



AUCKLAND GOLF INCORPORATED

CEO REPORT & FINANCIAL COMMENTARY 2021/22

STRATEGY

MISSION: To actively develop, promote and support recreational and competitive golf in the Auckland region.

FOCUS: To act in a manner that provides Member Clubs with the best chance of succeeding, through AGI being advocates for golf.

COLLECTIVE POSITION: AGI and its Member Clubs, by 2030, will be the New Zealand leaders in:

- The provision of courses that are environmentally positive and add value to their surrounding communities.
- Using golf as a driver of tourism for the region and, by doing so, will establish Auckland as a golfing destination, including the hosting of significant tournaments.
- The provision of facilities that cater for a wider range of the community and community-based activities.
- Catering to the needs of a growing population



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OVERVIEW

While the end of 2021 continued to bring challenges and disruption to the country, it was good to finally get some sense of normality heading through 2022. AGI continues to deliver quality experiences for those players, staff and volunteers involved in those regional activities undertaken. We have been nimble enough to complete as many events and activities as possible and are now growing the influence and projects that AGI are involved with.

Sadly, Pauline Smaill retired from Auckland Golf after 22 years of exceptional service. Pauline was an immense help to me as I came into the role and learned the intricacies of golf. She often had to put up with me questioning 'why' we did what we did, and her patience was greatly appreciated. I wish Pauline the best with her retirement and the next steps in her journey.

The key successes of 2021/22:

Auckland Council Draft Investment Plan

In March this year, the Auckland Council released a 'draft golf investment plan' designed *"to set regional policy for council-owned or managed golf land."* It was considered a controversial and poorly developed plan that didn't address investment into golf clubs but rather opening the land up for alternative use. Working closely with GolfNZ and North Golf, AGI challenged the legitimacy of the document, the process of the consultation period and advocated for all golf clubs at Local Board and Council level.

What ensued was a great deal of time and effort so that when the plan was considered by the Parks, Arts, Community and Events (PACE) Committee it was not adopted and that Council had to admit that adopting the plan would put them at risk of judicial review.

The vote resulted in a 9-9 split - with nine councillors in favour of throwing out the plan altogether. This was a better outcome than expected and showed that the concerted effort to advocate for golf in Tamaki Makaurau was worthwhile. Councillor Alf Filipaina had the casting vote and as was expected, he voted to continue the process.

The decision to have Auckland Council officials continue consultation can be seen as a positive result as it gives the golfing community the chance to work with new Councillors in 2023. It has also highlighted the need for the Golf Clubs of Auckland to connect directly with their local Councillors and boards and this becomes a priority outcome for Auckland Golf in the future.



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Golf is Green Project

Over the past 12 months the environmental work that AGI has undertaken has ramped up. The 'Golf is Green' community group is made up of a collaboration between key stakeholders; Auckland Golf, North Golf, Auckland Council and the Department of Conservation (DoC) and a number of other advocates acting as advisory members to the group. As a key outcome of the AGI Collective Position – "The provision of courses that are environmentally positive and add value to their surrounding communities," support has, so far, been directly undertaken for 24 of the 37 clubs in the Auckland and Harbour areas. As well as biodiversity reports, Greenhouse gas emission reports and ecological plans, this has now opened up further funding and connections to support the clubs to activate their plans including;

- ~ \$55k from World Wildlife Fund and Auckland Council for Riparian planting
- ~ Watercare and Kainga Ora pilot project for waterways
- ~ Pest trapping plans
- ~ Connections with local environmental community groups
- ~ An Auckland wide approach with AGI and North Golf

The on-going work with the key stakeholders in these projects has proven it's worth with the clubs involved in the Council's 'Draft Golf Investment Plan' able to show that they are on the pathway for a stronger environmental approach. DoC are also excited about this work as they look to drive it nationally and have already linked in with clubs in Taranaki, Wellington and Christchurch.

AGI have already had commitments of \$100k for further work in the 2022/23 financial year. This will include further riparian planting, biodiversity plans for 2-3 more clubs and community connection activations.

Auckland Golf Junior Inter Club

In August 2021 the junior interclub was re-launched (after the inaugural competition was cancelled in 2020). 9 clubs and approx. 50 juniors players engaged in a league which included at least 4 coaching sessions per team, play on a number of different courses and all based around the "Good Sports" kaupapa of enjoyment and skill development. We managed to complete all round robin matches before we were 'lockdown' the weekend of the finals.

