



Young People in Golf Plan For the Canterbury Region

2022 – 2025



Young People Plan

Introduction

Golf can enrich the lives of young people by creating fun experiences that inspire a life-long love of the game. Introducing young people to golf is an investment in their future. Golf can support the development of valuable life skills and a quality golf experience will help young people to have the motivation, confidence, and competence to be active for life and support them to reach their level of aspiration.

Canterbury Golf leads the development and promotion of golf in the Canterbury region. Our goal is to foster golf as a sport of choice for young people. We aim to help young people fall in love with the game by creating a clear pathway for engagement – from beginner to performance golf. We strive to create positive experiences that meet the diverse needs of the young people within our region. Canterbury Golf are aligned with Golf New Zealand's LOVE Golf Futures approach and Talent Development Plan.

Canterbury Golf in collaboration with eleven participating golf clubs has established two Futures Hubs for young people. One servicing the Central Canterbury golf region known as the Selwyn Hub (Charteris Bay Golf Club, Ellesmere Golf Club, Greendale Golf Club, Hororata Golf Club, Lincoln Golf Club, McLeans Island Golf Club and Tai Tapu Golf Club) and another servicing the eastern areas of Christchurch known as the North-East Hub (Bottle Lake Golf Club, Christchurch Golf Club, Rangiora Golf Club and Waimairi Beach Golf Club.) Futures Canterbury provides a range of coaching experiences at clubs across the region and a regular calendar of events across the participating clubs, catering for the needs of young people regardless of their motivation or ability. The golf clubs involved allow access to their courses for Futures Canterbury members for play and provide volunteer support for events. By working together in partnership, Canterbury Golf and participating clubs aim to enhance the golf experience for Futures Canterbury members. Canterbury Golf also run age group events across the region.





Insights

Sport NZ's Active NZ 2019 Survey shows that 2% of young people in the Canterbury region have been physically active in the past 7 days through playing golf. DotGolf data shows that total junior membership in the Canterbury region is 574, made up of 83% boys and 17% girls.

Over a third of girls have a pending handicap (38%) and over a quarter of boys (28%.) Only 8% of girls and 4.8% of boys have a handicap 10 or under. Overall, nearly three quarters (72%) of our junior members sit in the pending/36+ handicap range, with around a quarter (28%) holding handicaps below 36.

Full breakdown of Junior Girls and Boys members as of September 2021 below.

In terms of age breakdown, almost two thirds of our junior members (62%) are secondary school-age young people with just over a third (38%) primary/intermediate school age young people, which highlights the need to keep attracting new members to our game under the age of 13. Additionally, a deeper look at our secondary school aged members shows that 57% of those sit in the 13-15 age group, whereas 43% sit in the 16-18 age group suggesting a drop in the number of players we are able to transfer from the early youth through to the late youth/senior space.

| Girls | | | Boys | | | Girls & Boys | | |
|----------------------|----|-----|----------------------|-----|-----|----------------------|-----|-----|
| Total | 98 | | Total | 476 | | Total | 574 | |
| Pending handicaps | 38 | 39% | Pending handicaps | 134 | 28% | Pending handicaps | 172 | 30% |
| 36+ handicaps | 38 | 39% | 36+ handicaps | 205 | 43% | 36+ handicaps | 243 | 42% |
| 10-36 handicap | 14 | 14% | 10-36 handicap | 114 | 24% | 10-36 handicap | 128 | 22% |
| 10 or under handicap | 8 | 8% | 10 or under handicap | 23 | 5% | 10 or under handicap | 31 | 5% |

Ambition

Over the next four years, we aim to develop and retain more young people in golf. We hope to see the number of young people with an official handicap increase as they become more actively engaged in the game. The insights highlight the need for continued beginner-friendly and/or recreational participation experiences and the need to plan ahead to create further opportunities for the young people who will develop quickly and support their progression from junior to youth and beyond. In order to achieve this, we will provide experiences that cater to all young people at all levels. We will focus our time and resource into the areas that will have the greatest impact for the growth of our game.

