



PROPOSAL: To rebrand the Poverty Bay Golf Course as AWAPUNI LINKS.

REASONS FOR DOING SO:

1. To provide a crisp, distinctive, descriptive, historically-correct name for the GOLF COURSE for marketing purposes.
2. To move away from the negative aspects of “Poverty Bay” in reference to the golf course – but not necessarily alter the 125 year old traditions of the POVERTY BAY GOLF CLUB which would retain its incorporated name.
3. To move with the times culturally in respect of shifting away from the “Poverty Bay” misnomer inflicted on the district by Captain Cook by providing a te reo Maori place name for the Golf Course while circumventing any potential pressure to rename it in line with the recent *Turanganui-a-Kiwa* dual naming of Poverty Bay.
4. To create a classic golfing brand with which the club can market and promote the course to tourists/visitors/green fee players – through event naming, media releases, advertising, equipment/clothing branding, signage, etc.
5. To create a point of difference in the marketing of the golf course by use of the term “*Links*”.

MEANING AND HISTORICAL SIGNIFICANCE OF “AWAPUNI LINKS”:

The Maori translation of AWAPUNI. *Awa* = river. *Puni* = blocked, dammed, stopped up. Translates as “Blocked-up river”.

This refers to the estuarine geography of the area created by a lagoon formed on the northern side of the Waipaoa River prior to land reclamation in the late 1950s. While this land has since been reclaimed for farming, it reappears as a flooded lagoon in times of exceptionally heavy rain.

HISTORY OF THE GOLF CLUB WITH REFERENCE TO ‘AWAPUNI LINKS’:

The golf course established at Gisborne in 1893 was first referred to as the **Waikanae Links**. The game was played on flat farmland on the landward side of the Awapuni Stream in the area that is now known as Alfred Cox Park, and is today covered by the houses of Anzac and Kahutia Streets.

There is then reference to the opening of the **Sandown Links** on April 17, 1909. This was on land made available temporarily by R.J. Reynolds on his farming property at Elgin known as “Sandown”. During this time club members continued searching for a permanent venue for the game.

From 1908 the club was in negotiation for more permanent real estate by leasing land known as the Waiohiora and Awapuni blocks. The Tairawhiti Lands Board eventually confirmed the lease of the playing rights for the new course at Awapuni which was officially opened as the **Awapuni Links** on Saturday, May 3, 1913.

AWAPUNI LINKS

POVERTY BAY GOLF CLUB

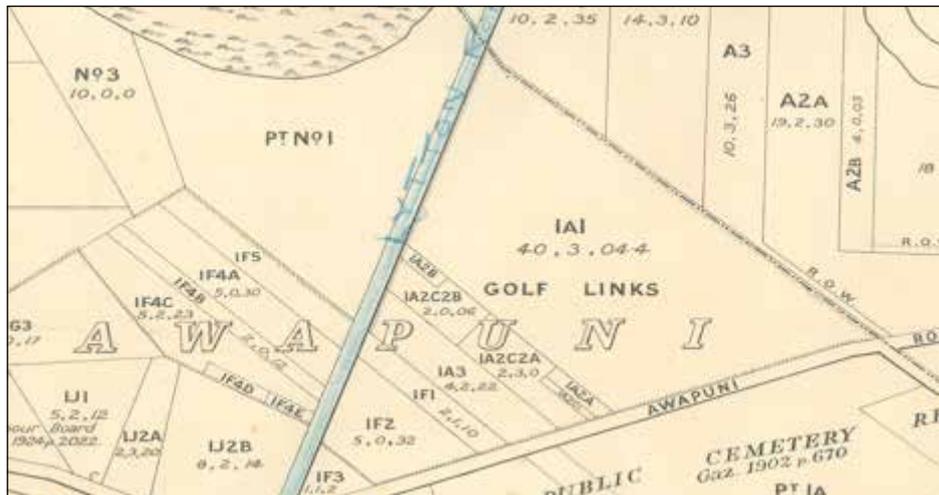


On July 24, 1922, the golf course land was bought by a company formed by influential members called the *Poverty Bay Golf Links Limited* and was from then on referred to as the **Poverty Bay Links**. Over the years the word “links” has been dropped and “golf course” more often used .

