

Golf Australia on a Steady Pace of Reform

Six months after its formation as the peak body governing amateur golf in Australia, Golf Australia has made solid progress in building its platform for reform.

Golf Australia Chairman, Mr Jerry Ellis, said the new Board was working very well and that important developments had taken place in the relatively short period. "Our first task was to find the right Chief Executive and we are pleased to report that Tony Hallam is doing an outstanding job," stated Mr Ellis.

In setting the way forward the Board identified a number of key objectives that were needed for success. These were to amalgamate the Australian Golf Union and Women's Golf Australia, create financial stability, ensure that the organisation was inclusive of men, women and all golfers and listen and communicate with all stakeholders as Golf Australia planned for the future.

"The new Board is operational, works cohesively and conducts business effectively. Above all we are committed to the modern version of accountability through a transparent management style," Mr Ellis added.

Stabilise Golf Australia

The first priorities were to amalgamate the two bodies and develop Golf Australia.

Highlights include:

- Launch of a strategic plan to 2009 and a financial plan that underpins its delivery.
- Building a team of people with excellent credentials to deliver the plan including the appointment of Nick Green and Jeff Blunden to lead Game and Club Development, and the appointment of Paul McNamee as Executive Chairman of the Australian Opens.
- Negotiation of a 300% expansion of the MFS golf sponsorship.

- Rebuilding the relationship with the Australian Sports Commission (ASC), resulting in the return of funding for Golf Australia and the AIS program in 2007.

- Delivery of the ASC Elite Pathways Review, the first to be jointly supported by the four peak bodies in Australian golf – Golf Australia, the PGA, ALPG and PGA Tour – and with input from all stakeholders.

Creating Financial Stability and Rebuilding the Opens

Golf Australia has adopted well accepted commercial practices requiring changes to traditional approaches. The organisation is currently moving to new rented premises, having sold the South Melbourne offices. Inherited agreements and contracts have been reviewed and as a result additional benefits are available to both Golf Australia and the contracted parties.

Mr Ellis stated that another priority had been to rebuild the status of the Australian Open and Women's Australian Open.

"The Opens are the pinnacle events of our golfing calendar and provide the ideal opportunity to profile and leverage the game to current and future golfers," he said.

"We also expect that higher attendances will increase proceeds. These proceeds will be reinvested in game and club development."

Key achievements include:

- Restructuring the IMG contract to return full ownership and control of

the Australian Open, including TV coverage, to Golf Australia.

- Securing the future of the Women's Australian Open for the next four years, under the renegotiated MFS sponsorship.
- Securing the early support of leading Australian players Greg Norman, Geoff Ogilvy and Adam Scott.

Communication & Consultation

Underpinning the success to date has been the desire to develop genuine two-way communication channels. It has been a commitment of Golf Australia to listen to what golfers, golfing organisations and all relevant stakeholders want to say and keep them informed of activities and plans.

"We have consulted widely with the golfing community and have opened up communication between all stakeholders to identify issues and develop plans for the future.

This year, for the first time ever and at the invitation of Golf Australia, the Executive Directors of each state and territory association met as one group. Golf Australia has presented itself as a united community and is developing a cohesive approach to roles and responsibilities.

The Way Ahead

Everyone from occasional golfers to aspiring professionals will stand to benefit from these developments. Mr Ellis said that the next stage of development for Golf Australia was being actioned.

"The objective in the early stages was to establish a solid foundation which positions us strongly for the future.

"The strategic plan, launched in July, sets the platform for growth and development, expanding our focus across all levels of participation and securing the necessary funding to underpin the future of golf in Australia," Mr Ellis concluded.

Golf Australia's aim is to provide increasing support to players and their clubs, and to invest increasing resources at all levels of the game. The last six months have shown Golf Australia to be a proactive and progressive organisation and together with strategic plans, the future for golf in Australia looks promising.



Recently sold 153-155 Cecil St

- Scheduling the Australian Open in a week that will maximise promotion of the game and enable an Australian winner of a major championship to participate.
- Investment of significant funding in promotion of both events.

Welcome



It's been a busy time at Golf Australia and our first six months are delivering positive results in all areas of our business. Our strategic plan for the next three years has been finalised and our next stage of development for this new organisation is on its way.

I have recently returned from the British Opens where I had the opportunity to share views and learn from other key international golfing bodies as well as meet with many of our Aussie men and women participating in these Championships. I'm pleased to report that there is great excitement and respect for the game in Australia and I look forward to a tremendous summer of golf. On a personal note I would also like to congratulate the successes of many of our juniors and amateurs - they are the bright future of the game.

Our next issue will be the October November edition with another printed edition in The Golfer Newspaper in November.

