

## **OUTLINE OF THE GOLF AUSTRALIA INTERIM BOARD MEETING HELD AT ROYAL SYDNEY GOLF CLUB SATURDAY 3<sup>rd</sup> FEBRUARY 2007**

Present from the Board:

Jerry Ellis (Chairman), Vivien Beer, John Buckley, Tom Crothers, Carol Humphreys, David Martin, Judy Onto.

In attendance: Tony Hallam (CEO - Golf Australia), Alex McGillivray.

### **1. Constitution**

#### **1.1 Review Process**

Feedback from the Member States was reviewed and the Golf Australia Board position on each point was agreed. The fundamental premise of the Board positions were that:

- The Board to be independent of States and with a desire to preserve gender equity.
- The Interim period would finish on 1 February 2008 and the new Board would commence.
- Equality of votes per State

A summary the feedback from States together with the Golf Australia position will be distributed with this meeting update.

#### **1.2 Rules Amendment – Amalgamated members**

It was noted that Queensland would be putting forward an amendment to the current Rules facilitating existing original members to amalgamate and be recognised.

#### **1.3 By Laws**

It was noted that these are in place and are currently under review. They are being updated in accordance with best practice principles.

### **2. Commercial Matters**

Below is a summary of key commercial matters discussed. Given the commercial sensitivity of certain matters, some items are summarised or not included:

#### **2.1 MFS Women's Australian Open 29 January – 4 February 2007**

It was noted that players and officials were extremely pleased with the event and its set up. It was further noted the existence of the event on the calendar was a great promotion for Women's golf.

#### **2.2 Government Agreements 2007- onwards**

Discussions with the NSW State Government with regard to the Men's Open 2007-09 were noted. Discussions with State governments were continuing in regard to the Women's events.

#### **2.3 Future opens**

It was noted that The Australian Golf Club would be the venue for the Men's event in 2007. Men's event venues for 2008 & 09 were limited to those that returned an expression of interest in NSW. Men's event venues for 2010 onwards were still open. Women's event venue's for 2008 onwards were also subject to further discussions with Governments.

#### **2.4 Moonah Links**

The revised Heads of Agreement was approved.

#### **2.5 Revenue Generation**

### **2.5.1. Lottery**

This grassroots program will be run through clubs and Member States to raise funds for Junior and grass roots development. The concept of a progressive draw during the raffle, to aid publicity, was noted.

### **2.5.2. Golf Australia Club**

A subscription based club for any person interested in golf would be investigated with the aim of including:

- Annual subscription payment,
- Member benefits including discounted tickets, golf lessons, member only golf days, newsletter, etc
- Be available to club and non club golfers
- NOT include a handicap

## **3. Industry Stakeholders**

### **3.1 ASC**

The forthcoming meeting of the ASC board regarding the reinstitution of the AIS program was noted.

### **3.2 Water**

A letter to the Federal Minister for The Environment and Water Resources, The Honourable Malcolm Turnbull, and the Shadow Minister, will be sent under the banner of the Australian Golf Industry Council outlining the responsible water practices of the industry, the economic and social impact of Golf in Australia.

### **3.3 Asia Pacific Golf Confederation**

It was noted that Dr David Cherry would continue in this post for the remainder of the Interim period.

## **4. Finance**

Figures for the 6 months ending of December were presented.

## **5. Board representation at international events**

It was agreed that the practice of Board members attending International events would not occur in 2007 and that only essential meetings would be attended.

## **6. Australian Golfer Email address database**

It was noted that a critical element to sponsorship propositions was affordable access for the sponsor to our membership. Indirect access may be provided to sponsors and provide Golf Australia the opportunity to email a suitably high quality email newsletter to its members, similar to the Qantas club style of newsletter, or other sporting associations. It was agreed that the collection of email addresses from clubs commence with the following principles outlined:

- Strict privacy arrangements as per Golf Link remain in place
- The program adheres to our privacy policy
- Members are always given the opportunity to opt-out
- The sponsor does not have access directly to the database rather they can include their communication within a Golf Australia newsletter.

It was noted that at focus group meetings several clubs had been sounded out with the concept and it had received indicative support.

## **7. Meeting close 11.45am**

**Next Meeting:** 9am, 28th March at NSWGC followed by an informal meeting of States and a short SGM.