



# GOLF LESSONS

## AT DUBAI CREEK ACADEMIES



ACADEMY



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# LESSONS



## Private Lessons

Private lessons are the quickest way to improve your game, whether you are learning the basics of the game or trying to take your game to the next level. They are flexible to your timings and are completely tailored to your wants and needs. For an extra 50% these private sessions can be shared with up to 4 people which can make them more cost effective for a group who still want their own timetable.

## Quick-Fix Lessons

These one-time lessons are available and are great for those who want a quick fix to their swing issue or have a specific performance issue. Inclusive in your one time session is:

		30 minute		45 minute	
		Individual	Shared (2-4 pax)	Individual	Shared (2-4 pax)
		Rate	Rate	Rate	Rate
Guest	PGA Pro	350	525	550	825
	Senior Pro	400	600	600	900
	Head Pro	450	675	650	975
EGF	PGA Pro	310	465	500	750
	Senior Pro	350	525	550	825
	Head Pro	400	600	600	900
Member	PGA Pro	250	365	450	675
	Senior Pro	300	450	500	750
	Head Pro	350	525	550	825
Inclusions					
Use of equipment & driving range facilities during entire day of session   Swing Catalyst & Trackman Technology sessions					



## 5-Lesson Golf Package

Our 5-Lesson Golf Package is designed to provide you with a comprehensive, personalized approach to improving your game. With this package, you'll have the time to work closely with your golf professional, allowing them to fully understand your strengths and areas for improvement. Each lesson is tailored to address specific aspects of your game, ensuring that you receive targeted solutions that lead to lasting results.

### 5 x 45 min Lesson Package

		5 x 45 minute	
		Individual	Shared (2-4 pax)
		Rate	Rate
Guest	PGA Pro	2500	3750
	Senior Pro	2750	4125
	Head Pro	3000	4500
EGF	PGA Pro	2250	3375
	Senior Pro	2500	3750
	Head Pro	2750	4125
Member	PGA Pro	2000	3000
	Senior Pro	2250	3375
	Head Pro	2500	3750
Inclusions			
5 weeks of access to Toptracer range plus use of rental equipment   Access to chipping and putting green   Capto Putting session			
Swing Catalyst & Trackman Technology sessions (subject to availability)   Free custom fitting session			
10% off equipment purchase in store   1 x Member Guest rate on championship golf course (within 5 day booking window)			



## 10-Lesson Golf Package

Our 10-Lesson Golf Package offers an in-depth, all-encompassing approach to transforming your game. This extended package provides ample time for your golf professional to dive deep into every aspect of your play, ensuring a thorough understanding of your technique, mindset, and goals. With ten sessions, we can address a wide range of skills, from driving and iron play to short game and course management, all tailored to your specific needs.

### 10 x 45 min Lesson Package

		10 x 45 minute	
		Individual	Shared (2-4 pax)
		Rate	Rate
Guest	PGA Pro	4500	6750
	Senior Pro	5000	7500
	Head Pro	5500	8250
EGF	PGA Pro	4000	6000
	Senior Pro	4500	6750
	Head Pro	5000	7500
Member	PGA Pro	3500	5250
	Senior Pro	4000	6000
	Head Pro	4500	6750

#### Inclusions

10 weeks of access to Toptracer range plus use of rental equipment | Access to chipping and putting green during the 10 weeks  
 2 x Capto Putting session | Swing Catalyst & Trackman Technology sessions (subject to availability) | Free custom fitting session  
 10% off equipment purchase in store | 2 x Member Guest rate on championship golf course (within 5 day booking window)



# PERFORMANCE



## Performance

At Dubai Creek, we are deeply committed to fostering elite athletic performance in every aspect of the game. Our approach goes beyond traditional golf instruction, offering fully customizable lesson packages tailored specifically to enhance every player's unique strengths and address their areas for improvement. In addition to our tailored lessons, we provide a range of cutting-edge, performance-driven services that are designed to take your game to the next level. Whether you're aiming to sharpen your mental game with sports psychology training, enhance your physical capabilities, or master the technical side of putting, our advanced offerings ensure a comprehensive development of all aspects of your performance.

In this section, we offer:

**Psychology Training**

**Physical Training**

**Putting Specific Technology - Capto Putting**

**Green Reading Mastery with Aimpoint**



SPORTS  
PSYCHOLOGY

## **Unlock Your Potential with Expert Sports Psychology Services:**

Every athlete is unique, and so are their psychological needs. We offer personalized programs tailored to address your specific challenges, whether you're struggling with focus, confidence, or performance anxiety. Our approach is client-centred and aims to give athletes as many tangible tools as possible to gain control of their mental game and improve performance. Our practice is grounded in proven psychological theories and methods designed to help athletes shift from a state of threat to a state of challenge — where they can perform at their best. Some of the theory is detailed below:

### **Theory of Challenge & Threat**

This theory explores how athletes perceive stressful situations. Luke Tidmarsh works with athletes to help them shift their mindset, viewing challenges as opportunities rather than threats.

