JUNIOR GOLFERS ARE CRUCIAL TO THE FUTURE HEALTH OF OUR SPORT.

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Foreword
by Paul Casey, European Tour and PGA Tour Professional

GOLF IS ONE OF VERY FEW SPORTS WHICH CAN BE PLAYED BY PEOPLE OF ALL AGES AND ABILITIES, PROVIDING PLAYERS WITH HEALTH BENEFITS, OPPORTUNITIES TO DEVELOP PERSONAL SKILLS AND OF COURSE HAVE FUN.

England Golf actively supports the development of golf at both club and county level through a variety of resources, enabling young people to experience the game and progress to whatever level they aspire. Through the Junior Organisers’ Handbook, England Golf are able to assist and support golf clubs in strengthening their junior structures and developing junior golf at all levels.

Junior golfers are crucial to the future health of our sport, as they will be the adult participants and members who will continue to play this great game for many years to come. Investment in junior golf at club level is therefore essential to ensure young people are recruited and retained within the game in a welcoming and friendly environment.

The England Golf Junior Organisers’ Handbook challenges golf clubs to look at their existing practices and make them more open and accessible. The role of the Junior Organiser is not an easy task and does require dedication and a range of skills, however with appropriate support from within the golf club, the Junior Organiser and other helpers can feel highly rewarded for undertaking these important roles.

I am delighted to support England Golf’s Junior Organisers’ Handbook and also their development work within golf clubs and with continued dedication from all involved, even more boys and girls will have the opportunity to take part in this great sport and they will hopefully be the future champions in years to come.
ENGLAND GOLF ARE COMMITTED TO DEVELOPING JUNIOR GOLF WITHIN THE CLUB ENVIRONMENT AND THE JUNIOR ORGANISERS’ HANDBOOK HAS BEEN CREATED TO SUPPORT GOLF CLUBS IN RUNNING A SUCCESSFUL AND THRIVING JUNIOR SECTION.

BY DEVELOPING AND SUPPORTING JUNIOR GOLF, CLUBS ARE ABLE TO:

- INVEST in their future and the game as a whole.
- CREATE healthy and sustainable junior structures which will support the recruitment and retention of young people (players and members).
- THRIVE on a healthy mix of members of all ages to keep the golf club dynamic and forward thinking.
- ENCOURAGE the family use of their facility.
- DEVELOP not only better golfers, but also better people.

To give young golfers the best start in the game, golf clubs need to be able to provide an environment where they can develop their skills and provide encouragement to enable them to progress to whatever level they aspire to.

This Handbook helps to guide golf clubs on how to best encourage and promote junior golf now and in the future and acts as a complete reference guide for anyone involved with the junior section, detailing ideas and best practice.

WHAT MAKES A HEALTHY & SUCCESSFUL JUNIOR SECTION?

- Structured coaching opportunities
- Range of competitive opportunities for all abilities
- Recruitment & retention
- Strong organisation
- Volunteers & support from the club
- Appropriate fees & subscriptions
- Junior handicapping
- Planning & development
- Rules & etiquette guidance
- Appropriate safeguarding procedures
- Appropriate funds to support the section

THIS HANDBOOK CONTAINS NINE SECTIONS, PROVIDING INFORMATION ON ALL OF THE ABOVE, ALONG WITH CASE STUDIES, RECOMMENDATIONS AND LINKS TO SUPPORTING RESOURCES. PLEASE NOTE, THIS RESOURCE IS A WORKING DOCUMENT AND WILL CHANGE TO REFLECT THE EVOLUTION OF THE GAME AND THE NEEDS OF JUNIOR GOLF.
THE JUNIOR ORGANISER ACTS AS THE CATALYST FOR THE SMOOTH RUNNING OF THE JUNIOR SECTION.
SECTION 1

The JUNIOR Organiser

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Junior Organisers are usually volunteers from within the club, perhaps with children in the junior section and who have the ability to communicate with young people and have a sense of fun. The role can be time consuming and does require a committed individual to support continuity, with good organisational skills and support from all areas of the golf club; nevertheless it can also be one of the most rewarding roles and without the dedication and enthusiasm of Junior Organisers, the game of golf would not be where it is today.

Question: DOES YOUR JUNIOR ORGANISER REGULARLY COMMUNICATE WITH ALL SECTIONS OF THE GOLF CLUB TO PROMOTE THE SUCCESS OF THE JUNIOR SECTION?

QUALITIES OF A JUNIOR ORGANISER

- Ability to dedicate time to the junior section
- Good communication skills - with both juniors and adults
- Knowledge of golf - handicapping, rules etc
- Fun & enjoyment - ability to create an enjoyable environment for the juniors
- Awareness of national/county golf & other associated bodies within the game
- Good administration skills
Tasks performed by the Junior Organiser

There are a number of tasks that need to be undertaken and co-ordinated to ensure the smooth running of the junior section, below are some examples. A junior organiser is not expected to achieve all of these, however it is important to have a good understanding of what the role involves and this also highlights to the golf club what support is required to run the junior section.

