Board Meeting Summary – 9 June 2015

Meeting Attendees:	Paul Fyfe (Chairman), Eileen Bateup, Anna Shires, Michael Smith, Murray Ward, Mike Howard, Adrienne Greenwood and Max Walker.
Ex Officio:	Philip Hassall (President) & Dean Murphy (Chief Executive).
In Attendance:	Becky Hobson (PA).
Apologies:	None.

Board Administration

Confirmation of Minutes of Meeting of 28 April 2015.
The minutes of the meeting held 28 April 2015 were accepted as a true and correct record.

New Zealand Golf Risk Register
The Board reviewed and noted the Risk Register acknowledging and noting there were no current concerns.

Health and Safety
The Board reviewed and noted the Health and Safety update. The Board noted the possibility of this matter being deferred and not coming into law until mid-2016.

Strategic Matters

NZG Affiliation Levy – 2016 Adjustment
The Board has previously agreed that:

- After nine years without any adjustment, the affiliation levy should increase in 2016 with an annual CPI increase to follow from 2017 onwards.
- The rationale for any levy increase needs to be clearly indicated by way of a business case.
- A recommendation of a separate stream of income of levying the casual golfer will be looked at in the future.

The Board acknowledged that a resolution is needed to increase of the affiliation levy for 2016 which will then be voted on prior to 30 September with a majority vote of District Associations needed to ratify any change.

The Board unanimously resolved that the 2016 Affiliation Levy be increased by $5.00 + GST for full and $2.50 + GST for summer members.

The Board agreed that a business case on how the levy money is used will be prepared and sent to the Districts to assist their decision. The business case will set out the rationale for an increase and calculate todays dollar value if we had have introduced a CPI increase nine years ago when the last levy increase took place.

2016 GDM Investment Review

The Board agreed to advise District Associations that New Zealand Golf will continue to invest funding into GDM's until 30 June 2016. After this date NZG funding will discontinue but to ensure and help with a smooth transition NZG will assist Districts to put in place future funding options, the success of which lies with the Districts.

Mainland Golf Proposal

The Board had an in depth discussion and agreed to accept the proposal with some slight amendments. The NZG $100K investment for 3 years (reviewed after 18 months) will be based on the employment of a CCM in the region. The Board asked for a few amendments to the wording in the final proposal which will be worked through by management and the respective District Associations. Max Walker withdrew from this discussion.

Building Balance Sheet Equity

The Board had a brief discussion on this matter and agreed that a more in depth discussion was needed and for it to be added to the Board planning meeting agenda for later in the year.

NZ Golf Industry Council

The Board reviewed and discussed the Golf Industry Council draft terms of reference with the main points being:

- The first year or two will be principally discussion rather than outcome based.
- Any company who operates in the golf industry will be able to participate.
- There will be an initial affiliation fee of $250.
- The Chair will change each year.

The Board agreed that they are in support and adopted the Terms of Reference. Management will now take this project forward in the second half of 2015.

Governance Improvement

The Board agreed to defer this discussion and include in the Board planning meeting agenda as more will be known once all of the PGA merger/alignment feedback and information has been received.

Olympic Games

The Board reviewed and discussed the draft Olympic Games Nomination Criteria. The Chairman explained that the support team that will be travelling with the NZ team will be discussed at the next Board meeting. The Board formally adopted the Olympic Games Nomination Criteria. This is now posted on the New Zealand Golf and NZOC websites.

Operations

2015 Business Plan – Reporting Dashboard Review

The Board reviewed the 2015 Business Plan progress by way of the reporting dashboard and also the individual business plan initiative updates. The Board noted that there were no major updates or concerns at this time and the business was operating to budget.

Review of 2015 Business Plan Initiatives:

Casual Golf Engagement Programme
The CE explained to the Board that there is still some technical issues that DotGolf are working on and are looking at September for a re-fresh of the program. This will include the ability to print score cards and use the full tee booking service. Along with this around 100,000 resigned golf club members will potentially be assigned a casual membership ID (once they click to verify). The CE also informed the Board that the latest Get on the Green promotion had received the best uptake and sales to date and is starting to show its potential.

Participation & Rounds Data Reporting
The CE explained to the Board that with DotGolf under resourced, this initiative has been put down the work plan priority list. Murray Ward (Dot Golf Chair) explained to the Board that with NZG becoming more reliant on technology this will continue to put a strain on DotGolf as they do not have the resources available to meet these demands.

Driving Range & Public Facility Engagement
The CE updated the Board that the Auckland public facilities will be meeting in the near future to discuss the opportunities to work together.

Participation Partnership Programmes

SNAG
The CE updated the Board that SNAG will easily exceed their target for 2015 (20,000 participants). The CE also informed the Board that SNAG have partnered with Kelly Sports to assist in the delivery of the program in 32 locations nationwide.

First Tee
The CE informed the Board that the Board of the First Tee are currently discussing its future and the NZG Board will be kept updated on these discussions.

National Membership Campaign
The CE informed the Board of a LOVE Golf female specific initiative 'KOvember' in November. The Chairman asked if it is time that we ask the Districts for more help in leading NZG initiatives. The Board agreed this was a good idea and in doing so we need to be mindful of the resource constraints at District level.