### **Psychological Tools:**

- **Emotional Control:** Harnessing emotions like anger to fuel a challenge state, turning potential negatives into performance enhancers.
- **Building Self-Efficacy:** Using video footage of successful performances, positive imagery, and self-talk to reinforce belief in one's abilities.
- **Goal Setting:** Creating clear, achievable goals to maintain motivation and focus.
- **Thought Avoidance:** Use of personalised pre-performance routines that include failsafe's that train the mind to avoid negative thoughts where possible.
- **Contextual Interference:** Incorporating varied and unpredictable practice conditions to enhance adaptability and skill retention.
- **Inoculation Training:** Preparing athletes to handle stress by exposing them to progressively challenging scenarios in a controlled environment.

## **Junior Athletes:**

A really important subject is junior development and just like in adults it is important to tailor approaches to the needs of the athlete. That being said, there are certain topics that are more unique to the junior who want to become an elite level player (Tour Level) and these are:

**Skill Acquisition** – how you learn a skill, particularly as a junior has a big influence on how well you are able to translate that skill to performance under pressure.

**Big Fish in a Small Pond** – going from Dubai to the college scene in the USA is a big move that not everyone is prepared for. It is essential that perspective training is delivered to ensure that juniors understand the level that is outside of Dubai. This doesn't mean their dreams are not achievable, but rather that they need to be given the tools to cope with those early days in college where they will all of a sudden go from a big fish in a small pond to a small fish in big pond!

### **How to Get Your Child to Take More Initiative**

**Honest Feedback** – it is tough for juniors to be completely open and honest with their parents and having someone they can trust to voice concerns with is extremely cathartic and can really aid growth and development.

**The Role of Parents** – and how to get the balance right between motivator and overpowering that results in dropout.



## 60-Minute Consultancy Session

This session includes the first step of the Comprehensive Sports Psychology Program, which is the initial **Consultancy Session** designed to assess your unique challenges and goals.

Guest	EGF	Member/Junior
AED 700	AED 650	AED 600
<b>Inclusions</b> A 60-minute one-on-one session to discuss your psychological challenges and objectives in sports, laying the groundwork for personalized interventions.		

## 1-Month Training Package

The 1-Month Training Package is a comprehensive program that includes all aspects of the Sports Psychology Program, designed to enhance performance, build mental resilience, and achieve long-term success.

Guest	EGF	Member/Junior
AED 3500	AED 3250	AED 3000

### Inclusions

- Initial Consultation** - A thorough interview to understand your specific needs and challenges.
- Observed Practice and Play** - Includes observed practice sessions and, if possible, observed play during a tournament to gain a deeper insight into your performance under pressure.
- Personalized Training Program** - A custom training program is developed based on the data collected during the observation phase.
- Weekly Follow-Up Sessions** - Regular weekly sessions to review progress, adjust strategies, and ensure continued development.
- Constant Contact** - Ongoing support via WhatsApp and Zoom to provide guidance and encouragement.
- Access to Academy Facilities** - 4 weeks of access to our academy's facilities, including putting and chipping greens, for practice and skill refinement.
- Free Custom Fitting Session** - Ensure your equipment is perfectly suited to your game with a complimentary custom fitting session.
- Discount on Equipment** - Receive a 10% discount on equipment purchases made in-store.
- Program Validity** - The program is valid for 5 weeks, allowing ample time to achieve significant progress.



# FITNESS



## Fit For Golf

Matthew Brookes is a PGA-qualified coach and Golf Strength and Conditioning specialist, with extensive expertise in the golf swing, biomechanics, and Golf Ground Forces. Since relocating to Dubai in 2019, he has earned the trust of numerous national players, including the UAE National Team, and has worked with multiple DP Tour winner Andy Sullivan since 2022.

Matthew's approach centres around the Titleist Performance Institute (TPI) screening assessment, which serves as the foundation for his evaluations. He has developed a comprehensive assessment focused on analyzing each player's "Power Chain" to gain a deeper understanding of the body-swing connection. Whether the goal is to enhance mobility, increase swing speed, or play pain-free, his detailed assessment provides valuable insights, allowing both the player and coach to address areas for improvement with precision.

