

***“Leading Change.  
Transforming golf for the future”***



The New Zealand Golf Industry Council (NZGIC) is thrilled to announce the upcoming **2025 Brandt/John Deere Whole of Golf Conference**, themed "*Leading Change: Transforming Golf for the Future.*" Taking place from **August 17-19, 2025**, at the **Ellerslie Events Centre in Auckland**, this highly anticipated event promises three days of collaboration, innovation, and industry insights.

### **Building on Success**

"Following the incredible success of our 2022 conference in Christchurch, we are excited to bring the golf industry together once again for knowledge-sharing and networking," said **NZGIC Chair Des Topp**.

### **A Dynamic Lineup**

Attendees can expect **engaging presentations, interactive workshops, panel discussions, and thought-provoking forums**, featuring **industry leaders, golfing celebrities, and renowned speakers** from across the globe—both in-person and virtually.

### **Diverse Industry Engagement**

NZGIC is working alongside **key business sectors** including golf retail, equipment suppliers, media, travel and tourism, web development, social media, business strategy, and general management to **curate a vibrant trade exhibition showcase**. The conference will serve as a hub for **networking, sharing ideas, and exchanging insights** on emerging trends, research, and best practices in the golf industry.

### **Key Topics & Opportunities**

"We're proud to host **influential speakers** addressing topics such as **the Future of Golf, Culture, Mental Health & Stress Management, Governance, Artificial Intelligence, and Sustainability**," added Topp. Attendees will also have the chance to explore **trade exhibitions, connect through networking events, and participate in hands-on breakout sessions**.

With an exciting agenda designed to shape the future of golf, this conference is a must-attend event for industry professionals looking to drive innovation and growth.

**Delegate, partner and exhibitor registrations are now open.**

**Delegate, partnership and trade exhibitor enquiries**

Des Topp  
NZGIC chair



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### Event management media enquiries

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The **New Zealand Golf Industry Council (NZGIC)** was founded in 2017 and established to encourage coordination and collaboration between organisations in the **New Zealand Golf Industry** to achieve the goal of growing the sport of golf.

**Membership of NZGIC** is open to all organisations and interested individuals within the **Golf Industry**.

For more information go to: [www.nzgic.co.nz](http://www.nzgic.co.nz) or email [admin@nzgic.co.nz](mailto:admin@nzgic.co.nz).

## Conference Programme

### Day one



Sunday 17 August 2025	
12 noon	North Island v South Island Golf Day Venue to be confirmed.
5.00pm – 7.30pm	Trade show opens – Newmarket Room Ellerslie Event Centre Mix and Mingle - networking

## Day two

Monday 18 August 2025	
7.30 am	Registration desk opens
7.30am	Trade show opens – Newmarket Room Ground Floor Ellerslie Events
8.30am	Plenary Sessions begin Guineas Room 3 <sup>rd</sup> Floor Ellerslie Event Centre
8.30am - 8.35am	Opening MC Richard Nauck CCM
8.35 am – 9.35 am	Brett Morris ECM , CMAA Fellow General Manager/COO The Club at Admirals Cove Florida <i>The importance of culture within a golf club organisation.</i> On line Fireside Chat Contacted TBC
9.35am – 10.35am	Sarab Singh Corporate Sherpas Perth Western Australia High Performance DATE, TIME SLOT AND TOPIC TO BE CONFIRMED
10.00am- 10.45am	Tom Wallace KK&W Scottsdale USA Putting the Governance Puzzle together DATE AND TIME SLOT CONFIRMED
10.45 am – 11.45am	Morning tea & Trade show visits Newmarket Room Ground Floor Ellerslie Events
11.45 am – 12.45 pm	Sacha Coburn COO - Coffee Culture, Board member Tieke Golf Club Leadership DATE AND TIME SLOT CONFIRMED
12.45 pm – 1.45 pm	Lunch & Trade show visits Newmarket Room Ground Floor Ellerslie Events
1.45 pm – 2.30 pm	Inclusivity Workshop - Hosted by WISPA Explore a collection of insights that show how individuals and organisations across Aotearoa New Zealand positively impacting

	the landscape for women and girls in play, active recreation and sport administration. <b>TBC</b>
2.30pm – 3.00pm	Afternoon tea & Trade show visits Newmarket Room Ground Floor Ellerslie Events
3.00pm – 4.00pm	Speaker 6 <b>TBC</b>
4.00 pm – 5.00 pm	Panel discussions - details below
5.00 pm – 6.00 pm	Hospitality Hour and trade show visits Newmarket Room Ground Floor Ellerslie Events
7.00 pm	Guineas Room 3 <sup>rd</sup> Floor Ellerslie Event Centre NZGIC Conference Club Car Dinner
8.00pm	Awards presentations
8.30pm	Guest speaker Mike King Comedian, founder I Am Hope Charity
11.00 pm	Close

