

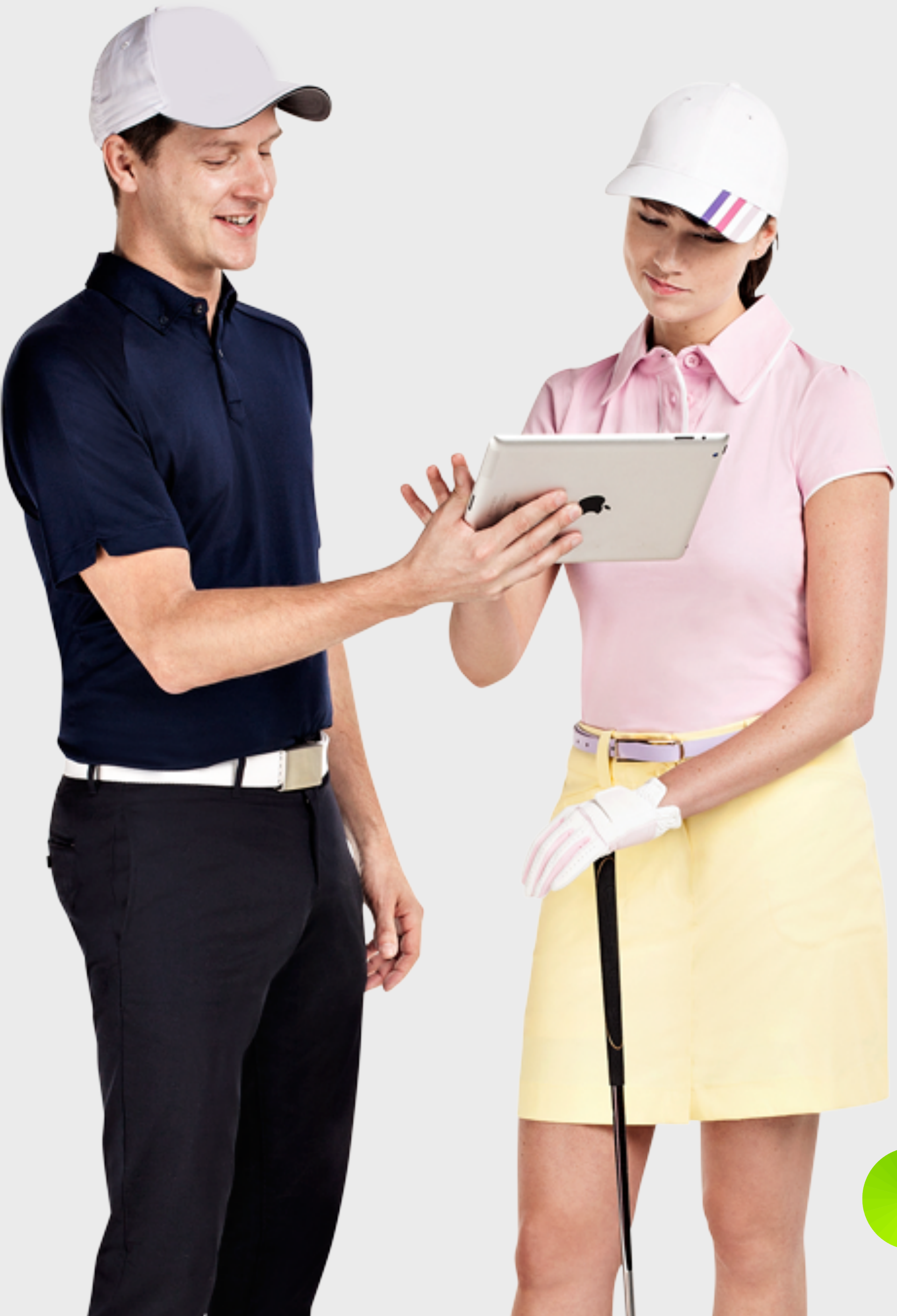
Orbis Programming Overview



ORBISgolf™

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Industry Challenges



Missed Opportunities

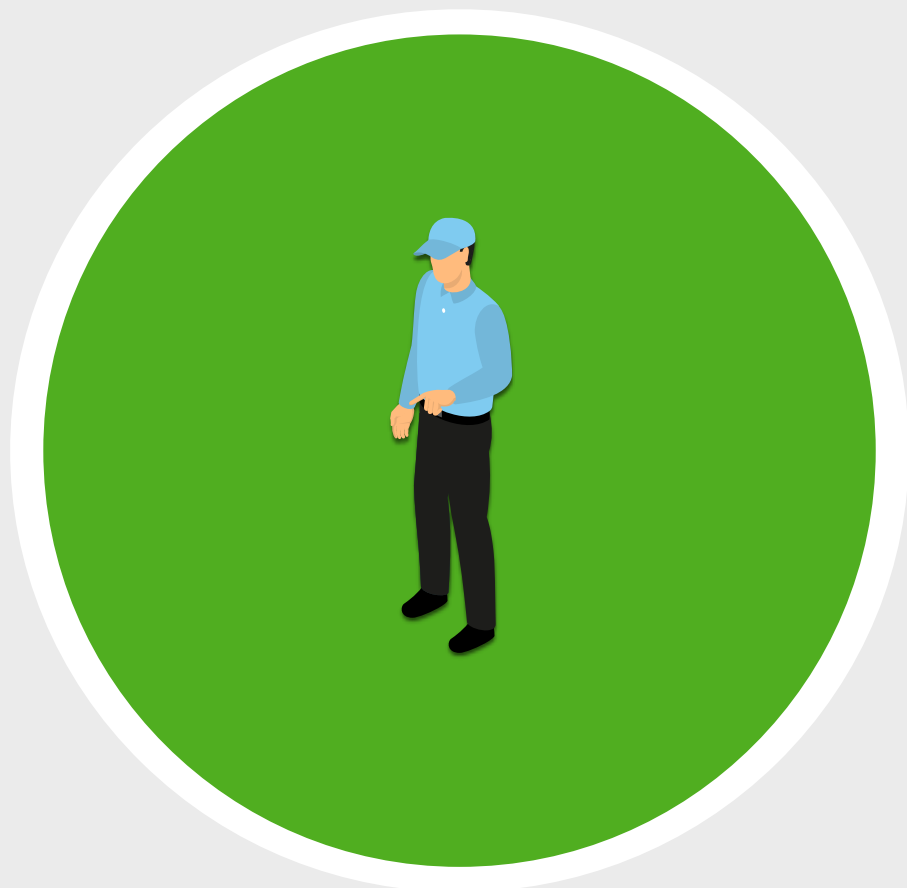
Orbis Golf Programming has been built out of years of industry experience, working on the ground at academies and clubs across the world. Throughout our journey we have seen the golf industry thrive in many ways including enhancements in coaching skills, technology and the rise in popularity of the game.

However, we see challenges in the industry which are leading to missed opportunities to make the golf coaching operations at any venue central to the success for all stakeholders...



Clubs

Clubs are missing out on retention of customers, a pipeline of new members, engagement and increased spend of current members



Coaches

Coaches are missing out on coaching revenue, not being valued by the clubs they are contracted to, and do not have the resources to deliver exceptional experiences to customers



Customers

Customers' needs are not being met. Not just their golfing goals and aspirations, but also their social needs. This is leading to fewer visits, less spend and ultimately leaving the game altogether.

Need for Change

Predominantly the relationship between the coaching provision and the venue is disjointed. Often the coaching operation is operating independently leading to numerous challenges for all stakeholders. Some of the key challenges include...



Lack of Alignment

- Often the venue and the coaching operation's goals are misaligned due to a lack of communication, clarity and needs of each stakeholder.



Lack of Standardization

- The experience of customers at the venue can often vary greatly. With lack of standardizations across the coaching programs and operations.



Perceived Value

- As coaches and clubs move further apart, the perceived value that each stakeholders offers the other is only increasing causing increased risk.



