

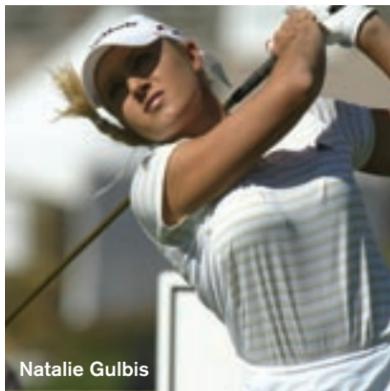
The Champion, The Defender, The Future Who will win the 2007 MFS Women's Australian Open?



Karrie Webb



Laura Davies



Natalie Gulbis

Our **Champion** is in the best form of her career; The **Defender** will bring fierce competition; And The **Future** craves a taste of victory.

The 2007 MFS Women's Australian Open is back, set to reach new heights with its world class line up of local and international talent including Australia's golden girl, Karrie Webb, reigning Australian Open champion Laura Davies and the glamorous Natalie Gulbis.

Dual Australian Open champion, Webb returns to Australia in her finest form, having had an outstanding year to date with four wins on the LPGA Tour.

"To be able to return to Australia in 2007 after such an improved season on the LPGA Tour is something that I am looking forward to very much," said Webb.

Adding to the contest is England's Laura Davies who boasts US and British Open titles among her impressive total of 67 career wins. In 1994 Davies was the first golfer, male or female, to win on five different Tours in one calendar year. With 21 years of experience behind her, Davies will as always, be hard to beat.

But the pair will need to watch out for Californian born model turned professional golfer, 23-year-old Natalie Gulbis. At only 14, she became the youngest player ever to qualify for an LPGA event. She is due to make an impact on the world stage, bringing her own unique glamour and style to the Championship.

"I'm thrilled to be coming down under again," Gulbis said.

"It was a wonderful experience at the Open last time. It would be my greatest career highlight if I could take home the title."

Also joining the skill, talent and glamour will be Nikki Campbell, having the enviable ranking of number two in Australia. The 26 year old is looking forward to playing at Royal Sydney, a course on which she previously won the Australian Amateur title.

Campbell, along with other tour members are also very 'excited' to hear that the MFS Women's Australian Open is back thanks to a multi-million dollar sponsorship deal with MFS as the principal sponsor.

"The four year deal sends a strong message of support for the future of women's golf in this country," said Paul McNamee, Executive Chairman - Australian Opens.

In a further boost for women's golf, leading whitegoods brand, Fisher & Paykel and Peugeot Automobiles Australia have been announced as supporting sponsors. The New South Wales Major Events Board and The Royal Sydney Golf Club partnership will also play an integral role in planning for the championship.

"We have the commitment from our sponsors. We have the television rights secured with ABC and great players. The Women's Open is an important Australian event," McNamee added.

"It is also the ideal platform from which to inspire our future Australian golfers, bring new audiences to the sport and introduce people to the game of golf."

The 2007 MFS Women's Australian Open marks the 16th time the Championship has been held and the first time it has been played at The Royal Sydney Golf Club. The tournament is held from February 1 - 4 and is co-sanctioned with the ALPG and Ladies European Tour.

Like the 2006 MFS Australian Open, the MFS Women's Australian Open will aim to enhance the spectator experience and provide convenient access times to attract school children and new supporters. This will 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 \$70, respectively.

If you wish to wine and dine your clients or impress work colleagues by overlooking the 18th hole, then book the Championship Club corporate package in advance. This exclusive experience includes lunch, beverages, a private viewing balcony, TV monitors, door prizes and car parking passes. Contact Justine Lai (02) 9260 2315 or Justine.Lai@imgworld.com or visit www.golfaustralia.org.au

The 2007 MFS Women's Australian Open Ticket Information

TICKET TYPE	PRICES (Incl GST)
Any One Day	\$25
Any One Day - Concession*	\$20
Season (All four days of the tournament)	\$75
Season - Concession* (All four days of the tournament)	\$60
Premium Reserved Grandstand 18th Green (Saturday & Sunday only)	\$70 per day
Twilight (Valid after 4pm Thursday & Friday only)	\$20
Children 15 years & under (Must be accompanied by a paying adult)	FREE

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

Further information at: www.golfaustralia.org.au

Championship Club (exclusive hospitality package) prices are as follows:

	Per Person (\$ incl GST)	Eight Per Table (\$ incl GST)
Thursday	275	2,200
Friday	275	2,200
Saturday	275	2,200
Sunday	375	2,200
4 day package	1020	8,160

Welcome



Welcome to our special Christmas edition which tees off our new look. A look which we hope will capture the nation and revitalise the image of golf in Australia.

