

# CROMWELL GOLF CLUB

## *Introduction*

The Cromwell Golf Course is a championship course located in the heart of Central Otago. It is the most inland course in New Zealand and offers a uniquely enjoyable experience for golfers of all abilities.

The Cromwell Golf Club annually hosts the New Zealand Open final qualifying event and was ranked 22nd in the New Zealand Golf Digest's Top 50 courses list in 2019.

## *Location*

Situated on the 45th parallel, the course's inland location and the surrounding mountains create a microclimate nearing semi-arid. With less than 400 mm (<15 inches) of rain and 2 200 hours of sunshine per year, golf can be played comfortably year-round with dry underfoot conditions. In winter, a crisp white frost usually ensures a brilliantly sunny day in which to enjoy a round of golf.

Cromwell lays on the shores of Lake Dunstan, nestled between the Clutha and Kawarau Rivers. The golf course is in the centre of the town, which in turn is surrounded by vineyards and orchards. The region is the centre of the world-renowned Central Otago Pinot Noir producing areas of Bannockburn, Bendigo, and Lowburn, so wine tasting opportunities are numerous.

## *Course and Facilities*

The Cromwell Golf Course is a sand-based, links-style course that reflects its unique location. Here you will find fairways that follow the natural lie of the land, sandy, wasteland-feel rough with patches of marram grass, and large, undulating greens. The course has five tee locations, ranging from beginner to championship, to provide a real challenge for golfers of all levels. The course is maintained to a consistently high standard.

### *Practice areas*

Course facilities include a full-length driving range, a large, multi-tier putting and chipping green. Lessons are available from resident PGA Professional Willie Moore.

### *Pro-Shop*

The Club has a fully-stocked Pro-Shop on site has a range of golfing equipment and accessories for sale as well as electric cart, trundler, and club hire.

## *Community Connection*

The Cromwell Golf Club has a proud history that spans over a century. Although much has changed since that first club meeting in 1903, the club's unmistakable connection to the community of Cromwell has remained. The community was instrumental in enabling the Club to upgrade the course with the Cromwell Community Board providing \$700 000 towards the total cost of the course rebuild.

Following the completion of the extensive redesign in 2010, the Cromwell Golf Course started gaining national and international recognition. The Club has since hosted numerous national events, including the South Island and NZ Under 19 Championships, the NZ Fire Service National Tournament and the 2019 NZ Women's Senior Match Play Championships.

The Cromwell Golf Course is also the home of the New Zealand Open's final qualifying event that is played a week before the Open itself each year.

## *Tourism*

International Association of Golf Tour Operators (IAGTO) is the global trade association of the golf tourism industry. In December 2017, IAGTO named New Zealand as the top golf destination in the Asia Pacific region. This is a fantastic accolade that recognises the progress being made in establishing New Zealand as a world-class golf destination. Tourism NZ has 38 courses it promotes internationally, 13 Marquee courses and 25 "Experience courses" of which Cromwell is one. All 38 courses included in the Tourism New Zealand Golf Program are members of IAGTO and have their fees covered by Tourism New Zealand for the three-year term of the agreement.

IAGTO's membership has grown over the last 20 years to include over 2 500 accredited golf tour operators, golf resorts, hotels, golf courses, receptive operators, airlines, tourist boards, approved media, and business partners in 98 countries. Of significant appeal to our golf courses in New Zealand are the 682 specialist golf tour operators in 66 countries who sell travel. According to IAGTO, it is estimated that these specialist operators control over 87% of golf holiday packages sold worldwide and turnover more than €2.1 billion per year.

All of the above has lifted the course and Cromwell's profile, resulting in a 10% growth in visitor numbers year-on-year for the past four years. The club continues to host summer and winter tournaments along with corporate and NZ Golf events which will continue to promote Cromwell and bring new people to the town.

## *Membership and Programmes*

The Club provides a range of different membership options to cater for a wide range of people.

### *School and Junior Memberships*

To cultivate the next generation of golfers, the Club offers discounted membership rates to players under 29 years of age while affording them full playing rights. Parents can come with their kids and play as guests at 50% discount on normal green fees.