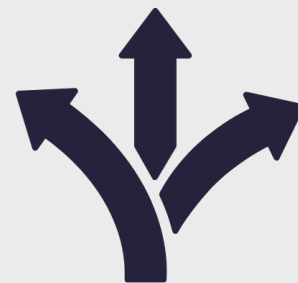
Fragmented Systems

- Multiple systems are often available within a venue and within the coaching operations itself, leading challenges in the customer experience as well as monitoring, tracking and reporting on activity.



Training Gap

- Traditional training routes for coaches are heavily focused on coaching methodology, and a gap exists in relationship managements and operating an effective 'coaching' clubs.



Journey Management

- Setting a long term vision for a customers and managing as well as tracking the ongoing journey towards their goals is a vital skill for any coach.

Opportunities



Connecting the Dots

Golf coaches and programming has the power to connect customers, coaches and the clubs in which they operate together, ultimately delivering powerful results for all stakeholders. Orbis Golf provides industry-leading solution to drive benefits for each stakeholder.

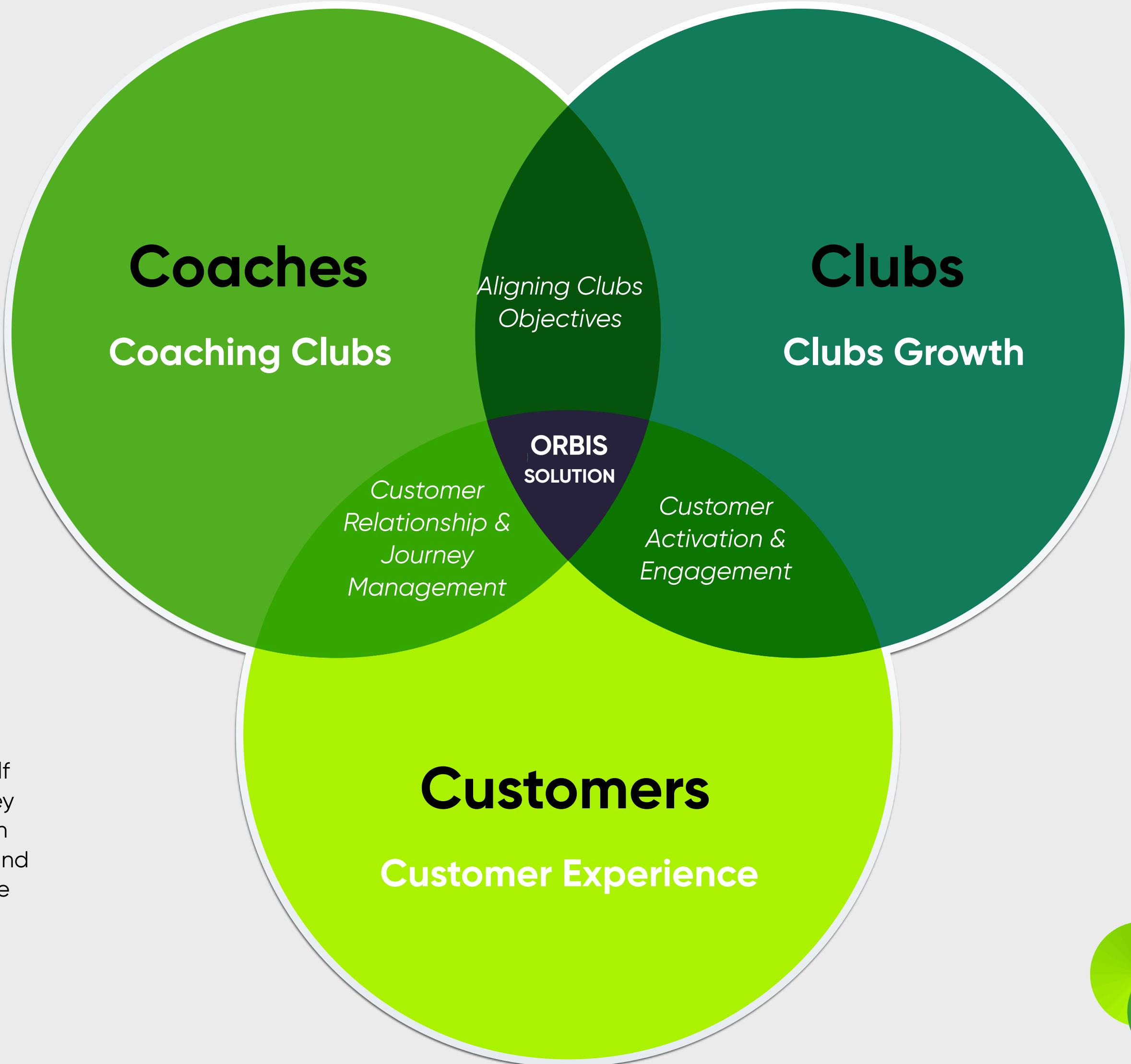
We know that when clubs and coaches truly connect and collaborate, combining experience and insight with the latest proven tools, **remarkable things happen...**

Coaches will drive forward their own coaching clubs delivering a sustainable, lucrative and enjoyable occupation for life. They will offer enormous value to their club with aligned objectives and will enjoy strong relationships with their customers.

If your customers are engaged in effective golf programming it will drive their experience. They will have a strong relationship with their coach who is managing their journey at every step and in turn they are activated and engaged at the club.

The club or owner/ operate will see enormous clubs growth including customer satisfaction, retention, on site spend and guest and customer growth.

They will also forge strong relationship with their coaching team through aligned objectives.



The Coach

We know that coaches have the power to play a leading role in any golf clubs, regardless of its size, structure or goals. Coaches are central to the engagement and enjoyment of customers playing the game and can deliver enormous values to the clubs in which they operate.

When provided with appropriate training and resources coaches can earn more, feel valued by their venue, and enjoy a heightened sense of purpose. They also feel more aligned with the club, which is such a crucial factor in building a cohesive offering – and a dependable income stream...



An Enjoyable Occupation

Variety and engagement with a diverse customers base will lead to high satisfaction in their role and ultimately long term retention within the industry.



High Revenue

Our solution has proven to increase coaching revenue by up to 400% driving increased job satisfaction and security.



Perception of Value

Coaches will be recognized within the clubs they operate and for the enormous value they can provide.



Drive Customers Game Development

Coaches will drive customers enjoyment and improvement which will in turn deliver increased satisfaction, customer growth and long term retention.



Customers

We know that customers engaged in effective golf programming at their clubs play more regularly, utilize their clubs more often, develop stronger social connections and ultimately enjoy playing the game.

This in turn will develop deep personal benefits as well as benefits to their coach and the clubs in which they interact...



Strong Social Connections

We know that customers engaged in effective golf programming develop and maintain strong social connections. Helping them to enjoy playing the game and utilization all the benefits of their clubs.



Enjoyment of the Clubs

Customers who regular use a club will enjoy spending time their more often and can maximize the benefits it can provide.



Enjoyment of the Game

Driving the customers experience and game development will in turn mean they enjoy playing the game. They will feel a sense of achievements as their game progresses and will keep coming back for more.



Family Engagement

Those who are enjoying playing the game, spending time at the clubs are more likely to engage their family and friendship circle in the sport and the clubs. This will deliver deep personal benefits as well as benefits to the clubs and the coach.

Clubs

Effective golf programming can deliver enormous results to clubs. Regardless whether the clubs in which your are based is part of a multi-academy operation, a high end country club clubs or a pay and play clubs, if the golf programming that is delivered aligns to their clubs goals then the rewards are clear.

With a highly effective coaching team and engaged customers, we have seen powerful results and impact to the golf clubs...

Improved Attrition

Member or visitors who are engaged in a clubs do not leave and we have proved that effective coaching programs aligned to the needs of the venue can reduce attrition by **75%**.



Customer Acquisition

New customers will be inspired to join your clubs or clubs through engaging and effective programming. Our programs have added on average 25 new members each year to a clubs.



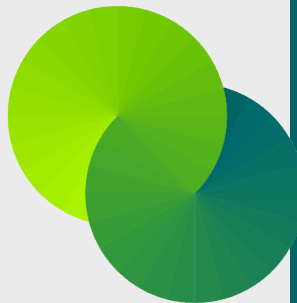
Member Upgrades

Providing a pathway to try the game and integrate into golf is key, this will lead to membership upgrades and will provide increased value to the member.



