

MFS Australian Opens hot up as Paul McNamee takes the reins

The MFS Australian Opens are this country's pinnacle golfing events and Golf Australia's commitment to their success has led to the recent appointment of Paul McNamee as Executive Chairman for both the men's and women's Opens. McNamee brings a passion for golf and over 12 years of experience as Chief Executive of the Australian Tennis Open. Paul's overall brief at Golf Australia will be to raise the profile of golf in Australia by developing the Opens into significant events in the Asia Pacific region.

"We have the players, facilities and knowledge in Australia to ensure that we are well placed to lead the region in staging 'A list' golf events," says McNamee.

Since his appointment, McNamee has had the pleasure of announcing two key successes for the Opens.

The first was the announcement that Greg Norman would be competing in this year's MFS Australian Open commencing on November 13 at The Royal Sydney Golf Club. Also confirmed are Aussie young-gun, Adam Scott, as well as a VIP appearance by Australian golfing legend Bruce Crampton. Greg Norman's inclusion in the MFS Australian Open is a major boost to the tournament's profile and while he is happy to act as a lightning rod to attract other top players, Norman is as competitive as ever. "I'm not a ceremonial golfer," says Norman. "If I don't think I can com-

pete...I'll let some younger player come in. But, if my presence can stimulate the tournament in some way, that's an obligation I accept and I love it."

The second major coup to be heralded by McNamee was the announcement, in late May, that MFS had signed a four year contract as the principal sponsor of the Women's Australian Open to be also held at The Royal Sydney Golf Club from February 1 to 4, 2007.

"Golf is a big sport. Women's golf is a great product. It's about skill, talent and glamour," declared McNamee.

"Australian women's golf has a great future. In 2003 there were nine Australian women turning professional, now, in the space of two years there are 19," added McNamee.

For Golf Australia CEO, Tony Hallam, placing the MFS Australian Opens back on the global sporting map is a crucial step toward elevating golf in Australia. "The MFS Australian Opens are our Australian titles, these prestigious events are crucial in promoting the game and drawing existing golfers and new golfers to the game," says Hallam. Both he and Paul McNamee visited the USA in April to talk with the Australian players on the USA PGA, LPGA and Nationwide Tours regarding playing at home this summer.

"I have no doubt that many will come and the Opens will be as exciting for them as they will be for their Australian fans," says McNamee.



Greg Norman tees off Azimut yacht to Rose Bay, Sydney.

Groundbreaking Meeting – A drive in the right direction

For the first time ever, the Executive Directors of all state and territory offices for men's and women's golf, met as one group in a specially convened meeting.

Held in Canberra on Friday the 25th of February 2006 at the Australian Sports Commission (ASC), the meeting was to facilitate open discussion and encourage collaboration amongst the different representatives for the benefit of golf.

Mark Peters, CEO of the ASC was invited to provide insights into issues of governance and operation develop-

ment as well as promoting the values of the sport.

Strategic development and other discussions held on the day resulted in strong support and agreement on a way forward which includes involving professional golfing associations and other bodies in discussions that will enhance the future decision making process.

A second meeting was held on the 19th of May at Moonah Links and further meetings are to be conducted throughout the year.



BACK ROW: Don Cameron, David Allen, Greg Fitzhardinge, Tony Hallam, Mark Peters, Doug Fox, Doug Gibbons and Ian Hepburn. FRONT ROW: Peter Howard, Frances Crampton, Lyn McGough, Lucinda McLeish, Pam Glossop and Bruce Eaton.

Welcome



Welcome to our first edition of the Golf Australia Newsletter. Golf Australia is about the future of golf in this country and since the amalgamation we have been committed to an ongoing, transparent process in all our business dealings.

As we work together with our partners to enhance the game of golf for all players at all levels, we will provide you with bi-monthly updates using a combination of electronic and printed copies of the newsletter. This is one of our initiatives to provide two-way, open communication on a continual basis.

We look forward to an ongoing, strong relationship with everyone and welcome your views and feedback.



Tony Hallam,
Chief Executive Officer of Golf Australia

Golf Australia

teetimes 06

11 Sep – 15 Sep

Women's Interstate Teams Matches
(Gladys Hay Memorial Cup)
Devonport Golf Club, TAS

18 Sep – 22 Sep

Men's Interstate Teams Matches
McCracken Country Club, Victor Harbor, SA

18 Sep – 22 Sep

Men's Interstate Colts Teams Matches
Links Lady Bay, Normanville, SA

9 Oct – 13 Oct

Australian Women's Senior Amateur
Championship, Bribie Island Golf Club, QLD

13 Nov – 19 Nov

MFS Men's Australian Open
The Royal Sydney Golf Club, NSW

21 Nov – 23 Nov

Asia Pacific Men's Senior Amateur
Championship (Hosted by Golf Australia)
Moonah Links, Mornington Peninsula, VIC

Golf Link awarded Australia's most popular golf website

On Friday 24 February, Hitwise, the world's leading online competitive intelligence service, announced *Golf Link* as the most popular golf website in Australia at the second annual 'Hitwise Australian Online Performance Awards.'

