

Big Names and Big Crowds shape up for MFS Australian Open

Stuart Appleby has one, Aaron Baddeley and Robert Allenby both have two, Greg Norman has five while Adam Scott and Geoff Ogilvy really want one. There's no prize for guessing what it is – the Stonehaven Cup, the jewel in the crown of Australian golf and the heat will really be on between November 13 and 19.

Since his US Open win, all eyes are on Ogilvy (currently world number 10) but defending 2005 Australian Open Champion, Robert Allenby, knows how to win at home. At number 4 in the world, Adam Scott is capable of taking apart any field but he's yet to win the biggest prize in Australian golf, while Aaron Baddeley is now more seasoned since his stunning Open victories in 1999 and 2000 and may prove to be the dark horse of 2006. And what about Stuart Appleby? A strong showing with two wins in the first half of the US PGA Tour puts him right in the mix at Royal Sydney.

Then there's the Shark factor – Greg Norman's mere presence will be enough to draw a big gallery but what if (a decade since his last Aussie Open victory) he wins? "It would be one of the greatest moments in Australian golf history; on a par with Greg winning the British Open in 1993 or Aaron Baddeley's victory at the Australian Open as an 18 year old amateur in 1999," says Golf Australia's Paul McNamee (Executive Chairman Australian Opens).

"Whoever wins, the MFS Australian Open will be accessible to all sport fans," adds McNamee. "Full coverage by Channel 7 and on course innovations, never before seen in a modern day Australian golf tournament, will begin to transform the on course experience."

One such innovation is the introduction of 'Twilight tickets'. These will give fans, who might otherwise miss the tournament because of school or work

commitments, the chance to experience world class golf during the late afternoon and early evening on Thursday and Friday plus entertainment after the day's play. A further change is the introduction of 'Go – Zones' for fans on the fairways themselves. "Imagine being able to see approach shots from a position right behind your hero. It's no longer reserved for the privileged few – all the fans will be welcome," said McNamee.

McNamee is also excited about the introduction of a premium reserved grandstand at the 18th green. "The atmosphere in the grandstand will be intense and fans will have the opportunity to clearly see tournament

winning (and losing) strokes from a premium vantage point," says McNamee. The grandstand option has proved so popular that the premium reserved grandstand has already sold out for the Sunday (November 19).

Also overlooking the 18th hole will be the Stonehaven Club – an exclusive hospitality option offering corporate packages including lunch, beverages, a private viewing balcony, TV monitors, door prizes and car parking passes.

For more information regarding the 2006 MFS Australian Open go to www.australianopengolf.com

For ticket information see back page.

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Welcome



Welcome to Golf Australia's Open edition. We have some big events coming up on the calendar and hope that you're not only informed on what's happening leading up to the Open but also what's happening behind the scenes leading up to the big event.

The 2006 MFS Australian Open marks a significant occasion as being the first Open under the Golf Australia banner and we're proud to be bringing this inaugural event to you.

Some of the current developments introduced in this edition include the great new environmental initiative for golf course maintenance, also a highlight on our team selected for the 2006 World Amateur Teams Championships and interviews with golf star Stuart Appleby and the Opens' Tournament Director, Trevor Herden.

At Golf Australia it is our aim to rebuild the status of our Opens. We trust that you will notice improvements and new initiatives as we pave the way into the next era of championship golf in Australia.

We invite you to join us and celebrate in what we hope will be a very successful summer for golf in Australia.



Tony Hallam,
Chief Executive Officer of Golf Australia

Top designers remain 'Open minded' when challenging the pros

As Course Consultant to Golf Australia for the 2006 MFS Australian Open, Michael Clayton, has been doing a lot of thinking about what a championship golf course should bring to an elite event like the Open.

"It's the eternal question of golf architecture I guess but there's no secret," says Clayton, a partner in Michael Clayton Golf Design, golf writer and former professional player. "It's a combination of holes that don't reward one player over another ... short hitters, long hitters, those who hit it right to left etc. During the US Open this year essentially every shot was dictated by the people who set the golf course up. But, for me, a winning golf course is one where the player has to think about how he has to play the hole – like at Royal Melbourne or St Andrews – as opposed to being told how to play it by the architect, the superintendent or the organisers."

Clayton's sentiments are echoed by Ross Watson who, as Golf Course Architect to Royal Sydney during its remodelling throughout 2002 and 2003, knows probably better than anyone, the nuances of this year's MFS Australian Open venue. Watson cites a course like the Augusta National where the Masters was "never finished until it was finished" as a great example of a championship course. "Coming down that stretch on the Sunday, a person could come from five or six behind and actually snatch victory like Jack Nicklaus did. I think that's a fantastic thing in the design of a golf course when that can happen."

