



# CLUB MEMBER EXPERIENCE RESULTS

NEW ZEALAND GOLF



# INTRODUCTION

- This Club Member Experience Survey was developed to survey members (i.e. players and parents of players) to understand the participant experience with their golf club.
- The participant experience looks at the behaviours, attitudes and needs of participants across all interactions with their golf club. These insights are intended to help golf clubs to reflect on how they are performing and/or rethink the offerings and services they provide to retain and attract more members.
- Club membership is integral to the golf sector with over 103,000 New Zealanders choosing to belong as members of golf clubs –the largest adult club-based sport in New Zealand.
- The design of the survey was led by Nielsen, Sport New Zealand and New Zealand Golf. In 2019, 6,614 participants took part in the survey, which was comprised of 6,577 players (99%) and 37 parents (1%).
- The report looks at the experience of golf participants in 2019, and how this compares with previous results in 2017, and the combined total for all ten sports that participated in Club Member Experience Survey in 2018/19\*.
- This summary report highlights:
  - Key metrics, including satisfaction, NPS, value for money, likelihood to rejoin and the joining process
  - Reasons for belonging to a club
  - Drivers of the club experience
  - Improvements
  - The club environment
  - The joining process
  - Differences across regional bodies
  - Demographic differences, including gender, age, ethnicity
- These findings are used to inform New Zealand Golf's Love Membership initiative, including the development of tools and resources that support golf clubs to actively recruit and retain members.

\* Sports surveyed in 2018/19: rugby league, netball, badminton, hockey, futsal, rugby (winter), cricket, touch rugby, tennis and golf (summer).

# OVERALL HOW ARE GOLF CLUBS PERFORMING?

## KEY METRICS

<b>SATISFACTION</b>	Respondents' satisfaction with their club experience is on par with the 2017 result. However, it is significantly higher than All Sports 2018/19 (71% cf. 64%).
<b>NPS</b>	Although significantly higher than the All Sports 2018/19 result (+52 cf. +41), NPS has declined from the 2017 score (+55).
<b>VALUE FOR MONEY</b>	Similar to satisfaction, perceived value for money is on par with the 2017 result but is significantly higher than the All Sports 2018/19 result (81% cf. 74%).
<b>LIKELIHOOD TO REJOIN</b>	Likelihood to re-join their current golf club remains high and has increased from 2017 (91% cf. 88% in 2017), and is significantly higher than All Sports 2018/19 (91% cf. 85%).

Key Metric	Total Golf 2019	Total Golf 2017	All Sports 2018/2019
SATISFACTION	71%	70%	64%
NPS	+52 ▼	+55	+41
VALUE FOR MONEY	81%	80%	74%
LIKELIHOOD TO REJOIN	91% ▲	88%	85%
JOINING PROCESS	69%	-	57%

Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say), Q20 New Members (Excluding Don't know/ Can't say)  
 Total Golf/ All Sports 2018/19: Q6 (n= 6497/29,752)/ Q7 (n=6543/29,706)/ Q11 (n=6355/29,119) / Q9 (n=6453/ 27,759)/ Q20 R6 (n=776/5633)

^ please note change in metric in 2018 (previously average of four joining process attributes)

▲▼ Significantly higher/lower than Total Golf 2017  
 □ Significantly higher/lower than All Sports 2018/19

# REASONS RESPONDENTS ARE **LIKELY** OR **UNLIKELY** TO REJOIN NEXT SEASON

*My husband and daughter both play. The facilities are great. They have a fantastic ladies learn to play programme which encourages more ladies to join. It's the way I was introduced to golf. The staff and pro's are great and there are great options for extra training and trips away.*

**Player, 45-49 years, Wellington-Wairarapa**

*The club provides excellent opportunities for after school lessons several times a week and tournaments at the weekends. Membership allows kids to play at any of a number of courses around Dunedin.*

**Parent of player, 8-10 years, Otago**

*Price of membership is way too high and the reciprocal is not that great. I am going to join a Northland club as they have amazing reciprocal benefits across the Northland region.*

*Auckland clubs are just far to expensive with no major benefits. Auckland region really need to get affiliated fees and reciprocal rights going across the region if we want the game to grow.*

**Player, 25-29 years, Auckland**

*I am time poor. I need to be able to book a tee time (preferably online), arrive 10 mins before that time and play. Currently you cannot book tee times, and sometimes arrive an hour or more prior to being called to the tee. I understand the club reasoning for this however it does not suit people with little time.*

**Player, 40-44 years, Bay of Plenty**

## LIKELY

*Great organisation and professional staff. Innovative committees and a great spread of ages - children, new members and keen older golfers. Very friendly atmosphere with everyone feeling welcome.*

**Player and parent, 70-74 years, Waikato**

*The camaraderie with other members of the club and the overall facilities available to all members I value very highly.*

**Player, 75+ years, Auckland**

*He finds golf enjoyable and rewarding. He likes the social side of playing with friends and interacting with mentors. He also enjoys mastering techniques and seeing his scores improve. He loves the challenge. He enjoys being out in the greenery. He finds the game a great stress relief.*

**Parent of player, 11-12 years, Canterbury**

*I don't agree with a number of the recent decisions made by the committee i.e. to enter a card in to the computer, a fee of \$2 has been made. We now fill out a manual card and hand it in to be loaded manually which the club is obliged to do and no doubt costs more than \$2 to do. The committee are not focusing on reducing costs and are spending money on projects that don't necessarily enhance the golfing experience i.e. \$30,000 to reseal the car park. These are not the only issues.*

**Player, 60-64 years, Wellington**

*Only a member from afar to get a handicap given cost of joining a normal local club.*

