

JUNIOR PROGRAMME

SEPTEMBER 2021



TABLE OF CONTENTS

- 6** **BACKGROUND**
Opening Message
- 8** **OBJECTIVES**
Measurements
- 10** **OPPORTUNITIES**
Things to do
- 14** **VOICE OF TAMARIKI**
What they really think
- 15** **THE JOURNEY**
Pathway to happiness
- 18** **THE PLAN**
Programmes for everyone
- 32** **DELIVERY**
Bringing it to life

IN A NUTSHELL

GET	Tamariki & their parents
WHO	Currently think golf isn't fun, and the parents think it is too expensive and not easily accessible
TO	Think golf is fun, affordable, accessible after participating in any of our programmes
BY	Enhancing our junior members and potential new members experience of golf
LIKE THIS	By creating barrier-free golfing experiences that bring a fun, enthusiastic and positive energy to the Clubs Junior programmes to enrich the lives of young people
HOW	Provide play focused programmes for everyone with an option to progress further if they want



**Mō tātou, ā, mō kā uri ā muri ake nei
For us and our children after us**

WHY JUNIORS?

In simple terms, they are the next generation of golfers, our next generation of members. Our junior membership base is currently underrepresented when looking at the average across New Zealand.

Our bullseye audience is;

- 1. Tamariki (5-11 year olds)**
- 2. Rangatahi (12-18 year olds)**

This plan is in place to future proof the club by enhancing our junior members experience at Pupuke, by creating experiences that inspire a lifelong love of the game.

The intention is to create an environment where junior golf can thrive by providing opportunities for kids of any age, gender, ability or background to participate and develop their talents to whatever level they aspire. We want to harness and empower young people to learn at their own pace, meet new friends and provide them and their families occasions to learn and play together.

We've got evidence-based research supporting this plan which is acknowledged and adhered to by the club (see appendix 1.01 to 1.04). We are excited that this plan is coming to the life and will make the club a more vibrant place for our young members.

We support Sport NZ's philosophy that Balance is Better and with the support of Golf NZ we will bring this plan to life.

TE TIRITI O WAITANGI

Included in the strategic direction and new vision for Pupuke has a strong commitment to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection, and Participation. This commitment is outlined below:

Partnership

Pupuke is committed to partnership with tangata whenua. We will through joint action, agree on a partnership approach and kaupapa that mutually benefit the partnership, to improve the wellbeing of tangata whenua and all New Zealanders.

Protection

Pupuke is committed to the active protection of Māori tikanga, te reo, taonga, and mātauranga Māori. Through our partnerships and relationships with tangata whenua, we will support the realisation of tangata whenua tino rangatiratanga.

Participation

Pupuke is committed to equitable and accessible opportunities for tangata whenua and all New Zealanders. We value the need for culturally distinctive pathways that enable tangata whenua and all New Zealanders to participate and succeed as themselves.

OBJECTIVES

- Attract and recruit new players to the game of golf
- Empower tamariki to learn golf through play
- Retain our existing junior membership so they value the game for life
- Be seen as the number one facility for junior golf development on the Shore
- Provide multiple golfing options that cater to all ages, abilities, socio-economic situations and time poor people
- Supporting our strategic plan, we want to be seen as an inclusive, socially responsible community hub that provides and atmosphere valued by all on the Shore
- Retain key partnerships by flourishing a successful junior programme
- Be a provider for less fortunate communities than the stereotypical golf market on the North Shore
- Improve the physical and mental fitness of the next generation
- Increase young peoples self esteem through playing golf
- Increase opportunities for young people at traditionally gated sports
- Partner with our community, local board and local Iwi to build connections
- Ensure that aspiring competitive players have the opportunity to thrive and fulfil their dreams

A black and white photograph of a golf course. In the foreground, there are several trees and a path. In the middle ground, there is a dense forest of trees. In the background, there is a residential area with houses and a large mountain range under a clear sky.

Kia pono ki te kaupapa
Be authentic to the purpose

Kia tika te mahi
Act with integrity

Me aroha ki te tangata
Respect for others

OPPORTUNITIES

CLUB ENVIRONMENT

- We will communicate positive affirmations of our junior members so that the perception is changed from them being seen as slow and a nuisance, to promising and thriving
- We will enforce positive affirmations that our junior group is considered financially beneficial to the club as a business through future proofing
- We will ensure the junior course is easily marked out during junior playing times
- We will continue to have allocated tee times for our junior group and ensure no pressure from other members
- We will introduce tee times for family groups
- We will ensure our tamariki and rangatahi have representation up the chain within the club, so their voice is heard
- We will celebrate their successes celebrate in marketing channels and by reward
- We will provide a variety of formats for our juniors to play in, so that it's not same, same, but actually different (e.g. no scorecards, but use challenge cards)
- We will provide opportunity for older juniors to become a part of the coaching programme and provide opportunities for these players to follow a professional pathway in golf (playing, coaching, golf admin etc)

OPPORTUNITIES

- We will follow "It's Okay Rules!" as per Golf NZ guidelines (see appendix 2.02)
- We will work with Golf NZ to implement the all abilities programme and looking at ways of integrating it in our Junior Programme
- We will create an environment, they feel safe, comfortable and welcoming in.

