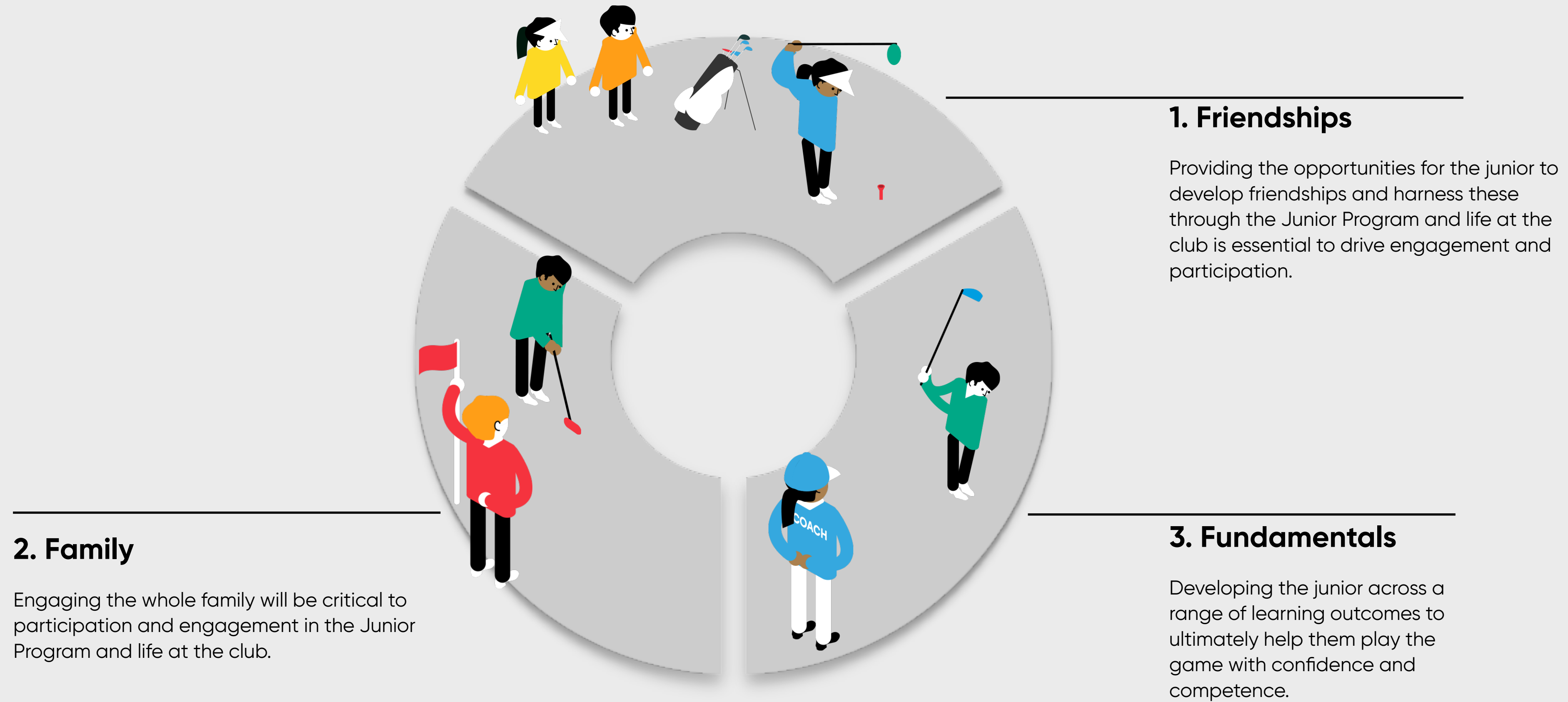


## 5. Self Sustaining

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

# Critical Components

The Junior Golf Academy Program embodies a focus on driving three critical components for the development of the Golfer for Life, to drive its mission and success across each stakeholder. The Junior Programs have a core focus on driving the following the following three critical components...



# Key Principles

The Junior Academy Program has been built to drive a number of key principles which we know will deliver enormous results to your business, your club and your customers. The structure of the programs, supporting resources and the impact you have are aligned to the following principles...



## 1. Accessible

The Junior Program and life at the club welcomes everyone to become involved.



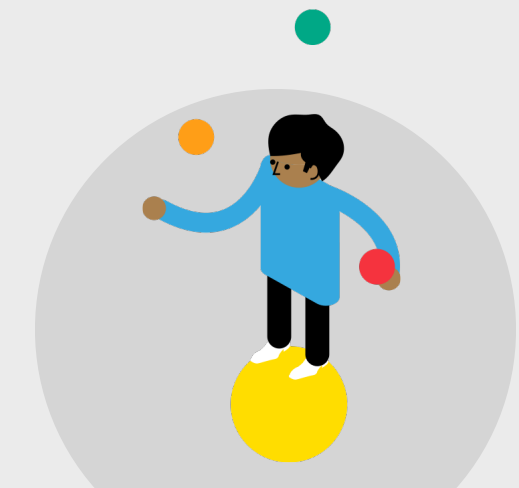
## 2. Fun and Engaging

All program classes, events and life at the club promote fun and engagement for the junior and the family.



## 3. Progressive

The programs are built to provide the junior and the family with a development pathway that caters for progression.



## 4. Multi Skilled

The programs' focus is on building the junior's golf skills, transferable skills and building their skills for life.



## 5. Inclusive

Regardless of experience and ability, the programs and life at the club will promote inclusivity for all regardless of age, gender, race, ethnicity, sexual orientation, physical ability and economic status.



## 6. Safe

Program classes, events and life at the club will promote the wellbeing of the junior at all times.



## 7. High Quality

The junior and the family will receive access to high quality coaching. Our coaches will be highly knowledgeable about their sport.



## 8. Developmentally Appropriate

The unique needs of each junior is at the core of the program. The junior will receive the appropriate learning and opportunities at the right time.

# The Programs

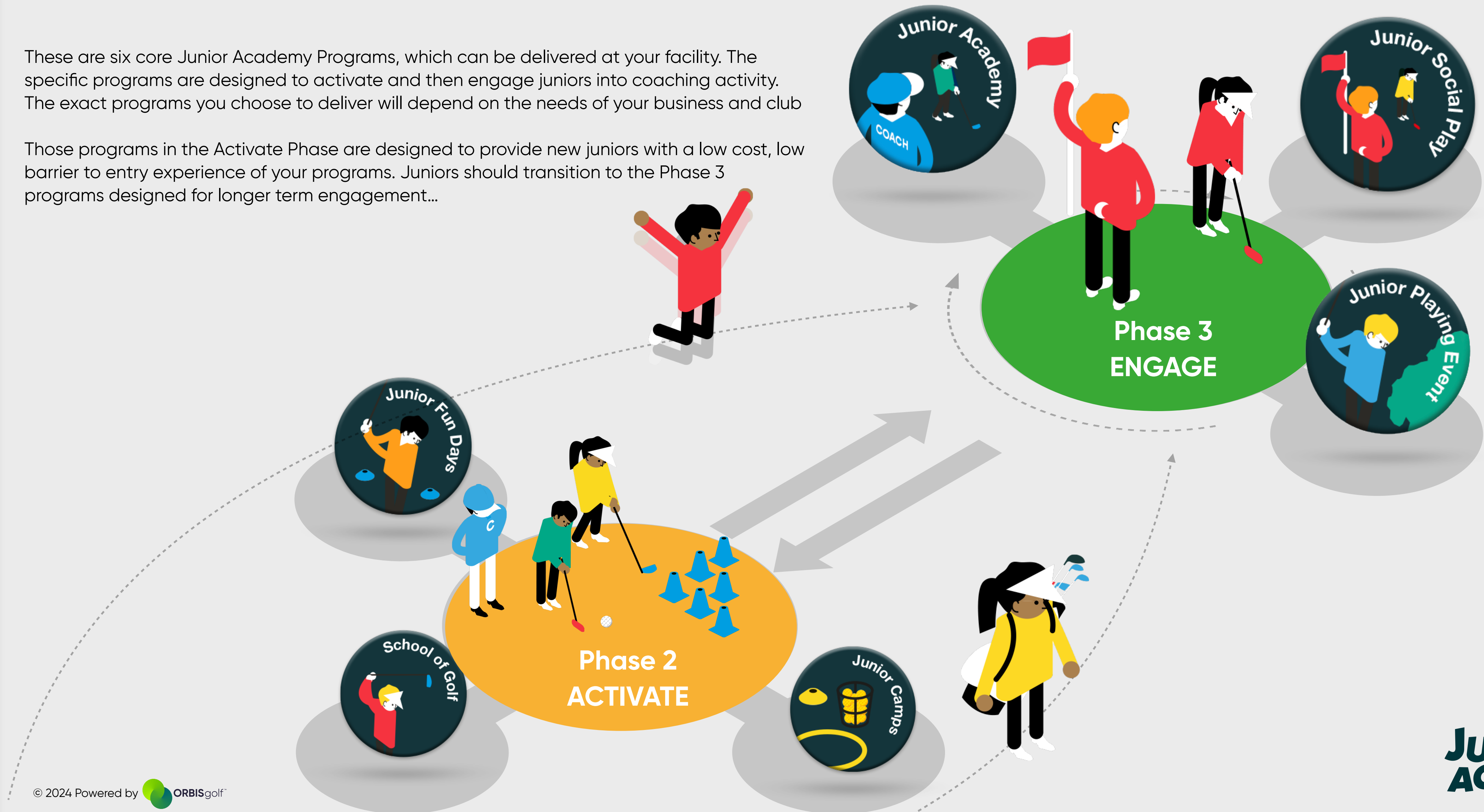




# Activate and Engage - The Six Programs

These are six core Junior Academy Programs, which can be delivered at your facility. The specific programs are designed to activate and then engage juniors into coaching activity. The exact programs you choose to deliver will depend on the needs of your business and club

Those programs in the Activate Phase are designed to provide new juniors with a low cost, low barrier to entry experience of your programs. Juniors should transition to the Phase 3 programs designed for longer term engagement...



# Junior Fun Days

A Fun Day is exactly what it says it is! A day where juniors can come to the club to have fun and experience playing golf. The purpose of the session is for attendees to have fun, experience playing golf and NOT just hit balls on the driving range. Fun Days are ideal for driving new participation and exposure to the Program...



£ Priced Per Event

Playing the Course Opportunity

Ages 4-16

Group Based

Range of Durations

Drive Friendships and First Experience of Learning

# School of Golf


This is an outreach program to be delivered to local schools in your local community which includes a Taster Experience, Stage 1 and Stage 2 programs. This is an important program if you are aiming introduce new juniors and their families to your club and programs...



### Taster Session

These provide juniors with an opportunity to experience playing and learning the game with a taster session at the school.


This may be at a school assembly, lunch time activity or after school class.



### Stage 1

This is a 5 Week program based at the school with the final session at the golf club. Delivered during lunch time or as an after school club.

Each week introduces juniors to key skills within in the game through fun games based learning using adapted equipment.



### Stage 2

This is a 5 Week program based at the golf club after school.

Each week introduces juniors to key skills across the game using real equipment within in through fun games based learning. Ideal opportunity to introduce juniors and their families to the club.



Price per Block



After School or During School



Opportunity to Learn Key Skills



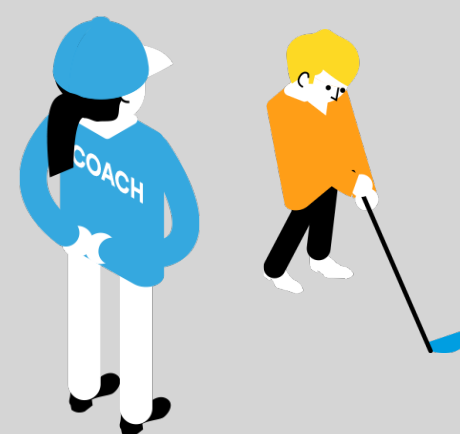
Primary School Focus



Drive Friendships and First Experience of Learning

# Junior Camps

Junior Camps are flexible 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.



