June 2017

To: All New Zealand Golf Clubs, New Zealand Golf District Associations and New Zealand Golf Life Members

Good afternoon,

Welcome to the latest New Zealand Golf Partner Update.
This communication supplements our regular communication channels and provides a personal update on a monthly basis from New Zealand Golf to our key partners in the golf industry. Please feel free to pass this email to anyone at your club or District Association who you think may wish to read this update.

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New Zealand Golf new office now open

New Zealand Golf has now officially opened its new offices at the Remuera Golf Club in Auckland.

New Zealand Golf has for some time been working on a Home of Golf project that had the goal of establishing a dedicated administration headquarters for New Zealand Golf. Following a process that sought expressions of interest from the golf sector, we thoroughly reviewed 11 applications based on a set range of criteria including location, facilities and the proposed financial model.

Our new location is the old trundler store underneath the Remuera Golf Club which is now unrecognisable as the contractors have done a fantastic job giving us a modern, bright and functional new space.

The new office will house our 14 Auckland based staff, two staff from the PGA of New Zealand and have four spare hot desks for our Community Golf team when they are up in Auckland.

Our new address is:

120 Abbotts Way, Remuera, Auckland, 1050
PO Box 28771, Remuera, Auckland, 1541

Please feel free to drop in and visit us at any time.
**New Zealand Golf to promote ‘Ready Golf’**.

New Zealand Golf will follow the R&A’s lead by actively promoting “Ready Golf” in future national championships starting with the New Zealand Men’s and Women’s Under 19 Championships in September.

In 2016 the R&A introduced a comprehensive Pace of Play manual for golf clubs and tournament administrators with Ready Golf one of the many recommendations as solutions for tackling slow play. Following on from the publication the R&A has recently introduced Ready Golf at its 2017 amateur championships as part of its efforts to improve pace of play.

The practice of Ready Golf can be used in stroke play and while the primary aim is to encourage players to hit when they are ready and it is safe for them to do so without interfering with their playing partners, it includes a number of actions that can help to improve the flow of golfers around the course and reduce the time taken by players to complete a round.

Examples of Ready Golf include hitting a tee shot if the person with the honour is delayed in being ready to play, playing a shot before helping someone look for a ball and adopting continuous putting when possible.

Dave Mangan, General Manager New Zealand Golf applauded the R&A’s leadership position on Pace of Play and the Ready Golf initiative. “The R&A produced a comprehensive Pace of Play manual which offers golf clubs many solutions to tackle the issue of pace of play that is prevalent at many clubs throughout New Zealand.”

“We feel by following suite by introducing and actively promoting the concept of Ready Golf at the highest level at our National Championships it will encourage clubs and players around the country to see Ready Golf as a positive solution to ensuring that the time taken to play a round of golf comes down. Several years ago we introduced Distance Measuring Devices at our National Events which brought down the time taken at National Events and we believe that Ready Golf will assist with this as well.”

“If any clubs are looking for ideas to tackle the problem within their own clubs we would encourage them to read the Pace of Play manual and get in touch with New Zealand Golf about looking for solutions.”

New Zealand Golf Case Studies have a new home!

Click Here to view over 100 case studies that can support your club in the following areas:

- Leading and administering the game
- Becoming more financially sustainable
- Growing membership and participation
- Delivering high quality experiences

June Case Studies & Information Guides (3 New)

These case studies and information guides not only celebrate innovative thinking and success in clubs but also provide valuable information your club can use. It is hoped that clubs can learn and use the information to implement positive change within their own environment.

