

DANSK GOLF UNION

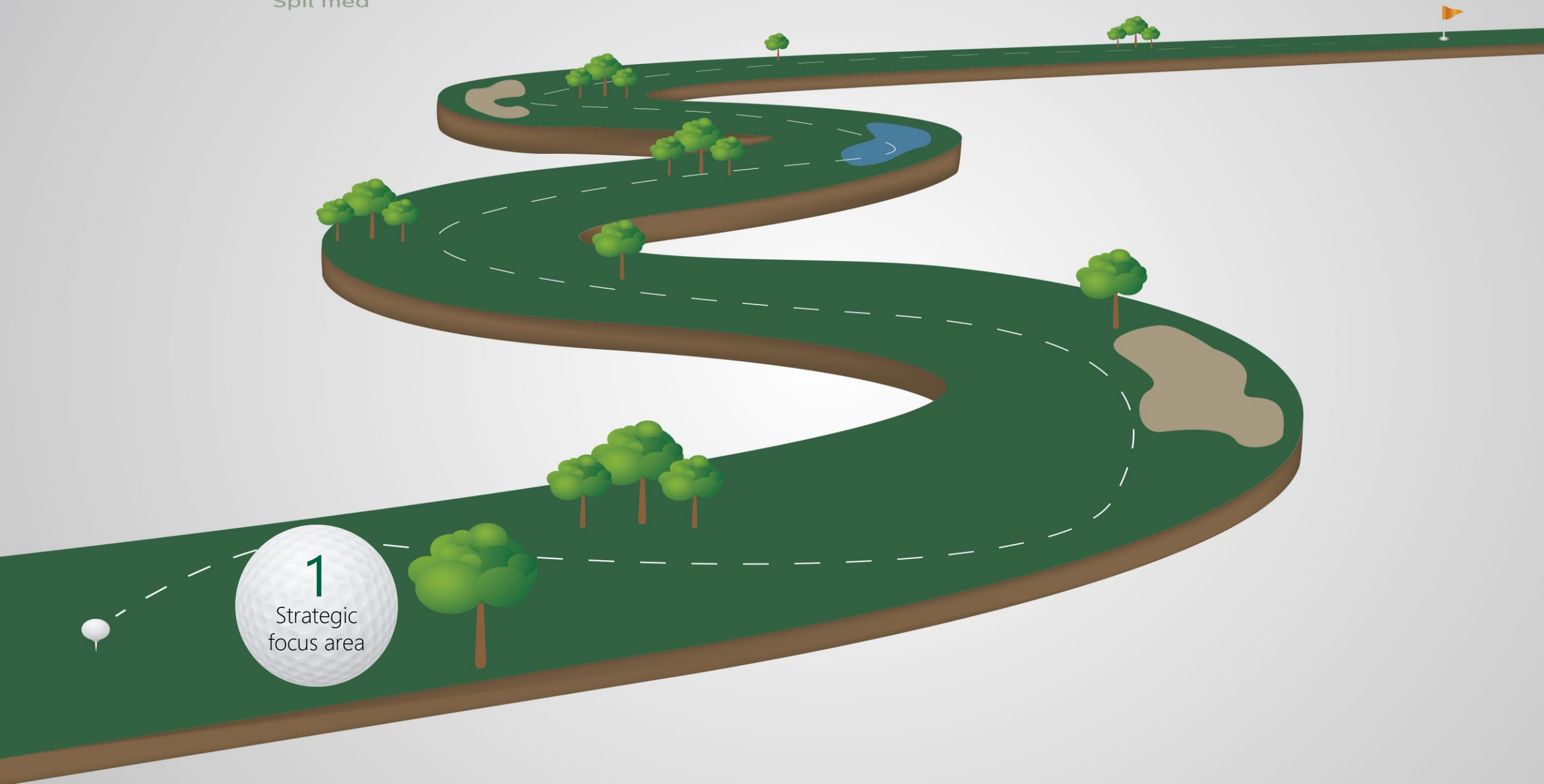
Spil med





Strategic challenges

- Does it work?
 - Does it create results?
 - Prioritizing
 - Executing
 - Implementing
 - Daily life
-



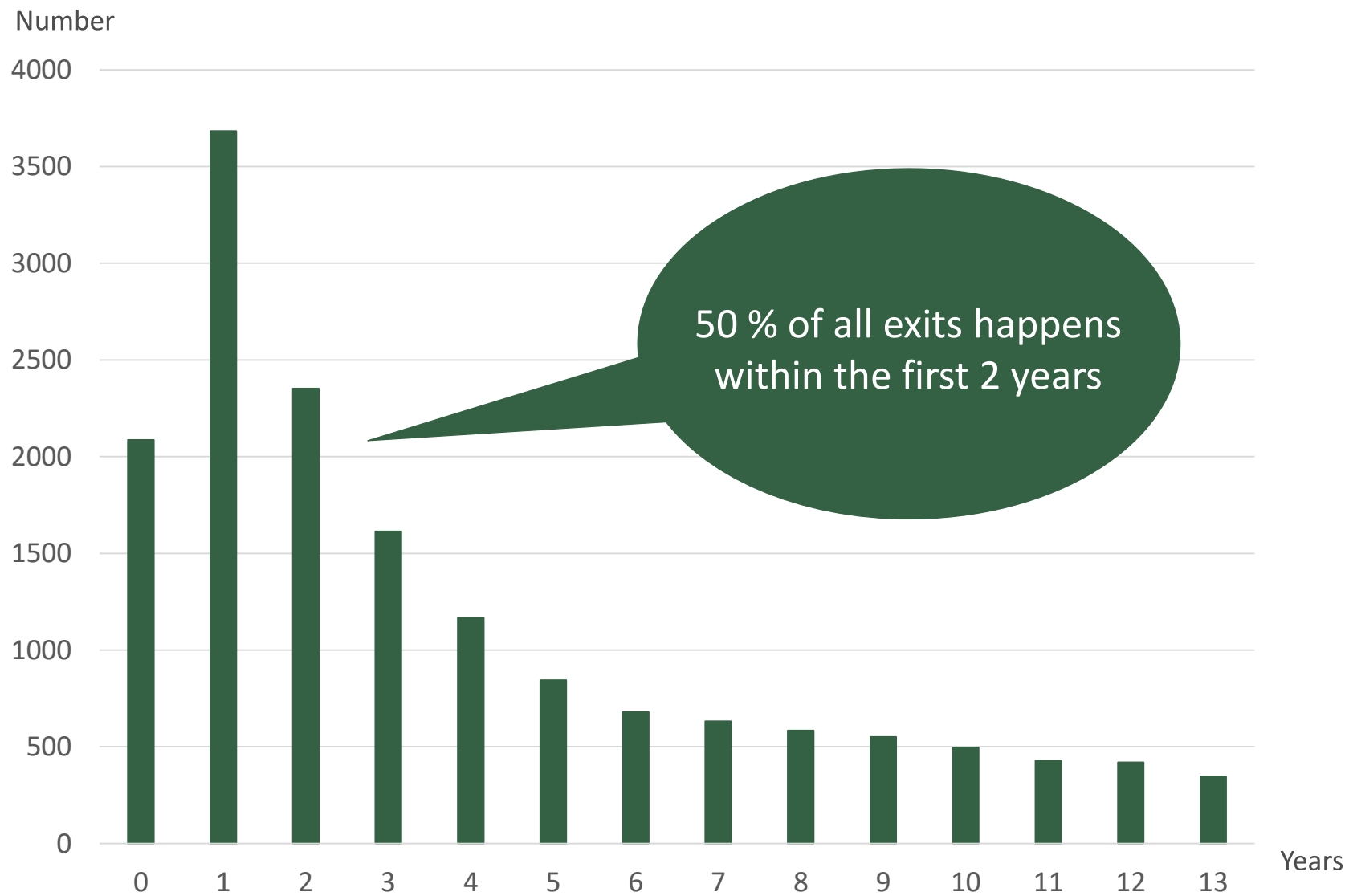
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Strategic
focus area