It is the second year in a row that *Golf Link* takes out this prestigious award.

Results were based on the number of visits to each website from Hitwise's Australian sample of over 2.74 million Internet users during 2005.

The event was hosted at Sydney's Crystal Ballroom at Luna Park.



Brett Cooper, Director Simbient/Golf Link Partners, Kirk McDonald, General Manager Golf Link Partners, Alex McGillivray Manager – Administration Golf Australia, & Hitwise representative

GOLF AUSTRALIA

Publisher / Golf Australia
Editor / Barbara Pesel
Editorial Coordinator / Pesel & Carr Pty Ltd
Contributors / James Gardener /
Louise Osborne / Ramsay McMaster /
Andrew Hickey
Design / etc. graphic design

Golf Australia
153-155 Cecil Street, South Melbourne VIC
T: 61 3 9699 7944
F: 61 3 9690 8510
E: info@golfaustralia.org.au
W: http://www.golfaustralia.org.au

Letters, feedback and emails welcome

Strathfield – full points for membership initiative

Sydney's Strathfield Golf Club is typical of many suburban golf clubs throughout Australia in that its membership is predominantly drawn from local, family orientated players who love their golf but have limits on the amount of time they can spend on the course and the amount of green fees they can reasonably afford. Like many other local clubs, Strathfield (which is celebrating its Diamond Jubilee this year) has had to tackle the issue of declining membership but the club has come up with an innovative solution.

About three years ago Strathfield Secretary Manager, Greg Scott, was hearing a familiar story from a number of members at subscription renewal time.

"People would phone me up and say 'Greg I've only played four times in the last year and I don't really want to leave the club but I have got other commitments ...what can I do?'. I would have to tell them that there was not much I could do and that their options were to move to a non-playing membership or leave the club. I was worried about where we would be in 10 years unless we did something a bit radical."

The solution came in the form of a points system that places a points value on each day of the week comparative to its popularity and then allows members to choose from four categories of membership equating to different levels of points. The four annual categories include 'Unlimited', 2000 points, 1000

points and 300 points. To play on a Monday in any single week you need to buy 14 points, the same for a Tuesday, Thursday and Friday, Wednesday is worth 20

who only played occasionally, opting for the lowest priced points balance. Management responded by capitalising on one of the major advantages of the



The Strathfield Golf Club, NSW



Greg Scott - Strathfield Golf Club Secretary/Manager

points, Saturday 30 and Sunday 20 points. So, for example, if you are a member who wants to play golf at Strathfield on a Wednesday (20 points per day) and a Sunday (20 points per day) throughout the year then you would need to purchase a minimum of 2080 points (40 points per week X 52 weeks) and would therefore most likely buy an annual 'unlimited' subscription. Someone who only plays once a month on a Sunday (12 X 20 points) would only need a 300 point annual subscription. If you run out of points during the season you can top them up and points used are tracked throughout the year via a computer system which automatically deducts points for competition players while social players swipe a smart card at the Pro Shop every time they play.

When Strathfield first commenced the points system in July 2004 members were concerned that a cash flow shortage would result from those members,

a club. Greg Scott explains, "We waited for a couple of months into the new season to assess the resulting cash flow shortage and then conducted a membership drive and were able to plug the cash flow gap by attracting 300 new members."

The increased membership has had other positive spin offs at Strathfield such as greater use of club facilities and catering while the points system has increased access to golf for members on a budget, particularly juniors.

"I think if we tried to go back to the old system there would probably be a riot," claims Greg Scott.

A full schedule of fees and points required for membership at Strathfield can be found by going to the Strathfield Golf Club website at www.strathfieldgolf.com which features easy to navigate details on the club, including a nifty course map. Telephone enquiries to the Secretary Manager, Mr Greg Scott, on (02) 9642 0326.

new points system – it encourages more efficient usage levels of the course throughout the week and therefore increases the potential membership capacity of

Angostura Bitters: Proud Supporters



Angostura Bitters, proud supporters of Australian golf, are once again putting their name and support behind the Angostura Australian Club Teams Championship held from 1 April to 30 September 2006.

