



Pakuranga Golf Club

CASE STUDY:

Arresting Membership Decline
Adapting for the future

ARRESTING MEMBERSHIP DECLINE

Pakuranga Golf Club has a proud history of evolving and adapting. Since its inception in 1969 as the Cascades Golf Company, the club has continually adapted to its environment in order to provide a fantastic golf experience to its local community and the greater Auckland area. To this day, the club continues to evolve in order to meet the needs of a dynamic and demanding market.

Mirroring national trends, the club had experienced a significant drop in membership over the last 5 years, particularly in the full playing men's and women's categories. It had also had

recognised the minimal numbers in the "members of the future" 19 - 45 year age bracket.

The reduction in traditional membership, lack of distinct youth pathway and pressures from the pricing structures of clubs outside the area, led the club to diversify their approach to membership.

The club decided to take a multi-level approach and developed a plan that would attract a new type of member, provide a pathway for youth and create sustainability for the club, maintaining a fantastic golfing experience for current members.

CHALLENGES



OVERCOMING NEW CHALLENGES FOR "MEMBERS OF THE FUTURE"

These members were more financially constrained, more time poor, possibly had greater family commitments, and wanted a more flexible level of play. Our membership structure did not suit them.



LACK OF PATHWAY FOR YOUTH MEMBERS

The future of our game and our club, it was imperative that the pathway was clear and that youth received support at each portion of the pathway by creating a youth friendly environment with great coaching support.



MAINTAINING CURRENT MEMBERSHIP

Traditional membership was reducing due to age, health, financial pressures and people retiring out of the area. This combined with the differing pricing structures of clubs outside of our local area was putting significant strain on our current membership numbers.

SOLUTION

In order to reduce the drop off of current members, increase “members of the future” and provide a youth pathway, the club introduced 6 new membership categories;

- PeeWee 6-9
- Juniors 10-18
- Intermediate 1 19-25
- Intermediate 2 26-35
- Social Playing
- 9 hole women and men

The club partnered with SNAG Golf NZ to increase their exposure in local schools. An application was made for KiwiSport funding through the local RST, Counties Manukau Sport. This allowed delivery to over 2000 local students who completed a 4 week module. In response to the increase demand by juniors the club also increased junior coaching clinics.

Further to this, the club partnered with the Howick Local Board to develop an all-weather coaching facility for both youth and elite golfers.

RESULTS

383

NEW MEMBERS

383 New Members Across target categories

194 – New Members
189 – User Pays Members

2000

YOUTH

2000 Youth

Exposed to youth programme through local schools and directed to club.

A significant increase in 8-12 year old youth members.

100%

INCREASE

100% Increase

In the number of junior coaching clinics.

CONCLUSION / SUMMARY

The Pakuranga Golf Club has met the challenge of declining membership head on by being adaptable to change and evolving what they provide to satisfy a greater portion of the market.

By creating new membership categories, partnering with external providers to leverage funding, developing a new youth pathway and new coaching initiatives, the club has produced a significant increase in playing numbers.

Des Topp the General Manager has been quoted as saying that the club “must continue the momentum in the new categories, while putting more emphasis on the Full Playing Members category and maintaining the great golf experience for current members.”





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