

Junior Social Play Overview



**JUN/OR_{GOLF}
ACADEMY**

Contents

- 3 Overview
- 9 Scheduling and Pricing your Events
- 14 Implementation
- 17 Next Steps



Overview



What is Social Play?

The Social Play program consists of four event types that can be run at specific points in the calendar year. You should aim to offer each event type at least one per year and aim to link these to your other programs in order to maximize engagement and drive further participation.



Four Event Types

Within the Social Play program, there are four different event types with differing objectives and target participants.



Open to New Juniors

The Social Play Events can 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.



Supplementary Program

The Social Play Events are also ideal for participating juniors who are enrolled in other JGA Programs. It will provide the opportunity to develop friendships, build confidence at the club and develop skills as well as on course experience.



Award Ceremony and Optional Extras

You should aim to include a short award ceremony for the success of the event in front of family members. You have the flexibility to develop your events to suit your club and program.



Chargeable per Event

Events are recommend to be chargeable on a per event basis with the exception of the Master the Challenges Event and the exact pricing will depend on your club and target demographic.



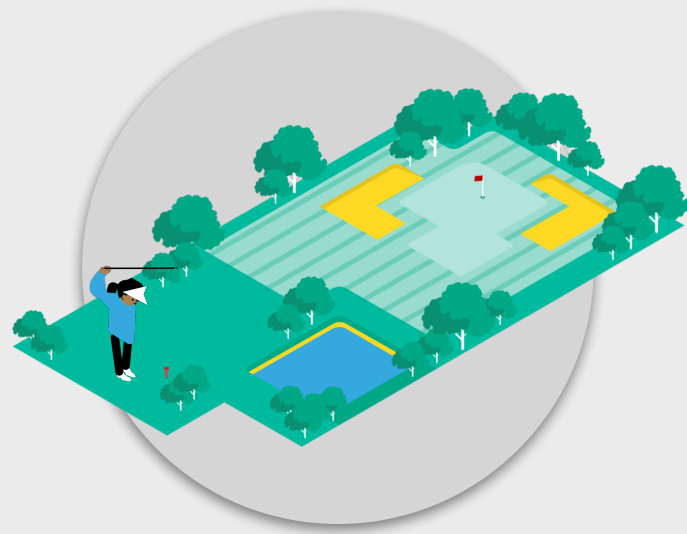
Each Event Per Year

Events are recommend to be scheduled one per year, ideally with one event taking place within each quarter of the calendar year.

What is the Purpose of Your Social Play Events?

Social Play events are designed to be an outreach activity for attracting new juniors to your program as well as to provide additional opportunities for those already participating. They also provide an opportunity to engage the wider family in life at the club and build the confidence of the junior on the course.

They are designed to be FUN events, to inspire and engage juniors, their families and their friends....



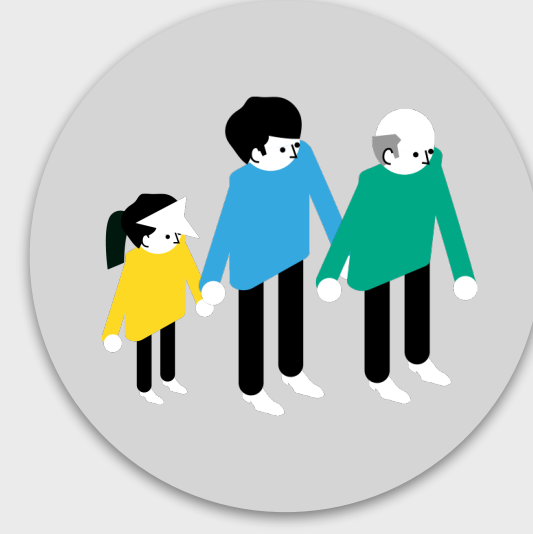
Provide More on Course Opportunities

Those already on your programs will be able to supplement the opportunities within other programs by attending the Social Play events.



Create Social Connections

Social Play events provide the ideal environment for juniors engaged in the JGA programs to meet each other, forge new friendships and strengthen social connections.



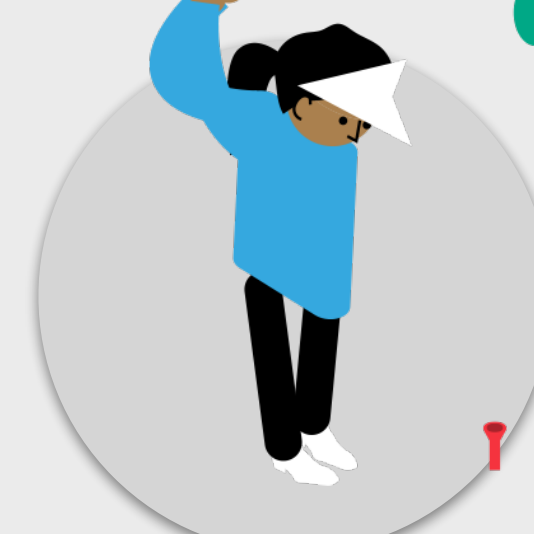
Engage the Family

All of the events welcome the family to attend the club and support their junior and other participants. One of the events actively engages the family to participate.



Build Confidence at the Club

These events will allow you to help develop the junior's confidence at the club through a fun and welcoming experience.



Drive More Girls Participation

One of the Social Play events is focused on driving more girls participation into the Club and your JGA program.



Direct their Journey

These events will also 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.

Event Types

Within the Social Play program, there are four event types that you can run at your club. All of these event types have been designed to give you variation in your program calendar and to drive activity into your program. The four event types are...

