



Whangamata Golf Club

CASE STUDY REVIEW:

**Membership Recruitment:
Innovative approaches to attracting
new members**

WHANGAMATA GOLF CLUB

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 2015 Club Open Day was a repeat of the successful 2014 event with a direct approach made to the community to invite them to visit and enjoy a golf experience at the club.

REVIEW

INITIATIVE SUMMARY

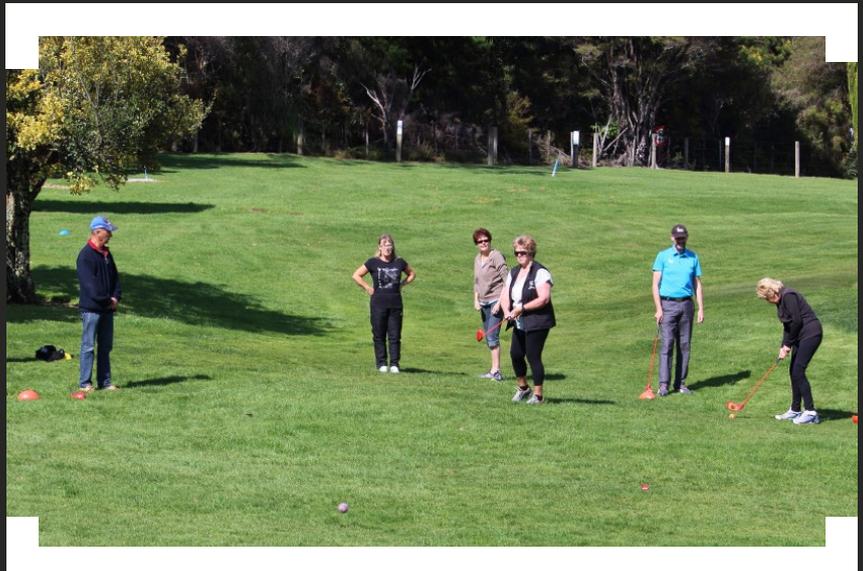
The main aim of the Open Day was to introduce more locals to the game of golf and the Whangamata Golf Club community with potential new memberships seen as a by-product of a well-run and organised event. While they have a huge number of casual players in the summer months, these were not the target. The focus was on encouraging more locals into club membership. The club saw the need to break down the perceived barriers to golf and golf club membership through directly inviting the community to visit the golf club. Then interacting in a friendly enjoyable manner to make the golf enjoyable and to also highlight the benefits of becoming a member of the club.

14
2014
MEMBERS

8
2015
MEMBERS

HAVE YOU ENCOUNTERED NEW CHALLENGES?

Make sure you're not dependent on one method of advertising. The local newspaper ran a story 2 weeks before highlighting the event and the club but our follow up advert was not printed in the local paper, so we had to rush around the shops and put up flyers in the windows.



WHAT IMPROVEMENTS HAVE YOU MADE (IF ANY)?

None, we are very happy with the format and the support our club members also provide the event.

HAVE THERE BEEN ANY UNEXPECTED BENEFITS?

Yes, we have got more members than we targeted for. I think having our Ladies and Men's Captains and their vice Captains there on the day helped, the one on one talk over a cup of tea and a muffin was very productive.



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