



Russley Golf Shop
& Learning Centre

**COACHING,
CLUB-FITTING
AND
DEVELOPMENT**

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Russley Golf Shop and Learning Centre



@ russleygolflerningcentre

Who we are and What we do??

The Russley Golf Learning Centre's unique approach to individual golf instruction is unparalleled in the golf industry. Each student has the opportunity to work on any aspect of the game in a comfortable setting conducive to improvement.

Our team has the ability to cater for ALL golfers; whether you are a beginner looking to get into the game, an avid golfer looking to cut a few shots off your handicap, or an ambitious golfer with big dreams.

We have the recipe for success!

Our facilities are one of the finest around the country and we utilize some of the latest technology in golf instruction:

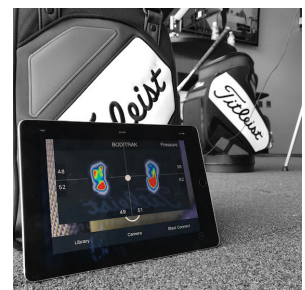
- *Professional video equipment for digital analysis*
- ***Flight Scope and Trackman launch monitors*** to assist us with coaching and club fitting

Flight Scope and Trackman launch monitors have the ability to measure shots ranging from short pitches to 400-yard drives, pinpointing a golf ball's landing position to within 1 foot for every 100 yards of travel.

Launch Monitors also generates a unique data set – 27 specific measurements that accurately identify the impact and ball flight conditions for each shot. All clubface, swing and ball-flight data – from club-speed and hang-time to shot dispersion – are measured and recorded for illustrative and comparative purposes.



- ***BodiTrak Golf*** – Utilized by Rodney Yee
Force & pressure analysis is a pillar of modern golf coaching. From TOUR players to club players and even beginners, and from full swing to putting; Stay on the leading edge, and make performance changes that stick.



PRIVATE GOLF INSTRUCTION

30 minute "QUICK FIX" session

Quick fixes 'Band-Aids' are not ideal if you are looking for long-term improvement but if you are in need of some serious help and time is limited, come see us for a quick tune up.

	Non Member	Junior	Member
Rodney Yee	\$70	N/A	\$60
Jess Guenzerodt	\$65	\$55	\$60
Tom Hardy	\$65	\$55	\$60
Hillary O'Connor	\$55	\$45	\$50

60 minute 'IMPROVEMENT' session

Learn a skill... Understand the skill.... And work with your instructor through the session to develop your game.

At the completion of each session, you will have the knowledge to be able to take what you have learnt and apply it effectively into your own practice.

	Non Member	Junior	Member
Rodney Yee	\$120	N/A	\$95
Jess Guenzerodt	\$105	\$90	\$95
Tom Hardy	\$105	\$90	\$95
Hillary O'Connor	\$95	\$80	\$85

90 minute 'ADVANCED' session

A comprehensive evaluation of your game with your instructor that gives you an insight into how to take what you learn on the practice tee onto the golf course.

	Non Member	Junior	Member
Rodney Yee	\$160	N/A	\$150
Jess Guenzerodt	\$150	\$125	\$140
Tom Hardy	\$150	\$125	\$140
Hillary O'Connor	\$140	\$110	\$120

Cancellations need at least 24hrs notice otherwise session will be charge.

Half Day VIP training program – ‘DISCOVER YOUR TRUE POTENTIAL’ (3hrs)

Enjoy a half-day with one of our PGA Golf Professionals, and learn all the tricks of the trade. Start off with a full analysis of your whole game on the practice facility, which includes use of modern technology, Specialized Drills, Practice Strategies, and Technical support.

After your session on the range, head inside our clubrooms for a bite to eat over a relaxed conversation with your coach.

After your refreshment, head out onto the golf course OR back onto the range to put into play/fine tune what you have learnt.

**Sessions need to be booked well in advance.*

Cost: \$299

Full Day VIP training program – ‘TRAIN LIKE THE PROS’ 9:00am – 4:00pm

Begin the day inside with an in-depth conversation over a coffee with one of our leading instructors. Discuss your golfing ambitions, strengths and weaknesses and understand our coaching philosophies and structures that have netted endless positive results.

You will then head out for a valuable on-course evaluation before you hit the practice facility to work on your game.