The Family Trophy

This event is 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. There are two separate formats which can be adopted within your event.

Master the Challenges Event

This event provides an additional opportunity for you to offer the challenge element of the JGA Program away from your weekly classes. It also provides a chance to those enrolled on your program to attempt the challenges across the Mastering the Game skills and earn the various rewards.

Halloween Scramble

This event is all about driving and harnessing friendships between juniors. Juniors are combined to make a team of four and play in a fun scramble format using an adapted golf course. Participants are also encouraged to dress up in Halloween costume to bring a fun twist to the event.

Girls Golf Experience Day

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. Prepare girls ages 6 – 17 for a lifetime of enjoyment of the game while also inspiring them to feel confident, build positive self-esteem and live active and healthy lives.



Target Juniors

The Social Play events 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. The events should broadly be targeted towards the following four customer types...

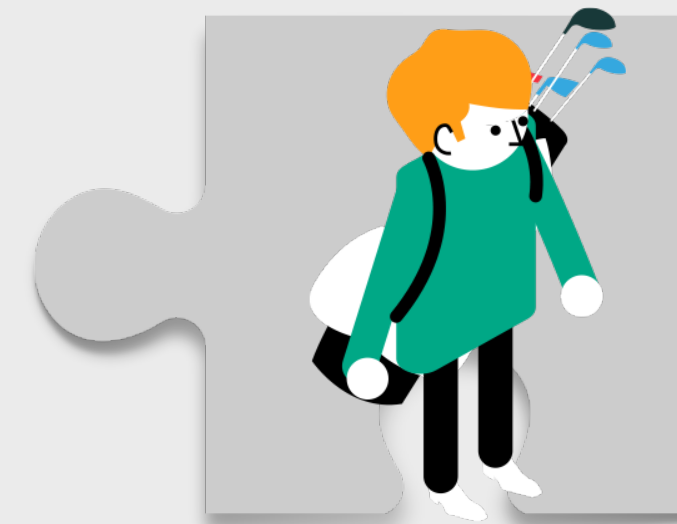
1. The Unconnected Junior

Social Play Events 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

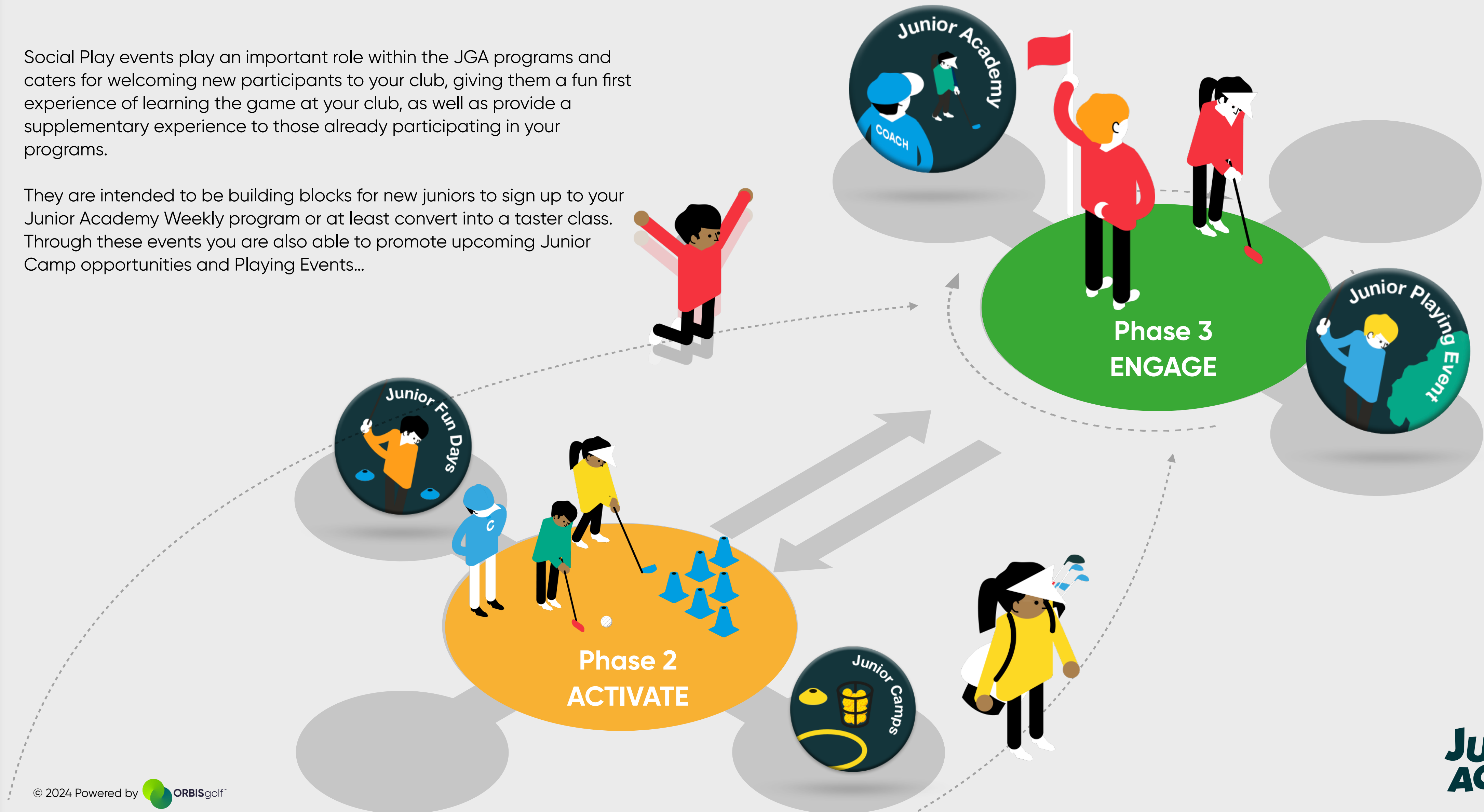
Participants may be close or extended family members of current club members or related to a child that is already participating in the Junior Golf Academy Program.



