



Dean Murphy
Golf Sector Summit – June 2021

GOLF NZ
T KOROWHĀ AOTEAROA



MEMBERSHIP OVER LAST 12 MONTHS





futures

89,548 rounds played by
junior members
(+35%)

48% increase in U/19
memberships,
5,288 to 7,775

"I love the friends you make, spending time with others, the fresh air, competitions, recreation of it and it has helped me a lot with my mental and physical health over the years."

- Annabelle, 15



"When I go out to the golf course, I just feel like this excitement to get out there and play no matter what, just get out there and have fun."

- Tom, 14



flexiclub

\$195,921

Subscription revenue received in 2020

30% of which was shared with participating golf clubs by a way of a \$0.65 rebate per levied member for participating golf clubs.

20% of subscription revenue (\$39,184) is now available as a fund for District Associations.

2,885

active Flexiclub members

55,544

rounds played by Flexiclub members

20% of Flexiclub members have already gone on to join a traditional golf club



she
loves
golf.

24,812

women members.
4.3% increase in
membership.

24.5%

increase in rounds
played by women.
858,271 rounds.



MAKE TIME PLAY 9

	2018 – 2019 (rounds played)	2019 – 2020 (rounds played)	2020 – 2021 (rounds played)	(%) (percentage change over the last 12 months)	(%) (percentage change over the last 24 months)
October	41,766	41,744	56,950	36%	36%
November	42,755	51,187	53,054	4%	24%
December	32,294	39,546	52,805	34%	63%
January	44,652	54,074	61,210	13%	37%
February	45,684	52,677	59,043	12%	29%
March	45,261	37,280	58,472	57%	29%
	252,412	276,508	341,534	24%	35%

Our Ambition:
Women and girls are
Welcomed.
Valued.
Thriving.



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