



SCOTTISH GOLF
UNION



SCOTTISH LADIES'
GOLFING ASSOCIATION

ScottishGolfCARD

SCOTTISH GOLF CARD – CLUB INFORMATION SHEET

WHAT ARE THE SGU & SLGA TRYING TO ACHIEVE WITH THIS INITIATIVE?

There are two key objectives driving the roll-out of the Scottish Golf Card:

1. To create both real and perceived added value to golf club membership by offering opportunities for preferential green fees exclusively to members of SGU/SLGA affiliated clubs.
2. To create incremental revenue for participating golf clubs.

HOW WILL IT WORK?

Clubs participate (i.e. accept the Scottish Golf Card) entirely on an optional basis. However we strongly advise clubs to accept this card because there is absolutely nothing to lose. This is because:

- Clubs need only accept card holders on days of the week or times of the day when the course has availability. The club has 100% control over such availability - see Terms & Conditions.
- Clubs can restrict the number of card holders that may play on a given day or week, e.g. maximum 4 rounds (1 tee time) per day.
- Clubs can determine the booking conditions, e.g. only bookable 1 month/week/day in advance.
- Clubs can review and amend these terms & conditions at any time.

Therefore, although card holders will only pay 50% of your full green fee, this revenue will be incremental and will not cannibalise existing revenue streams.

Card holders will be entitled to one round of golf (per annum) at 50% discount of normal applicable green fee, subject to availability. The card will be valid for 12 months from the date of purchase and this will be clearly visible to the club on the individual's golf card.

Holders of a Scottish Golf Card may introduce up to a maximum of 3 guests. These guests may also hold a Scottish Golf Card. However, if they do not, the club should charge the full applicable green fee.

We suggest a 'no card = no 50% discount policy' at all participating clubs. The Scottish Golf Card itself will contain space for each club to indicate that a round has been claimed at that club which in turn prevents that card holder from returning for a second round during that year.

WHO CAN BUY A SCOTTISH GOLF CARD?

Only bona fide golfing members of clubs affiliated to the SGU and/or SLGA can buy a card. This includes overseas golfing members but excludes social members.

In 2009, the SGU will validate all applications with the golfer's home club to limit abuse.

The card will cost £10 (inc. VAT) per annum.

WHAT HAPPENS TO THE £10?

Much debate was had about the right price point for the card. The objective is not to raise money. However, the consensus from our consultation was that £10 was about right and that to charge any less (or indeed nothing) would create a sense of lack of value or worth.

The money raised will initially offset the costs associated with the establishment and marketing of the initiative. Thereafter, all funds raised will be re-invested in Supporting Clubs and Growing the Game.

Clubs should be aware that there are several similar initiatives currently in the market, all of which operate on similar fundamental principles. However, these initiatives create profit for commercial entities. All proceeds from the Scottish Golf Card will be re-invested into Scottish Golf.

CAN CLUBS OBTAIN THE SCOTTISH GOLF CARD TO SELL TO MEMBERS?

Yes. As stated above, the objective of this initiative is not to raise money for the SGU/SLGA. Clubs can purchase the Scottish Golf Card from the SGU at a unit cost of £5 (inc. VAT) provided they agree to some basic criteria to protect the integrity of the initiative. Full details are provided separately.

HOW WILL SUCCESS BE MEASURED?

Initial success can be gauged by the number of clubs that participate and by the number of Scottish Golf Cards that are sold. However, real success will be measured against our 2 objectives, namely increasing the value of membership and creating incremental revenue.

To this end, we will look to clubs to tell us how many visiting golfers they have received utilising the Scottish Golf Card and also to tell us about the reaction of their members. We therefore ask participating clubs to maintain a record of rounds played by card holders during the season.

OUR CLUB WANTS TO PARTICIPATE - WHAT DO WE DO NEXT?

First of all, make sure that you have indicated on SGU Golf central that your club is participating. Go to SGU Golf Central Club Admin and click on the 'Facilities' tab. Here, you will see an empty box beside the symbol for 'Scottish Golf Card'. Tick this box and save the changes.

In addition, you may like to refer to your clubs participation and any restrictions in the 'Special Offers' section, or; contact Audrey Rees at a.rees@scottishgolf.org and she will be happy to assist.

Secondly, determine how your club wishes to manage availability. Which days will you accept the card, at what times, how far in advance can golfers book, how many card holders will you allow each day? As mentioned above, you may like to add this information to the Special Offers section of SGU Golf Central.

Then, we ask you to monitor levels of interest and actual bookings. Please keep a record and review your own terms & conditions to reflect the demand and the levels of business you are happy to accept.

FINALLY

If you have any queries, please do let us know by calling 01334 466477 or e-mailing golfcard@scottishgolf.org