

# WOMEN'S PROGRAMME

SEPTEMBER 2021



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# IN A NUTSHELL

|                  |   |
|------------------|---|
| <b>GET</b>       | Women (& girls) aged 18-40  |
| <b>WHO</b>       | Currently think golf is a hard, individual and competitive sport with lots of rules |
| <b>TO</b>        | Think golf is social and fun after participating in any of our programmes           |
| <b>BY</b>        | Enhancing the typical golf experience to be more social focused and flexible        |
| <b>LIKE THIS</b> | By creating a social environment with no pressures or rules                         |
| <b>HOW</b>       | Provide programmes that are full of laughter, wine, cheese and a bit of golf        |



# WHY WOMEN?

**Women and girls are Welcomed. Valued. Thriving.**

At Pupuke, we share this ambition with Golf NZ (see appendix 1.01). 'Every woman has a story' of barriers to sport - Jacinda Ardern. So how do we bring this ambition to life and make golf inclusive and accessible for everyone?

We don't need to re-invent the wheel too much. There are programmes out there proven to work. So let's lean on Golf NZ and other clubs for support. The She Loves Golf brand is a known entity to some consumers.

At Pupuke we have a 4-step on-boarding strategy to introduce Women to this beautiful game of which we can wrap the She Love's Golf branding around to build it out further. Those steps are as follows;

1. Women's evening (intro to golf)
2. 8-week introductory programme (learn to play)
3. Play your way (intro to the course)
4. Short format (confident on the course)

We have evidence from Golf NZ and Sport NZ that this approach suits the needs, preferences and lifestyles of a range of women. Due to this, on the conclusion of this journey, we anticipate conversion and growth in our women's membership category and therefore, the game.

# OBJECTIVES

- To build a community of new women golfers connected with our club and provide a pathway into our Get into Golf membership.
- Attract and recruit new players to the game of golf
- Empower women (& girls) to learn golf in a social, pressure free environment
- Retain our existing women membership so they value the game for life
- Be seen as the number one facility for women's golf on the Shore
- Provide multiple golfing options that cater to all ages, abilities, socio-economic situations and time poor people
- Retain key partnerships by flourishing a successful women's programme
- Improve the physical and mental fitness of women
- Increase peoples self esteem through playing golf
- Increase opportunities for women at traditionally gated sports
- Partner with our community, local board and local Iwi to build connections
- An enhanced profile for golf that recognises and values women and girls
- Ensure that aspiring competitive players have the opportunity to thrive and fulfil their dreams

# OPPORTUNITIES

## CLUB ENVIRONMENT

- We will ensure the Club harvests an inclusive environment for women & girls
- We will create opportunities for women to learn and play golf in a way that suits the needs, preferences, and lifestyles of a range of women and girls
- We will encourage our membership to share the same values as the Club
- Having a friend or family member at the club
- We will ensure the Club has friendly staff and good customer service
- Ensure the Club has tee time availability and flexibility for women

## AFFORDABILITY

- We will provide Membership that includes social playing experiences and coaching
- We will provide pay as you play options such as Twilight, 6's and also women's only short format opportunities

# A WOMANS VOICE

Our clubs' biggest barrier to growing female participation is the attitudes of some members and our dress code"

Pay as you play events - Twilight

"The biggest barrier to me is not being intimidated when other players are on the course. I don't like the feeling that I would be 'holding up' the 'real' golfers"

FRIENDLY STAFF RELAXING  
HAPPY WINE HEALTH & EXERCISE  
FRIENDS OUTDOORS  
GOOD CUSTOMER SERVICE FUN FLEXIBILITY

Golf for a beginner is pretty daunting. It would be great if clubs had introductory courses and tee times for beginners"

Tee time availability and flexibility

Women who have little experience of golf clubs believe them to be stuffy, elitist, intimidating and male-dominated

# THE JOURNEY

|                         |                      |                         |                    |                    |
|-------------------------|----------------------|-------------------------|--------------------|--------------------|
| <b>FRESH</b>            | <b>GIVE IT A GO</b>  | <b>WOMEN'S EVENING</b>  |                    |                    |
|                         | <b>INTRO TO GOLF</b> | <b>8 WEEK PROGRAMME</b> | <b>SLG 6</b>       | <b>TEAM GOLF 6</b> |
| <b>FAMILIAR</b>         | <b>PLAY YOUR WAY</b> | <b>SLG 6</b>            | <b>SLG 9</b>       | <b>TEAM GOLF 9</b> |
| <b>VERY FAMILIAR</b>    | <b>SHORT FORMAT</b>  | <b>SLG 9</b>            | <b>TEAM GOLF 9</b> | <b>TWILIGHT 9</b>  |
|                         |                      | <b>TEAM GOLF 18</b>     | <b>CLUB DAYS</b>   |                    |
| <b>IT'S OKAY RULES!</b> |                      |                         |                    |                    |



# RECRUITMENT

We have four strategies for recruiting new women to the Club:

1. Cultivate relationships with community groups/sports clubs and create opportunities for women and girls to try golf. e.g. hockey
2. Utilise She Loves Golf groups to communicate messages
3. Encourage our existing members to invite their extended family members. parents, grandparents, siblings and wider family who are already engaged in the game.
4. Family fun days: throw an open day where you welcome the community to experience the golf club facilities, partner with local businesses or even the local fire station to attract a new audience.