The Output of a Social Play Event

Social Play events play an important role within the JGA programs and caters for welcoming new participants to your club, giving them a fun first experience of learning the game at your club, as well as provide a supplementary experience to those already participating in your programs.

They are intended to be building blocks for new juniors to sign up to your Junior Academy Weekly program or at least convert into a taster class. Through these events you are also able to promote upcoming Junior Camp opportunities and Playing Events...



Scheduling and Pricing your Events



Scheduling Overview

We understand that each club is different in regards to access to the course, size of the coaching team and the climate in which you operate. This will influence the size, precise dates and times of your events. However, there are some key elements which we recommend when organizing your events. The main scheduling elements that are important to know are...



Each Event Per Year

We recommend that you offer the 4 events per year and one event across each of the formats to offer variation to your program.



Quarterly Events

You should aim to schedule your events evenly across the calendar year in order to maximize participation and to drive new activity into your JGA Programs.



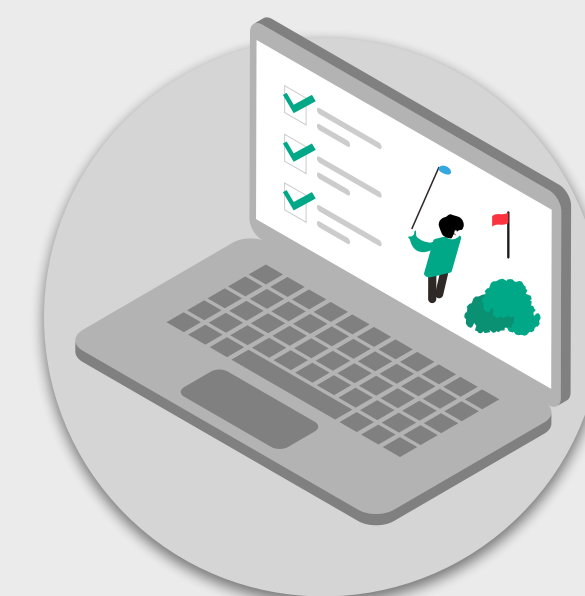
Flexibility to You

You have the flexibility to decide on the the number of events running across the program year, when they are scheduled and also the places available per camp depending number of coaches delivering.



Scheduling through GLF. Connect

All 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 camps sign ups, engage with parents and measure the camps success.



Utilise the Scheduling Guides

On the specific event page accessible on 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 Across the Program Year

As indicated, you should try to schedule your four Social Play events evenly across the calendar year to align with your other JGA Programs. The Halloween Scramble should be linked to Halloween in October and the three other events schedule evenly through the year to suit your club and team. An example is shown below...

April: PGA Family Cup
 Your should set aside a minimum of 2 hours for your event. This will allow enough time to welcome those who attend, allow for a short warm up, complete 9 holes on the course and for you to run a short award ceremony. You should consider running the event at an off peak time on the course.

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7				1	2	3	4
8	9	10									9	10	11
15	16	17									16	17	18
22	23	24									23	24	25
29	30	31											

June: Mastering the Challenges Event
 It is recommended that the day will be 3 hours in length giving enough time for the juniors to attempt each of the challenges and move around each of the stations. You should aim to schedule this at off peak time due to demand on practice facility access.

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1									1	2	
6	7	8										9	
13	14	15	16	17	18	19	10	11	12	13			16
20	21	22	23	24	25	26	17	18	19	20			23
			30	31			24	25	26	27	28	29	30

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	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					

Mon	Tue	Wed	Thu	Fri	Sat	Sun

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30	31	

Mon	Tue	Wed	Thu	Fri	Sat	Sun

Tue	Wed	Thu	Fri	Sat	Sun
					1
3	4	5	6	7	8
10	11	12	13	14	15
16	17	18	19	20	21
23	24	25	26	27	28
30	31				

September: Girls Golf Experience Event
 Your event should be a minimum of 2 hours to cover all of the skills and activities within the event. You also have the option to extend your event to include time on the course.