At mid-day, you and your instructor will head into the clubrooms to have lunch together before you head back out to work on your game.

To conclude the day, you and your coach will head back onto the golf course to apply your improved techniques and skills.

At the end of your session, you will be sent a detailed report and data summarizing your session.

**Sessions need to be booked well in advance.*

{ \$499 for one person / \$600 for two people }



CLUB FITTING, TESTING and ASSESSMENTS (FREE):

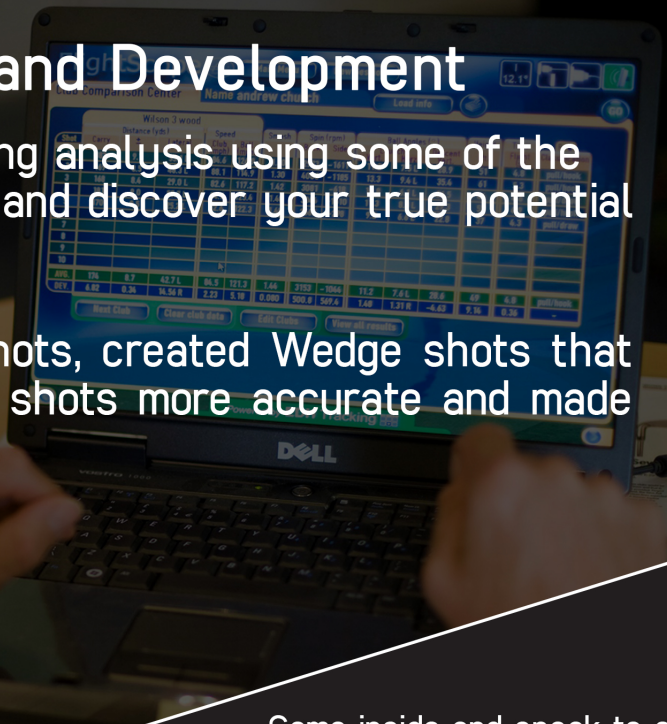


**EXPERIENCE
A TOUR LEVEL
FITTING.**

Coaching, Club-Fitting and Development

Book in for an in-depth club fitting analysis using some of the latest technology on the market and discover your true potential

We've added 40 yards to tee shots, created Wedge shots that check and stop, made approach shots more accurate and made ball striking easier.



Come inside and speak to one of our PGA Professionals about a fitting.

www.russleygolflearningcentre.com



RUSSLEY
GOLF SHOP
& LEARNING CENTRE

CLUB FITTING Continued..... (FREE):

Book in for an in-depth club fitting analysis using some of the latest technology on the market.

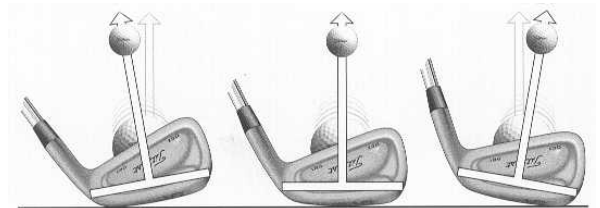
Discover your true potential!

1. Majority of clubs are not sold from the rack these days, they are fully customized specifically to each player out on the driving range; See and Feel the results for yourself!
2. We have an extensive range of fitting gear for you to hit. **We specialize in Callaway, Titleist and PING ,Mizuno and Wilson Golf equipment along with a wide range of other gear to cater to your needs.**

Book in with our Head Professional,
Rodney Yee for a **complementary** club fit

Bookings are essential.

- 1 Club → 30 minutes required
- Multiple clubs → 60 minutes required



FACTS about Club Fitting...:

- A lie angle 4 degrees off, equates to 13m off line.
- An impact 1 inch off center face, equates to 9% loss of carry distance.
- If lie angles are too upright, shots tend to miss left and vice versa (see example above)
- Importance of correct club length (see examples below)



If your equipment is more than 3 years old, you should come in for a check up and see if we can improve your overall golf performance!

Our NEW Trackman Golf Studio is here for all your COACHING and CLUBFITTING needs



- *We specialize in Callaway, Titleist, PING, Mizuno and Wilson Golf*
- *Trackman Simulator (experience unmatched data quality at your fingertips)*
- *4 x Highly Skilled PGA Professionals*
- *Fantastic Outdoor and Indoor practice facilities*
- *Golf Shop is also stocked with FootJoy and Ecco footwear + a great range of Golf Training Aids*
- *Repair Workshop for all your repair and custom needs*

- **Gap Testing** *“how far do your clubs **actually** go”?*
– 60 minute session

A Gap Testing session enables you to understand how far you hit each club and what the average distance is between each of your clubs.

