



Pupuke Golf Club

CASE STUDY:

Membership Recruitment

Innovative ways of creating a great junior environment

SNAG Junior Golf Program

The purpose of the SNAG Junior Program was to provide a pathway for children into golf from an introductory skill level to a Junior Membership at the club.

The Pupuke Golf Club engaged SNAG Golf New Zealand to support them in delivering a six week program in two local primary schools – Campbell's Bay Primary High School and Hauraki.

SNAG NZ's involvement was key as they delivered a product that was fun, easy to learn, colourful and popular with the kids.

The six week after-school program was offered at the Pupuke Golf Club and a festival day was delivered by their resident PGA Professional.

The first step (at the schools) was teaching all kids in the program the basic, fundamental skills of golf.

The next step was taking the kids from this program who had been identified as talented or skilled players and give them the opportunity to continue their golf education at the Pupuke Golf Club.

The Pupuke GC invested in SNAG equipment to provide opportunities for young people to play golf at the club.

CHALLENGES



CHOICE

Kids are spoilt for choice with the number of sports that they can play – Pupuke and SNAG looked to make golf easy and accessible.



PERCEPTION

Pupuke GC wanted to overcome the perception that golf is a difficult sport to get involved in, especially for juniors.



DIFFICULTY

They also wanted to overcome the fact that traditionally golf is a difficult sporting activity to learn and enjoy. A lack of equipment and limited use of an available course were also factors here.

SOLUTION

The Pupuke Golf Club adopted a policy to make engagement with the game as easy as possible for juniors.

The club, with SNAG's help, introduced golf to a huge number of kids in a short time and gave them the option of playing golf.

This project addressed all of the challenges and applied for Kiwi Sport Regional Partnership Fund in conjunction with SNAG Golf NZ.

The initiative was made possible through the help of funding of the Kiwi Sports Trust. If this was not received then this initiative would not have been possible.

Getting juniors to the course is always an issue as well but the Pupuke GC addressed this barrier by providing buses to the after-school golf coaching programs.

The use of the course by traditional membership was not impacted as the SNAG course was played over a five hour period and during times when the greens were being cored.

RESULTS

1000

PARTICIPANTS

Introduced 1000 children to golf with the in-school program.

1000 children participated in the Festival Day at the club.

50

ENROLMENTS

Enrolled 50 in the after-school program at the club.

16 children transitioned and enrolled into the Pupuke Junior Program.

16

NEW MEMBERS

16 children became junior members.

15 teachers successfully completed the SNAG professional development training.

15

TEACHERS

Hauraki Primary School booked SNAG Golf NZ to repeat the in-school program in 2014.

CONCLUSION / SUMMARY

SNAG Golf NZ took a real lead on the project and made the process of finding KiwiSport funding and delivering into schools easy.

Linking local primary schools to Pupuke GC and creating partnerships was definitely the best approach because it was a win-win for club and the schools.

The children responded well to the fun SNAG Golf environment and equipment.

Pupuke GC used the 18th hole to set up a Junior SNAG Program of activities and a 9 hole course on a Sunday morning. This doesn't interrupt our Sunday morning playing members because they start on the 1st and 10th hole and take at least 2 hours to get to the 18th.

The SNAG golf initiative was a great way to introduce golf to juniors but it must be noted that this space needs time and resource committed to it to have an ongoing impact.



Laurie Flynn:

"The SNAG – junior golf schools initiative was a real success and something that the Pupuke GC is looking to repeat in 2014."

"The Pupuke GC is confident that the SNAG model is the ideal pathway into junior golf membership."

"It was a great way to introduce golf to a huge number of Kiwi kids to junior golf."

"The key to the program was making it as easy as possible for the juniors to get involved in golf."

"Early engagement with golf is a key driver to long-term involvement with the game."

Christopher Pipes (Deputy Principal at Hauraki Primary School):

"The SNAG in-school program was wonderfully managed and we would not hesitate to have Todd and the SNAG team back at our school."



THE VALUE OF GOLF

The Game of Golf Provides Unique and Lifelong Enrichment

VISION

Golf is New Zealand's Favourite Pastime

MISSION

To Grow the Love of Golf

www.golf.co.nz

nzgolf@nzgolf.org.nz

Tel +64 (0)9 485 3230 - Fax +64 (0)9 486 6745