**Player, 45-49 years, Wellington**

## UNLIKELY

# THE MAIN REASON TO BELONG TO A GOLF CLUB REMAINS *TO HAVE ACCESS TO THE COURSE AND CLUBHOUSE FACILITIES*

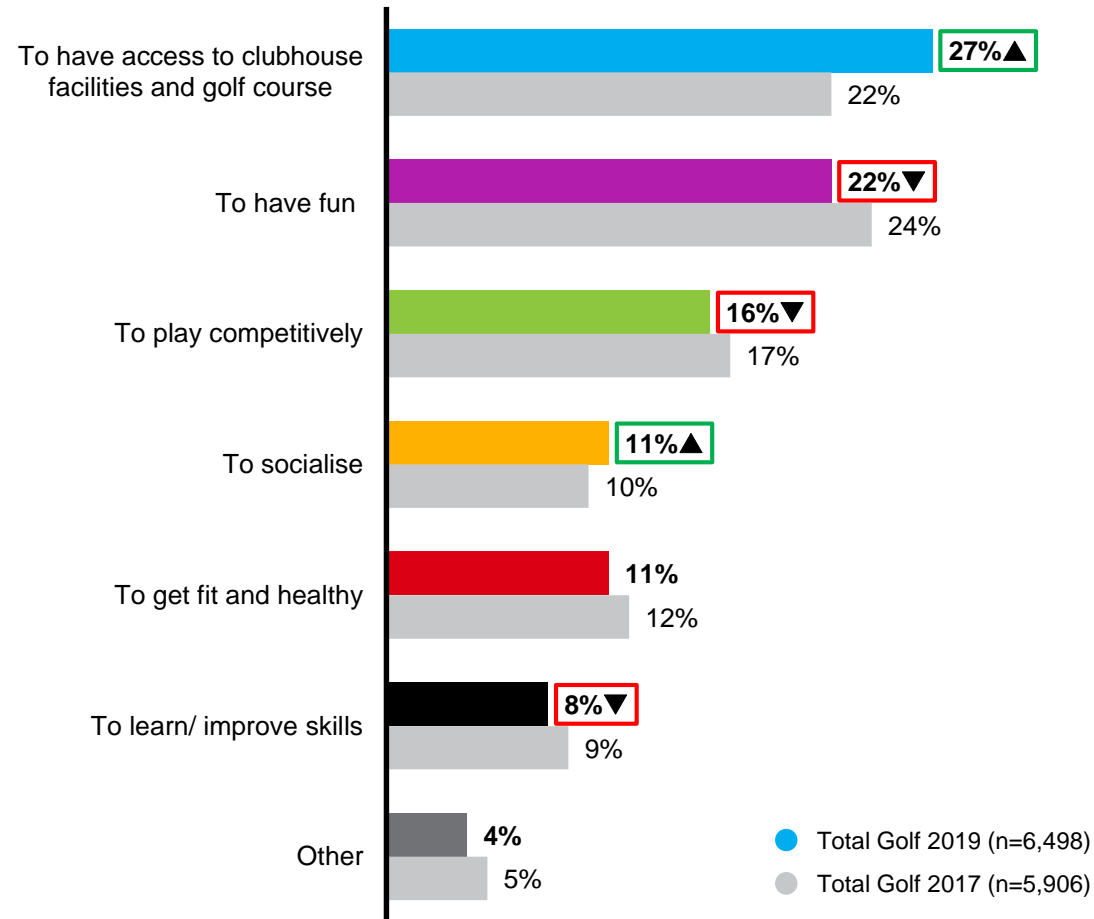
Compared with 2017 results, there has been a significant increase in the proportion who indicate the main reason they belong to a golf club is to *have access to clubhouse facilities and golf course*.

In 2017 the main reason to belong to a golf club was to have fun.

This change is notable considering the profile of respondents are comparable (i.e. the proportion of players cf. parents and demographics).

The most significant difference in the sample is the increase in male respondents (81% up from 77% in 2017). Male respondents are more likely than female respondents to belong for this reason (29% cf. 21%).

REASONS FOR BELONGING TO A CLUB



▲▼ Significantly higher/lower than Total Golf 2017

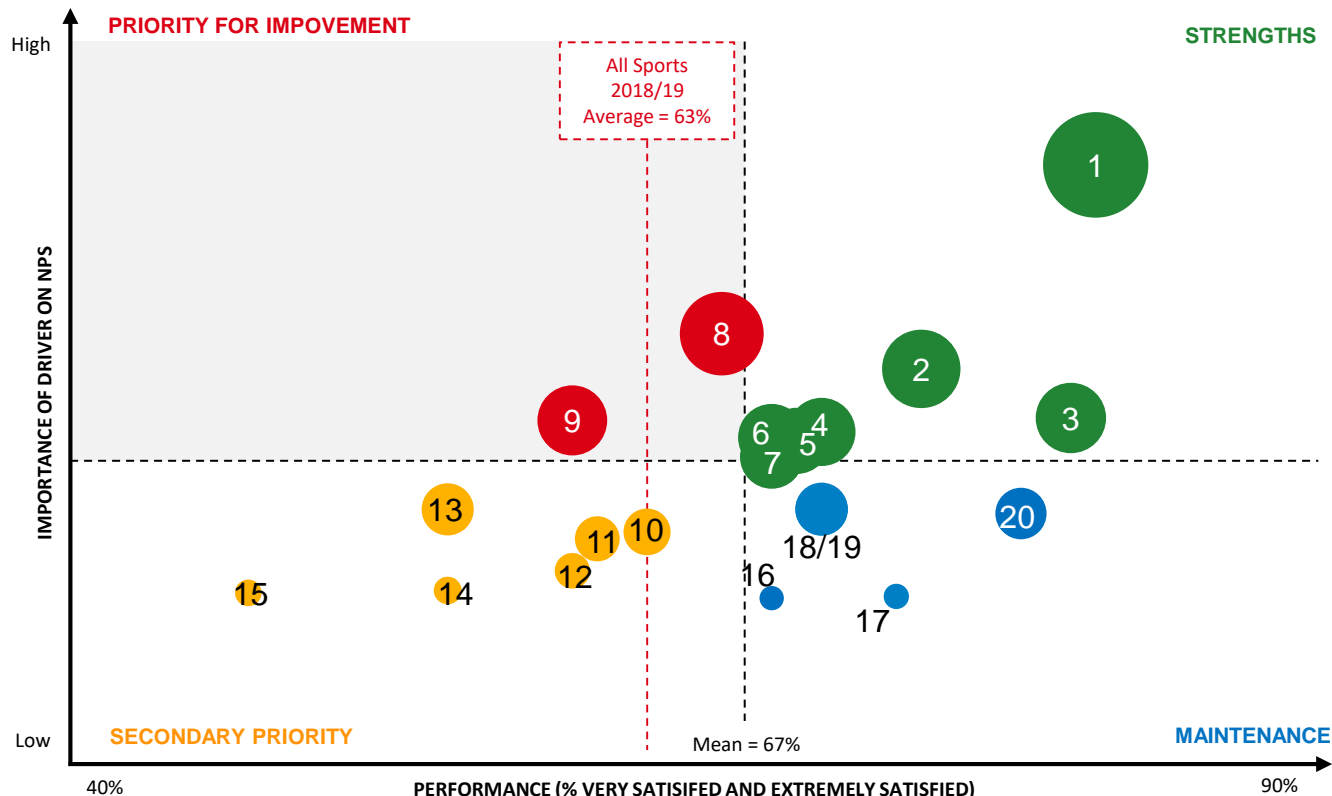
□ Significantly higher/lower than All Sports 2018/19

