



NEW ZEALAND GOLF INDUSTRY COUNCIL

# WHOLE OF GOLF CONFERENCE

**17 - 19 August 2025**

*Ellerslie Events Centre,  
Auckland*

*Proudly Supported By:*



**JOHN DEERE**

**Brandt**

**GOLF NZ**  
KOROWHĀ AOTEAROA



# *Welcome to the 2025 Whole of Golf Conference*

Kia ora koutou,

It's our pleasure to welcome you to the 2025 Brandt/John Deere Whole of Golf Conference at Auckland's Ellerslie Event Centre.

Hosted by the New Zealand Golf Industry Council (NZGIC), this year's theme—"Leading Change: Transforming Golf for the Future"—celebrates innovation, collaboration, and the evolution of our sport.

This event builds on the success of Christchurch 2022, bringing together professionals from across the golf industry for dynamic sessions, insightful workshops, and engaging panels led by local and international experts.

Expect a vibrant trade exhibition and discussions on the Future of Golf, Governance, Mental Health, Culture, Sustainability, and the role of Artificial Intelligence. With diverse industry representation—from retail, apparel, and tourism to course design and equipment—there's something for every corner of the game.

Special thanks to our platinum sponsors Golf NZ and Brandt John Deere, to all our speakers, and to the NZGIC team for your tireless contributions. With your support, this conference promises to inspire bold ideas and meaningful connections.

Enjoy the days ahead,

A handwritten signature in black ink, appearing to read "Des Jopp". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

Chair  
New Zealand Golf Industry Council

# SUNDAY 17<sup>TH</sup> AUGUST

**11** :00  
AM

## **CMANZ Golf Day**

*North Island vs South Island  
Windross Farm Golf Course*

**5** :30  
PM

## **Trade Show Opens**

*Newmarket Room, Ellerslie Events Centre  
Mix and Mingle - Networking*







# MONDAY 18<sup>TH</sup> AUGUST

Guienas Room – 3<sup>rd</sup> Floor

**7** :30  
AM

## Registration Desk Opens

Trade Show Opens – Newmarket Room

**8** :30  
AM

## Plenary Sessions Begin

Guineas Room 3<sup>rd</sup> Floor

MC – Richard Nauck CCM

**8** :35  
AM

## Sarab Singh

High Performance applied to Golf Club Management

**9** :35  
AM

## Brett Morris ECM, CMAA Fellow

The Importance of culture within a Golf Club organisation

Online

**10** :35  
AM

## Morning Tea & Trade Show Visits

Newmarket Room

**11** :00  
AM

## Tom Wallace CCM, CCE, ECM

Putting the Governance Puzzle together

**12** :00  
PM

## Sacha Coburn

Leadership

**1** :00  
PM

## Lunch & Trade Show Visits

Newmarket Room

**1** :45  
PM

## Prof Sarah Leberman MNZM

Inclusive Leadership in Sport starting with self

**2** :30  
PM

## Afternoon Tea & Trade Show Visits

Newmarket Room

# MONDAY 18<sup>TH</sup> AUGUST

Guienas Room - 3<sup>rd</sup> Floor

**3** :00  
PM

## **Paul Spain - Futurist**

*What does the future hold for us?*

**4** :00  
PM

## **Jeff Latch**

*Golf in New Zealand: Where We Are, What's Next, and Key Challenges & Opportunities*

**4** :30  
PM

## **Panel Discussions**

Facilitator Richard Nauck CCM

### ***The future for golf in NZ***

- *Jeff Latch - Golf NZ*
- *Denver Dafoe - PGA*
- *Matt Owen CMA - NZ*

**5** :00  
PM

## **Hospitality Hour & Trade Show Visits**

*Newmarket Room*

**7** :00  
PM

## **NZGIC Conference Club Car Dinner**

*Tote on Ascot*

**8** :00  
PM

## **Awards Presentations**

*Presenter Kevin Gates Vice President (Sales) Club Car LLC- Oceania*

**8** :30  
PM

## **Guest Speaker**

*Mike King - Founder, I Am Hope Charity*  
*Rick Wells MBE, General Manager Partnerships for I Am Hope*