Once we have gathered the data we can then see if the degree of your clubs are too weak, strong or perfect. If there is an opportunity to modify your set ‘make up’ you will be given our recommendation.

The Golf Learning Center has a loft and lie machine and we can change any of your irons to the correct loft.

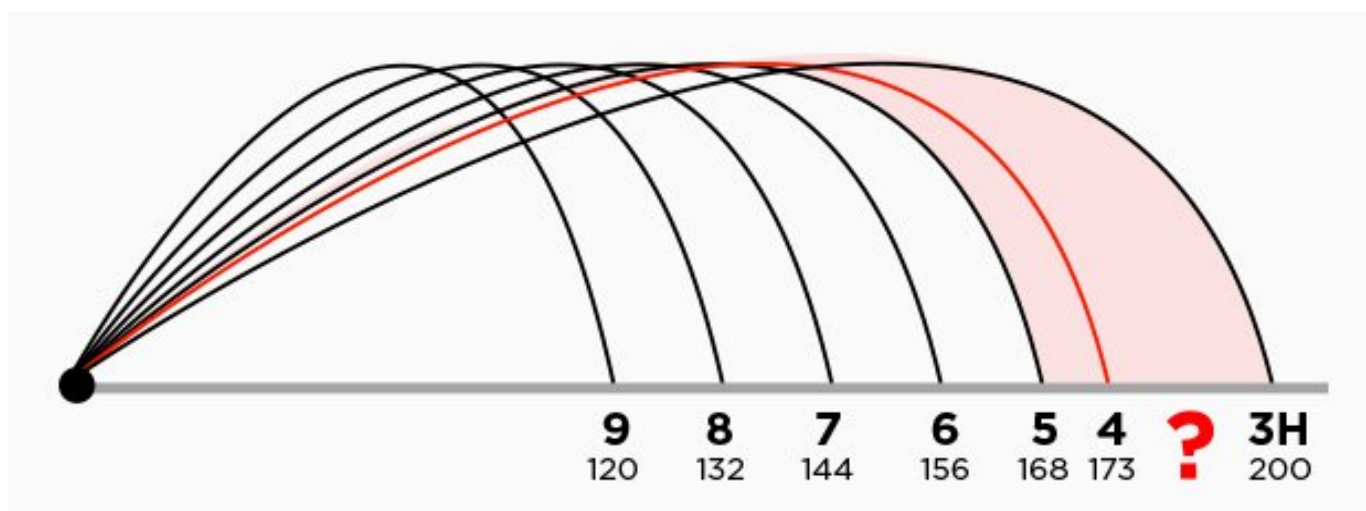
If you own a GPS, laser-measuring device or you have recently purchased a new set of irons, wedges or new woods you need to do a gap test to understand your NEW average distances.

You might think you know how far you hit and carry your golf ball, but WHY think and guess, when you can know!

You can show your PGA coach what your stats are along with your other data, which will then give him/her the information to help you develop further.

Cost: \$95

During the session, you will have enough time to go through your whole set to identify your average distances and the gaps between each club.



GOLF PACKAGES

10 Lesson Package

60 minutes session packages (Recommended/Most popular)

Rodney Yee @ \$95 per session x 10 weeks = \$950

Jess Guenzerodt @ \$90 per session x 10 weeks = \$900

Tom Hardy @ \$90 per session x 10 weeks = \$900

Hillary O'Connor @ \$80 per session x 10 weeks = \$800

30 minutes session packages (can be used as 5 x 60min sessions also)

Rodney Yee @ \$60 per session x 10 weeks = \$600

Jess Guenzerodt @ \$55 per session x 10 weeks = \$550

Tom Hardy @ \$55 per session x 10 weeks = \$550

Hillary O'Connor @ \$45 per session x 10 weeks = \$450

- All sessions need to be scheduled in advance unless communicated with coach.
- Lessons expire 3 months from the date of purchase

Additional Benefits:

- During the course of the Package, you will be entitled to member discounts: 10% off any items purchases over \$100.
- Preferential members prices on range balls while you are having lessons with us
- Full access during off peak times to the golf course and practice facilities throughout the package to help assist you maximize your true potential

***Cancellations need at least 24hrs notice
otherwise session will be charge.***

LEARN TO PLAY GOLF PROGRAM

(with FREE membership)

Golf can seem terribly complicated to the uninitiated. So many rules, so many different kinds of clubs. And then there's the lingo: birdies, bogeys, bump-and-runs. At the Russley Golf Shop & Learning Centre, this may be the language we speak every day, but we also know it's a language that can scare prospective golfers off before they ever pick up a club.