1

Strategic focus area

- Prioritizing – What is most important?
 - Where can we succeed?
 - Beginners path – The great beginning
-

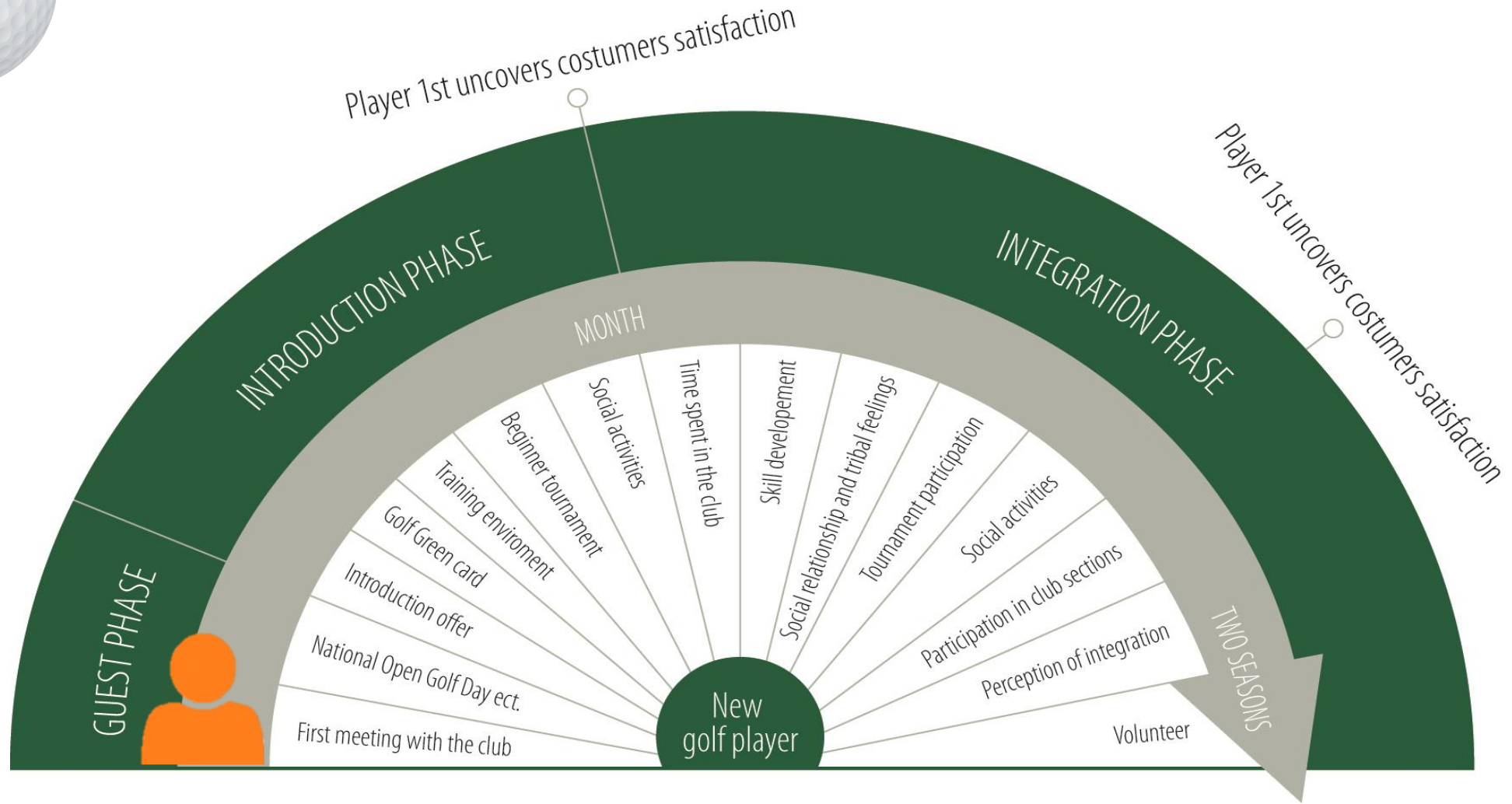




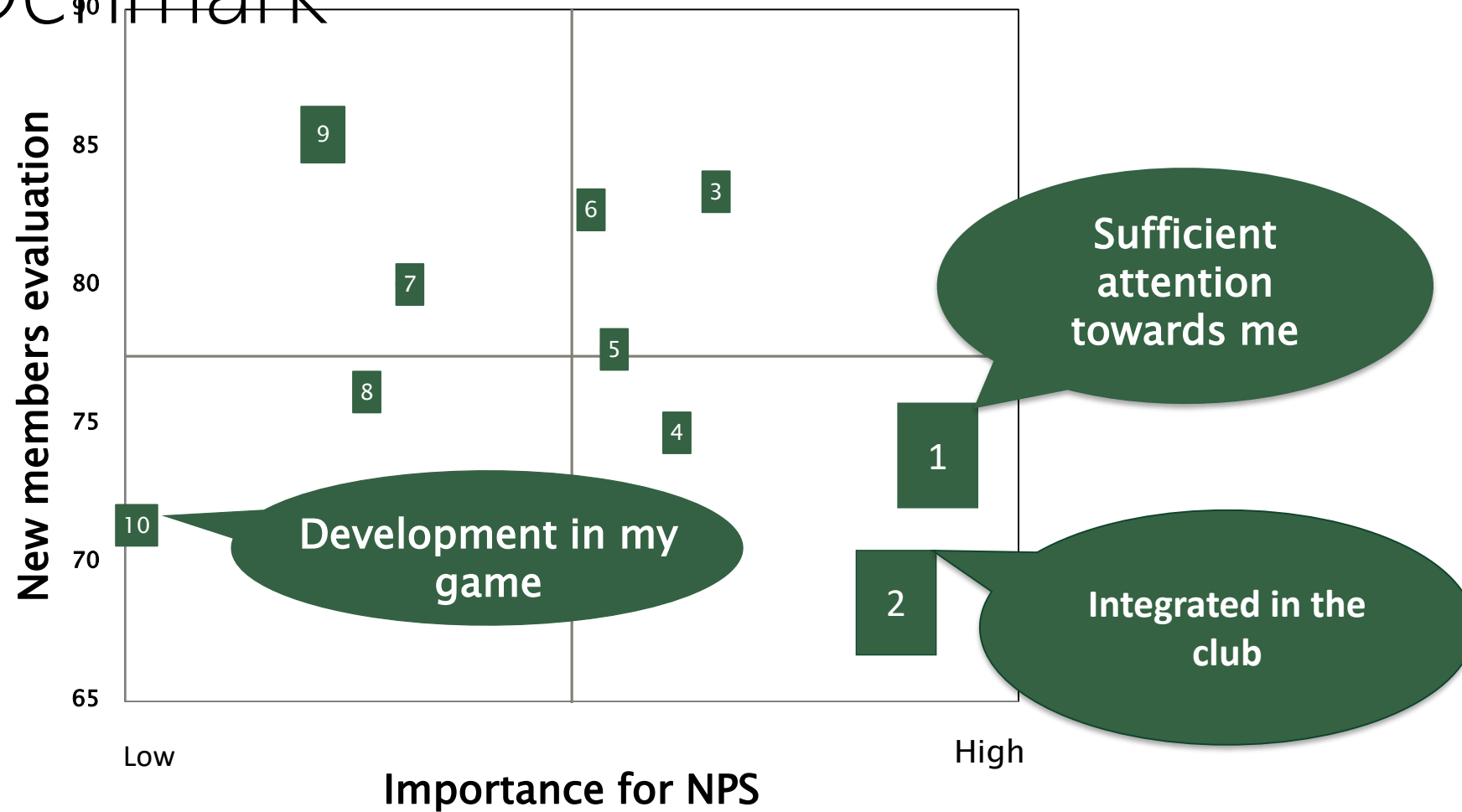
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Starting a theme

- Committing resources
 - Burning platform
 - Numbers and data
 - Creating the buzz
 - Communication
-



