



Tauranga Golf Club

CASE STUDY REVIEW:

Membership Recruitment
Innovative approaches to attracting new members

TAURANGA: MEMBERSHIP RECRUITMENT

The purpose of the Case Study Review is to take a look back at the initiatives that have been implemented and see what impact they are still having. By looking back to these initiatives we hope to provide some insight in to the longevity of the initiatives and highlight any learnings that may have made themselves apparent over time.

The Member Get Member initiative is based on the club membership research which indicates that approximately eight out of 10 golfers join a club through a family member or friend.

REVIEW

INITIATIVE SUMMARY

Tauranga Golf Club were looking to target the 25-40 year bracket of golfers. Attracting this demographic had been difficult in the past. Using the research and seminars provided by NZ Golf the club started collecting the contact details of all of the casual, summer golfers at the club. They also created a new membership category and adjusted the pricing to suit people within this age bracket. An email went to this age group promoting the new membership category and another email went to members leveraging off the LOVE Golf member get member campaign.

24
2014
MEMBERS

57
2015
MEMBERS

HAVE YOU ENCOUNTERED NEW CHALLENGES?

The success has been great but some have been slow to join the regular player groups and engage more with the club. No resolution at this point but the club will look at some summer activities that might generate further engagement.

HAVE YOU MADE CHANGES?

No, the campaign is working really well so we haven't had to adjust it yet.

HAVE THERE BEEN ANY UNEXPECTED BENEFITS?

A few phone calls from other Club Managers wanting to discuss the Love Golf concept and how we managed to implement a new Category without alienating existing members.

WAS IT A GOOD IDEA?

Yes, the Category change was a great idea and participating in the Case study was good as it profiled our Club as innovative and forward thinking.





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