As members of the Society of Australian Golf Course Architects, Clayton and Watson both point out that a course earmarked for hosting an event like the MFS Australian Open should be resistant to being "overpowered" by an elite player employing a combination of brute strength and the technological

advances afforded by modern equipment. However, they question the need to make a course so long that it becomes almost impossible for club members to enjoy their round of golf. "It's fine to build golf courses for professionals but who's going to play on them the other 51 weeks of the year?" asks Clayton.

No matter which way they hit the ball, Ross Watson expects that the players in this year's MFS Australian Open will have their "recovery golf" and "imagination" tested at Royal Sydney. "An Open venue should examine every aspect of a person's game. The only way you can really do that is by having firm greens so that they must be attacked from the correct position on the fairway," says Watson.

Golf Australia

teetimes 06/07

9 – 13 Oct

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

13 – 19 Nov

MFS Australian Open
The Royal Sydney Golf Club, NSW

21 – 23 Nov

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

10 – 12 Jan

Australian Girls Amateur
Ulverstone Golf Club, Tasmania

14 – 16 Jan

Australian Girls Interstate Teams Matches (Burtta Cheney)
Ulverstone Golf Club, Tasmania

16 – 18 Jan

MFS Australian Men's Mid Amateur National Golf Club,
Mornington Peninsula, VIC

1 – 4 Feb

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

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Contributors / James Gardener / Louise Osborne / Ramsay McMaster / Matthew Vagg / Lisa McGrath
Designer /etc. (graphic design)

Golf Australia

Lvl 3, 95 Coventry St

South Melbourne VIC

T: 61 3 9626 5050

F: 61 3 9626 5095

E: info@golfaustralia.org.au

W: http://www.golfaustralia.org.au

Letters, feedback and emails welcome

e-par – lifting the bar on environmental management



Keysborough Golf Club

With the support of Golf Australia, the Australian Golf Course Superintendents Association (AGCSA) has developed a world-first, industry-wide web-based program known as 'e-par', which will revolutionise golf course environmental management.

'e-par' guides users through the introduction and development of a customised environmental management system (EMS) for all golf course operations. The program allows golf clubs to identify, analyse, evaluate, treat, monitor and review their environmental performance.

"e-par is an easy to use, cost efficient EMS that is highly effective in simplifying adherence to regulation and improving overall environmental performance," stated Steven Potts, CEO, AGCSA.

"Clubs will also develop an effective channel of communication with local regulatory agencies and other stakeholders making it simpler to build committed relationships," Steven adds.

Golf Australia (GA) congratulated the AGCSA on the development of e-par.

Tony Hallam, CEO, Golf Australia, stated, "e-par is a tool for all golf clubs and has our full support. We strongly recommend that all clubs take up the program."

In July 2006, the Keysborough Golf Club was one of the first to implement the system. Brett Shivers, the Superintendent at Keysborough Golf Club, said "We didn't have an environmental management system

in place before and weren't sure how effectively we were performing in terms of industry standards.

"Now we have an effective online system that guides us step by step to identify, act and communicate our performance to regulatory agencies, it's very user friendly," Brett adds.

e-par is designed to:

- Enhance public confidence in golf course environmental management;
- Be recognised as world leaders in environmental management;
- Remain self-regulated;
- Increase capacity to respond to environmental issues and regulations;
- Increase support for environmental education and training, and
- Promote active participation in the management of land, biodiversity and water.

The online system will provide all clubs with a strategic asset that will improve resource management and enable golf clubs to meet their corporate and legislative requirements.

Golf Australia advocates environmental industry standards. It believes e-par will help the Australian golfing industry to better respond to environmental issues and assist in implementing best practice initiatives.

Fifteen minutes with Trevor Herden – Manager of National Championships and Tournaments



What is your role specifically in relation to the Opens?

Tournament Director which means managing all aspects of playing the game and managing inside the ropes.

In February this year, you were placed in charge of the tournament operations for the MFS Australian Open and MFS Women's Australian Open. Has there been any challenges incorporating the two?

No, both major Australian Championships require the same set of basics. One unique aspect is having the men's and women's tournaments played at the same course, Royal Sydney. There are subtle differences in the setup of the course. The Royal Sydney Golf Club lends itself quite well to the transition of changing from the men's to the women's course in such a short time frame. We have approximately 10 weeks between the events, giving us plenty of time to make appropriate course adjustments.

Coming into the position did you have any plans for major changes?