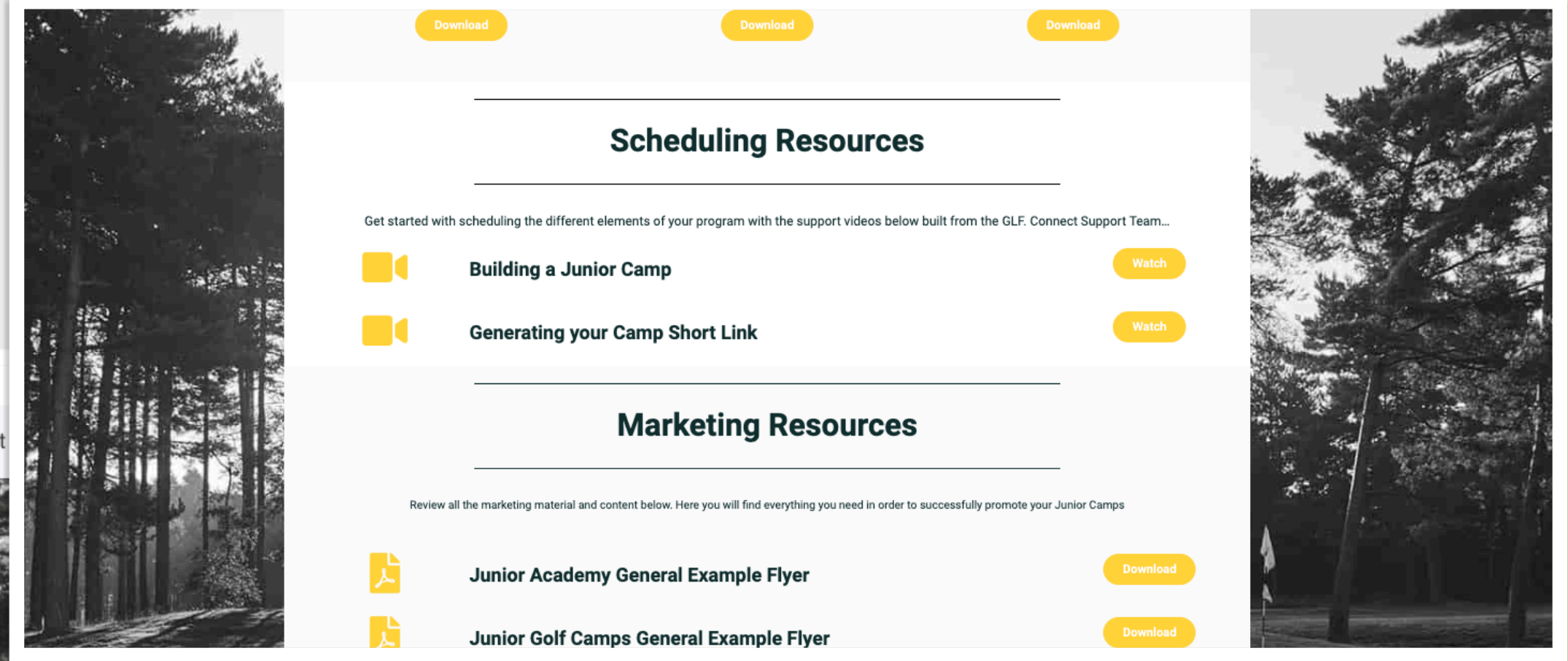
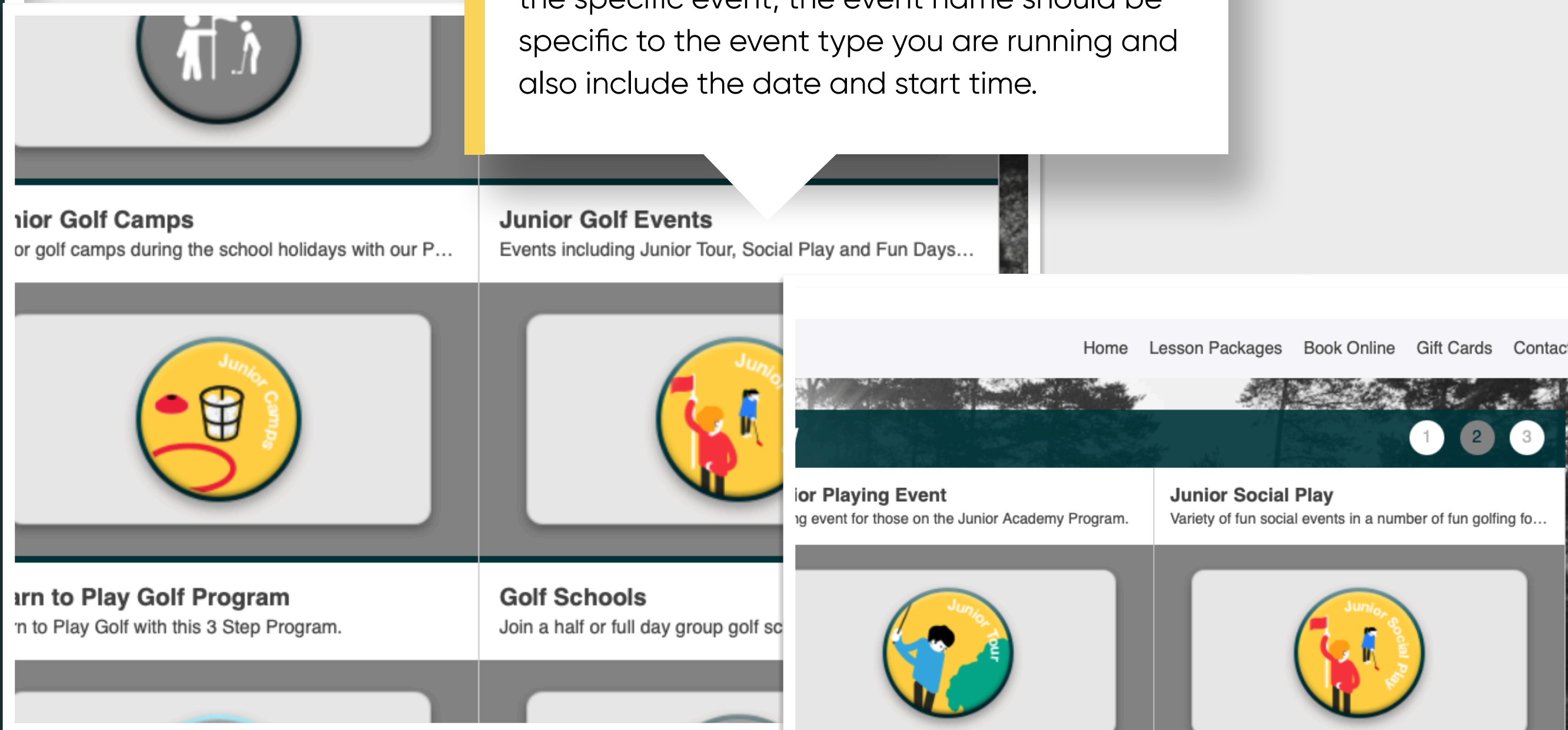
Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1							
5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	21	22	23	24	25	26	27
25	26	27	28	28	29					
31										

Scheduling via GLF. Connect

All Social Play 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 camp scheduled correctly...