Your feedback is important to us and I invite you to email me directly tonyh@golfaustralia.org.au with any comment, suggestion or a potential story for our newsletter.



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

NEW JOB OPPORTUNITY

National Technical Director -
Golf Australia

An exciting opportunity exists to lead a new and innovative high performance program as part of a united Australian golf industry. Following the creation of Golf Australia and the subsequent Australian Sports Commission "Review of the High Performance Pathways in Australian Golf", the position of National Technical Director has been created to drive the changes recommended in the Review.

As National Technical Director you will provide leadership, direction and management to the National High Performance Program with the aim of ensuring Australia's continued success from elite junior through elite amateur, rookie professional to internationally successful elite professional golfers.

Information and Job Description:
<http://www.golfaustralia.org.au/>

Or contact Kathryn Wright - Executive Assistant to CEO Ph: 03 9626 5043 for a job description to be posted.

Applications close by 5:00pm on Friday 18 August 2006.

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Letters, feedback and emails welcome

Drought Busters!

"Water, water, everywhere ... Nor any drop to drink" goes the often-quoted line from the Samuel Taylor Coleridge poem, *The Rime of the Ancient Mariner*. Although Coleridge penned this verse some 200 years ago, a scarcity of good quality water as a result of prolonged drought, changing global weather patterns and land degradation is contributing to water becoming the "new oil" of the 21st century. With around 1500 golf courses in Australia now competing with industry and domestic users for access to water resources, the issue of water is a big one for Australian golf.

"I'm constantly saying to people that insufficient quantities and quality of water is probably the biggest single threat to the viability of golf courses as we know them," says respected agronomist and Manager of the Australian Golf Course Superintendents' Association agronomic wing (AGCSATech), John Neylan. "We are currently looking at a number of new salt tolerant turf grasses for golf greens and there's some work looking at drought tolerant grasses but new varieties of turf grass are not the 'silver bullet' to the water problem. The bigger issues are probably water quality and availability."

Peter Frewin, Course and Golf Operations Manager of the Barwon Heads Golf Club in Victoria, vividly remembers many years of water restrictions at the club. "By 1999 we could only use hand held hoses to irrigate greens and tees. About 70 members volunteered for morning and afternoon hand watering shifts." After spending approximately \$1 million on a new reclaimed water pipeline, dam and a greens irrigation system, the club now uses reclaimed water on most of its fairways and tees except those near residential areas where potable water is used. In conjunction with the AGCSA and Horticulture Australia, Barwon Heads also addressed the issue of water quality through an extensive monitoring program and is currently working on harnessing storm water from a nearby housing estate currently under constructed.

About two years ago Glenelg Golf Club, in South Australia, faced a potential 400 to 1500 percent increase in the cost of the treated effluent it had long relied on for irrigation in conjunction with bore water.

After considering their options, Glenelg committed to a \$1.5 million dollar project to harvest storm water from a local creek. The project, which is nearing completion, involved Glenelg constructing a wetland habitat through which the storm water is filtered and then channelled to an aquifer below the course to ultimately improve the quality of water drawn from Glenelg's bore. "This has secured a better quality and long term source of water for the club," says Glenelg Course Superintendent Daryl Sellar

The project also represents an environmental 'win-win' with less storm water running into South Australia's Gulf of St Vincent where it can adversely affect marine life. Utilising storm water also contributes to reducing the flood risk to the local community. These positive spin-offs led to club receiving substantial

financial assistance toward the project from the Federal and South Australian Governments. In addition, Glenelg has achieved a 30% reduction in water use over the past five years through using salt and drought resistant grasses, extensive revegetation with indigenous species and an improved irrigation system.

Clubs wanting to make a start on managing their water resources should contact either the AGCSA or Victorian Golf Association and ask for a water management template. "The big problem is that while many clubs are aware of the issue they don't have a strategy to move forward," says John Neylan.



Above: North Lakes Golf Club

Left: Barwon Heads Golf Club

Below: Glenelg Golf Club



Fisher & Paykel Tees off its Support for Women's Golf With New Club Competition

The Fisher & Paykel Classic is an exciting new grassroots club program offering women golfers the opportunity to compete at a club, state and national level as part of the Golf Australia partnership program.

Open to women members only, the single Stableford competition is free to enter and sees registered players go into a draw to win weekly Fisher & Paykel prizes.

The two best scores in each state will compete at the national final in Sydney during the week of the 2007 MFS Women's Australian Open.

With almost no additional administration for clubs, the benefits are huge as every club who registers before 31 August 2006 and has more than 30 participants individually registered, will receive a Fisher & Paykel bar fridge for use at their club or to use as a raffle prize.

