



The welcome pack is valued at more than \$1,000.

HITTING THE SWEET SPOT

Imagine an access card that offers you golf insurance, complimentary rounds at Horizon Hills Golf Club, Ria Bintan Golf Club, Laguna Golf Bintan, Laguna Golf Phuket, Laguna Golf Lang Co and either at Barnbougale Dunes or Barnbougale Lost Farm and Woodlands Golf Club, and then preferred rates to play at these same courses and many more.

The new SPH Golf card gives you all of that, plus your chance to maintain your handicap with the Singapore Golf Association.

The welcome pack alone is valued at more than \$1,000, and more than 300 golfers have already joined the club over the past month.

Run by SPH Pacom Pte Ltd, a subsidiary of Singapore Press Holdings Ltd, the golf card programme is priced at \$190 for its Ordinary members.

It is currently being sold at an introductory rate of \$150 until Dec 31.

Other perks include a one-time 30 per cent discount when you shop

at Taylormade Singapore's online store (www.taylormadegolf.com.sg), a gift pack from MST Golf with year-long discounts, spa vouchers from Banyan Tree, and dining privileges at Mitzo Restaurant & Bar at Grand Park Hyatt as well as The Carvery at Park Hotel, Alexandra.

REGULAR TOURNAMENTS

The SPH Golf Card committee will also roll out a series of regular tournaments for its members, at partner courses as well as other locations in the region.

It is also working out partnerships with Singapore golf clubs to offer

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— KAREN CHAN, MANAGING DIRECTOR OF SPH PACOM

members playing privileges at reasonable rates.

A key supporter of the programme is SGA president Ross Tan, who believes that the card will help promote the game in Singapore.

"We know we have attached a very strong value proposition that far surpasses any other product in the market, whether they be handicap cards or golfing privileges," said Karen Chan, managing director of SPH Pacom.

LATEST PARTNERSHIP

"But we also know that golfers in Singapore who are not members of a golf or country club need, above all else, a place to play. With this latest partnership, we will soon be able to offer a product that will be hard to beat anywhere in the market."

SPH Golf will also be looking to take its members to these partner courses in the form of organised golf vacations to places like Bali, Phuket and Melbourne during the year to enjoy a little competition as well as encourage camaraderie among its members.

Those keen to sign up can visit www.sphgolf.com, where a comprehensive list of members' benefits can be found as well as teetime bookings for a variety of golf courses in Singapore and around the region.