Most important for new members in Denmark



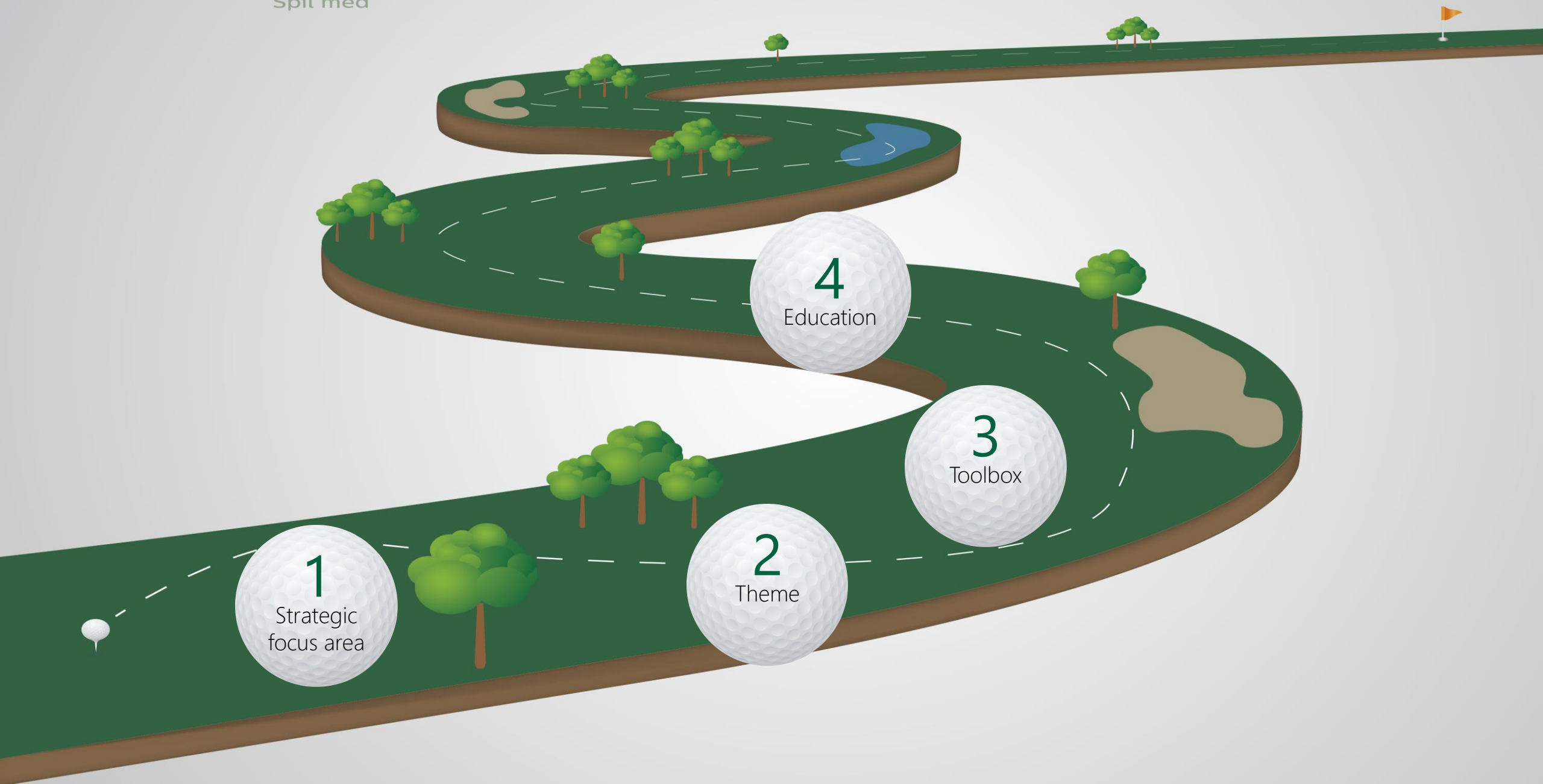




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Toolbox

- Players 1st
- Entry and exit dates
- Beginners manual
- Building a language
- Web page



1

Strategic
focus area

2

Theme

3

Toolbox

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Education

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Education

