

Growing Golf for Children Ages 2-5 and Their Families:

Impacts on Golf Business and Children's Life Development



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There are 73 million children under the age of 18.
Why aren't more of them learning about and playing golf?



Training needs for instructors to
work with children ages 2-5...



- Ways to teach this special age group?
- Ways to guide class flow and encourage certain behaviors?
- Ways to communicate with children and parents?
- Why has the golf starting age been roughly age 8?

Presentation Goals

- Instruction Based on Evidence-Based Research for Early Childhood Development
- Key Components in Conducting Programs for Children Ages 2-5
- Positive Benefits and Incremental Revenue to Your Business and Facility
- Golf & Teaching Activity Examples
- Pop Quizzes

The following slides provide a background of **How and Why** to teach this target audience in a very unique manner. Imagine a Pre-School setting full of wonderful learning opportunities for children and now add **Golf as the vehicle!**

Section 1 Instruction Based on Evidence-Based Research for Early Childhood Development



Early Childhood Research for Learning

This is an invested interest in a child's path to life development. **YOU** can help shape that. Participants should have the opportunity to....



Explore and model skills of the teacher (Albert Bandura)



Experiment (John Dewey)

Use initiative, focus on process (not result) and differentiate his/her self from other entities – 'People Smarts' (Jean Piaget)



Begin to experience what feelings are and learn constructive methods to manage for future success-- 'Self-Smarts' (Diane Annunziata)

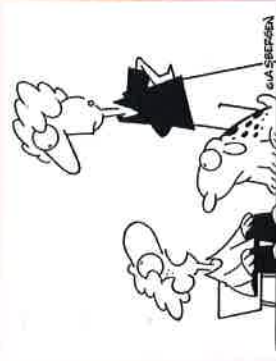




Jean Piaget



- Children think differently than adults
- Children are not small versions of adults
- Childhood is unique and is an exciting period of human development
- Qualitative, not quantitative, change in how children think through 4 development stages
 - birth through ages 18-24 months
 - Toddlerhood (18-24 months) through early childhood (age 7)
 - Ages 7 to 12
 - Adolescence through adulthood



"If you wanted a quiet kid who always behaves, you should have given birth to someone older."



Albert Bandura



- Natural learning through observation
- Children learn social behavior through observation learning (chewing, walking)
- Children learn moral actions through observational learning
 - Example: Child learns not to run after seeing another child fall when running down a steep slope)
- Bobo Doll experiment



Howard Gardner

- Theory of Multiple Intelligences
- Bodily-Kinesthetic
- Linguistic Intelligence
- Logical-Mathematical
- Musical
- Spatial
- Interpersonal
- Intrapersonal



Quiz Question 1...

Piaget believed that young children...

- a. Learn best from their parents
- b. Don't learn much until they are in school
- c. Think differently than adults
- d. Learn from other children

ANSWER:

(c) Think differently than adults

Quiz Question 2...

Bandura believes that we learn best by ...

- a. studying from an expert
- b. studying using our own learning style
- c. observing
- d. gaining advanced degrees

ANSWER:

(c) observing

Quiz Question 3...

According to Gardner, Intelligence...

- a. is best tested through observation
- b. is best tested by I.Q. Tests
- c. cannot be tested by a single test
- d. correlates with your GHIN

ANSWER:

(c) cannot be tested by a single test

Quiz Question 4...

According to Gardner, which statement is true?

- a. an intelligent person is born that way
- b. you can be intelligent in one area and not so in another area
- c. schools emphasize all intelligences equally
- d. intelligence is a single entity

ANSWER:

b. you can be intelligent in one area and not so in another area

Section 2 Key Components in Conducting Programs for Children Ages 2-5



Developmentally Correct Programming



ME ME ME



Children don't yet have the ability to stop unacceptable, aggressive and unwanted behavior in the adult world



See the world through the child's eye...



Have adults forgotten how children see things and what children find fun...
not what adults find fun?

Transitioning to other activities...

- Think **prevention** - Anticipating breakdowns can help you prevent them.
- Give a warning before a change in activity - "When we finish this last book, we're going home."
- Establish a ritual that helps the child make the change easier, such as singing a song or tapping 5 times.
- Make a poster of pictures that show the steps of the daily routines.
- For older toddlers, give some concrete cues about transitions. "Three more shots before it's time to go" and follow through on your limit!



PLAY Helps Develop Children's Skills...



Cognitively, Socially, Morally, Physically

The digital age can stifle physical, healthy PLAY

“THE TEACHER TOLD US TO BRING A PENCIL TO CLASS TOMORROW. WHAT’S A PENCIL?”

“A PENCIL? NOW WHAT SCHOOL TODAY?”

“OH, I CAN TELL YOU ABOUT IT. OH MY BIG DAD!”

Sport and Children Ages 2-5

Imposing adult views of how to do something properly can stunt the child’s creativity, learning experience and interest.

Let them EXPLORE how the world works!

Learning through PLAY and CREATIVITY

Telling a child how to do something ‘properly’ (what is that???) at an early age stifles creativity and can create frustration. Those early years aren’t about being technically-correct or perfect. It’s about gentle guidance and capturing attention with FUN GAMES!

EXPLORATION CREATIVITY UNIQUENESS

Unstructured free play is usually best if the following activities are included...



Running, Throwing, Kicking, Jumping

True or False Pop Quiz...

