

# Case Study

**New Zealand Golf & Canterbury Golf  
Talent Development Partnership**



October 2018



## Introduction

The Canterbury region has a proud history of producing talented young golfers with many going on to represent New Zealand on the overseas stage. We recently sat down with Rachel Thow, Golf Development

Manager at Canterbury Golf, to discuss the evolving Talent Development partnership with New Zealand Golf which is driving positive outcomes for the development of young golfers in the region.

### How did the Talent Development partnership with New Zealand Golf come about?

As a District, we were aware we had a growing number of young golfers in the region who were loving golf and enthusiastic to take their games to the highest levels. In order to support those players, we needed a programme that would develop a high-performance culture required to effectively support complete player development. We began discussions with New Zealand Golf in 2014 on what a District Talent Development Programme could look like in our area and the partnership has continued to evolve from there.

### What outcomes have been achieved so far?

With the support of New Zealand Golf, we created our first District Talent Development Plan three years ago which focused on four key priorities; skill development, competitive development, player development and coach development. In order to successfully implement the plan, we needed to build a network of specialist providers, including a sports psychologist, strength and conditioning coach, physiotherapist, and golf coaches, to support our players' long-term development.

Canterbury Golf has partnered with New Zealand Golf to deliver a number of training days each year which are supported by our local specialist providers and New Zealand Golf providers including the National Coach, Jay Carter. These training days focus on mind skills, physical development and tactical golf skills linked to player performance.

We have also been able to engage with the parents and primary coaches of players to improve their understanding of the performance pathway and manage their expectations with the support of Canterbury Golf and New Zealand Golf specialist providers.

Having a Talent Development Plan in place has assisted in telling our story to our stakeholders and helping them understand the long-term focus required for player development to give Canterbury Golf and our players the best opportunity to succeed.

### How do you measure success in terms of player development?

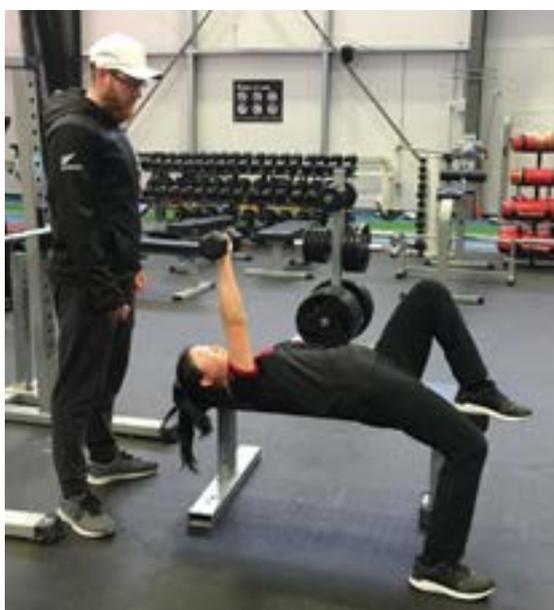
Our mission for Talent Development is to provide the best opportunity for Canterbury golfers to succeed. We do this by focusing on providing a complete development framework; having a long-term focus on player development; having our players supported and engaged with our network of service providers as they work on achieving their goals from their own individualised plans.

As a by-product of these focuses, we like to see our players perform at national and international level events and to have our players selected for New Zealand Golf teams and travelling squads.

Since the implementation of our Talent Development Plan, a number of Canterbury players have achieved notable New Zealand Golf Representative Team and travel squad selections. We are proud of their achievements and enjoy seeing the Canterbury Players develop and achieve their goals.

### **Where to next with player development in Canterbury?**

We are in the process of reviewing our Talent Development Plan and spent time with Liz McKinnon from New Zealand Golf recently looking at our overall youth development framework to provide a clearer pathway from the explorer stage upwards. This process was about carrying out a gap analysis to map out what was currently in place at each stage of the pathway and what should be in place. This has helped guide us in the allocation of resources as well as identifying gaps in our framework. Team Golf for young beginners is an example of a programme that we have implemented to fill a gap in our delivery at the explorer and learner stage of the pathway.



### **Conclusion**

A New Zealand Golf and District partnership in Talent Development will ultimately evolve where the District has the ownership and resource to lead, plan and deliver a programme using their

own specialist providers. All the while remaining connected to and supported by New Zealand Golf with a focus on identifying and monitoring emerging young players.