In August 2022, the 2nd year of the junior interclub was launched. The support provided by FlexiClub again gave us the opportunity to create a positive golf experience for junior members in the Tāmaki Makaurau region. These tamariki were able to form new golf relationships by meeting other junior members of clubs, and have maintained these relationships by exchanging contact details and adding each other on DotGolf.



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This time round we managed to complete the round-robin and the finals, which were held at Howick Golf Club. Clubs have been able to provide support to their junior members to help integrate them into the club environment by way of educating players on etiquette, mixing playing groups, as well as lift the standard of play. Below are just snapshots from coaches reports on what funding has been able to give the tamariki.

Coaching Reports:

Kevin Kretschmar Coaching session #4 | Sunday 28 August – Waiuku & Clarks Beach

The focus for this session was a good warm up for the full swing and reading greens. We were playing at Windross Farm golf club and most of the kids had never played there before. We warmed up in the driving range. We started with wedges with 7.30 swing 9.00 o'clock swing and then full swing. Once they had warmed up, they worked their way through their bag of clubs. When we were finished at the range, we went to the green with lots of slopes. We focused on distance control and breaking putts. We discussed putting strategies for the very large and sloping greens out on the course. The kids realised they may have to putt conservatively on some of the greens. Overall, it was a good session, the kids had an enjoyable day. They made a lot of new friends, and some have swapped phone numbers



Cathryn Bristow - Session Two: Saturday 6th August - Maungakiekie

Session Two: Session was split into two parts, focusing on Chipping and Putting.

Chipping: Initially focus was placed on technique. Giving each player a few adjustments to help with consistency of contact, ball flight and control. This was followed by practice from 6 different locations, using different clubs from 7-SW. Focusing on making good decisions about club selection and shot choice and imagining where to land the ball so it releases to the hole.

Putting: A number of drills were set up on the putting green focusing on different aspects of putting. Technique, short putts, long putts and pressure. The group moved around each different drill working on all aspects.



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Coaches Reflections: Some good progress was made with technique and decision making. The idea was to get the kids thinking more about club choice and shot selection when chipping. The pressure drills when putting showed the difference between practicing and scoring. The more the group works on practicing under pressure, the more they will improve.

What did you learn from today's session?

Players Quotes:

"I don't always have to chip with my sand wedge, even though it's really fun."

"I need to practice my short putts to get better."



Special Olympics SNAG Golf Programme: Activity Report

The GolfNZ flexiclub funding also allowed AGI to partner with Special Olympics (SO) to launch an inclusions programme for school children with special needs. Below are snippets from the report from SO provided to AGi.

Many sports are beginning to look at their own 'inclusion journey' but Golf as a sport is leading in this space. Auckland Golf's approach to inclusion is an example of what can be achieved when a collaborative approach is adopted. Alongside the data and insights captured throughout this programme, we have shared the successes with key stakeholders such as Sport NZ, Aktive and the local RSTs across the Auckland Region. We anticipate the traction created from this programme to allow us to pursue further support for a national rollout.

Programme Plan (pre-covid lockdowns)

Original plans for the programme (pre-covid lockdowns) included a multi-school opportunity at Bruce Pulman Arena with the flexibility of local club athletes and coaches attending if they wanted to get involved. Registrations were sent out and we successfully registered 105 participants with an intellectual disability, and the majority of these (approximately 75%) had never been involved with Special Olympics before.

All staff delivering on the programme attended a SNAG coaching workshop on 28th July, which was hosted by Golf NZ and Auckland Golf. This was a successful session and direct feedback from all Special Olympics delivers highlighted the increased confidence they have to deliver SNAG activities to participants with an intellectual disability. Following on from the workshop a series of 9 – weekly sessions were held at Bruce Pulman Arena.



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As school protocols adapted to the pandemic, participant numbers reduced, and the final 3 sessions had to be cancelled on the day. The total number of individual participants that took part in the programme was 74 and Special Olympics staff offered a total of 291 experiences to participants with an intellectual disability throughout this programme.

Programme Modifications (post covid lockdowns)

As we navigated through numerous Covid lockdowns in the Auckland region, our plans to hold another weekly programme had to be modified. The preferred delivery model moved to Special Olympics staff going into individual schools which allowed us to expand our reach and take SNAG Golf into more schools across the region.

