

Golf Australia's Journey: Delivering greater value to facilities

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Golf Australia

5th Golf Innovation Symposium

USGA®

Overview

- **Australian Golf**
- **About Golf Australia (GA) and Australian golf**
- **Improving GA's ability to deliver value**
 - 1. Governance and operating model: One Golf**
 - 2. Centralized handicapping: GOLF Link**
- **How does this benefit clubs and facilities?**

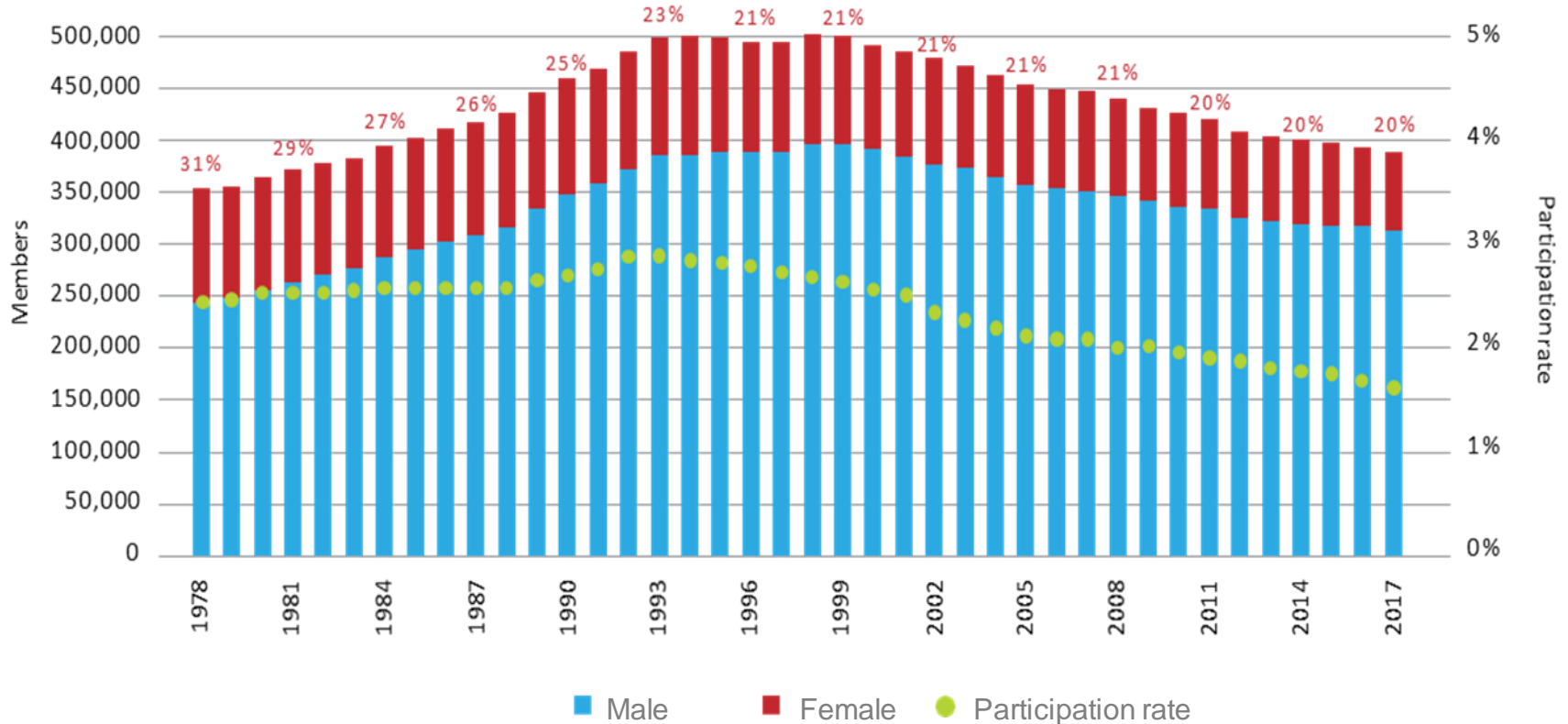
Australian Golf

- **1,497 golf courses**
- **1.2 million golfers**
 - **400,000 club members**
 - **10 million+ annual competition rounds**
 - **800,000 social/green fee players**