How? (ideas)

- Owned kids' space (created by kids)
- Kids meals
- Loyalty cards
- Kids social events
- After school programmes
- School Holiday programmes
- Open days – bring ya mates
- In general - bring a friend along
- Play with parent or grandparent day
- Welcome packs
- Buddy system

OPPORTUNITIES

AFFORDABILITY & VALUE

Currently golf is an expensive sport, for all facets of golfing; coaching, programmes, memberships, tournaments, competitions.

- We will work towards creating membership packages that appeal to new groups of golfers including those communities that are less fortunate
- Create opportunities for those under privileged communities to be exposed to the game of golf at low or no cost
- We will create a suite of benefits for our junior members: Coaching, membership packages, welcome packs (including their own card!), club events, a social atmosphere.

OPPORTUNITIES

PARENTS & VOLUNTEERS

- We will take members and parents on the journey. We commit to a bi-yearly evening with parents, volunteers and other interested members to go through the junior plan and programme at the club.
- We will adopt the Golf NZ parent education workshop at the same session
- We will educate our volunteers and put them through the Golf NZ learnign platform 'Golf Tutor' (see appendix 3.02)

RESOURCES

- We will follow LOVE GOLF Futures Club Kit to shape our programmes (see appendix 4.01)
- We will and use LOVE GOLF Futures branded material for all programmes

VOICE OF TAMARIKI

*Survey performed with Pupuke Tamariki & Rangatahi (see appendix 1.05)



RECRUITMENT

We have four strategies for recruiting new junior members:

1. Cultivate relationships with schools/local community groups/sports clubs and create opportunities for youth to try golf. These audiences are already engaged and are in a comfortable setting.
2. School Holiday programmes and market them to the community.
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. Whānau 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. Voice of the kids - surveys
2. Address and action Club Environment opportunities according to gained survey results on what they really want
3. Ensure our existing membership and participants have the right offerings and experiences to meet their needs.
4. Continuous feedback from our juniors
5. KPIS, measurement and review; are they actually enjoying themselves?



Welcoming, friendly environment



Have a variety of formats to play to meet a diverse range of ages, skills, aspirations



Short course for parents & kids to learn & play together



Share & celebrate the achievements of young people with everyone



Relaxed dress code



Create a vision for young people in golf within your golf club



Calendar with regular opportunities for coaching & playing



Benefits for the wider family



Plan for wet weather



Rental gear available for young people to learn & play on course



Adult golfers contribute to a positive culture and volunteer their time



Opportunities for socialising & building lifelong friendships

OUR KAUPAPA

We will empower young people to learn through play by adopting the LOVE GOLF Futures progression plan as follows;

MEET THE CHIPPERS, CRUSHERS & YOUNG MASTERS

LOVE Golf Futures has three progressive stages to inspire a lifelong love of the game. Each stage has offerings for coaching, playing formats, events and experiences to support young people to learn at their own pace and are appropriate for their stage of development



New players who are starting their journey in golf have the opportunity to learn new skills, have fun, make new friends and can just have a go at smashing balls, hitting targets and watching it fly!



Young golfers who are growing a love for the game, have the opportunity to learn valuable life skills though golf and develop their confidence and skills on modified course lengths.



Young golfers who have aspirations to develop their skills as a player, loves the game for the personal challenge and variety of competitive opportunities but also for those who enjoy being outdoors and playing for fun with their friends and family.

THE JOURNEY

CHIPPERS	GIVE IT A GO	IN-SCHOOL PROGRAMME	SCHOOL HOLIDAYS	FUTURES EVENTS
	INTRO TO GOLF	AFTER SCHOOL	CLUB DAYS	FUTURES EVENTS
		SCHOOL HOLIDAYS	TEAM GOLF 6	FUTURES 6
CRUSHERS	PLAY YOUR WAY	CLUB DAYS	FUTURES TWILIGHT	FAMILY TEAM GOLF
		TEAM GOLF 9	FUTURES 9	
YOUNG MASTERS	PLAY YOUR WAY	CLUB DAYS	FUTURES TWILIGHT	FAMILY TEAM GOLF
		TEAM GOLF 18	FUTURES 18	FUN COMPS
IT'S OKAY RULES!				