**11** :00  
PM

**Close**

# TUESDAY 19<sup>TH</sup> AUGUST

## COURSE FORUM

Level 2 Skills Room

**7** :30  
AM

### Registration Desk Opens

**Trade Show Opens** - Newmarket Room

**8** :30  
AM

### Brad Revill

*The Importance of a Course Master Plan*

**9** :15  
AM

### Ryan Brandenburg

*Guineas Room 3<sup>rd</sup> Floor*

**10** :15  
AM

### Morning Tea

**11** :15  
AM

### Cam Mexted

*Introduction to SIS-Grass*

**12** :00  
PM

### Lunch

**1** :00  
PM

### Golf is Green

- Isabella Joshi - Auckland Council
- John Harrington - Golf Ball Recycling NZ Ltd
- Garth Cusick - Soil and Turf Society Melbourne

**2** :00  
PM

### Afternoon Tea

**2** :30  
PM

### Leo Barber

*Sales Agronomist - PGG Wrightson Turf  
My Way*

**3** :15  
PM

### Phil Gould

*Innovation and Technology - Supporting the Fine Turf  
Industry*

**4** :00  
PM

### Close



# TUESDAY 19<sup>TH</sup> AUGUST

## MANAGEMENT

Level 3 Guineas Room

**7** :30  
AM

**Registration Desk Opens**  
**Trade Show Opens** - Newmarket Room

**8** :30  
AM

**Michael Herd**  
*The Power of Employer Branding*

**9** :15  
AM

**Ryan Brandenburg**

**10** :15  
AM

**Morning Tea**

**11** :15  
AM

**Sarab Singh**  
*The Age of Innovation*

**12** :15  
PM

**Lunch**

**1** :00  
PM

**Jason Ennor**  
*Negotiating employee pay like a professional*

**2** :00  
PM

**Afternoon Tea**

**2** :15  
PM

**Tom Wallace CCM, CCE, ECM**  
*Pillars of a Leveraged Leader*

**3** :15  
PM

**Golf Industry Fireside Chat**  
*Facilitator - Chris Davies*

- Mike Orloff - PGA CEO Golf Industry Central
- Warren Collett - GM Operations, Wairakei Golf Club

**4** :00  
PM

**Close**

# TUESDAY 19<sup>TH</sup> AUGUST

## PGA PROFESSIONALS

Level 2 Remuera Room

**7** :30  
AM

### Registration Desk Opens

Trade Show Opens - Newmarket Room

**8** :15  
AM

### Sam Hughes

**9** :15  
AM

### Ryan Brandenburg

Guineas Room - 3<sup>rd</sup> Floor

**10** :15  
AM

### Morning Tea

**11** :15  
AM

### Stewart King

*Building a Sustainable, Profitable, and Customer-Centric Retail Environment for green grass golf facilities.*

**12** :15  
PM

### Lunch

**1** :00  
PM

### Dylan Lindstrom PGA CCM

### Ed Chapman PGA CCM

*Career opportunities for PGA Professionals at Golf Clubs*

**1** :45  
PM

### Afternoon Tea

**2** :00  
PM

### Gavin Sutherland PGA

*Biomechanics Specialist*

**3** :00  
PM

### PGA Professionals Open Forum

*Facilitator - Denver Dafoe*

**4** :00  
PM

### Closing







# SPEAKERS



## **Ryan Brandeburg** **CEO, Golf Strategy Group**

Ryan Brandeburg is a PGA member and serves as the Executive Director of Golf Tourism New Zealand and the Golf Consultant to Tourism New Zealand. Ryan has an extensive background in private and resort operations, and has formerly served in senior management roles at Waldorf Astoria Golf Club in Orlando, Florida, and Naples Grande Golf Club in Naples, Florida. In addition, Ryan is a contributing columnist to international golf publications including Golf Digest Korea and Golf Travel China.

