

# CASE STUDY

Adding value to your membership through WineFriend



**WINEFRIEND**  
YOUR KIND OF WINE

# WINEFRIEND AT HASTINGS GOLF CLUB

As a Regional Support Manager, I am regularly asked by golf clubs "how do we add value to the members at our club" usually followed by "how can we make our membership more attractive?" It's a great question for a club to ask and one that should be regularly reviewed. The key thing a club needs to articulate is - what products, services or experiences do my members get that non-members do not have access to. Often, in my experience, the products and services are easy to identify however it's the experiences that really make members feel special.

If you are looking for a fun, unique and interactive experience that will get your members raving about your club, look no further than WineFriend.

The best way to describe the experience is Wine tasting with energy. Through New Zealand Golf, your club can have Yvonne Lorkin, WineFriend's Chief Tasting Officer run an exciting, memorable event. The WineFriend team will work with you to design an event specifically suitable for your club.



Hastings Golf Club recently had the WineFriend experience with Yvonne, and we spoke to Michelle Campbell about their event.

Before the event was held, the club was given the list of wines that were going to be tasted on the night. Our Food and Beverage Manager took the list and came up with a tasting menu to match the wines. The event was offered to members who could bring along guests and the event showcased not only the WineFriend concept but the what the clubs staff could do regarding food and beverage and the clubhouse itself as a function center option.

Campbell was not only happy with the event itself but the flow on effects for their clubs business "It resulted in extra bookings for functions at the Club from those who attended the WineFriend event."

Michelle went on to say that WineFriend was easy to deal with from the initial planning meeting through to the communication leading up to the night. Yvonne, from WineFriend, supplied additional glassware and the first glass was poured and ready to go once attendees arrived. WineFriend was able to use its social media outreach to give visibility to the event which has led to a number of locals visiting Hastings Golf Club for the first time.

Even though the event was aimed at adding value to the membership experience at Hastings Golf Club, there has been a knock-on affect with the social media outreach that the profile of the club has risen within the local community. Hastings Golf Club are open to new concepts and finding different ways for their members to enjoy the facilities that are at the club.

Campbell said "Hastings would look at hosting something similar again in the future. The feedback from those who attended the event was overwhelmingly positive and the event proved very successful."



In order to cover any costs of the night, most clubs have charged a small fee for attendees. Morrinsville Golf Club, who recently hosted a successful wine tasting with over 50 people in attendance, charged \$20 per person which covered the cost of putting on food for the evening, and allowed the club to also generate a small profit.

Yvonne and her team work closely with each club on matching the wines that will be on offer with potential food options. At Morrinsville this allowed the club to work with a former member to supply paired cheeses for the night, as well as another local food supplier. The event at Morrinsville resulted in wider reach throughout the community by way of promotion in the local Chamber of Commerce, as well as an article published in the local paper following the event.

And not only will WineFriend work with you on the logistics of the event, they will provide help with the marketing and promotion as well. As part of hosting a WineFriend wine tasting, your club will receive:

- Professionally designed, event specific posters for your club and the wider community
- Social media assets for your club Facebook page
- New Zealand Golf will run a \$30-\$50 social media campaign targeting those in your area to further promote the event



If your club is interested in holding a WineFriend event please contact [matt@nzgolf.org.nz](mailto:matt@nzgolf.org.nz) or your RSM and we can put you in touch with WineFriend so your club can hold a successful event of your own.