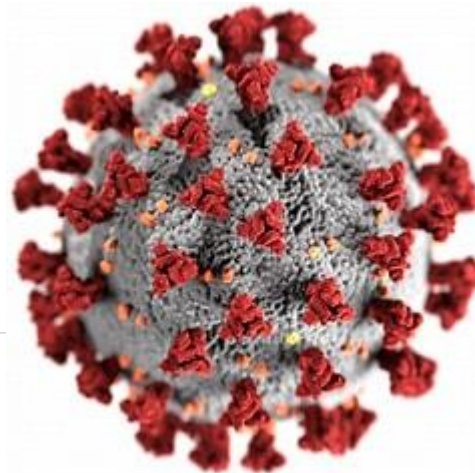


LOCKDOWN Online Interactive Clinics:

Clinic one: Club Sustainability



Today's Agenda



- New Zealand and golf in context
- What is happening at your club
- The importance of getting the next steps right
- Effective club leadership
- Making the right decisions
- Great ideas
- Next steps



Our Landscape

1. Lock down 2.0- Multi levels throughout the country
2. More people working from home
3. No international travel
4. Inflation in the rise
5. Interest rates lowest for some time but likely to rise
6. Economic forecasting

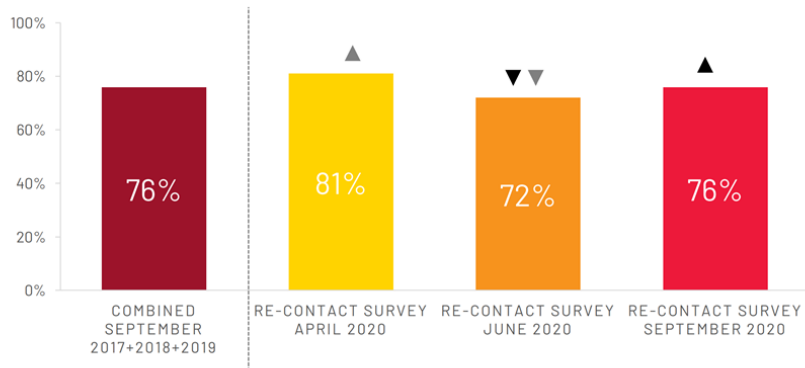




Weekly participation rebounded in September, sitting at normal September levels



Participation (last 7 days):



Significant increases:

- Female
- 18-24 year olds
- 50-64 year olds
- European
- Pacific
- High deprivation (8-10)

Other commitments remained the most prominent barrier



While being too tired/ lack of energy increased since September



Membership Report – End of August 2021

Month End	Total	Men	Women	Boys	Girls	On Previous Month	On Same Month Last Year
Jan-20	106,483	77,841	22,490	4,903	1,249	0.48%	3.03%
Feb-20	106,199	77,577	22,367	5,010	1,245	-0.27%	2.74%
Mar-20	105,259	76,944	22,122	4,962	1,231	-0.89%	3.51%
Apr-20	104,552	76,331	22,099	4,905	1,217	-0.67%	3.10%
May-20	105,192	76,989	22,055	4,950	1,198	0.61%	3.65%
Jun-20	105,779	77,474	22,085	5,033	1,187	0.56%	4.10%
Jul-20	106,456	78,029	22,142	5,090	1,195	0.64%	4.86%
Aug-20	107,427	78,855	22,254	5,124	1,194	0.91%	5.56%
Sep-20	109,432	80,393	22,494	5,323	1,222	1.87%	6.44%
Oct-20	111,663	82,061	22,792	5,555	1,255	2.04%	8.12%
Nov-20	113,040	83,083	22,950	5,709	1,298	1.23%	8.14%
Dec-20	114,574	84,296	23,049	5,907	1,322	1.36%	8.11%
Jan-21	116,564	85,739	23,272	6,201	1,352	1.74%	9.47%
Feb-21	117,253	86,272	23,333	6,291	1,357	0.59%	10.41%
Mar-21	117,571	86,459	23,369	6,374	1,369	0.27%	11.70%
Apr-21	118,062	86,827	23,415	6,448	1,372	0.42%	12.92%
May-21	118,507	87,136	23,529	6,471	1,371	0.38%	12.66%
Jun-21	118,061	86,829	23,399	6,467	1,366	-0.38%	11.61%
Jul-21	118,617	87,290	23,476	6,483	1,368	0.47%	11.42%
Aug-21	118,905	87,639	23,415	6,486	1,365	0.24%	10.68%

12% 74% 20% 5% 1%



Rounds Played Increases – July 2021.