- Beginner trainer
 - Courses towards beginners committee
 - Small group gatherings - Workshops
 - Board members, managers, PGA's
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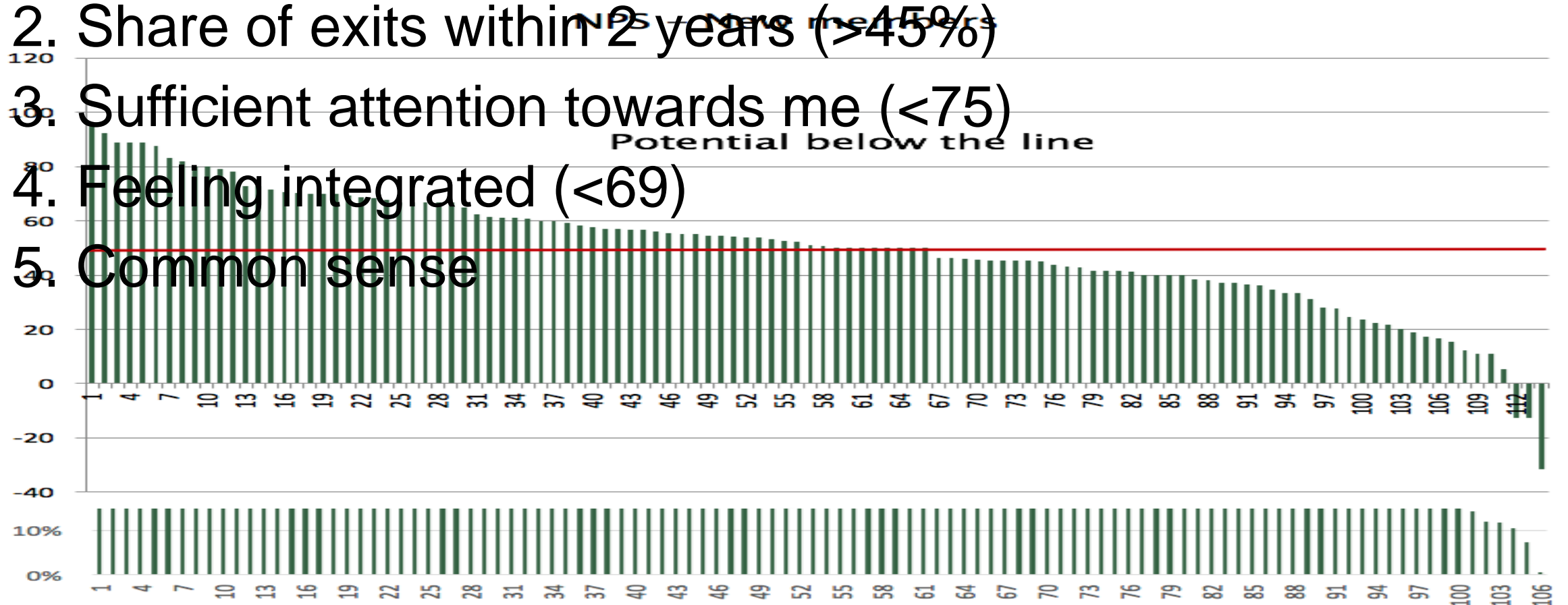
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Consulting

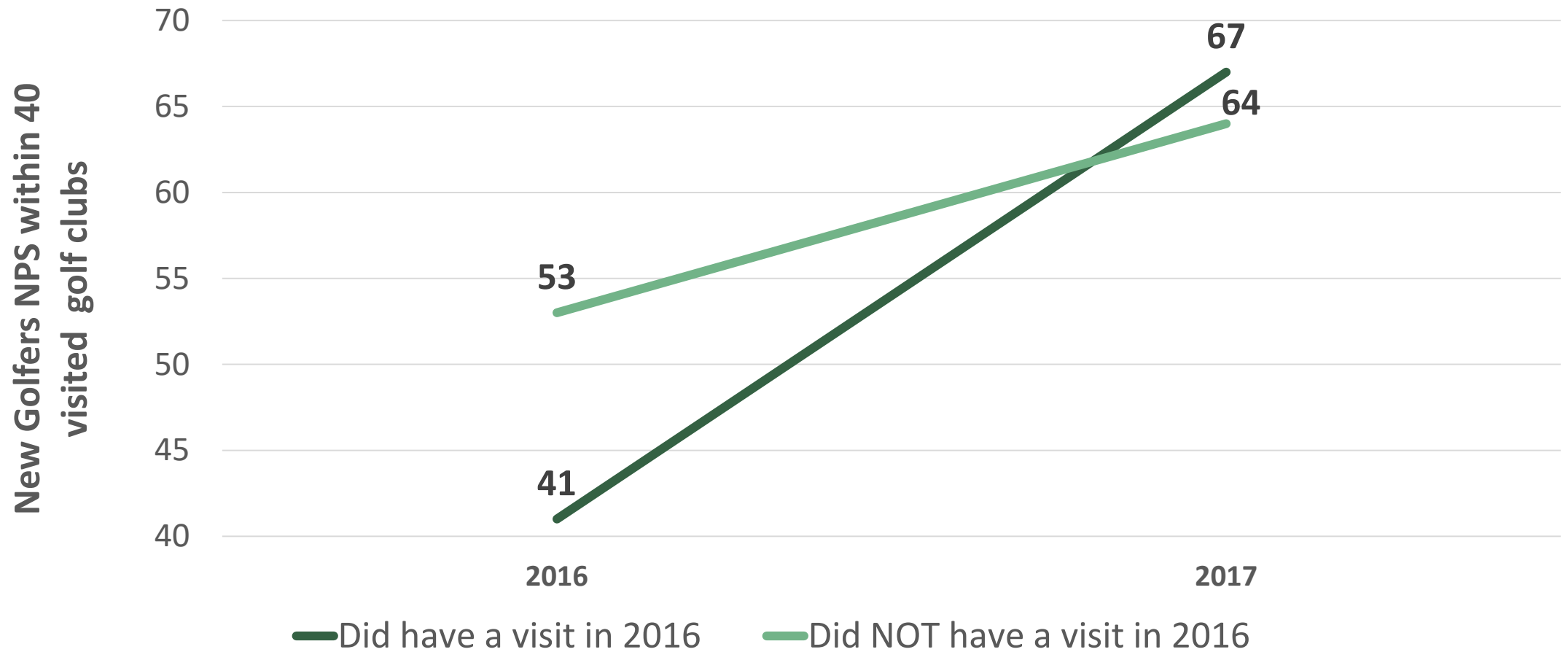
- More resources
- Selection of clubs
- 25% of all clubs are visited
- A developing process