# WHAT DRIVES A RESPONDENT'S RECOMMENDATION?

The top three drivers of recommendation for a golf club are:

1. Value for money
2. Fostering a sense of pride
3. Having well maintained course conditions.

Of these top three drivers, emphasis should be placed on improving *fostering a sense of pride in their club*. This has a relatively large impact on NPS but respondents are comparatively lower satisfied.



Note: This diagram shows the *relative* driver performance and importance for New Zealand Golf clubs.

The All Sports 2018/19 average (63%) is the average performance rating across 17 drivers, consistent across all participating NSOs.

STRENGTHS	PRIORITY	SECONDARY PRIORITY	MAINTENANCE
1. Value for money	8. Fostering a sense of pride in their club	10. Quality and variety of club competitions	16. The quality of the coaches or instructors
2. Having well maintained course conditions	9. Being responsive to their needs and requirements	11. Providing a safe environment for adults and children	17. Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets
3. Being friendly and welcoming		12. Time it takes to complete a round of golf	18. Providing information they need when they need it
4. Fair and provides equal opportunities		13. Engaging with the local community	19. Encouraging good sportsmanship and fair play
5. The social environment		14. Quality of food and beverage offered	20. The ease of booking tee times and accessing the golf course
6. Being professional and well managed		15. Practice facilities (driving range, putting green, chipping area)	
7. Allowing me to fulfil my potential			

Base: All respondents (Excluding Don't know/not applicable)

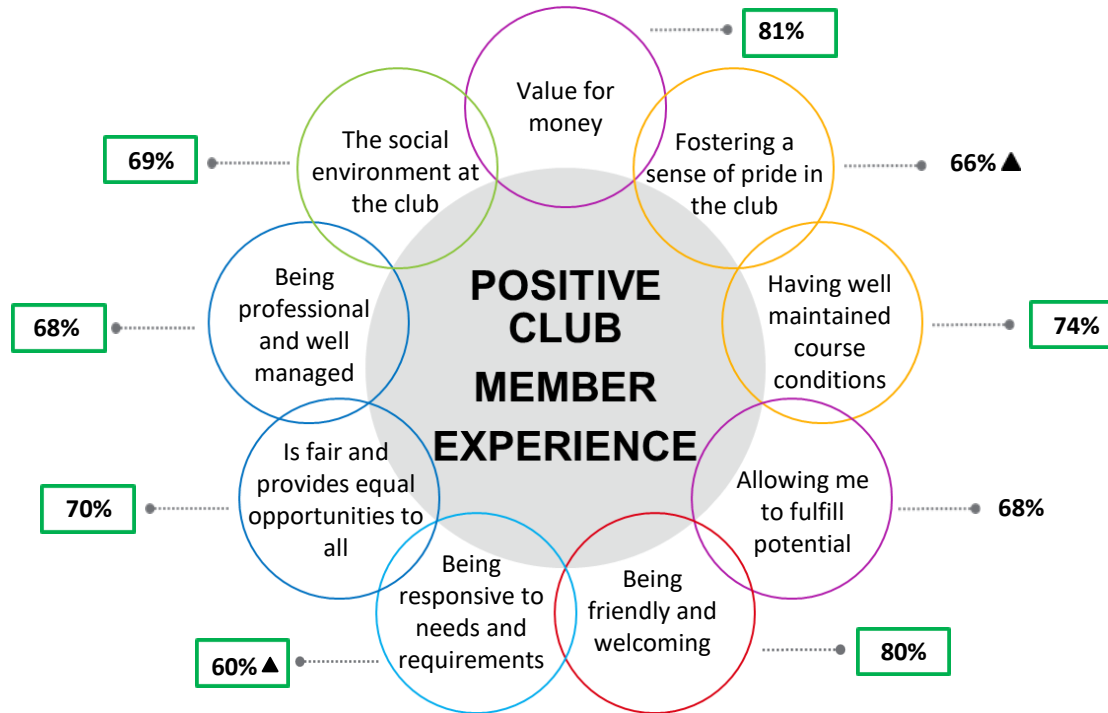
Q7. If [someone] asked you/ your child, how likely are you/they to recommend your/ their golf club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

For an explanation of regression, please refer to the Appendix.

# DRIVERS OF THE CLUB EXPERIENCE

## Most Important drivers

The following are the 9 key drivers that are most important to golf club members and the associated % of more than satisfied for Total Golf 2019



- Satisfaction levels with most drivers is either on par or slightly higher than 2017 results.
- Satisfaction with most drivers is significantly higher than All Sports 2018/19. *Providing a safe environment for adults and children* is the only driver significantly lower than All Sports 2018/19 (61% cf. 70%).

- Of the top five most important drivers, two have increased significantly from 2017:
  - Fostering a sense of pride in the club (66% cf. 63% in 2017)
  - Being responsive to my needs and requirements (60% cf. 57% in 2017)
- While satisfaction with the above drivers has improved, both are 'priorities for improvement' due to their high level of importance and below average satisfaction levels.
- Parents of players are significantly more likely to be more than satisfied with the quality of the coaches or instructors (84% cf. 67% for players).
- Parents of players are also significantly more likely to be more than satisfied with the practice facilities (driving range, putting green, chipping area) (71% cf. 41% players)

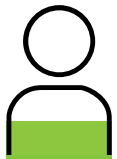
# IMPROVEMENTS

## IF MEMBERSHIP FEES INCREASED, 35% WOULD WANT TO SEE INVESTMENT IN COURSE CONDITIONS

The focus for parents would be on *player development programmes* (50%) compared with just 6% among players.

