



## A RETENTION TOOL

### Golf Skills Cymru – A RETENTION TOOL

Much emphasis is often placed on the recruitment of new golfers and their transition to full membership, however retaining existing members is equally important to ensure that golf club membership remains healthy.

Adult lifestyles continue to change and it is vital for golf clubs to review their policies and assess provision to ensure that they are offering all golfers an attractive membership package with appropriate benefits and opportunities.

Golf clubs cannot expect golfers to remain loyal without offering them a good competitive package, which includes a variety of opportunities (playing, membership, coaching and competition), a good course with ample facilities and a high level of customer care.

Structured coaching sessions should not only be organised for beginners or juniors, but for existing members as well. Golf Skills Cymru has been designed to appeal to existing golfers of all abilities and ages and together with the supporting resources can provide a PGA Professional with all the necessary tools to deliver game improvement sessions utilising the challenges.

The retention of existing members is not just about competitive playing opportunities. The golf club environment provides an excellent atmosphere for social activities for members and non-members/guests. Golf Skills Cymru activities can easily be incorporated into social events such as: BBQ's, cocktail evenings or even member's guest days.

For example, the putting challenges could even be incorporated into Captain's Day activities with the leaderboard on show in the clubhouse, generating plenty of post-round discussion!

A great way of incorporating the various sections of the club would be to organise an annual Skills Challenge Cymru match between the sections such as – Juniors v Ladies.

Why not test your club's scratch team ability on Golf Skills Cymru, their scores will establish good targets for your club's juniors.