JUNIOR JOURNEY

SCHOOL HOLIDAY
PROGRAMME
(BEGINNER / INTERMEDIATE)

1

AFTER SCHOOL
PROGRAMME
(BEGINNER / INTERMEDIATE)

2

PRIVATE COACHING
ETIQUETTE & ON-COURSE SESSIONS

3

ON-COURSE
SESSIONS

4

JUNIOR
HARBOUR LEAGUE
(FUN INTERCLUB)

8

COACHING
(AFTER SCHOOL OR PRIVATE)

7

CLUB DAY
PARTICIPATION
(SUNDAYS)

6

JUNIOR
MEMBER

5

JUNIOR PENNANTS
(COMPETITIVE INTERCLUB)

9

HARBOUR
DEVELOPMENT SQUAD

10

HARBOUR JUNIOR
REPRESENTATIVE

11


PUPUKE

IN-SCHOOL PROGRAMME



This is an opportunity for the club to break down the barriers by taking golf to a new audience and exposing them to the game in a positive and comfortable environment - their school. This environment emulates a pressure free zone and encourages fun and caters to all ability levels. Group coaching format.

Resource requirement:

Junior PGA coach
1-2 volunteers

Time required:

6 weeks total
3 week programme per school
2 schools per term
2 days per week
4 hours per day
Term 1 and 4

Day approach:

4 classes per day
10am-2pm
45min lesson / games (allow 1 hour)
Approx. 25-30 kids per class

Facilities:

Any outdoor space ideal (e.g. field or turf area. Space required approximately 30x30m
Could use indoor facility if previously observed and cleared as possible.

NB: All equipment provided and no cost to schools or students

IN-SCHOOL PROGRAMME

The below is a guide plan and may be modified by the coach on the day to suit the students and / or playing conditions:

LESSON 1

- Safety briefing / Introduction (10mins)
- Warm up games and activities (10mins)
e.g. "Tug of war"
- "Throwing challenge" (10mins)
- SNAG games (10mins)

LESSON 2

- Safety briefing / Introduction (5mins)
- Warm up games and activities (10mins)
- "Gooooaalll"
- Skill challenges (20mins)
e.g. "Putt the line" or "The scramble!"

LESSON 3

- Safety briefing / Introduction (5mins)
- Warm up games and activities (10mins)
- Skill challenges (20mins)
e.g. "Crushed it!" or "Cloaser to the pin"
- SNAG games (10mins)

See Appendix for explanation of each activity.

SCHOOL HOLIDAY PROGRAMME



This is an invitational to new players and also players who are already members at the club. We can offer lunches, snacks and a safe place for the kids to be over the school holiday period. Group coaching format.

Resource requirement:

Junior PGA coach
1-2 volunteers
Futures Club Coordinator

Location: Pupuke Golf Club

Time required:

Optional - 3 days per week
3 hour sessions
2 sessions per day

Day approach:

Chippers 9am-12pm
Crushers 1pm-4pm
Approx. 10-20 kids per day

Suppliers:

Mr Whippy
ASICS
SMC Events digital wall

NB: The digital wall will be our secret weapon for on-going engagement for juniors and beyond. Reference: https://youtu.be/_ZV-WGeC8WY

NB: All equipment provided. Cost \$40pp.

AFTER SCHOOL PROGRAMME



The After School Programme is mainly for junior members and is a coaching clinic that will run for 8 weeks in a term. This is so our Junior members have membership benefits to grow at the club. Group coaching format.

Location: Pupuke Golf Club

Cost: \$10pp per session for non-members. Members free.

Equipment provided.

A after school term in the life of our juniors might look like this:

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.

AFTER SCHOOL PROGRAMME

CHIPPERS

8-week season

Session 1:

Introduction; giveaways; three fms games; hit balls to a green

Session 2:

On the green with games; go to a green on course and putt out

Session 3:

Team golf game using it's OK rules

Session 4:

Around the green with chipping games; chip to a green on course and putt out

Session 5:

Team golf game using it's OK rules

Session 6:

Full swing games; play to a green on course and putt out

Session 7:

Team golf game using it's OK rules

Session 8:

Last session of season, players choose what they want to do. BBQ to finish

CRUSHERS

8-week season

Session 1:

Introduction; giveaways; mixed games; hit balls to a green

Session 2:

On the green with putting games; on course putt out

Session 3:

