



The greatest challenge for golf in Australia is to increase participation numbers and rounds played. PLAY GOLF is the marketing programme that addresses this challenge as a one-stop entry point.

Simply put, PLAY GOLF is designed to grow the game as an acquisition, retention and growth strategy, broken into two parts:

1. Online tools that connect people with services.
2. A campaign that drives desire to visit the PLAY GOLF domain.

The programme channels consumers through to different sectors of the industry depending on their requirements of the game and individual information. PLAY GOLF is a portal for the entire industry and is designed to make the golf industry accessible, regardless of the consumer's level of knowledge of the game.

PLAY GOLF focuses on three clear objectives:

1. Connects new players into the game

How do I start? Turn "*I want to learn to play*" into a booked clinic, lesson or casual hit through a very simple process that gives people a recommendation tailored to their age, gender and location. We must make it as simple as possible to take the first step to getting into golf.

2. Connects casual players with a golf course option

Turn the question of the casual player asking "*where can I play today*" from a 'hard to answer' question into an 'easy to answer' question. PLAY GOLF connects the consumer through to the courses that satisfy their search criteria. The consumer then books round/s online – as one can book most other leisure options today.

3. Presents Casual Golfers with a Membership option (from mid 2010)

Answers the question, "*where can I become a member?*" The consumer can search their region for clubs with membership availability or view the wait list time at other courses. More importantly, we gain the ability to actively promote membership based on a user's profile of tee time bookings.

PLAY GOLF is a solution of national value and in all instances the marketing program aims to deliver items of national value: above the line advertising and promotion, national web tools, and national corporate partnerships. It provides a simple means for Golf Australia to use its significant national marketing assets – the centrepiece

being the Australian Open – as a promotional vehicle for getting new players to the game.