



**GolfAustralia**

# Annual Report

For the year ended 30 June 2008



**Golf Australia Board**

Anne Lenagan – Chairman  
John Buckley  
David Cherry

Alison Holden  
Bruce Langford-Jones  
Ian Read

**Finance, Audit & Risk Committee**

John Buckley (Chairman)  
David Cherry  
Dick Kirby

Anne Lenagan  
Ian Lewis

**Commercial Development and Golf Australia Foundation Committee**

Bruce Langford-Jones (Chairman)  
John Buckley  
Anne Lenagan

**Rules of Golf and Amateur Status Committee**

John Buckley (Chairman)  
Frank Gal  
Jenny Hoff  
John Hopkins

Andrew Langford-Jones  
Val Oswald  
Ian Read

**Championships**

David Cherry (Chairman)  
Ian Read  
Sue Fabian  
Alison Holden

Brian Lasky  
Jan Plaisted  
Tony Rollins  
Gordon Scott

**Handicapping & Course Rating**

Ian Read (Chairman)  
John Buckley  
Murray Cropley

Joan Coles  
Lynne Ritchie  
Barry Shepherd

**Game Development**

Alison Holden (Chairman)  
Frances Crampton AM  
Bruce Eaton  
Greg Fitzhardinge  
Doug Fox  
Bruce Langford-Jones

Anne Lenagan  
Chris Luz-Raymond  
Greg Mills  
Grace Molloy  
Stephen Pitt  
Bronwyn Young

**High Performance**

Ian Read (Chairman)  
Stephen Bann  
Frances Crampton, AM  
Mark Holland  
Nick Hunter

Peter Knight  
Louise McDonald  
Peter Shaw  
Wanda Sipa

**Management**

Tony Hallam  
Richard Burnet  
Nick Green  
Trevor Herden  
Peter Knight  
Anna McCallum

Chief Executive Officer  
Director – Commercial Operations and Marketing  
Director – Game and Club Development  
Director – Championships  
Director – National Elite Development  
Chief Financial Officer/ Company Secretary

**Golf Australia Council Delegates**

Golf Tasmania	John Fennell	WAGA	Ray Turner AM
Golf Queensland	Tom Crothers, Carmel Smith	WGNSW	Katrina Brown
NSWGA	Stuart Cox, Alan Harrison	WGV	Jenny Hoff
Golf SA	Gordon Scott, Sue Hedley	WGWA	Dianne Tomlin
VGA	Darryl Buxton, John Hobday		

**Associate Members**

Golf NT                      Colin Fuller AM

**Life Members**

Patricia M. Bridges OBE



## Chairman's Report

I am pleased to report on the activities of the Board of Golf Australia over the last 12 months.

From July, 2007 until the end of January, 2008, Golf Australia was led by the Interim Board which oversaw:

- The continuation of the re-invigoration of the Opens with the 2007 Australian Open held at the Australian Golf Club and the 2008 Women's Australian Open held at Kingston Heath Golf Club
- The implementation of the new constitution which included
  - the transition of Golf Australia into a Company Limited by Guarantee
  - the first election of the Board of Golf Australia

The new Board took up office on 1 February, 2008 and in the period until the end of June 2008 set its immediate priorities as:

- Building relationships
- Addressing the issue of financial stability

Crucial to both these goals, was the establishment of new committees for Game Development, High Performance, and Commercial Development while new charters were raised for Championships and Audit & Risk with Finance being assigned as a total Board responsibility.

It was apparent to the Board that the asset base needed urgent attention with prudent practice being to hold at least one year's cover of operating costs. The failure in March of MFS's ability to service our sponsorship agreement only illustrated the need for a more conservative financial approach.

In the short-term, the Board have endeavoured to address the issue of financial stability through staff restructuring and project reviews in order to reduce costs. In the mid-term, we have proposed an increase in the capitation fee in order to continue to deliver on the core activities of Golf Australia.