We also hope you enjoy the special highlights of our upcoming events, including the 2007 MFS Women's Australian Open and The Peugeot Women's Classic State Finals and Ramsay provides expert advice to all golfers, on how to deal with the Christmas period.

Thank you for your support and feedback throughout the year, we look forward to hearing from you in 2007. Don't forget to visit our exciting new look website at www.golfaustralia.org.au.

From all at Golf Australia we'd like to extend our warmest wishes to you and your families over the holidays,



Tony Hallam,
Chief Executive Officer of Golf Australia

Golf Australia

teetimes Dec06/Jan07

- ▶ **4 - 8 Dec**
Peugeot Women's Classic State Finals
Multiple Venues
 - ▶ **5 - 7 Dec**
Dunes Medal*
The Dunes Link Golf Club, VIC
 - ▶ **8 - 10 Dec**
LG / BING LEE NSW Women's Open
Oatlands Golf Club, NSW
 - ▶ **10 - 12 Jan**
Australian Girls Amateur
Ulverstone Golf Club, TAS
 - ▶ **14 - 16 Jan**
Australian Girls' Interstate Teams Matches
Ulverstone Golf Club, TAS
 - ▶ **16 - 18 Jan**
MFS Australian Men's Mid Amateur
National Golf Club, VIC
 - ▶ **23 - 26 Jan**
Victorian Women's 72-Hole Stroke Play*
Royal Melbourne Golf Club, VIC
 - ▶ **25 - 28 Jan**
Lake Macquarie Men's Amateur*
Belmont Golf Club, NSW
 - ▶ **End Jan (TBC)**
Fisher & Paykel Classic National Final
Venue TBC
 - ▶ **29 Jan**
Peugeot Women's Classic National Final
The Royal Sydney Golf Club, NSW
 - ▶ **1 - 4 Feb**
2007 MFS Women's Australian Open
The Royal Sydney Golf Club, NSW
 - ▶ **12 - 15 Feb**
Australian Women's Stroke Play
Indooroopilly Golf Club, QLD
 - ▶ **16 - 18 Feb**
Tasmanian Men's Open*
Devonport Golf Club, TAS
 - ▶ **20 Feb - 23 Feb**
International Cup
TBD, ACT
- * Men's National Selection Trial & Women's Major National Ranking Events

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Letters, feedback and emails welcome

Member Communication and Retention

By Jeff Blunden, Manager of Club and Industry Advisory, Golf Australia.

As we look to the coming months we know that member visits fall significantly in November and December so now is an appropriate time to role out some short term strategies to try to at least maintain numbers and build revenues.

As we are all well aware, pressure has never been greater for most clubs in their attempts to retain and attract members. I say retain first before attract as retention is too often overlooked in the annual membership challenge.

According to statistics from GolfLink, for the 12 month period November 05 to October 06 it was found that:

- Over 30% of members had not participated in any club competition event at all!
- 15% had only been at their

club between one and six times and 9% between seven and 12 times in the previous 12-month period.

- At the other end of the frequency scale 30% are above a fortnightly average, (11% at least weekly) with one in seven members stuck between fortnightly to monthly participation.

Given that almost 50 percent of the national club playing base are very infrequent visitors to their clubs and are some distance from the 14 day, 28 round national average, it is unrealistic to expect loyalty and continued annual renewals. Increased communication can have a positive impact on this.

I am currently working with a club that has been sending a weekly one page club update email to 65

percent of its members who have provided email addresses for the past two months. Whilst it is early days, the email is so far proving to be immensely popular, particularly with those members who are infrequent visitors to the club, and those who are located interstate or overseas. The strategy is if they can't get to the club then let's take the club to them, remind them we exist, value them, and encourage them to come out again soon.