Criteria for visits

1. NPS from beginners (<49)
2. Share of exits within 2 years (>45%)
3. Sufficient attention towards me (<75)
4. Feeling integrated (<69)
5. Common sense



Effect of consulting





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Maintain focus

- Club visits
 - Facebook community
 - Groups for sharing knowledge
 - Newsletters
 - Regional seminars
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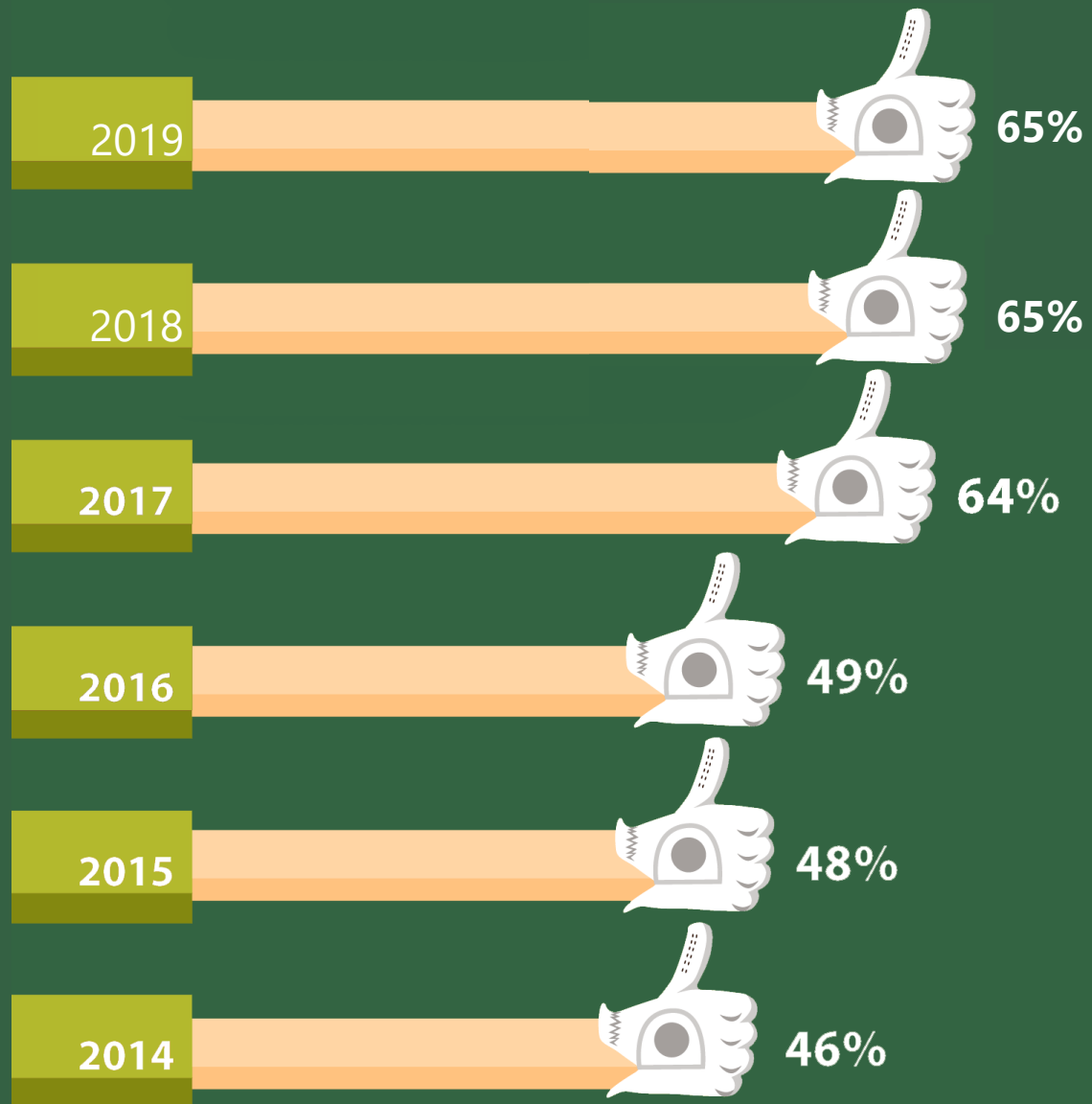