Increased On Site Spend

More visits to the club will lead to more revenue being spent. Our programs have driven upwards of 50% increase in year on year on side spend.



Our Solution



Orbis Golf Solution

The way we see it, a golf clubs' long-term growth and success has to 'connect the dots'. It must understand and carefully nurture the complex relationship between clubs, coaches and customers. Each stakeholder has unique needs in order to secure and sustain that success.

We have mastered a suite of simple, fully scalable and highly effective ways to transform how golfing clubs and coaches secure, manage and expand their communities servicing the needs of each stakeholder by truly connecting them together...



Seamlessly Integrated Software

Our propriety software, GLF. Connect, effortlessly integrates and manages the close and interdependent relationship between your club, coaches and customers. It provides proven tools, support and background expertise to help you define, achieve and measure success across very aspect of your golfing clubs.



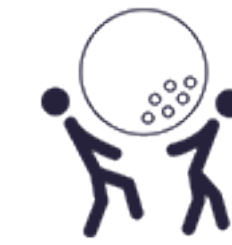
Powerful Data Insights

To many, data is just *a lot* of numbers. But in the right hands, and applied in the right context, it's perhaps the most powerful tool a clubs can have. We have a range of proven tools to help you turn raw data into powerful growth opportunities and transmit the impact of your coaching programs.



Education and Resources

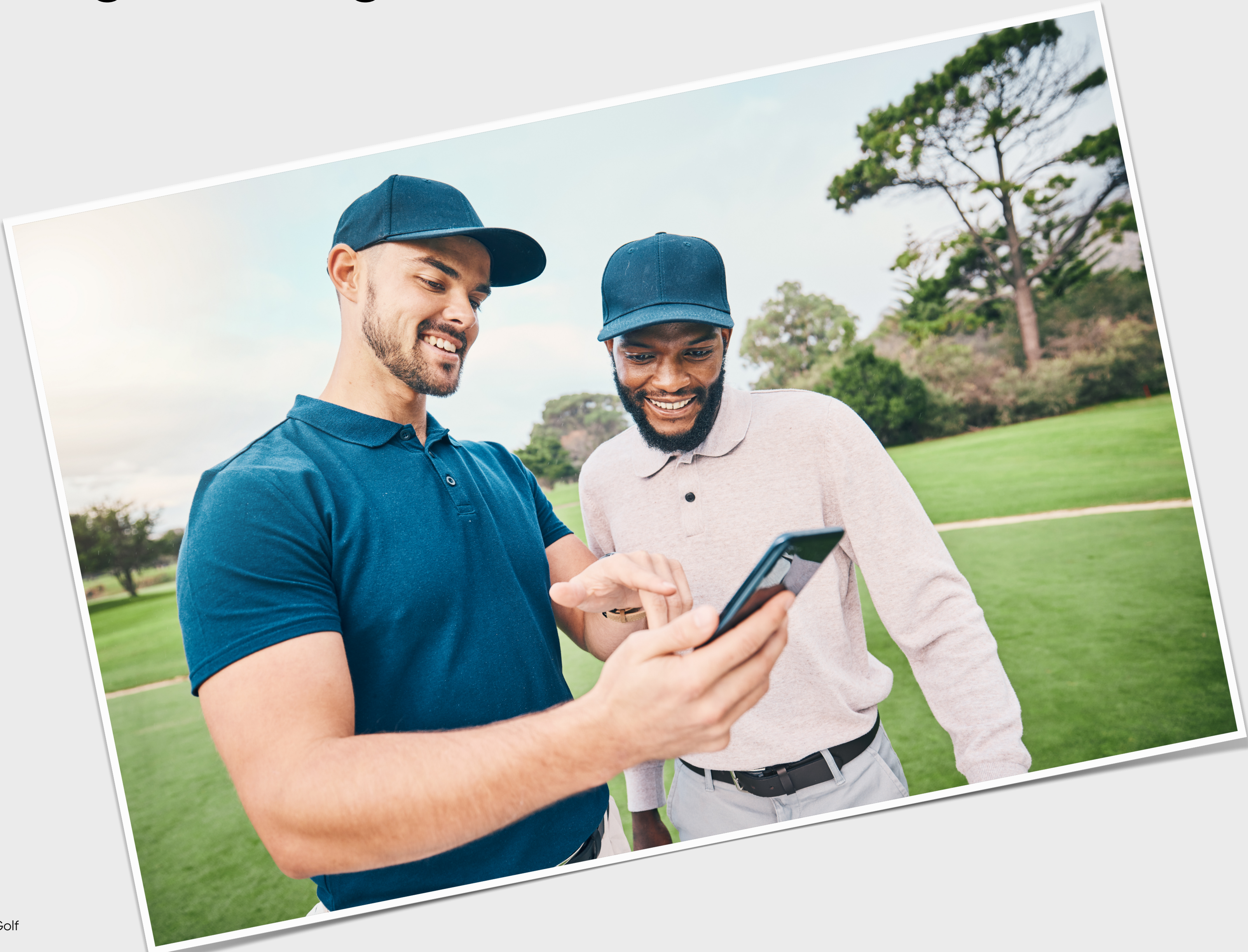
Orbis Programming provides access to education to help you embed powerful coaching programs into your clubs and club. Better yet at every step you can access a range of resources to unlock the potential of the programs and software. Our fully integrated Coaching Toolbox will help your bring your programs to life.



Industry Expertise

Our solutions has been built by a team of passionate PGA Golf Professionals with years of experience delivering coaching, operating golf academies and working with a range of clubs around the world. At Orbis Golf, we are not a hands off clubs and our team is here every step of the way to help you deliver success.

Orbis Programming



Driving Engagement

Ultimately, effective golf programming should be about driving high engagement into a coaches schedule and the clubs in which you operate. High engagement means customers are actively engaging in instruction, either through attendance of a diverse range of programming or persistent engagement in one element.

In order to drive high engagement, it is vital that the programming opportunities available and the outreach activities target a wide variety of target demographics which may include a variety of age ranges, experience, ability and individual aspirations...

● Dis-engaged

These may be customers or visitors to a clubs that are not currently engaged in any coaching activity. They also may be prospects in your local community, golfers and non golfers as well customers who have had previous coaching or are no longer engaged in life at the club.

● Semi Engaged

These are customers or visitors to a clubs that have had infrequent interaction with coaching activity. They are not regularly engaged in a form of coaching activity or life at the club. They are at risk of becoming dis-engaged.

● Engaged

This is where you want all of your customers to be. They are continually engaged in programming activities, and as a result they are fully engaged in life at the clubs.



Coaching is the Heartbeat

We believe in the value of the golf coaches and the huge impact that they can play in their venue or business that they operate. Better yet, we have proven the impact that that they can have! Simply, the Coach and the coaching programs on offer is the heartbeat of any golf clubs operation and we believe they play a central in being the conduit between the student and the club.

Coaches sit in a powerful position to make a significant impact to the student and the business. The respect students and potential prospects will hold for their expertise, the common ground they have with them and the skills they have to develop their game, makes them them the central component to drive success for all.



Not Just a Golf Coach

A golf coaches role should not be just to coach golf but in fact to be the key figure for managing the relationships of their students with their venues. They should inspire them, help them forge and develop social connections with others and ultimately ensure they gain value from their venue!

Guiding Principles of Orbis Programming

In order to drive engagement through programming it is vital that the right experience is provided to the right student, at the right time. Once a student is exposed to programming and life at the club, it is essential you provide an experience that will inspire them into engaging in coaching programs regularly.

Our programs that we have built have all been designed around core principles which include...



Diverse Opportunities

- Programming and engagement opportunities should cater for a range of demographics with varying experiences, abilities, ages and goals and in a variety of formats.



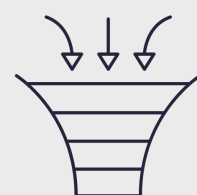
Drive Social Connections

- Programming and activities should aim to develop and harness social connections for all that attend.



High Quality Coaching

- All of our programs are aimed at delivering customers with a high quality coaching relationship which extends beyond just technical coaching.