That's where our Learn to Play comes in. To those who are new to golf, our goal is to shepherd you through this uncertainty. How do you swing the club? What club do you use for chipping? When do you know that you're ready for the golf course? The whole point of Learn to Play is to guide you step by step through the basics of learning the game to a point where you feel confident stepping out on the course for a game.

*Learn to Play combines a quality **10-week** coaching program run by a NZPGA coach with a **3 month membership at the Russley Golf Club.***

Learn to Play includes:

- *A 10-week private lesson program (10 x 30 min private lessons) covering the basic fundamentals of the game (putting, chipping, pitching, full swing). If you have friends also interested in starting golf and would like to learn together, we also offer semi-private programs for 2-4 participants, which are conducted in 60-minute sessions covering on-course session also.*
- *The 3-month membership generally starts at the completion of the program. If you are feeling confident about your game during the coaching program and would like to start playing on the course earlier, this is also an option.*
- *The Learn to Play membership offers afternoon access to the golf course from 1pm onwards Sunday to Friday with access from 4:30pm on Saturdays.*
- *We can assure you that what seemed complicated is really as simple as getting out and having fun as part of our Learn to Play program & membership at Russley.*

	JESS	TOM	RODNEY	HILLARY
1 PLAYER	\$550	\$550	\$650	\$450
2 PLAYERS	\$500 each	\$500 each	\$600 each	\$400 each
3-4 PLAYERS	\$450 each	\$450 each	\$550 each	\$350 each

Cancellations need at least 24hrs notice otherwise session will be charge.