All Social Play Events should be categorized under the Junior Golf Events Program filter and the Junior Social Play Sub Filter. When building the specific event, the event name should be specific to the event type you are running and also include the date and start time.

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 within the specific Social Play Event page.



Event Price

The price of your Social Play Event will vary depending on a number of factors that will be specific to your coaching business and club as well as the event type you are running. You also need to consider that these events are designed to engage new juniors into your programs and therefore should be a low barrier to entry program. They are also events where you should be playing a supporting role in organising and supervising the event rather than providing coaching.

When pricing your events we recommend you consider the following...

The Family Trophy

For this event you will need to consider the following when pricing the event

- Is golf course access chargeable
- Is equipment included
- Are you including lunch or refreshments
- Ensuring you cover your time to achieve your hourly rate

Master the Challenges Event

For this event we recommend that you offer this free of charge to Junior Academy Weekly participants. This will help to maximise attendance and drive engagement within the tracking element of the program.

Halloween Scramble

For this event you will need to consider the following when pricing the event

- Is golf course access chargeable
- Is equipment included
- Are you including lunch or refreshments
- Ensuring you cover your time to achieve your hourly rate

Girls Golf Experience Day

For this event you will need to consider the following when pricing the event

- Is golf course access chargeable
- Is equipment included
- Are you including lunch or refreshments
- Ensuring you cover your time to achieve your hourly rate

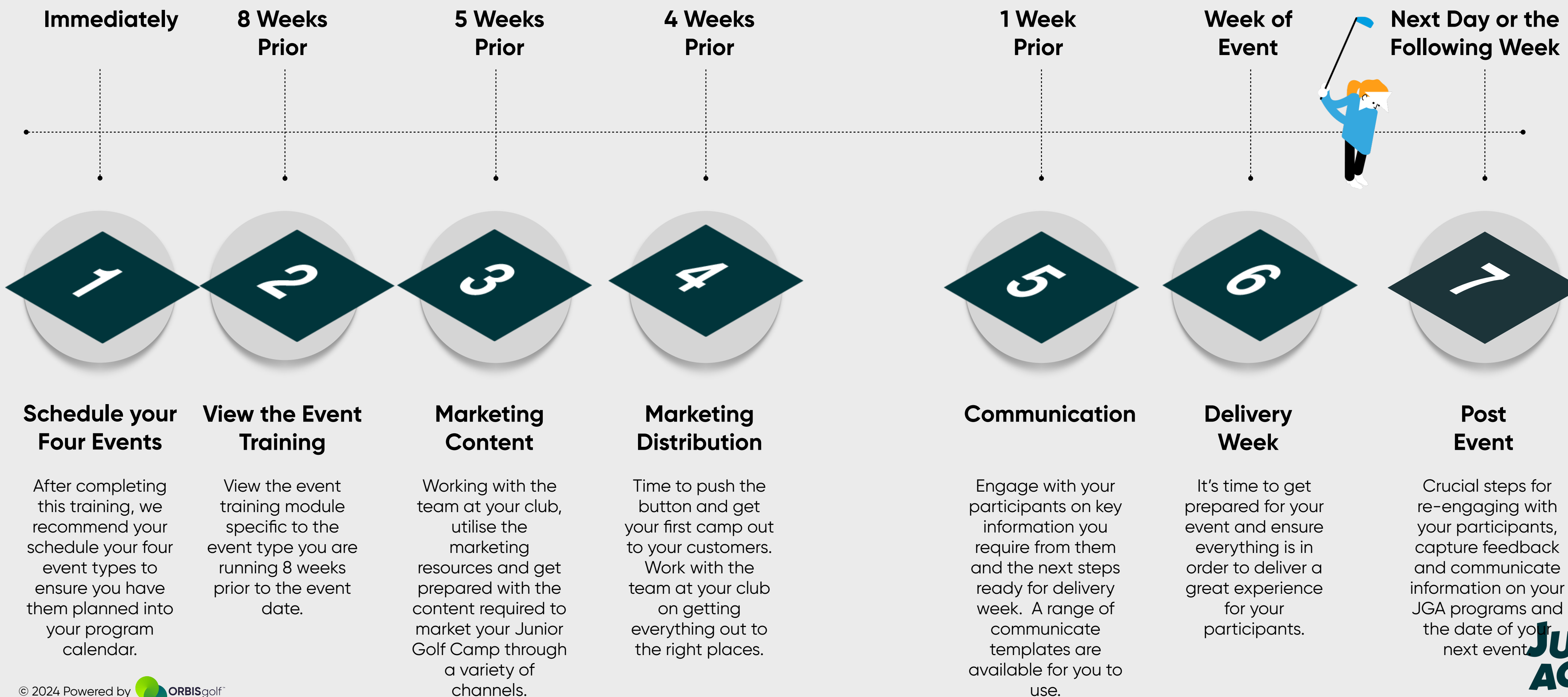


Implementation



Implementation of your Training and Events

After completing this part of your program training you will be ready to get into action and start your journey to getting the Social Play events up and running at your club. The recommended implementation stages of the Social Play events are broadly as follows...