Build a Pipeline

- All of our programs and supporting elements will help you build a pipeline of golfers into your program and clubs.



A Clear Pathway

- Our programs provide a clear pathway for each customers to ensure they are engage with the coach and the clubs for the long term.



Measure, Track and Reward

- Our programs aim to provide coaches and their customers with a clear and tangible journey to success. Along the journey progression should be measured, clearly identifiable and rewarded at every stage.



Drive Family Engagement

- Programs have been designed to compliment family activity at the clubs. Programs are available across the family demographic.



Seamlessly Integrated

- Our programs are seamlessly integrated with our GLF. Connect system to help bring the programs to life and help track and manage relationships.

Programming Audience

Orbis programming provides a number of core coaching programs across both junior and adult based coaching that are designed to provide coaching opportunities in a variety of formats that will engage customers and visitors to your club and coaching business.

Every clubs and coaching teams needs will be unique, and it is vital that the right programs are delivered to the right audience based on the collaborative vision. Our program has been built to unlock the opportunity to capture engagement of a variety of audiences...



This includes six programs which are designed to give juniors aged 4-16 with an opportunities to experience learning the game and provide a long term pathway into becoming a club and course ready junior golfer. Juniors will develop the skills for golf and the skills for life whilst engaging the family.



Our adult golf academy includes a range of programs on an individual and group basis targeted at adults with a range of abilities, experiences and aspirations. This includes our opportunities for new golfers or those already participating at club level with needs to develop their skills and form social connections.

Programming Formats

The exact coaching programs offered will entirely depend on the needs of the coach and the needs the club. However, we believe that an effective coaching operation should include a wide variety of coaching programs that are targeted at a range of ages, experience and abilities.

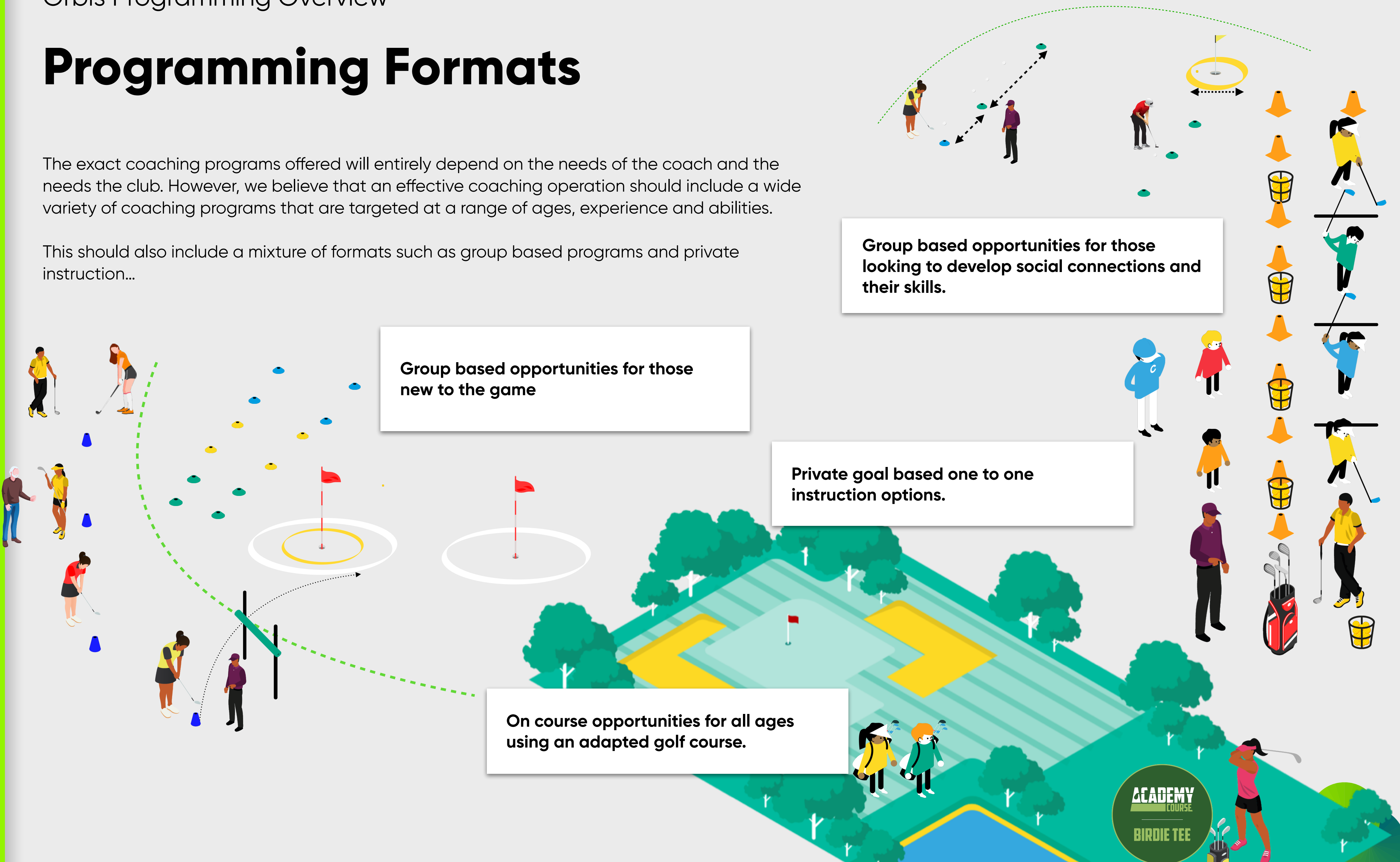
This should also include a mixture of formats such as group based programs and private instruction...

Group based opportunities for those looking to develop social connections and their skills.

Group based opportunities for those new to the game

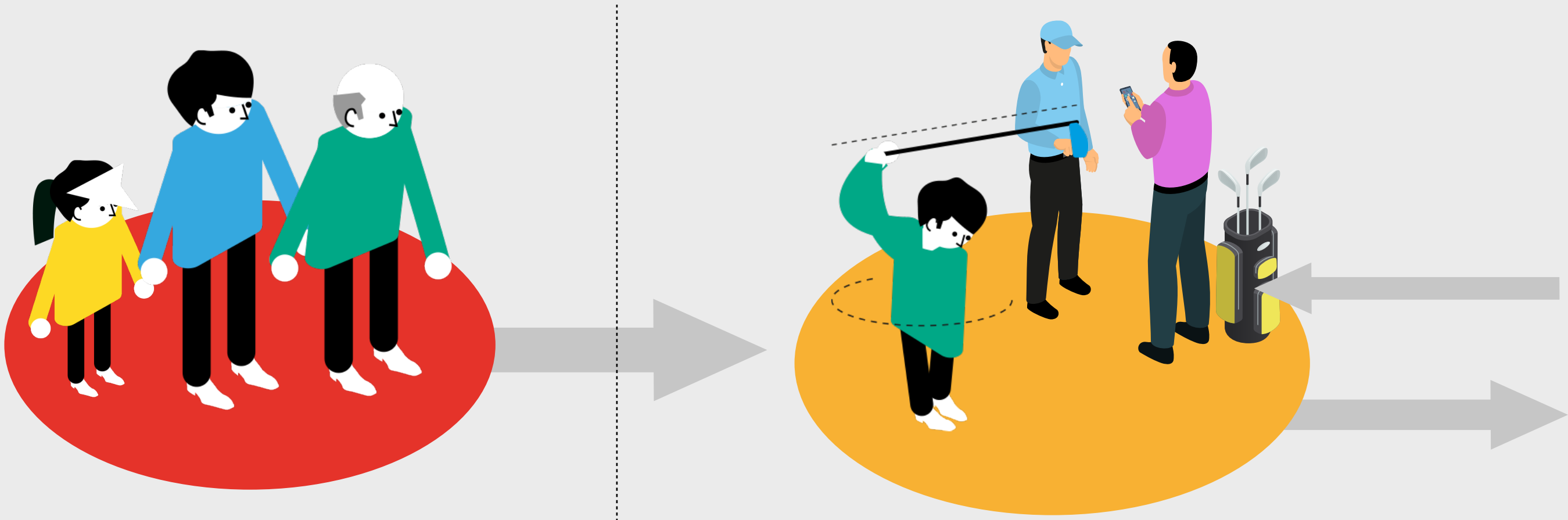
Private goal based one to one instruction options.