June 2017

1. Leadership Must Change:
   Golf clubs are facing many challenges as they look to the future. Change is necessary to keep clubs viable and a different form of leadership is needed to move the clubs forward, and the leadership that is needed to drive change looks a lot different to what most of us perceive.... CLICK HERE

2. Golf Club Branding:
   Does your club have a recognized brand? Is it intentional or a result of the preconceived perceptions of your marketplace? Some of our brand perceptions can be seen as damaging – clique – unfriendly – hard to play – time consuming etc. What are we doing to alter our individual club brands? Is our existing brand still relative to the market or are we still stuck in the past?... CLICK HERE

3. Learning Resource for Social Media
   Social media is one of those marketing channels that can be very engaging... or very boring. You’ll either be connecting with your customers effectively, or you’ll have limited success. For every business which does social media well, there are thousands of others seemingly spinning their social wheels with few positive results. The question is no longer can you afford to invest resource into social media, but can you afford not to... CLICK HERE

In order for New Zealand Golf to continue to produce quality case studies and information guides we are heavily reliant on proactive clubs submitting their examples. We want the case studies to be informative and useful each month and as such we will only produce and share case studies with quality information.

To share your Success Story as a Case Study please contact:

Carl Fenton
P: 027 227 5111
E: carl@nzgolf.org.nz
Club member experience survey

The results of New Zealand Golf’s Club Member Experience Survey undertaken earlier this year are almost available. Over the next month, a final report will summarize the results of 5,977 respondents.

The purpose of the research is to understand how different interactions within the club are perceived and what is important to get right in order to retain and grow membership.

A number of highlights within the report include:

- The top three drivers for members to recommend their clubs to friends and family are value for money, friendly and welcoming environment and well maintained course conditions.

- Highest satisfaction is seen among those aged 65 years + (and who have been members for longer). The lowest levels of satisfaction are seen across the age brackets of 16-24, 25-34 and 35-44 years.

- The main reason members belong to a golf club is to have fun (24%), followed by the ability to have access to clubhouse facilities and golf course (22%) and to play competitively (17%).

History – Five Kiwis play 1998 Open Championship

This month The Open Championship is staged at Royal Birkdale for the 10th time. The course joined the Open rota in 1954 and has provided some of the most dramatic moments in Open history.

Peter Thomson won his first (1954) and last (1965) of his five Open titles at Royal Birkdale. Lee Trevino won in 1971 which concluded a four week stretch where he won the United States and Canadian Open titles, completing a rare treble. It was this venue where Johnny Miller won his Open Championship in 1976 going head to head with a young 19-year old Spaniard Seve Ballesteros and in 1983 Tom Watson recorded his 5th win.

1998 proved to be a special year for Mark O’Meara who added the Open title to the Masters green jacket he had won three months earlier. But it was also a special event for New Zealand as an unprecedented five players qualified for the Open Championship. Greg Turner finished in a tie for 15th, Michael Campbell and Michael Long both finished tied for 66th, whilst Frank Nobilo and Steven Alker missed the cut.

Michael Hendry will play his first major championship this year at Royal Birkdale and with qualifying events to be played we hope that others may join him.

Golfers Equipment Assistance Programme

Golfers Equipment Assistance Programme (GEAP) is a New Zealand Golf established service to serve
the interest of golfers throughout New Zealand. It provides compensation for golf equipment that is outside the scope of cover provided by household or personal effects insurance.

- Store your clubs at the golf club? No need to worry about theft, with GEAP your gear is protected.
- Broke your club while playing? Most contents policies don't cover sporting equipment while in use, with GEAP you're covered.
- Rest easy knowing you won't have to fork out $200+ with excess fees.

WHAT'S INCLUDED:

- GEAP provides cover for golf equipment for damage caused while in use and also offers reimbursement of the excess from insurance claims.
- GEAP offers cover for golf equipment such as clubs, bags, trundlers (including handheld, battery powered trundlers), golf shoes, golf apparel and golf umbrellas.
- Claims are first made through the golfer's own insurance company. The excess or any uninsured loss is claimed back through GEAP.
- Claims must be made within three months of the event.

New Commercial Manager

New Zealand Golf is pleased to announce the appointment of Rod Allan as their new Commercial Manager who will join the organisation on August 16. A thorough recruitment process was carried out with over 70 applications received and 20 interviews carried out.

Rod brings to the organisation an extensive background in corporate sales and a large network of connections throughout the sporting and commercial sector.

Most recently he has headed up the Corporate Manager role at Adidas NZ where he has been based for 10 years across various roles seeing him work closely with All Black sponsors around new product ranges, strategic planning, commercial responsibilities and brand development. He also worked closely with the Super Rugby franchises and their commercial deliverables with Adidas.