About Golf Australia

- **GA is the governing body for golf in Australia.**
- **Our objective is to raise the level of interest and participation in the game from grassroots golfers through to elite, spectators and volunteers.**
- **Our responsibilities**
 - **Managing events and championships including the Australian Opens**
 - **Rules, Handicapping and Course Rating**
 - **Increasing participation**
 - **Supporting clubs and facilities to run viable and sustainable operations**
 - **Ensuring golf's value is understood and supported by government and business**

Australian Golf Membership



Two Strategies

1. Governance and operating model: **One Golf**
2. Centralized handicapping: **GOLF Link**

ONE GOLF

Federated Governance Structure

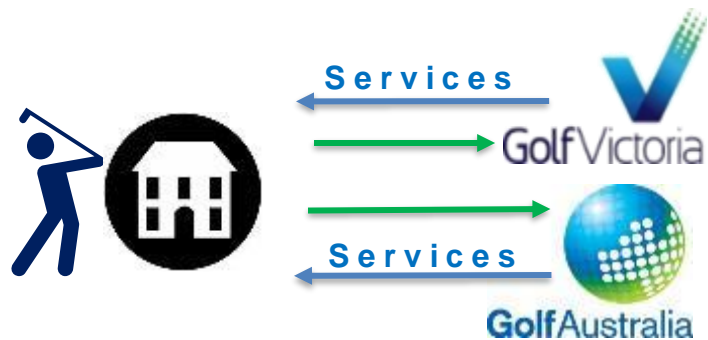


Federated Governance Structure

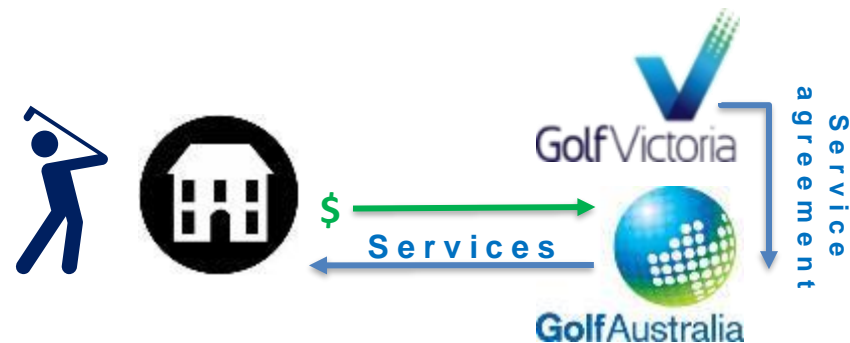
- 1. Inefficiency and duplication**
- 2. Commercial revenue is not optimized**
- 3. Strategic misalignment**

Association Model

Federated Structure



One Golf

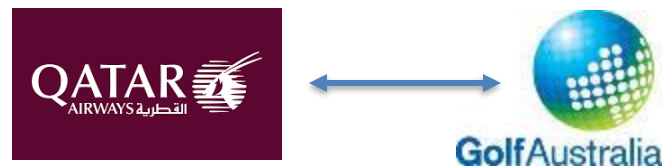


Sponsorship Model

Federated Structure



One Golf



ONE GOLF
Benefits

- **14,000 additional members***
- **40,000 extra program participants***
- **Additional annual investment into programs:
\$3million -- \$4.1 million***

*Per independent expert research conducted by:

1. KPMG
2. Gemba
3. Bastion EBA

Golf Australia Handicap

www.golf.org.au

- Average of 35,000+ handicaps queried daily
- 3,000,000+ page views generated per month
- Email database of 230,000+

Data Fields

- Golfer name and email
- Gender
- Date of birth
- Address
- Club(s)
- Date joined and left
- Playing ability
- Playing frequency