Thanks to Angostura Bitters, this unique National Championship provides any male club golfer in Australia with the opportunity to represent both his club and state at a National Final to be held at The Royal Sydney Golf Club, following this year's MFS Men's Australian Open.

The prize also includes a 4-day VIP guest pass for the winning team in each state to view the final two rounds of the 2006 MFS Australian Open and attend official VIP tournament functions.

The Championship is a team's stableford competition and is open to all male club members with a Golf Australia handicap. The Championship can be incorporated into any club stableford competition prior to September 30. For more information contact Golf Australia on (03) 9699 7944.

FASHIONS FOR THE FAIRWAY

look the part and play like a professional

MENS

Achieve a classic look, with Oakley's new short sleeve polo and contemporary pinstripe pant. Specifically designed for golf, the quarter zip polo has been constructed with superior moisture management properties, proven to reduce skin temperature. Both loose fit pieces provide you with the freedom to move and a perfect match for game play.

Available from August. For further information call 1800 034 217



WOMENS

Ladies stay warm this winter with Adidas ClimaLite Full Zip Sweater. Designed to optimise your performance, this stylish sweater, allows you to stay cool, dry and comfortable both on and off the course.

Available in blush, apricot, pacific, white, black and chartreuse. For stockist enquiries please call 1800 700 011 www.adidasgolf.com



Hands up!

Would you like to hold either the men's or women's National Golf Championships for the years 2007 - 2012?

This is an opportunity to present your innovative ideas and stand out from the crowd.

For more details and/or to express your interest please call Alex McGillivray at Golf Australia on (03) 9626-5069 or download the form from www.golfaustralia.org.au

Peugeot Women's Classic: A tournament no player should miss!

This year, Peugeot, in conjunction with Golf Australia, launched the biggest women's amateur club tournament in Australia - The Peugeot Women's Classic, an all new three-ball tournament.

With participation in women's social golf increasing by 46% in the past seven years, this new event is much needed on the Australian women's calendar. The French style and precision of the Peugeot brand reflects the recent style change amongst female golfing professionals who now sport designer wear to match their highly engineered equipment.

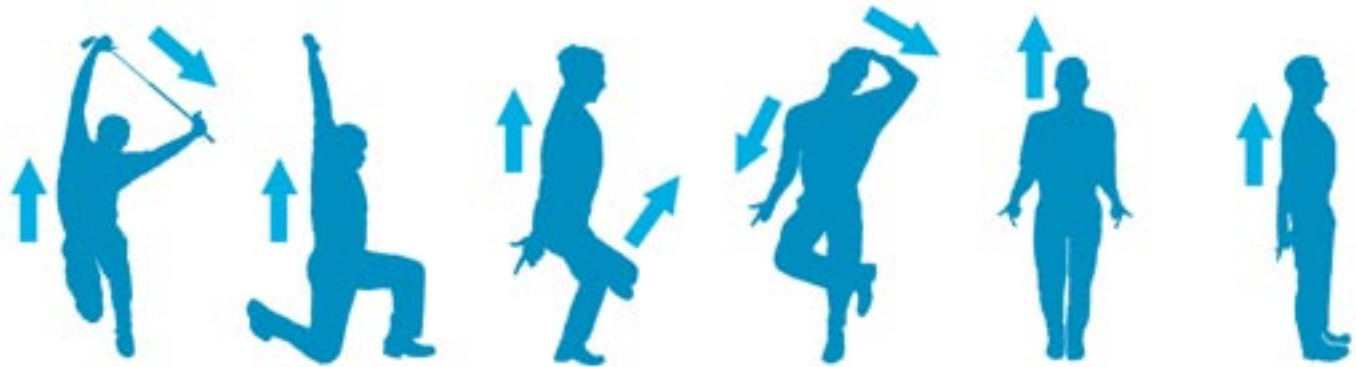
Over 300 clubs have already signed up - that's over 13,500 women participating in the Classic across Australia. With a myriad of prizes along the way including an all-expenses paid trip to France, the classic is already positioned as a significant event on golf's calendar.

Register your club now - contact Joy Drew on 03 9626 5045 or joyd@golfaustralia.org.au

For more information and your chance to win: visit www.peugeotwomensclassic.com.au

Your 5 minute golf warm up

By Ramsay McMaster, Golf Physiotherapist



1. Flexibility & Mobility Warm Up

Combined Hip Trunk & Shoulder Stretch

Get into the lunge position, feel stretch at right hip. Maintain an upright posture and suck in your lower abdomen.

Hold spikey ball above head with fingers straight.

Bend trunk to left side, keeping head on shoulders.

