

A black and white photograph of two young boys standing on a golf course. They are both wearing dark-colored polo shirts with 'Futures Canterbury' printed on the chest, dark shorts, and baseball caps. The boy on the left is holding a golf club, and a golf bag on a trolley is visible behind them. The background shows a grassy field with trees in the distance.

Case Study

Futures Canterbury: A Collaborative Approach to Growing Participation

JUNE 2019



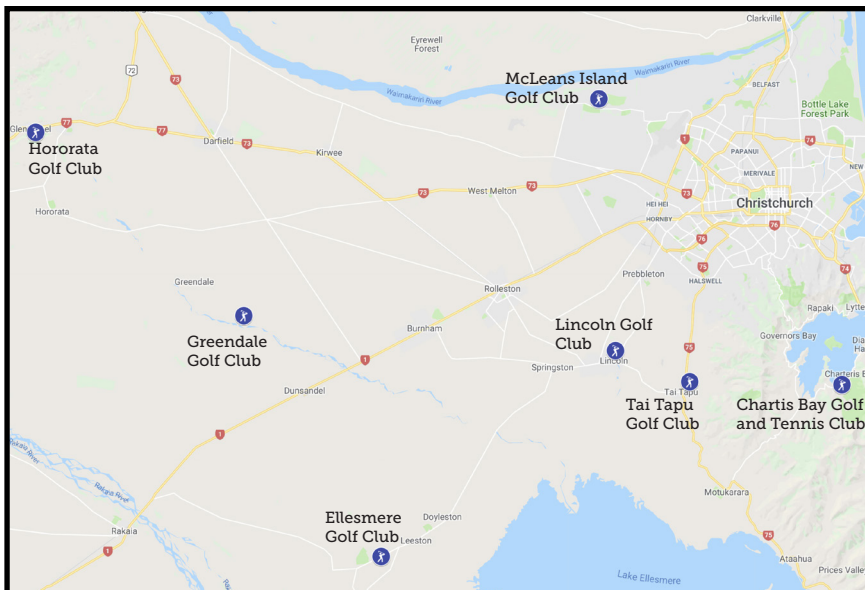
Introduction

Following on from the success of hubs for young people in other regions, Canterbury Golf in partnership with New Zealand Golf and participating golf clubs has formed the Futures Canterbury Selwyn Hub to provide quality golf experiences for young

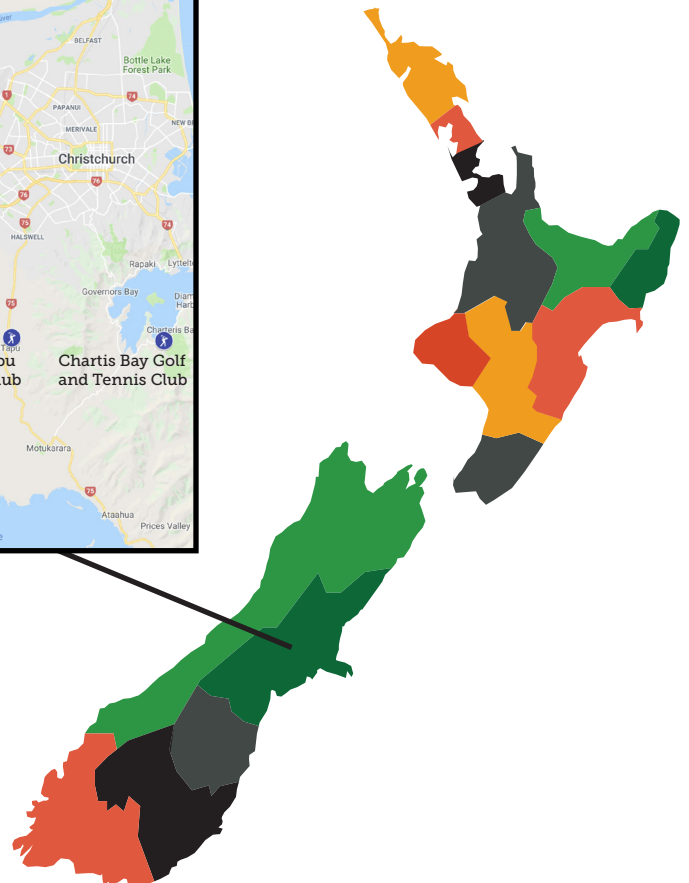
people and families. Four months on from the launch of the Selwyn Hub, we sat down with Rachel Thow, Golf Development Manager for Canterbury Golf, to discuss the role of Futures Canterbury in growing participation in the Selwyn region and future plans for this project.

