

Case Study

Speed Golf

March 2018

WORKING FOR GOLF

R&A



Introduction

Sports must adapt to stay relevant and attract new participants. New formats can engage and retain old and new participants to the game. Without adapting and trying different things, we run the risk of falling behind to the rapid changing demographic of New Zealand and the changing ways people want to participate in sport.

Sport New Zealand's, Sport and active recreation survey tells us that:

- A lack of time is the main reason interested participants do not participate in more sport and recreation. Cost comes a distant second.
- The pay to play option offers some flexibility in the level of commitment required. For some this is an easier way to manage the expense of sport and recreation.
- Almost all participants say that fitness and health is a key reason for taking part in activities.
- Since 2007/08 there have been small increases in participation in cycling and running. Many other sports have actually seen a decrease in numbers.

Speed Golf

Could speed golf be the perfect fit for the current trends in the way New Zealanders are participating in sport and recreation?

Speed golf is a variant of golf which scores both on strokes played and the time taken to complete the round. Running times range from the elite to those that are recreational runners which makes it widely accessible for all, regardless of golf or running skill.

It's about the emergence of one activity that satisfies a myriad of today's modern challenges to a healthy and active lifestyle. It's about one sport that unites two of the largest athletic communities in the world.

No time to play? You don't get a proper work out? Prefer to go for a run? Speed Golf is the answer, it can be completed anywhere between 45minutes and 2 hours and not only are you hitting fitness goals your getting a game of golf in too! Perfect.

Windross Farm 2018 Speed Golf Tournament

Toro New Zealand Speed Golf Open was held at Windross Farm Golf Club on the 24-25 of February. Thirty-nine keen speed golfers started the competition, which featured three Americans, four Australians, six women and four professional golfers. The family friendly atmosphere is something rarely seen in golf events with music playing and a finish line in front of the clubhouse where spectators were showing support and lots of enthusiasm.

To grow participation in this perception changing game, more clubs can embrace Speed Golf by providing their facility for training and play.

How to Get Started

Setting up speed golf at your club couldn't be easier. Due to the speed of play, you only need to save a small bracket once or twice a week for speed golfers. This should be at the start of the day, or the end, as the course is required exclusively and it won't impact on your members. There are lots of options, you could even close off 9 holes which players can circuit once or twice. Perhaps in future even a speed golf membership category could be introduced. But start small and see speed golf as a good way to introduce locals, especially young people, to the Golf Club. If you are interested in starting, please contact your Regional Support Manager and we can get you up and running.



Feedback

'As a full time working mother of two, speed golf is the only way I can get out to have a game of golf and work on my fitness at the same time.'

'Because I don't have too much time to play traditional golf, I now play speed golf to combine a run with practising my golf skill!'

'Fitness is important to me and my sport of passion is golf so combining the two has provided new challenges and goals.'

'My wife loves it when on the weekend I'm home before 8.00am and I've played 18 holes and had my run.'

'I don't like fitness but I love golf, so it's the only way ill work on my fitness'

'Speed Golf combines two of my favourite things and trying to go out and shoot under par when my heart rate is at 180 bpm provides me with an extra challenge I am keen to master!'