While *course conditions* would be the focus for 23% of female respondents, this is a significantly lower proportion compared with 38% of males. Females are less likely to want to see improvement in *practice facilities* (17% cf. 23% males).

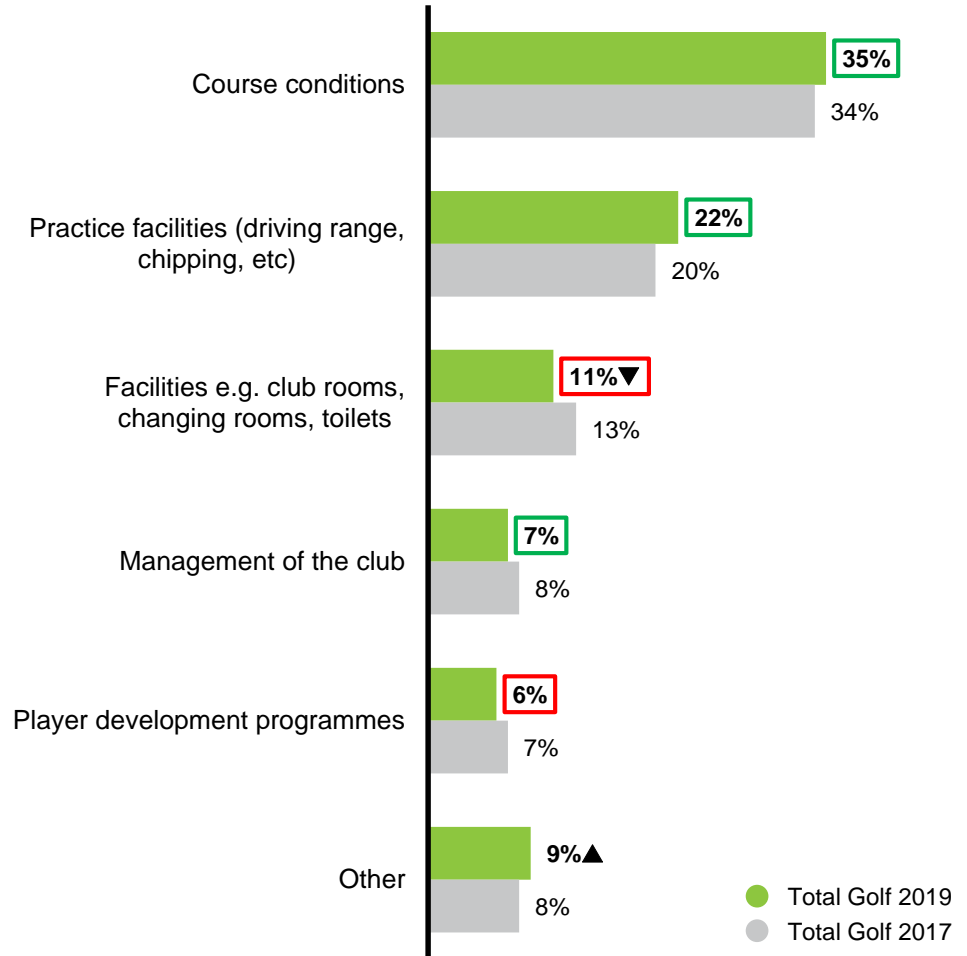
*Facilities e.g. club rooms, changing rooms, toilets* are rated higher by females (16% cf. 10% males), as are *player development programmes* (10% cf. 5% of males).



19%

Would not want anything improved if it meant their fees increased

FOCUS FOR IMPROVEMENT



Base: All respondents (Excluding Don't know/I don't want to improve anything if it means my feed need to increase) (n=4,795)  
 Q14. If your/ your child's golf club was going to focus on improving one of the following aspects, and the membership fees increased to reflect this investment, which would be the one thing you/ your child would like them to improve?

▲▼ Significantly higher/lower than Total Golf 2017  
 ◻◻ Significantly higher/lower than All Sports 2018/19



# WHAT SHOULD BE INVESTED IN OR IMPROVED?

*"We have 1 x head green keeper with a couple of helpers. I think they are at the course no more than 2-3 times a week. Our greens are below the standard of some public courses, the couch grass fairways are full of paspalum, there is no first and second rough cut anymore and all sand bunkers are clay that you drop from. This course has the potential to be the best in Auckland if the owner was passionate enough about golf to put money into drainage and general course management."*  
**Player, 45-49 years, Auckland**

*"There is no driving range only a warm up area. The chipping and practice putting green is shared and there is no practice bunker by the green."*  
**Player, 55-59 years, Northland**

*"Driving range basically non-existent. Maybe some practice nets to swing a couple of clubs before teeing up on the first might be a good idea."*  
**Player, 25-29 years, Otago**

*"We have a behemoth old club room which is totally underutilized and a waste. It would be great to have a more fitting, functional, well used club house. We no longer need a whole lot of showers and foot baths and enormous locker room and vast upstairs inaccessible clubhouse. No balcony, so smokers have to vacate the building. No sprig bar and shortage of carparks. Food and drinks available downstairs during and after the round would be ideal."*  
**Player, 60-54 years, Hawke's Bay**



## COURSE CONDITIONS



## PRACTICE FACILITIES



## FACILITIES

*"Fairway irrigation. As a sand base course the summer months become very dry. A little more irrigation and watering would help."*  
**Player, 40-44 years, Northland**

*"Levelling and re seeding tee boxes, maintaining and repair of course watering, improving grass on the greens, more ball cleaners and general house keeping. Don't get me wrong this is being looked at but it is a huge job to bring it back up to the standard it once was."*  
**Player, 45-49 years, Wellington-Wairarapa**

*"No real driving range, the chipping facilities are a long way from the carpark/clubhouse. The pitching fairway alongside 11 really only allows for one player and is also regularly taken up with elite players so difficult to get on. Practice bunker is poorly maintained."*  
**Player, 50-54 years, Bay of Plenty**