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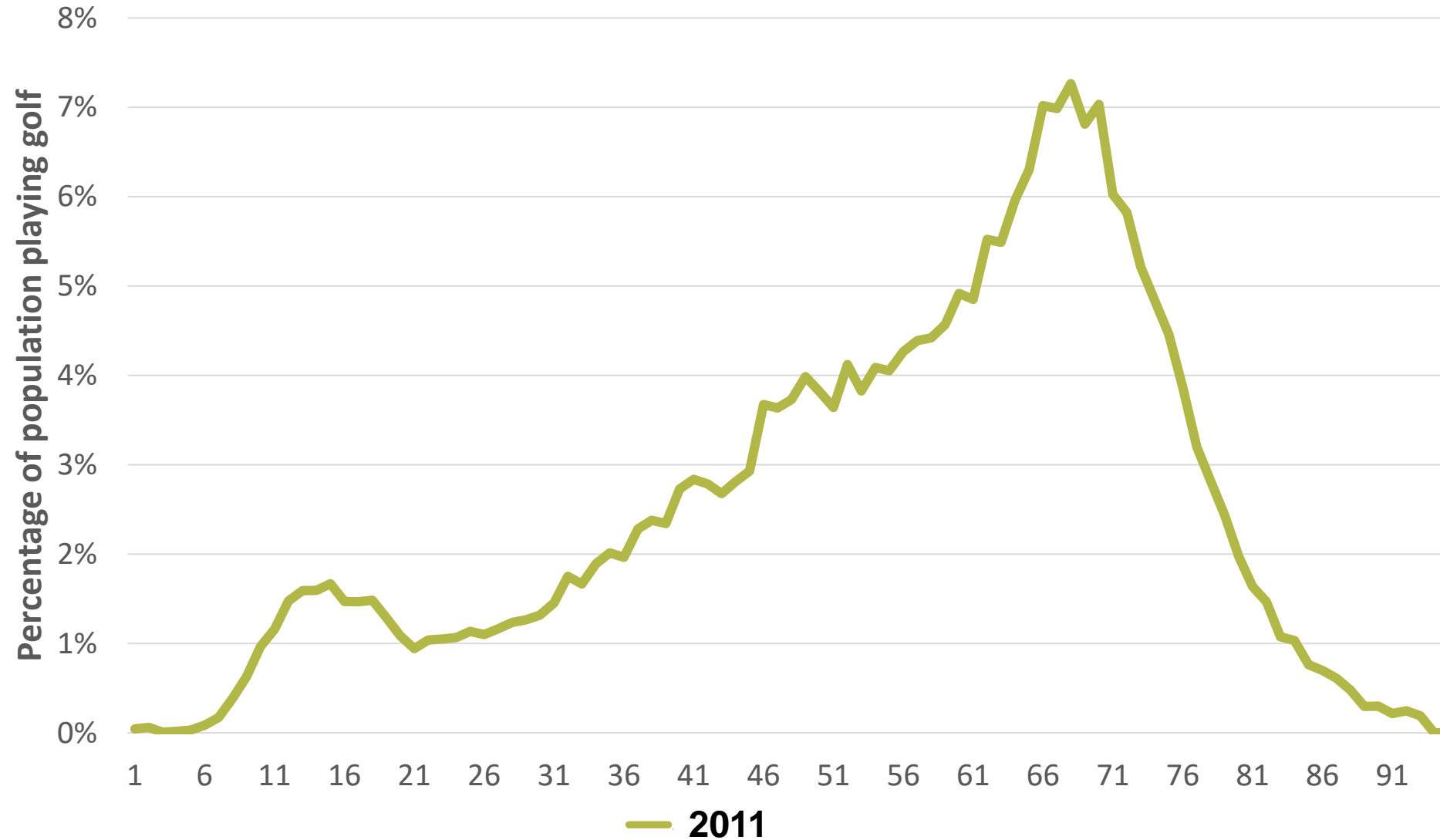
Feedback

- Players 1st
 - Member churn
 - Club responses
 - Theme – the buzz
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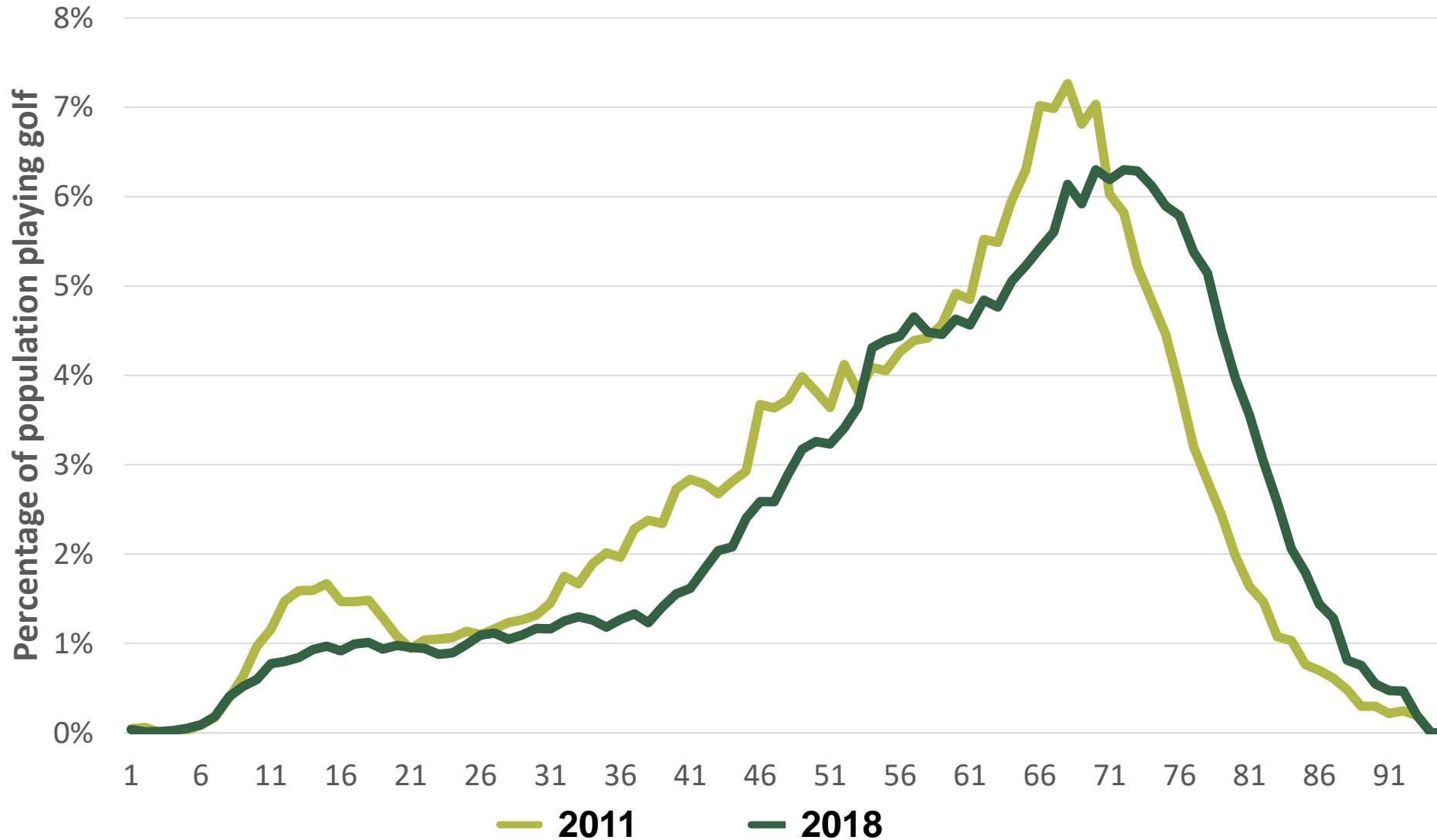




