



# X-GOLF: A CLASS OF ITS OWN

Managing Director Ben Styles decided early in his professional career that an office-based business life was not for him.

After studying a Commerce and Management degree, Ben then shunned the corporate life and became a top-level amateur golfer; touring the globe for seven years.

After travelling the world and during his subsequent involvement and investment in a franchise chain of golfing shops, Ben recognised there was a hole in the market and a large number of potential customers – with disposal income but time poor - ready and waiting for a quality indoor golf facility.

## PIONEERS

Seeing the popularity of indoor golf simulators around the world, Ben became the first overseas franchisor for X-Golf. Since then, the franchise has spread throughout the Middle East, Japan, USA and Russia, along with 450 centres in South Korea, cementing its position as a truly global company.

Using the most advanced and accurate software and hardware, the X-Golf golf simulation experience is out of this world. State of the art ball tracking technology delivers astounding realism through an innovative and market-leading combination of camera systems, infra-red lasers, impact sensors and gaming software.

Ben, after witnessing first-hand the increasing challenges to the traditional golf clubs and members, has brought one of the world's oldest and most loved sports into a new era for Australians and New Zealanders.

## FRANCHISE OFFERING

Since opening the first Australasian indoor kiosk in Malvern, Victoria, the X-Golf franchise network has steadily grown. Along with numerous sites in Victoria, kiosks are now open in South Australia, Queensland, New South Wales as well as Christchurch, New Zealand. With nine more scheduled to open within the next six months alone, now is the perfect time to join this growing franchise network.

X-Golf appeals to all ages and demographics, from beginners to experts; young and old; men and women, school groups, bucks groups,

corporate events and more. Ben says, "Our golf simulators have a very diverse customer base and can be installed into a wide-ranging type of facility; from shopping centres, golf shops, RSLs and taverns to name just a few. With five types of simulators - with a liquor licence and food offering - there is no 'one size fits all'!

"This means that we also appeal to a broad spectrum of potential franchisees. Whether you are looking to start your own business as you're fed up working for someone else but want the support of a franchise system or you're a hands-off investor looking for a retirement plan, we welcome enquiries from anyone and everyone. We don't have a preferred type of franchisee but we do love it when the person is an entrepreneur and go-getter!"

The X-Golf Head Office team work closely with each franchisee. Once the machines have been ordered - taking approximately 60 days to arrive - support is given with site selection, negotiation of any leases with landlords and fit-out.

A Franchise Development Manager sets up a geographical model around the particular area and helps with local area marketing and sales



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support and training; identifying the customer base within the local area and providing any necessary support for the Grand Opening. Each franchisee is granted an exclusive territory with defined boundaries, ensuring that no other franchisee is able to operate within that area.

Ben says, “We are constantly reviewing and developing new trends, product ranges and marketing and IT strategies. This includes integrating a new Point-of-Sale software system and completely overhauling our website and social media policies.

Recognising that once an outlet is opened it quickly gains a cult following with its weekly leagues, professional lessons, and competitions, X-Golf have introduced a new and never seen before online games element. This allows regular players to create an online profile which records their statistics, rounds of golf played, lessons taken, training received and is transferable to any X-Golf simulator around the country.

X-Golf are pioneers in the marketplace. “There are other golf simulators out there but no other franchise network like ours,” Ben says. “Other companies simply sell the simulators - if you buy one of them, you are really just buying the hardware and then you have to set up your new business from scratch. We’ve found the majority of this type of operator fail.

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## EMBRACING THE FUTURE

In a recent Nielsen report *Meet The Modern Golf Industry Customer* golf clubs are perceived by some as expensive, exclusive and with too many rules and regulations placed upon their members. X-Golf changes that view. A fun and social atmosphere allows players to connect with others and allows a clear pathway for learning and developing their game.



The report also highlights the potential market for golf participation in the future. Over 6.9 million Australians over the age of 18 who have not played golf within the previous 12 months would consider playing in the future.

Shorter games available – rather than the traditional 18 holes – mean players can fit golf into their ever-busy lives plus there are no restrictions on tee-off time as each centre is open from 9am – 11pm.

Official suppliers to the Australian Olympic Team and a testament to the quality of the X-Golf experience is the recent inclusion of an X-Golf simulator at The Edge, located within the Australian Athletes Village during the Olympic Games in Rio.

Forging relationships with various golfing bodies, X-Golf are truly cementing the quality of the X-Golf experience. Committed to raising the level of interest and participation in the game of golf, Golf Australia - the

governing body for golf within Australia - is installing an X-Golf simulator within their Head Office in December. Also embracing this new era of technology in the world of golf is The PGA of Australia. Established over 100 years ago, the Professional Golfers Association provides education opportunities for those looking to start, advance or consolidate their career in the golf industry and as part of a Roadshow this year, will be taking an X-Golf simulator around the East Coast of Australia to hold an interactive hole in one competition. The future of golf is here!