



case study

Troon Golf

Background

Troon Golf is the recognised leader in prestige golf course management, development and marketing around the world. The company currently manages 190 courses in 29 countries.

Troon Golf's success is largely due to its commitment to provide the highest quality standards across all aspects of golf club management. This includes course conditioning, practice facilities, clubhouse amenities and five star service levels.

Troon Golf entered the Australian golf market in 1999. From its Brisbane office, Troon Golf Australia-Pacific is responsible for the growth of the company throughout Australasia.

Since 2002, BBS has managed the promotion and media relations for all of Troon Golf managed facilities' in Australia and the Pacific region.

Strategy

The nature of Troon Golf's operations means that BBS is required to develop strategic advice and media relations at both a corporate and facility level.

BBS develops individual PR plans for eight world-class courses in the Australia-Pacific region such as:

- Brookwater Golf Club
- Pacific Harbour Golf & Country Club, Bribie Island
- Settlers Run Golf & Country Club, Cranbourne
- Pacific Dunes Golf, Port Stephens

- Denarau Golf & Racquet Club, Fiji and
- Twin Creeks Golf & Country Club, Sydney

BBS is also responsible for promoting the Troon Golf brand in the region, targeting key golf stakeholders and marketing the company's activities at a corporate level. Communications at all times must reflect the strong "five-star" Troon Golf brand.

Recent major activities have included the official opening of the Settlers Run Golf & Country Club in Melbourne and the launch of Australia's first genuine golf trail – the Troon Trail.

Results

BBS has helped position Troon Golf as the leader in golf course management in the Australian-Pacific market. This positioning has seen the company grow from three facilities in 2001 to 11 facilities under construction or management today.

Over the past six years, BBS media relations services to Troon Golf have been in excess of \$9 million of Equivalent Advertising Value.

media relations ■ profiling and publicity ■ strategic advice ■ event management

project brief