



# Aboyne GC: A Mutually Beneficial Partnership

**INTRODUCTION:** Situated by the beautiful Aboyne Loch in Aberdeenshire, Aboyne Golf Club provides a great test for its members. The oldest course on Royal Deeside, the clubhouse's panoramic windows allow the viewing of both the course and the northern valleys of the River Dee. It is only fitting that Aboyne GC created a brand as spectacular as their facilities.

## THE ISSUE

Despite being a fairly successful golf club, Aboyne Golf Club felt that they needed to update their brand. With their spectacular views and successful clubhouse, a new banner design for marketing purposes was needed to represent the club and it was down to Marketing Convenor, Nigel Bradburn, to find one. However, Bradburn sought more tech-savvy support to carry out the task. It was not until he attended a business breakfast event at Aboyne Academy that he found a potential solution.

## THE SOLUTION

Aboyne Academy hosted its business breakfast event in March 2016 with the aim of strengthening community links between schools and businesses, exploring the ways in which Aboyne Academy can enter into mutually beneficial partnerships and making their pupils more aware of the opportunities available to them in the area. At the breakfast, Aboyne Academy introduced the work that they had been completing for offshore accommodation company, Arcadion. Bradburn was so impressed by the work that he proposed a business opportunity to the graphic communication pupils. The pupils themselves were also looking for opportunities to take what they had learnt in the classroom into the real world.

## IMPLEMENTATION

After admiring the pupils' impressive work, Nigel noted the club's wishes to work with Aboyne Academy and its pupils. The academy accepted and the partnership was established. Pupils Adam Smith and Ben Preston were successful in creating the desired banner that incorporated the clubs' swan logo and pictures of the course. It also advertised the many achievements and honours of the club accompanied by general information. Bradburn and the members of Aboyne GC were very impressed by the pupils' standard of work. The banners have been used extensively in subsequent photoshoots and promotional campaigns.

## AT A GLANCE...

- >> Needed rebranding to accompany their modern club
- >> Lacked the IT skills needed to complete the rebranding
- >> Made the most of the already established relationship with Aboyne Academy
- >> Offered the students of Aboyne Academy a "business challenge"
- >> S5 and S6 Graphic Communication pupils created a first class banner design for the club
- >> Pupils got the opportunity to practice their desktop publishing skills

*"I enjoyed the project as I like knowing that the final outcome has a real-world use."*

**Ben Preston, Aboyne Academy**





## IMPACTS

- Aboyne Golf Club received new eye-catching branding
- Aboyne Academy pupils received work experience in graphic design
- Stable partnership established between Aboyne GC and Aboyne Academy
- Allowed Aboyne GC to stimulate interest in their club and the game
- Pupils were given the opportunity to make connections beyond the classroom

## NEXT STEPS

Following the rebranding of Aboyne GC, the club continues to work with Aboyne Academy. Pupils at the academy have started work on several other IT related marketing projects with the aim to attract UK and overseas visitors to the Royal Deeside area to play golf throughout the 2017 season. Pupils have also created club leaflets to accompany the rebranding of the banners. Both Aboyne GC and Aboyne Academy look forward to maintaining their partnership over the coming years.

View more information on Aboyne GC:  
<http://www.aboynegolfclub.co.uk/Home.aspx>

***“As a club we recognise we have an obligation to help these pupils prepare for life after school in the business environment”***

**Nigel Bradburn, Aboyne GC Marketing Convenor**

## FIND OUT MORE

If your club would like to promote its business success story or require support in this area, please contact your Club Development Officer:

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