On course opportunities for all ages using an adapted golf course.



Stages of Effective Golf Programming

It is vital that the right opportunities and interventions are provided to those that are at the three distinct phase. The programs and supporting elements we are providing are built to target your customers across these phases which includes...



1. Find

The first phase is all about about finding, connecting and inspire customers into your coaching programs.

This phase is all about building a powerful pipeline into your programs and activities at the club through marketing strategies and lead generation tools.

2. Activate

The opportunities at this phase are focused on activating customers to engage with your coaching programs. This may be through sales strategies and the events and programs designed as very low barriers to entry.

This phase is all about allowing student to experience your programs and life at your clubs.

3. Engage

The phase is all about providing coaching programs that will develop the customers game, drive social connections and retain them into coaching and the clubs regularly.

This phase is all about delivering the relevant transaction to the right student and retaining them into long term coaching programming.

Adult Coaching Journey



The Adult Coaching Journey

The graphic provides a visual summary of the three phases and therefore how the strategies, tools, resources and specific programs align and therefore the specific role they play. Phase 1 as previously indicated is all about implementing the correct marketing strategies to drive a pipeline of customers into Phase 2 and 3.

The specific programs you can access within our programming is detailed in Phase 2 and 3...



Phase 2 - Activate, Assess and Convert

This phase focuses on opening up dialogue and providing suitable opportunities to assessing the student or customers needs with 'Activation Events' designed as very low barriers to entry that can be offered at very little or no cost. The goal of the activation event is to provide your customers with a taste of the program you are offering and enable the coach to recommend the most appropriate program that will help the student to achieve their goals.

The goal of the activation event is to provide your customers with a taste of the program you are offering and enable the coach to recommend the most appropriate program that will help the student to achieve their goals. Activation Events include...

Golf Schools

60 minute, Half Day and Full day group based events across a range of skills within the game.

Play 9

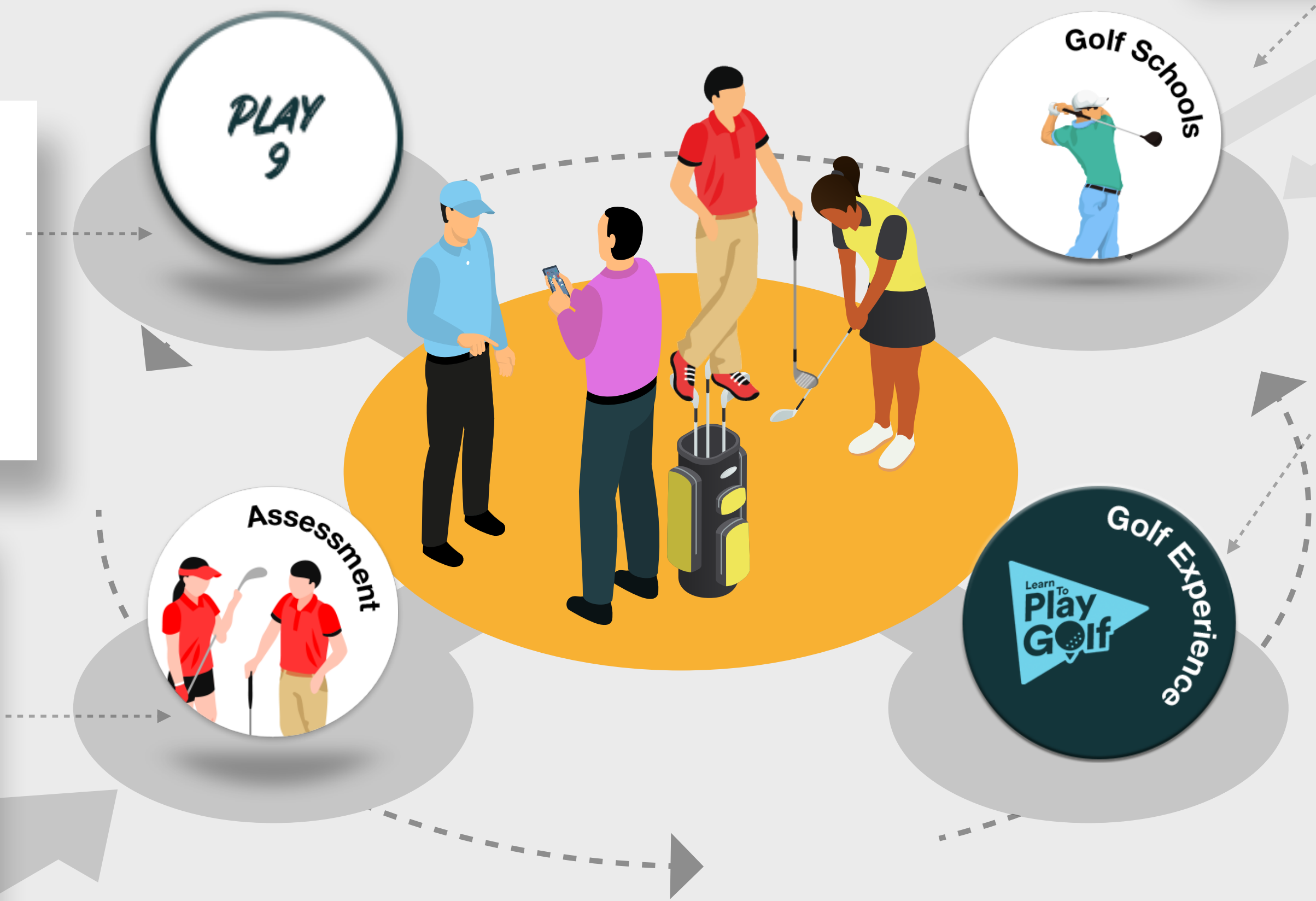
Engaging with customers under your care through a Play 9. These are designed to re-engage the member at the club, either on a one to one basis or help them develop social connections in a group environment.

Assessment

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

LTPG Golf Experience

Taster opportunity across a variety of durations options giving those new to the game and opportunity of learning and playing the game at your clubs and a window into the 3 Level Program.



Phase 3 Programs

This phase is about providing coaching opportunities and engagement activities that will develop the customers game, drive social connections and integrate them into the clubs. This is where we want to keep all of our customers. Completely engaged in activity at the clubs. Customers can utilize specific programs here to suit their needs. Each program connects and supplements the activity of the member and prospect. The three broad programs at this stage are:

Learn to Play Golf 3 Level Program

Themed classes and on course opportunities giving customers new to the game or with limited experience the opportunities to develop the skills, experience, knowledge and social connections to become Clubs and Course Ready.

Adult Social Group Coaching

These are group based coaching opportunities with a social element including our Scoring School program, the Skills Pathway and Practice Clubs.

One to One Coaching Plans

These are one to one coaching plans designed to help customers improve their game through private instruct ructions. Plans are available one a one off or subscription basis with built in goal settings, coaching time and group practice clubs attendance.



Junior Coaching Journey



The Junior Coaching Journey

The graphic provides a summary of the broad focus of the programs and where they fit within the junior coaching journey. They provide a visual of each programs intention and how they connect together. The role of each phase mirrors that of the adult coaching journey but with specific programs and events tailored to juniors aged 4–16.

Phase 1 as previously indicated is all about implementing the correct marketing strategies to drive a pipeline of juniors into the Phase 2 and 3 events and programs...



Phase 2 Opportunities

This phase focuses on providing juniors with an opportunity to learn and play the game at out in the community or at your clubs. It also provides the family with an opportunity to attend your clubs and have dialogue with you on the further opportunities available. All of these programs are building blocks into the programs at Phase 3 and have been designed to be low barrier to entry 'Activation Events'...

Fun Days

A day where juniors can come to the clubs to have fun and experience playing golf across a range of durations options.

School of Golf

Outreach program to be delivered in your local schools which includes a taster day, Stage 1 program at the school and then a Stage 2 after-school program based at your clubs.

