

Case Study

**Mangawhai Golf Club Community
Open Day**

May 2018



Introduction

In a recent case study, we looked at 4 reasons why you should engage with your local community. Community engagement comes with multiple benefits to the community as well as positive impact to the club its self, these include;

- Introducing Golf to a wider audience
- Understanding the needs of your community
- Better visibility and added value
- A supportive network

Living up to your core values and being involved in your local community at the same time demonstrates to the community your mission. Engagement with the community is all about the 'bigger picture' for your club, by creating a club culture that is positive and meaningful will result in a place of belonging for those that enter. We at New Zealand Golf love to see clubs adding value to their wider community and a successful example has been Mangawhai Golf Club.

Mangawhai Golf Club Community Open Day

The Mangawhai community has been growing steadily in recent years, this has resulted in a steady stream of new members joining the club. Mangawhai Golf Club felt there are still lot more people in their community who would love to try out golf but just don't know where to start.

With a vision of being a positive hub for the community, Mangawhai Golf Club recently brought together an excellent group of volunteers to run a 'doors wide open' event. The idea being that anyone coming along would get an introduction to what the golf club was all about and an introduction to the basics of golf.

With the help of Northland Golf, who provided a range of prizes, the day was set up on a Saturday afternoon. SNAG gear was set up on the putting and chipping areas. A putting competition was conducted on the clubs large practice green in front of the clubhouse. A chipping competition was also run for those who fancied their chances beyond the SNAG gear. The Final element was a long drive competition which was hosted by Robbie Turnbull, an 11-year-old USA age group champion who regularly plays and trains at Mangawhai Golf Club. Mangawhai caterer provided food for all activities supported by volunteers on free sausage sizzle and Twix chocolate bars kindly donated by MARS corp as prizes for all participants. Inside the clubhouse were membership offers and volunteers to answer any questions about the club. In addition, the club introduced key community partners such as St John's, The Volunteer Fire Service, the local Physio and Osteopath, as well as representatives from the local art group. What a community collaboration!



"Entirely volunteer driven this was a wonderful way to connect with newer members of our community who were perhaps aware of the Club but reluctant to "walk through the door". A little organisation laid the foundation for a wonderful day which was really enjoyed by all and left a good feeling with visitors and volunteers alike. We promoted by way of local radio, posters in shops, Facebook via Mangawhai Locals page and advertising through our local paper The Mangawhai Focus.

No one was happier that 7-year-old Oliver Head. His baby brother's name (Ziggy) was drawn from the hat to win the clubs and bag donated by GN. Oliver was very quick to offer to look after them until little brother was old enough to use them. Suffice to say Oliver has regularly been seen down at the club practicing with his new "treasures" and Dad was very, very happy with the outcome. All in all, a wonderful day with a lot of enthusiasm and better understanding about the role of the golf club by our visitors. In the end we had 8 people indicate their desire to join, most of whom who have now officially joined"

Mangawhai Golf Club



Conclusion

An event that saw 50 locals, young people, and family's enjoying Mangawhai Golf Club's facility's as well as introducing other local businesses in their community. With such loyal support of volunteers, local

businesses and Northland Golf this is truly a fantastic example of a real community collaboration. And what a result! Well done Mangawhai Golf Club you are well on the way to becoming a hub for the community.

