



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Austin Westphal
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Facility Name:	Avondale Golf Club
Location:	Hayden Lake, Idaho
Property Type:	Semi-Private
Name of Program:	Avondale Golf Academy powered by Operation 36
Type of Program:	Junior Program
Dates of Program:	March - October
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>At Avondale Golf Academy the demographic we aim to reach is golfers of all ages and abilities. The golfers that are looking to develop their golf games and join a fun and welcoming environment to learn the game. Last year we aimed to create 75 new golfers.</p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <ul style="list-style-type: none"> • Variety of classes aimed at different age groups and skill levels • Family friendly group events • Welcoming on course match environments • Structured practices aimed at developing different skills
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>The goal to create 75 new golfers outlined above was achievable by focusing on providing a top-notch program. By focusing on staying organized and listening to what families are looking for is one of the best things we have done. Things we have done in the past to introduce to golfers to our programs are things like hosting a “bring a friend” to class week. Most of the time our golfers will bring a brand-new golfer to class that will now become hooked on golf by seeing how much fun we have.</p>



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	<p><i>How did you track your results?</i></p> <p>Results are tracked within our Operation 36 platform. We can see exactly how many new golfers we have created and their progress through our program.</p>
Total Revenue Generated:	<p><i>Explain how your program had a positive impact on your business such as: revenue generated, additional spend by participants, new memberships and the effect on your bottom-line.</i></p> <p>By creating 75 new golfers we were able to fill our Spring-Summer-Fall semesters. We had 75 in our Spring and Fall and over 125 in our Summer. We firmly believe by beginning this mission to create 75 new golfers that it played a big role in reaching our membership cap. Each on course match that we hosted...we rented 25-40 carts resulting in \$600.00-\$1,000.00 in facility revenue. On top of this...when 125 golfers attend a match...they on average spend approximately \$5.00 a piece in the restaurant.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>In addition to other programs such as PGA Jr. League and so on...every Professional should consider adopting a Operation 36 program at their facility. It plays a big role in changing the facility atmosphere to a more welcoming family friendly environment. On top of that...it is a program that golfers are able to stick with for years.</p>