- Play must be taught to children.
 - ANSWER: False
- Play can teach children how to express and deal with their feelings.
 - ANSWER: True
- A baby can distinguish itself from other people and children.
 - ANSWER: False
- Children in all cultures and all parts of the world play essentially the same way.
 - ANSWER: True

Quiz Question 5...

Toddlers...

- a. Do not understand logic
 - b. Are beginning to understand logic
 - c. Were born understanding logic
- ANSWER:
(a) Do not understand logic

Quiz Question 6...

If you repeatedly tell a toddler what to do...

- a. They will remember it for a day or so
- b. They will scribble it into their iPad
- c. It doesn't help at all

ANSWER:

- (c) It doesn't help at all

Quiz Question 7...

Toddlers often have the ability to...

- a. Respond to a simple command
- b. Respond to being told no
- c. Create a multi-step pre-swing routine

ANSWER:

- (a) Respond to a simple command

Quiz Question 8...

The basic components of play...

- a. Are different in every culture and therefore should be studied
- b. Are the same worldwide
- c. Are different for every child
- d. Are different for girls and boy

ANSWER:

- (b) Are the same worldwide

Quiz Question 9 ...

Which is the best kind of toy for a young child?

- a. One that encourages free physical play
- b. Battery powered toy
- c. An animated video
- d. Latest tablet

ANSWER:

- (a) One that encourages free physical play

Section 3 Positive Benefits and Incremental Revenue with Program Ideas

Increases in revenue for

- Youth lessons and group programs
- Family / Adult lessons and programs (PGA Get Golf Ready)
- F&B sales
- Equipment sales (clubs, golf balls, gloves, bags, shoes, apparel...)
- Accessory sales (hats, towels, DVD's, head covers, burning tools...)
- Green fees (PGA / U.S. Kids Golf Family Trees)
- Handicap Fee (if applicable)
- Residential Home Sales and Membership Sales (if applicable where people seek to join that community)



Growth Example of Young Golfer Programming

The Landings Club in Savannah, Georgia

- Large private facility with 6 courses/4 golf shops, 2 marinas, 33 tennis courts, large fitness facility and 3 swimming facilities (5 pools).
- 6,792 members (2,889 total memberships such as House, Athletic, Golf)
- 319 families w/ children and 559 children under the age of 16

Agers 2-5 Revenue	Total Youth Revenue	Year
\$894	\$16,930	2007
\$2,330	\$29,163	2009
\$9,625	\$34,335	2011
\$13,368 (44%+1,500%)	\$50,223	2013

The Landings Club: Apparel & Accessories

One of four shops on-
Island carrying several
youth golf lines for
ages infant-12 has seen
a 285% increase from
2010 to 2013 in youth
golf merchandise.
Youth golf sales
contribute to a 31%
margin.



"By having opportunities and product available to boys, parents and families, you can only help bring more business and patronage to your club. Over time, you will create a lasting relationship with the youngsters and their families, creating customers for life."

- Ty Woller, PGA Member

The Landings Club: Youth Club Sales



"U.S. Kids Golf is the most effective fitting system for us and is the main club line carried at the shop now for our youth."

2010: \$2,320 gross sales (29.46% margin)
2011: \$4,969 gross sales (27.42% margin)
2012: \$5,984 gross sales (32.02% margin)
2013: \$9,158 gross sales (31.17% margin)



Also closely work with The Littlest Golfer First Set for ages 1-5

Holiday Camps



Easter

July 4th Thanksgiving

December

Holiday Camps

Ages 2-6





Grandparents
Families
Joy
Everyone
Golf Terms
Golf Concepts
Learning through PLAY





Spring & Fall 10-Week After-School 'Kids Club'

Ages 2-3 & 4-5









Summer Camps

Ages 2-17









Birthday Parties

Ages 4 - 8



Haunted Halloween Putting Challenge



July 4th GOLФЗILLA



Spring Youth & Family Kick Off



Spring Youth & Family Kick Off



Golf Fitness Component Ages 2-17



Section 4
Golf Activity Challenges, Ideas and Feedback

Video:
Impact of One Visit with a 22 Month Old



Name That Game #1



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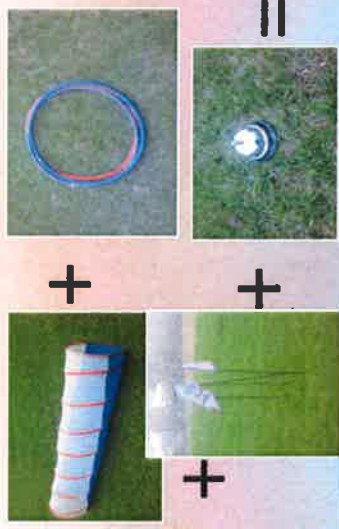


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Super Ball Golf!



Name That Game #2



Amazing Obstacle Courses



Name That Game #3



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Rainbow Putting!

2-Year Old Live Lesson Snippet



[illegible]

Video:
Three-Year Old Golf Lesson

How many of the 20+ teachable moments can you spot?

[illegible][illegible]

Golf Professionals Benefits in Working with Children Ages 2-5

- Gain knowledge about working with this all-important age group, possibly as a forerunner and leader in your area
- Attract a new clientele and their families into the game, thus increasing the ability to derive further income from F&B, greens fees, cart fees, equipment and accessory sales
- Grow the game from a whole new perspective
- If this is an uncomfortable age group for you, having someone onboard who can help you with this area



Will you or your facility
be a part of this exciting new
wave of the future??

Teach them about golf...

Teach them about life through golf...



**Thank You!
Questions?**

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