Home of Golf
The CE updated the Board that he is currently working on getting all parties info together. This process has been extended from the initial close date as some of the parties do not have the resources available to collate the info required. The CE explained that he has approached Sport NZ to fund a 3rd party to help NZG manage this project going forward.

National Capability Seminar Series
The CE explained that the Seminar Series will be held in August and management is currently working on the content and timetable.

National Group Buying Programme
The CE explained that this is going to be an education topic for the seminar series where there will be a full session dedicated to NZG initiatives.

Golf Business Management Programme
The CE informed the Board that both projects are running well with around 25 people registered for the first CMAA programme to be held in June. The curriculum is a 5 day, 40 hour programme.

Coaching Pathways Project
The CE updated the Board that due to a change in the price the uptake at the introductory levels is expected to grow. Eileen Bateup suggested that this could also be a section in the Seminar Series.

2015 Industry Remuneration, Club and Participant Survey
The CE updated the Board that progress is being made on the survey and will be sent to the Board for review once the Chair has reviewed the first draft.

Handicap Website Review and User System Review
The CE updated the Board that a survey will be conducted later on in the year so as to not mix it up with the club and participation surveys. A website design refresh is tentatively scheduled for late 2016.

General Golf Operations Matters
The Board had an in depth discussion around the relevance of the club membership update. The Chairman summarised stating that while it is hard to base the health of clubs solely around these figures, it still represents the challenges that clubs are facing. The CE also explained that DotGolf is working on more detailed reports where clubs are able to log on and print their own reports on membership and participation metrics. This will offer the Board far more meaningful reports to review once the project is completed.

General Operations Review:

PGA and NZG Joint Communications Document
The CE explained that all feedback is being collated in conjunction with the PGA CE, Duncan Simpson. The Board had an in depth discussion around if negative feedback is received and also the Board's role in giving unprompted feedback. The Chairman summarised the discussion that the Board does need to take a role of leadership but that the process that is in place needs to be followed and once completed the Board will then make comment and form an opinion on the best path forward.

Recruitment of National Participation and Club Support Manager
The CE updated the Board that around 40 applications have been received in which 20 seem worthy of further review. The Chairman suggested to the Board that Murray Ward be the Board representative as part of the interview process. The Board agreed. Eileen Bateup asked how the previous role is being handled in the interim. The CE explained that it has been split amongst the team to cover as many bases as they can.

NZ Women's Open Future – Working Group
The CE updated the Board that the group met earlier that day to discuss the detailed strategy paper that has been prepared by management. The main point that came out of the meeting was the need to not only continue to deliver the event but to also grow it. The group have indicated a timetable for future work will be put in place asap and that the future needs to be mapped out by the end of October 2015. TA have indicated that they would like to extend the contract and view the tournament as successful.

Sport NZ – Future Funding
Mike Howard asked if there was any vulnerability of funding from Sport NZ. The CE explained that Sport NZ intend to run funding rounds each year but are looking at 4 year investment contracts with a number of NSO's. He explained that Sport NZ support NZG and have been in to help NZG through the application process however all future funding is vulnerable.

Future Junior Golf Strategy – Working Group
The CE explained to the Board that this group is now in place and the work is to be completed in 2015.

High Performance Programme Review
The CE updated the Board that the draft review paper is now with the working group (Paul Fyfe & Murray Ward) and that the final document will be sent to the wider Board in due course for review. The CE advised it is a substantial piece of work and will take some time for the working group to digest and finalise.

Toro Interprovincial Travel Equalisation
The CE informed the Board that feedback has been very positive from most District Associations regarding the concept of Districts contributing to a collective fund with NZG topping this up by $26K over 5 years from 2016. This will ensure that going forward all Districts funding and returns from the programme are equalised over a 5 year period. This matter has now be conveyed to Districts thus bringing these discussions to a close.

Tournament Reference Group
The Board had a discussion around the function of the group and agreed it is currently set up to review District and NZG calendars. Philip Hassall explained his initial comment from the previous Board Meeting was he thought there was a need to review each event in order to manage future improvements. The Board agreed a new tournament reference group will not be put in place but rather management will put in place an annual review process that takes input from District Associations. If there are to be any amendments or changes made, these will come as recommendations from management to the Board for discussion.

Finance

2015 Year to Date
The CE explained that the next financial reports are expected to show the new reporting format being developed by Deloittes. The year to date performance and year end forecast remain on track against budget. The Board discussed and agreed management would attempt to cut current expenditure budgets by $100k providing a cushion for achieving budgeted surplus**.**

Commercial & Trust Activity
The CE informed the Board that a multi-year funding proposal has been presented to NZCT. He also explained that a national funding proposal has been presented to Lion Foundation with additional regional applications for the continuation of the GDM investment possible at a future date.

General Business

Sir Thomas Gault
The Board noted with sadness the passing of New Zealand Golf's Patron and Life Member Sir Thomas Gault.

Lydia Ko Scholarship
The CE informed the Board that there will be a press release in the coming weeks of Lydia Ko investing in a scholarship program with NZG. The Chairman asked that once this has been announced that a note be prepared from the Chairman and Board thanking Lydia for everything she does for golf globally.

The next New Zealand Golf Board meeting is to be held on 18 August in Auckland.