# RETENTION

We have four strategies for retaining our junior members:

1. A Woman's Voice - surveys
2. Address and action Club Environment opportunities
3. Ensure our existing membership and participants have the right offerings and experiences to meet their needs
4. Continuous feedback
5. KPIS & measurement - are they enjoying themselves

# THE PLAN

We will empower women to learn through social moments by adopting the She Loves Golf progression plan and provide a clear pathway to playing golf.



# CHIP & SIP THE EVENT



One thing we know about the ladies from the research, is they love to socialise, and "wine". So let's play on that with a little more fun and a little less golf.

This ladies evening will be set at the Pupuke driving range/Putting Green/Par-3 area. We will create a row of Champagne and Long White courtesy of our partners. We will utilise She Loves Golf ambassadors Urzila Carlson and Matilda Rice to be our unofficial "coaches" (remember this is light-hearted). We will also have a fun-loving, female PGA coach doing the rounds (probably some shots too, excuse the pun), plus volunteers.

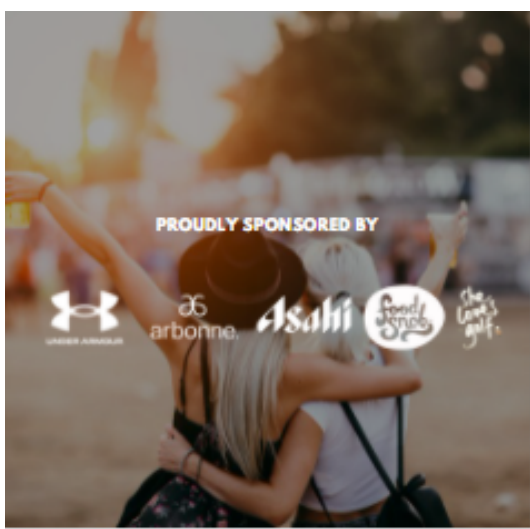
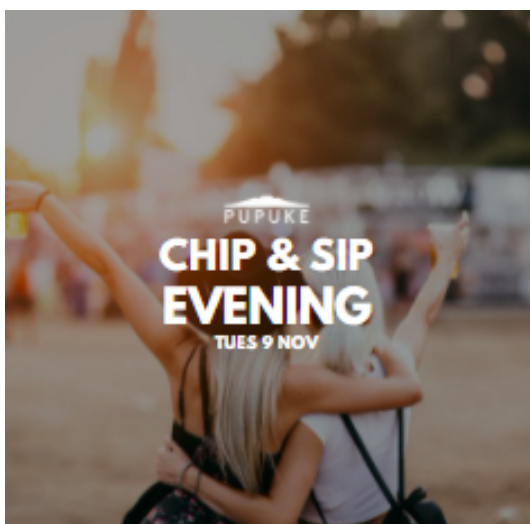
After the fun of hitting, the evening will continue at the club house - a VIP experience - where we will have partners stalls (e.g. Under Armour, Arbonne, Ecoya, Plate Up NZ, The Village Picnic, Sculptureum), many glasses of bevys followed by a short performance by Urzila Carlson. This is a comfortable environment for these ladies to plan their next way to engage with the game.

Through robust target marketing we anticipate we will get 80-160 women sign up for the evening, between the ages of 25 and 45 years old. She is a beginner who sees merit in building confidence on the golf course. We will also be inviting key influencers of this age range to come and participate.

We will use this event as an opportunity to sell in our 8-week intro to golf programme with our new coach and team.

**Proposed date:** Tuesday 9 November 2021.

**Proposed Time:** 6:30-9pm



# 6-8 WEEK CHIP & SIP



Off the back of our women's evening we would expect one third to be interested in the 8-week Introductory Programme, and then a two thirds of that group to follow through with signing up.

Depending on interest and availability of coaches and participants the programme will commence in either late November 2021 or February 2022 and run for 8-weeks. A guide to the format of the lessons will be shared from Boulcotts farm and discussed with the coach to build it out into a successful programme.