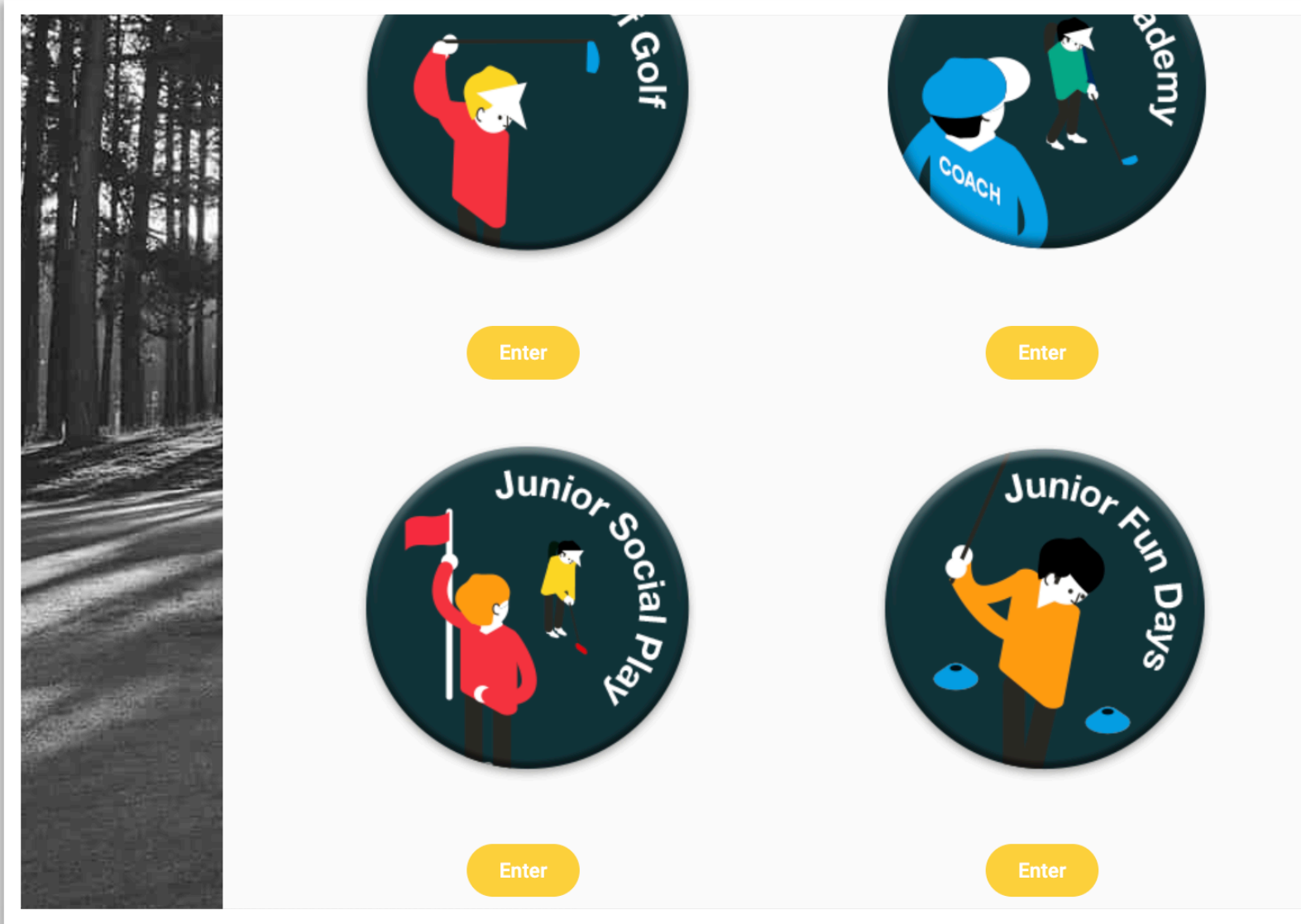


Access Support Via the Coaches Toolbox

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

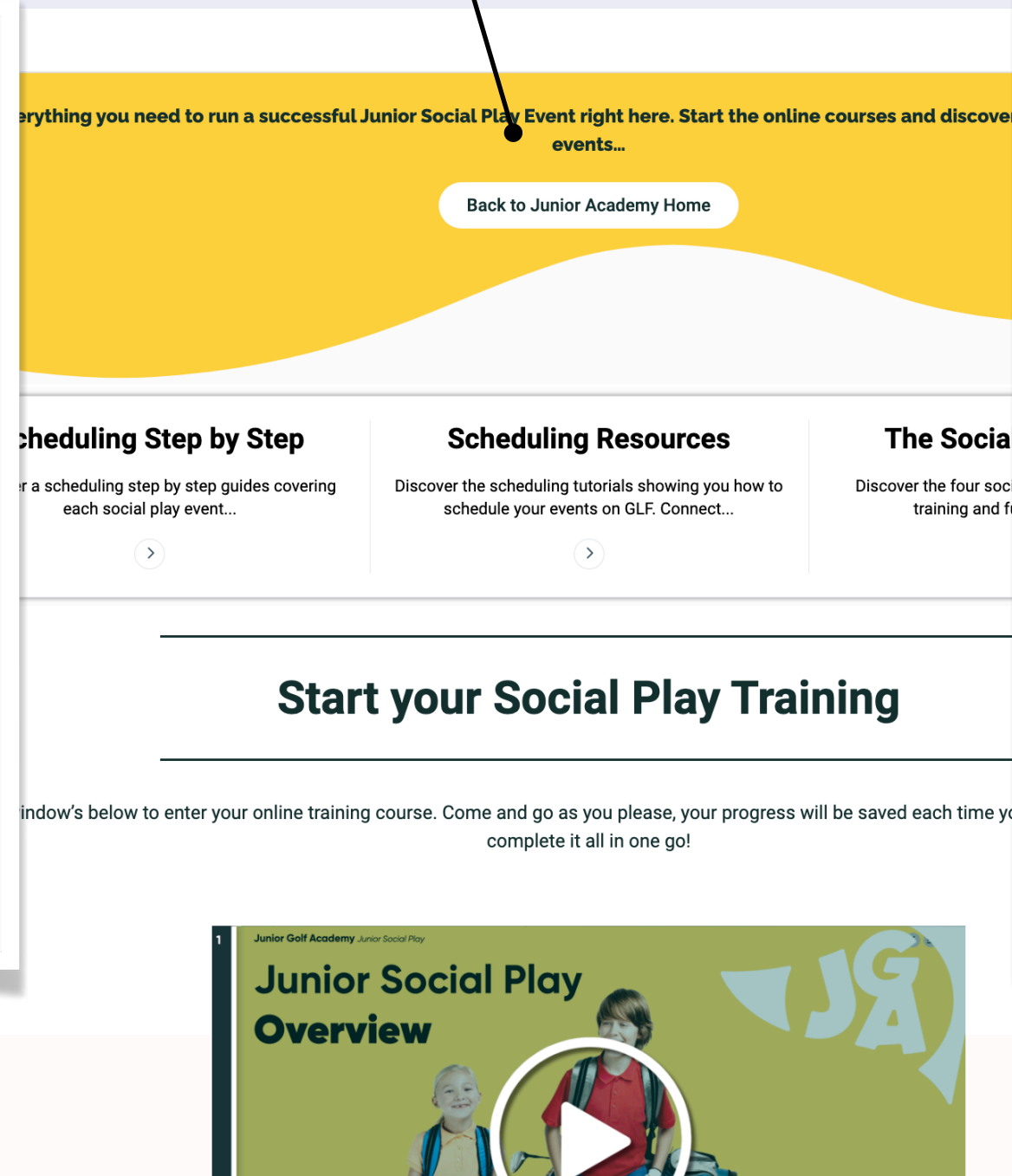
1

Select the Social Play Event page from Junior Academy Home or the Menu Navigation