---



## **Sarab Singh** **CEO, Corporate Sherpas**

A human behaviour expert with particular skills connecting business strategy and team performance. He is a specialist in addressing enterprise specific challenges through personal growth strategies for leadership teams. In 2016, Sarab was invited by Harvard Business School in Boston to take part in an Executive Leadership Program on Innovation where he combined his behavioural science approach with the latest thinking in innovation and design thinking.

---



## **Brett Morris** **General Manager/COO, The Club at Admirals Cove**

A distinguished leader in the club industry with over 30 years of experience. Since 2020, Brett has served as GM/COO at The Club at Admirals Cove, leading the club to a #12 national ranking by Platinum Clubs of America. An influential mentor and speaker, Brett is a faculty member for the Business Management Institute and was named CMAA Club Executive of the Year in 2022. He is a CMAA Fellow (2025) and a member of the Society of Fellows at the Culinary Institute of America (2023)—honors reserved for top-tier professionals shaping the future of club management





## **Tom Wallace CCM, CCE, ECM**

### **Managing Partner, Kopplin Kuebler & Wallace**

Tom has over 25 years of leadership experience in the private club industry. A recipient of the Excellence in Club Management Award, Tom is widely respected for his expertise in transformational leadership and team development. He's a frequent speaker at global industry events, a faculty member for CMAA's Business Management Institute, and was named the 2020 Gary Player Educator of the Year. He also serves on the National Club Association's Board, championing club governance and leadership education.

---



## **Sacha Coburn**

### **COO, Coffee Culture**

The self-described "human glue" of her family-owned business, Coffee Culture, a boutique chain of coffee shops with 300 staff across 20 locations, where she has navigated the challenges of the pandemic with resilience and adaptability. A former lawyer with a first-class honours Masters Degree in Education, she is uniquely qualified to talk about what's ahead. She is a Prime Minister's Business Scholarship winner and has recently graduated from the OPM program at Harvard Business School.

---



## **Prof Sarah Leberman MNZM**

### **Professor of Leadership - Massey University Palmerston North**

Professor Sarah Leberman MNZM is the Co-Founder and former Board Co-Chair of Women in Sport Aotearoa (2017-2023) and a Chartered Member of the New Zealand Institute of Directors. Sarah has worked with national sporting bodies to advance leadership and culture, and held governance roles with Volleyball New Zealand, Hockey Manawatu, and others. In 2020, she was appointed a Member of the New Zealand Order of Merit for services to women, sport, and the tertiary sector.

# SPEAKERS



## **Paul Spain** **CEO - Gorilla Technology**

Paul Spain is a prominent voice in New Zealand's technology and business landscape. He hosts the NZ Tech Podcast and NZ Business Podcast, and is a regular commentator across major media outlets including ABC News, RNZ, TVNZ, Warner Bros. Discovery, and Newstalk ZB. As founder of Gorilla Technology, Paul leads a team dedicated to helping small and medium-sized businesses harness technology to drive growth and innovation.

---



## **Jeff Latch** **CEO - Golf NZ**

Jeff Latch is a senior sports broadcasting executive with over 30 years' experience, including leadership roles at Spark Sport, TVNZ, Sports Inc, and Touchdown Television. He brings deep industry connections and a reputation for strategic leadership and trusted stakeholder relationships. A keen golfer and member of Waitemata Golf Club, Jeff has produced golf shows such as The ING Golf Show, Golf World, and UBS Golf Club, and understands the unique dynamics of membership-based sport.

---



## **Mike King** **Founder, Key to Life Charitable Trust**

A former comedian turned mental health advocate, Mike King is the founder of the Key to Life Charitable Trust, including I Am Hope and Gumboot Friday, which provide free counselling for young people across New Zealand. He launched The Nutters Club radio show in 2009 to destigmatize mental illness through open dialogue. Named New Zealander of the Year in 2019, Mike is a powerful voice for mental health reform and famously returned his ONZM in 2021 in protest at government inaction.