After each lesson, everyone is encouraged to head to the clubhouse to socialise and have a drink and nibbles on behalf of our sponsors.

Tuesday evenings (5-8pm) is the day to run this course due to existing calendar events, and our participants are less likely to have existing commitments on these days (breaking down the time poor and/or other commitment barriers).

If interest is high, and marketing continues, we would like this programme to be an on-going programme in the calendar (i.e. throughout the year, each term).

This coaching programme isn't just for beginners. This is great for those players who need a freshen up!

**Objective:** Have fun

# 6 WEEK CHIP & SIP

**WEEK 1:** Introduction to the Golf Swing

**WEEK 2:** Golf Swing Part 2 & on course play

**WEEK 3:** Putting & on course play

**WEEK 4:** Woods & on course play

**WEEK 5:** Chipping & on course play

**WEEK 6:** Fairway Woods & on course play

**WEEK 7:** Pitching & Bunkers & on course play

**WEEK 8:** Recap & on course play

All golfing equipment is provided.



# PLAY YOUR WAY



As our Women's group starts to get more confident we will merge them out onto the course in a safe and comfortable way.

We will lock off 9 holes for 3 hours and let them loose.... with our "guardians" or coach in close proximity. The goal is to play however you like, as much as you like in the allocated time.

And let's not forget the best bit - after play drinks & nibbles in the club house courtesy of our sponsors.

The emphasis here is fun, fun, fun. Not competitive. Just have a yarn, have a hit. have a drink.

Our commitment from our coaches here will be active but not as hands on as the introductory programme, more of guidance (if coach is available). To be run on the opposite day to the Introductory Programme.

We anticipate this group will grow over time starting from a group of 10-20 people post the Introductory Programme has been under way for at least a term.

**Objective:** Have fun

# SHORT FORMAT



Once our new recruits are embedded into the game and confidence is bursting to leap to the next level, we will create 6's events and 9-hole playing times for our new group. This is a time for them to explore their newly learnt skills. It's about self discovery.

The time commitment from our coaches will be minimal in this tier and more reliant on the coordinator, however open to discuss with the coach as to whether we see this as a valuable space to offer coaching or guidance in this environment.

**Objective:** Have fun

# OUR TEAM

## **SLG Club Coordinator**

Acts as the catalyst for the smooth running of SLG and is usually supported by a number of volunteers. The Coordinator requires the backing of the golf club to support a thriving programme, therefore should be actively involved with the decision makers of the club. This role can be assigned to a PGA Professional, employee or volunteer/s who are passionate about working with ladies

## **Volunteers**

Our current membership are our volunteers to support the programme from helping with coaching, on-course play for beginners and contributing to other administrative tasks.

## **PGA Professional / Coach**

PGA Professional or Coach is responsible for the delivery of quality experiences and leading the coaching team.

## **Club Manager**

Club Manager is responsible for creating a welcoming and friendly club environment that values young people and families, is accountable for inspiring the team and allocating a budget for the Futures Coordinator to organise activities to grow and sustain a thriving programme.

## **Board**

Leadership starts at the top and it is important that young people features in the club's long-term plans. This can be brought to life by assigning a board member who contributes towards She Loves Golf.

## **Women & Girls**

Make all efforts to involve the ladies in the decision making by obtaining their feedback – by asking them, by completing short surveys and feedback boards.

# THE COACH

We are looking for a warm, welcoming personality to help us build an empire of confident women in the game.

As it stands, our club is blue collar, relaxed and we feel it is a safe and non-threatening environment for new players to learn in. We would like to continue that momentum with our Women's Programme.

We imagine our coach to be a sociable, up for a laugh and the kind of person that is keen on a bevy after a round. You know who you are.

Plus the usual job description jargon; driven, self motivated, comfortable working with groups or individuals and different age groups.

Excitingly our coach will be given a lot of autonomy and responsibility to make the role their own. We want this coach to thrive in this environment as much as their pupils. We're growing an empire here!

If this sounds like a bit of you please contact Daniele Lowe, Golf Operations & Marketing Manager via email [golf@pupukegolf.co.nz](mailto:golf@pupukegolf.co.nz).

# APPENDIX

## **Sport NZ Research:**

- Balance is better

## **Coaching Resources:**

- Coaches Kit - drills & Programmes
- It's Okay Rules

## **Volunteer resources:**

- Volunteer / coaching support:
- <https://aktive.org.nz/who-we-support/coaches/>
- <http://www.golftutor.co.nz/home-x>

**Same Game: A Step-By-Step Toolkit to Bring Your Gender Equity Vision to Life | Canadian Women & Sport (womenandsport.ca)**

# Nga mihi nui ki a koe mo to tautoko

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