Golf Clubs across Australia will be receiving a Fisher & Paykel Classic pack by 7 August 2006, which will contain all the information needed to get their own Fisher & Paykel Classic underway.

For more information call Fisher & Paykel Classic - Tournament Office on 1300 551 353.



Golf Australia Drives Forward With New Team

We would like to welcome Olympic champion, Nicolas Green OAM, industry expert, Jeff Blunden and communications guru, Matt Vagg to the Golf Australia team.

As Game and Club Development Manager, Nick has the responsibility to develop the game of golf at grassroots, including schools, club and all associated facilities. Nick brings to his new role a global perspective and extensive sporting experience, matched with strong views on active lifestyles and a passion for participation.

Jeff's extensive industry experience will be invaluable as Club and Industry Advisory Manager, providing advice and assistance for clubs and developing policy. He will work alongside Nick in ensuring a healthy club system nationwide.

Coming to Golf Australia with a sports background, Matt is central in developing communication streams and marketing strategies to create a broader awareness for the game of golf in Australia.

Congratulations also to Trevor Herden who has been appointed in the new role of Manager of National Championships and Tournaments. Trevor will be working to develop a uniformed approach to how Golf Australia events are managed. His current duties have been expanded to include overseeing all of Golf Australia's National Schedule of Events.



Green on the Green with Jerry Ellis

look the part and play like a professional

TECHNOLOGY TO TRAIN

The old saying 'practice makes perfect' is not the case these days if you want to achieve a flawless swing. Think about it, you could be practicing the wrong stance! It's all about 'perfect practice makes perfect'.

Golf Australia has sourced the latest in golfing technology, so now you can perfect your swing at anytime in the comfort of your own home. Just imagine your own personal trainer available 24 hours a day.

The Golf Achiever II

Once a player hits a ball through the laser grid, the Golf Achiever's user-friendly software records the player's shot, immediately generates a simulated ball flight, and provides industry standard accuracy on a wide array of golf swing and ball flight parameters.

For further information visit www.ausgolftech.com or www.abcgolf.com.au

This is a laser based Launch Monitor, Swing analyser and Golf Simulator. Used for coaching, training and home game play use.



The Swing Master

The revolutionary Swing Master is the ultimate golf swing trainer for every golfer from beginner to professional.

The Swing Master is very versatile and combines all the benefits of a weighted swing trainer with all the benefits of tempo trainers.

Weight adjustable and portable, just a few minutes a day with the Swing Master, at home or in the office will train your swing from start to finish.

For further information visit swingmaster-golf.com

7 Deadly Sins

By Ramsay McMaster, Golf Physiotherapist

1. RUSHING TO THE GOLF COURSE

Common technical breakdowns caused:

- Disruption of golf rhythm
- High anxiety levels, in turn leading to tension
- Poor control of breathing

Common injuries possible:

- Wrist - to tendons, cartilage or bones
- Neck - to joints, discs, ligaments or muscles
- Low back - muscle strains, disc injuries, joint problems



2. DRAGGING GOLF BAG AND CLUBS

Common technical breakdowns caused:

- Poor alignment in address position
- Poor posture at setup
- Excessive strain through particular muscles e.g. wrist & neck
- Increased gripping

Common injuries possible:

- Neck - to joints, discs, ligaments or muscles
- Low back - muscle strains, disc injuries, joint problems
- Shoulder & rotator cuff - muscle strains, tendon injury/tears



3. BOUNCING IN FORWARD FLEXION

Common technical breakdowns caused:

- Bad flexion postures
- Reduced activity of flexor muscles
- Stiffens back, leading to poor sequencing of golf swing

Common injuries possible:

- Low back - muscle strains, disc injuries, joint problems
- Hamstring strains



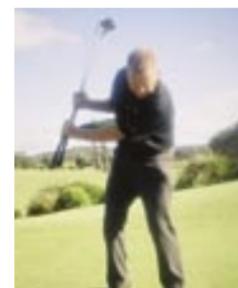
4. POOR ROTATION SEQUENCING

Common technical breakdowns caused:

- Compensatory sway in swing
- Poor weight transference
- Poor balance
- Poor shoulder position on backswing and follow through

Common injuries possible:

- Low back - muscle strains, disc injuries, joint problems
- Neck - to joints, discs, ligaments or muscles



5. WARMING UP WITH MULTIPLE CLUBS

Common technical breakdowns caused:

- Compensation movements in arms
- Altered proprioception
- Altered weight control
- Overswinging
- Reversed C positions & reversed pivot

Common injuries possible:

- Low back - muscle strains, disc injuries, joint problems
- Left hip strains
- Shoulder & rotator cuff - muscle strains, tendon injury/tears