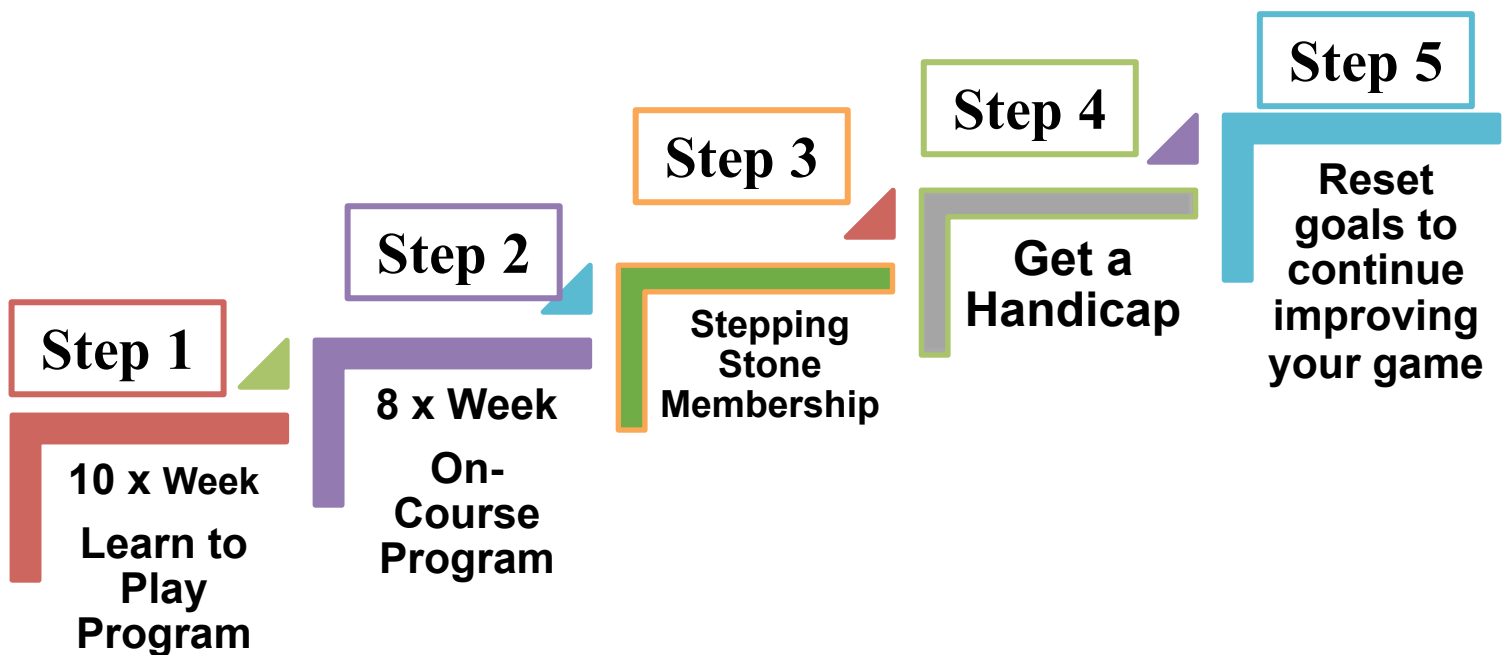


Russley Golf Shop
& Learning Centre

‘YOUR PATHWAY INTO GOLF’

AT THE RUSSLEY GOLF LEARNING CENTRE

The 6 month Plan



STEP 1

Learn to Play Program + 3 Month Membership

- 10 x 30 minute lessons on the Driving Range learning the 4 x basic skills (Putting, Chipping, Pitching and Full Swing)
 - Getting set up with the right equipment
- Approximate time: 2-2.5 Months

STEP 2

Learn to Play- On-Course Program

Cost: \$599 (individual) + \$50 per extra player

- 8 x 60 min sessions on the golf course learning how to implement the learnt skills on the course, understanding the etiquette/rules and course management.

STEP 3

Stepping Stone Membership

Cost \$450

Once the Learn To Play programme is completed after 3 months, the Stepping Stone membership is available for a further 9 months for those who have never been a member of a golf club before.

STEP 4

Get a Handicap

- Play and hand in 5 x 18 hole cards (or 10x 9 hole cards) to get an official handicap
- Approximate time: 1-1.5 months

STEP 5

Reset goals to further improve your game

- Reset your goals and aim to improve your handicap, technique, skill etc.
- Get a personalized Coaching Program and Plan

Sunday Junior Golf Program

More Golf... More Learning... More Fun!

Home of a Junior World Champion, multiple national junior champions, and strong development programs to help young golfers strive towards their golfing dreams!

**10 week blocks run in conjunction with the school terms.
The next block of coaching will start and will run through to**

Venue: Russley Golf Club
Date: Sunday
Time: 9:00, 12:00, 2:00, 3:00 & 4:00
(players will be assigned to a group)
Max #: 8 players per coach



Designed for:

All juniors looking to develop their golf in a fun and educational environment. Through the use of drills, skill testing, games and technical development, players will not only learn the key fundamentals of the game but also develop important life values.

Pricing (per 10 week block):

**Russley
Member
\$100**

**Non-
Member
\$150**



Sunday SNAG Golf Program

More Golf... More Learning... More Fun!

Home of a Junior World Champion, multiple national junior champions, and strong development programs to help young golfers strive towards their golfing dreams!

**10 week blocks run in conjunction with the school terms.
The next block of coaching will start and will run through to**

Venue: Russley Golf Club
Date: Sunday
Time: 10:30 - 11:30
Max #: 8 players per coach



Designed for:

Kids between the ages of 5 - 8 yrs old who have recently started to play or are interested in learning how to play golf in a fun and encouraging environment.

Pricing (per 10 week block):

\$150



What is FUTURES?

Futures aims to capture the imagination of young people of all skill levels and backgrounds to be active for life, meet new friends, develop valuable life skills and provide opportunities for families to learn and play together.

That's why it's more than a game, it's an investment in brighter futures.

To get started in golf you can just have a go at the driving range, learn new skills through coaching, or play with your friends on course.

START AN ADVENTURE OF A LIFETIME!

Futures has three progressive stages to inspire a lifelong love of the game. Each stage has offerings for coaching, playing formats, events and experiences to support young people to learn at their own pace and are appropriate for their stage of development.