### Industry Forum

4.00 pm - 4.45pm	<b>Future of Golf in NZ</b> <b>Panel discussion – Facilitator Richad Nauck CCM</b> <ul style="list-style-type: none"> <li>- Jeff Latch/ Tom Waterhouse/Chae Blewitt Golf NZ</li> <li>- Denver Dafoe PG, Ed Chapman CCM PGA, Dylan Lindstrom CCM PGA</li> <li>- Chris Davies/Warren Collett – CMA NZ</li> <li>- Jason Perkins – NZGCSA</li> </ul>
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## Day Three – Golf Course forum

Tuesday 19 August 2025	
Golf Course forum	
7.30am	Registration desk and Trade show opens
8.30am – 9.15 am	<b>Chris Gray</b> <b>Head of Sustainability and Agronomy</b> <b>R&amp;A Singapore</b> Agronomy and Sustainability Invited TBC or <b>Jonathan Smith</b> <b>Managing Director</b> <b>GEO UK</b> Course Sustainability Invited TBC
9.15am – 10.30am	<b>Ian Baker-Finch</b> <b>Date and time TBC</b> By TEAMS Topic and time to be confirmed
10.30am – 11.15 am	<b>Morning tea</b>
11.15 am – 12.00 pm	<b>Cam Mexted</b> <b>Managing Director</b> <b>Mexted Sports Turf</b> SISGrass stitching in NZ, provides 5% polyethylene fibres stitched into 95% natural turf. <a href="https://www.mexteds.co.nz/sisgrass.html">https://www.mexteds.co.nz/sisgrass.html</a> DATE AND TIME SLOT CONFIRMED
12.00 pm – 1.00 pm	<b>Lunch</b>
1.00 pm – 2.00 pm	<b>Speaker 4</b>
2.00pm – 2.15pm	<b>Afternoon tea</b>
2.15pm – 3.30pm	<b>Will Bowden</b> <b>R&amp;D Turf Agronomist &amp; Product Development Manager</b> <b>PGG Wrightson Turf</b>  Research & Advancements In Sustainable Turfgrass Breeding. DATE AND TIME SLOT CONFIRMED
3.30pm – 4.10pm	<b>Syngenta</b> Invited TBC Speaker to be confirmed

4.10 – 4.15pm	<b>Closing</b>

### Day Three: Management forum

<b>Tuesday 19 August 2025</b> <b>Management Forum</b>	
7.30am	Registration desk and Trade show opens
8.30am – 9.15 am	<b>Mike Herd</b> <b>Head of International Search &amp; Consulting</b> <b>KK&amp;W</b> <b>London</b> <b>Confirmed</b> Leadership
9.15am – 10.30am	<b>Ian Baker-Finch</b> <b>TBC</b> By TEAMS <b>Topic date and time to be confirmed</b>
10.30am – 11.15 am	<b>Morning tea</b>
11.15 am – 12.00 pm	<b>Sarab Singh</b> Corporate Sherpas Perth Western Australia The Age of Innovation <b>Topic date and time to be confirmed</b>
12.00 pm – 1.00 pm	<b>Lunch</b>
1.00 pm – 2.00 pm	<b>How to improve your personal salary and wages negotiations</b> Jason Ennor CEO MyHr <b>DATE AND TIME SLOT CONFIRMED</b>
2.00pm – 2.15pm	<b>Afternoon tea</b>
2.15pm – 3.30pm	<b>Golf Industry Workshop</b> Mike Orloff PGA CEO Golf Industry Central
3.30pm – 4.10pm	<b>Emily McCarvill</b> Clubhouse Creative Strategic Communications