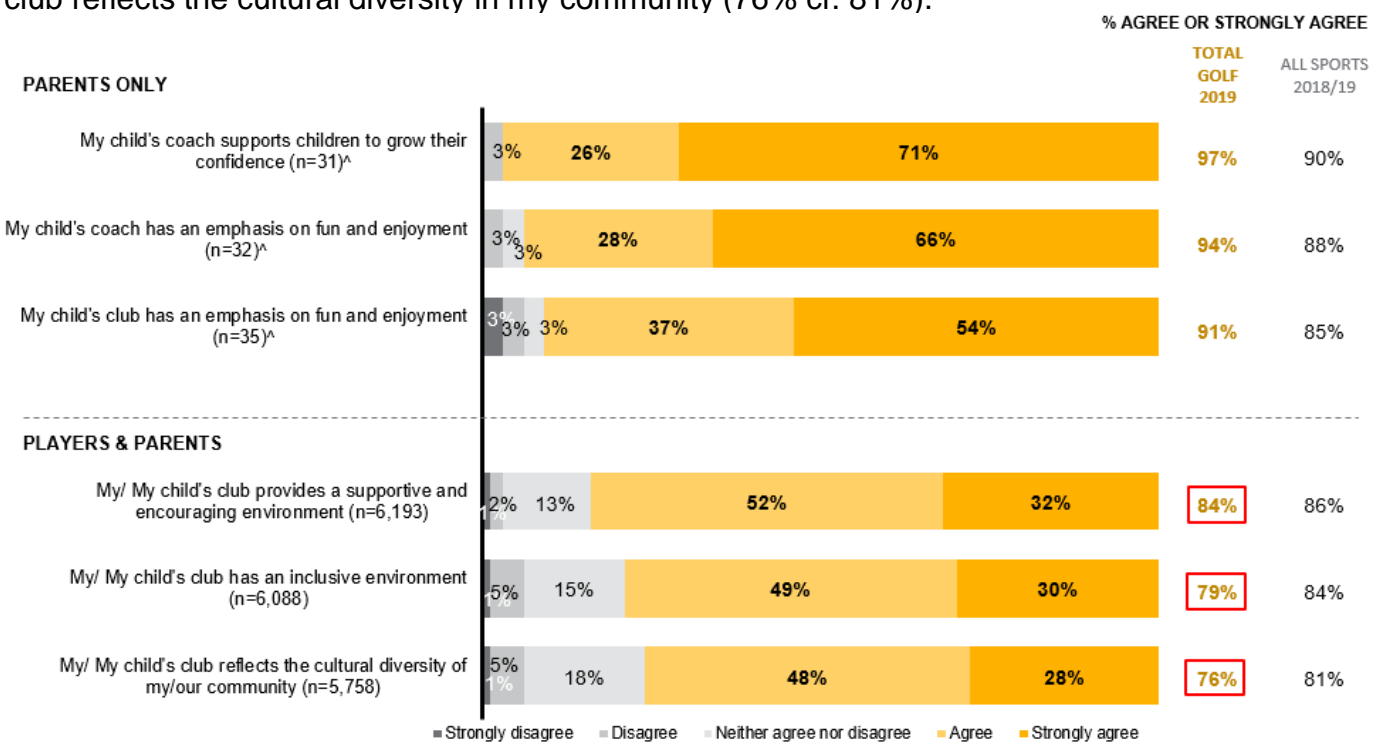
*"A general overall upgrade. The facilities have not had much money spent because of other financial pressure."*  
**Player, 70-74 years, Canterbury**

*"The club rooms, changing rooms and on course toilets are not acceptable for a course of this quality. Embarrassing when entertaining overseas visitors."*  
**Player, 55-59 years, Wellington-Wairarapa**

# THE CLUB ENVIRONMENT

Respondents are positive about their club environment. The proportion of respondents saying they agree or strongly agree with each of the six aspects of their club environment range from 76% to 97%. However, three are significantly lower compared with the results for All Sports 2018/19:

- My club provides a supportive and encouraging environment (84% cf. 86% All Sports 2018/19)
- My club has an inclusive environment (79% cf. 84%)
- My club reflects the cultural diversity in my community (76% cf. 81%).



Although a small sample size, parents appear to be more positive than players about their child's coach and club. Females are slightly more likely to disagree/strongly disagree that their club reflects the cultural diversity of their community (8% cf. 6%) and has an inclusive environment (8% cf. 6%).

# WHAT MAKES RESPONDENTS FEEL THIS WAY?



**Club reflects the cultural diversity of my community**

*"Because as a sport it is expensive and not something the average person of any cultural background can afford. But it is something that everyone should be given a chance to play and experience. I think if everyone played golf, the world would be a better place."*

PLAYER, 50-54 YEARS, BAY OF PLENTY

*"It doesn't reflect the diversity of the community. Seems to be predominantly middle to old age white males."*

PLAYER, 40-44 YEARS, WAIKATO



**Club has an inclusive environment**

*"Some members still feel that they have more rights than others even though the membership is the same for all."*

PLAYER, 45-49 YEARS, HAWKE'S BAY

*"Its run by a bunch of old white men who couldn't spell diversity let alone implement it. There is zero inclusion, they seem hell bent on the illusion that <...> is an exclusive club. In a sport with falling memberships and a number of clubs closing in Auckland, they reacted by putting up barriers (fees) instead of making a play that would attract more members."*