Rounds Played Increase	%
July 2020 vs July 2019	29.4
August 2020 vs August 2019	24.8
Sep 2020 vs Sept 2019	38.9
Oct 2020 vs Oct 2019	35.7
Nov 2020 vs Nov 2019	8.6
Dec 2020 vs Dec 2019	20.6
Jan 2021 vs Jan 2020	15.7
Feb 2021 vs Feb 2020	8.6
March 2021 vs March 2020	38.7
April 2021 vs April 2019	24.0
May 2021 vs May 2019	26.6
June 2021 vs June 2020	-0.5
June 2021 vs June 2019	11%
July 2021 vs July 2020	5.2%

35%

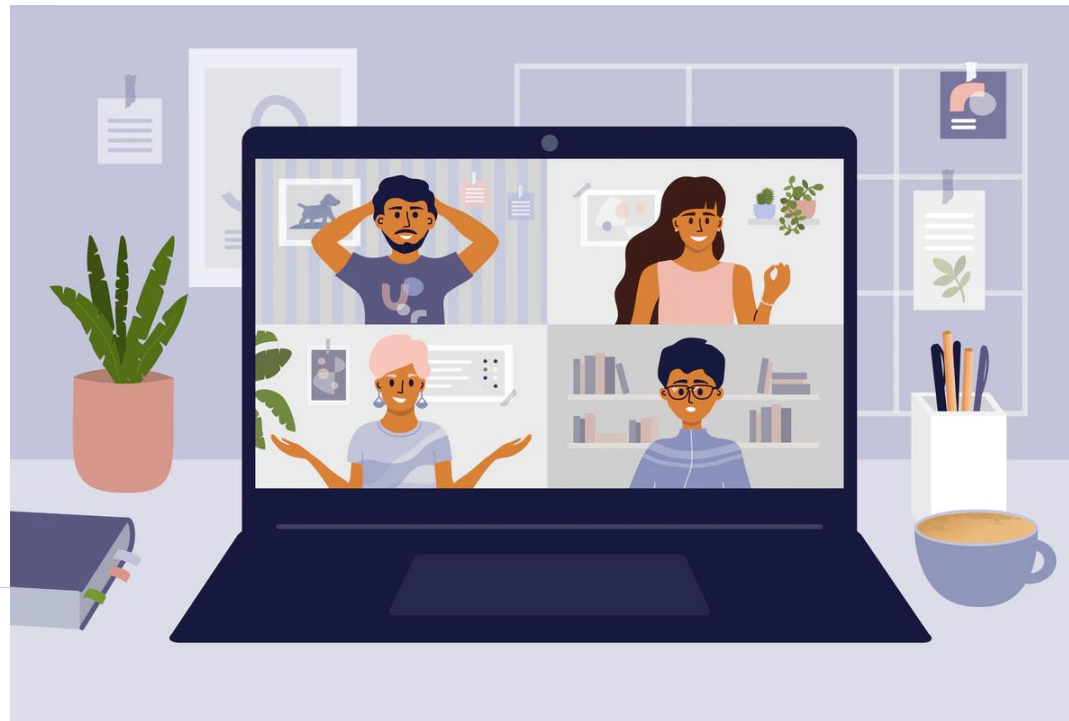
Rounds Played – July 2021.

REGION ↑	ESTIMATED ROUNDS PLAYED		
	2020 ↑	2021 ↑	CHANGE ↑
Aorangi	10,377	9,903	-4.6%
Auckland	48,881	48,484	-0.8%
Bay of Plenty	33,410	34,789	4.1%
Buller/Westland	--	--	--
Canterbury	39,779	42,463	6.7%
Hawkes Bay	13,171	16,974	28.9%
Manawatu/Wanganui	13,570	16,214	19.5%
Marlborough	--	--	--
North Harbour	41,164	44,812	8.9%
Northland	15,856	16,615	4.8%
Otago	21,440	22,624	5.5%
Poverty Bay/E. Coast	2,771	3,598	29.9%
Southland	5,672	5,218	-8.0%
Taranaki	10,090	10,792	7.0%
Tasman	14,890	12,652	-15.0%
Waikato	31,091	35,159	13.1%
Wellington	31,716	30,932	-2.5%
TOTAL	333,877	351,229	5.2%



What is changing your golf club?

