

2015 CLUB SURVEY

MEMBERSHIP



The average club has
274 Members



80,029
Registered Casual
Golfers in New
Zealand



The average
Membership revenue is
\$301,000
per club



62%
of clubs have both
Non Affiliated and
Affiliated rates



18%
of memberships are
paid using monthly
instalments

Total Club Membership

	2013	2014	2015		Number	% of Clubs
Men	85,117	83,549	81,031	Clubs Under 100 Members	108	28.4%
Women	27,112	26,610	25,381	Clubs Under 500 Members	205	54%
Boys	5,393	4,909	4,531	Clubs Over 500 Members	60	15.8%
Girls	849	927	964	Clubs Over 1000 Members	7	1.8%
Total	112,229	110,159	106,412			

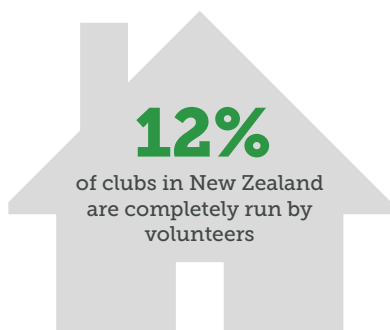
Number of members at each club:

	Overall	0-199	200-399	400-599	600-799	800+
Average Turnover	\$615,300	\$12,100	\$256,500	\$552,000	\$926,000	\$2,000,000
Average Green Fee Revenue	\$82,000	\$16,000	\$45,000	\$111,000	\$140,000	\$171,500
Average Rounds Played	18,500	3,000	9,000	19,000	33,000	48,000
Average Green Fee Affiliated	\$34	\$30	\$24	\$32	\$42	\$60
Average Green Fee Non Affiliated	\$44	\$32	\$30	\$43	\$53	\$87
Average Membership Full Playing	\$787	\$403	\$560	\$778	\$1,057	\$1,692
Average Junior Membership	\$126	\$76	\$120	\$108	\$153	\$235

District Association	Number of Clubs	Members	% of National Members	2015 Rounds Played	% of National Rounds
Northland	23	5,421	5%	206,204	5%
North Harbour	16	9,671	9%	467,107	12%
Auckland	26	14,626	14%	573,693	14%
Waikato	45	9,965	9%	371,056	9%
Bay of Plenty	27	9,527	9%	375,048	9%
Poverty Bay	8	766	1%	40,243	1%
Hawkes Bay	17	4,003	4%	170,076	4%
Manawatu Wanganui	22	5,808	5%	170,832	4%
Taranaki	20	3,952	4%	138,499	3%
Wellington	29	11,079	10%	397,870	10%
Tasman	25	4,332	4%	124,087	3%
Canterbury	38	11,387	11%	438,361	11%
Aorangi	20	3,894	4%	124,087	3%
Otago	48	9,139	9%	273,635	7%
Southland	25	2,842	3%	73,682	2%

THE CLUBS

Registered Clubs	390	9 Hole Courses	118
Registered Golf Courses	376	Type 2 Clubs National	2
18 Hole Courses	238	Type 2 Clubs Regional	7



Club Online Presence

- 89%** Have a website
- 63%** Have a Facebook page
- 10%** Have a Twitter account

Club Administration

- 63%** Have a Strategic Plan
- 63%** Have an Operational/ Business Plan
- 53%** Have a Course Master Plan

CLUB REMUNERATION

Note: Volunteer clubs not used in Remuneration calculations

Number of members at each club (Responses from each club size):