Building relationships has been a key element of this Board's activities. The State Forum in April was an historic occasion with all the Member State Associations represented together with Golf Australia in Adelaide. Communication with the Member State Associations is improving in content and dialogue, while the Committee structure has made the Board more accessible as well as improving our understanding of the issues facing the States.

The resignation of Tony Hallam as CEO in June has delayed our plans for a full strategic review though this will occur in early 2009, once the new CEO, Stephen Pitt has joined us.

I would like to thank my fellow Directors for their enthusiasm and commitment and the management team and staff for their dedication and hard work during uncertain times.

A handwritten signature in black ink, appearing to read "Anne Lenagan".

**Anne Lenagan**  
Chairman  
Golf Australia

## **CEO's Report**

### **Introduction**

I am pleased to provide this report on the progress of Golf Australia for the year ended 30 June 2008. Golf Australia, the National Sporting Organisation for golf and the governing body for amateur golf in Australia, is committed to a Vision where golf is a game for life and where participation in the game contributes to a healthy Australian community.

The last 12 months have been a period of consolidation with the main areas of focus being Finance, Game Development, Championships, Elite Development and Commercial Development.

We continue to build on our relationships with our Member States and industry stakeholders to move the industry forward with one voice and deliver innovative ideas to develop the game.

We would like to acknowledge all our partners and sponsors who have continued to support us. In particular, we are grateful for the support of the Australian Sports Commission who provide funding for special population programmes and also are the major supporter of our elite development programme through the Australian Institute of Sport.



## **REVIEW OF OPERATIONS**

### **Game Development**

During the past 12 months we have developed a number of initiatives which are helping us work towards our objective of developing the game of golf and helping to grow participation.

- As part of its strategic objectives Golf Australia initiated a review of insurances in golf with a particular focus on player, club and member organisations arrangements. After forming a working group, made up of various industry stakeholders, it was agreed that player insurances (player public liability, player equipment and personal injury) be reviewed first. The player insurance review has the potential to save the industry \$2 million in premiums and has facilitated the creation of a pay-for-play player product that will be released with other game development services to the industry in 2008/09. The working group is now focusing its efforts on reviewing club and member state insurances.
- During the year the Golf Access program continued to support a pathway for non-club members into membership. Several clubs held "Golf Access member days" which resulted in useful green fee income and plenty of new members for clubs.

- The **GOLF Link** system was upgraded during the year which provided increased system performance. **GOLF Link** continues to grow organically throughout the country with approximately 92% of golfers online and 75% of clubs.
- The Australian Junior Golf Advisory Board continued to work on the implementation of *Vision 2018: The Future of Junior Golf in Australia*, including investigations into a national brand and junior program.
- The Active After Schools Program continued to grow with the production of the golf-specific, *Playing for Life*, Kit.
- Participation activities were implemented at the Australian Opens including Kids' Zones and a driving range with free use of Srixon clubs and lessons for the public.
- The *9hole – Your Time, Your Choice*, campaign continued with 160 clubs registered and a national 9 hole event developed to commence in October 2008. Many more clubs have adopted the concept of handicapping on less than 18 holes eg 10, 11, 12 holes. Changes are also being made to **GOLF Link** to enable processing of competitions of less than 18 holes.
- Golf Australia continued to develop relationships with disability organisations through the Sport Connect initiative. Close ties have been formed with Deaf Golf Australia and Blind Golf Australia and, in cooperation with the PGA, a development program has been written and trialled for special school children.
- \$50,000 was distributed to states as part of the Indigenous Sport program and Golf Australia continued to support the Indigenous Golf Advisory Board and the National Indigenous Championships.
- Progress is being made towards the development of an agreement with the PGA to administer all National Coaching Accreditation Scheme courses on behalf of Golf Australia.
- A key action is to build women's involvement in golf and funding has been made available from the Australian Sports Commission to carry out the 'Building a Better Sport: Better Management Practices' programme. A major piece of research was carried out under the auspices of the ASC with a Forum held in May to discuss some of the early findings. The Report has been recently presented and programmes will be set up to deliver on its recommendations.
- A National Handicapping and Course Rating systems forum was held in August 2007 and sub-committees have continued the review of alternate systems.