Success will look like:

1. More young people engaging with golf
2. More young people engaged/connected to their own development journey
3. More young people who are aspiring to be the best that they can be
4. Playing experiences that cater for all young people no matter what their motivations and aspirations are in golf

Our Goals:

- **To change the perception and grow the positive profile of golf for young people and families**
This looks like targeted marketing and communications to young people and families
- **A network of clubs and hubs that provide safe, welcoming, and friendly environments**
This looks like growth in the number of clubs engaging with Futures and the key club focus areas
- **Create opportunities for young people to participate recreationally or competitively and empower young people to play their version of golf**
This looks like implementing an annual calendar of events that cater to all skill levels and motivations
- **A skilled and passionate workforce of coaches, administrators, volunteers who understand the wants and needs of young people**
This looks like growth in the number of Futures coaches and volunteers and supporting the professional development of our local people
- **To lead, support and align a regional partner network**
This looks like building stronger relationships with regional and local partners to access funding and support
- **A Talent Development Programme that supports young aspirational players**
This looks like supporting young players who have the motivation and desire to reach their potential to grow an understanding of their own game within a culture of curiosity, challenge, and learning

We Believe:

- All young people should receive a quality sport experience, irrespective of the level at which they are involved
- Young people play sport to have fun, be challenged, develop, and improve, be part of a team or group and enjoy time with their friends and family. We need to understand players motivations and aspirations, so we can best support them on their journey
- A young person's effort and improvement comes before a focus on their score or result. This encourages young people to strive to do their best and develop their resilience and intrinsic motivation rather than focusing their effort to please others
- Learning through games, play, and appropriate competition is important for young people's development. By challenging young people, we can foster an environment of curiosity about how they can improve, creativity to find solutions, and develop all of their skill areas, including physical, mental, tactical, and technical that will help them to become a well-rounded golfer.



Young People Development Framework

| STAGE | WHO | VOICE OF THE PARTICIPANT | PARTICIPANT PROFILE | LEARN | PLAY | PHILOSOPHY |
|--|--|--|--|---|---|---|
| Explore (Chippers) | Players who are new to golf Approx. age 5-12 years | <i>"I'm just getting started"</i> <i>"I love having fun"</i> | No handicap Playing from the fairway distance markers or forward tees Playing 1-6 holes on a shortened course Parental support required on course | 6-8 week term coaching programme | Futures 6 Team Golf Family Team Golf Casual Family Play | Principles of Play |
| Learn (Crushers) | Players who are developing their skills and confidence Approx. age 7-12 years | <i>"I enjoy playing with other kids"</i> <i>"I need help from mum or dad on course"</i> | Working towards or has an official handicap of 54 or less Playing from the forward tees Parental support on course | 6-8 week term coaching programme | Futures 6, 9 Team Golf Family Team Golf Casual Family Play | Be Supportive Games-based approach |
| Participate and Develop (Young Masters) | Players who love the game and the opportunities Approx. age 12+ years | <i>"I want to play a variety of courses"</i> <i>"I'm learning to understand the rules and different formats"</i> <i>"I'm being more independent out on course"</i> | Handicap likely to be less than 36 Ability to play unaccompanied Able to play from multiple tee options Learning to score more consistently Developing knowledge with rules, etiquette and course management | 6-8 week term coaching programme Futures Development Days | Futures 9, 18 Futures Twilight Junior Interclub Casual Play | How to coach with a Balance is Better philosophy Games-based approach |
| Social and Recreational (Youth) | Players who want to play recreationally Age 13-18 years | <i>"I want to play without focusing too much on the score"</i> <i>"I enjoy playing golf with mates"</i> | Enjoys the social interaction and personal challenge May or may not have an official handicap | | Futures Twilight Futures 6, 9, 18 Secondary School Events Casual Play | Balance is Better: providing opportunities to all Canterbury Golf Youth Leadership Programme |
| Develop and Perform (Youth) | Players who are aspiring to be the best they can be Age 13-18 years | <i>"I enjoy playing tournaments and want to improve my performance"</i> <i>"I like that the opponent is not the person, but the golf course"</i> | Consistent scoring on a variety of courses Open to learning new skills to improve performance Understands the importance of reflecting on performance | 6-8 week term coaching programme May seek out individual coaching to support development needs Futures Development Days District development sessions focused on skill development and effective practice | Futures 9, 18 Futures Open Secondary School Events Junior/Senior Interclub District Age Group Championships National Age Group Championships | Balance is Better Canterbury Golf Youth Leadership Programme Futures Development Days |
| Talent Development (District) | Players who aspire to win majors and medals Age 13 + | <i>"I want to follow in the footsteps of Ryan Fox and have a successful professional career"</i> <i>"I want to win majors and medals like Lydia Ko"</i> <i>"I know I'm not a great player yet. But I understand what great looks like and where my game is currently."</i> | Learning to transfer skills into appropriate competition Has goals and understands commitment required to achieve own aspirations | Futures Development Days District development sessions focused on challenging all areas of skill development under a variety of training conditions. Building an individualised development plan that addresses strengths, weaknesses and the gap between their current game and their aspirations. | Futures 9, 18 Futures Open Senior Interclub District Age Group Championships National Age Group Championships District Rep Teams | Canterbury Golf Talent Development Programme Golf New Zealand Talent Development Plan |



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