Price per Camp



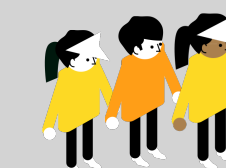
Scheduled During School Holidays



Playing the Course Opportunity



Ages 6-16 in Age Based Groups



Group Based



3 - 5 Day Options



Drive Friendships and First Experience of Learning

# Junior Academy

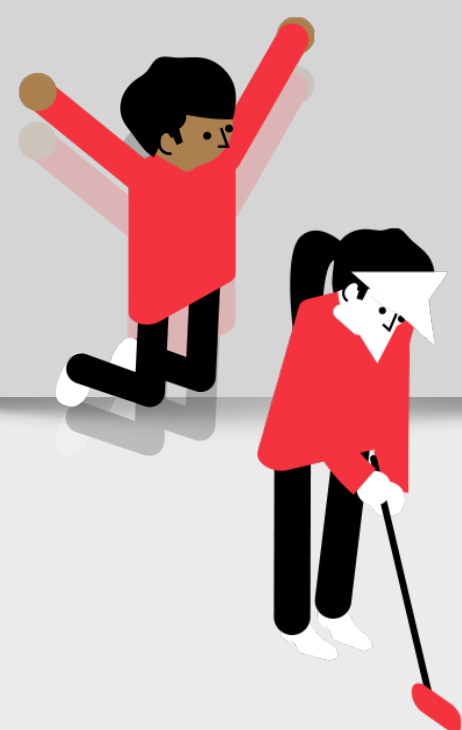
This program offers weekly sessions designed for different ages and experience, developing the necessary fundamentals of the game and developing friendships.

Juniors develop skills across four learning outcomes and can measure, track and earn rewards through their progress through the 6 level program. The program is run over the following aged based groups...

## Ages

# 4-6

Development of the junior through group coaching and games-based play across the learning outcomes.



## Ages

# 6-11

Development of the junior through group games-based and formalised learning across the learning outcomes and progression pathway.



## Ages

# 11-16

Development of the junior in gender-based OR mixed gender groups with a focus on co-operative and independent based learning, across the learning outcome and progression pathway, with an emphasis on creating competitive experiences.



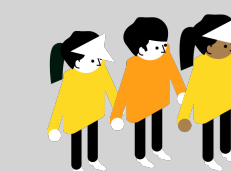
Priced per Block or Subscription



Weekly Classes



Access to Playing Event



Ages 4-16 in Age and Ability Based Groups



60 Minute Classes



Drive Friendships and Develop Key Skills

# Junior Playing Events

This component provides juniors with increased opportunities and exposure to the golf course at your club. By implementing a developmentally appropriate five-stage teeing system to cater for juniors of varying ability, physical maturity and experience, this element will help the juniors to develop their confidence and competence on the golf course.

Through playing they will also learn to build friendships and learn to play both socially and competitively as well as being able to play on the golf course outside of programming at your club. The five-stage teeing system is as follows...



**Price Per Event with Access for Junior Academy**



**Monthly Event**



**Playing the Course Opportunity**



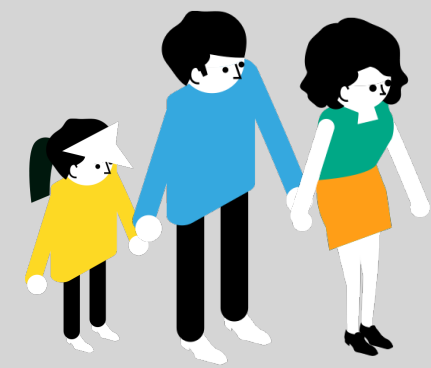
**Ages 4 -16**



**Drive Friendships and Develop Key Skills**

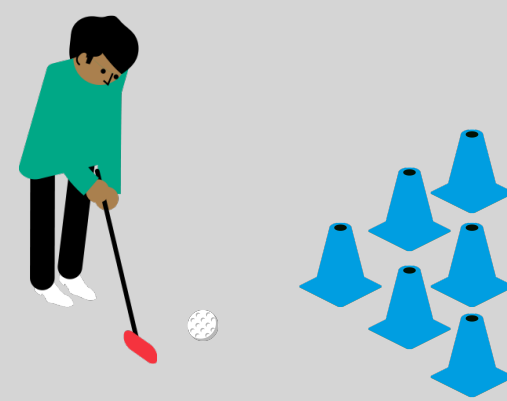
# Junior Social Play

These are opportunities for juniors to engage in life at your club with the family, friends and the club community. The Junior Social Play component will promote the development of fundamentals by increasing exposure to the golf course but mainly drive the development of friendship, fun and family engagement. The social play events focus on building the junior's confidence at the club and to develop their understanding of playing the golf course in a variety of formats.



## Super Skills Challenge Day

This event provides a playing event that isn't focused on score. It is open to all abilities and ages and a great opportunity to pair more experienced juniors with less experienced juniors. The event is all about having fun and exploring challenges on the course.



## Girls Golf Experience

The event is aimed at introducing more girls into your club and give them an experience learning the game in a friendly girls only environment.



## Halloween Scramble

This event is all about driving and harnessing friendships between juniors who are engaged in the Junior Academy program. Juniors are combined to make a team of four and play in a fun scramble format using an adapted golf course.



## The Family Trophy

Run in a scramble format with teams between 2-6 players. Teams can be made up of any family members and players can be subbed in and out throughout the event with one junior and one adult playing at all times.



Priced per Event



Monthly Event



Playing the Course Opportunity



Ages 4-16 Under Guidance of the Coach



Engage the Family



Drive Friendships

# Learning Outcomes





# Learning Outcomes

The Junior Academy Programs aim to develop the junior through four learning outcomes. These learning outcomes are interlinked and are critical to develop the junior's competency and confidence to play the game. They are also vital to help the junior to thrive as a person outside of golf and to become an active participant at your club. Each learning outcome is built into the six programs...



## 1. Mastering the Game

This element is focused on developing the junior's golf skills to play the game confidently and competently.



## 2. Learning the Game

This element is focused on developing the junior's knowledge to be at the club and to play the golf course independently, socially and/or competitively.



## 3. The Whole Junior

This element is focused on the development of the junior to thrive in golf and wider life, across a range of social and psychological development elements.



## 4. Physical Literacy

This element is focused on the development of the junior's necessary movement skills and physical development to thrive in golf and to provide a grounding for a healthy and active lifestyle.

# Mastering the Game

This learning outcomes focuses on developing the junior across four skills within the game. Within each of these skills are sub-skills that are necessary for the junior to develop in order to play the game confidently and competently:

## 1. Swing

Development of the skills required for the junior to competently use the clubs in full swing areas of the game including driving, fairway woods and irons.



## 2. On the Course

This element is focused on the development and transference of the junior's skills onto the golf course independently, socially and competitively.



## 3. Around the Green

Development of the necessary skills the junior will require in situations around the green including pitching, chipping and bunker play.



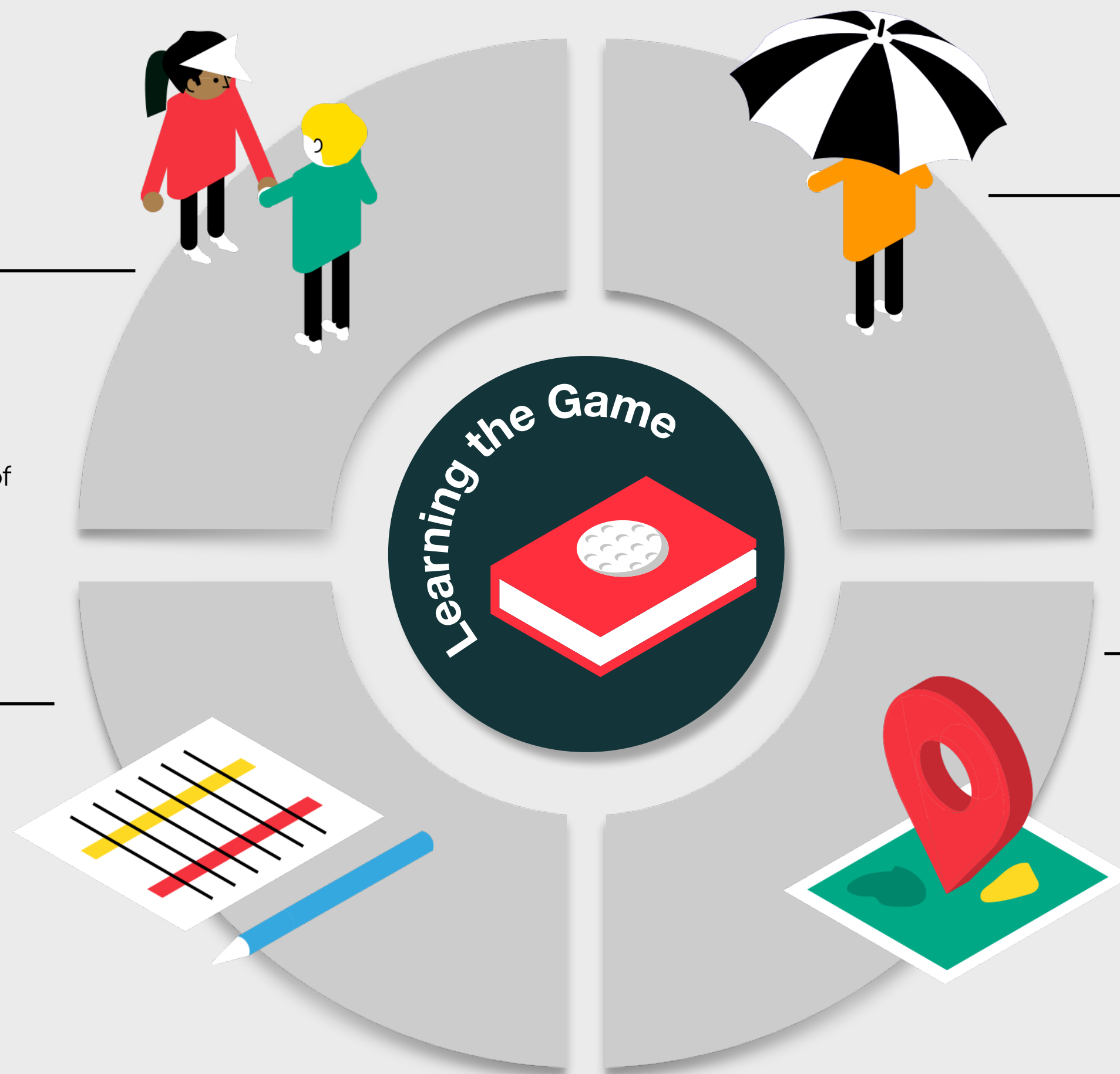
## 4. On the Green

Development of the necessary skills the junior will require in situations on the green including short putts, long putts and scoring.



# Learning the Game

This element is focused on building the junior's knowledge of the game to play the golf course, play with others and engage in life at your club. The Learning the Game learning outcome focuses on developing the following four areas:



## 1. Rules and Etiquette

Development of the necessary knowledge to play the golf course with others socially and competitively within the rules and standards of the game.

## 2. Playing and Scoring

Development of the necessary knowledge to play the golf course in a variety of formats competitively and socially.

## 3. Preparing to Play

Development of the necessary knowledge to prepare for playing the golf course in a range of conditions and environments.

## 4. Orientation

Development of the necessary knowledge to navigate the course and the club, being safe and to play with confidence.

# The Whole Junior

This element is focused on the social behavioural and psychological development of the junior to thrive in golf, life at the club and in wider life. The junior will develop these elements through active participation in the six Junior Programs, engaging actively in life at the club with others and their family. This learning outcome will develop...

## 1. Social

These are the skills necessary to develop the junior's ability to work as part of a team and engage constructively with others.