	<b>DATE AND TIME SLOT CONFIRMED</b>
4.10 – 4.15pm	<b>Closing</b>



## Professionals forum

**Tuesday 19 August 2025**

### NZPGA Forum

7.30am	Registration desk and Trade show opens
8.15am – 9.15 am	<b>Richard Kushlick</b> Master Footwear Fitter, Educationalist The art of selling more golf shoes By TEAMS <b>Confirmed</b>
9.15am – 10.30am	<b>Ian Baker-Finch</b> <b>TBC</b> By TEAMS <b>Topic date and time to be confirmed</b>
10.30am – 11.15 am	<b>Morning tea</b>
11.15 am – 12.00 pm	<b>Marcus Wheelhouse PGA</b> <b>Topic date and time to be confirmed</b>
12.00 pm – 1.00 pm	<b>Lunch</b>
1.00 pm – 2.00 pm	<b>Speaker 4</b>
2.00pm – 2.15pm	<b>Afternoon tea</b>
2.15pm – 3.30pm	<b>Dylan Lindstrom PGA CCM/Ed Chapman PGA CCM</b> Career opportunities for PGA Professionals at Golf Clubs
3.30pm – 4.10pm	<b>Speaker 6</b>
4.10 – 4.15pm	<b>Closing speech</b>

## Our Speakers



## **Ian Baker-Finch**

### **Ian Baker-Finch Sports Broadcaster, 1991 Open Championship winner, Chair PGA Australia**

Australian golf legend Ian Baker-Finch has begun a three-year term as Chair of PGA Australia. The 1991 Open Champion, widely respected for his golf commentary in Australia and the U.S., aims to use his position to further grow the game.

He emphasizes the vital role of PGA Professionals in delivering quality golf experiences and strengthening the sport to create opportunities for its members. Baker-Finch also highlights the growth of the Challenger PGA Tour of Australasia and the WPGA Tour, stressing the importance of expanding opportunities for Australian and New Zealand players to compete on the world stage.



### **Brett Morris USA CEO The Club at Admirals Cove – Jupiter Island USA by TEAMS – fireside chat**

Encouraging employees to take responsibility for their actions and decisions, fostering a sense of ownership and accountability. Supporting a culture of lifelong learning, offering opportunities for professional growth and skill development.

“I lead with an emphasis on building a connected and thriving culture and enjoy being a mentor to others and creating a succession plan for future leaders in the industry. Developing high-performing teams that are motivated and inspired, yields results — growing a brand, a solid reputation, and a long-term and effective business development strategy to create a strong foundation for the organization.”



**Thomas B. Wallace III, CCM, CCE, ECM, Partner - KK&W**

Tom Wallace is the Managing Partner at Kopplin Kuebler & Wallace, bringing over 25 years of leadership experience in the private club industry. Before joining the firm in 2014, he served as General Manager/CEO at The Club at Mediterra and spent a decade leading Oakmont Country Club, where he oversaw three major championships, including the 2007 U.S. Open.

A recipient of the Excellence in Club Management Award, Tom is a recognised expert in transformational leadership and team development. He is a frequent speaker at national and international industry events, a faculty member for CMAA's Business Management Institute, and the 2020 Gary Player Educator of the Year. He also serves on the National Club Association's Board and is deeply involved in advancing club governance and leadership education.



**Michael Herd, Head of International Search & Consulting - KK&W**

Michael Herd brings over a decade of experience in the golf and club industry, specializing in executive search and leadership development. Based in the UK, he previously served as Managing Consultant at Colt Mackenzie McNair, an international search firm focused on placing senior executives in golf, leisure, and hospitality. His career also includes operational roles with the DP World Tour, West Hill Golf Club, and Wentworth Club.



Michael has worked with prestigious clubs across Europe, the Middle East, China, and Australia, earning a reputation for identifying top leadership talent and supporting professional growth. He is committed to providing strategic guidance to club boards and committees, helping them navigate the evolving club landscape with innovative solutions and best practices.



**Sarab Singh CEO, Corporate Sherpas Perth Australia**

Sarab is 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. He has used this unique perspective to help businesses prepare for and excel in the new Age of Imagination.



**Sacha Coburn, COO Coffee Culture**

Sacha, 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.



Known for leading her team with both humanity and humour, Sacha brings a wealth of experience to the stage. A former lawyer with a first-class honours Masters Degree in Law, she is uniquely qualified to talk about what's ahead. She is a Prime Minister's Business Award winner and has recently graduated from the OPM program at Harvard



In addition to her leadership at Coffee Culture, Sacha runs 'The Company You Keep,' a leadership development programme that supports both emerging and senior leaders to deliver whole-hearted high performance and is on the Board of Directors at Tieke Golf Estate



### **Mike King, Founder I am Hope Foundation**

Mike King, once known as a beloved Kiwi entertainer, has transformed into a leading mental health advocate.

Inspired by his own struggles with addiction and mental illness, his radio show The Nutters Club sparked a movement to change the way people think, talk, and act around mental health.

Now a sought-after speaker and educator, Mike uses his platform to drive positive social change, tackling depression, suicide prevention, and workplace mental health with honesty, humour, and inspiration.

