

Case Study

Omaha Golf Club Twilight



futures

TWILIGHT

OMAHA GOLF CLUB

February 2020



Futures Twilight is a casual format of golf played afterschool. The weekly event gives young people the option to play between 3 and 9 holes in various different playing formats each week, keeping it inclusive to all abilities and ages. Omaha Golf Club have recently started their Futures Twilight along with many other Auckland based clubs participating throughout 2020

Omaha Golf Club have been running their Twilight throughout summer on Thursday evenings from 4-6pm. The families pay as they play at a subsidised cost supported by Auckland council funding. Most of the young people at the club are new to the game so they do a 4 hole format and then the kids get some time to kick back, relax and have some fun with their friends!

The kids are having so much fun that more and more new faces turn up each week and a lot of the kids want to bring along their friends. The club currently have 15 young people attend which is awesome for such a new initiative!

All of the kids want to come back week after week. And they are always learning something new- how to act on and around the golf course, sharing roles within a team, the responsibility of writing a scorecard or even just tidying up after play time.

It's important that we integrate kids into our golf clubs as early as possible. I hear too often that junior golfers are extremely restricted in the times that they can be on the course or that people don't want them on the golf course at all. That means that usually they have to play with their parents and if we all think back to being 11 years old, I know I couldn't think of any thing worse!! We have to provide as many opportunities as possible for kids to play golf, have fun, and actually enjoy the experience. Junior Twilight is fun, fast and safe" Emma Fairne



"The aim of our junior twilight golf is to create a community of young golfers who have a passion for the game. It's a great chance to get the kids out on the course in a safe and controlled environment. We have a long term plan to grow our junior membership and hope to have an active youth membership within the next few years. As the kids gain more experience, we will be able to do 9 hole competitions for the older kids. I was slightly anxious about having a big group of kids on the course at our busiest time of year, but the members at Omaha have been extremely supportive- They see the need to grow the game from a young age and the benefits that playing golf provides to kids. We also close off a few holes on the course so there's no pressure from other players as they can access the course from other holes.

All of the kids love the format- they love that it is fun and fast. We play 4 holes in a team format (usually Ambrose or alternate shot) and then head to the clubhouse for some play time. We have heaps of space for the kids to run around so we bring rugby balls, frisbees etc or SNAG Golf gear and the kids can play for 30 mins before they get picked up. By the end of the evening, they are happy and content and sometimes the parents find it hard to drag them away from their new friends!

The parents are happy to drop the kids off and leave them for a couple of hours in a safe place. Some parents will stay and watch or take a couple of hours to have a coffee in the clubhouse while the kids are out playing. The biggest feedback that I get from parents is that the kids can't wait to come back next week :)

And to be honest doing junior twilight is the best part of my week too! The kids are awesome and its so cool to see them making new friends and developing a love for the game" Emma Fairnie - Golf HQ - Omaha Golf Club

Lots of clubs are beginning to offer Futures Twilight at their club. Pupuke Golf Club, Waitemata Golf Club and Waiuku Golf Club are all among many golf clubs offering more playing opportunities for young people, with the Canterbury Selwyn hub already leading the way having over 30 children turn up each week! It is important that we can provide a menu of options for young people to participate at all levels and to all aspirations!

If you need support setting up your Futures Twilight Golf please contact your Regional Support Manager.