### Golf Fitness with Matthew Brookes

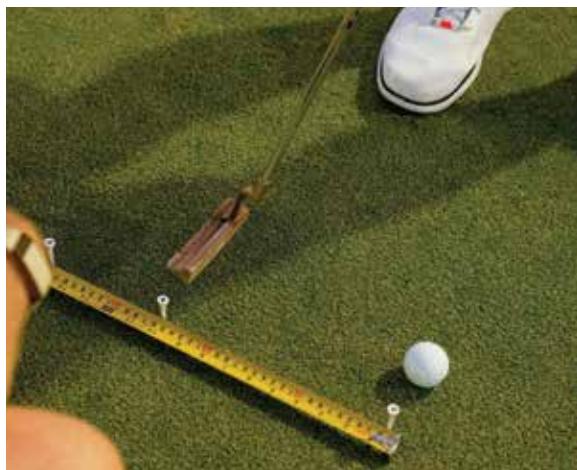
Fit For Golf		
	Package	Rate
Guest	Consultation	Free
	1 x 50 minutes	490
	5 x 50 minutes	2100
	10 x 50 minutes	4050
Member	Consultation	Free
	1 x 50 minutes	400
	5 x 50 minutes	1800
	10 x 50 minutes	3500

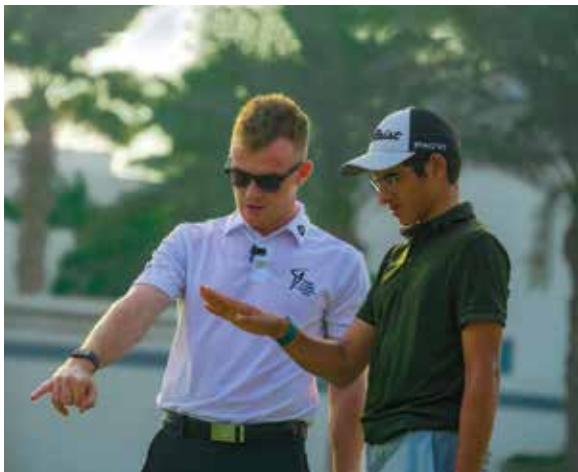
## Capto Putting Analysis

Our professionals are Capto certified, bringing cutting-edge technology directly to the putting green. Capto allows us to fully understand the movement patterns involved in your putting, providing precise data from real conditions on the green. Unlike other tech that confines you to the studio, Capto delivers insights where it matters most - on the course. With this in-depth analysis, your aspiring golf professional can create a tailored lesson package to address the specific needs of your stroke, ensuring meaningful changes that lead to better results. Plus, the user friendly platform and visuals allow your progress to be easily tracked, so that you can see your improvements every step of the way.



Guest	EGF	Member/Junior
AED 1800	AED 1650	AED 1500
<b>Inclusions</b>		
3 weeks access to academy facilities including putting and chipping green   Use of Capto Putting Machine during all 3 sessions   Free custom fitting session   10% off equipment purchase in store   5 weeks validity		





## AimPoint

Matthew Brookes is the sole certified AimPoint Express coach in the Middle East, a designation he has held since 2022. After adopting the AimPoint Green Reading system during his time in Spain in 2020, he recognized its reliability and pursued certification. The system is based on mathematical principles, making it one of the most accurate methods for reading putts of varying lengths and directions.

In the AimPoint Express Level 1 & 2 sessions, participants are guided through:

- Evaluating side slopes
- Reading short putts
- Mastering single-breaking putts
- Calibrating green speed
- Tackling double-breaking putts

Furthermore, the follow-on sessions also include advanced techniques such as uphill/downhill variations, drills, and performance testing, along with green reading for chipping around the greens. Players of all levels will gain valuable insights to improve their green reading skills and lower their scores.

AimPoint Clinic	
Express Clinic	AED 750
Express Clinic Post Follow-Up	AED 2200
One-to-One Aimpoint Session	AED 3100





# GROUP

## Group Classes

Group golf classes offer a fun and social way to improve your game alongside others. You'll benefit from coaching in a collaborative environment, where you can learn from both the instructor and your peers. These sessions are perfect for beginners and intermediate players looking to build confidence, refine techniques, and enjoy the camaraderie of group learning. Lessons will follow a specific schedule that you can enquire about with the academy team.



## Ladies Group Classes

Join our 10-week Ladies Group Coaching program, where expert-level tuition meets a fun and friendly environment. Each session is designed to help you improve your game, all while enjoying the camaraderie of like-minded women. After each lesson, unwind with coffee and cakes, courtesy of Jones the Grocer, creating the perfect social setting to relax and discuss your progress.