New players who are starting their journey in golf have the opportunity to learn new skills, have fun, make new friends and can just have a go at smashing balls, hitting targets and watching it fly!



Young golfers who are growing a love for the game, have the opportunity to learn valuable life skills through golf and develop their confidence and skills on modified course lengths.



Young golfers who have aspirations to develop their skills as a player, loves the game for the personal challenge and variety of competitive opportunities but also for those who enjoy being outdoors and playing for fun with their friends and family.

PRACTICE FACILITIES



RANGE BALL HIRE:

	VISITORS	MEMBERS
SMALL BUCKET (40 balls)	\$10	\$5
MEDIUM BUCKET (70 balls)	\$18	\$7
LARGE (110 balls)	\$25	\$10

RANGE BALL CONCESSION CARDS:

	VISITORS	MEMBERS
12 x Small Bucket	\$100	\$50
12 X Medium Bucket	\$180	\$70
12 x Large Bucket	\$250	\$100

THE TEAM

RODNEY YEE

*NZPGA AAA member since 2009
Golf Shop & Learning Centre Manager
Head Professional*

Born in Christchurch, Rodney started playing golf at the age of 7 and had a fantastic amateur career; Representing Canterbury at the highest Junior and Senior level, as well as representing New Zealand on an international stage.

In 2017, 2018 and 2019 Rodney was a finalist for PGA Professional Coach of the Year at The National Golf Awards, which recognizes his hard work and dedication to the game.

He was also a finalist for the National Community Coach of the Year in 2019.

*Choosing to pursue his Professional career in helping others enjoy the game, Rodney has spent the last 12 years developing and fine tuning his processes and systems to assist **ALL** golfers achieve their golfing dreams – whether you are a beginner looking to get into the game, an avid golfer looking to cut a few shots off your handicap, or an ambitious golfer with big dreams – Rodney is your man!*

Rodney's coaching philosophy and processes have helped him build the reputation of being one of the regions leading instructors; working closely with some of the provincial's best athletes and professionals; having netted positive results with his students; a recent Junior World Champion, an International Amateur Champion, a Australian Junior Open Champion + multiple players winning multiple national age group and open championships, and not to leave out the odd mid week and weekend haggle!

Not only does Rodney specialize in Coaching, he also is our Head Club Fitter, so if you need any advice and help with golf equipment, make sure you get in touch him.

If you are looking to maximize your distance and find your true potential, or perhaps just curious and searching for answers, he is available via appointment and is more than happy to assist.



JESS REID

NZPGA AA Professional since 2013

"Known for her friendly, vivacious and energetic personality, Jess is our female PGA Golf Professional and Retail Manager of the Shop. Jess's number one passion lies with teaching and coaching the game, along with encouraging anyone and everyone to give the game a go.

She started playing the game at the age of 10, with the encouragement and support of her father and continued to play throughout her school years. In 2009, Jess reached her goal of representing Canterbury and played for the region as player #1 or #2, for 4 years. Throughout this time, she won the Canterbury Women's Order of Merit 3 times and also took the Canterbury Women's Golfer of the Year in 2011 and 2012.

In 2013, she decided to follow her dream of turning Professional and began her coaching career.

Jess has recently, not only successfully graduated as a AA PGA Golf Professional but also won the PGA Trainee of the Year award for 3 consecutive years throughout her 3 year traineeship. Her hard work ethic, strong goals and passion for the game, shows in everything she does. Jess is committed to growing the sport amongst juniors and ladies and wants to continue to work towards specializing in performance and elite golf coaching."

Languages → English, German, Dutch



TOM HARDY

NZPGA AA Professional since 2016

Tom has been with us since 2014, Tom's hard work, passion and love for the game saw him in 2018 awarded NZPGA Supreme award for top trainee in the country. A Fantastic Achievement!

Tom started playing golf at the age of 11 and has represented Canterbury at the highest junior level as well as being a senior representative.

Tom has created a great reputation for his way he develops a strong rapport with his clients and students.

His passion lies in coaching, working with a large clientele of all ages and abilities.

Tom has netted some extremely positive results with his clients and students in helping them with their game and taking them to the next level.

Tom has been working with a handful of players long term working towards their dreams and aspirations and helping them on their golf journey.

If you are looking to understand your golf game more, learn, improve and have fun Tom is your man!