Prior to Adidas Rod worked at Orca NZ in a Product Manager role recruiting athletes and heading up the sponsorship programme.

Dean Murphy, Chief Executive of New Zealand Golf, believes that Rod will be an excellent fit for his team.
“Rod has all the experience and skills we were looking for to not only build on the great work we are doing in this space but to grow and develop new opportunities.

“It is certainly a challenging position however we believe Rod has the ability to add immediate value to the organisation,” said Murphy.

Rod also shares a passion for sport having played rugby here and overseas before finding an appetite for triathlon and has impressively competed in four New Zealand Ironman events and many half ironman events.

New Zealand Golf looks forward to welcoming Rod to the team.

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**New Regional Support Manager - Auckland, North Harbour and Northland**

New Zealand Golf is proud to announce the appointment of Emily Davidson to the Regional Support Manager role for the Auckland, North Harbour and Northland regions.

Emily comes to New Zealand Golf with highly valuable sport development experience particularly in pathway and programme management through clubs and schools.

An active sports participant, Emily is also a swim teacher for Special Olympics Auckland and has a passion for growing sport.

Emily’s Regional Sports Trust experience provides valuable industry relationships that will add value to golf within the northern region.

Emily begins her role on July 10th and we are looking forward to seeing the positive impact she will have on the golf sector.

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**Winter golf – making it enjoyable**

Playing golf in most parts of New Zealand during the winter months can be challenging. Frosty mornings, regular rainfall and cold temperatures all contribute to the game becoming more difficult and less fun. The playing surfaces change dramatically especially in the northern regions where the ball embeds.

Here’s four tips to make the game more enjoyable for your members.

1. **Play it forward.**
   
   Course ratings are based on playing conditions in spring and autumn. Therefore, when winter arrives, the ball is no longer running and the course will play much longer. The rough will thicken up and quite possibly can’t be cut as regularly due to the soft ground conditions. Morning players will also encounter heavy dew making recovery more difficult. The best way to allow for the tougher conditions is to shorten your course. Many clubs believe the tee markers need to be near to the plate that identifies where it was measured from, but you have the scope to set a course to a length that keeps the course rating relevant. Within the rating process we allow for approximately 300 metres of roll for the scratch golfer in
spring and autumn conditions, yet this number may be almost zero in the winter. The course
should therefore be set up 300 metres shorter.

2. **Review your local rules**
   We recommend that in adverse conditions which can prevent heavy equipment from their
   regular mowing, that Club’s adopt preferred lies throughout the course. For the appropriate
   wording refer to page 143 of the Rules of Golf. Score cards can still be entered for handicap
   purposes.

   It is not practicable to mark or encircle every part of the course where you would like to
   provide relief due to abnormal conditions. We therefore recommend the following:
   “Ground under repair may include areas of unusual damage, including areas where
   maintenance vehicles have materially affected the ground surface”

   We also recommend that you extend the embedded ball rule to “through the green”. Page
   143 of the Rules of Golf.

3. **Club competition with limited clubs (e.g. 4)**
   Many clubs will need to limit the use of golf carts and trundlers in the worst conditions. Why
   not run a competition(s) limiting the number of clubs a player can use? This lightens the
   carry bag but also adds an element of fun as golfers need to improvise.

4. **Soup on arrival**
   For an early morning start there is nothing better than arriving and warming up with a cup
   of soup. It’s all part of the member experience and very easy to set up.

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**Toyota Junior World Cup**
Daniel Hillier finishes with a top 10, and the team finishes in 6th place after a challenging final round
at the Toyota Junior World Cup of Golf in Japan.

After holding a two-shot leading entering the final day, Hillier couldn’t find the same form that got
him into that position, carding a round of nine-over to finish in ninth place.

The New Zealand team of Hillier, Inia Logan (T24), Tom Parker (T24) and Henry Spring (T44),
completed the tournament in sixth place.

The United States, who started the final day in fourth place, finished strongly to win the teams event
by three shots. Their standout performer was Frank Capan who’s final round of two-under was
enough to take out the individual honours as well.