- Collating statistics and evidence on the junior section to identify areas for development.
- Helping to produce, implement and maintain a junior development plan.
- Working and communicating with the club secretary/manager and appropriate committees to ensure the junior section is seen as an integral part of the golf club.
- Supporting and implementing safeguarding policy and procedures.
- Working with the club’s PGA Coach to co-ordinate a structured coaching programme.
- Arranging competitions and coaching for junior members.
- Arranging matches against other golf clubs and/or other sections (e.g. ladies).
- Supporting the retention of current junior members into adult membership.
- Recruiting juniors through links with schools and the local community.
- Co-ordinating coaching opportunities for non-members.
- Providing the juniors with regular updates/communications via newsletters, information on the website and other media.
- Communicating regularly with all individuals involved with the junior section – volunteers, coaches, parents etc.
- Promoting the success of the junior section.
- Developing relationships with County Golf Partnerships and county and regional development officers.
- Registering for county and national initiatives to support the development of the junior section.
- Accessing external funding from appropriate organisations to help develop the junior section.
- Liaising with county bodies to help identify talented golfers.
- Keeping up to date with all information from England Golf.
Recruiting a Junior Organiser

Due to the important role of the Junior Organiser, it is essential that golf clubs recruit in a professional and structured way to ensure both the individual and golf club understand the process and remit. The position should be advertised internally on golf club notice boards and also externally on the club’s website to ensure a good range of individuals have access to the information.

BELOW ARE BASIC DETAILS OF WHAT MIGHT BE INCLUDED WITHIN A JOB DESCRIPTION:

- What the role consists of.
- Who the position reports to.
- The expected time requirements.
- Level of involvement with the juniors.
- Knowledge and training required.
- Support from the golf club, including volunteer expenses and training.
- Personnel the Junior Organiser will work alongside.
- Safeguarding requirements.
- The golf club’s current junior development plan should also be available to view.

Further support on recruiting volunteers can be viewed on the England Golf Partnership’s Golf Volunteers website www.golfvolunteers.org

Insurance for Junior Organisers

It is important that Junior Organisers liaise with the golf club secretary or manager in order to find out if they are covered under the golf club’s public liability insurance policy. This would ensure that cover is provided in the event of injury or damage to third parties or third party property resulting from alleged negligence of the Junior Organiser.

In addition, the Junior Organiser should check their own insurance because they may be similarly covered under their household insurance policy.
THE JUNIOR ORGANISER

SOME YEARS AGO, AGAINST THE BACKDROP OF DECLINING GOLF CLUB MEMBERSHIP IN ENGLAND, I DECIDED THAT WE NEEDED TO IMPROVE OUR OVERALL JUNIOR OFFERING IN CONJUNCTION WITH RECRUITING ADULT AND JUNIOR BEGINNERS INTO THE GAME. HOWEVER, HAVING RESEARCHED THIS I BELIEVED THAT UNLESS WE HAD GOLFMARK AND SOMEONE WITHIN THE COMMITTEE WITH THE DESIRE AND TIME TO DRIVE THE JUNIOR SECTION THIS WOULD BE DIFFICULT TO ACHIEVE.

After meeting with another golf club that had used GolfMark to enhance their junior section, the need for the right person/volunteer became even more obvious and my desire for Bramshaw to achieve GolfMark was reinforced.

We eventually recruited a new Junior Organiser, someone who could enhance the GolfMark accreditation process and improve the performance of the section. The new Junior Organiser and I had similar aspirations for the golf club as a whole and he now provides the vital link between the General Committee and myself from a business perspective.

Our new Junior Organiser quickly created a good development plan for the section and it rapidly changed from ‘going through the motions’ to a high energy and well organised group with a plan to raise the quality and quantity of what we deliver for juniors.

Once the junior plan was incorporated within the golf club, we then developed a GolfMark accreditation plan and achieved the award in just a few months, which can be contributed to the planning, implementation control and energy of the Junior Organiser.

CONTINUED...

“As our junior development plan continued, further significant improvements were made and with the energy, drive, time and attention to detail given, we achieved the 2011 GolfMark Club of the Year Award.”
CASE STUDY | BRAMSHAW GOLF CLUB, HAMPSHIRE

BELOW ARE JUST A FEW OF THE ACHIEVEMENTS BRAMSHAW HAS EXPERIENCED TO DATE:

- Membership has doubled from 35 to 70 juniors.
- Junior golfing activity as measured by GolfMark has increased from 30% to 55%.
- The number of junior competitions per year is up from 15 to 50+, including short course (3 to 9 hole), all forms of golf (medal, stableford, scramble, matchplay, mixed junior/adult teams and junior/adult challenge matches with all other sections of the golf club).
- We now participate in inter-club matches and compete in 2 local leagues.
- 32 juniors are now receiving free coaching, funded by the Junior Development Fund, including skills challenges and individual development plans.
- Social activities are held including parent/junior Wii night and skittles.
- Well over £2,000 is raised annually specifically for the Junior Coaching Fund by charging £2.50 per member each time they play at one of our reciprocal partner clubs.
- We have gained about 10 new adult members (family of juniors involved at the club) as a result of our junior activity and “family friendly” atmosphere.

The Junior Organiser has the active and keen support of the junior committee and has also developed the genuine respect of the parents and juniors for what he does, how he does it and his extensive commitment to the role.

Without the recruitment of a new Junior Organiser, who had time, desire and ability we would not have been able to achieve what we have at Bramshaw, highlighting the importance of recruiting the right individual with the right skills.

Ian Baker
General Manager
Summary

The Junior Organiser is fundamental to the organisation and health of the junior section and requires a range of qualities to support them in being effective in their role.

The backing of the golf club is essential to ensure that they are aware of the requirements of the Junior Organiser and the junior section.

There are many individuals and organisations at county and national level that the Junior Organiser can communicate and develop relationships with, who will be able to support the development of the junior section and their role.

To ensure the smooth running of the junior section and to undertake the range of tasks involved, the Junior Organiser requires assistance from other staff members and volunteers.

The Junior Organiser should enjoy working with young people and be able to communicate with them and of course they must have a sense of fun!

Support is available for Junior Organisers in their role through the England Golf Development Officers.