NOTE: In an interpretation of the Poverty Bay Golf Club’s emblem (in John Rouse’s history), it has been postulated that the three ships – or “Endeavours” – represent the evolution of the golf course over three sites – Waikanae links, then the Sandown links and then finally the **Awapuni Links**.

It is the contention of this exercise that **Awapuni Links** was the original name of the golf course as we know it today – it has been referred to as **Awapuni Links** throughout its 125-year history and is a preferred name for the course going forward.

NOTE: John Rouse’s history of the Poverty Bay Golf Club (1893-2007) refers to the golf course as AWAPUNI LINKS at least 30 times.



GOLF “LINKS” AS OPPOSED TO GOLF “COURSE”:

Originally a ‘links’ was any rough wasteland area between the sea and the coastal towns of Scotland. Links land is typically characterised by dunes, an undulating surface, and a sandy soil unsuitable for arable farming but which readily supports various grasses that result in the firm turf associated with golf courses.

The golf course at Awapuni was originally a classic links golf course built over an old system of sand dunes close to the ocean. Most of the holes run parallel to the nearby beach, following the troughs of the former dunes. It meets the requirements of the links definition (although some may argue the abundance of large trees detracts from a true links claim).

Branding the golf course as a links course provides many marketing opportunities by creating a “romantic”, historic connection – or link – with the modern game and valued historic traditions.

THERE ARE MANY PRECEDENCES FOR A **CLUB** AND ITS **COURSE** TO HAVE SEPARATE NAMES:

The following golf courses are more well known by their place names than by the clubs that run them:

Hastings Bay Golf Club at **Bridge Pa.**
Napier Golf Club at **Waiohiki.**
Hamilton Golf Club at **St Andrews.**
Manawatu Golf Club at **Hokowhitu.**
Otago Golf Club at **Balmacewen.**
Riverside Golf Club at **Lochiel.**
Rotorua Golf Club at **Arikikapakapa.**

The Irish Open this year was hosted by the **Ballyliffin Golf Club** and played at the **Glashedy Links.**

THE OPPORTUNITIES:

1. The Poverty Bay Golf Club is currently marking its **125th anniversary.** With the focus being on the history of the game of golf in Gisborne, the golf club and the golf course – this year would be an opportune moment in time to reintroduce the historic name **AWAPUNI LINKS.** Ideally this could be officially marked at the weekend planned later this year to mark the 125 years.
2. The **2020 New Zealand Amateur Championships** are to be hosted by the Poverty Bay Golf Club. At a time when the focus of hundreds of golfers as well as the New Zealand media will be on our golf course – it provides a lucky opportunity to roll out the rebrand – **Awapuni Links** – to a national market.
3. Golf is said to be changing to meet the modern era where young people do not have the time to participate in a club-based sport. There could be said there is a need to provide an alternative to club-based golf in Gisborne – more towards viewing golf as a casual recreational outdoor pursuit option. Branding the **golf course** separately to the **golf club** may assist in presenting the golf course as a venue, rather than as a club, to this market.

There will no doubt be some Poverty Bay Golf Club stalwarts who will not be supportive of this idea. But it must be emphasised that the concept is **not to change the name of the club – merely the venue.** All Poverty Bay Golf Club legalities, records, trophies and traditions would remain. I am simply suggesting a new (or rather old) Place Name for the property that the Golf Club has stewardship over.

GRAY CLAPHAM (September 2018)



NOTE: The logo presented here for the roll out of the rebranding of the golf course is designed to be conservative with a classic look and a continuity with the existing Poverty Bay Golf Club Club crest (which will remain in place for PBGC useage when and as needed.)

As with all brands it is merely a start to the rebranding process and could well be updated in future to a more contemporary design as future members so wish.