Team golf game less it's OK rules

Session 4:

Chipping games; chip to a green on course and putt out

Session 5:

Team golf game less it's OK rules

Session 6:

Pitching flight and control games ; pitch to a green on course

Session 7:

Team golf game less it's OK rules

Session 8:

Last session of season, players choose what they want to do. BBQ to finish

YOUNG MASTERS

8-week season

Session 1:

Introduction; giveaways; set goals for season; putting competition

Session 2:

On the green; on course putt out

Session 3:

Driving session, on course tee ball tactics

Session 4:

Chipping club selection games; chip to a green on course and putt out

Session 5:

Team golf game

Session 6:

Pitching flight and control; pitch to a green on course

Session 7:

Individual golf game

Session 8:

Last session of season, players choose what they want to do. BBQ to finish

CLUB DAYS



We want our club days to be about self discovery. For our Juniors to take what they've learnt during the week and apply it in a game. These games aren't serious each week. We will introduce new fun formats to cater to all abilities.

Some formats we will look to introduce are:

**TEAM
GOLF 9**

**FUTURES
9**

**NO
SCORECARD**

**CHALLENGE
CARD**

**TEAM
GOLF 18**

**FUTURES
18**

**FUN
COMPS**

FUTURES EVENTS



Futures is about enriching the lives of young people through golf by creating experiences that inspire a lifelong love of the game.

Futures empowers young people to learn at their own pace, meet new friends and provides opportunities for young people and families to learn and play together.

Invite your friends to mini golf, smash balls at the driving range, play on course as a team, as an individual, take part in virtual challenges or just play casually for FUN!

Futures has something for young people of all ages and abilities!

We will run these events quarterly and engage the local community and our existing membership to take part and make the event welcoming and fun.

We will run Future Auckland events quarterly with the support of Golf NZ. If successful we may run our own bespoke Futures events for all to try.

COMMUNITY PROGRAMME



A strategic focus for the club is to be an inclusive, socially responsible community hub that provides an atmosphere valued by all on the Shore.

But we can't talk the talk, we must walk the walk.

We will build a Community Programme that delivers to the less recognised demographics on the North Shore. We will ensure that this is affordable and achieving our desire that golf can be played by any one.

Our programme will be a scholarship type programme where those selected can join our Junior Programme and go through the Club progress for FREE.

How we will do this, we will reach out to our local Iwi and low decile schools to run our In-school programme and commence the scholarship process.

TALENT DEVELOPMENT PROGRAMME



We are thrilled to introduce our Club Talent Development Programme, designed to nurture and support those who are more serious about their golf. Our aim is to help our dedicated players develop their skills and reward them for their commitment and progress.

Through tailored programmes and potential financial support, we will provide our junior golfers with the resources they need to advance in the sport. This includes structured training sessions, expert coaching, and opportunities for competition. By investing in our players, we hope to see them excel and eventually represent our region and nation with pride.

We believe in fostering a supportive environment where talent can flourish. Our Talent Development Programme is a testament to our commitment to the future of golf at our club. We look forward to seeing our players thrive and achieve great success.

TE KURA KAUPAPA MĀORI O TE RAKI PAEWHENAU



We will work closely with our community schools, in particular we would like to introduce the game of golf to Te Kura Kaupapa Māori o te Raki Paewhenua, located 2.7km from Pupuke Golf Course.

Golf is currently not part of the Hākinakina curriculum. Comprising of 81 ākonga, 46% kotiro, 54% tamaiti tāne, we believe this group will thrive in the fun, play based, sporting environment that we are offering.

Offer:

- FREE In-school Programme
- FREE After School Programme for each age group
- Yearly scholarship for one taitamaiti

DELIVERY

It's a team effort.

There are a number of different groups we are trying to target. And there are a number of different programs that we are trying to link together to achieve our ultimate goal, to enrich the lives of young people through golf.

We do this through our programmes as outlined:

In-house

- After school programme, School holiday programme, Regular junior programme
- Working with our existing resource to build on our framework to elevate each programme

Out-of-house

- In-school programme
- Working with the local schools, principals and teachers

- Community Program
- Working to bring in a brand new demographic
- Working with different local sports groups (e.g. Albany Football, Takapuna Cricket)

The time for this plan to come to life is now.