PLAYER, 45-49 YEARS, AUCKLAND



**My child's club has an emphasis on fun and enjoyment**

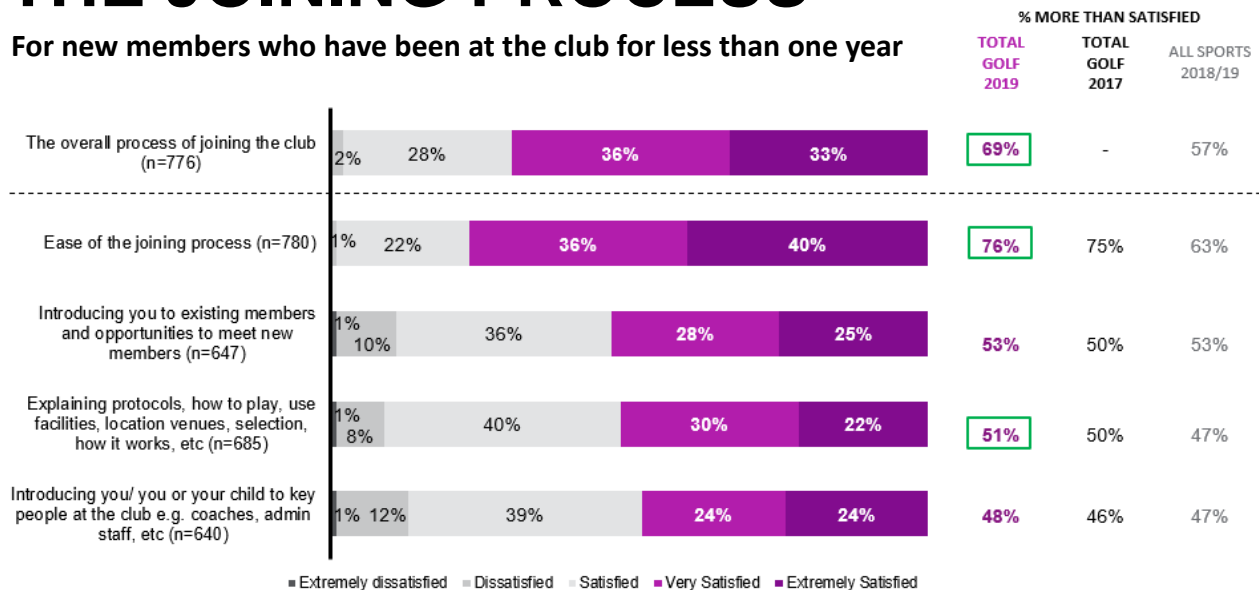
*"My children are interested in golf and have been for many years. Only once, years ago, did someone from the club actually help them with their golf (gave a couple of coaching lessons) and encouraged them to continue with their golf. Otherwise there's no communication at all from the club. I have many others in the community approach me enquiring about golf because they know my children play but I have no information to offer them. Our club could get more kids playing quite easily but it needs someone to run a junior programme."*

PARENT, 11-12 YEARS, AUCKLAND



# THE JOINING PROCESS

For new members who have been at the club for less than one year



- Females are particularly enthusiastic about the introductions and opportunities to existing new members (63% are more than satisfied cf. 51% males).
- Those of Asian and Indian ethnicities are significantly more likely to be dissatisfied (9% dissatisfied or extremely dissatisfied cf. total of 2%).

## What can be done to better support new members?

"Have an official meet and greet with a few members and club officials with a tour of the club and information of how it was formed, what they stand for and generally to encourage you to participate as much as possible. I have been a member for 2 years and know very little about the club and how it is run."

**Player, 55-59 years, Auckland**

"Invite new members to enter competitions and social activities by personal contact and follow up. A kind of buddy system would be helpful. I think that new members find the getting involved quite daunting. In the three years I have been at my club no-one has ever invited me to enter a competition or partner them in a social activity."

**Player, 75+ years, Taranaki**

"Communication is the key to support in all facets, if members don't know what is happening they lose faith so we make it a point of providing weekly updates on results and what is happening in the future. Our Pro Shop is very Pro-Active and as the Club Captain, ensure we try to tackle issues before they arise. Providing a quarterly update to all members reflecting on the past 3 months and providing insights of what is happening in and around the course is also important so there are no surprises, we always engage all members to have their say."

**Player, 55-59 years, Canterbury**

"More opportunities for coaching on etiquette and technique. Discourage bossy established members telling off new people who may not fully understand rules and etiquette. This can be daunting and discouraging for would-be new members. I guess sub levels an issue for new members."

**Player, 70-74 years, Canterbury**

"Some explanations of what some of the cups/competitions involve - possibly in the weekly newsletter. There will be something to say the X cup is on this week but you have no idea whether you might be eligible (or interested) or not. Saying the X cup is on and is open to all members and non-members with a handicap of 36 or less and is mixed pairs, etc. would be great. It's often really hard to find any information on these things - the members who have been there for years know so they think everybody else magically knows as well!"

**Player, 50-54 years, Nelson**

Base: All respondents who have been members for less than one year (Excluding Don't know/not applicable) (n=640-780) Q20. Thinking about the process you/ you and your child went through when you/ your child joined your/ their golf club. How satisfied are you with your/ their golf club on the following...

Base: All respondents (n=6614) Q69. What do you believe could be done to better support new members?

▲ ▼ Significantly higher/lower than Total Golf 2017

□ □ Significantly higher/lower than All Sports 2018/19

# KEY METRICS BY DISTRICT



Auckland and North Harbour score significantly lower than the total Golf 2019 result across all of the key metrics, with the exception of the overall joining process – where North Harbour is significantly lower (57% cf. 69%) but Auckland is on par with the 2019 result.

Hawke's Bay regional body appears to have the highest scores across the key metrics, scoring significantly higher in satisfaction, NPS, value for money and likelihood to re-join, compared with the total Golf 2019 result.

	Satisfaction (n=6,497)	NPS (n=6,543)	Value for Money (n=6355)	Likelihood to Rejoin (n=6453)	Joining process (n=776)
<b>Total Golf 2019</b>	71%	+52	81%	91%	69%
<b>Aorangi</b>	70%	+63	85%	94%	81%
<b>Auckland</b>	64%	+38	75%	88%	72%
<b>Bay of Plenty</b>	72%	+59	79%	92%▲	67%
<b>Canterbury</b>	72%	+49	76%	90%	71%
<b>Hawke's Bay</b>	77%	+65	87%	95%	76%
<b>Manawatu/Wanganui</b>	80%	+70	82%	92%	74%
<b>North Harbour</b>	66%	+37	77%	88%	57%
<b>Northland</b>	70%	+58▼	83%	92%	75%
<b>Otago</b>	79%	+70	90%	92%	76%
<b>Poverty Bay/East Coast</b>	78%	+63	73%	90%	67%
<b>Southland</b>	74%	+63	86%	93%	44%
<b>Taranaki</b>	76%▲	+54	83%	94%▲	72%
<b>Tasman</b>	74%	+59	83%	91%	74%
<b>Waikato</b>	67%	+50	85%	92%	75%
<b>Wellington</b>	71%	+50	83%	90%	61%

Base: All respondents (Excluding Don't know/not applicable) (n=6,497)

Base: All respondents (Excluding Don't know/not applicable) (n=6,543)

Base: All respondents (Excluding Don't know/not applicable) (n=6355)

Base: All respondents who are members (Excluding Don't know/not applicable) (n=6453)

