

FOOTGOLF REPORT 2016

August/ September 2015 I came across an article from Golf Australia telling of its support for FootGolf as a secondary income for small clubs.

October 2015 John Duncan and myself went to visit Colonial Golf Course in Penrith to see how FootGolf worked. John could immediately see the potential, and pushed to get it up and running for the school holidays. The Johnny Warren Foundation donated 40 Size 5 balls for our use. John then had meetings with Leonardo Fernandez from Footgolf Australia (FGA), about course layout.

The Board gave the go ahead for a 6-month trial at a cost of \$5500 set up.

January 11th saw the introduction of FootGolf onto our course.

It was an immediate hit. Through Facebook advertising, pamphlet drops, newspaper stories the word spread.

AUSTRALIAN OPEN FOOTGOLF

Early February we were approached by FGA to run the Inaugural Australian Open Footgolf---a 4-day event to be held late May.

JGC Board decided to go ahead with this late February, and a signed agreement was entered into with FGA.

Marketing became easy—Everyone wanted to know about this new Sport.

Sponsorship from Kiama Council (\$2500), NSW Sporting Grant (\$1316) and guaranteed Prize Money from FGA of \$8500 and International Players assisted in the events success. We also held a free Jack Newton Junior Golf Clinic with 15 juniors participating.

My thanks go to the many volunteers over the 4-day event, in what were very cold conditions for 3 of the 4 days. Their work help generate a profit of \$4600. Special mention must go to Leonardo Fernandez who has boundless energy and ideas, along with Carole Johnston (Strategic Planning and Marketing for Kiama Council) who assisted me with Social Media and Digital Marketing. Atmosphere Productions provided Aerial Drone Coverage

JGC has been approached again by FGA to run the Australian FootGolf Open early November 2017. No decision has been made.

FINANCE

Totals for FootGolf Operations as at May 31st in 2016 Financial year statement are indicative of monies taken---we had a few months with no cash register button and monies from The Australian Open were not banked until the next Financial year. My figures indicate \$7144 as at May 31st 2016. This meant we had paid off our initial investment in 4 months. At the end of 6 months members were asked what they thought. No written reports were received, but word of mouth overwhelmingly supported it. Board decided to continue with FootGolf---what a buzz it provides around the course. Flow on effects of cart hire, drinks etc. also help the club.

FootGolf has exceeded all my expectations. I thank John Duncan for his enthusiasm and assistance---FootGolf would not have been introduced without his insight.

Bookings are increasing and we now have St. Josephs' Albion Park High coming every Friday. 30 students for 1 hour.

We have taken our first International booking from Italy—only 2 players but show the power of social media. Also taken our first 9 holes golf and 9 holes of FootGolf.

Last and by no means least I thank all the members who have been patient and co-operative with this innovative idea.

SUE PAUL (Board Member and Footgolf Organizer)