Regional Sports Coordinators successfully delivered 37 SNAG sessions which engaged 115 individual participants. A total of 414 experiences were offered throughout these sessions. On average, sessions had 11 participants.

Programme Statistics	Sessions	Individual Participants	Total Experiences
Programme			
Facility Based (Bruce Pulman Arena)	9	74	291
School Based (AKL Region)	37	115	414
Totals	46	189	705

Voice of the Participant

Throughout this programme, we captured feedback from 57 participants.

Did you enjoy the session?

Yes 94% No 3% No comment 3%

Is there anything you didn't like about what we just did?

Yes 5% No 94% No comment 1%

Would you like to do this activity again?

Yes 98% No 2%





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Volunteer Engagement

Over the past 12 months, AGI have undertaken to grow its volunteer base and support its volunteers through more robust policies and processes. Recognising the importance of the volunteer base of AGI, a volunteer management plan is now in place which includes updated positions descriptions, the introduction of a convenor of selectors, greater H&S and safe-guarding process for managers and players, and introducing koha's for key committee members who had not previously been reimbursed. There is continued strong engagement with the referee association who have been very supportive at AGI activities.

I would like to extend my thanks to the Mens and Womens Management Committees for their support and advice through the year. Without these key volunteers the events, pennants, tournaments, junior programme and representative programme could not go ahead.

The Future

Auckland Golf is now in a good position to be a leader in the golf industry and make some significant differences in the Auckland region and continue to lead on projects that could have an impact nationally. AGI's collective positions of catering to the need of a growing population and provision of facilities catering to a wider range of the community has never been more important than. The Council Investment Plan process has highlighted the need to be closer to local politics and ensure a stronger political approach. Golf clubs have the opportunity to offer an effective solution to the Urban green spaces and AGI will continue support clubs to grow the game of golf and have a positive effect on their community and members.

Jacob Cameron
CEO



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END OF YEAR FINANCIALS 2021 - 2022

Auckland Golf registered a profit of \$58,155 for the 2021/22 financial year against a budgeted \$9,700 loss. This profit was primarily due to 2 factors; a reduction in expenditure due to the cancellation of many of the representative programmes and an increase in golf membership and accordingly membership levies.

The budgeted loss was offset somewhat by \$45,000 of grants that were bought forward from the previous year, without, which the budgeted loss would have been \$54,700. Unfortunately, due to the cancellation of representative events, AGI had to return \$10k funding early in the financial year. This was a continuing theme through Sep – Dec as the representative programmes continued to be cancelled. This is reflected in 'cash flows from operating activities' where there is a dramatically reduced income from donations, fundraising etc (\$12,921 compared to the previous years \$111,262).

Incorporated in the Revenue and Expenses is also \$34,293 of funding from Auckland Council and World Wildlife Fund for riparian planting at golf clubs. While this is money directly in and out to support the purchases of plants, it is reflected in the \$71,871 costs related to administration (against a budgeted \$37,301).

In the costs related to tournaments, coaching and development, the Interclub costs have been included which in turns shows expenses of \$39,104 against the budgeted \$25k. As stated in the CEO report the additional expenditure was offset by Flexiclub funding from GolfNZ.

The womens masters expenses were also increased due to Board implementing safe travel protocols due to COVID 19. Additional expenses included hiring a van rather than a car and each player being accommodated in their own studio room rather than a two bed motel room as per normal.



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2023 BUDGET

Overall Budget
Auckland Golf Incorporated
September 2022 to August 2023

Account	Total
Income	
Grants Received (204)	\$50,917
Expense - Consultancy (317)	\$0
Interest Received (203)	\$1,000
Levies Received (190)	\$305,000
Donations Received	\$1,500
Total Income	\$358,417.00
Less Representative Expenses	
Boys Development Quad (2921)	\$4,280.00
Girls Development Quad (2922)	\$3,780.00
Masters - Ladies (297)	\$5,680.00
North Harbour - Mens (296)	\$1,000.00
Taranaki (2962)	\$10,180.00
Northland	\$5,170.00
North Harbour - Womens (299)	\$1,000.00
Wellington (2963)	\$12,160.00
Masters Quad - Mens (250)	\$1,920.00
Interprovincial - Junior Girls (293)	\$7,260.00
Interprovincial - Junior Boys (295)	\$7,260.00
Garrard Shield - Mens (286)	\$6,180.00
The Dunes Quad - Ladies (262)	\$4,770.00
Freyberg Masters (270)	\$12,600.00
Interprovincial - Ladies (289)	\$11,480.00
Interprovincial - Mens (288)	\$11,290.00
Total Cost of Sales	\$106,010.00
Less Junior Squad Programme	
Junior Development and Coaching (292)	\$34,000.00
Junior InterClub	\$20,000.00
Outfitting (259)	\$5,000.00
Match Expenses (252)	\$1,000.00
National Representative Fund	\$10,000.00
Inclusion Programme	\$10,000.00
Total Cost of Sales	\$80,000.00



