

8. PGA GOLF TOUR AUSTRALASIA

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Corporate Plan Output: Sports Promotion	

The purpose of this report is to support our Annual Plan bid for \$100,000, over two financial years (2001/2002 and 2002/2003), to host the PGS Golf Tour Australasia, Shirley Golf Course, March 2001 – 7 Day Event.

The PGA Tour Policy Board is looking to expand its tournament fields in Australasia and its prize money pool (\$2 million). The Board wish to have two tours in New Zealand and the South Island venues are Christchurch (Shirley Golf Course) and Dunedin (Chisholm Park Golf Course).

The reason for the development of the tour is the need to give our young golf players experience around the world if they are to succeed in global competitions. The unfortunate fact of the current situation is that the “jump” being asked of our younger players is too great.

The PGA Tour Policy Board wants a tour with ten events, growing to 20 events over 3 years. This tour will be the only recognised tournament-based opportunity to graduate to the elite level and \$100,000 prize money offered each week. This tour will be geared towards attracting, educating and providing experience to our next generation of young players.

The tour is broadcast live across Australia. The anticipated attendance at the tour is 140 competitors and 500+ supporters. The budgetary guidelines suggest expenses will be in the vicinity of \$200,000 and will require a sponsorship pool of \$100,000 (minimum). Christchurch will host the tour for three years.

The 2001 tour has been granted \$50,000 from the Council and we recommend that we continue this support to the same level for 2001/2002 and 2002/2003 financial years.

Leisure Unit Ranking 1