HOW YOU CAN HELP

Creating a vibrant and successful Junior Golf Programme requires a collaborative effort, especially when resources are limited. Here are some strategies to help bring your plan to life:

1. Club Day Coordinator: Organize and run regular club days for juniors, ensuring activities are engaging and educational. (JOHN KAVANAGH)
2. Event Managers: Plan and manage tournaments, events, and special activities for the junior golfers. (PARENTS / VOLUNTEERS)
3. Pennant Team Leaders: Coordinate and manage the junior pennant teams, including practice sessions, matches, and logistics. (JOHN KAVANAGH)
4. Fundraising Coordinators: Develop and execute fundraising initiatives to support the junior programme, such as raffles, car washes, or quiz nights. (PARENTS / VOLUNTEERS)

RESPONSIBILITIES

Delegate specific tasks to committee members or volunteers. For instance:

- Scheduling: Assign someone to manage the schedule of events and practices. (LOWEY)
- Communication: Have a dedicated person for communicating with parents, juniors, and club members about upcoming events, updates, and programme details. (LOWEY)
- Mentorship: Pair experienced members or senior players with juniors to provide mentorship and guidance. (JOHN KAVANAGH)

LEARN TO VOLUNTEER AT GOLF

<https://www.golftutor.co.nz/futures>

HOW YOU CAN HELP

LEVERAGE CLUB MEMBERS

Encourage club members to get involved by:

- Volunteering: Request volunteers for specific events or ongoing support roles.
- Mentorship: Create a mentorship programme where experienced golfers can share their knowledge and skills with juniors.

SPONSORSHIP & GRANTS

Actively seek sponsorships and apply for grants to fund the junior programme. These funds can help cover equipment, event costs, and other necessary expenses. (LOWEY/MEL)

REGULAR FEEDBACK & IMPROVEMENT

Gather regular feedback from parents, juniors, and volunteers to continuously improve the programme. This can help identify areas of improvement and ensure the programme meets the needs of all participants.

PROMOTION

Actively promote the Junior Golf Programme through:

- Newsletters: Feature junior golf activities and successes in the club newsletter.
- Social Media: Use social media to highlight junior events and achievements.
- Open Days: Host open days to attract new juniors and showcase the programme.

By leveraging the support of parents, volunteers, and club members, and by organizing a structured approach to delegation and collaboration, you can bring your robust Junior Golf Programme plan to life even with limited resources.

OUR TEAM

Futures Club Coordinator

Acts as the catalyst for the smooth running of Futures and is usually supported by a number of volunteers. The Futures 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 young people.

Action - Review Introduction and Getting Started (see appendix 4.01)

Action - Review Futures Club Assessment (see appendix 4.02)

Action - Review Playing Opportunities

Volunteers

Parents can be a valuable source of 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.

Action - Review LOVE Golf Futures - Getting Started

Action - Review LOVE Golf Futures - Coaches Resource

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.

Action - Review LOVE Golf Futures - Getting Started

Action - Complete self-assessment

Board

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

Action - Review LOVE Golf Futures - Getting Started

Young People and parents

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

A SAFE PLACE

We all have a role and responsibility to keep children and young people safe and protect them from physical, social and emotional harm when they participate in sport and recreation.

Young people want to be in an environment that is safe and supportive, where they are encouraged to be the best they can be and gain maximum enjoyment from what they are doing.

We know from research that young people do not enjoy experiences where:

- There is an over-emphasis on winning by both parents and coaches
- Only the best players get acknowledged
- Some participants are favoured over others
- They perceive not to be on good terms with the person in charge
- They cannot participate with their friends
- They fear being hurt
- They don't feel safe
- They do not have enough fun; and
- They don't feel that they are improving or developing their skills.

In order to ensure safe sport for young people, Sport New Zealand have proposed a four-step approach. See appendix 1.06.

APPENDIX

1.0 Research:

- 1.01 Sport NZ Balance is Better
- 1.02 Golf NZ Balance is Better
- 1.03 Keeping young people safe; four-step approach
- 1.04 Tamariki & Rangatahi survey
- 1.05 The importance of Play
- 1.06 Spotlight on Rangatahi

2.0 Coaching Resources:

- 2.01 Futures Coaches Kit
- 2.02 It's Okay Rules
- 2.03 Playing Opportunities
- 2.04 Coaching Review
- 2.05 Futures Coaches Online Learning Module <http://www.golftutor.co.nz/home-x>

3.0 Volunteer Resources:

- 3.01 <https://aktive.org.nz/who-we-support/coaches/>
- 3.02 Futures Coaches Online Learning Module <http://www.golftutor.co.nz/home-x>
- 3.03 Engaging with Young People

4.0 Club Resources:

- 4.01 Futures Club Kit
- 4.02 Futures Club Assessment

Nga mihi nui ki a koe mo to tautoko

Whakapā mai
Daniele Lowe
Golf Operations & Marketing Manager
021 161 4384
golf@pupukegolf.co.nz