## Championships

Our National Championships have continued to fulfil our objectives which include promotion of the game and to support the development needs of our elite players.

The highlights were the 2008 Srixon Australian Men's and Women's Amateur Championships which saw the largest contingent of international players to ever contest the Championships. Over 20% of the fields comprised international players, with the world's number one amateur golfer winning the Australian Men's Stroke Play Championship. The inclusion of these players in our fields resulted in the Men's Championship being ranked as one of the leading events in the world for 2008.

Our National Championships have continued to promote the game, with participation in the Peugeot Women's Classic and Fisher & Paykel Classic up by nearly 10% and 15% respectively in 2007. Both events are continuing their success and are now in their third year.

We also re-staged the Australian Men's Senior Open in 2007 and staged a successful Australian Women's Mid Amateur Championship for the first time.

The last 12 months also focused on preparing for the 2008 World Amateur Team Championships in Adelaide, which Australia will host for the first time since 1968. It has proven an exciting challenge and an event Golf Australia is proud to stage.

### 2007-2008 National Championship Winners

Date	Championship	Venue	Winner
17-21 Sept 2007	Australian Men's Interstate Teams Matches	Launceston Golf Club	New South Wales
17-21 Sept 2007	Australian Men's Interstate Colts Teams Matches	Mowbray Golf Club	New South Wales
24-28 Sept 2007	Australian Men's Senior Amateur Match Play	Barwon Heads Golf Club	Chris Coats (Qld)
9-12 Oct 2007	MFS Australian Women's Senior Amateur	Glenelg Golf Club	Sylvia Donohoe (NSW)
10-12 Oct 2007	MFS Australian Women's Mid Amateur	Glenelg Golf Club	Julie Swanson (NSW)
2-4 Nov 2007	Handa Australian Senior Open	Concord Golf Club	Wayne Grady (Qld)
13-16 Dec 2007	MFS Australian Open	The Australian Golf Club	Craig Parry (NSW)
9-11 Jan 2008	Australian Girls' Amateur	Nudgee Golf Club	Whitney Hillier (WA)
14- 16 Jan 2008	Australian Girls' Interstate Teams Matches	Nudgee Golf Club	Queensland
15-17 Jan 2008	MFS Australian Men's Mid-Amateur Championship	The National Golf Club	Jason Perry (Vic)

29-30 Jan 2008	Fisher & Paykel Classic	Commonwealth & Victoria Golf Clubs	Claudia Marazita (Vic)
28 Jan 2008	Peugeot Women's Classic	Kingston Heath Golf Club	The Cut of Bouvard Golf Club (WA)
31 Jan-3 Feb 2008	MFS Women's Australian Open	Kingston Heath Golf Club	Karrie Webb (Qld)
22 Feb 2008	Australian Women's Foursomes	Riversdale Golf Club	Joint Winners – Stephanie Na/Bree Arthur & Clare Choi/Stacey Keating
5 Mar 2008	Australian Men's Foursomes	Riversdale Golf Club	Michael Dennis & Michael Foster (WA)
11-12 Mar 2008	Australian School Teams Championship	Peninsula Cty Golf Club	Como Secondary College (WA)
26-28 Mar 2008	Australian Boys' Amateur	Spring Valley Golf Club	Daniel Nisbet (Qld)
31 Mar-4 Apr 2008	Australian Boys' Interstate Teams Matches	Peninsula Cty Golf Club	Victoria
13-16 Apr 2008	Srixon Australian Women's Stroke Play Championship	Glenelg Golf Club	Stephanie Na (SA)
18-20 Apr 2008	Srixon Australian Women's Amateur Championship	Royal Adelaide Golf Club	Kristie Smith (WA)
14-20 Apr 2008	Srixon Australian Men's Stroke Play Championship	Royal Adelaide & Grange (East) Golf Clubs	Daniel Willett (ENG)
14-20 Apr 2008	Srixon Australian Men's Amateur Championship	Royal Adelaide Golf Club	Anders Kristiansen (NOR)
22-24 Apr 2008	Australian Men's Senior Amateur	Royal Perth Golf Club	Stefan Albinski (NSW)