Break out groups



Our Changing Landscape

1. More members
2. More green fee players
3. More rounds
4. Domestic tourism
5. New breed of people playing golf – 25/45
6. Value add verse discounting
7. Clubs collaborating



Our Opportunities

1. New breed of people playing golf – 25/45

- They don't all want to be members initially – 4,400 of which 1,005 joined- 23%
- They want to play with their mates not club days
- They don't want to play in current comps
- They are happy to pay more
- They want a cart
- They want to make a choice of where they want to play, online on their phone
- They won't conform with some clubs dress codes
- They won't score and play “social rules” when just with their mates



Our Opportunities

- 2. Domestic tourism opportunities
- 3. Value add verse discounting
- 4. Clubs collaborating
- 5. Community engagement



How to optimise the opportunities?



1. The right leadership doing the right things
2. Planning / planning / planning
3. Helping your people be the best they can be
4. Making smart financial decisions
5. Knowing ALL the different people using your facilities
6. Communicating
 - the right messages
 - the right way
 - to the right people

Governance

What is your role in your club today?

Working **ON** the business



V

Working **IN** the business



Getting the balance of your board or
committee commitments

Two Roles of a Board/Management Committee



Performance

- Primarily tackles Value Creation and Resource Utilization
- Looking forward

Conformance

- Deals with Accountability and Assurance
- Looking in the mirror

NEED TO FIND
THE BALANCE

Focus MUST be on the big picture not the minutiae





<http://www.golftutor.co.nz/club-governance>



LOVE

GOLF.

NZ

GOLF NZ

Profile

Home

WHS

Golf Club Governance

Safegu

Golf Club Governance - Committee Structure

Golf Club Governance - Board Structure

Golf Club Governance - Board Structure

Golf Club Governance - An Introduction (Board)

Points: 46

Learn about what it means to be a Board Member of your golf club and make a difference.

Review

Reset

Start

Introduction

Induction

Constitution

Finance

Strategy

<https://nzgolf.sharepoint.com/:v:/g/EaDqEBoGLWBIn3y5BZWtduwBES1ucsMgk9enY5kv0r-kEw?e=fiQBqS>

GOLF NZ
KOROWHĀ AOTEAROA

PLANNING

The importance of getting the next steps right

Key Takeaways for Boards/ Committees

Long Term

1. Do these issues change your long-term plan? (if you have one)
2. This is the time to update your plan or develop one
3. Take your members on the journey
4. Keep it simple
5. Make it a living document

Next 12 Months

1. What does your club need to change this year?
2. Make sure your members understand both the impacts and the reasons for change
3. Don't try to do too much and fail



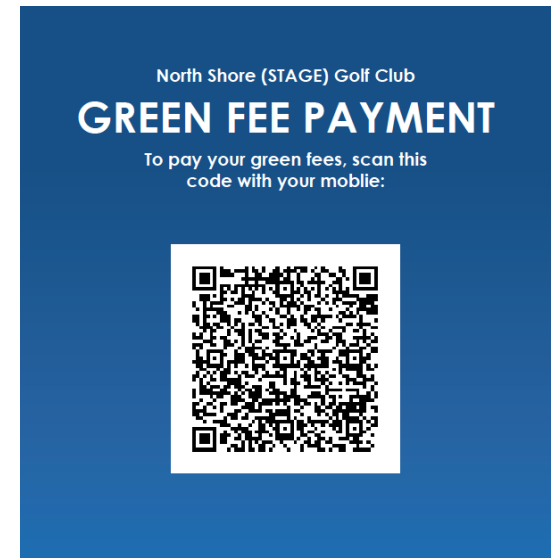
*“Above all else,
align with
customers. Win
when they win. Win
only when they
win.”*

Jeff Bezos



Retention / Attraction Using Technology

- Member and user surveys
- Web site optimisation
- The importance of social media
- Club management resources- Dot Golf



Great ideas/ Next Steps

What can you do to help keep your club sustainable?

Break out groups



Contacts

Your district or regional team

stephen.gee@golfnz.org

<http://www.golftutor.co.nz/club-governance>

Dot Golf: <http://support.golf.co.nz/>
or
Ph: (09) 447 1970

**Feel free to join in on one or all of these sessions.
Put them in your diary now:**

There will be two sessions running each day at 3 pm and 7 pm.

7 September - Club Sustainability

9 September - Governance

14 September - Planning

16 September - Financial Leadership

21 September - Funding

<https://us02web.zoom.us/j/2168729830>

