





SCOTTISH GOLF UNION



SCOTTISH LADIES' GOLFING ASSOCIATION

# GOLF CLUB MEMBERSHIP – TIME WELL SPENT

## April-May 2011

### National and Local PR

**Cruden Bay supports Golf Awareness Week**

CRUDEN Bay Golf Club is supporting the Scottish Golf Union in its bid to promote the benefits of golf club membership and increase membership recruitment across Scotland.

Timed to coincide with the weekend of the US Masters, the SGU and SLGA will be running a wide ranging marketing campaign during Scottish Golf Awareness Week and throughout April which hopes will prompt lapsed, nomadic or new golfers to set aside the time to play.

This year's national campaign will be themed 'Golf Club Membership - Time Well Spent' promoting the wide range of benefits and the flexibility of membership to offer golfers. Playing at the foot of the Ochil is a magnificent golf course, but you can't play there every day. The club offers a range of membership options, from a full membership to a part membership, and a variety of payment options, including monthly direct debits, to suit all budgets.

Andy Salmon, Scottish Golf Development Manager, said: "We have been highly encouraged by the response from clubs over the past two years who have adapted well to the changing nature of membership. "We've seen a much more proactive approach, with an increased number of age and price categories on offer, flexible payment options and a customer focused approach. "While we are under no illusions as to the continued challenge clubs are facing, including the impact of the economic downturn, we are confident that the SGU and SLGA will continue to support clubs in their efforts to attract new members and retain existing members. "We have been highly encouraged by the response from clubs over the past two years who have adapted well to the changing nature of membership."

**Drive to attract new members to golf clubs**

GOLF clubs across the country are being encouraged to take part in this year's Scottish Golf Awareness Week which sees off in a month's time, taking place from April 10-17.

The Scottish Golf Union and Scottish Ladies' Golfing Association launched the initiative in 2009 to attract new golfers and retain existing members.

While national membership numbers fell by 1.9 per cent among adult male golfers during 2010, some positive signs emerged, with 17 per cent of clubs recording an increase in their numbers and 10 per cent reporting double-digit percentage growth.

This year's campaign coincides with the weekend of the US Masters in August. With the clocks changing and the lighter nights, coupled with an expected improvement in the weather, the governing bodies hope their activity will encourage nomadic golfers to consider joining their local golf club.

"By marketing the benefits of joining a golf club through a national media campaign, our aim is to deliver their own marketing activity on a local basis and attract nomadic golfers or lapsed members back into club membership," said Andy Salmon, Scottish Golf Development Manager.

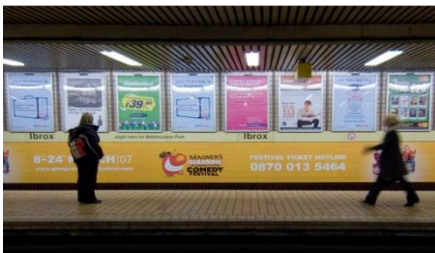
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### Radio (featuring the BBC's Andrew Cotter)

### Radio Advert 1 – Andrew Cotter – Commentary

### Radio Advert 2 – Andrew Cotter – Solo

### Outdoor Posters – Glasgow Underground & Driving Ranges across Scotland



**Buy yourself some play time...**

...with a golf club membership.

Finding time to spend with family can be easier said than done. Work, study, family and other priorities so often get in the way.

A golf club membership means you can combine having a play with fitness with a bit of exercise and some healthy competition. It may be a good many Sundays, a quick 9 holes after work or a bit to be in on Saturdays. Now, that's time well spent.

To find out more visit [www.scottishgo.org](http://www.scottishgo.org) or call your local golf club.



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## Online Advertising



The screenshot shows the Scottish Golf website homepage. At the top, there are logos for Scottish Golf and Dunfermline. Below the logos is a navigation menu with links for Home, SGU, Events, Club Services, Golf Course, Play the Game, Performance, Handicapping, Shop, and SGU TV. The main content area features a large image of a golfer in a red shirt, a 'Quick Search' box, and a 'Developing Talent' section. There are also sections for 'Latest News' with several headlines, a 'COMPETITION WIN A SET OF TAYLORMADE BURNER 2.0 IRONS' advertisement, and a 'Scottish Golf CARD' section. On the right side, there are sections for 'Events', 'PHOTO GALLERY', 'DISTANCE MEASURING SERVICES', 'ENTRY FORMS', and 'OPEN COMPETITIONS'.