Now that regular email contact has been established, the next stage of the "project" is targeted email with a relevant incentive to those whose frequency is dropping or who haven't been at the club for some time. Some preliminary results to report on this initiative will be posted next month on www.golfaustralia.org.au.

Thousands compete in the Peugeot Women's Classic to achieve their Dream on the Green

The Peugeot Women's Classic has made its mark on golf club calendars nationwide, with final registration numbers reaching almost 17,000 and around 400 clubs participating.

Women of all ages and all levels, from metropolitan and regional areas across the country entered this new three ball golf tournament to achieve their dream on the green.

With final fever getting closer, the next step in the Classic is the state finals, which is being held in the first two weeks of December. State finalists are competing for the chance to be flown to Sydney during the 2007 MFS Women's Australian Open for the national final, with the ultimate dream to win an all

expenses paid trip to the Peugeot International Pro AM in Paris.

Clubs throughout Australia enthusiastically embraced the biggest amateur event for women, some to the extent of creating a Parisian theme for their local tournament. The ladies appeared in their red, white and blue to celebrate their own style, enjoy the game and more importantly to win a myriad of prizes.

"The Classic was an exciting tournament for the ladies at Surfers Paradise Golf Club (SPGC), with many of our members arriving on the green, head to toe in French colours," said Jenny Johansen, Women's SPGC Associate President.

"The only thing about our tournament is Peugeot didn't leave behind the red cabriolet they had on display!" she added light-heartedly.

Rockingham Golf Club (RGC), WA, also had a successful day with over 63 starters.

"Women are always looking for something different in golf and this was a great outlet," said RGC Ladies Captain Lyn Vandergeizen.

"We believe our club champions will qualify for the national final."

The Peugeot Women's Classic will return in 2007, and has also been confirmed for 2008 and 2009 as part of Peugeot's long-term commitment to the sport. So keep your eyes and ears open for 2007 registration details!



Surfers Paradise Golf Club, QLD - "The French Team"
 Left to Right: Carmel Hendrie, Wendy Jones and Christine Wilkes.



Bonnie Doon Golf Club, NSW
 Left to Right: Kay Couldwell, Doerte Rose, Trish Barron & Fran Smith

Australia's best chosen for 2007 Golf Australia National Squad

Charged with leading the way for Australia's best amateur men and women golfers is PGA Professional Peter Knight as National Elite Development Director with Golf Australia.

Peter has the overall responsibility of leading a High Performance Program for the development of Australian golfers – from elite juniors, through to elite amateurs and professionals.

His appointment coincides with the announcement of the 2007 Golf Australia National Squad members. All the squad will compete in major amateur events including the National Selection Trials and the respective Australian Amateur Championships for men and women.

"The players have worked extremely hard to achieve selection in the national squad and are to be congratulated," Knight said.

"We will extensively support our rising stars as we look to enhance their playing and training opportunities as they move forward in their careers."

Knight's introduction came at an exciting time for Australian amateur golf with Rick Kulacz winning the NSW Open, Andrew Dodt being the leading amateur at the 2006 MFS Australian Open and finishing 11th overall, and Aaron Pike leading the way for most of the MasterCard Masters to finish fourth overall!

Golf Australia's aim is to showcase the talent of these leading amateur golfers and nurture the best in their performances as they grow towards the next step in

turning professional and performing on the international stage.

As part of their development as athletes, the squad spent the week at the 2006 MFS Australian Open gaining experience, where they joined professional golfers including Adam Scott, Geoff Ogilvy and Greg Norman in the final practice round on the eve of the Open with some even competing against their idols in the tournament.

NSW Open champion, Rick Kulacz (WA) commented on his experience, playing with Greg Norman in the third round of the 2006 MFS Australian Open.

"I felt pretty calm the whole day, there were no nerves, I think it helped when he went way left on the first hole. The crowds were unbelievable, I believe 5,000 people followed our group; he clearly still pulls the crowds. I think he'll be back." "I also was able to spend the eve of the 2006 MFS Australian Open practising with John Senden on the last nine which was great," added Rick.

