



Mangawhai Golf Club

CASE STUDY:

Outside of Golf

**Innovative ways of creating revenue
outside of the traditional golf club operation**

Mangawhai: A little out of the way; A lot out of the ordinary

A unique opportunity driven by enthusiastic collaboration to positively market Mangawhai as a retirement and tourist destination to a relevant target market nationally but especially Auckland focused.

Mangawhai has begun to grow again and is welcoming new, younger families and retirees alike. They are drawn because of attractive property prices, the array of lifestyle features and amenities, proximity to large new shopping centres and of course to Auckland – less than 100km away.

The Mangawhai Golf Club is a proactive member of the local Business Development Assn (MBDA). Clearly they understand the influence of the golf course in attracting visitors to the community. However this opportunity, worked in tandem with the MBDA encouraged a much broader presentation of the virtues and opportunity the Mangawhai district offers potential new residents and visitors alike.

CHALLENGES



MARKETING

Having a single platform to comprehensively present the full scope of features of the area to relevant target markets.



BUY-IN

Achieving buy-in from MBDA members to achieve the successful outcome within available resource of each party - effective leverage of available budget.



PERCEPTION

Present an independent view of experiences in and around Mangawhai with hopefully positive observations and outcomes.

SOLUTION

A five page feature in the April issue of NZ Golf Magazine highlighted with top billing on the front cover. The solution was enhanced with the involvement of an experience writer who came and experienced the attractions and lifestyle features that were positively experienced and then enthusiastically written about.

PARTNERS

The critical factor in partnering for this project was the Mangawhai GC's relationship with MBDA. It is a collective of many small businesses in the area all intent on creating their own market success but also with a higher view of positive promotion of Mangawhai as a fantastic lifestyle destination - whether for retirement, adding to visitors "must do" list or coming for a game of golf on their very well ranked and respected course.

This relationship leverage was an excellent example of like-minded community bodies working together for common good and positive community outcomes.

RESULTS

+ve
PROMOTION

The project is one element of a number of positive promotion strategies being developed for Mangawhai, the results of which are never immediate.

↑
GROWTH

There is momentum in the growth of Mangawhai and building consents for new residents are already up nearly 25 percent in the past 8 months.

↑
FEE REVENUE

The golf club expects to see a surge in green fee rounds but in the end the benefit will come to the community.

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COLLABORATION

Members of the MBDA also track the source of their visitors.

KEY LEARNING/LESSONS:

Integration and positive relationships with key elements of any local community is critical to achieve meaningful solutions. Collectively we understood the "bigger picture" which made the selling of this concept much easier and productive.

CONCLUSION/SUMMARY:

In an immediate sense the best result is the physical outcome of the feature and the way it addresses our goals: the lifestyle attraction of Mangawhai for future living or just "passing through".

The project was a wonderful example of how community co-operation has worked to present a positive exposé of all that Mangawhai offers to a relevant target market in a manner that would otherwise be un-achievable.





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