



**MyGolf**  
**School Holiday Program**  
**Information Pack**



Dear Program Coordinators,

The MyGolf Program has been designed to be as flexible as possible to cater for the needs of all Australian golf clubs and public facilities.

While designed as a program based around school terms, it was also designed with School Holiday programs in mind.

This information pack outlines how MyGolf deliverers can adapt the MyGolf program to run as a School Holiday program and utilize the benefits associated with MyGolf to your advantage.

If you have any questions, please do not hesitate to contact the MyGolf Team on (03) 9626 5000 or [mygolf@golf.org.au](mailto:mygolf@golf.org.au).

Happy MyGolfing!

Regards,

The MyGolf Team at the PGA and GA



### ***Program Vision and Goals***

MyGolf is Australia's national junior introductory program to develop and promote participation in golf.

#### **MyGolf Vision**

To become the nationally recognised junior golf program that is the major driver of junior golf participation in Australia

#### **MyGolf Goal**

Increased participation and engagement in golf by children

#### **Ambition**

To provide a fun, accessible and satisfying introduction to the sport of golf, by:

- Promoting skills development in an accredited coaching environment; and
- Promoting the social and fun aspects of the sport to the wider community

### ***Benefits of running a MyGolf School Holiday Program***

There are considerable benefits to conducting a MyGolf School Holiday program which include:

- Increased revenue
- Increased junior membership
- Pathway in to regular club junior programs
- Engaging with families, local communities and local holidaymakers
- Opportunity to form links with local schools
- Alignment to Australia's National Junior Golf Program
- Insurance cover for all registered MyGolf participants
- Promote, recruit and take payments using the MyGolf website
- Benefit from national marketing strategies
- Resources and support from all major Australian Golf bodies

Running a junior program also benefits future club membership as there is strong research that shows children who are introduced to golf at a young age are more likely to return to the sport at a later date.

**Golf is a game for life where participation contributes to a healthy Australian community.**



**MyGolf Curriculum**

<p><b>ROOKIE</b> Focus: Have a go at Golf</p>	<p><b>STAR</b> Focus: Skill Development</p>	<p><b>MASTER</b> Focus: Prepare to Play</p>
<p>All games:</p> <ul style="list-style-type: none"> <li>- Warm Up</li> <li>- Putting</li> <li>- Chipping/Pitching</li> <li>- Bunkers</li> <li>- Full Swing</li> </ul> <p>On-Course Component Life Skills</p>	<p>Skill Development focused</p> <ul style="list-style-type: none"> <li>- Putting</li> <li>- Short Swing</li> <li>- Full Swing</li> </ul> <p>Games On-Course Component Life Skills</p>	<p>On-Course Scenarios</p> <p>8 x Different Scenarios 2 x On-Course Sessions</p> <p>Games Life Skills</p>
<p><b>Repetition:</b> 2 sessions in succession before changing <b>Length:</b> 5 sessions</p>	<p><b>Repetition:</b> Change with each session <b>Length:</b> 5 sessions</p>	<p><b>Repetition:</b> Change with each session/scenario <b>Length:</b> 5 sessions</p>

Outlined above are potential session plan structures that can be used to run a MyGolf School Holiday Program.

The MyGolf Curriculum has been assigned to be adaptable for an intensive holiday program of various lengths such as week-long, day-long or multi-week sessions, and the MyGolf philosophies of fun, simplicity, repetition and game-based learning will still underpin a MyGolf School Holiday program for all participants.



### Financial Model



In simple terms, a MyGolf School Holiday program can be run for as little as \$27 per participant.

However, every dollar above \$27 can be kept by the deliverer or club, meaning that a \$110 School Holiday Program will result in \$83 per child being retained by the deliverer.

This flexible model is designed to cater for the needs of all clubs and public facilities across Australia, from the smallest sand scrape club to the largest metropolitan private club.



## Equipment

### MyGolf Club Kits

MyGolf equipment kit has been developed to fully complement the program and session plans. The MyGolf Club Kit contains the core items required to conduct a MyGolf Program at any type of facility. MyGolf Centres will also be able to purchase separate or additional equipment they require to successfully run their program.

Kits and additional equipment can be purchased by Coordinators via the MyGolf Shop.

### MyGolf Shop

The MyGolf Shop has been established to enable all facilities to purchase the equipment required to run the MyGolf Program.

Located on the MyGolf website, the shop contains a range of items individually branded with MyGolf to ensure a vibrant and colourful atmosphere in which to conduct the program.

Be sure to order your equipment in time for your first session. Once placed, your order will be delivered in approximately 5-7 business days.

