

2013 Auckland Golf Facility Strategy

New Zealand Golf's Position

In 2012 New Zealand Golf commissioned O'Connor Sinclair to conduct an independent review of golf assets located in the Auckland region. O'Connor Sinclair prepared a report with the purpose of assisting informed and objective decisions in relation to investing in, or supporting investment in, golf facilities in the Auckland Region.

Outcomes

The aim of the report was to support the following outcomes for golf in the region:

- Increased participation in golf and more Aucklanders more active more often.
- Establishment of a financially sustainable network of quality golf facilities.
- Increased utilisation of golf facilities.
- Clarity for key stakeholders of golf facilities relating to their role in owning and operating the facilities.

New Zealand Golf strongly believe in the outcomes and are committed to working alongside our Clubs, District Associations and strategic partners to deliver them.

Challenges

The report outlined challenges facing golf within Auckland and identified strategic recommendations to address the challenges. New Zealand Golf acknowledge that some of the following challenges may still be present in 2019:

- Increasing operational costs.
- Lack of income diversity.
- Lack of diversity in golf experiences.
- Quality of service.
- Over supply of rounds and low utilisation.
- Untapped target markets.
- Barriers to change.

New Zealand Golf would like to note:

1. This information should not be used to generalise or be applied in isolation. When making decisions, each facility and situation should be evaluated on the best information available at the time.
2. An inventory approach (the provision and consumption of tee times) is not an effective representation of utilisation for golf. There may be capacity to maximise the utilisation rates of some courses, however, this needs to be identified on a case by case basis and must be revisited regularly as changes to the golf network occur. New Zealand Golf are committed to supporting clubs to this end.
3. Golf facilities are often undervalued, particularly regarding the positive environmental impact they currently have or can have given effective investment. This is important given Auckland Council's declaration of a climate emergency.

Recommendations

New Zealand Golf support the strategic recommendations as below:

- Developing a Strong Network of Golf Facilities.
- Developing Financially Sustainable Facilities.
- Develop more facilities which are climate-positive.
- Continued partnership with Auckland Council towards positive outcomes.

New Zealand Golf acknowledges that diversification of accessible golf experiences for a greater number of participants will support the creation of a network of sustainable golf facilities. In particular, New Zealand Golf sees the provision of facilities targeting introductory markets as a priority in Auckland. We are also committed to working with our partners to ensure golf enriches the lives of more Aucklanders through the Golf sector plan for Auckland. This includes increasing the community and environmental impact Aucklanders receive from recreational spaces. New Zealand Golf believe this can be achieved by hubbing like sports and with insight based investment into aging and new facilities.

New Zealand Golf see its partnership with Auckland Council and Local Boards as critical to ensuring the health of golf in the Auckland region and will continue to work with and advocate to Auckland Council and Local Boards for positive community outcomes.