## 2. Creative

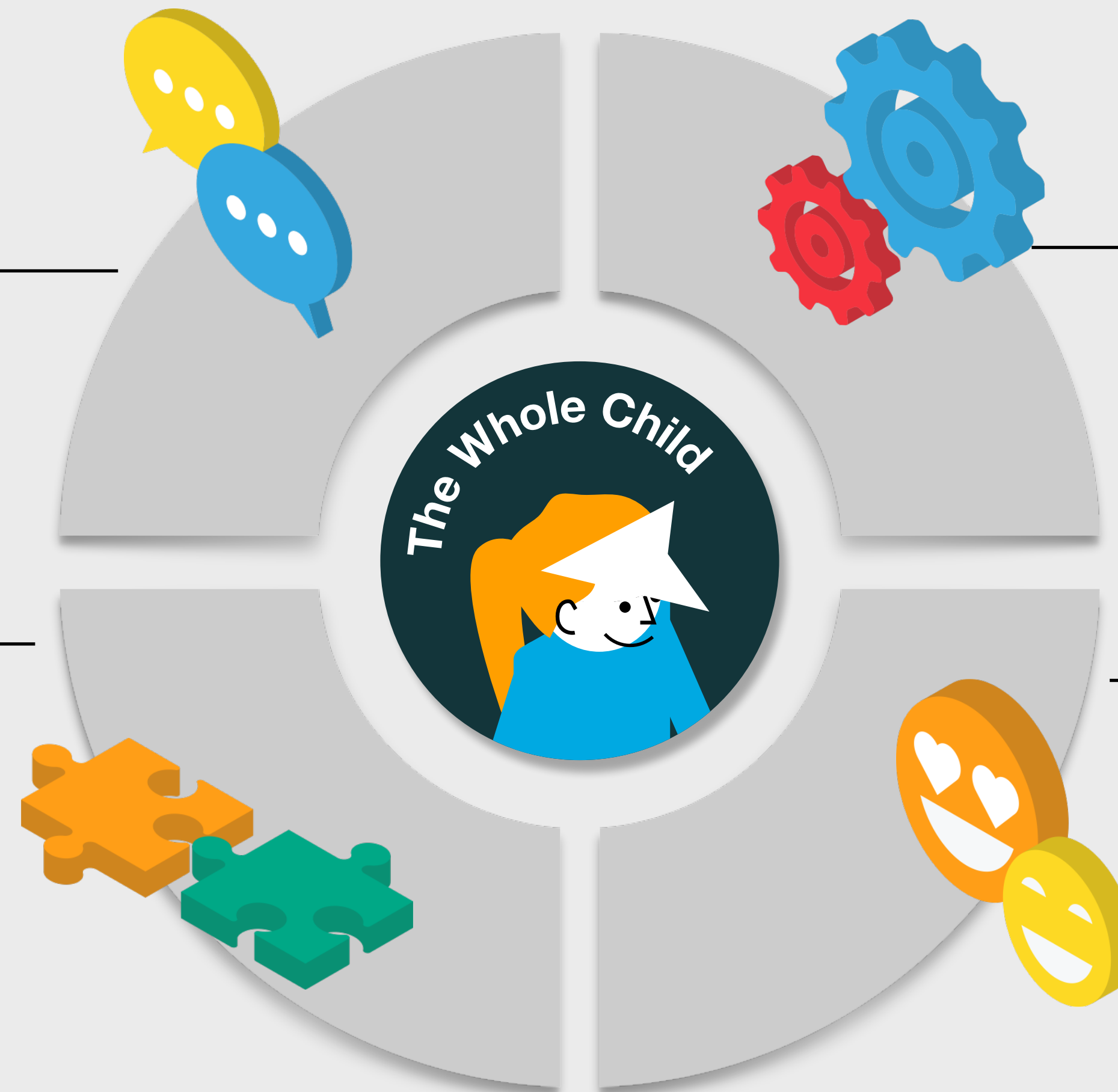
These are the skills to develop innovative ways to tackle tasks and challenges within the necessary rules and in a safe way.

## 3. Cognitive

These are the skills to develop strategies that will enable them to complete a variety of tasks in an efficient and confident manner.

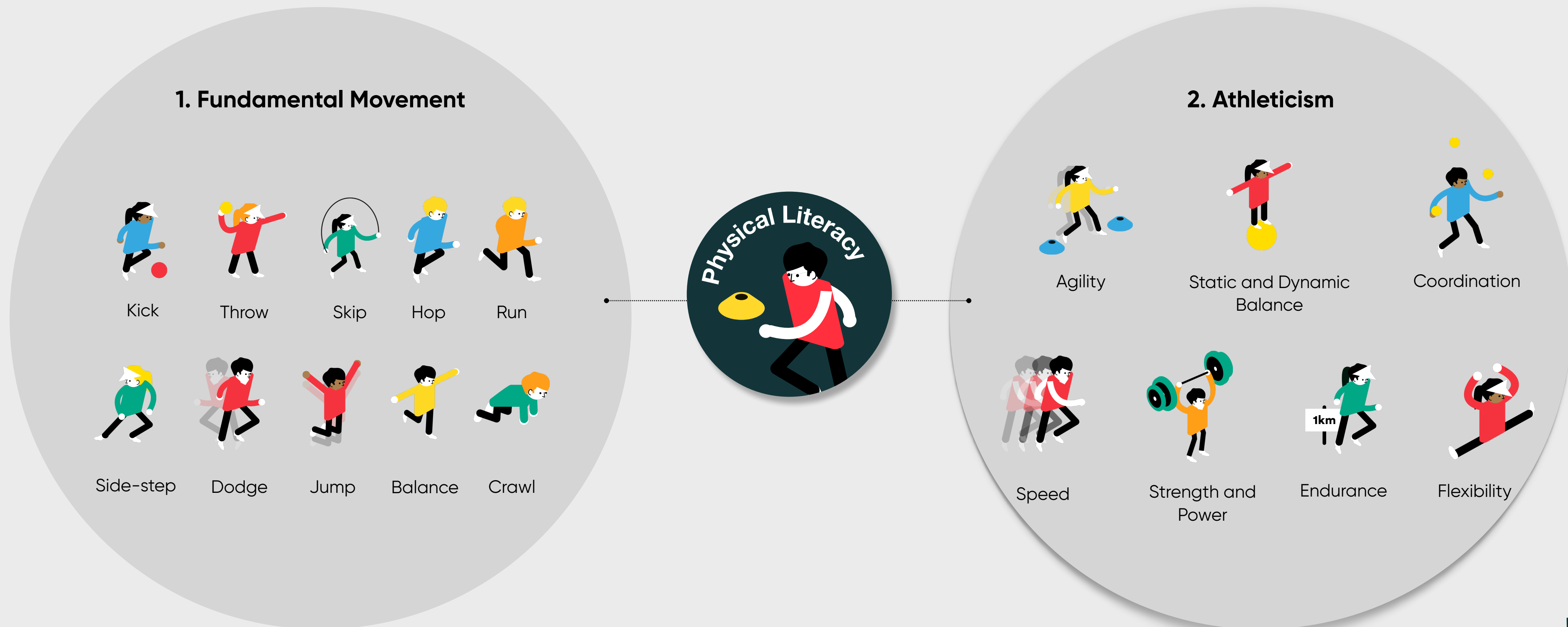
## 4. Personal

These are the skills intrinsic to the junior and include the ability to self motivate and exert self control.



# Physical Literacy

This element is focused on developing the necessary movement skills and basic athleticism skills to play golf and thrive to live a healthy and active lifestyle. The physical literacy component is delivered within the Junior Program classes in the form of warm up games and activities in a developmentally appropriate way.



# 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 Junior Golf Academy program, the relationship between the coach, the parent and the juniors is of vital importance...

## 1. Coach

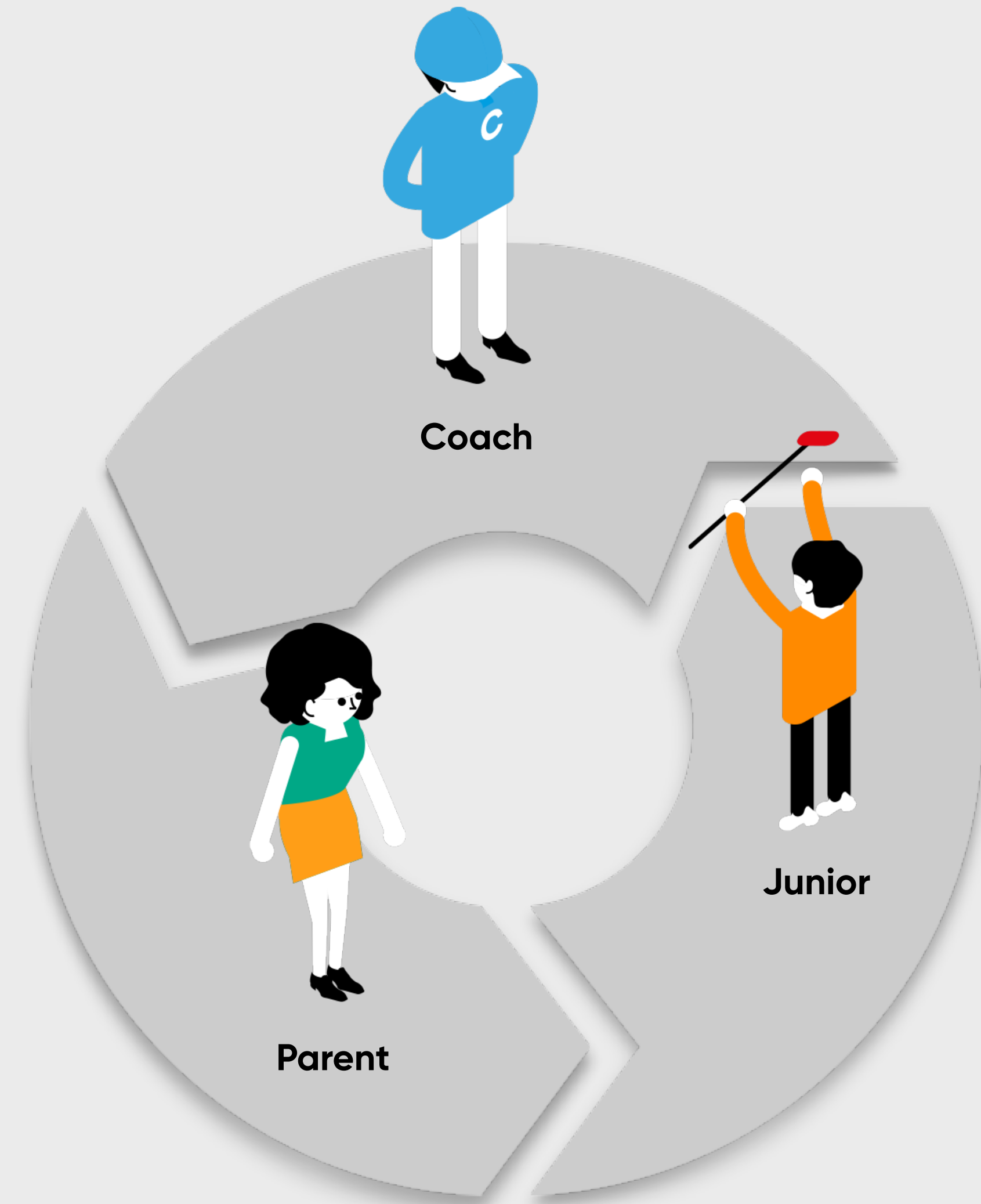
As a coach, you need to be able to track the progress of juniors within your programs. This is vital for tailoring your programs to the needs of each junior, directing their journey effectively and ensuring that they remain in your programs for the long term.

## 2. Junior

Juniors will want to enjoy playing and learning the game. They will be engaged within your program by seeing progress and earning achievements along the way.