### **TURF FORUM PRESENTERS**



**Will Bowden**

R&D Turf Agronomist & Product Development Manager

PGG Wrightson Turf

Confirmed

***“Research & Advancements in Sustainable Turfgrass Breeding”***

Selecting for environmental sustainability has always been a key driver of New Zealand turfgrass breeding and development programmes at Kimihia.

This presentation will walk delegates through the key stages of turfgrass breeding and focuses on how we select for resilience, optimal environmental sustainability and playability performance in our turfgrass breeding programmes.

Golf courses and public green spaces need to operate under increasingly tight budgets and in many cases, limited resources. These limiting factors, coupled with an increasingly tightening legislation around the availability, application and use of agrichemicals associated with the maintenance of turf surfaces, emphasise the breeding and development of locally researched and adapted turfgrass species for New Zealand soils, climate and stakeholder expectations.



Managing Director  
Mexted Sports Turf

Confirmed

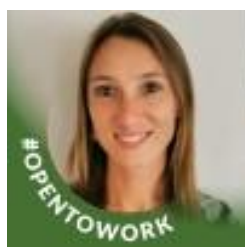
Mexted Spots is a Wellington-based leader in the drainage, construction, maintenance and irrigation of natural, hybrid, and artificial turf.

Leading a 40-strong team delivering sports turf renovation and construction projects nationwide and maintenance services in the Hutt Valley, Cameron ensures that every project meets the highest standards of quality and expertise.



Known for his people-first approach, Cameron thrives on building lasting client relationships and fostering a company culture rooted in going the extra mile. A passionate sports enthusiast, from golf to ice hockey (thanks to time spent working in Canada), Cameron combines his love for sport with a sharp focus on business development. He drives innovation by exploring new market opportunities and introducing cutting-edge technologies such as hybrid stitching on golf courses, which he'll be presenting at the NZGIC Whole of Golf Conference and Seminar.

### **Golf is Green/Golf Ball Recycling**



#### **Isabella Joshi – Auckland Council**

Jacob Cameron – Auckland Golf

John Harrington – Golf Ball Recycling NZ Ltd

**Confirmed**

### **Golf is Green**

A collaboration between Auckland Golf and Auckland Council with support from Department of Conservation, North Golf and other organisations, Golf is Green embarked on a mission to support Tāmaki Makaurau golf clubs in their environmental journeys. The focus of the project is on improving the environmental outcomes across 2,000 hectares of green space in both the city and on islands.

The project aims to help clubs manage their operations in a sustainable way. This includes reducing pests, boosting native plant and animal life, and improving water management on their land. Clubs will also be supported in tracking and reporting their sustainability efforts, and in sharing these efforts with their members and the community. The project will connect clubs with experts who can offer advice, resources, and funding. It will build a network of clubs that support and celebrate each other's conservation work and create opportunities for club members and the wider golf community to get involved in sustainability initiatives.

### **Golf Ball Recycling**



Golf Ball Recycling's responsibility is to protect the planet for future generations to survive.

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.**

## MANAGEMENT FORUM PRESENTERS



**Jason Ennor**

CEO

MyHr

14 years of international experience in large organisations, with geo-dispersed workforces; Jason has a breadth of experience from fast paced day-to-day HR management to long term business strategy development and government consultation. Jason launched MyHR in 2013 with a vision to change the face of HR. MyHR is intuitive, easy-to-use, online HR software, coupled with a team of dedicated HR professionals, providing customised support to over 600 organisations who employ 10,000 people in NZ, Australia, UK and Singapore.



## PGA FORUM PRESENTERS



### **Richard Kushlick**

Footwear educationalist

Master in Footwear Training & Education - Custom, Bespoke, Dress, Medical, Golf, Athletic, Outdoor, Lifestyle & Safety (PPE).

Richard Kushlick is a footwear educationalist and the driving force behind Footwear Education since January 2024. He specializes in program creation and presentation, focusing on the journey from “Cow to Foot to Shoe to Customer” and the crucial relationship between feet and footwear. His work emphasizes successful footwear trading, particularly for those with tired, sore, and painful feet.

Previously, Richard owned Unique Feet in Johannesburg (2011–2023), where he was a master footwear fitter, educator, and consultant, offering bespoke retail services and expertise in footwear restoration, modification, importing, and distribution. He also represented international brands like Allen Edmonds and advised major retailers across Southern Africa. Before this, he managed footwear procurement and training at The Proshop (Morecorp) in Johannesburg (2009–2011). With extensive experience, he continues to shape footwear education and trading.



# Our Partners

## Principal Partner



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