It's not just about improving your golf; it's about enjoying every moment on and off the course!

Guest	Member
AED 1550	AED 1375
<b>Inclusions</b>	
10 x 50 minute group lessons   Equipment provided if required   Use of The Academy driving range facilities for the duration of the programme   9-Hole member guest rate available on championship course, exclusively for Ladies Group Classes at Dubai Creek   24hr booking window   Free custom fitting session   10% equipment purchase in store 10 week validity	



# JUNIOR



## **Junior Development Program**

The little Champions Creek Program is designed specifically for children aged between 4 and 6 years old and is an ideal way to introduce your child to the game of golf.

The program will develop your child's understanding of the game whilst working on key FUNDamental movement skills needed for future development.

Learning all aspects of the game from technique to basic rules, our Golf Professionals will provide a fun game and task environment for maximum enjoyment.

### **Inclusions:**

- 8 x 50-minute weekly group lessons
- Unlimited use of Academy practice facilities
- Certificates of achievement
- Golf shirt and hat
- Dubai Golf Junior Passbook
- Equipment provided if required

<b>Member Rate</b>	<b>Guest Rate</b>
AED 850	AED 900

## **Junior Creek Golf Program**

This program is tailored for children eager to learn and grow in the sport of golf. Whether your child is picking up a club for the first time or looking to refine their skills, our program offers something for every golfer aged between 7 and 17 years old.

The program is organized into levels (red – yellow and blue – purple) similar to what you would expect in Karate. This levelling system ensures that the juniors are all receiving information relevant to their level and also allows us to effectively track progress levels.

### **Key Features:**

- Skill Development: fundamental golf skills, swing mechanics.
- Game Understanding: introduction to the rules of golf, etiquette, and course management.
- Fun and Engagement: activities and drills designed to be enjoyable and stimulating, ensuring that each child remains enthusiastic about learning.

Our experienced PGA golf professionals provide personalized guidance and support, creating a positive and encouraging learning atmosphere.

### **Program inclusions:**

- 8 x 50-minute weekly group lessons
- Unlimited use of Academy practice facilities
- Certificates of achievement
- Golf shirt and hat
- Dubai Golf Junior Passbook
- Equipment provided if required

<b>Member Rate</b>	<b>Guest Rate</b>
AED 850	AED 900

## Creek Future-Elite and Elite Program

Elevate your golf journey with the Creek Future-Elite and Elite Program, where dedicated golfers can take their skills to the next level.

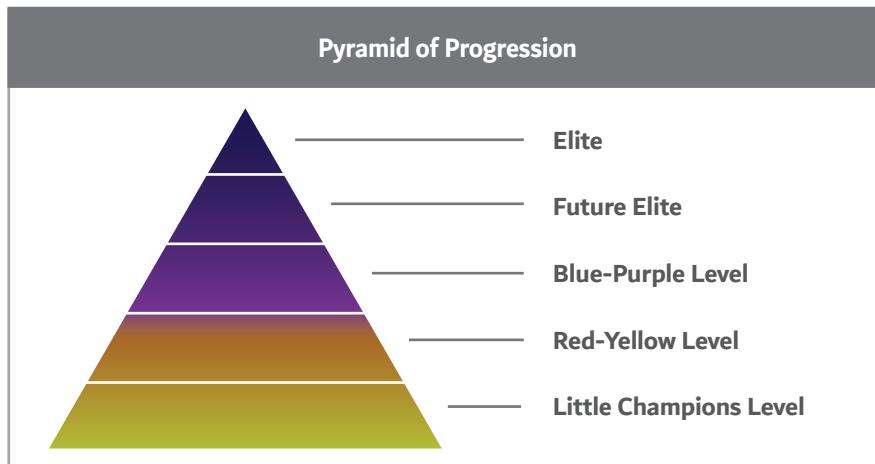
Our Future-Elite Program is tailored for promising young golfers who want to strive to reach advanced levels within the game. This program focuses more on strategic development, and preparing golf players for competitive play, helping them bridge the gap to higher levels of performance.

For those already are in competitive level, our Elite Program offers specialized training and competitive opportunities to refine skills and achieve peak performance. It is designed for golfers who have demonstrated a high level of commitment and skill, providing them with the resources and support to reach their full potential.

Thanks to the generous support of our sponsor, Abdullah Al Naboodah, who is passionate about elevating the next generation of golfers, we are able to offer to our elites programs 50% off from the original price. A great opportunity for the juniors in the region.

Please note that participation in the program is subject to a playing ability test.

Rate
AED 1,200





D U B A I   C R E E K   R E S O R T

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