Junior Golf Camps

Activities during school holidays for ages 6-16 covering golf and multi skills. To help develop the fundamentals of the game and develop friendships across three camp formats.



Phase 3 Programs

This phase is about providing coaching opportunities and engagement activities that will develop the juniors game, drive social connections and integrate them into the clubs with their family. This is where we want to keep all of our juniors, completely engaged in activity at the clubs. Juniors can utilize specific programs here to suit their needs. Each program connects and supplements the activity of the member and prospect. The three broad programs at this stage are:

Junior Social Play

Opportunities for juniors and their families to engage in social play events at your clubs. To promote the development of fundamentals, friendships and family.

Junior Academy

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.

Junior Playing Events

It's super important for juniors to play the course and we do this through a developmentally appropriate golf course within organized on playing events events across the program year.



Orbis Online Certification



Certification Types

Through the Coaches Toolbox, you can earn an online certification in recognition of successfully completing the Orbis Programming training modules. Certifications are available for both the Junior Golf Academy (JGA) and Adult Golf Academy (AGA) programs. A certification is obtained by successfully completing all of the training modules within each program, which are outlined below...



- Junior Academy Overview
- Junior Weekly Overview
- Junior Camps Overview
- Junior Course Play Overview
- Junior Fun Days Overview
- Junior School of Golf Overview
- Junior Social Play Overview
- Halloween Scramble Overview
- Junior Family Greensomes Overview
- Junior Team Matchplay Overview
- Master the Challenges Event Overview



- Adult Academy Overview
- Private Coaching Plans Overview
- Adult Practice Clubs Overview
- Scoring School Overview
- Skills Pathway Overview
- Assessments Overview
- Golf Schools Overview
- Learn to Play Golf Experience Day Overview
- Learn to Play 3 Level Program Overview
- Learn to Play Building your Adapted Course and Running Your Course Play Event
- Learn to Play Delivering a Themed Class and Practice Club

Earning a Module Achievement

To achieve your digital certification for either the JGA or AGA programs, you are required to review and complete each of the training modules available within the Coaches Toolbox. There are three steps to follow...



Watch the Training module

Depending on your chosen training route, you can review individual training modules specific to each element of the programs. These modules are divided into chapters that you can explore at your own pace.



Complete the Quiz

At the end of each module, there is a 24-question quiz to complete. This quiz covers all the main elements of the module to test your understanding and help guide you if further training is required. You need to achieve an 80% pass rate to complete the module.



Earn your Achievement

After completing the quiz, you will receive a digital badge for your achievement. This badge will be available on your Profile page.

Earning your Certification

After successfully completing all the quizzes for each module associated with either the JGA or AGA programs, you will have earned your digital certification. This certification is issued as a downloadable digital certificate on the Coaches Toolbox. In the example below, all digital achievements for the JGA program have been earned, and the JGA Level 1 certificate is displayed...


Junior Academy
Overview


Junior Weekly
Overview


Junior Camps
Overview


Junior Course Play
Overview


Junior Fun Days
Overview


Junior School of
Golf Overview


Junior Social Play
Overview


Halloween
Scramble Overview


Family Greensomes
Overview


Junior Team
Matchplay Overview

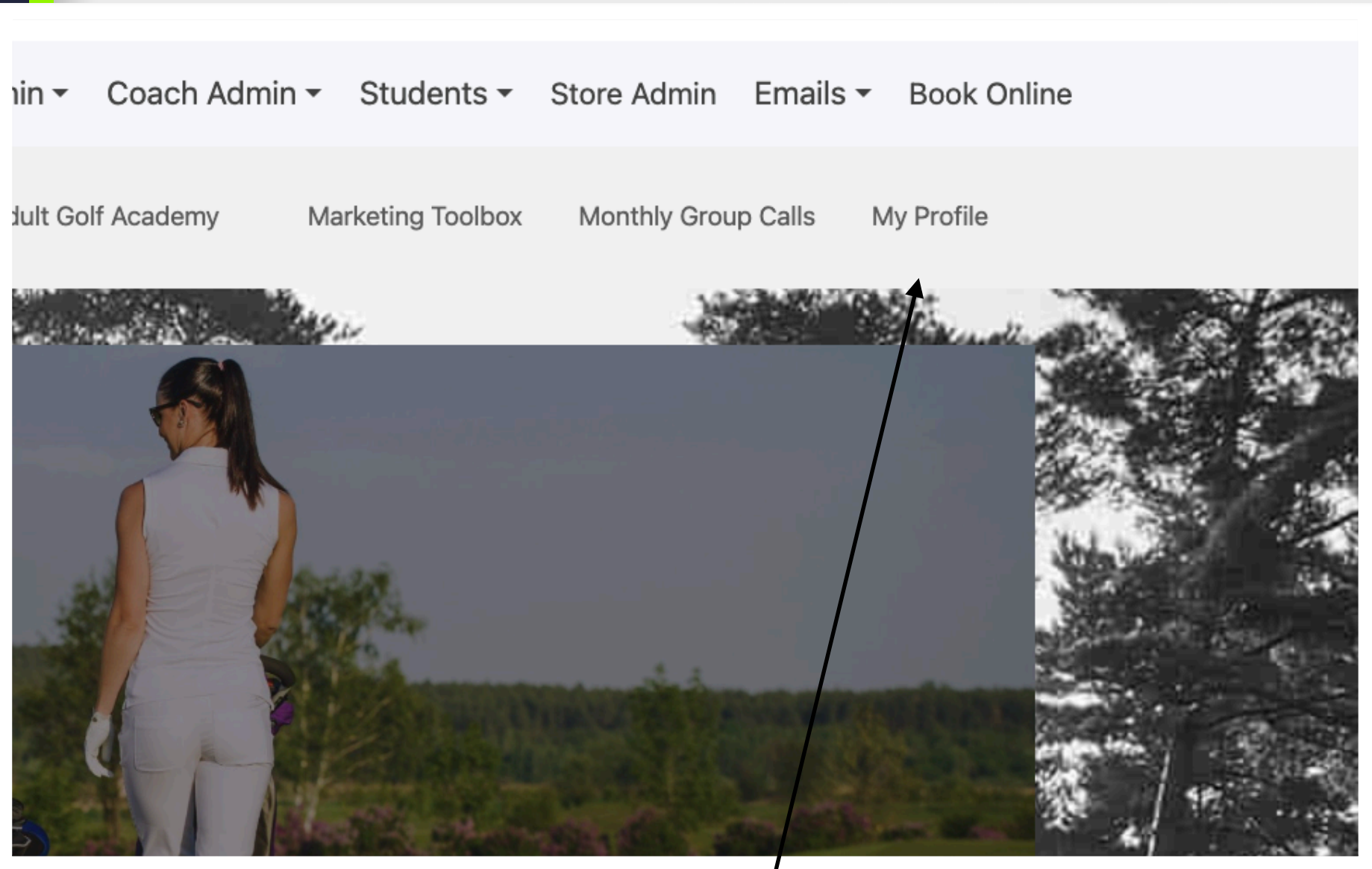

Master the Challenges
Event Overview


CERTIFICATE OF ACHIEVEMENT
Junior Golf Academy
LEVEL 1 CERTIFIED
PRESENTED TO
Joseph Stevens
You have now successfully achieved your Level 1 JGA Certification in recognition for completing all JGA online courses via the Coaches Toolbox. **Congratulations.**



