



August 8th, 2012

Dear Club Executive Member,

NATIONAL GOLF CENSUS 2012

The National Golf Census has now become an annual commitment of Golf Australia and all Golf Industry stakeholders. The Golf Census is the main information system for future development and benchmarking of our sport around the nation.

Last year's Census found that there were 584,300 regular participants in Australian golf, of which 63% were members of a club. These participants accounted for 75.5% of all 21.83 million rounds of golf played in 2011.

Golf Australia and Street Ryan have commenced work on the 2012 National Census of Australian Golf and, once again, we need your assistance with some information.

The census process consists of two types of information collection.

1. Each State/Territory Golf Association is compiling details of the number of registered members and program related players, as well as their estimates of the number of participants involved in social and corporate forms of golf. This information will become the core of the census, and will be updated annually; and
2. Separately we are again collecting details from golf clubs around Australia on a range of club and player characteristics.

A copy of the interview format is attached for you to complete using your records and personal knowledge of your club and its members. We would be most grateful if you are able to complete the questions and return it, in confidence, by email, fax or post to Street Ryan, by **August 31st 2012**. Please note that no individual club information will be made available to any organisation. We appreciate that some questions may not apply to clubs that are based at public courses, but would appreciate your completing the areas that are relevant.

If you have any questions regarding the Census, please contact Cameron Wade, Golf Development Manager at Golf Australia, email cwade@golfaustralia.org.au or by phoning 03 9626 5046.

Golf Australia sincerely thanks you for your participation and for your ongoing contribution to golf and we look forward to presenting another Census report later in 2012.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Wayne Street".

Wayne Street
Executive Chairman
Street Ryan