

# THE IMPACT OF GOLF IN AUCKLAND

## \$54 MILLION GDP

**Golf contributes significantly to Auckland's economy - an estimated \$54 million in regional GDP per annum.**

Through operations and attracting visitors, golf courses generate an estimated \$51.45 million in new expenditure annually for Auckland. This expenditure contributes about \$54.1 million in annual GDP.

**AN ESTIMATED:**



**\$43.1m** of annual expenditure is generated by course operations.



**\$8.4m** in GDP is generated annually through visitor expenditure and golf tourism.

**There are three types of visitors that have different spending patterns:**

**International** visitors to golf courses (\$5.6 million in GDP)

**Domestic** visitors from outside Auckland (2.8 million in GDP)

**Students** international & out-of-region (\$700,000)

## 749 FULL TIME JOBS

**Golf provides 749 full time equivalent jobs for Aucklanders.**

These roles are based across golf professional services, retail, food and beverage service, amenities and maintenance activities.



**Golf in Auckland is growing.**

Traditional membership within Auckland grew 2.26% from 2015 to 2016. Since its inception in 2015 registered casual golfers have increased to 32,976 in under three years.



**Golf facility construction has a very positive impact on Auckland.**

Three new courses, Windross Farm, Wainui, and Tara Iti are estimated to have generated \$252.7 million in output, \$101.4 million in GDP and 1,175 FTE jobs for Auckland through construction.



**Golf is the largest club based sport in the country.**

With over **500,000** participants.

**Over 1 million rounds of golf are played in Auckland annually.**

This has been a consistent average over the last 5 years.

These are competitive rounds of golf that are used for handicapping purposes, it does not include the large number of events, charity days, corporate days or any of the training rounds.



**Major golf events showcase Auckland to the world.**

The MCKAYSON New Zealand Women's Open LPGA event held at Windross Farm Golf Course in 2017 was broadcast to over 150 countries and over 250 million homes worldwide.

The 2017 World Masters Games played host to nearly 700 golf participants from around the globe, delivering an estimated 7,200 visitor nights, spending an estimated \$1.3 million and generating \$1 million in regional GDP.

References can be found in the Golf Sector Plan for Auckland.

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## FACILITY PROVISION



**Over 94,000 Aucklanders play traditional golf formats.**

A large number of others engage through driving ranges and mini putt facilities.

### Green Space Facilities

The golf sector maintains all these green spaces at no cost to council or other third parties.



### Supplementary Facilities



### Golf plays a large role in the environmental landscape of Auckland.

More than half of Auckland Council owned or managed golf courses back on to green space and act as green buffers to reserves and areas of native bush protecting them from soil erosion, extreme temperature fluctuations, dust and noise pollution and ground water contamination.

Facilities support the maintenance and retention of diminishing green space.

Auckland's courses contribute to the North-West Wildlink corridor of ecosystems linking biodiversity hotspots on Auckland's east and west coasts.

A variety of research has been published on the ecological value of golf courses. A University of Auckland baseline study of Remuera Golf Course found 99 different plant species, 27 of which were native to New Zealand. Further, the wood vegetation lining the fairways provided a well-connected series of habitats for avian species and other fauna.

Golf courses provide a valuable stormwater function. For example Takapuna Golf Course collects surface water and run-off from neighbouring streets and properties. Damage to neighbouring residential and business properties is effectively mitigated in the event of a major weather occurrence such as a 10-year flood.



### Golf delivers recognised physical and mental health benefits for Aucklanders.

The opportunity for lifelong activity supports healthier longer lives for Aucklanders and a genuine lifelong contribution to the prevention of disease.

Regular participation in physical activity provides significant health benefits to individuals from both a physical and mental perspective. Research from Golf Victoria to understand the value of golf's health contribution found that:



Golf's physical health benefits contributed to the prevention of ischaemic heart disease, type 2 diabetes, stroke, colon-rectal cancer and breast cancer.



Golf's mental health benefits significantly contributed financially to the state through the prevention of anxiety and depression.



92% of the burden of disease resulting from physical inactivity is borne by people aged 15 years and above - it is imperative that sport participants are encouraged to play into adulthood. Golf is the largest participation club sport for adults in the country.

References can be found in the Golf Sector Plan for Auckland.



### The golf sector is developing a plan dedicated to growing the value golf delivers to Auckland communities.

The plan focuses on how golf will increase its value to Auckland communities through Environmental, Social and Community, Health and Wellbeing and Economic outcomes. It has a strong focus on increasing diversity of facility use and encouraging multi use facility development.