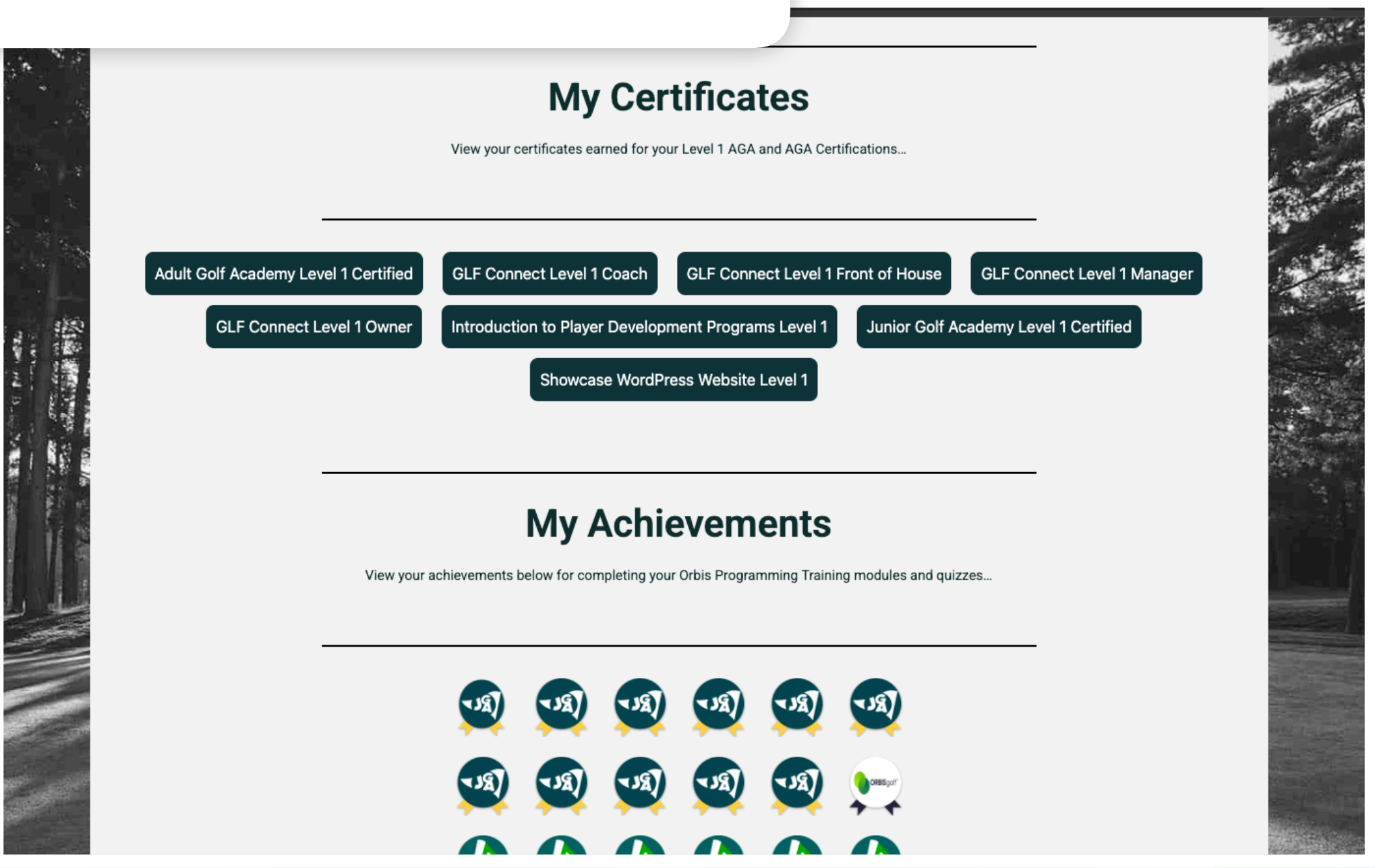
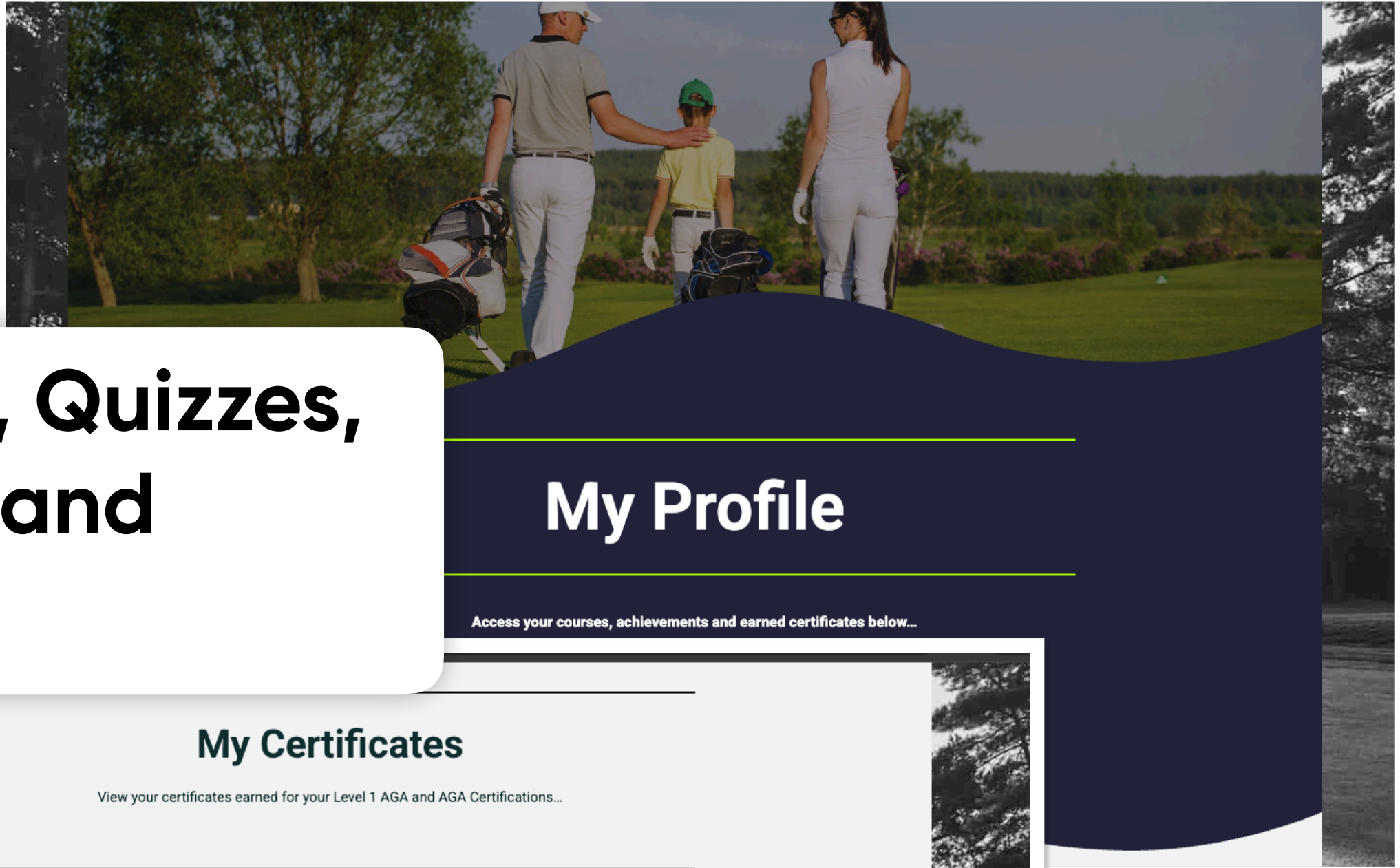

My Profile

On the Coaches Toolbox, your My Profile page allows you to easily identify the training modules and associated quizzes that are available. It displays your training status within each module, and you can also view the digital achievements you have earned and access your Level 1 certificates...



Access My Profile via the Menu Navigation

Access Course, Quizzes, Achievements and Certificates



Next Steps and Your Training Journey



Assess Your Needs

As we have mentioned, it is vital that the coaching programs you offer are right for your instruction team, student demographic and vitally, the venue in which you operate.

Before embarking on your next steps within the Coaches Toolbox, we suggest you assess the following...



Understand Your Venue's Needs

You should start by opening a dialogue with your clubs so you can understand their key performance measures and how they see value in the golf coaching delivered at your venue.

This will help you to understand the most important coaching services to provide and ensure you can measure and report back on success.

Assess Your Current Clubs Operations

You should complete a simple analysis of your current coaching operation and clubs. Assess your current strengths, weaknesses, opportunities and threats.

This will help you to identify where to focus your efforts to ensure you see growth and can demonstrate your value.

Assess Your Student Demographic

Before embarking on your training journey within the Coaches Toolbox, you should assess the opportunities within you're venue and local area.