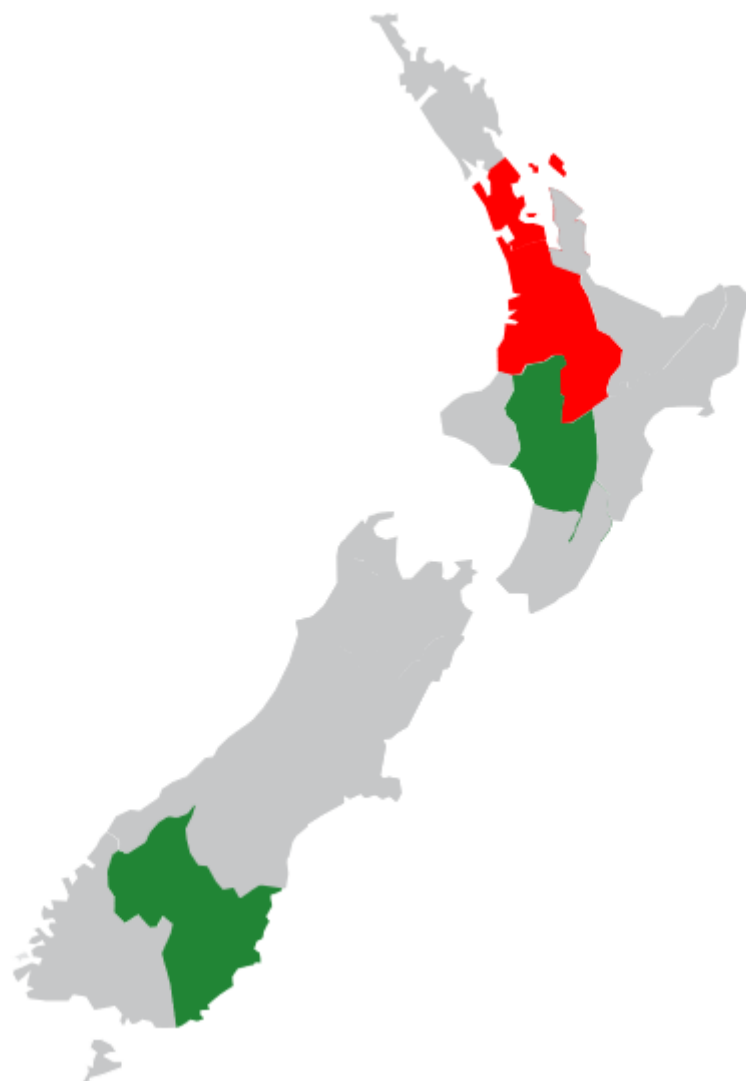
Base: All respondents who are new members (Excluding Don't know/not applicable) (n=776)

▲▼ Significantly higher/lower than 2017 regional result

■ ■ Significantly higher/lower than Total Golf 2019

# PERFORMANCE ACROSS DISTRICTS

- When looking at the key and secondary drivers, Otago and Manawatu/Whanganui have significantly **higher** levels of performance across almost all of the drivers, whereas Auckland, North Harbour and Waikato have a number of significantly **lower** scores.
- Those in Auckland are significantly more likely to want the focus of improvement to be on Practice facilities (27% cf. 22%), whereas those in North Harbour are more likely to want the focus to be on course conditions (42% cf. 35%).
- Otago has the highest perceived value for money (90%)
- Hawke's Bay has the highest rate of retention across the country (95%)



# PERFORMANCE ACROSS GENDER

## Key Metrics



Females are have a significantly higher NPS than males (+62 cf. +49 for males).



Females are also slightly more likely to disagree that their club reflects the cultural diversity of my community and has an inclusive environment (both 8% cf. 6%).

## Differences by Gender



Male respondents are **significantly more likely than females to:**

- ▶ Belong to a club **to have access to clubhouse facilities and golf course** (29% cf. 21%) or **to have fun** (23% cf. 18%)
- ▶ Want the focus of improvement to be on **course conditions** (38% cf. 23%) and **practice facilities** (23% cf. 17%)
- ▶ Play golf at any golf facility **two or three times a month** (18% cf. 13%)
- ▶ Be very/extremely satisfied that the club **is fair and provides equal opportunities** (72% cf. 62%), with the **quality of food and beverage offered** (55% cf. 51%).



Female respondents are **significantly more likely than males to:**

- ▶ Belong to a club to **get fit and healthy** (15% cf. 10%)
- ▶ Want the focus of improvement to be on **facilities** (16% cf. 10%) and **player development programmes** (10% cf. 5%)
- ▶ Play golf at any golf facility **four or more times a month** (67% cf. 63%)
- ▶ Be very/extremely satisfied with **having well maintained course conditions** (78% cf. 72%), **the quality of the coaches or instructors** (73% cf. 66%), **the time it takes to complete a round of golf** (64% cf. 59%), the **practice facilities** (53% cf. 46%).



# PERFORMANCE ACROSS AGE

## Key Metrics



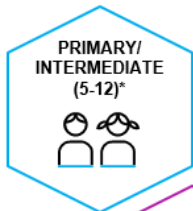
Although a small sample size (n=45), those in the secondary school age group (13-18 years) appear to be more positive about their satisfaction with their club and perceived value for money, compared with the 2019.



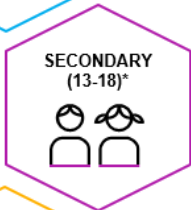
Young adults (19-34 years) tend to have more of a negative sentiment to their club, with this age group being significantly less likely to recommend their club (NPS +42 cf. +52) and to re-join their club next season (82% cf. 91%).

## Differences across Key Age Brackets

Compared with the Total Golf 2019 result, respondents of the following age groups are significantly more likely to:



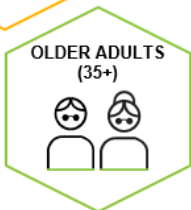
- ▶ Belong to a club **to learn/ improve skills** (41% cf. 8%)
- ▶ Play golf at any golf facility **once a month or less** (35% cf. 15%)
- ▶ Be very/extremely **satisfied with the practice facilities** (*driving range, putting green, chipping area*) (70% cf. 47%).