Yes, getting back to the basics is very important. Players and the entire golfing industry need to perform both on and off the course so golf can be taken seriously in Australia, resulting in the delivery of maximum audience entertainment. The most important aspect is that players exceed their performance potential, ultimately proving that golf is just as big as any other major Australian sporting event. Building support from fans, newcomers and stakeholders is also a significant priority coupled with rebuilding the status of our Australian Opens into regionally significant events.

Will there be changes in the next 12 months in the role?

No changes to the role as such, however, there will be a lot of changes at ground level by standardising game play throughout the country. We would like to alleviate the exclusivity of the national championships, improving the overall operation, presentation and promotion.

What is the most difficult aspect of the role?

Encouraging stakeholders to follow industry standards, procedures and operations. There should be uniformity across the country, which should be designed around international standards.

What is the most fulfilling aspect of the role?

Working at the elite level. It's great to see the young athletes changing moods in regards to golf in Australia. The rapid awareness of support at the high end is a good pathway moving forward.

What planning goes into some of the projects you're working on?

We have just released the 2007 tournament schedule. Managing the playing of men's and women's tournaments together, which the golfing industry bodies think is fantastic, makes Australian sports unique compared to Northern America and the UK.

What are your aspirations during the next five years for golf in Australia?

Ultimately, I would like to see more television coverage for major national amateur championships, similar to that of overseas.

To generate more support and spectatorship with Australian tournaments and championships, what audience would you need to target?

We would like to promote young aspiring golfers and athletes to attract a younger audience and currently in Australia we have an excellent pool of young talent to choose from.

How do you see the future for women in golf?

We need to provide women players with good quality competition and Golf Australia is seeking more international competition to cater for this. Placing the Women's Australian Open back on the international golfing calendar after a two year absence is the first step.

One aspect of your role requires upgrading player services and facilities, what does this entail?

Upgrade to the live scoring system and also updating the Golf Australia website. It's the little things that make tournaments a whole lot better for players competing. Creating a great atmosphere is very important as the players are starting to realise that golf here is taken seriously.

Fashions for the Fairway

Move over pressed white pleats, hello colour and style!

Natalie Gulbis, a recently announced contender in the 2007 MFS Women's Australian Open, is one of the leaders in the fashion stakes often gracing the course in chic slim-line skirts and slender fitting 'tees'.

Natalie joins many young female golfers on tour as they add their own individual trademark, expressing personality from the outside in.

Not only has fashion on the fairway taken off with the glamorous ladies of golf, the men are also following suit in the fashion stakes.

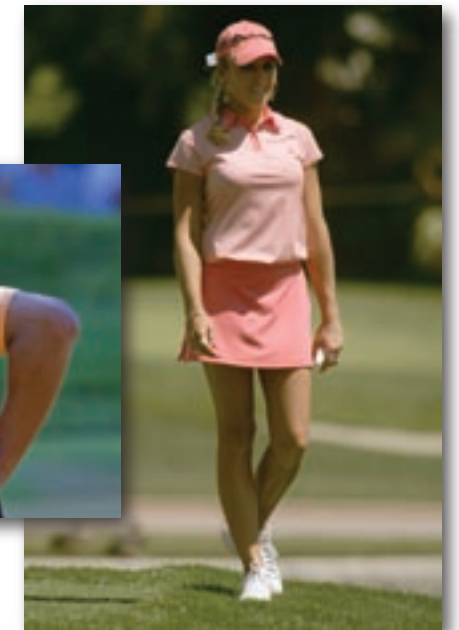
Adam Scott, the savvy young Australian star, has jumped on board embracing colour and style to his game and he's not afraid to pull on the baby pink or peach polo.

Fashion is raising the profile of golf in its wake and its prominence is widely accepted both on and off the course with players and spectators welcoming its emergence.

Colour, style and glamour is on the fairway and it's here to stay.



Adam Scott and Natalie Gulbis



Tour Greens - Synthetic Tee-line



Synthetic tee-line is an ideal surface for all players and is the new revolution in golf course turf, becoming popular with all golfers of varying abilities.

The synthetic turf provides a better surface to hit from, requiring minimal maintenance and a top quality surface all year round.

Paul Ammoun, Co-founder of Tour Greens Australia said, "Unlike what's been used up to now, a synthetic grass tee-line such as the one at Sanctuary Lakes can be laid either partially or entirely across the driving range."

Due to its easy maintenance, strength and resilience, it is better than other alternatives like the rubber-backed, astro-turf style mats that are old industry standard.

Peter Butler, General Manager at Sanctuary Lakes said, "Golfers come to our driving range knowing that they have a pure surface to hit from and the tee line has also allowed us to cater for the better than average golfer."

The constant replacement of driving mats has proven a costly process in the past for course managers, opting for a more cost effective and efficient solution.