Previous National Squad members have included Adam Scott, Brett Rumford, Aaron Baddeley and Stuart Appleby.

Congratulations to the selected squad members:

Men	Women
Jamie Arnold (NSW)	Bree Arthur (QLD) (new)
Ray Beauflis (QLD) (new)	Emma Bennett (VIC)
Rudi Bezuidenhout (NSW) (new)	Frances Bondad (NSW)
Rohan Blizard (NSW) (new)	Kate Combes (VIC)
Stephen Dartnall (WA)	Stephanie Na (SA) (new)
Andrew Dodt (QLD)	Sarah Oh (NSW)
Michael Foster (WA) (new)	Kristie Smith ** (WA)
Richie Gallichan (NSW) (new)	Alison Whitaker ** (VIC) (new)
Rick Kulacz (WA)	
Aaron Pike (QLD) (new)	
Tim Stewart (NSW)	
Josh Younger (VIC) (new)	
Bronson La Cassie ** (QLD) (new)	
Ben Pisani ** (QLD)	

** US College based



Rick Kulacz & Greg Norman during the third round of the 2006 MFS Australian Open



Adam Scott, Stephen Dartnall, Frances Bondad & Geoff Ogilvy during a practice round at the 2006 MFS Australian Open.

WHAT NOT TO DO AT CHRISTMAS!!!

BY SANTA'S LITTLE HELPERS CRAIG BRYDEN AND RAMSAY MCMASTER

Looking forward to your Christmas holidays to play lots of long awaited golf? In fact the 12 days of Christmas are more likely to ruin your golf.



Whilst watching the Aussies fight for the ashes on telly, you could be damaging your golf swing

Slouching and resting on the couch for long periods will lead to poor posture and turns off your important muscles in golf, which can lead to poor performance and possible injury.

If you wish to rest over the Christmas period on the couch ensure it's for short periods and that you perform a correct warm up to activate the correct muscles before playing a round.

Drink and be merry but your golf swing could look like wet tinsel

Ensure to keep hydration levels up before, during and after your round in these warm temperatures over the Christmas period. Drinking plenty of water is the best form of increasing hydration levels; avoid energy drinks and caffeine drinks such as tea and coffee which reduce hydration levels. Drink a litre of water after your round if you want to be able to kick on at a Christmas party.

A sore head can lead to a sorry round

Avoid drinking lots the night before playing golf as it will affect your concentration levels, coordination, hydration and fine motor skill levels. Don't be expecting any birdies if you want to have a Christmas tippie the night before.

To play good golf means to be organised

Christmas can be an extremely stressful time, with a few family feuds, a lot of last minute shopping and party preparation. Stress can lead to tension in your golf swing which will lead to missed shots and higher scores. Ensure you get organised over Christmas to give yourself the best chance of playing good golf. This will allow you more time to warm up instead of rushing to the golf course and not preparing properly for your round.

Don't take RSI to the first tee

Repetitive chores over Christmas such as wrapping presents and decorating the house can cause severe strains on the neck and back. Stresses and strains on the spine can severely affect your golf swing so be careful when hanging the mistletoe!

Don't forget to enjoy Christmas and summer golf

PS – For the best way to get fit after the Christmas pudding!

Get your free Christmas 5 minute golf warm up bag tag

Send a stamped self addressed envelope to the Melbourne Golf Fitness And Injury Clinic 1100 Dandenong Rd Carnegie VIC 3163

For more information on physical conditioning for golf please visit www.golfmed.net

GIFTS FOR GOLFERS

There's always one person that's hard to shop for... You've given them golf magazine subscriptions, golf lessons, clubs etc.... but I bet they've never received a golf ball which they can control!

Imagine this...just as your partner reaches their backswing apogee; you set the ball trundling off its tee! The **RC Golf Incred-a-Ball** has a little spinning gyro in it and when you activate it from the remote, it deviates in the direction YOU want it to go. It would be great fun for those social rounds.

Available: www.latestbuy.com. | Retail Price: \$49.95



This revolutionary **Bionic Golf Glove** caught my eye – it's unlike traditional golf gloves because it helps regain club control, improving grip strength, torque strength and pinch strength... a must have for the golfer who has it all.