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Less Operating Expenses

Accident Compensation Levy (301)	\$1,000.00
Accountancy Fees (300)	\$2,400.00
Administration Expenses (309)	\$2,400.00
Association Socials (307)	\$2,000.00
Auckland & North Harbour Referees (302)	\$2,000.00
Audit Fees (306)	\$2,500.00
Depreciation (330)	\$4,300.00
Golf Managers Conference	\$2,720.00
Insurance (380)	\$2,800.00
Committees Koha	\$12,500.00
Motor Vehicle Lease (402)	\$4,200.00
Printing, Stationery & Copier (414)	\$900.00
Rent (427)	\$6,250.00
Repairs & Maintenance (428)	\$1,200.00
Telephone (460)	\$1,200.00
Travelling Expenses (464)	\$8,200.00
Trophies and Engraving (467)	\$3,000.00
Wages & Salaries (470)	\$200,400.00
Website Development (454)	\$6,400.00
Total Operating Expenses	\$266,370.00

Total Expenses **\$452,376.00**

Net Profit (loss) **(\$93,959.00)**

2022 PLAYER LEVIES

As indicated at the April Delegates meeting, the Auckland Board have approved the following increase in player levies for 2022

	Current	Recommended	% Increase
For each club member (9 & 18 Hole members):	\$23	\$23.50	2%
For each summer member	\$12.50	\$13.00	4%
For each life member:	\$0.00	\$0.00	
For each junior member:	\$5.00	\$5.29	5.9%

This is first increase in players levies since 2019 and aligns with the increase in costs and adjustments for inflation. Overall this will result in a budgeted increase of \$6.5k income on levies in which the AGI board have discussed the use of the additional funding will go towards:



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~ an increase in course hire levies paid to clubs for hosting AGI events

The increase in payments to clubs for hosting events will be implemented from 1st Sept 2022 and is outlined below. The costs are approximated at \$500 per half day for AGI club events and \$1,000 per half day for AGI tournaments.

	Month	2021 Funding	2022/23
Executive Day (18 holes)	February	150	500
Executive Day (9 holes)	February	150	500
Mens Grand Finals Day (18 Holes)	March	500	1000
9 Hole District Tournament	March	150	500
Auckland Strokeplay	May	2000	3000
Womens National District Final	May	200	500
Secondary Schools Strokeplay	May/June	500	500
Mens Auckland v Harbour	June	500	500
Womens Auckland v Harbour	August	500	500
Auckland Mens Masters	September	1500	2000
Auckland Matchplay	October	2000	2500
Womens Champ of Champs	November	500	1000
Auckland Womens Masters	November	1500	2000
Mens Champ of Champs	December	500	1000
Age Group Champs	December	1500	2000 (\$1000/course)
TOTAL		\$12,150	\$18,000

~ Introducing a representative player grant to support AGI players with the logistics of attending overseas tournaments.

The player travel grant will be released in 2023 to support Auckland Representative players with national representation costs (not covered by GolfNZ) and/or who are travelling internationally to tournaments in order to further their development as a professional golfer or work towards becoming a professional golfer. Players will have had to have been in the AGI system for a minimum of 2 years and represented Auckland at Interprovincial (Junior, senior or masters) level to be eligible.

AGI recognises the loyalty many players show to the representative programme and the sacrifices needed to compete at the highest level. This travel grant will be available for expenses that could include:

- GolfNZ camp costs (inc travel)
- Entry fees to tournaments
- Air travel
- Travel insurance

There will \$10,000 available per year and applicants can apply for up to \$1,000 per year, with most individual grants being allocated up to \$500.