**It is strongly recommended that the MyGolf equipment is used when delivering the sessions as it has been specifically designed to meet the needs and demands of the program.**

### Participant Packs

All new MyGolf Participants will receive a pack as part of their registration. The MyGolf Participant pack for 2014/15 will include:

- Junior 7 iron
- MyGolf PVC Ball
- Drawstring Bag
- MyGolf Branded Cap

MyGolf Participant Packs can be ordered through the Coordinator section of the MyGolf Website, and **it is strongly recommended you order these prior to your school holiday program commencing so you will be able to distribute these to enrolled participants.**





### Registration Process – Centre

All MyGolf centres are required to register through the MyGolf website at [www.mygolf.org.au](http://www.mygolf.org.au).

Whilst you will find detailed step by step guides on the MyGolf website, a high level overview of the registration process is contained below:

- 1.) Visit the coordinator section on [www.mygolf.org.au](http://www.mygolf.org.au)
- 2.) Click on 'Register to become a MyGolf Centre' button
- 3.) Select your Club/Facility from the centre list and enter the relevant information
- 4.) Ensure the Centre Condition tick boxes are ticked and press 'Register'. Within two business days, you will receive a username and password from Golf Australia
- 5.) Once you have received your Username and Password, login to your MyGolf centre in the coordinator section of the MyGolf website
- 6.) When you are ready, activate your program by clicking on the 'activate program' button and following all relevant steps. You will be able to assign the date, time of day, price and maximum amount of registrations to your program during this process. This process is fully capable of handling School Holiday program requirements, eg. Begin on Monday, 12/1/15 and run for 5 days, finishing on Friday, 16/1/15.
  - a. *Please note, presently you **can not** currently select multiple days eg. Monday, Tuesday, Thursday etc. This is functionality that will be built over the coming months. If you have a program running on consecutive days, please select the day the program starts on and include specific details in the 'More Info' section*
  - b. *Please also note, participants who wish to register for individual days are not able to do so. We recommend that you set up your School Holiday program at \$27, and participants pay a 'per day' fee at the Pro Shop depending on which days they wish to attend.*
- 7.) You are now a registered MyGolf centre and can accept registrations through the MyGolf website!

### Registration Process – Participant

Participants will be able to register through the MyGolf website by using their postcode to find their nearest MyGolf Centre. Each MyGolf Centre also has a unique URL that can be placed on your website so parents can register directly from your site.

Using Yarra Yarra Golf Club as an example, your unique URL is:

[http://www.mygolf.org.au/mygolf-programs-by-facility/Yarra\\_Yarra\\_Golf\\_Club](http://www.mygolf.org.au/mygolf-programs-by-facility/Yarra_Yarra_Golf_Club)

Please note, there are **no underscores** in between the words Yarra Yarra Golf Club. Your club name must directly match the club name you are registered under for the MyGolf program.

As a MyGolf centre, you will receive an e-mail every time a participant has registered to your program so it is easy to keep track of your registrations. You will also be able to export participant information for each of your individual programs, so it is easy to send follow up e-mails to your MyGolf participants to let them know about your next MyGolf program!



### Marketing Support

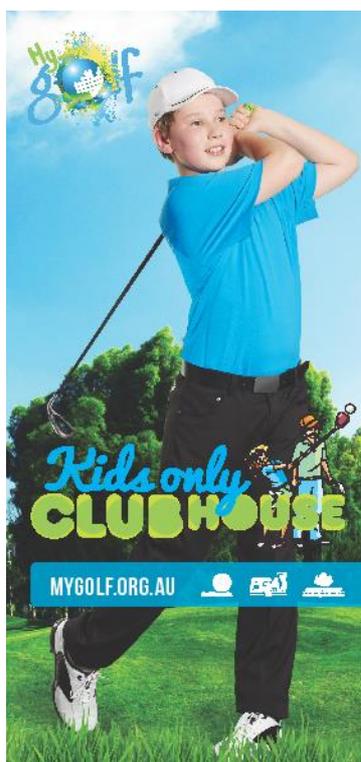
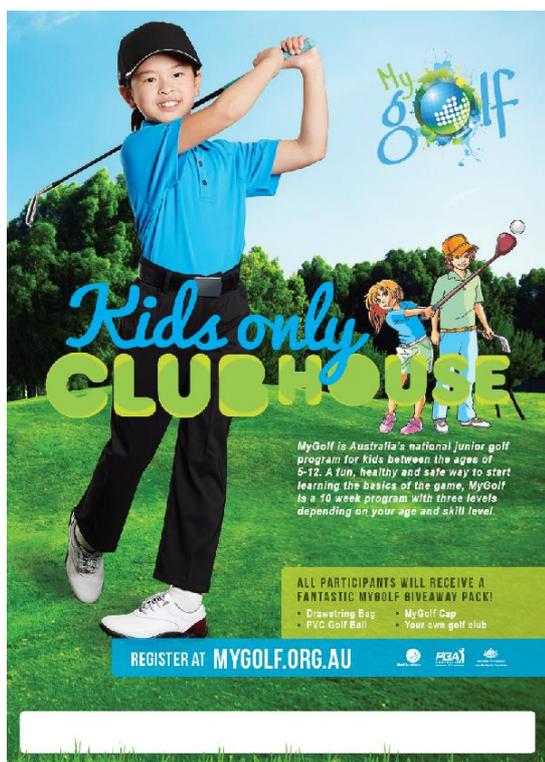
The following marketing collateral will be provided free of charge by PGA/GA for all registered MyGolf centres:

