



Pukekohe Golf Club

# CASE STUDY:

**Partnerships:  
Value of Affiliate Schools**

## CONCEPT

Pukekohe Golf Club is actively pursuing an increased engagement in its junior programmes. In order to do this the club took a two stage approach.

The initial stage was engaging with SNAG Golf to deliver their junior golf programme in each of the local schools. This was achieved by applying for KiwiSport funding from the Regional Sports Trust – Counties Manukau Sport. Stage two of the project was to ensure that the relationship with the school would continue grow and strengthen outside of the delivery of SNAG. This was achieved by creating the concept of the “Affiliated Partner Programme” General Manager Iain Litchfield, in conjunction with SNAG Golf, developed an Affiliated Partner Programme offer for the schools. This template outlined a number of offerings

that Pukekohe Golf Club could make to the school, its teachers, parents, students and other stakeholders. In return for these offerings Pukekohe Golf Club would have access to promoting their programmes throughout the school.

# PROCESS

Make it bigger than golf and align the document to your values - The offer initially discusses strengthening the community and sights the aligned values between the Club and the School. “We believe that the values that your school promotes to your students are an extension of what golf provides and we want to be part of building a better community.” The club then notes “there are many golf club members that have children at your school that also embrace the same values.”

Build real relationships – Iain Litchfield has met with all of the school principals and discussed how the Affiliate Partner Programme could best work for each school. Adjustments have been made in order to suit each school.

Offer each partner something they actually want – Pukekohe Golf Club noted things such as access to the clubroom facilities, special rates for teachers and other staff and sponsoring one child into the junior programme, along with other incentives that aligned with what the school wanted/required.

## OUTCOMES

Pukekohe Golf Club have written agreements between 2 of the local schools and are confident in receiving two more. David from SNAG Golf – noted “These links are real, they aren’t just bits of paper that mean no action. We are making sure this is a real, ongoing link.”

For more information on the Affiliated Partner Programme – please contact New Zealand Golf.





### **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

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