## Australian Opens

### 2007 Australian Open

Held at The Australian Golf Club, it was Sydney based Craig Parry who, in a tense finish to the Championship, managed to win by a shot from Nick O'Hern, Won Joon Lee and American Brandt Snedeker. A record crowd witnessed world class golf over four days with a continued strong audience for the Seven Network broadcast demonstrating the popularity of the event.

Following the success of the previous year, the focus of the 2007 Australian Open was to continue with the successful initiatives such as: Go Zones and building on the spectator experience with the inclusion of Fashion Parades and a Stadium Hole.

#### Facts

Venue: The Australian Golf Club  
Prize money: AUD \$1.75 million (up 16% on 2006)  
Attendance: 41,251 patrons across the 4 days  
TV Audience: 631,310 Peak Audience Figures



### 2008 Women's Australian Open

The 2008 Women's Australian Open was held at Kingston Heath and delivered one of the most memorable finishes with Australia's Karrie Webb winning her fourth Patricia Bridges Bowl in a thrilling play-off against Korean Ji-Yai Shin.

Co-sanctioned by the Ladies European Tour, the Women's Australian Open attracted a host of local and international talent including Lindsey Wright, Katherine Hull, Nikki Garrett, Sarah Kemp, Laura Davies, Sakura Yokomine, Paula Marti, Gwladys Nocera, Bettina Hauert and former US Open Champion Birdie Kim.

#### Facts:

Venue: Kingston Heath Golf Club, Victoria  
Crowd: 24,000 patrons attended across the four days (+15% on 2007)  
Prize money: AUD \$500,000  
Television Coverage: Domestic: ABC 18 hours, 126 hours of coverage being transmitted worldwide

## Elite Development

A key component of The High Performance Review which took place in April 2006 includes the planning and implementation of a National Development Framework. Many of the achievements of the Elite Development team are based around the strategies outlined in the Review document.

Among those achievements are:

- The creation of the High Performance Committee and the High Performance Advisory Group. The High Performance Committee is responsible for making policy recommendations based on the High Performance Review and the implementation of a national development strategy. The High Performance Advisory Group is comprised of a member of each of the state institutes/academies and a member from each state without an institute. The Group's objectives include taking a collaborative approach to the use of resources, training and athletes and the ongoing implementation of the National Development Framework.
- A draft camp was introduced to select the members of the National/AIS squad. The camp, which included physical and mental profiling as well as competitive training gave valuable feedback to all players whether or not they were selected in the National/AIS squad
- In the inaugural year of the Karrie Webb Series, the scholarship recipients were Stephanie Na (SA) and Kristie Smith (WA). Both Stephanie and Kristie were guests of Karrie's at the women's US Open at the Interlachen Country Club in Minneapolis.
- Golf Australia's Anti-Doping policy will be amended later this year so it remains in line with the World Anti-Doping Agency's policy.
- Srixon Australia has continued to be a tremendous supporter of amateur golf in Australia and has generously extended its support nationally with an offer (financial and equipment provision) to each state.
- Australian teams have performed exceptionally well with the Australian men's team victorious in the Asia Pacific Team's Championship (Nomura Cup) in Taiwan; the Australian Trans Tasman Team beat New Zealand at Royal Wellington; the women's Queen Sirikit Cup team finished 3<sup>rd</sup> in Japan; the Australian boy's team finished 3<sup>rd</sup> in the Toyota World Junior Teams Championship in Japan.