- ▶ Belong to a club to **play competitively** (33% cf. 16%) or **to learn/ improve skills** (27% cf. 8%)
- ▶ If fees increased, for there to be a focus on **player development programmes** (31% cf. 6%)
- ▶ Play golf at any golf facility **six or more times a month** (58% cf. 41%)
- ▶ Be very/extremely satisfied with **having clean and well maintained facilities** (89% cf. 73%), their club **being professional and well managed** (82% cf. 68%), **the social environment at the club** (85% cf. 69%), the club **encouraging good sportsmanship and fair play** (91% cf. 70%), **engaging with the local community** (74% cf. 55%), **being responsive to their needs and requirements** (89% cf. 60%), **providing a safe environment for adults and children** (77% cf. 61%) and the **practice facilities** (70% cf. 47%).



- ▶ Belong to a club **to have fun** (29% cf. 22%) or **to learn/improve skills** (17% cf. 8%)
- ▶ If fees increased, for there to be a focus on **social activities** (6% cf. 3%) and **practice facilities** (32% cf. 22%)
- ▶ Play golf at any golf facility **two or three times a month** (27% cf. 17%)
- ▶ Be very/extremely satisfied with **having clean and well maintained facilities** (80% cf. 73%), **fostering a sense of pride in our club** (72% cf. 66%), **providing a safe environment for adults and children** (70% cf. 61%), **quality of food and beverage offered** (62% cf. 55%).



- ▶ There are no significant differences for this group.



# PERFORMANCE ACROSS ETHNICITY



## Key Metrics

Golfers of NZ European ethnicity make up the majority of the sample, the results for this group are on par with the total 2019 golf result.



Those who identify as Māori are significantly more likely to be more than satisfied with their club experience (76% cf. 71%).



Respondents of Asian ethnicity are the least positive about their experience – highlighted by their lower results across the key metrics of satisfaction (59% cf. 71%), recommendation (31% cf. 52%) and likelihood to re-join (85% cf. 91%).

## Differences by Ethnicity

Compared with the Total Golf 2019 result, respondents of the following ethnicities are significantly more likely to:



- ▶ There are no significant differences for this ethnicity.



- ▶ Belong to a club **to get fit and healthy** (17% cf. 11%) or **to learn/improve skills** (15% cf. 8%)
- ▶ If fees were to increase, for there to be a focus on the **course conditions** (44% cf. 35%).



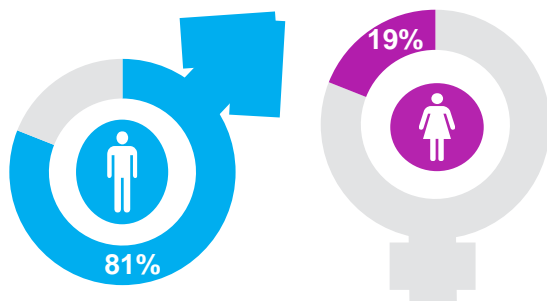
- ▶ Play golf at any golf facility **two or three times a month** (21% cf. 17%)
- ▶ Be very/extremely satisfied with **the social environment at the club** (77% cf. 69%), **encouraging good sportsmanship and fair play** (75% cf. 70%), **being responsive to their needs and requirements** (67% cf. 60%), **quality of food and beverage offered** (61% cf. 55%) and the **time it takes to complete a round of golf** (67% cf. 60%).



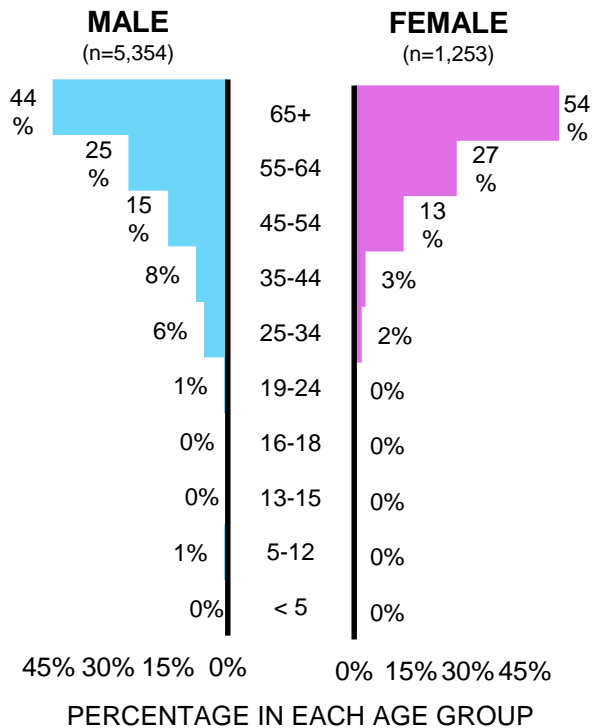
- ▶ Belong **to get fit and healthy** (22% cf. 11%)
- ▶ If fees were to increase, for there to be a focus on the **quality of coaching or instructors** (5% cf. 1%)
- ▶ Be very/extremely satisfied that the club **is fair and provides equal opportunities for all players** (84% cf. 70%), **engaging with the local community** (72% cf. 55%).

# PROFILE OF RESPONDENTS

## GENDER



## AGE-GENDER DISTRIBUTION



TOTAL 2019 (n=6,614)	PLAYER (n=6,577)	PARENT (n=37)
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ETHNICITY	TOTAL 2019 (n=6,614)
NET European/Pakeha	91%
Māori	5%
NET Pasifika	1%
NET Asian & Indian	3%
Chinese	1%
Indian	1%
Other	3%

FREQUENCY OF PLAYING/TRAINING	TOTAL 2019 (n=6,614)
Less than once a month	8%
Once a month	7%
Two or three times a month	17%
Four or five times a month	22%
6 or more times a month	41%
Other	4%

REGION	TOTAL 2019 (n=6,614)
Northland	5%
Auckland	27%
Waikato	10%
Bay of Plenty	8%
Gisborne	1%
Hawke's Bay	4%
Taranaki	3%
Manawatu	3%
Whanganui	1%
Wellington-Wairarapa	12%
Tasman	1%
Nelson	1%
Marlborough	1%
West Coast	0%
Canterbury	14%
Otago	6%
Southland	2%
Outside of New Zealand	0%

# PRACTICAL APPLICATION OF THESE INSIGHTS

Check out our LOVE Membership COVID-19 Response Edition for relevant guidance by clicking on the logo below.



COVID – 19: Golf Club Resource



**LOVE Membership**

Or check out our original LOVE Membership Recruitment and Retention Tool Kit by clicking on the logo below.



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