- A4 Poster
- DL Flyer
- MyGolf Centre Manual
- MyGolf Letterhead

All MyGolf Centres will be provided a MyGolf Centre manual, and you can order printed Posters and Flyers from the MyGolf Shop on the MyGolf website.

A4 Posters and DL Flyers can be ordered in a minimum quantity of 20. These items are all available free of charge.

You can also download electronic versions of these items from the Centre Coordinator Resources section of the MyGolf website.





### Main Contacts

Please see below for a list of contacts for your relevant State/Territory Association and PGA Division Office:

State/Territory	State/Territory Golf Association	PGA State Division
<b>ACT &amp; NSW</b>	Golf NSW Ph: (02) 9505 9105 E-Mail: <a href="mailto:info@golfnsw.org">info@golfnsw.org</a>  Jack Newton Junior Golf Ross Abbott Ph: (02) 9567 7736 E-Mail: <a href="mailto:ross@jnjq.com.au">ross@jnjq.com.au</a>	PGA NSW/ACT Division Hannah Everett Ph: (02) 8001 4001 E-Mail: <a href="mailto:heverett@pga.org.au">heverett@pga.org.au</a>
<b>NT</b>	Golf NT Brett Rankin Ph: (08) 8927 6950 E-Mail: <a href="mailto:brettr@golfmt.org.au">brettr@golfmt.org.au</a>	PGA WA/NT Division Kristin Farrell Ph: (08) 6430 8102 E-Mail: <a href="mailto:kfarrell@pga.org.au">kfarrell@pga.org.au</a>
<b>QLD</b>	Golf Queensland Adrian Hewat Ph: (07) 3252 8155 E-Mail: <a href="mailto:Adrian@golfqueensland.org.au">Adrian@golfqueensland.org.au</a>	PGA QLD Division David Rosenthal Ph: (07) 5657 6102 E-Mail: <a href="mailto:drosenthal@pga.org.au">drosenthal@pga.org.au</a>
<b>SA</b>	Golf SA Christian Puccini Ph: (08) 8267 1353 E-Mail: <a href="mailto:Christian@golfsa.com.au">Christian@golfsa.com.au</a>	PGA Southern Division Justin Little Ph: (03) 8320 1934 E-Mail: <a href="mailto:jlittle@pga.org.au">jlittle@pga.org.au</a>
<b>TAS</b>	Golf Tasmania Craig French E-Mail: <a href="mailto:craig@golftasmania.org.au">craig@golftasmania.org.au</a> Ph: (03) 6244 3600	PGA Southern Division Justin Little Ph: (03) 8320 1934 E-Mail: <a href="mailto:jlittle@pga.org.au">jlittle@pga.org.au</a>
<b>VIC</b>	Golf Victoria Ben Sweeney E-Mail: <a href="mailto:ben.sweeney@golfvic.org.au">ben.sweeney@golfvic.org.au</a> Ph: (03) 8545 6216	PGA Southern Division Justin Little Ph: (03) 8320 1934 E-Mail: <a href="mailto:jlittle@pga.org.au">jlittle@pga.org.au</a>
<b>WA</b>	Golf WA Matt Espie E-Mail: <a href="mailto:matthewe@golfwa.org.au">matthewe@golfwa.org.au</a> Ph: (08) 9367 2490	PGA WA/NT Division Kristin Farrell Ph: (08) 6430 8102 E-Mail: <a href="mailto:kfarrell@pga.org.au">kfarrell@pga.org.au</a>
<b>NATIONAL</b>	Golf Australia E-Mail: <a href="mailto:mygolf@golf.org.au">mygolf@golf.org.au</a> Ph: (03) 9626 5000	PGA of Australia E-Mail: <a href="mailto:mygolf@golf.org.au">mygolf@golf.org.au</a> Ph: (03) 8320 1911