The ageing golfers

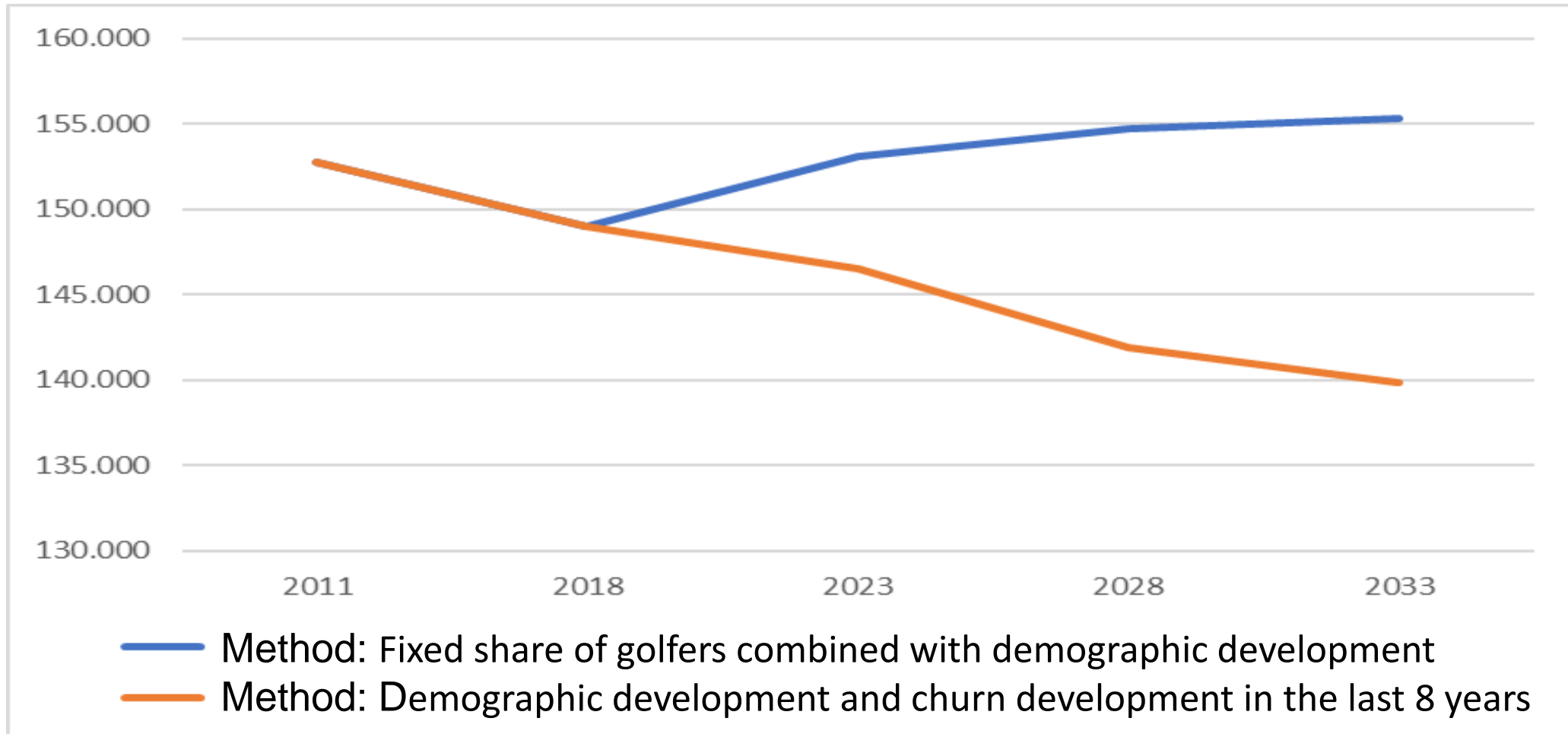


The ageing golfers

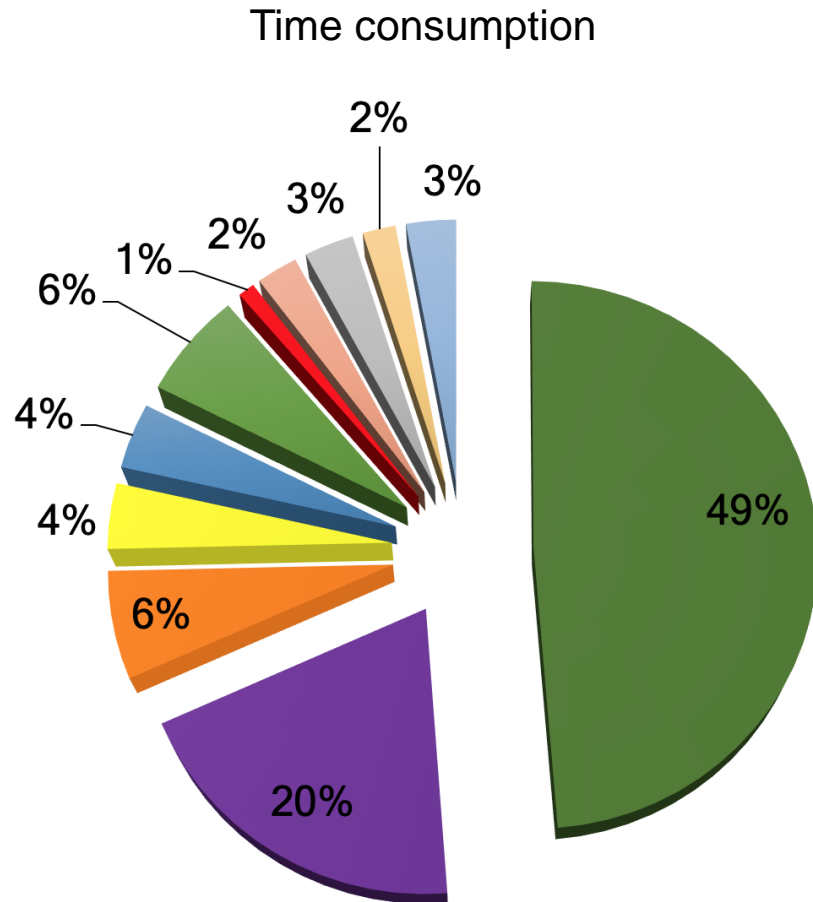


Scenario analysis of the future in Danish golf

Projection based on demographics and churn development

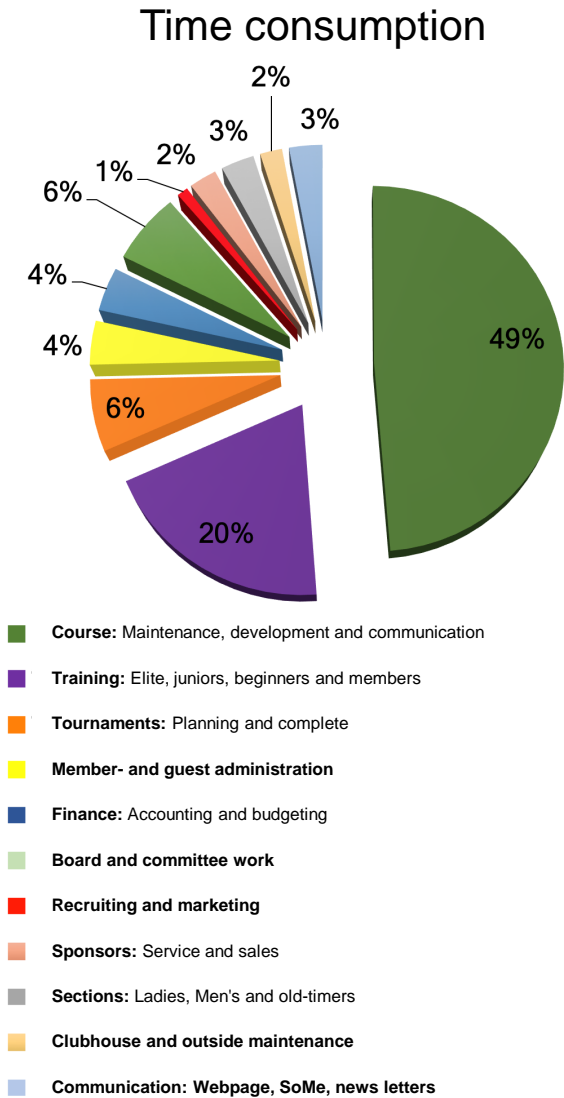


Time spend in the golf club



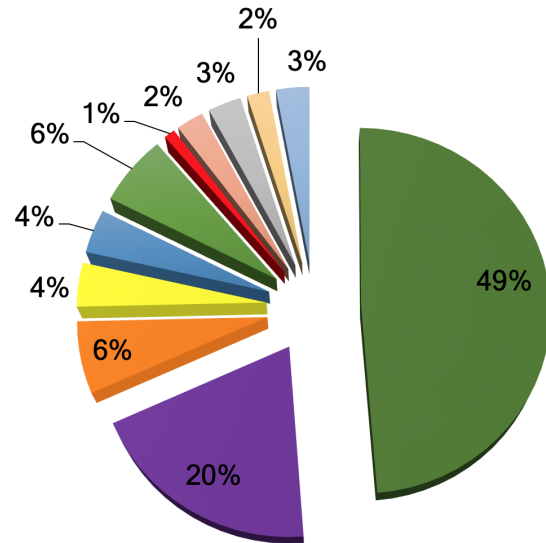
- Course:** Maintenance, development and communication
- Training:** Elite, juniors, beginners and members
- Tournaments:** Planning and complete
- Member- and guest administration**
- Finance:** Accounting and budgeting
- Board and committee work**
- Recruiting and marketing**
- Sponsors:** Service and sales
- Sections:** Ladies, Men's and old-timers
- Clubhouse and outside maintenance**
- Communication:** Webpage, SoMe, news letters

