



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

BUILDING THE BASE: Hana-Rae Seifert, Golf New Zealand

R&A

# Golf in New Zealand

- Golf is thriving - over 500,000 golfers (11% of population).
- Over 135,000 members.
- Over 170,000 registered casual golfers.
- Membership levels, rounds played, plus female and young people participation levels are growing.
- Golf New Zealand has assumed operational delivery of the PGA of NZ functions – a one golf workforce model.



**GOLF NZ**  
KOROWHĀ AOTEAROA



# Golf New Zealand - Video

Our Ambition

We aspire to  
enrich lives  
through golf.



**Our Daily Mission**  
**To grow the**  
**love of golf and**  
**inspire**  
**participation.**





# Inspiring Participation

## Our Tactics

1. Grow the positive profile of golf.
2. National Participation Programmes.

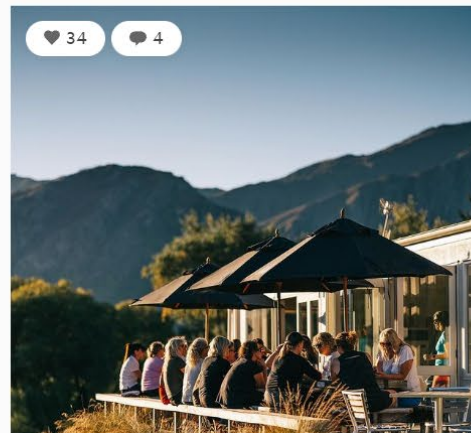
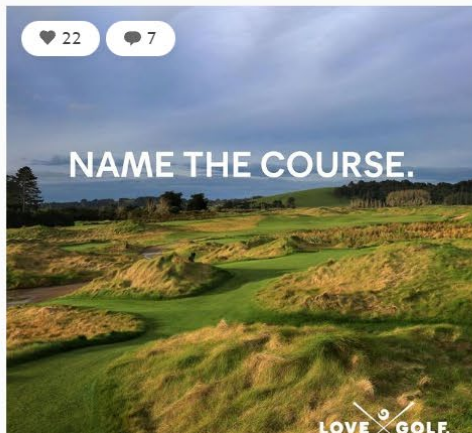
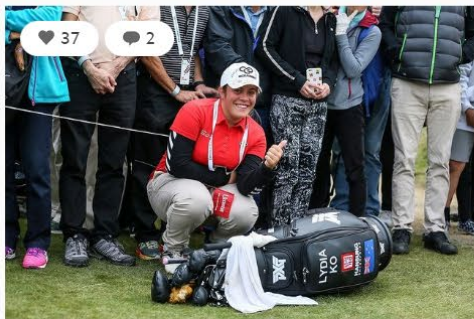
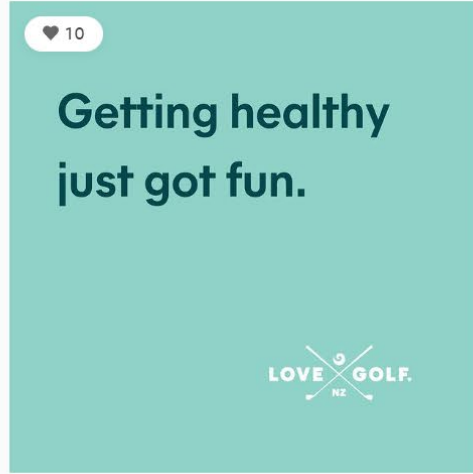






**A campaign to raise the positive profile of golf.**

# #lovegolf



LOVE  GOLF.  
NZ



The fun way to  
get in your  
**10,000 steps.**

Having a break from studying for exams is  
another reason to love golf.  
Sign up for a membership from \$15 a month  
[www.lovegolf.co.nz](http://www.lovegolf.co.nz)

EST. 1909  
  
**Titirangi**  
A MACKENZIE COURSE

LOVE  GOLF.  
NZ



Swap screen  
time for  
**green time.**

Signing up for a membership from \$15 a  
month is another reason to love golf.  
[www.lovegolf.co.nz](http://www.lovegolf.co.nz)

PARAPARAUMU  
  
BEACH  
GOLF CLUB INC

# The most fun you'll have **driving** **with kids.**

Spending time with the family on the  
course is another reason to **LOVE Golf.**



Find learning opportunities and  
tips for newcomers at [golf.co.nz](http://golf.co.nz)



## Ambassadors

- **Must be authentic.**
- **Have a story to tell.**
- **Different walks of life.**
- **Unpaid – do it for love.**
- **Must add value.**



Tom Abercrombie  
Professional Basketball Player



George Muir  
Professional Hockey Player



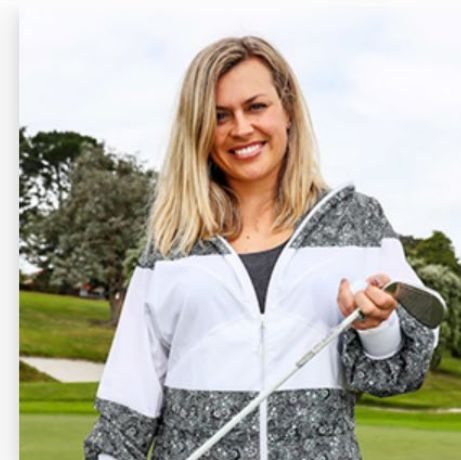
Sam Wallace  
Radio Personality



Izzy Dagg  
Former All Black and Sports  
Commentator



Brad Weber  
Professional Rugby Player



Laura McGoldrick  
Multi-media presenter

A stylized graphic of a globe with a network of nodes and lines overlaid on it. The globe is rendered in a light blue color against a dark blue background. The network consists of several circular nodes connected by lines, suggesting a global or interconnected theme.

# National Participation Programmes



**Enriching lives through golf**





# Futures



**+31%**

rounds played in  
2022

**+93%**

increase in U/19 memberships,  
since launch

**+14.9%**

Membership growth in  
2022



# Flexiclub

Our virtual club for nomadic golfers

flexiclub

171,571

registered nomadic golfers

4,039

active paid Flexiclub members,  
increase of 32% in 2022

42

average age

85%

have never been a member of a  
club before

33%

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



## Make Time Play 9

**375,182**

Summer Rounds Played

**+10%**

Last 12 months

**+36%**

Last 36 months



She  
loves  
golf.

**A campaign to improve the perception of golf for females and  
to encourage women and girls to play golf**

She  
loves  
golf.

## Campaign Features:

- Social media marketing
- Ambassador marketing
- Events
- Apparel and merchandise
- Programmes at clubs



she  
loves  
golf.

**+15%**

**membership since 2018**

**Highest levels in a decade.**



**The golf isn't always amazing  
but the view is.**