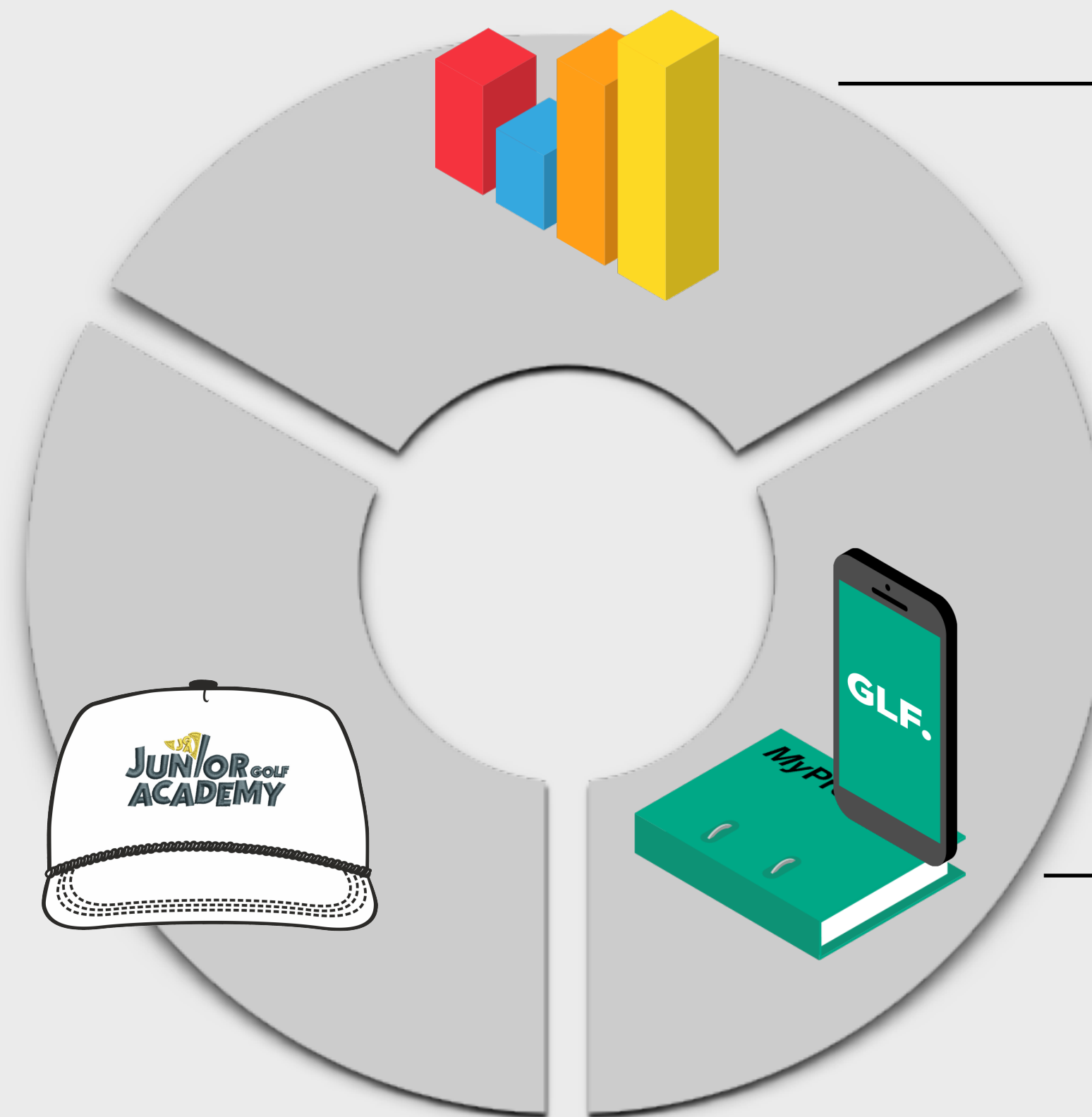
## 3. Parent

Parents are the gatekeepers of the juniors into your programs and you need to manage this relationship carefully. You need to be able to demonstrate their juniors progress at every step and empower parents to play a leading role in their juniors engagements and development.



# Measure, Record and Reward

Central to tracking a juniors's progress through your programs, it is vital they the mechanisms are in place to measure, record and then reward their progress. Our Junior Academy programs and the supporting resources have been built to allow you to meet these needs at every stage. This includes...



## 3. Reward

The junior is rewarded for their achievements and progress through physical rewards such as progress levels hats, hat pins, stickers and virtual rewards on the GLF. Connect App.

## 1. Measure

Where developmentally appropriate, you can measure a junior's progress through a number of skills based challenges across the four skill elements of Swing, On the Green, Around the Green and Course Play. Our seamlessly integrated GLF. Connect system and powerful data insights also allows you to measure progress at every step.

## 2. Record

The junior's journey through the program and can be tracked through physical and digital resources such as MyGame+ feature within GLF. Connect and the MyAcademy Junior Folder.



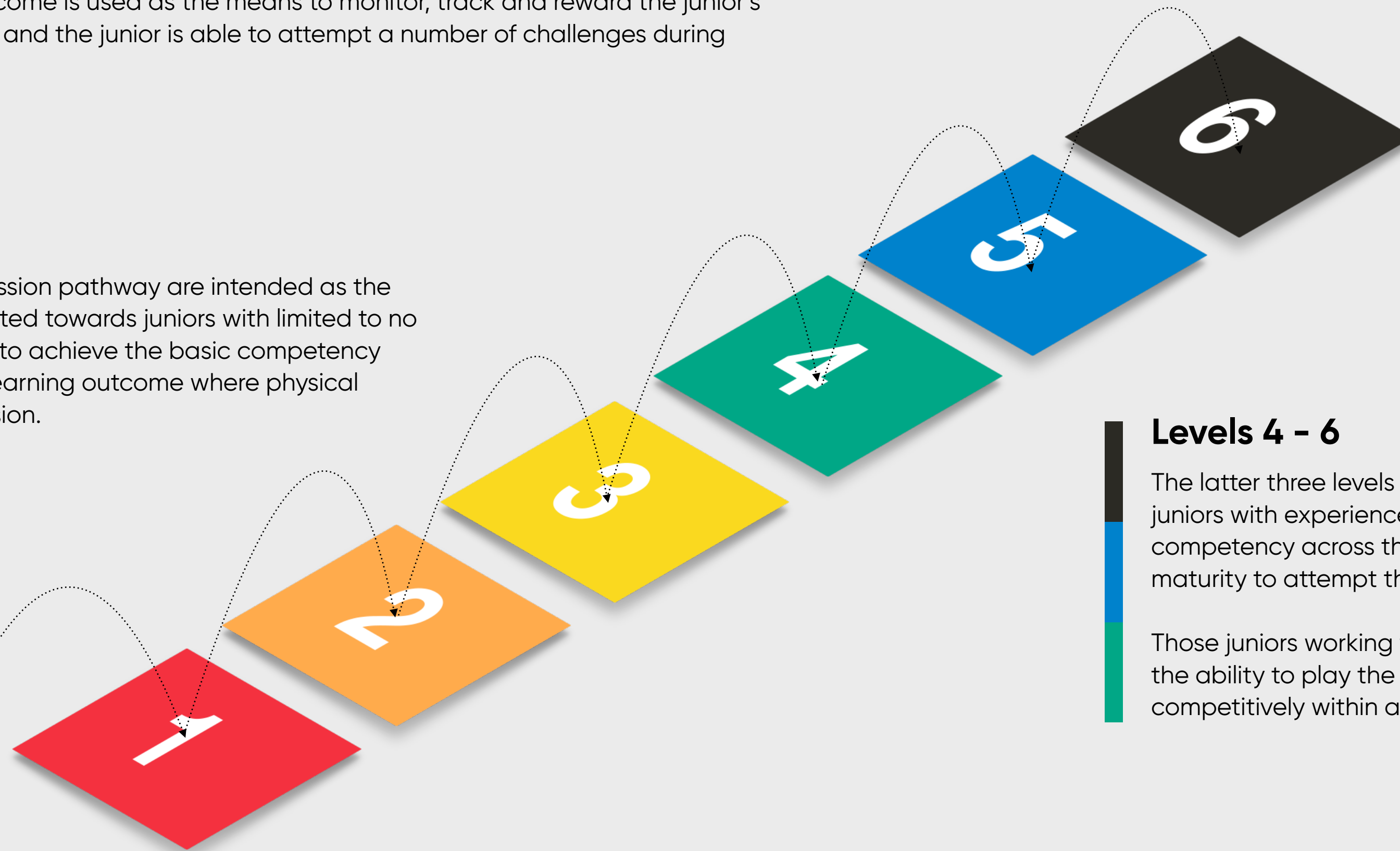
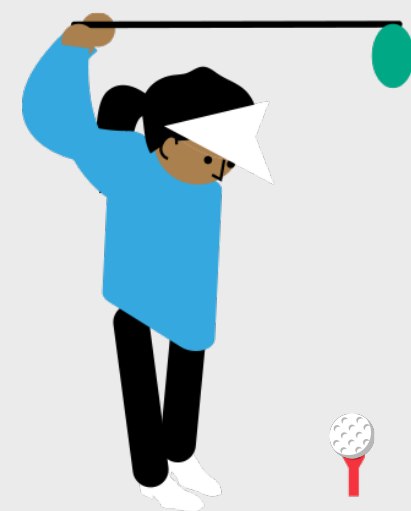
# Progress Levels

Through participation in the Junior Academy Program, the junior will have the opportunity to working through a progression pathway across six levels with the levels colour coded across the program resources and delivery. Access to the progression pathway is delivered to juniors aged 6-16 but, you as the coach have the flexibility to decide when this is appropriate for each junior.

The Mastering the Game learning outcome is used as the means to monitor, track and reward the junior's journey through the progression levels and the junior is able to attempt a number of challenges during program classes and events.

## Levels 1 - 3

The first three levels of the progression pathway are intended as the entry levels of the program. Targeted towards juniors with limited to no experience of the game, working to achieve the basic competency across the Mastering the Game learning outcome where physical maturity isn't a barrier to progression.



## Levels 4 - 6

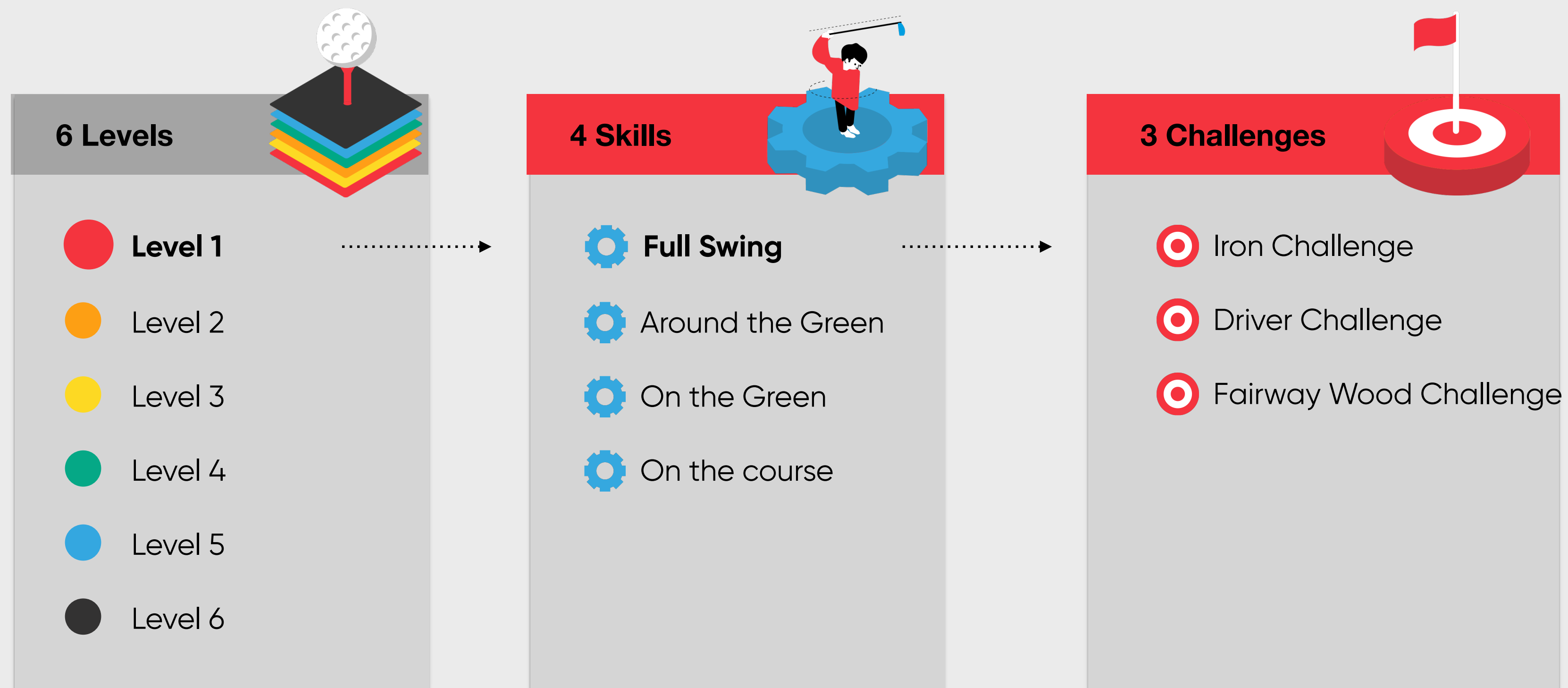
The latter three levels of the progression pathway are targeted towards juniors with experience of the game or who demonstrate a level of competency across the learning outcomes and a level of physical maturity to attempt the challenges within the Swing and Play elements.

