



30 March 2010

MEDIA RELEASE

Cromwell Golf-SBS Bank partnership becomes a reality

The partnership becomes official on 1 April but the relationship between SBS Bank and the Cromwell Golf Club is already thriving with additional member benefits being created for all involved.

SBS Bank Cromwell manager Lynn Manson said it was thrilling to see how the relationship had bloomed beyond a community sponsorship into one, big, all-out community affair.

“It’s remarkable really. The support of the club and its members since the partnership was announced has been fantastic and they have welcomed our sponsorship with open arms and proved it through their support here at SBS Bank Cromwell.

“We’re all so excited and there are so many exciting times ahead with several new initiatives coming to fruition. A key one of these is the offer of free access to the Cromwell Golf Club facilities for all our SBS Bank Star non-profit account holders. The arrangement between SBS Bank and Cromwell Golf Club is a way both the club and SBS Bank can provide additional benefit for our members,

“As New Zealand’s only customer-owned bank, we’re strongly focused on our people and our communities and seeing that the team at Cromwell Golf Club is really stepping up by dedicating their wonderful facility as a community asset is a great gesture.”

Mrs Manson said their inaugural SBS Bank Golf Invitational, held last November, was a fantastic success and they were planning a SBS Bank Members Invitational, for which members would be invited by ballot to join them in October. Following on from the success of last year’s Professionals Tournament, another great event was being planned for SBS Bank’s business members in November.

Cromwell Golf Club manager Graham Mercer said Cromwell Golf Club and SBS Bank were both Gold Sponsors of the Cromwell College Business Partnership and they would proudly be partnering their very successful tournament, in September.

“The sponsorship with SBS Bank is a real key partnership for us. Being able to collaborate with such a like-minded, community-based organisation, coupled with the assistance of their wonderful, friendly team is a delight – particularly when we both share such long and successful histories.

“We’re very conscious of ensuring that our golf club is a valuable community facility and we are committed to supporting charity events more. Being able to host around four charity tournaments a year for Cromwell College, Otago Polytechnic Cromwell Campus, Cromwell Lions and supporting the Cromwell College Golf Academy, is a great foot-hold to build our charitable involvement further.

Mr Mercer said there had been remarkable growth in golf tourism in the Central Lakes District in recent years and Cromwell Golf Course had a unique point of difference to be able to be a part of that growth into the future.

“Our course is further from the sea than any other in New Zealand and this makes it even more unique that our course is built on genuine links-style, sand-based terrain.

“With the growing golf tourism market and seven championship courses located within a 45 minute drive of Cromwell, it makes us central to golf growth in the Central Otago Southern Lakes area and the ideal base for a golfing tour.”

“SBS Bank, like all of our sponsors, really does help to make the difference for Cromwell Golf Club and its members, both now and in the future, and we respect and support them to the fullest for placing their confidence in us.”

Mr Mercer said they would be hosting an information evening in April to officially celebrate the launch of the new partnership with SBS Bank and also to update club members on progress with their plans for a major course redevelopment.

Photo available, please just request from Melissa.chilton@sbs.net.nz

Photo caption: It's official! Cromwell Golf Club manager Graham Mercer and SBS Bank Cromwell manager Lynn Manson mark the 1 April launch of their official community partnership.

For further information contact:

Lynn Manson, Manager SBS Bank Cromwell

Tel: 03 445 0685; Cell: 021 272 7005; Email: lynn.manson@sbs.net.nz

Graham Mercer, Cromwell Golf Club Manager

Tel: 03 445 0165; Email: cromwell@golf.co.nz