## Brad Revill

### Managing Director, BRT Agronomy

Brad Revill is the Managing Director and Sports Turf Consultant at BRT Agronomy, delivering innovative, data-driven golf course management solutions across Asia and Australia. He collaborates with superintendents and global partners—including GEO, Brookside Labs, and Aqua Turf International—to enhance turf performance, improve sustainability, and optimise operations. Brad brings a forward-thinking, tech-integrated approach to the future of sports turf management.

---



## Cameron Mexted

### Managing Director, Mexted Sports Turf

Cameron Mexted is the Managing Director of Mexted Sports Turf, a Wellington-based leader in sports turf construction, maintenance, and innovation. He oversees a 40-person team delivering high-quality turf solutions nationwide, with a focus on natural, hybrid, and artificial surfaces. Known for his people-first leadership, Cameron champions innovation—most recently introducing hybrid stitching to golf courses, which he'll present at the conference.

---



## Izabela Joshi

### Auckland Council - Golf is Green

Golf is Green is a collaborative initiative led by Auckland Golf and Auckland Council, with support from the Department of Conservation, North Golf, and other partners. The project supports golf clubs across Tāmaki Makaurau in improving environmental outcomes across 2,000 hectares of green space, including city courses and island locations. Focused on sustainability, the program helps clubs reduce pests, enhance native biodiversity, and improve water management. Clubs are supported with expert advice, resources, and funding, as well as tools for tracking and sharing their progress.

# SPEAKERS



## John Harrington

### Golf Ball Recycling New Zealand

As caretakers of the land, we want to improve the planet by reducing landfill waste, toxic water waste, and greenhouse gas emissions while simultaneously encouraging and promoting responsible ownership within the golf community. With a commitment to integrate environmentally friendly practices in all aspects of GBR's operations, our environmental sustainability policy revolves around the following five key pillars. We believe commitment is not just for today but for every day thereafter.

---



## Garth Cusick

### Director Soil and Turf Society Melbourne

Garth Cusick, PGA, is a 30-year member of the Australian PGA, Director of The Soil and Turf Society, and Partner in the Golf Circularity Group. He is dedicated to advancing sustainability within the golf industry by championing biological land and soil care practices on golf courses—traditionally high in synthetic chemical inputs. Under his leadership, The Soil and Turf Society is pioneering innovative approaches to environmentally responsible turf management, a mission recently highlighted in the Pakenham Gazette for its forward-thinking impact on the future of golf.

---



## Leo Barber

### Sales Agronomist, PGG Wrightson Turf

Leo Barber brings over 35 years of golf industry experience, starting as an apprentice at Whitby Golf Club before working at Royal Melbourne, where he helped prepare the course for the 1998 Presidents Cup. He later held superintendent roles at North Shore and Mount Maunganui Golf Clubs. Now with PGG Wrightson Turf, Leo supports the industry from the trade side, combining hands-on expertise with a deep understanding of turf management.





## Phil Gould

### **Business Development Manager | Syngenta NZ**

An accomplished and skilled Senior Manager with over two decades of experience in the golf, fine turf, landscape, and open space maintenance industry. Brad brings a wealth of knowledge in fine turf solutions, networking, bid management, and proposal writing. Phil is the Business Development Manager for Syngenta Professional Solutions in New Zealand managing key relationships with Channel Partners in Turf & Landscape, Professional Pest Management and Ornamental industries.

---



## Michael Herd

### **Head of International Search and Consulting, Kopplin Kuebler & Wallace**

Michael brings over a decade of experience in the golf and club industry, specialising in executive search and leadership development. Based in the UK, he is the Head of International Search and Consulting at KOPPLIN KUEBLER & WALLACE, a leading firm in private club consulting. He was previously Managing Consultant at Colt Mackenzie McNair, an international firm focused on senior placements across golf, leisure, and hospitality.