## Commercial

The major Commercial highlight in 2008 was undoubtedly signing a long-term partnership with Events New South Wales (ENSW) for Sydney to remain the home of the Australian Open until 2015. This multi-million dollar agreement will underpin our vision for the Australian Open to become the premier event in the Asia Pacific, with continued attractive prize money and an unprecedented level of highly-ranked Australian and international golfers heading to Sydney each year. This is an exciting development for Golf Australia and we are most grateful to ENSW for their tremendous support.

In a similar vein, Victorian Major Events Corporation (VMEC) and Golf Australia have joined forces to secure the 2009 Women's Australian Open in Melbourne, at The Metropolitan Golf Club. This is another wonderful opportunity for Golf Australia to drive the Women's Open and showcase the event on the Sandbelt and build upon the success of last year. We greatly appreciate the support of VMEC.

Whilst it is unfortunate that our naming-rights sponsor, MFS (Octaviar), had to cease its support for the 2008/2009 Opens, they were wonderful sponsors for the previous 3 years.

The Golf Australia Foundation received generous support and funding. A number of Australia's most highly-ranked clubs have given their support to the Foundation by donating a day to Golf Australia which has been very much appreciated.

## **Finance Report**

The enclosed Annual Financial Report provides full financial disclosure of the year ended 30 June 2008. It is important to note that the 2007 comparative figures contained in the Financial Annual Report are for a 17 month period, compared to the 2008 figures which represent a full year.

The year end operating loss of \$575,857 was unexpected and not in line with the original expectations. There were several abnormal items that contributed to this loss such as the departure of the CEO; the loss on the property sale at Moonah Links; increased legal costs and other restructuring costs.

On a comparative basis before the sale of properties and impairment, the 2008 annual operating loss represent a positive turnaround of \$479,773 (2008:\$397,390: 2007:\$877,164).

On an annualised comparative basis the 2008 total revenue increased by \$1,072,354, which represents a 7% increase. The main reason for the increase in revenue was due to the following factors:

- An increase in Australian Open Sponsorship and Elite Sponsorship
- An increase in our interest revenue derived from better cash management

During the year a number of initiatives were implemented as there was a conscious effort to reduce overall expenses. In particular, the decision to bring the event management of the Australian Women's Open in house provided significant cost savings to Golf Australia. Also there was a focus on reducing expenditure on external business consultants; instead, staff were empowered to undertake these roles.

2009 is set to be a financially challenging year, and as the economic climate remains unstable, Golf Australia will have to adapt in order to pursue its goals.



**Anne Lenagan**  
**Acting Chief Executive Officer**  
**Golf Australia**



### **Message from the Australian Sports Commission**

Australia, for its small population and remoteness of location, continues to confound the world with its achievements on the international sporting stage.

This position has been reached by the development of a comprehensive and effective national sport system that encourages sport and physical activity for all Australians and creates opportunities to enable those who are talented and motivated to reach their potential. This system has evolved with the strong support of the Australian Government, State/Territory and local governments, the private sector and sporting organisations at all levels.

At the national level primary responsibility for developing and directing sport lies with national sporting organisations. On behalf of the Australian Government, the Australian Sports Commission plays central leadership, co-ordination, funding and advocacy roles in the operation of the Australian sport system, largely through the national sporting organisations. Indeed the Australian Government, through the Commission, is the major investor in Australian sport.

In 2007-08 the Australian Government, through the Commission, provided Golf Australia with funding of approximately \$1.18 million for the development of the sport and its continued enhancement at the grass-root and elite levels.

The Australian Sports Commission recognises that Golf Australia has continued to provide leadership through a number of very worthwhile programs such as the *Building a Better Sport: Better Management Practices* project that considered how women's involvement and participation in golf could improve.

On behalf of the Commission, I look forward to working with Golf Australia in future for the betterment of Australian sport.



Brent Espeland

Acting Chief Executive Officer

Australian Sports Commission

Golf Australia proudly thanks our major partners:



**Australian Government**  
**Australian Sports Commission**

**SRIXON**

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