Environmentally friendly, the synthetic material repels against fungus, disease and drought, saving water wastage while offering instant drainage which course manager's praise.

For further information, Tour Greens can be contacted on (03) 9335 5995 or visit www.tourgreens.com.au

Bringing it all back home with Stuart Appleby

"It has been a crying and yelling fest in this room for the last two hours," explains Aussie golf champ, Stuart Appleby.

The Applebys – Stuart, wife Ashley, Ella (20 months) and Mia (6 months) have "been home" in Melbourne for a couple of weeks and they've all got the flu with the kids running high temperatures. Balancing fatherhood with a career as a professional golfer means that even an Australian sporting hero sometimes needs to reach for the Vicks VapoRub, although Appleby is characteristically understated about his multi-tasking ability.

"I am out working most of the time. My wife is just amazing with the kids and is taking on most of the child rearing duties so it's hard for me to compare my skills as a parent with hers."

These days, home for the Applebys is split between a couple of "stints" a year in Melbourne and their home in Orlando, Florida where Stuart bases himself for the US PGA Tour.

This year's Tour has been productive for Appleby with wins at the Mercedes Championships (making it three in a row for this event) and Shell Houston Open. "I consider it a great year but I would give it a B+ to an A. For an A to A+ you need more top ten finishes, more contention in the majors. I've got four events left this year and I am looking for four top tens. That would make it a great finish and get me ready for the Aussie summer."

Speaking of the Aussie summer, Appleby is raring to go for this year's MFS Australian Open. "I am very much looking forward to it. Now that I have won it (2001), I really want to win it again. I think every Aussie understands what it means when it's the national Open ... nothing else touches it"

Appleby has also been impressed by the consultative approach Golf Australia has taken to the organisation of this year's Open. "I think now we've got some pretty sharp minds on the job that are really making inroads into freshening things up. The good thing for the players is that they're asking us questions such as "What do you guys like? What do you want? What do you dislike?" says Appleby.

Outside of playing, Appleby has his hands full with developing his Stuart Appleby Junior Golf program but tries to find a week or two a year to go home to Cohuna (Victoria) to catch up with family and go fishing on the Murray River. He also likes to race and tinker with his cars including a Mercedes SL 55, BMW M5 and a Lamborghini. Appleby is having another BMW M5 converted into a ute by a Denilquin customising specialist, an indulgence that prompts a degree of introspection – "It's a bit of a connection between what golf has brought me and my heritage as a farm boy."



Left to Right: Ashley Appleby, Ella Appleby and Stuart Appleby

WATC Team announced

In March 1958, the United States Golf Association (USGA) and the Royal & Ancient Golf Club of St Andrews (The R&A) approved a plan for a team competition that would bring together the best amateur golfers from all corners of the globe. The Old Course at St Andrews, universally now recognised as the home of golf, was proposed to host the first World Amateur Teams Championships (WATC) later that year with 115 players representing 29 countries.

President Dwight D. Eisenhower consented to the naming of the championship prize as The

Eisenhower Trophy, initially an all men's event. In 1964, women players were introduced to the event, competing for the Espirito Santo Trophy.

Each team has two to three players and the events are contested over four rounds of stroke play. In each round, the total of the two lowest scores by players from each team constitutes the team score for the round.

In its inaugural year, Australia won in a playoff with the USA. Australia also won the event in 1966 in Mexico and 1996 in the Philippines.

The WATC is held biennially rotating among three geographic zones; Asia-Pacific, America and Europe/Africa. South Africa will be the host country in October 2006.

The 2006 Australian representatives was announced in September and are pictured below. Victorian, Andrew Tampion had a successful year being the leading amateur in the 2005 MFS Australian Open; Victorian, Emma Bennett ranked as Australia's number one female amateur; Frances Bondad aged only 18 of NSW was the 2006 NSW Amateur runner up. Victorian, Kate Combes won the 2006 Victorian Amateur strokeplay, Perth's, Stephen Dartnall won the 2006 Riversdale Cup (one of the three biggest male amateur events in Australia) and from NSW, Won Joon Lee winning the 2006 NSW Amateur Championship.

South Australia has won the right to host the WATC in Adelaide, in October 2008. The 2006 Championship comprises the 25th men's competition and the 22nd women's competition.



2006 WATC players from left to right: Kate Combes, Andrew Tampion, Frances Bondad, Stephen Dartnall, Emma Bennett; Absent – Won Joon Lee

THE 2006 MFS AUSTRALIAN OPEN

The Royal Sydney Golf Club
November 13 to 19

TICKETS:

From \$20 (one day concession) to \$87 (season ticket)

Free entry for children under 15 (with a paying adult)

Twilight sessions (after 4 pm on the Thursday and Friday) \$20

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