***School up to high school:*** 10% of Full Membership Rates.

All Cromwell Golf Club Junior Members are offered free weekly coaching from resident NZ PGA Professional Willie Moore.

***Junior up to 21 years old:*** 25% of Full Membership Rates

***Junior 22-25 years old:*** 50% of Full Membership Rates

***Junior 26-29 years old:*** 75% of Full Membership Rates

### *Casual Memberships*

The Club created a Casual Membership option in 2017 to cater for the growing number of golfers who are unable to play at fixed times each week, whether due to work, or their children's sporting activities. This membership allows them to come out and play any time that suits them but not in the formal club competitions. This option has been a big success with over 90 players taking up this offer.

### *She Loves Golf*

New Zealand Golf National's campaign She Loves Golf is promoted annually in November. The Club's resident PGA Professional, Willie Moore, runs a programme during this time to give ladies a

free introduction to golf. In the past three years a total of 45 ladies participated in the Cromwell programme.

### *Otago Polytechnic Turf Management Students*

Students from the Otago Polytechnic are given the opportunity to gain hands-on work experience under the professional guidance of the Club staff. One-off projects are also offered to the Polytech tutor/students to enhance their learning experience.

### *Charity Support*

The Cromwell Golf Club provides support in the form of free vouchers for green fees and carts as well as course access to a wide variety of charities each year, including the Halberg Disability Trust, Central Otago Veterans, Upper Clutha Hospice, Otago Medical Research Foundation, Wakatipu Search and Rescue, Plunket, Cromwell Scouts, and Rural Women NZ.

### *Volunteers*

The Golf Club has always had a solid volunteer base. Through the various major and minor developments over the years, the Club's volunteers have been instrumental in making the club what it is today. This largely retired volunteer group enjoy the comradery associated with the social interaction along with the physical and mental benefits of doing voluntary work. The Club continues to cultivate this mutually beneficial relationship.

### *Coming Full Circle*

*"I first joined the Cromwell Golf Club as a 12-year-old while attending Cromwell College. Life Member Colin Cowie took me under his wing as a coach and mentor. He would run weekly lessons for a group of us, where we would either hone our skills on the practice facilities or learn how to play out on the golf course.*

*I instantly fell in love with the Club and would spend all my spare time practising and playing. I remember when I was around 15 years old, I played pretty much every day during the summer holidays.*

*In my last three years at school, I was involved in the Cromwell College Golf Academy run by Colin Cowie. This was a structured golf program where we would have two practice sessions a week with coaching and spend weekends playing Club Competition days at Cromwell, or away playing in various tournaments.*

*After completing secondary school, I spent time in Christchurch and Melbourne, before returning to Cromwell 10 years later to take up the role of Director of Golf at the Cromwell Golf Club. Cromwell Golf Club is a great community asset and going forward many more local children will be given an opportunity to play golf and be part of the Golf Club."*

Willie Moore, Director of Golf – Cromwell Golf Club

## *Clubhouse Upgrade*

The Cromwell Golf Course is a world-class course located in an ideal golfing climate. With Cromwell and its districts continuing to grow at a rapid pace – both as a desirable area to live in as well a tourist destination – there is a definite need for the development of new attractions and, more importantly, the growing and upgrading of existing attractions to stimulate visitor growth.

To remain relevant and desirable the Cromwell Golf Club's clubhouse needs to be updated into a modern, functional facility that will be an asset to both the Club and the community. Although the upgrade will greatly benefit the Club's membership base, it will also allow the Club to meet the expectations and needs of the growing numbers of national and international visitors the Club receives.

An upgraded clubhouse will also help to address the current lack of space for businesses and groups to hold meetings, workshops, and more in and around Cromwell. The Club currently hosts the Cromwell Garden Club's monthly meetings as well as several funeral services but has to turn away other requests due to the condition of the building and its lack of facilities. The hope is that the new building will be able to meet the needs of more of these community groups.