The Kiwis, who started slowly on day one, gained great moment in round’s two and three, but will
be disappointed to have let the occasion get to them on the final day.

Although team coach Jay Carter did comment “this could just be their greatest day for learning
yet”. “These players did so well to put themselves into contention, and although they didn’t go on
to fully unleash in their final rounds, the experience and learning they will get from this day will hold
them all in good stead for the future”.

**Voke earns All-America Honours**
New Zealand representative and Iowa State senior golfer Nick Voke was named a 2017 Ping All-
American, announced today by the Golf Coaches Association of America.
Voke wrapped up his brilliant college career by recording one of the greatest seasons in school history in 2016-17, winning two tournaments and compiling the second-best season stroke average in the Iowa State University record book at 71.31.

The Kiwi set school records for 54-hole score (199) and low 18-hole round (61) en route to claiming the 2017 NCAA Austin Regional individual title. His performance helped the Cyclones advance to the NCAA Championships for only the eighth time in school history.

Voke, who ended the season ranked 45th nationally, owns school career records in tournament victories (five) and stroke average (71.89).

Voke has gone on to tie for third at the prestigious Sunnehanna Amateur and eighth at the Northeast Amateur this June. He will soon be setting his sights on his ‘home coming’ to take on the best of the Asia-Pacific region in an attempt to win the coveted Asia-Pacific Amateur Championship in Wellington this October.

**Fox’s form continues**

Ryan Fox backed up his recent form at the BMW Open on the European Tour event last weekend with a tied 26th finish.

This makes for a very nice run of events for the Auckland professional who has finished T21, T23 and now T26 to amass a combined $80,318 NZD in the last month. Fox is right on the cutline for the Race to Dubai Top 100 who automatically receive their tour card for next season.

**New LOVE Golf video**

The ISPS Handa NZ Open provided another great opportunity to get content from people sharing why they LOVE Golf.

A beautiful piece was put together that has had thousands of views already, check it out below and share on your Facebook page.

If you would like a copy of it to use for anything please contact jan@nzgolf.org.nz

[https://www.facebook.com/LoveGolfNZ/videos/1115942981884834/](https://www.facebook.com/LoveGolfNZ/videos/1115942981884834/)

**National group buying scheme**

Clubs are reaping the benefits of New Zealand Golf’s partnership with n3.
The golf community saved close to $178,000 through 2016 and with further expansion to the programme for 2017 it looks set to provide an even greater range of money saving options for Golf Clubs.

Not signed up to n3?

Here’s why your club should be;

- It’s free – New Zealand Golf has already paid for every club to have an account.
- It will save your club money – The average club is saving over $1,000 a year with some clubs saving a lot more.
- You don’t have to do any of the work – n3 has a well-trained team of account managers to support your club.

To find out more please contact n3 using any of the below;

ph: 0508 20 30 40
www.n3.co.nz

Other communications from New Zealand Golf

New Zealand Golf uses various communication channels to connect with the golf community. See below for an overview of the main ways we keep in touch:

New Zealand Golf Website
Our website (www.golf.co.nz) is the best way to keep up to date with all the news and initiatives from New Zealand Golf. We update this every day with new stories or new features so it is a good place to visit for all things golf. You may be interested to know that our website is New Zealand’s busiest sports specific website and generates over 3 million page views a month. All golf clubs have a profile under the ‘Club Directory’ which is one of the most viewed areas of the website. You can update your club’s details through DotGolf Live on a regular basis.

Media Releases
New Zealand Golf has a regular stream of media releases. These can mostly be viewed on our website however if you would like to be added to our Media Release distribution list please email george@nzgolf.org.nz

Our Social Network
Facebook
Our Facebook page is very popular among golf fans. Visit and ‘Like’ our page at: http://www.facebook.com/pages/New-Zealand-Golf/154193497977294?sk=app_109486035783059

Twitter
Our Twitter account is used to provide quick and regular updates for Followers. Follow us here: https://twitter.com/nzgolf

Snapchat: nzgolf

Warm regards,