Available: Drummond Golf | Retail price: \$39.95

The **Proline Animal Headcovers** are great Christmas stocking fillers, not to mention cute!

Available: House of Golf | Retail price: From \$19.95



Well, here's something that will set your game alight – With **Twilight Tracer Golf Balls** you'll never lose a golf ball again! When you hit them, they'll flash for around 5 minutes, so you've got time to get up there and find it. Perfect for playing nine holes after work – you'll never worry about beating the fading sunlight again!

Available: Sold in packs of three on www.latestbuy.com.au | Retail Price: \$39.95

How many times have I heard this said on the course - How far to the pin? The answer is here. Wherever in the world you play golf the **Sureshot GPS Screen** will allow you to obtain the distance from tee to green. It's compact, hand-held, easy to use – just what I like.

Available: Drummond Golf | Retail price: \$589



We all can improve our game, particularly in times when frustration gets the better of us. The perfect gift is the **Leadbetter Interactive DVD Boxed Set** – The complete guide to improving your golf game.

Available: House of Golf | Retail price: \$139

Junior Golf soaring to new heights

Golfing stars Geoff Ogilvy, Nick O'Hern, Will MacKenzie and Jarrod Lyle have assisted State Associations and the Stuart Appleby Junior Golf Foundation, to run golf clinics in both New South Wales and Victoria.

With over 60 grade six students attending each clinic at Alexandria Park Community School, NSW and Camberwell Primary School, VIC, our international and national champions were mobbed by the enthusiastic youngsters.

Well researched, in-depth questions were fired at their favourite sports stars with some students even getting answers to personal questions the media dare not ask!

Rotating stations were introduced and included putting and chipping to strengthen the students' 'short game'.

Leading by example, our national and international players demonstrated what 'to do' at each station or in O'Hern's case what 'not to do.' Arguably one of the world's best short-game golfers, Nick had no luck with the mini-putter, leaving Camberwell students in fits of laughter.



Grade six Camberwell Primary School students with Nick O'Hern (AUS), Will MacKenzie (USA) and Jarrod Lyle (AUS).

REGISTER ONLINE

Do you want to keep up to date with golf in Australia?

Then register online to receive the Golf Australia newsletter bi-monthly and receive three printed copies per year.

Register and you'll also have the opportunity to win prizes and be the first to receive special offers.

Just visit www.golfaustralia.org.au to register your details.

2006 MFS AUSTRALIAN OPEN – A SUCCESS

Golf in Australia has never been as exciting as it is right now and we're celebrating with you - the golfing community.

The success of this year's Australian Open has significantly contributed to the increase in elite Australian players wanting to be part of one of golf's iconic sporting events with a stellar line up of players including, John Senden, Geoff Ogilvy, Stuart Appleby, Gavin Coles, Adam Scott and Greg Norman.

The four day event attracted a total of 40,016 fans, each enjoying the lush surrounds of Royal Sydney Golf Club while John Senden claimed victory, taking out the Stonehaven Cup.

Ratings improved substantially with 1,281,000 fans tuning in and an outstanding peak audience of 825,000 viewers on Sunday. This represented a 61% increase on 2005 figures. In 2005,

the viewing audience across the four days was 795,000.

The new initiatives made it fun for spectators including the little fans, where children were treated to an Autograph Zone, allowing them to get up close and personal with their heroes. Also, an interactive Kid's Zone provided putting and chipping activities for children, sharpening their 'short game' which allowed them to meet members of the Golf Australia National Squad including Aaron Pike. A grandstand was even erected at the 18th hole, allowing a bird's eye view of final play and designated sitting areas where you could relax on your own deck chair. Some areas even provided the freedom to walk alongside players.

Congratulations to John Senden on his wonderful win in what proved to be a highly contested event. His world ranking of 103 has significantly improved

since the Australian Open, now sitting on 74, up 29 places.

We would like to take this opportunity to thank the invaluable support from all the volunteers. Without you, the Open would not have been the success it was.



John Senden wins 2006 MFS Australian Open

We've got investing down to a tee.



The Australian Golf Income Fund
Get the Hole Story.

Call 131-MFS (131-637)
or visit www.mfsgolfing.com



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