



Pakuranga Golf Club

CASE STUDY:

Arresting Membership Decline
Adapting for the future

ARRESTING MEMBERSHIP DECLINE

Pakuranga Golf Club has a proud history of evolving and adapting. Since its inception in 1969 as the Cascades Golf Company.

The club has continually adapted to the environment in order to provide a fantastic golf experience to its local community and the greater Auckland area.

To this day, the club continues to evolve in order to meet the needs of a dynamic and demanding market.

Mirroring national trends, the club has experienced a significant drop in membership over the last 5 years, particularly in the full playing men's and women's categories. It had also

recognised the minimal numbers in the "members of the future" 19 - 45 age bracket.

The reduction in traditional membership, lack of a distinct youth pathway and pressures from the pricing structures of clubs outside the area, led the club to diversify their approach to membership.

The club decided to take a multi-level approach and developed a plan that would attract a new type of member, provide a pathway for youth and create sustainability for the club. All this whilst maintaining a fantastic golfing experience for current members.

CHALLENGES



OVERCOMING NEW CHALLENGES FOR "MEMBERS OF THE FUTURE"

These members are more financially constrained, time poor, possibly have greater family commitments and want flexible ways to play. The club's membership structure did not suit them.



LACK OF PATHWAY FOR YOUTH MEMBERS

The pathway at club was unclear and not youth friendly.



MAINTAINING CURRENT MEMBERSHIP

Traditional membership was reducing due to age, health, financial pressures and people retiring out of the area. This combined with the differing pricing structures of clubs outside of the local area was putting significant strain on the current membership numbers.

SOLUTION

In order to reduce current member drop off, increase “members of the future” and provide a youth pathway, the club introduced 6 new membership categories;

- PeeWee 6-9
- Juniors 10-18
- Intermediate 1 19-25
- Intermediate 2 26-35
- Social Playing
- 9 hole women and men

The club partnered with SNAG Golf NZ to increase their exposure in local schools. An application was made for KiwiSport funding through the local RST, Counties Manukau Sport. This allowed delivery to over 2000 local students who completed a 4 week module. In response to the increase demand by juniors the club also increased junior coaching clinics.

Further to this, the club partnered with the Howick Local Board to develop an all-weather coaching facility for both youth and elite golfers.

RESULTS

383
NEW MEMBERS

194 – New Members
189 – User Pays Members

2000
YOUTH

Participants in the junior coaching clinics.

100%
INCREASE

Exposed to youth programme through local schools and directed to club.

A significant increase in 8-12 year old youth members.

CONCLUSION / SUMMARY

The Pakuranga Golf Club has met the challenge of declining membership head on by adapting to change and evolving what they provide to satisfy a greater portion of the market.

They created new membership categories, partnered with external providers to leverage funding, developed a new youth pathway and coaching initiatives, the club has produced a significant increase in playing numbers.

General Manager (Des Topp) says “the club must continue the momentum gathered in the new categories, while putting more emphasis on the Full Playing Members category and maintaining the great golf experience.”





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