

AUSTRALIAN GOLF

GET INTO GOLF - CHIP & SIP
A FUN & SOCIAL INTRODUCTION TO GOLF

**GET
INTO
GOLF.**

What is Chip and Sip?

- A fun, quick and social team event played on course.
- Played as an Ambrose event over a shortened course with limited club selection options.
- Designed to create a non-threatening environment for newcomers.
- A fun way to create social golf networks for women new to the game and club environment
- A mechanism for clubs to provide accessible transition to club membership.

For further information about Get into Golf visit:
www.golf.org.au/getintogolf/centres



GET INTO GOLF

CHIP & SIP EVENT

Discover the fun and friendship that golf has to offer at this popular Chip & Sip event. This women's Get into Golf Event is a great way to try the game of golf at your local golf club. It's an enjoyable social event and an ideal opportunity to learn and enjoy the game in a friendly environment with like-minded women. Cost includes golf, shared electric cart, glass of champagne on arrival and a glass of wine after the game. If you don't have golf clubs, don't worry, we will supply them. No experience necessary.

Location: Coolangatta Tweed Golf Club

Date: Sunday 5th December 2021

Time: 2pm – 5pm

Cost: \$30

Register: <https://www.golf.org.au/getintogolf/facility/Coolangatta+Tweed+Golf+Club>

Enquiries: Ph Janine Barney on 0419 714 064

Benefits

- Increased exposure.
- Online registration & support from Golf Australia and PGA.
- Access to national marketing & program collateral.
- Increased revenue & club membership opportunities.
- Participant insurance.
- Increased community engagement.
- Improved offerings and inclusion for women.



Promotion

This should start six weeks prior to the event.
Word of mouth works well - personal invitations to your members & current Get Into Golf participants.
Set up bookings through the Golf Australia Get Into Golf portal.

Course setup

Set up a short 9-hole course with hole lengths between 100m to 150m.
This reduces club selection options and helps with the speed of play.
If club hire is required, encourage the women to share.

Registrations

Participant's check-in 45 mins before session starts. This allows participants to:

- Have a glass of bubbles or non-alcoholic beverage on arrival
- Create their teams
- Allow for an introduction and welcome from the club

Presentations

Presentations take place after the end of play.
Participants are encouraged to share their on-course experiences and can do so over a drink of choice.

Follow up

It is critical that clubs have follow on/other planned sessions or programs for participants to continue with their golfing journey. For Get into Golf clinics which take place over 4 to 5 weeks.
These programs need to be promoted while you have the connection with these participants.



Helpful Hints

Plan for the event by:

- Promoting it at least six weeks prior to that event starting – focus on fun and social aspects of the event.
- Promoting it through your membership database and various social media channels.
- Engaging with women members of the club to assist with promotion and welcoming of the participants.
- Setting the course up as easy as possible (hole lengths no greater than 150m).
- Trying to coordinate the event with a fundraiser.
- Seeking out sponsors for nearest the pins, raffles and daily prizes.
- Asking participants to create a team name – award prize for most creative.
- Having follow up programs for participants such as Get into Golf clinics.

Thank you to Janine Barney, PGA Professional at Windaroo Golf Club for sharing the Golf Fore Women and Chip and Sip resources with other clubs.

Her hope is to see more clubs across Australia adopt initiatives to increase participation opportunities for women in golf.



Thank you