Those juniors working towards these levels are beginning to demonstrate the ability to play the golf course socially, independently and competitively within a club environment.

# Mastering the Game Challenges

The junior's progress across the six levels and the four Mastering the Game skills are assessed using 72 Challenges. There are three challenges within each skill element at each level.

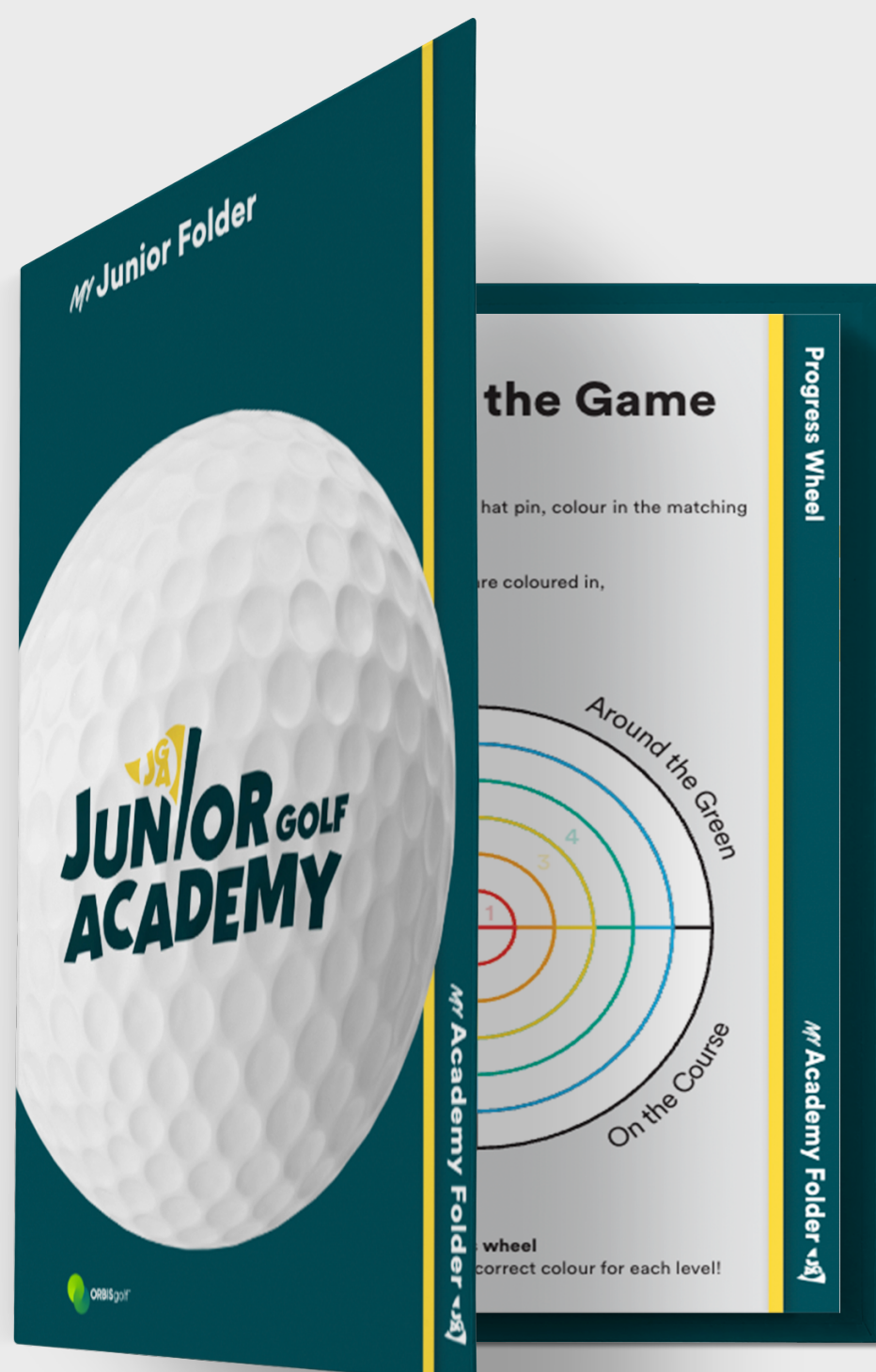
Challenges are to be completed during classes and events, but you have the discretion to run these challenges during other Program activities such as individual lessons. You should also use your discretion when juniors attempt these challenges during classes. The challenges have been designed to be easily conducted during these classes.



# Recording Progress

Recording a junior's progress through the program is of vital importance to you, the juniors and the parent. It will support you in managing the junior's journey, demonstrating their progress as well as ending the junior and parent in the program.

The program has been built with the ability to track progress via two methods:



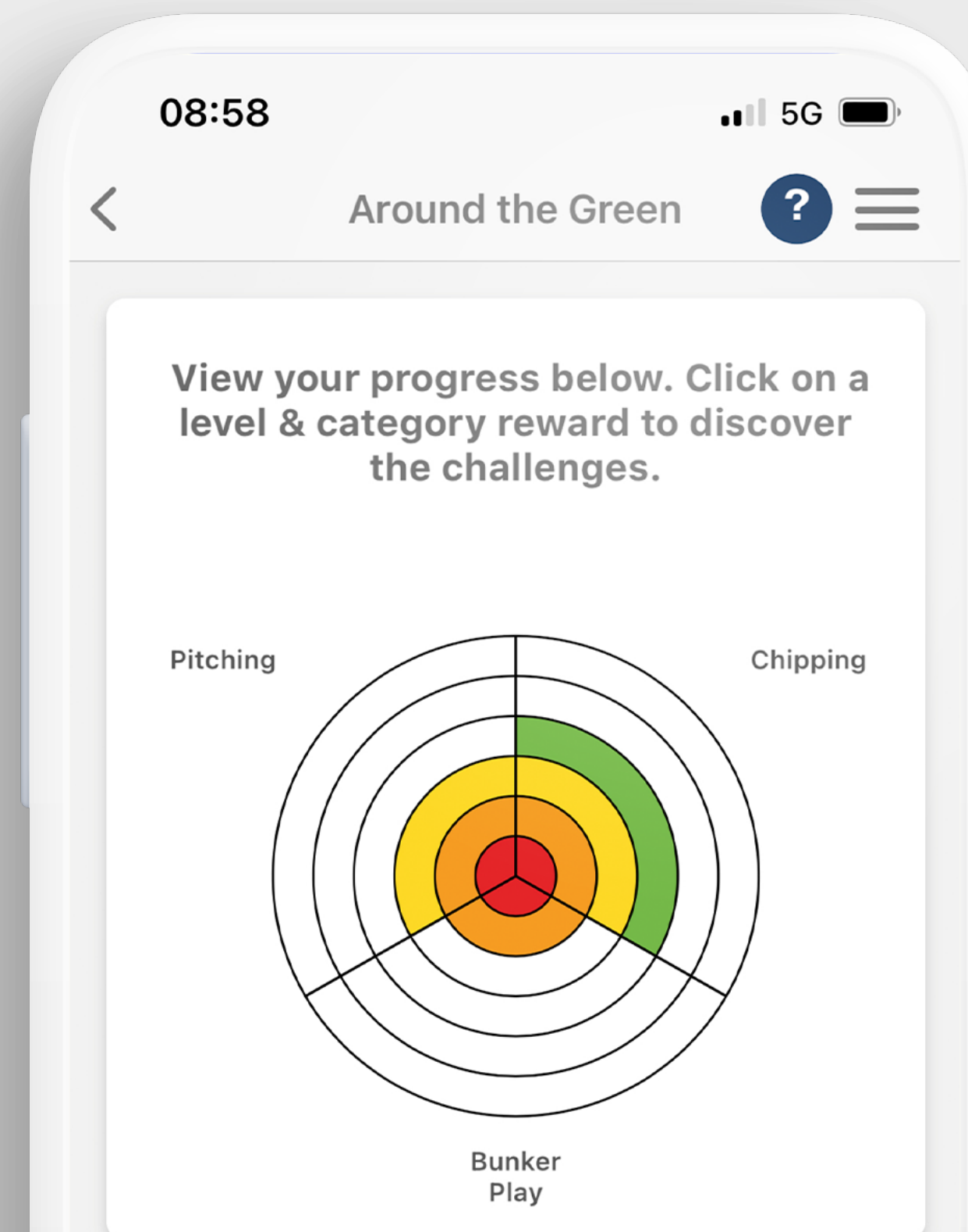
## myAcademy Folder

The *myAcademy* folder is a physical resource which can be supplied to juniors enrolled on the program through a welcome pack. This is the hub for tracking the junior's journey through the program, the progression pathway and levels. It has been designed to give you flexibility in the program delivery and is aimed at being engaging and easy to use for you and the junior during program classes and events.

The folder is golf bag size, includes interchangeable resources and a range of editable and educational pages directly linked to the program delivery.

## MyGame+ on GLF. Connect

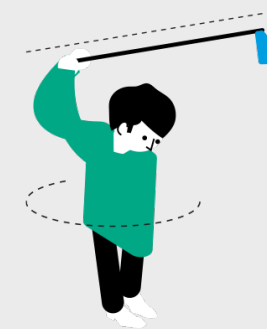
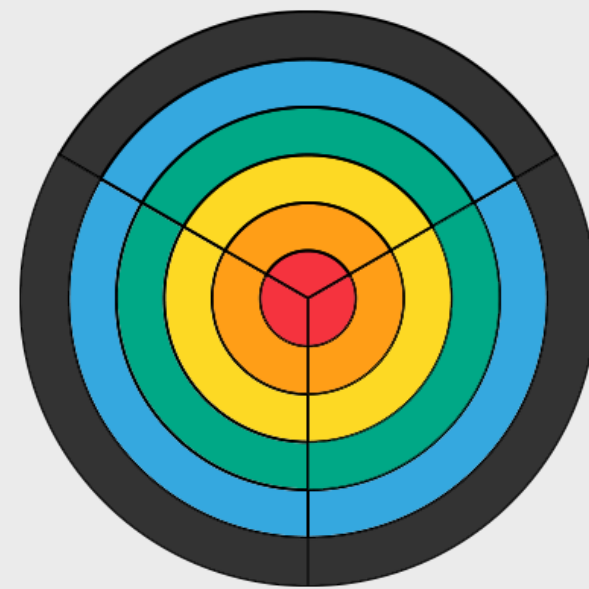
The GLF. Connect MyGame+ feature accessible on both iOS and Android Mobile App is accessible for coaches, parents and the juniors. This gives the ability to access a range of online features to manage the junior's engagement with the program, communicate and track their journey through the program at every stage.