6. HITTING WOODS TO START WARM UP

Common technical breakdowns caused:

- Alters feel due to practicing power before feel
- Over swinging
- Incorrect sequencing
- Use of incorrect muscles

Common injuries possible:

- Low back - muscle strains, disc injuries, joint problems
- Shoulder & rotator cuff - muscle strains, tendon injury/tears

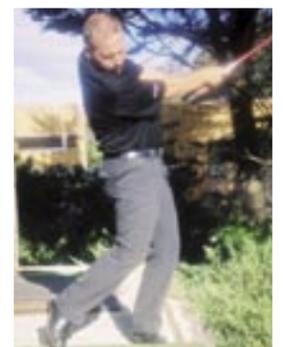
7. HITTING BALLS INTO NETS OFF HARD SURFACES

Common technical breakdowns caused:

- Jarring of body
- Altered co-ordination

Common injuries possible:

- Neck - to joints, discs, ligaments or muscles
- Shoulder & rotator cuff - muscle strains, tendon injury/tears
- Low back - muscle strains, disc injuries, joint problems



Spotlight on MFS Australian Open Championships

The MFS Men's and Women's Australian Open Championships are certainly making an impact on Australia's sporting scene, with world renowned player participation, fresh ideas to entice new audiences to golf and a multi-million dollar sponsorship deal.

It is widely acknowledged that Australians not only love their sport, they are also very capable especially in the game of golf. Just take a look at Geoff Ogilvy's recent win at the US Open and our achievements at the British Open. At the oldest and most prestigious major Championship Australia had a staggering 23 players competing, with six Aussies finishing in the top 22.

We have two Australians, Adam Scott and Geoff Ogilvy, less than 30 years of age, in the world top eight and excitedly both are confirmed to participate in this year's MFS Australian Open.

Others confirmed also include rising star Aaron Baddeley and golfing icon Greg Norman.

The 2006 MFS Australian Open, to be held at The Royal Sydney Golf Club from the 16 – 19 November, has introduced fresh initiatives with a focus on enhancing the spectator experience and providing convenient access times to attract school children and new people to the sport.

The new initiatives are a first for Australian golfing tournaments and include a twilight viewing session after 4pm on Thursday and Friday and premium reserved grandstand seating on the 18th green on Saturday and Sunday, priced at \$20 and \$75, respectively.

Golf Australia launched the 2006 MFS Australian Open tickets sales on Wednesday the 19th of July, feeding numerous camera crew and photographers with a visual feast. A three metre wide map of Australia was created out of thousands of red, white and blue golf balls, symbolising this year's focus on the celebration of the past, present and future Australian players.

"The MFS Australian Open this year has a strong focus on celebrating Australian golf, which is part of Golf Australia's strategy to build the Open into a regionally significant event," commented Paul McNamee, Executive Chairman - Australian Opens.

"The map of Australia was ideal in showcasing to the nation how excited and proud we are of our younger and older Australian players," added McNamee.

To add to the great success golf is experiencing in this country, is MFS's multi million dollar deal for

the Women's Australian Open, enabling Golf Australia to successfully underwrite the Open for the next four years.

McNamee said, "The new deal sends a strong message of support, ensuring Australian women's golf has a great future. MFS have actively demonstrated their passion and commitment to nurture the immense talent and interest developing in women's golf in this country."

The championship will be held at The Royal Sydney Golf Club 1 - 4 February 2007 and has an in principle agreement for co-sanctioning with the ALPG Tour and Ladies European Tour. The co-sanctioning arrangements will ensure a world class field of local and international players.

Phil Adams, Managing Director, MFS said, "Like Golf Australia we seek ongoing growth through innovative thinking and being prepared to invest long term. We view the women's golfing community as an important nice market that aligns with MFS' growth strategies and we are thankful for the part we could play in developing women's golf in Australia."

Further information on the 2006 MFS Australian Open is available at www.australianopengolf.com or refer to ticket prices below.



Paul McNamee confirms world renowned stars to play, at the 2006 MFS Australian Open ticket launch.



MFS AUSTRALIAN OPEN

16th – 19th NOV 2006
The Royal Sydney Golf Club

TICKET TYPE & PRICES

Any One Day	\$29
Any One Day – Concession*	\$20
Season	\$87
Season – Concession*	\$60
Reserved Grandstand 18th Green (Saturday & Sunday)	\$75 p/day
Twilight (Valid after 4pm Thursday & Friday only)	\$20
Children 15 years & under accompanied by an adult	FREE

*Concession tickets are valid for Ages Pensioners, Senior Card holders and Student Card holders only

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