Hold stretch for at least 15 - 30 seconds on both sides. Repeat 1 - 3 times.

2. Flexibility & Mobility Balance

Gluteals & neck Stretch with Semi-Squat

Keep your body and spine in a stable and upright position.

Place your right ankle over your left knee.

Slowly get into a semi squat position, keep your left hand in a "pistol grip" position.

Slowly stretch your neck to the right side using your right hand.

Hold stretch for at least 15 - 30 seconds on both sides. Repeat 1 - 3 times.

3. Core Stability

Balance with Static Posture & Extension

Standing, upright in the "Angel Wings Position" against the wall.

Place the spikey ball between the balls of your feet.

Keep your nose and belly button in line with the ball.

Suck in your lower abdomen.

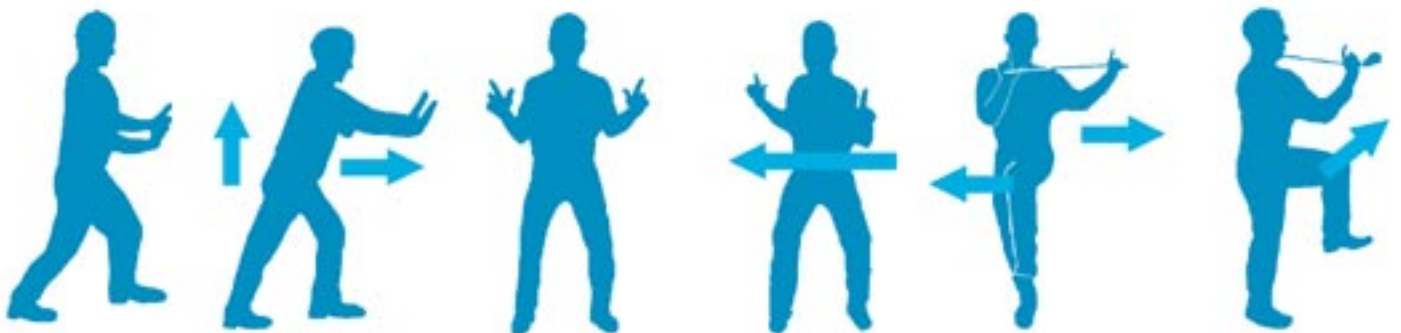
Tuck in your chin and look at the bottom of your lower eyelids.

Keeping your arms by your side and forming a pistol grip on both hands slowly lift the ball up with your feet.

Feel yourself getting taller as you pump up.

Hold exercise for at least 30 - 60 seconds on both sides.

Repeat 1 - 3 times.



4. Coordination & Dynamic Posture Drill

Keep an upright posture.

Maintain good trunk shoulder and spinal stability

Slowly extend your arms and thrust your body in a slow pushing movement against an imaginary truck.

Feel your shoulders, neck, abdominal, gluteals and legs all work together as if you are simulating a hydraulic pump.

Hold exercise for at least 15 - 30 seconds on both sides.

Repeat 1 - 3 times.

5. Core Stability & Rotation

X-Factor Check

Keep yourself in an upright and stable posture.

Place your elbows in by the sides of your rib cage

Make "pistol grips" with both hands.

Suck in your lower abdomen & make sure you keep your chin tucked in.

Slowly rotate your trunk to the right, maintaining your hips in a fixed position.

Keep your elbows into your rib cage, feel the coil between your inside thigh and lower abdominal.

6. Core Stability, Rotation & Dynamic Posture

Cross Over the Body Exercise

Stand in an upright position and maintaining good spinal posture at all times, cross your right elbow to the top of your left knee.

Cross your left elbow on to your right knee.

Keep "pistol grips" on both hands.

Movements should be smooth and the speed of the exercise gradually increased.

Repeat 15 times on both sides.

For more information see www.golfmed.net

playerprofiles

Emma Bennett

Emma Bennett has vivid memories of her first serious Melbourne golf tournament.

"I was a teenager and shot in the hundreds and was in tears on the way home, saying I wouldn't play any more."

Now ranked as Australia's number one female amateur, 21-year-old Bennett is just a short putt away from realising her dream of turning professional.

Hailing from Echuca, Bennett describes herself as a "country kid" who was introduced to golf by Rich River Pro, Alan Eacott.

"He came to my primary school to run a 'Go Go Golf' session – where you play with plastic balls and miniature clubs. From that day I just fell in love with the game."

When she's not indulging in her passion for watching forensic science investigation dramas on TV, Emma juggles two days a week as a receptionist at a Melbourne recruitment firm with practising six hours a day, three gym sessions a week and a busy playing schedule.