# Progress Wheels

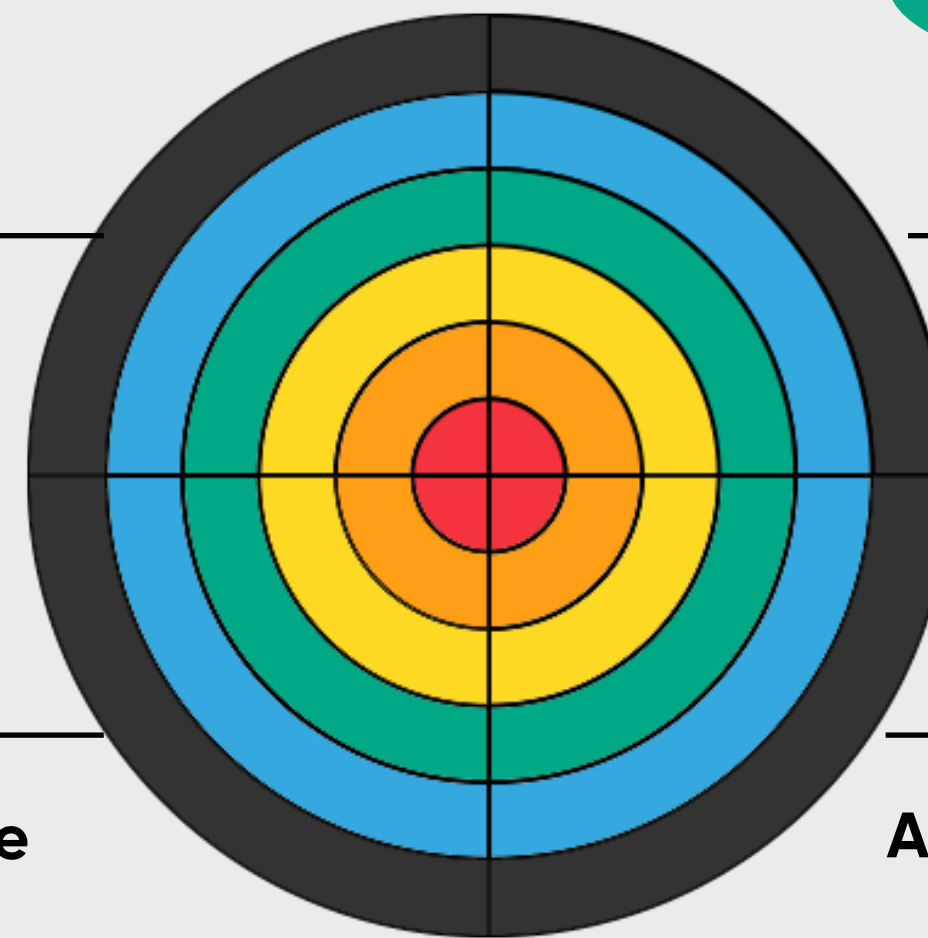
The junior can visually track progress through the progression pathway and levels using the *myProgress* Wheels accessible via the physical folder and *myGame+* feature on GLF. Connect. The wheels also offer an engaging way for the junior to track progress by allowing them to colour in each of them on successful completion of the challenges within each element. The *Mastering the Game myProgress* Wheel consists of four skill elements and the six progress levels and is used to track the journey toward achieving the Level Hats. These are used to track the junior's journey towards achieving Skill Stickers and Hat Pins.

Swing Skill *myProgress* Wheel



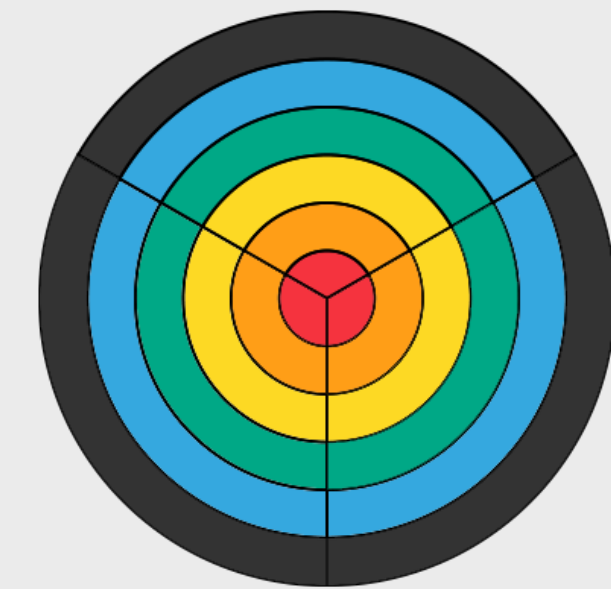
Full Swing

Mastering the Game  
*myProgress* Wheel

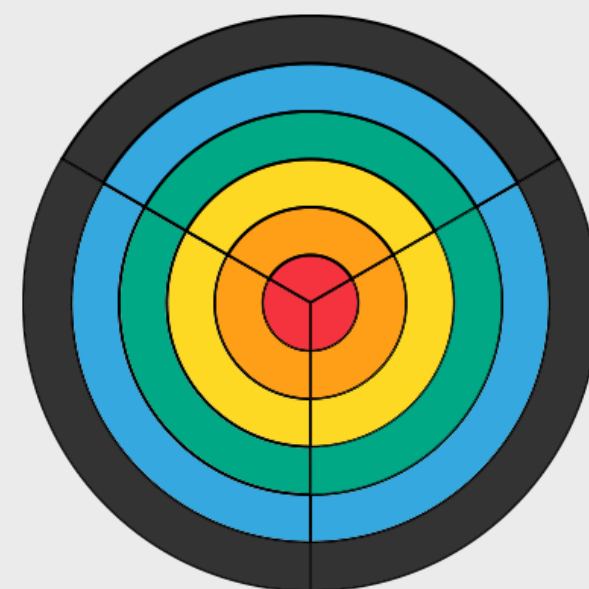


On the Green

On the Green Skill *myProgress* Wheel



On the Course Skill *myProgress* Wheel



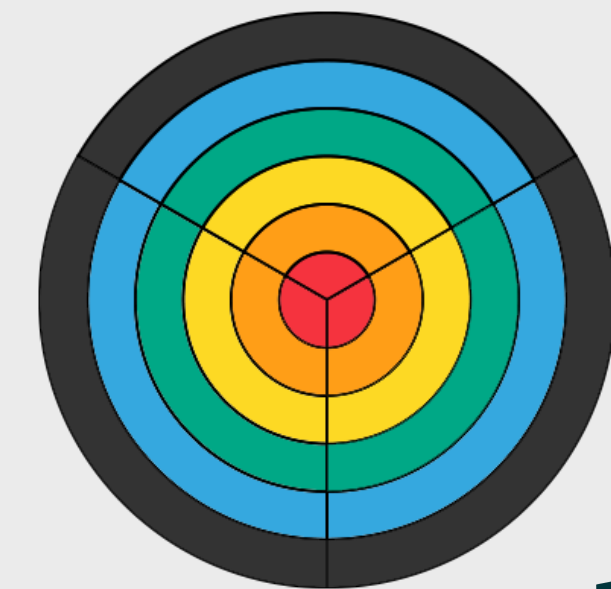
On the Course



Around the Green



Around the Green Skill *myProgress* Wheel



# Rewarding Progress

Rewarding the junior's progress through the program at certain milestones is a vital element. It is a vital component to drive continued engagement of the parent and junior and celebrate success of all involved.

A number of physical rewards and virtual rewards have been built into the program which includes...



## Level Hats

The junior is working towards the attainment of Junior Hats across the six levels. Juniors receive a coloured level hat on successful completion of all 12 challenges, within each level, across all four skill elements of Swing, Around the Green, On the Green and On the Course.



## Skill Level Hat Pins

On the journey towards collecting the Junior Hats, the junior has the opportunity to collect Junior Hat Pins across each of the four skill elements and the six levels. The junior is able to collect pins across all of the levels regardless of them achieving the pins necessary for being awarded their coloured level hat.



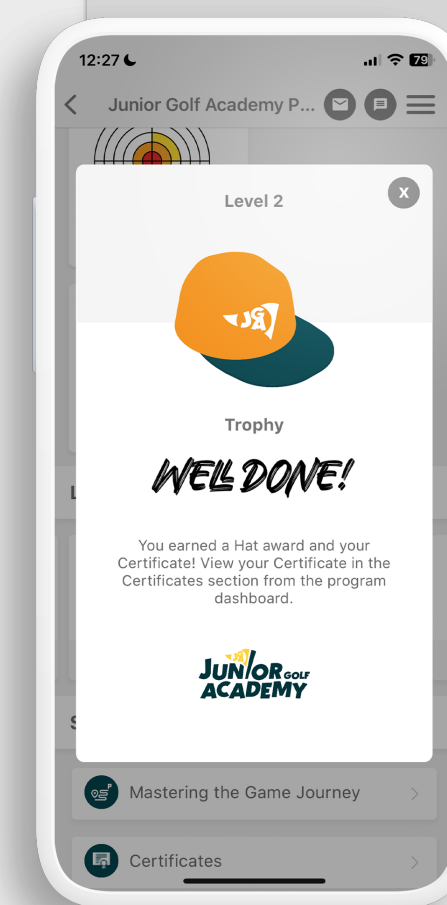
## Challenge Stickers

Skill Achievement Stickers are awarded to the junior on successful completion of the specific challenges within each of the four skill elements of Swing, Around the Green, On the Green and Play across the six levels.



## Achievement Stickers

These stickers can be awarded for a range of positive behaviours within program classes or events and be collected within the myAcademy folder.



## Virtual Rewards

Via myGame+ Feature on GLF. Connect, the junior can earn virtual rewards including virtual stickers, hat pins, hats and certificates for each milestone they achieve on the program

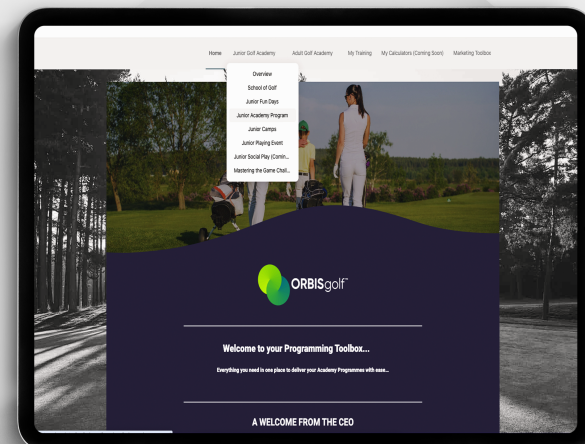
# Support for You



# 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 bring 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 juniors and parents with the game, the coach and the club.

# 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. Via the toolbox you can navigate to each of the six Junior Programs and Mastering the Game 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**

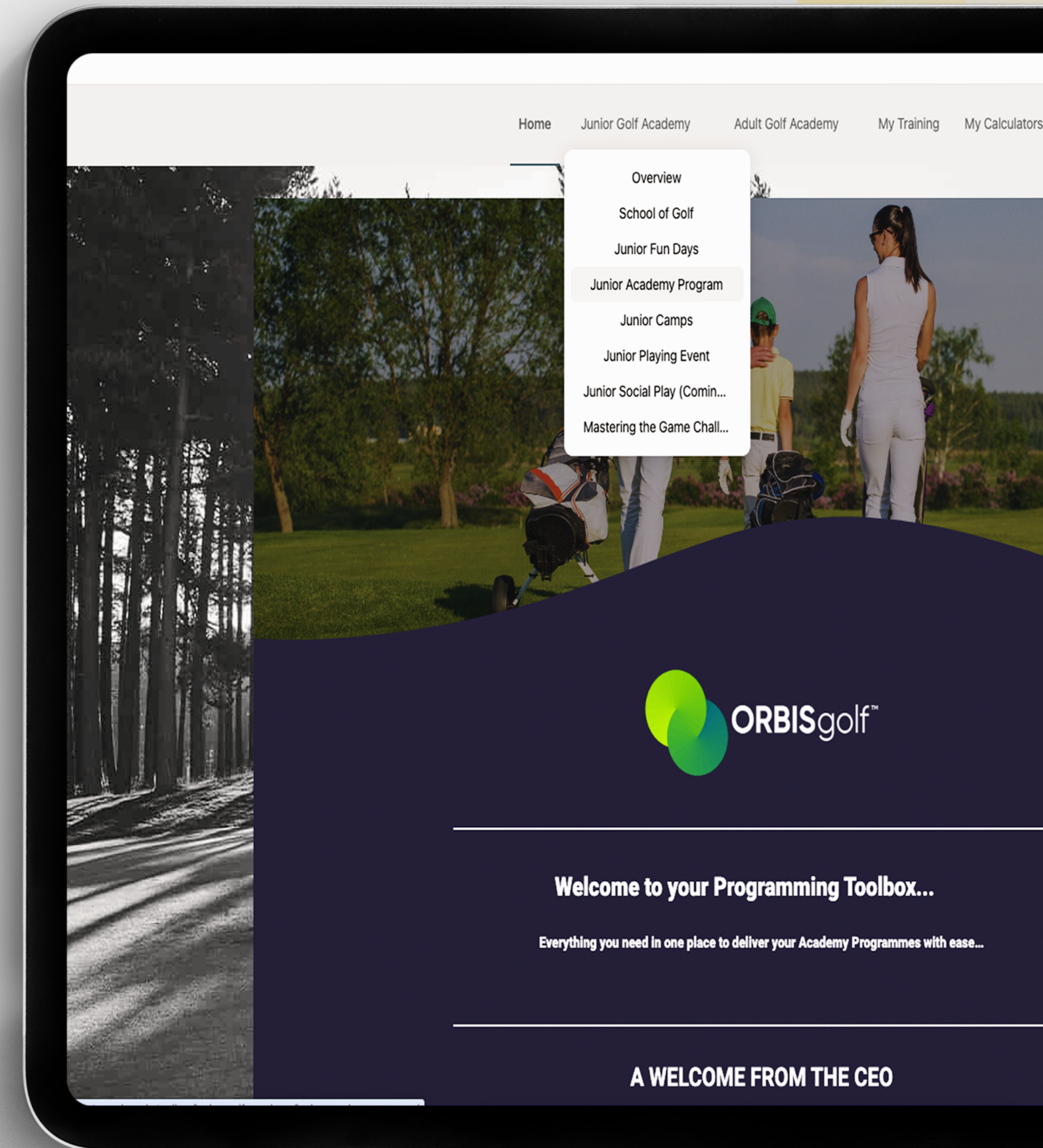
Within each program, you can access an extensive range of plans to deliver your classes and events including the equipment required, timetable and recommended games and challenges.

