

Cooney Lees Morgan Helps Drive Golf Forward at the Mount

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The firm is thrilled to unveil a multi-year ‘gold sponsorship’ deal for Mount Maunganui Golf Club’s new state-of-the-art driving range which will open in early June.

Each of the 15 hitting bays will provide 50m of ball flight before hitting a net, with advanced tracking technology used by the likes of Tiger Woods and Rory McIlroy then analysing the flight path, ball spin and other crucial data which will be displayed on individual screens.

The Dunes Driving Range will sit alongside a new 6000m^2 putting and chipping practice area known as The Dunes Green – believed to be the largest such facility in the country.

Mount Maunganui Golf Club General Manager, Michael Williams, says CLM's financial support is a huge boost. "It will not only allow us to finish the driving range but is a big help in attracting other corporate sponsors to our not-for-profit sports club. If people see good corporate citizens like Cooney Lees Morgan are involved, other like-minded companies are more likely to get involved with us too."

Under the sponsorship deal, CLM will have special access to The Dunes facilities to host client and business functions, and will also handle the golf club's legal work.

CLM Partner Matt Tustin is a long-time member and is impressed by the evolution Mount Golf Club has undergone in recent years. Studio 18 Health Club opened on site three years ago, providing a gym, yoga studio, massage, physiotherapy and skin treatment facilities which has attracted a much wider demographic. Meanwhile the Mount's junior golf club programme was the biggest in New Zealand at one stage last year.

"It is really progressive and has become much more than just a golf club," Matt explains. "Their golfing programmes are very accessible and inclusive, and their new facilities are designed for the whole community to enjoy, not just golf club members."

Food and drink will be available at the new driving range and can also be consumed while playing on the putting and chipping green, making both facilities ideal for socialising.

Several CLM staff and Partners are keen golfers and members of the club already, with Matt acknowledging the firm likes to support organisations they are actively involved in.

"We support a lot of organisations in our community but this will be one of our largest and most significant sponsorship deals for the next few years. Mike Williams and his team are doing great work and it's really neat to see progressive steps happening in our community, where people are not just talking about things but making them happen."

The new Dunes facilities will cost $3m in total to build. Half of that cost will be covered by community grants, sponsorship and club reserves, while the other half will be borrowed by the club.

“It’s a hefty investment for a not-for-profit club and the biggest investment we’ve made since we built our clubhouse facilities in the late 1990s. But they will be the best practice facilities anywhere in New Zealand and we anticipate golfers will come from all over to enjoy what we have here. We’re very excited, and thankful to Cooneys for their financial support.”