What is the Futures Canterbury Selwyn Hub?

Canterbury Golf with support from New Zealand Golf is partnering with a collective of seven clubs in and around the Selwyn region to provide regular and affordable opportunities for young people and families to learn and play golf together. The Selwyn Hub offers membership options for both young people and parents giving members access to play at all seven clubs along with subsidised coaching and events.



- Participating Clubs



Why was the Selwyn Hub established?

In early 2018, we delivered a successful Team Golf pilot series for young people in the Selwyn region. The aim of the Team Golf concept was to change the perception of golf being just an individual sport and make it a fun, social, learning experience on course by having young people work together with the involvement of parents and grandparents. Through the delivery of Team Golf events, participating clubs in the Selwyn region were exposed to the broader opportunity to grow participation in their communities and this was the starting point for a collaborative project.

The Selwyn Hub follows the successful Wakatipu Junior Golf Club model that was established to grow participation among young people in the Wakatipu Basin. By working together for collective impact, the hub model can provide the resources required to deliver a sustainable programme to the community.

This collaborative approach to growing participation and engaging the community has also proved to be attractive to our commercial partners and local funders who are committed to investing in positive change in local communities.

What are the goals of the project?

In developing the Selwyn Hub model, we consulted with and listened to a variety of stakeholders including golf clubs, young people and parents as well as looking at what other sporting codes were delivering in the community. Through this process, we were able to define six key objectives that guide the direction of the hub;

- 1) Bring industry stakeholders together to develop a sustainable future for golf in the Selwyn region.
- 2) Grow the number of young people participating in golf with a focus on regular engagement in a fun and social environment.
- 3) Provide a sustainable pathway for young people and families to start playing golf and support them to reach their level of aspiration.
- 4) Drive adult participation through playing opportunities aimed at key participant groups including women and families.
- 5) Foster a sense of belonging and community by bringing young people and families together through golf.
- 6) Create a new perception and increased profile for golf as a sport of choice for young people.

Can you tell us about the events and coaching that are being offered by the hub?

In the initial stages of developing the hub concept, some of the research we did looked at the active engagement and retention of young people in golf. From this we were able to determine that only around 25-30% of junior members in the Canterbury region were actively engaged in the game and this led to a significant churn of young people leaving the game each year. This information along with feedback from young people and parents guided us in developing flexible and affordable options to learn and play golf on a regular basis.

We have continued to deliver Team Golf and Family Team Golf events and have recently introduced Chippers 6 and Crushers 9 to give young people the opportunity to play their own ball and experience a variety of formats. We offer a range of coaching options which are either free or subsidised including Sunday coaching sessions which are open to members and other young people interested in trying golf, after-school programmes and school holiday programmes. To support young players to have a positive experience within the hub, our events and programmes focus on development and fun over results by recognising effort and improvement.



What are the plans for Futures Canterbury moving forward?

While the primary focus of the project is on young people and families, by having the services of a part-time coordinator and a golf professional in the Futures Canterbury team, we are able to run initiatives aimed at providing a pathway into golf for other key participant groups. Heading into spring, we are planning to run coaching and events to attract more women and girls into golf as part of more sustainable approach to the She Loves Golf campaign in the Selwyn region.

As the hub attracts a broader age range and level of ability, we will be rolling out a new series in the spring which will provide competitive excitement to support young people of all ages to reach their level of aspiration.

We have received financial support from the local council to deliver free family pop-up events over spring and summer at local parks giving people a chance to learn golf. Delivering these events in the community brings golf out of the club to local recreation spaces, an environment that families can feel familiar and safe in.

Overall, we are really pleased with the direction of the Selwyn Hub and now it's established and progressing well, we are starting to explore opportunities to work in partnership with more clubs to develop another hub in Canterbury.

Results to Date

The Selwyn Hub currently has 79 members - 56 young people and 23 parent/guardian memberships

95% of Selwyn Hub members are engaged in coaching, events and/or regular casual play

The Hub has to date delivered 5 six - week after - school programmes, 16 Sunday coaching sessions, 3 school holiday programmes and 23 events

To find out more about the Futures Canterbury Selwyn Hub, you can visit the website at www.futurescanterbury.co.nz.