

Community Golf Mid Year Review 2016

The first six months of 2016 have delivered very positive progress for the golfing community and the Community Golf Plan. New Zealand Golf's (NZ Golf) continued commitment to delivering direct support to a wider portion of our community, now gives more clubs than ever access to capability support. As the Community Golf Plan moves towards 2018, NZ Golf will continue to commit to delivering support structures to the industry, empowering clubs to grow sustainably and deliver a high quality golfing experience. Thank you to all of the Golf Club and District Association leaders, volunteers and administrators for the countless hours dedicated to growing and supporting the game, your hard work is very much appreciated.

Key Success January to June 2016

The reach of the capability network has increased significantly with two key partnerships in the South Island.

NZ Golf have partnered with Mainland Golf (Canterbury Golf, Aorangi Golf and Tasman Golf) to meet the capability needs of clubs in the Mainland region. Richard Hudson has been employed as a New Zealand Golf Club Capability Manager (CCM) across the region and is providing sport capability expertise. Richard is working alongside three Community Golf Managers (CGM) employed by Mainland Golf who will be providing both golf development and capability support to clubs in each of the Districts. The four staff are working as a unit to support the requirements of their clubs.

NZ Golf, in partnership with Golf Otago and Golf Southland, have also engaged the support of the Regional Sports Trusts to deliver capability support to Otago and Southland regions. Through NZ Golf investment, these regions will now have access to golf specific capability support to meet the needs of their clubs.

This capability network will be delivering greater insights to clubs driven by support of the newly appointed Golf Industry Analyst. The purpose of this role is to provide a greater depth of knowledge at both club and national level allowing more informed decisions to be made. Thiem Nguyen has taken on this role and will get his first chance to add value to the industry by presenting both Membership and Casual player insights at the Conference Series running from 26 September to 14 October.

LOVEGolf has had very positive outcomes with the She Loves Golf target market campaign achieving great success towards the end of 2015. This led to being recognised at the New Zealand

Sport and Recreation Awards with the Communication Excellence Award in April this year. The success of this campaign will be built on this year as She Loves Golf returns in late 2016. Get on the Green is also seeing some very positive engagement with over \$65,000 generated for the industry January to June achieving a record month in April.

SNAG Golf NZ have signed a partnership agreement with Kelly Sports NZ. The significance of this partnership is that it provides SNAG Golf and New Zealand Golf with a nationwide delivery network. SNAG are training Kelly Sport's staff to deliver the same high quality programmes and are available in 8 regions across the country and growing. This programme is a great driver for learner/explorer golfers and can supplement what is already occurring at club or District Association level.

Below is a summary of progress under each pillar of the Community Golf Plan.

PILLAR	PROGRAMME	RESULT January 16 - June 30
Participation	SNAG	Growing network across 8 regions 12737 children engaged in programmes to end of June
Membership	Target Market Campaign She Loves Golf	NZ Sport and Rec award winner for Communication Excellence. Further development to campaign deliver end of 2016.
	LOVE Golf	160 Registered Clubs Get on the Green has generated \$67,636 for the industry through Jan to June 2016. April record month
	Casual Golf	Around 80,850 Registered Casual golfers nationally. Programme improvement has been scoped and is underway.
Coaching	PGA Coaching Pathway – Foundation Coach, Gateway & Development Coaches	Adjustment to the way the coaching structure is organised has led to the below categories. Development Coach 245 Foundation Coach 38 Gateway Coach 158 Performance Coach 7
	PGA Coach Live	Platform is running. Jan to June saw a focus shift to the following; Increased drive for PGA Member ownership, Increased engagement with Foundation Coaches Better quality outcomes for trainee programme. 20 modules have been updated or added.
	PGA Coach Connect	Pilot complete. Feedback has informed adjustment to the structure of Coach Connect Engagement. The PGA are now developing and driving this through new Coach and Game Development Manager Josh Longley.
Capability	Partner Club Programme	70 Partner Clubs worked with over 70 projects 3 Club Cluster Groups 15 Industry Capability Projects Project undertaken to better measure the impact of the partner club programme.
	National Conference Series	Adjustments made after feedback from previous series. Shorter, punchier version to be delivered late September to early October.

Capability	National Group Buying Scheme	N3 has seen an increase in engaged clubs to 109 saving over \$140,000 to June 2016.
	Club Quality Mark	Investment into supporting GMANZ Benchmarking product to be released to industry at GMANZ Conference end of August. Second part of programme is to be developed by Golf Industry Analyst.
Volunteers	Golf Rules Officials Programme	250 Golf Rules Officials Nationwide are engaged.
	Golf Course Raters Programme	Course Rating System and FAQ document online 182 course raters
	R3 Volunteer Project	Volunteer Management Plan developed. Pilot clubs have provided feedback on volunteer requirements. Register of volunteer support organisations compiled. Project to be delivered before the end of 2016.
Partnerships	Partnership Engagement Project Golf Industry Council	The NZGIC has set a date for its second meeting to decide purpose
	Effective Partnership Project	Complete and ongoing
	Regional Sports Trust Engagement.	3 Complete. 3 underway. Plans to be adjusted due to changes in funding to Regional Sports Trust informing changes to the way they operate.
Facilities	National Golf Facilities Strategy	National Golf Facility Strategy Report complete. National facilities database mapped.
	Auckland Golf Facilities Strategy	Auckland Golf Facility Report complete. Active Auckland engaged to facilitate Greater Auckland Plan.