

BUSINESS\$\$ Golf Groups

While many business owners can see a real benefit in taking their important clients out for a round of golf, finding the time to organise it all can be a real headache. Never fear, an emerging group of golf event organisers—focusing on businesses—might be the answer you're searching for.



We all need a break from work. And what better way to unwind than by winding up to belt a little white ball with an oversize driver on the golf course? Of course you'll be entertaining a business client or two—it is, after all, a workday.

While golf and business deals go together like Tiger and winning, orga-

nising a corporate golf day for your business clients can be an expensive and time-consuming exercise. And time is money.

Enter Business Golf Groups. Sydney, Melbourne and Hunter Business Golf Groups, that is.

These individually run groups offer members opportunities to mix

and mingle with like-minded professionals or guests, while playing a round at marquee courses in a fun and relaxed atmosphere.

Basically, it's an excuse to spend a day out of the office and still call it work!

Group organisers arrange prizes, a post-round meal for members and their guests, and ensure the day's



presentations are quickly wrapped up back at the clubhouse. In a relatively short period—Hunter was established in 2005, Melbourne and Sydney both in July 2008—the concept has proven to be popular among small, medium and even large businesses, as evidenced by the groups' collective rapid expansion.

The Hunter Business Golf Group currently has a full membership of 170 members. And while the Melbourne and Sydney groups are still in their infancy, membership numbers continue to swell; however, vacancies still exist.

So what is it that separates these groups from other golf day organisers?

"Well, we're certainly different from people who run a company golf day," Melbourne Business Golf Group director Matthew Devenish says.

"In a way we're a networking group, but we do it on the golf course. Plus, we have the added bonus of having reciprocal rights with the other business groups."

BUSINESS GOLF GROUPS



Each group holds nine golf days during the year and members pay according to the events they attend.

There is also an annual membership fee of \$275 for an individual; multiple business memberships are offered at a reduced rate. Part of the membership package entitles members to play two games at the other groups' events, allowing businessmen and women to entertain their interstate clients, Mr Devenish said.

"There are two main benefits to joining our group. First, it's an effective way of entertaining your customers, and second, you can develop new business relationships within the group.

"A third benefit, which is really a by-product of the other two, is getting out on the golf course during the week during business hours."

Last year, the Melbourne-based group held golf days at Woodlands, Sandhurst, Sanctuary Lakes and Kew golf clubs, and already has dates

booked for Victoria Golf Club, The Heritage and Moonah Links for 2009.

Sydney Business Golf Group has games planned for Macquarie Links, Magenta Shores and St Michael's Golf Club, which overlooks Botany Bay. And Hunter boasts golf days at The Vintage, Cypress Lakes and an overnight trip to Bonville International Golf Resort.

"With the downturn in the economy and tightening of belts this is the perfect opportunity for businesses, large or small, to continue to entertain their vital customers at a stylish day without the huge overheads of running your own company day, and to create new profitable relationships," Mr Devenish said.

Taking care of business has never seemed so appealing.

For more information on any of these business golf groups, visit www.businessgolfgroups.com.au or email enquiries@businessgolfgroups.com.au ■



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