

Panasonic confirms their continued sponsorship of Auckland Tournaments

Auckland Men defeat Wellington

Brent Paterson wins the Panasonic Auckland Masters Strokeplay

Cecilia Cho remains number two in the World

Auckland Women win the Inter District Quadrangular Tournament

AGI Board recommends a \$1.00 increase in levies for 2011/12

Srixon equipment sponsors of Auckland Golf (bags, balls caps) through their Cleveland brand

Freyberg Masters team announced (see body of news-letter)

Auckland girls and boys Development team inflict a heavy defeat against near neighbours North Harbour

HSBC 9 Hole Challenge final to be played at Pakuranga

Clubs encouraged to participate in National Registration Day on 6 November to promote memberships at their Club

Representative season to start in earnest in October

# Auckland Golf Inc

OCTOBER 2011

## Membership in Decline

Auckland Golf Incorporated's membership figures mirrored that of the rest of the Country with a decline in membership of 585 members spread over the 24 Clubs. This represented an overall decrease of 4.02% from the declared 2010 membership figures.

More disturbing though is the decline was the fourth year in succession. In 2007, the numbers peaked at 16373 but since then 2389 have been lost to Clubs; a decrease of 17.08% in four years.

If you put the above into monetary terms, and say the average subscription was \$1000, the loss in income to Clubs is almost \$2.4 million per annum. Hence, the reason Clubs are finding the income to match the expenditure extremely difficult.

The membership mix at Clubs is of interest with the declining women's membership of concern. In the 1990's, the mix of members at Clubs in Auckland was 33% female and 67% male, and that too mirrored the national mix.

However, the declared membership figures for 2011 reveals a totally different story with 24% being female and 76% being male. This trend of declining female members at Clubs has been ongoing for some 14 years and shows no sign of abating. Auckland Golf hosted "Get Into Golf" membership evenings targeting business women in the Auckland Central Business District in February. The evenings were conducted in conjunction with North Harbour and NZ Golf but sadly were extremely

unsuccessful with only 19 attendees over two nights; 18 of the attendees were Auckland Club domiciled women and to our knowledge, none have joined a Club; disappointing for the work put into the evenings let alone the cost.

Auckland Golf believe the time has come for Clubs to think outside the square and offer differing types of memberships to cater for the growing needs of females and males. The populace appear to be time poor and more inclined to social golf than wanting to spend four and half on a course playing competitive golf.

Congratulations must go to the Remuera Golf Club for their innovative membership brochure to attract new members into their Club.

## On The Golf Course

The Auckland Mens team commenced their representative season in style by defeating defending Interprovincial champions Wellington in Taupo. Both the Senior and Age Group teams gained the spoils over their more illustrious opponents.

Brent Paterson (Royal Auckland) lead from start to finish to win the Panasonic Auckland

Masters Strokeplay title played on his home course in extremely trying conditions.

Following the Masters Strokeplay the Auckland Selectors named the following team to represent Auckland at the Freyberg Masters Tournament at the Levin Golf Club:

Martin Tumata (Onewhero); Brent Fabish (Akarana); Roy

Hollick (Pakuranga); Richard Griffin (Howick) and Ken Hankin (Titirangi).

The Auckland Women's team commenced their representative season with a good win at the Inter District Quadrangular Tournament defeating Northland, Waikato and North Harbour.