- **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 games 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 more leads.

## • Welcome Guides

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

## • Supporting Resources

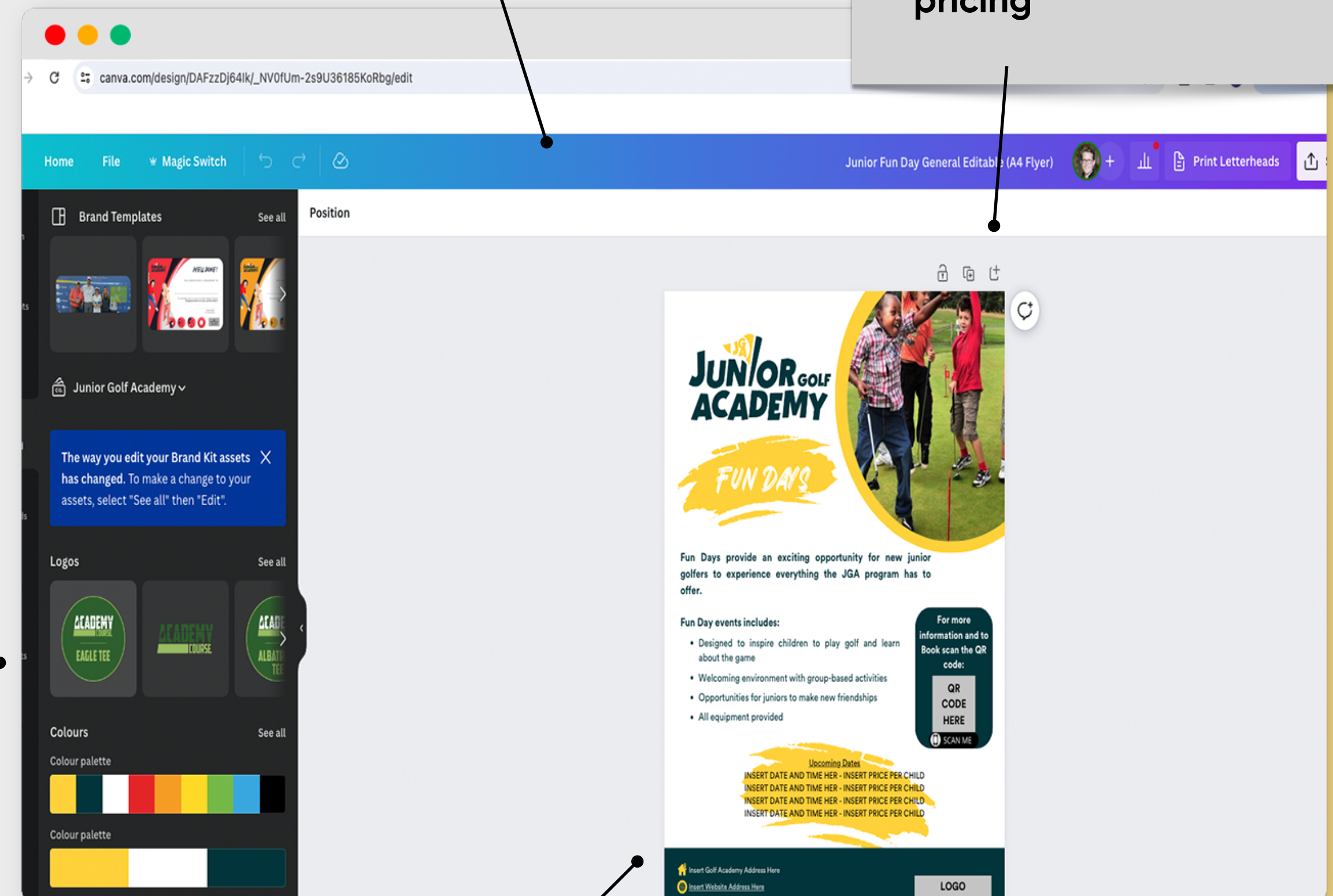
You can also access a range of additional resources such as scorecards for your playing events and communication templates adding a professional feel to your programs.

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

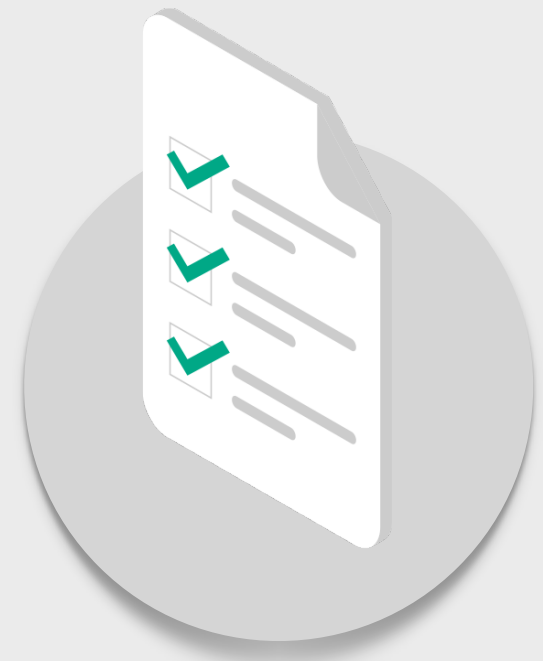
Add your Business Logo, Imagery and Contact Information



# 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!



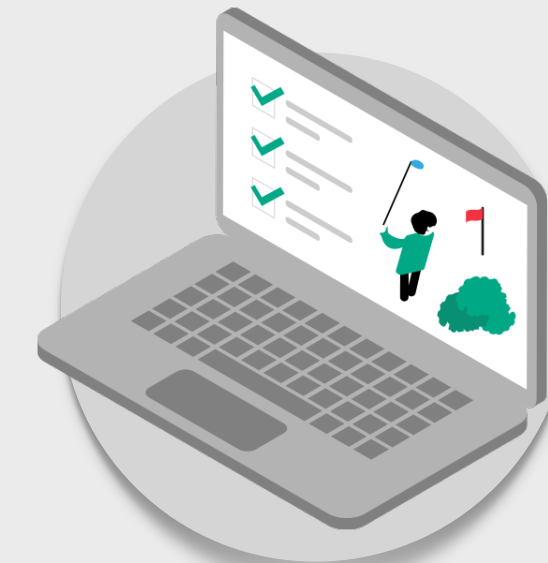
## Messaging

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 and Android App

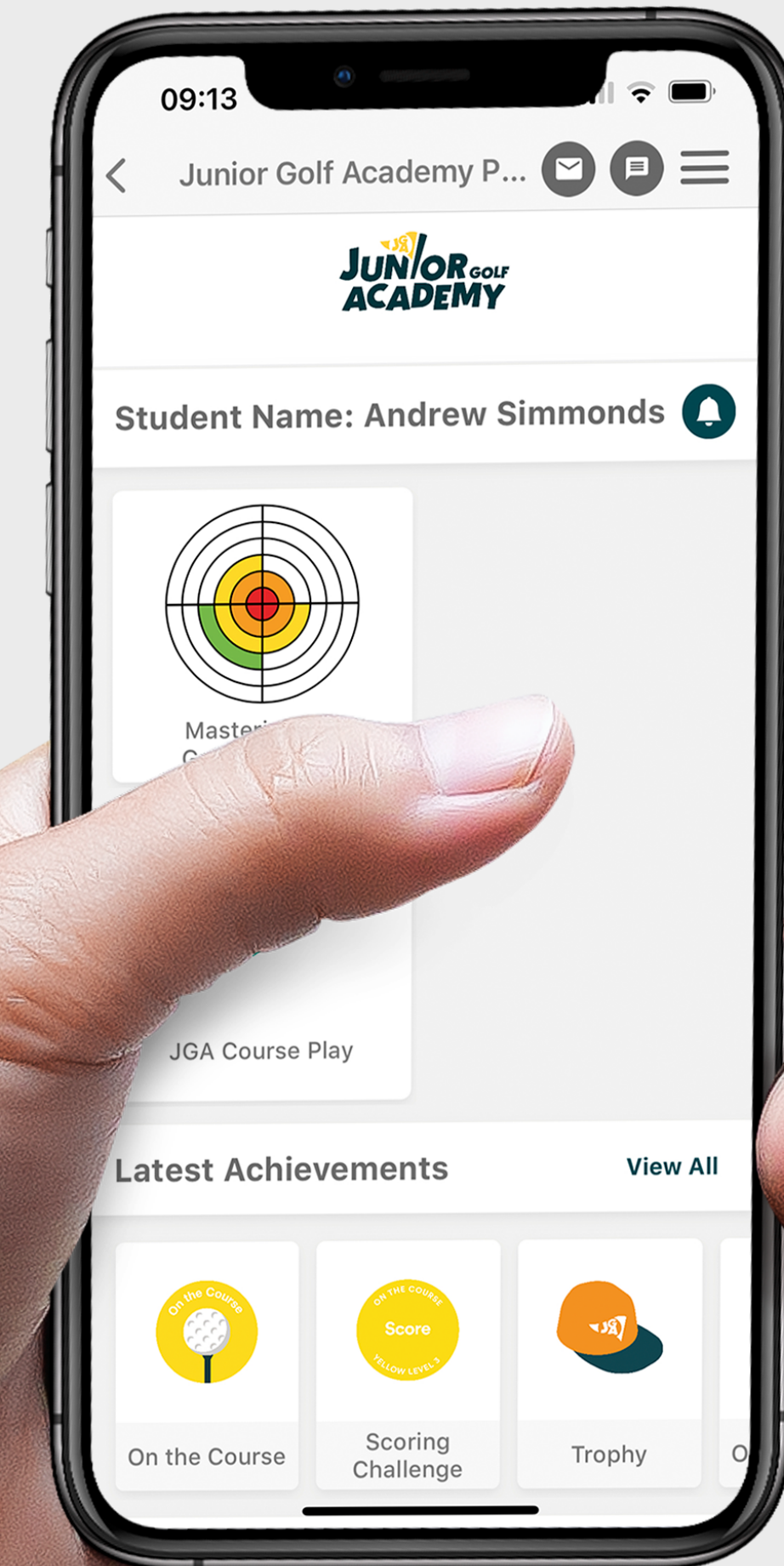
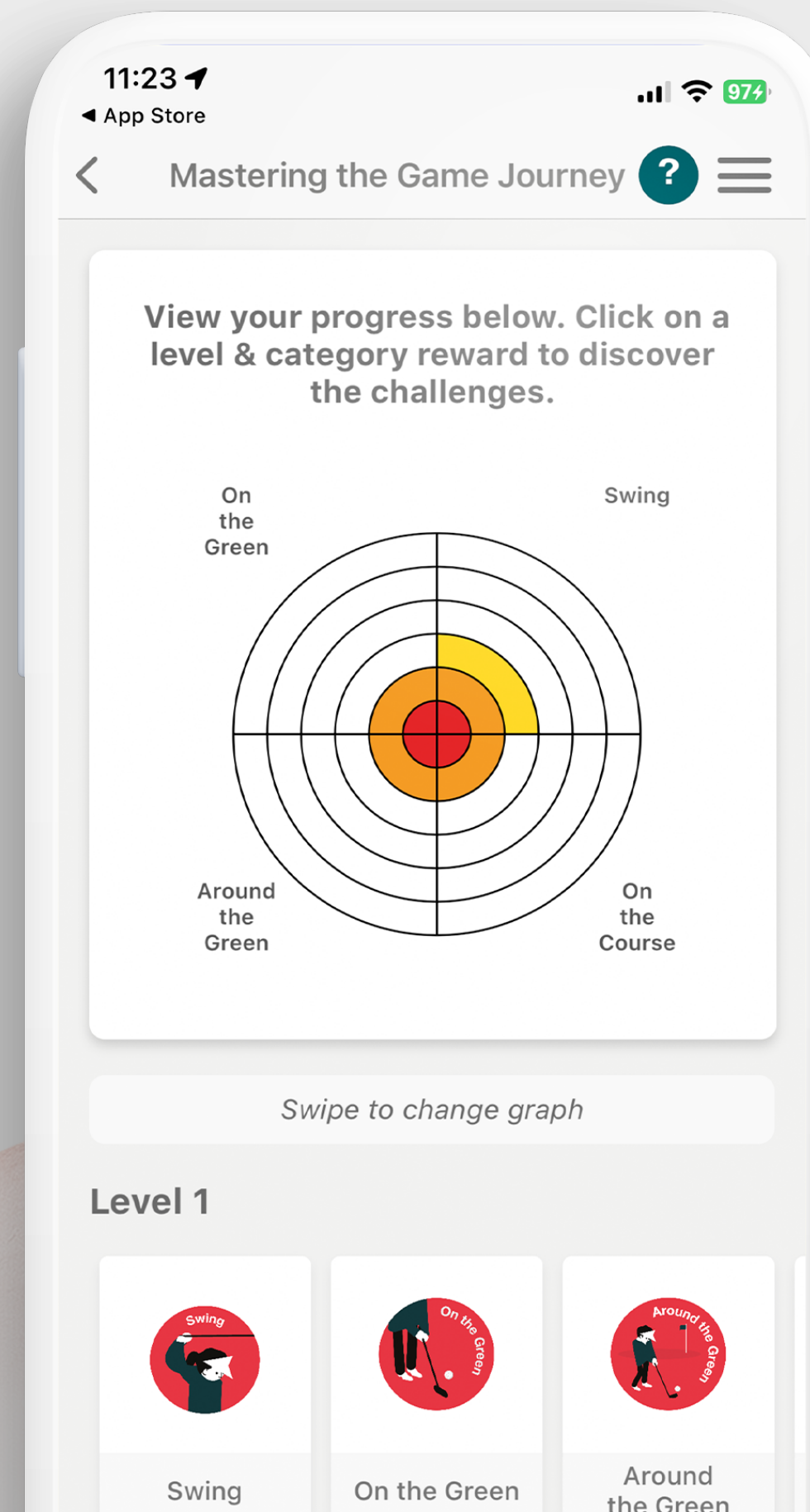
Manage your schedule and connect with your program attendees on the go with the IOS and Android App.