This will help you understand the most appropriate programs to offer and see immediate success.

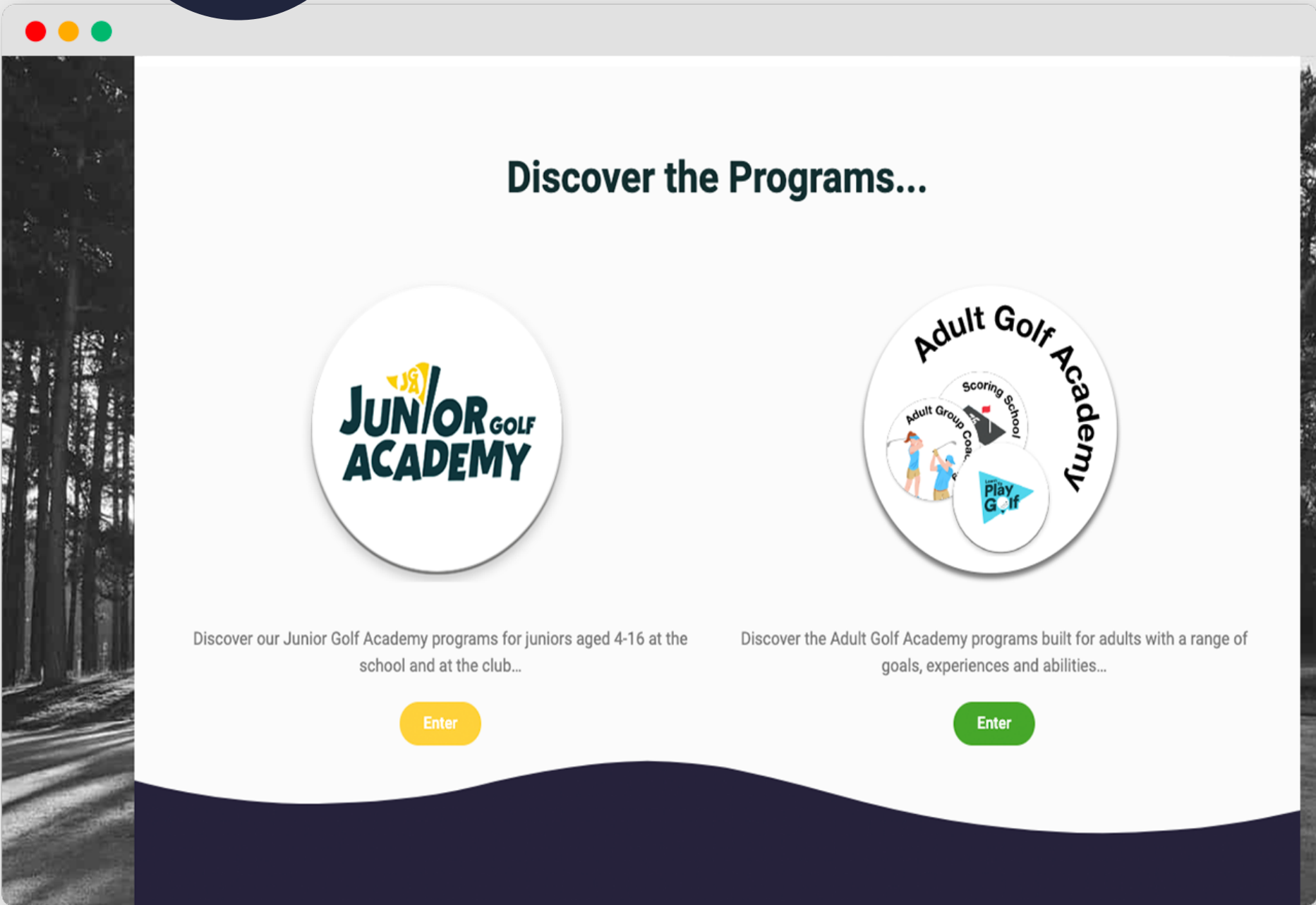
Next Training Steps

Now you have made an assessment of the opportunities within your coaching clubs and for your clubs, you should move to complete your next training module. The modules you select will be dependent on the ability to offer junior coaching within your venue.

For most, offering junior and adult coaching will be necessary and therefore you should embark to the training journey though both of these options....

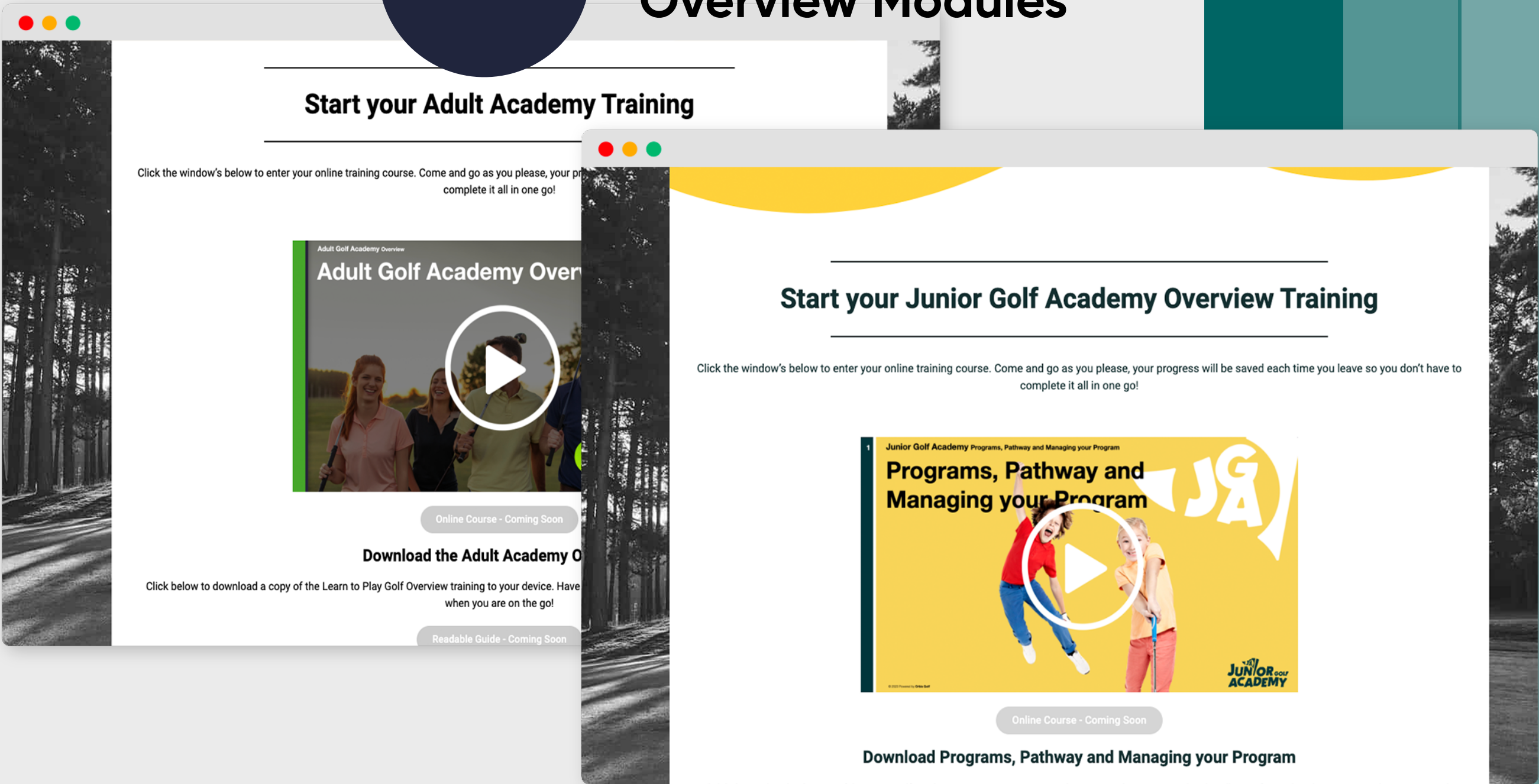
1

Select the Junior or Academy Options



2

Complete the Overview Modules



Thank you.

