

Case Study

LOVE Golf Futures – Russley Golf Club

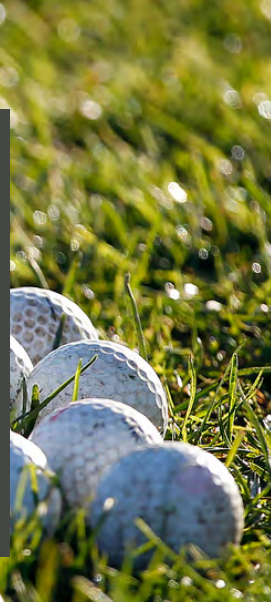


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Futures is about enriching the lives of young people through golf. If more young people grow a love of golf, it will inspire them to be active for life and provide opportunities for families to learn and play together. Being a Love Golf Futures Club is about working in partnership with New Zealand Golf to build the foundation for creating a safe, welcoming and friendly environment for young people. The resources and support developed for Love Golf Futures have been designed to be of benefit to all clubs, no matter where they are along the journey to providing inspiring experiences for a future generation of golfers.



Russley Golf Club

Russley Golf Club in Christchurch has long recognised the importance of attracting young people and families into golf for both the sustainability of the club and the future of golf in their community. The club's youth programme has evolved over the last 15 years shaping the future of hundreds of young golfers over that time. By establishing the priorities and actions required to continuously improve the programme, Russley has been working with New Zealand Golf to implement a number of positive new initiatives.

Forward Tees

To encourage young people and families to spend more time on course enjoying the game while also working towards achieving a handicap, Russley has installed a short/family course. The introduction of this forward tee option provides a positive first on-course experience for beginners of all ages and helps to overcome barriers around golf taking too long and pace of play.



More Playing Opportunities

Russley Golf Club identified that in order to take their youth programme to the next level, they needed to provide more organised playing opportunities to motivate young golfers of all abilities to spend more time playing golf and developing competitive excitement. A Twilight Series for young golfers playing from the forward tees was introduced with events on Mondays after school during daylight saving. The feedback from parents has been very positive with many commenting that their child has been excited to be playing with other young golfers in a regular event and this has motivated them to play more golf. New friendships have developed with kids and parents getting to know each other during the series and arranging to meet up for a casual game of golf.

Community Engagement

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[Click here to view a video about the Russley Junior Golf Open Day.](#)



What support is available for my club to get started with LOVE Golf Futures?

1. LOVE Golf Futures - Club Kit ([Please email grace@nzgolf.org.nz](mailto:grace@nzgolf.org.nz) for your copy)

This resource is designed to support club managers, board members and volunteers who will have access to comprehensive resources, tools, templates, case studies and personalised support to plan for growth and create a welcoming and friendly club environment for young people. Topics include:

- Recruitment, retention and membership offerings
- Getting your team together
- Role of coaching
- Playing opportunities, handicapping and competitions
- Facilities and course set up
- Marketing and promoting your offerings
- Ideas for fundraising and much more.

2. LOVE Golf Futures - Coaches Kit ([Please email grace@nzgolf.org.nz](mailto:grace@nzgolf.org.nz) for your copy)

This resource empowers Futures Coaches and PGA Professionals to create their own sessions and season to deliver quality experiences for young people of all ages and skill levels. Materials include:

- Extensive library of golf games and activities
- Marketing and promotional materials to promote your LOVE Golf Futures experiences

3. Contact your New Zealand Golf Regional Support Manager to get started.