# MyGame+

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

MyGame+ engages juniors and parents with the game, the coach and the club and 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



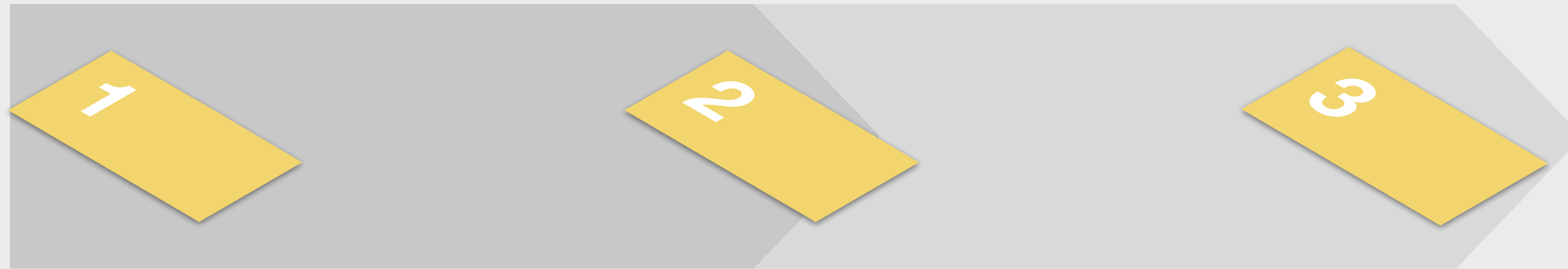
# Next Steps & Your Training Journey



# Next Steps

Now that you understand the Junior Academy program, 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 junior programming needs in order to decide on the specific programs to implement at your club.

This will vary depending on your current junior program 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.

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

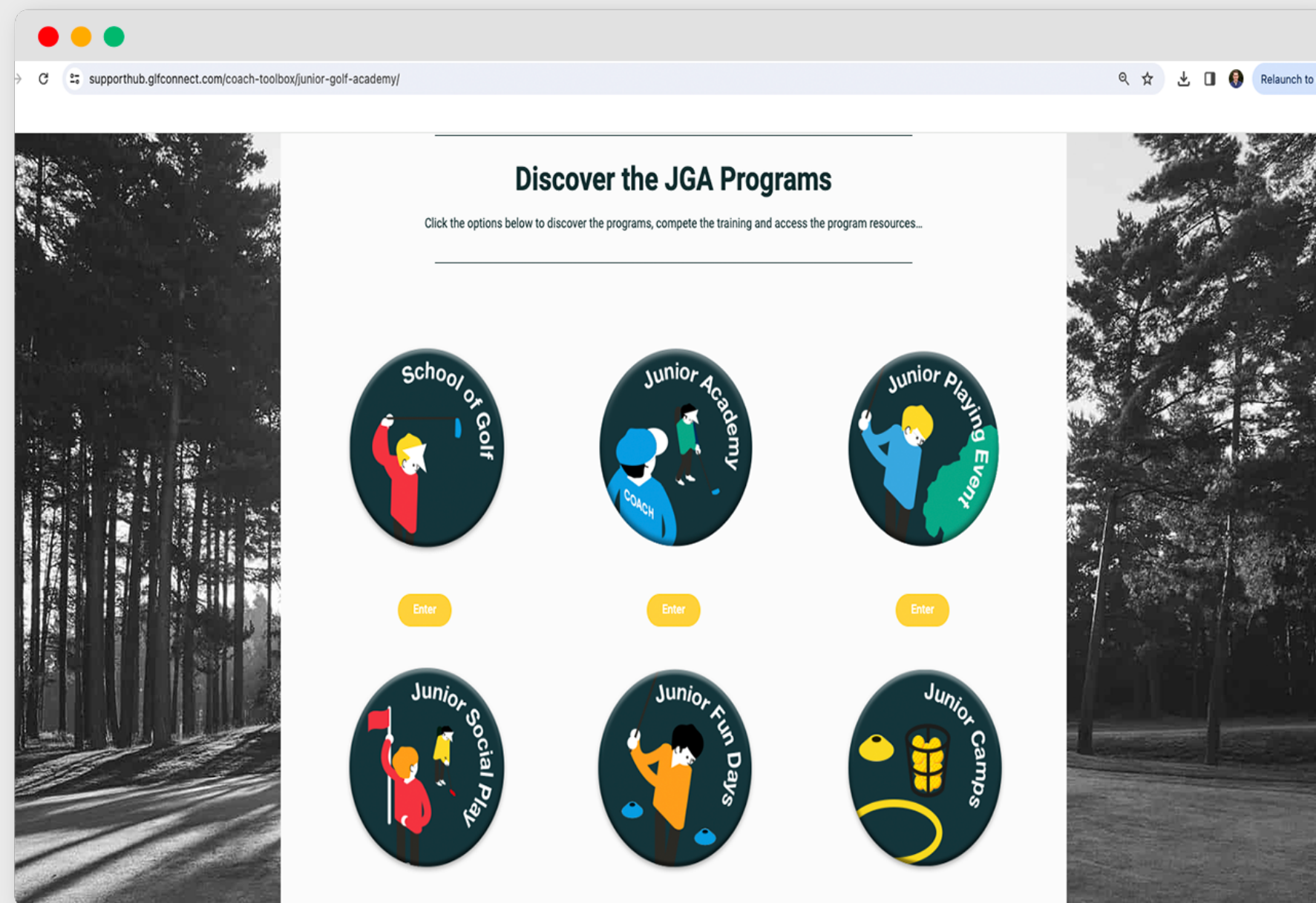
# Finding your Program Training

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 Junior Training.

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

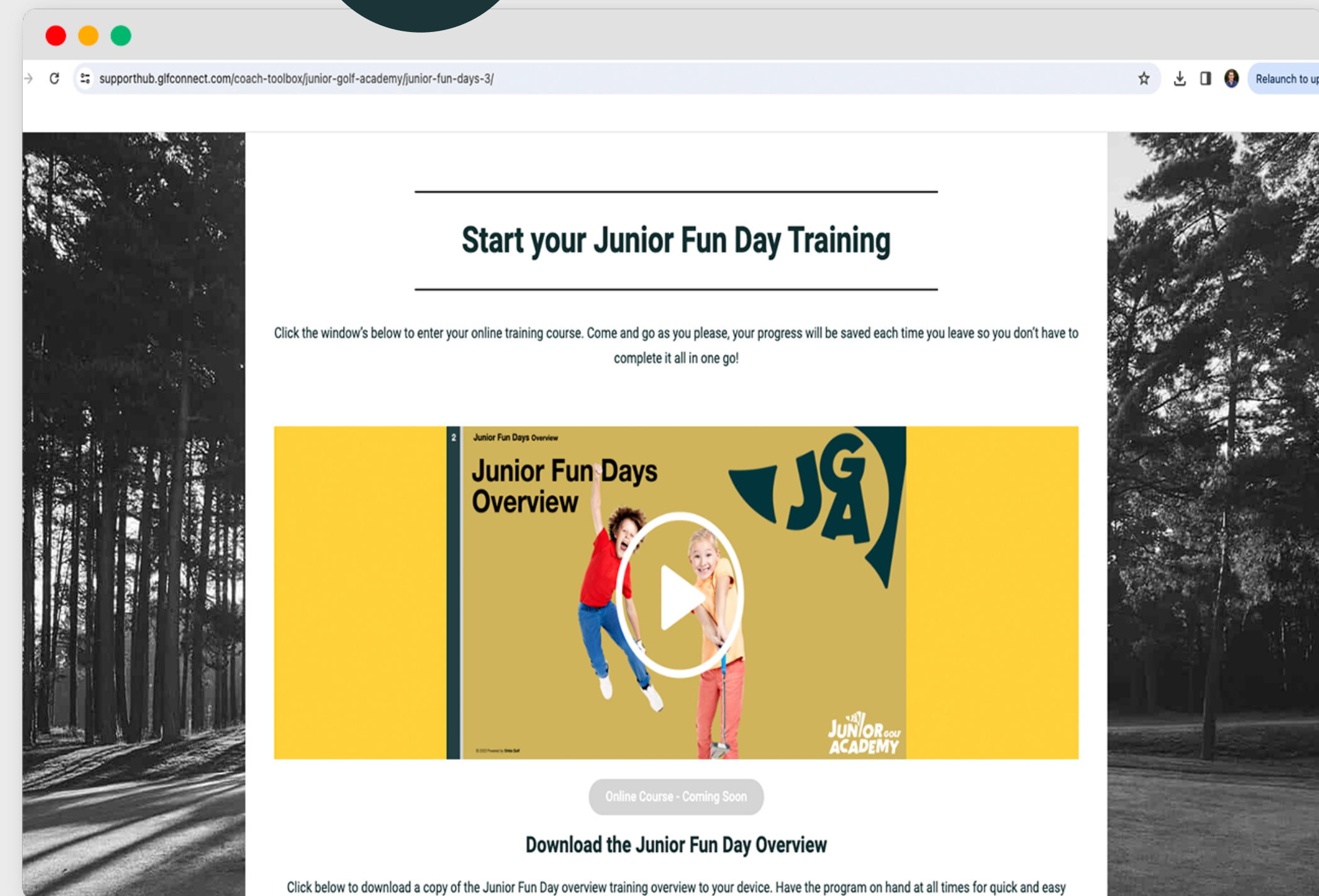
# 1

## Select the Junior Program from the Main Menu or Overview Page



# 2

## Start your Training Module



# Thank you.