---



## Jason Ennor

### **Co-Founder & Co-CEO, My HR**

Jason Ennor is the Co-founder and CEO of MyHR NZ. He launched MyHR in 2013 with the goal of transforming HR practices. MyHR is a platform that combines intuitive online HR software with a team of HR professionals to provide customized support to businesses. Ennor has extensive experience in HR, including roles at Woolworths, SKYCITY Entertainment Group, and Henkel. He is also an executive board member of the Rosebank Business Association and the West Auckland Business Club.

# SPEAKERS



## Mike Orloff

### Managing Director - Golf Industry Central

Mike Orloff is a US and Australian PGA Member with over 35 years of experience in golf, club, leisure, and resort operations across the USA and Australia. He is an active international industry observer and consultant, known for identifying trends and promoting professional growth in the sector. In 2008, he founded Golf Industry Central, and in 2024, co-founded Golf Industry Asia, both platforms focused on sharing news, jobs, and events across the region.

---



## Warren Collett CCM

### GM - Operations, Wairakei Golf + Sanctuary

With nearly 50 years in golf administration, Warren has held a wide range of leadership roles, beginning as a volunteer at Stewart Alexander Golf Club. His management career has spanned top clubs including Lochiel, Half Moon Bay (Cairns), North Shore, and Manawatu, before helping launch Tieke Golf Estate and currently serving as GM - Operations at Wairakei Golf & Sanctuary. A former President of the GMANZ Executive, Warren was named Club Manager of the Year in 2021 and awarded Life Membership. He also holds the CMAA BMI qualification and achieved CCM status in 2019.

---



## Chris Davies CCM

### GM Wainui Golf Club

Chris has been a golf industry leader since 1995, managing clubs in the UK and New Zealand. He became Wainui Golf Club's General Manager in 2025 and is a Past President of CMA NZ. Passionate about golf's future, he played a key role in introducing the CMAA Club Management Education Programme to NZ and continues to assist in teaching the programme.



## Stewart King

### Director, Golf Connect Australia

Stewart is a highly motivated and commercially astute senior retail professional, with over 20 years experience within a national retail multi-site business. Stewart has a passion and breadth across all components of a retail business, and has successfully delivered retail strategies in store layout & design, customer segmentation, buying, promotions, product ranging, pricing, retail operations and training. Professional Pest Management and Ornamental industries.

---



## Dylan Lindstrom PGA CCM

### GM at Royal Wellington Golf Club

Dylan serves as the General Manager of the renowned Royal Wellington Golf Club, where his passion for the sport and strong leadership is evident. A dedicated member of the PGA of New Zealand, Dylan's career has been built on a foundation of professional golf expertise and a commitment to creating exceptional environments for golfers. He is deeply invested in the success of Royal Wellington, focusing on delivering unparalleled service and fostering a thriving club culture.

---



## Ed Chapman MSc CCM

### Chief Executive, Royal Auckland and Grange Golf Club

Ed Chapman is the CEO of Royal Auckland & Grange Golf Club, appointed in December 2023 following an international search. With executive experience across Dubai, Hong Kong, and New Zealand, he brings a global perspective to club leadership. Ed holds a Master's from the University of York and is a Certified Club Manager (CCM). He serves on the Board of the PGA of New Zealand, presents for CMANZ, and co-hosts The Modern Club Management Podcast.

# SPEAKERS



## Gavin Sutherland PGA

**Head Teaching Professional, Magenta Shores Golf and Country Club NSW Australia**

Australian PGA professional, Gavin offers a variety of services to help golfers of all levels, from beginners to seasoned players. Having extensive industry experience in both Australia and abroad, Gavin brings a proper personalised approach to help every student reach their full potential on the course. With more than 20 years of experience, including almost a decade overseas at many renowned facilities, Gavin is very privileged to turn his passion into a business. He is enthusiastic and motivated with a focus on communication and attention to detail.