Time spend in the golf club



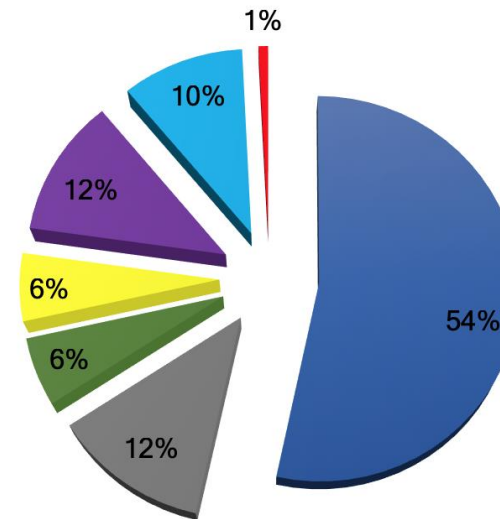
Time and money spend in the golf club

Time consumption



- **Course:** Maintenance, development and communication
- **Training:** Elite, juniors, beginners and members
- **Tournaments:** Planning and complete
- **Member- and guest administration**
- **Finance:** Accounting and budgeting
- **Board and committee work**
- **Recruiting and marketing**
- **Sponsors:** Service and sales
- **Sections:** Ladies, Men's and old-timers
- **Clubhouse and outside maintenance**
- **Communication:** Webpage, SoMe, news letters

Budget



- **Salary in total**
- **Machinery**
- **Golf Course**
- **Land**
- **Administration**
- **Property**
- **Recruitment and marketing**



The road to succesfull
recruitment