	Overall	0-199 (24)	200-399 (27)	400-599 (20)	600-799 (19)	800+ (13)
Average number of full time staff	5	0.4	1.7	3.3	5.8	14
Average number of part time staff	3.7	0.8	2	3	4	7
Average wage bill	\$237,000	\$33,000	\$105,000	\$217,000	\$310,000	\$672,000
Average Salaries						
General Manager	\$76,000	N/A	\$47,500	\$58,000	\$75,000	\$107,000
Golfer Operations Manager	\$58,000	N/A	N/A	\$57,500	\$50,000	\$70,000
Administration Manager	\$44,000	N/A	\$34,000	\$44,000	\$36,000	\$59,000
Club Secretary	\$37,000	N/A	\$30,000	\$30,000	\$57,500	\$50,000
Finance Manager	\$41,000	N/A	\$30,000	\$30,000	\$45,000	\$41,000
Greenstaff						
Average number of Greenstaff (Part & Full time)	3.2	0.8	2	3	4	7.2
Average number of full time green staff	2.6	0.2	1	2	4	6.6
Average Salaries						
Total Greenstaff wage bill	\$141,000	\$21,000	\$73,000	\$125,000	\$204,000	\$370,000
Course Super Intendant	\$63,000	\$34,000	\$54,500	\$61,000	\$71,000	\$87,000
2IC	\$48,000	N/A	\$41,000	\$44,000	\$50,000	\$50,000
Mechanic	\$43,000	N/A	\$25,000	\$30,000	\$40,000	\$25,000
Greenkeeper	\$39,000	\$21,000	\$43,000	\$37,000	\$37,000	\$39,000



The Pro Shop

47% of clubs have professional services
11% of those clubs employ their pro, 89% contract them.

Average Contract Remuneration: **\$22,000**
 Average Employment Remuneration: **\$55,000**



Catering and F&B

46% of clubs manage their own F&B
48% of clubs lease out the catering but run the bar
6% of clubs lease both the catering and bar



Board and Committee

8.5 Average board size
11 Average number of meetings per year
4.5 Average number of hours per week a board member works



Volunteers

22 Is the average number of volunteers per club

The following are averages based on each District Association*

District Association	Clubs Replied (Clubs in District)	Members	Club Turnover	Green Fee Revenue	Rounds per Club	Membership	Junior Membership	Affiliated Green Fee	Non Affiliated	Wage Cost	GM Salary	Course Super Salary
Aorangi	7 (20)	217	\$171,429	\$24,286	5,857	\$413	\$85	\$20	\$26	\$40,000	N/A	\$52,500
Auckland & North Harbour	14 (42)	780	\$1,596,429	\$197,143	36,857	\$1,471	\$179	\$50	\$68	\$541,429	\$95,000	\$83,846
Bay of Plenty	11 (27)	520	\$645,455	\$124,545	25,455	\$900	\$118	\$35	\$50	\$209,091	\$69,167	\$58,000
Canterbury	11 (38)	448	\$522,727	\$69,091	14,045	\$745	\$127	\$30	\$39	\$203,636	\$85,000	\$75,833
Hawkes Bay	6 (17)	408	\$574,833	\$60,833	18,167	\$733	\$175	\$27	\$35	\$190,833	\$120,000	\$66,667
Man/Wang	5 (22)	648	\$580,000	\$41,000	29,400	\$720	\$90	\$28	\$44	\$122,000	\$62,500	\$55,000
Otago	10 (48)	301	\$364,900	\$55,500	8,200	\$510	\$85	\$31	\$40	\$120,000	\$63,750	\$60,000
Southland	8 (25)	201	\$206,125	\$20,625	5,687	\$475	\$100	\$20	\$26	\$84,375	\$47,500	\$52,500
Taranaki	9 (20)	223	\$288,778	\$35,556	11,555	\$411	\$83	\$16	\$16	\$75,000	\$75,000	\$39,167
Wakato	9 (45)	467	\$455,556	\$90,556	19,444	\$678	\$122	\$30	\$37	\$206,111	\$59,167	\$56,875
Wellington	8 (29)	526	\$708,333	\$77,778	19,722	\$922	\$122	\$37	\$46	\$225,833	\$80,000	\$65,714

*There were not enough replies from Northland, Tasman and Poverty Bay to provide relevant data.