



Murupara Golf Club

CASE STUDY:

Junior Environment

Innovative ways of creating a great junior environment

MURUPARA: INNOVATIVE PARTNERSHIPS

The Murupara Golf Club since its inception in 1958, has progressed through challenges facing small towns in New Zealand. Unemployment, diminishing populations and perceived lack of opportunity has meant migration to bigger cities.

In better times Murupara and the surrounding area had a booming forestry industry with plenty of employment and opportunities, during this time the club had a membership of close to 300. Now with the ongoing demise of the rural

town environment the club has a current membership of 82 including 2 juniors.

When looking at areas to address the falling membership, the club felt that the lack of junior golf was one of the areas of concern and a major impediment to the clubs long-term success. With a strong community interest in engaging the local youth in more worthwhile activities, this created a real focus towards introducing and up-skilling the local area youth in golf.

CHALLENGES



SUITABLE QUALIFIED PERSONNEL

A major challenge to the club was that they had no golf professional or suitably qualified volunteers which resulted in a lack of interest in the club by the local schools.



GEOGRAPHICAL SPREAD

The location of the club posed a very real challenge as the nearest targeted school is a one hour drive away.



COST

The cost of employing a suitably qualified person to oversee junior development has proved to be prohibitive to the club and the expected cost to the schools.

SOLUTION

After discussions between the Murupara Golf Club and Bay of Plenty Golf a partnership was developed to create a trial programme for the schools in the local area. The schools involved were Murupara, Galatea, Te Kura Toitiu O Te Whaiti-Nui-A-Toi and Te Kura Kaupapa Motuhake O Tawhiuau. These schools were identified by the club as having an interest in the golf programme and were pro-active in their response to new sports.

The use of Mike Campbell (Bay of Plenty Golf Coachforce officer and PGA pro) to deliver the programme was a key contributor to the success of the trial. The coaching and support programme

was initiated in term 2, 10 children were selected from each of the 4 targeted schools to take part in a 2 x 6 week coaching programme. The costs for the programme were highly subsidised by Bay of Plenty Golf. The programme cost was kept to a sustainable \$2 per child per session.

With a well run programme and enjoyable coaching sessions the schools have willingly travelled the distances required to attend the sessions at the Murupara Golf Club.

RESULTS

20
JUNIOR MEMBERS

20 new juniors have been enrolled with 2 of the schools enrolling their "Golf Kids" as junior members at the end of the programme.

6
PGA COACHES

6 PGA Gateway coaches have been enrolled and are actively progressing through the Gateway level one certification process with Mike Campbell. These certified coaches will carry on the development of the juniors in and around the club.

10
ADULT MEMBERS

10 new adult members have joined the club which can be attributed to the increased exposure of golf to the whanau of the children involved. The club has also had an increase in casual play on the golf course which the attribute to the positive impact the programme has had on the local community.

+ve
FEEDBACK

The most positive result was the feedback from the teachers. The "Golf Kids" overall behaviour improved as they did not want to be cut from the golf programme.

CONCLUSION/SUMMARY:

"Don't wait for things to happen – make them happen" has been the mantra for Club President Scotty Muir. The enthusiasm for the partnership with Bay of Plenty Golf and the delivery of well organised sessions, shows the desire to make things happen.

The enthusiasm of all involved has created a very positive and enjoyable environment for the children to experience golf and be introduced to the Murupara Golf Club. The increase in the junior numbers has been a positive result for the trial programme.

The recruitment of 6 PGA Gateway coaches allows for sustainability of the programme which will be run by the local community and



allow the resources of Bay of Plenty Golf to move on and replicate the programme in other areas.

The flow on effect of the programme is the positive impact on the children and the golf "buzz" effect on the community. The golf course is used more often and the volunteer base is enthusiastic and working very hard on increasing the golf experience for locals and visitors.

A recent tournament had a 25% increase in players and bodes well for a sustainable and enjoyable future for the Murupara Golf Club.

Pop in and play if you are passing through, Murupara Golf Club is very welcoming.



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MISSION

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