Rick Kulacz

Rick Kulacz has been having the time of his life living down at Moonah Links with the other members of the National Squad and enjoying the sites and sounds of Melbourne.

"Life in Melbourne has been really good. The nightlife is great and I get to the footy whenever I can because I am a Hawthorn supporter. I get to have a lot of fun with the guys in the squad," says the 20-year-old West Australian amateur.

Rick's two years with the National Squad is beginning to pay dividends. He was Runner Up in this year's Riversdale Cup and also won the Australian Men's Amateur Foursome Championship with partner and fellow 'Sand Groper', Steve Dartnall.

"I have turned into a different player due to a lot of help from the coaches here," explains Kulacz. "There's still things I want to learn but it has definitely been a massive help to where I want to go in the future."

Kulacz is heading off in June to play on the US Summer schedule and hopes to qualify for the US Amateur Championship. He is also keen to qualify for this year's MFS Australian Open.

"That would be great," exclaims Kulacz. "Greg Norman's playing this year which is pretty cool."



Score Card

Prior to being at AIS facility:

2001 Australian and World Junior Champion
2003 WA Amateur Champion

Whilst in Golf Australia's Elite Program:

2006 Runner-up Riversdale Cup
Winner Australian Foursomes (with Steve Dartnall)
2005 Winner SAGA Invitational
WA Amateur Medalist
Winner Waikato Stroke Play (NZ)
Winner Bay of Plenty Amateur (NZ)
National Squad
Australian Representative
Runner-up Dunes Medal

Score Card

Club: Kingston Heath Golf Club

Career Highlights:

2006 3rd 2006 Lake Macquarie Amateur Championship
Won Victorian Stroke Play Amateur Championship
2005 Won South Australian Stroke Play Championship
Won Victorian Amateur Championship
Member of Australian National Squad
2004 Won South Australian Stroke Play Championship
Won Tasmanian Stroke Play Championship
Won Coffs Harbour Ladies Classic
Member of Australian National Squad
2003 Member of Australian National Squad
2002 Member of Australian National Squad



Golf investment products by MFS

MFS Limited is delighted to be associated with Golf Australia, particularly at a time of exciting change in the administration and promotion of golf in Australia.

Our ongoing sponsorship of the MFS Australian Open, and launch of The Australian Golf Income Fund by MFS Investment Management Limited, have become the foundation of what we believe will be a strong and mutually beneficial association.

Golf Australia's 1600 affiliated clubs and approximately 460,000 members will now have the option of investing in a fund which has been established to cater specifically for their needs.

We look forward to the successful implementation of the administration and promotion initiatives and golfing community support for The Australian Golf Income Fund.

For further information please contact 131 MFS (131 637) or to obtain a copy of the product disclosure statement go to www.mfsgroup.com.au.

MFS Investment Management Limited (ACN 101 634 146) (AFSL no 246 553), a subsidiary of MFS Limited (ACN 107 863 436). Please read the PDS before considering an investment in the product.

Did you know?

- › Golf is the most popular sport played in Australia followed by netball and tennis, according to an Australian Bureau of Statistics report.
- › Australia has over 1500 golf courses.
- › The World's Longest Golf Course is in the Jade Dragon Snow Mountain Golf Club in Lijiang, China (Par 72 is 8,450 yards and elevation 10,000 ft)
- › It is estimated that over 300,000 women play golf in Australia.

TICKETS! TICKETS! TICKETS!

MFS AUSTRALIAN OPENS

2006 MFS Australian Open

16 – 19th November 2006

2007 MFS Women's Australian Open

1st – 4th February 2007

Join **Greg Norman** and **Adam Scott** in November, and be part of the **skill, talent and glamour** in January for the women's, all at The Royal Sydney Golf Club!

Tickets on sale in the coming months, continue to visit www.australianopengolf.com.au for details.

Exclusive hospitality packages for the men's are only available in the Stonehaven Club on the 18th hole. Book now and don't miss out. Contact Denise Heckscher at dheckscher@imgworld.com or on 03 9864 1127.

REGISTER & WIN

Feel like retreating to a beach front oasis?

Want to indulge in a weekend getaway to the snow?

Fancy a game of golf on Mantra Links in Port Douglas?

To receive a Golf Australia newsletter every two months, register your details at www.golfaustralia.org.au.

By registering you'll also be in the draw to *WIN a \$500 Stella Resorts voucher!

Stella Resorts provides access to an extensive range of over 100 resorts, retreats, hotels and apartments throughout Australia and New Zealand's most sought after destinations. So be in it, to win it!

*Conditions on www.golfaustralia.org.au