---



## Sam Hughes

**GM at 59 Club, Australia**

With over 16 years of experience across retail, club operations, and customer service in the golf industry, Sam Hughes leads 59club's Australia & New Zealand division. As General Manager, he supports clubs in benchmarking and improving service standards through performance analytics, training, and operational audits. A PGA Member and respected industry voice, Sam also serves on multiple advisory committees, including the PGA National Advisory Committee and General Managers Australia.



# VENUE



## ELLERSLIE EVENTS CENTRE

Set within the grounds of the iconic Ellerslie Racecourse, Ellerslie Events Centre offers a dynamic, central location just 10 minutes from Auckland's CBD. Located at 100 Ascot Avenue, Remuera, the venue is easily accessible via the Southern Motorway and well-serviced by public transport, with free onsite parking available through the Ascot Avenue entrance. The centre is fully accessible with lift access to all levels and offers complimentary high-speed Wi-Fi throughout.

### **Key event rooms;**

- Newmarket Room (Trade Show – Ground Floor)
- Remuera Room (PGA Professionals – Level 2)
- Silks Room (Course Forum – Level 2)
- Guineas Room (Management – Level 3)
- Day 1 Plenary Sessions (Guineas Room - Level 3)
- Tote on Ascot (Conference Awards Dinner)

# ACCOMODATION



## NOVOTEL ELLERSLIE

A seamless stay just steps from the action, Novotel Auckland Ellerslie is the preferred accommodation provider for delegates attending the event at Ellerslie Events Centre. Located just a short 250m walk from the venue, at 72-112 Greenlane East, Auckland 1051, Novotel and its sister property Ibis Ellerslie are offering delegates 15% off their unrestricted flexible rate of the day.

Accommodation bookings are the responsibility of each delegate, and reservations can be made via the Accor Hotels landing page [HERE](#).

For assistance, contact Leticia Machado, Reservation Supervisor at Novotel & Ibis Auckland Ellerslie via email at [Leticiaac.MACHADO@accor.com](mailto:Leticiaac.MACHADO@accor.com) or phone +64 (0)9 529 9090.

Room options include a Standard King Single Room (15% off for single occupancy) and a Standard King Double Room (15% off for single or double occupancy).

A buffet breakfast is available for an additional \$32.00 + GST per person.

# OUR CONFERENCE PARTNERS



John Deere



Brandt



Mexted Sports Turf



Campey Turf Care



David Golf



Asahi



DotGolf



Hunter





MyHR



SIS Grass



Golf NZ



Golf Ball Recycling



Senpos



Auckland Council



Auckland Golf



Fuji Business



# OUR CONFERENCE PARTNERS



Power Turf



Club Car



EZGO



PGG Wrightson Turf



Syngenta



MI Club



Golf and Irrigation



NZ Sports Turf Institute



Living Turf



Turf Shapes



Golf Course Design



MeriGolf



Golf Genius



59 Club



Kaleo



N3





# NZ DESIGN GOLF POLOS

**Tee up in  
Kiwi Style**

Premium Quality  
Lightweight  
Cool Comfort.

Great for teams, tournaments  
and travel. Available in  
Mens & Womens.



**Kaleo**

[www.kaleo.co.nz](http://www.kaleo.co.nz)



# turftroniq

## RMS

### Robotic Mowing System

Autonomy for golf course mowers



[www.positioned.com.au](http://www.positioned.com.au)



**Ag Leader®** 

## GPS Retrofit Sprayer

Efficiency & Accuracy for Sprayers



[www.positioned.com.au](http://www.positioned.com.au)



# ABOUT NZGIC



NZGIC acts as the central hub for coordination and collaboration across the country's golf industry. It brings together key sectors—including manufacturers, tour operators, green-keeping professionals, club and course managers, PGA, media, and tourism—to champion the growth, promotion, and sustainability of golf in New Zealand