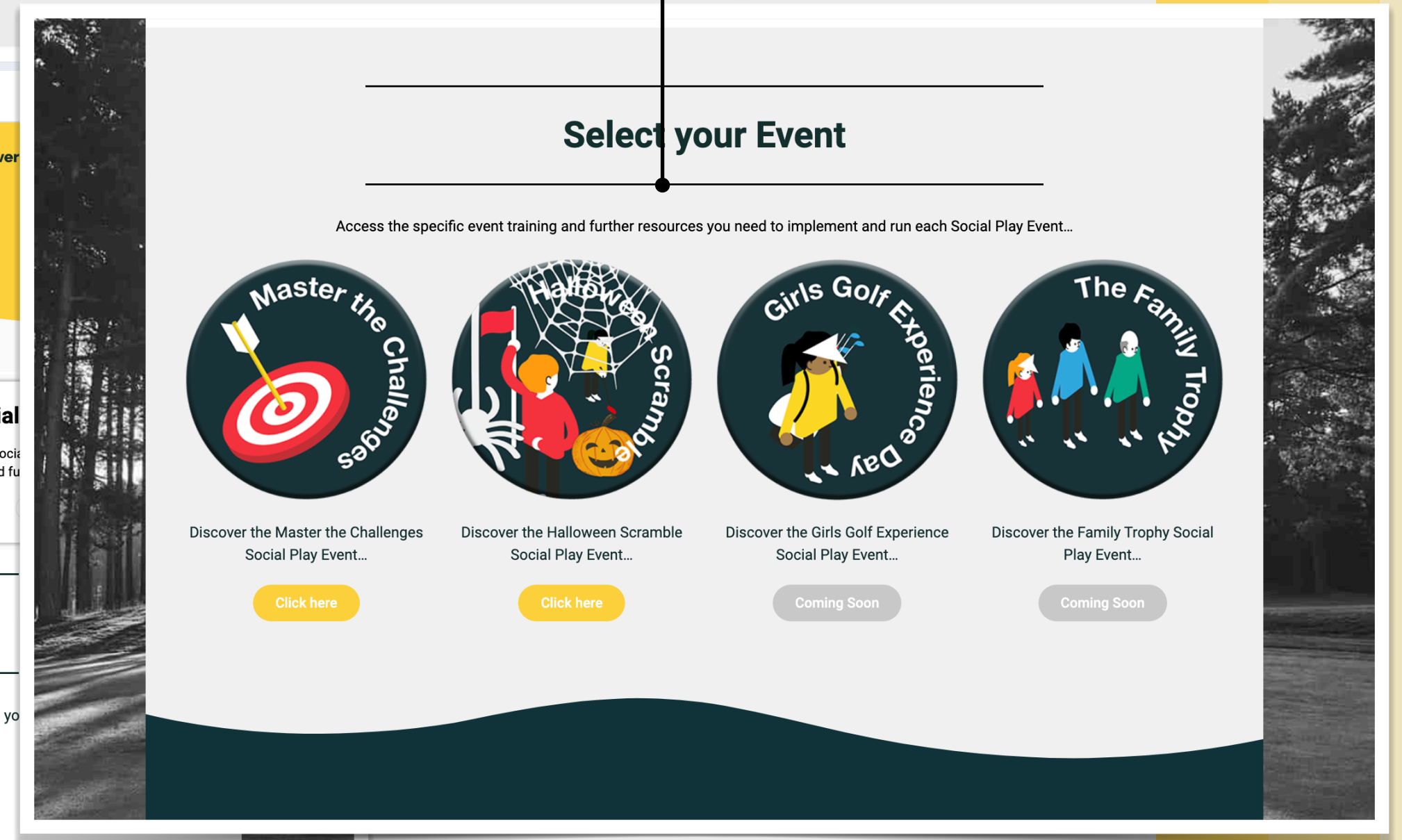
2

On the Social Play Event page access the scheduling resources for each event:



3

Select the specific event you are running from the Social Play Page:

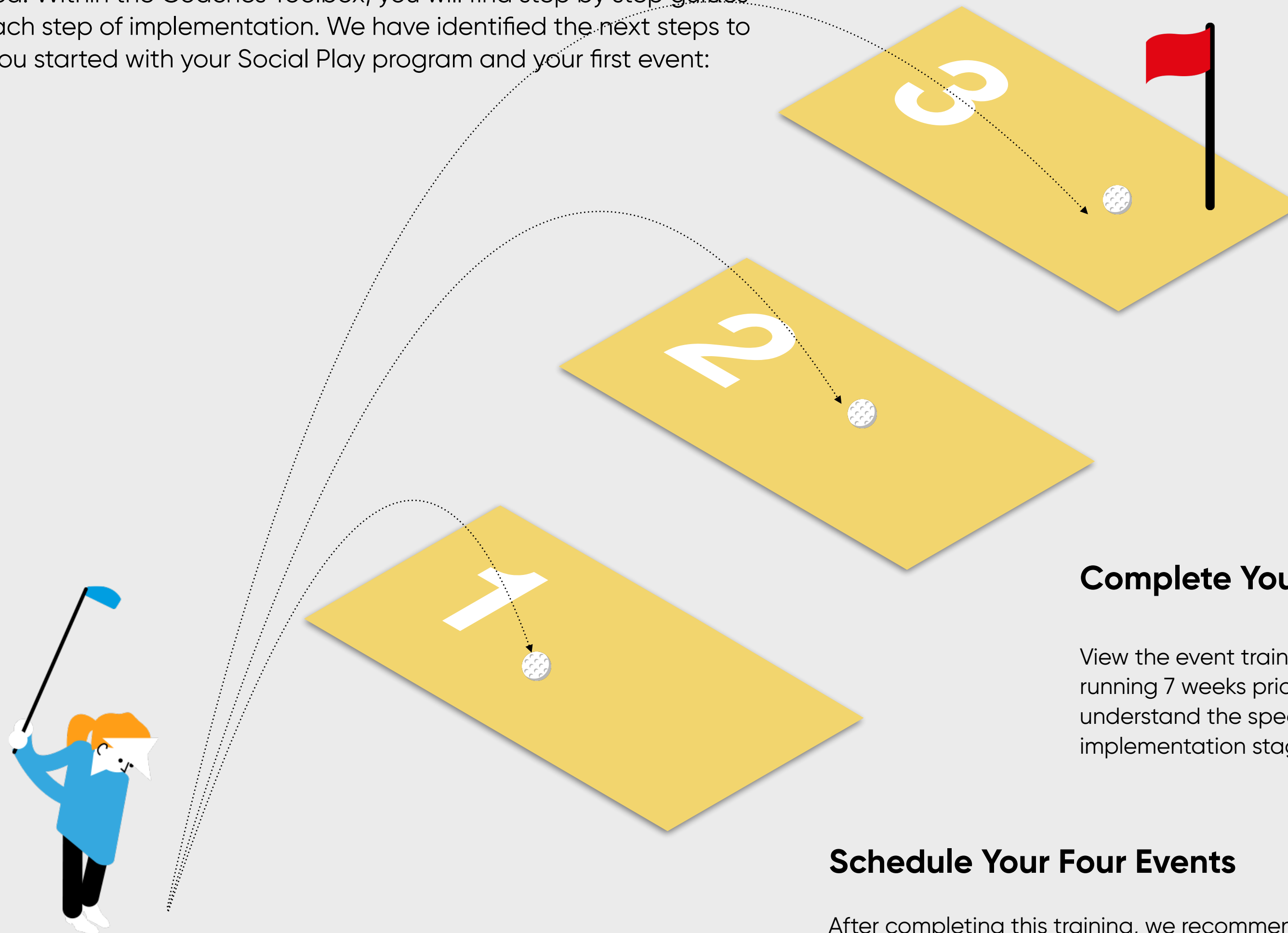


Next Steps



Next Steps

Now you have knowledge of the Social Play program, it is time to get started. Within the Coaches Toolbox, you will find step by step guides for each step of implementation. We have identified the next steps to get you started with your Social Play program and your first event:



Follow the Remaining Step by Step Guides

Follow the step by step guides in line with the stages of implementation. This includes marketing, communicating with your participants, running your event and post event tasks.

Complete Your Event Training - 7 Weeks Prior

View the event training module specific to the event type you are running 7 weeks prior to the event date. This will help you to understand the specifics of your event so you are ready to follow the implementation stages.

Schedule Your Four Events

After completing this training, we recommend you schedule your four event types to ensure you have them planned into your program calendar. Use the scheduling resources on the Social Play page.

Thank you.

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