AMATEUR, NORMAL
2380101027

MEN'S G.A. HANDICAP
18.6

DAILY HANDICAP
SLOPE RATING CALCULATE
FIND SLOPE RATINGS

ROUND	ROUND DETAILS	HANDICAPPING SCORE	DSR	SCRATCH RATING	SLOPE RATING	PAR	DAILY HANDICAP	ADJUSTED GROSS	PLAYED TO	SLOPED PLAYED TO	NEW G.A. HANDICAP
1	11 Apr 17 Anglesea GC Competition Stableford, Score 29	29	NA	72	131	73	22	102	30	25.9	18.6
2	13 Jun 16 Torquay GC (Blue) Competition Stableford, Score 35	35	22	70	126	71	21	93	21	18.6	18.6

Valero Texas Open

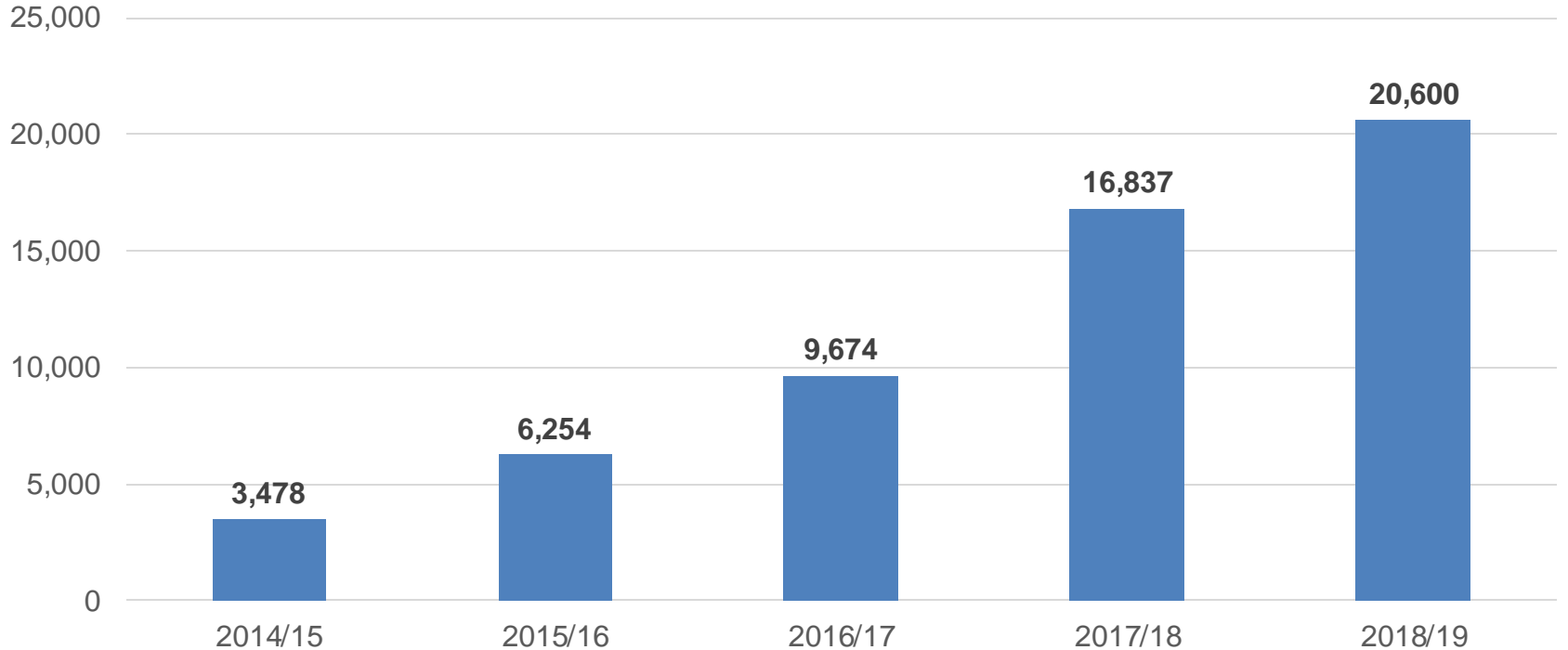
LET UNDER ARMOUR TAKE YOU TO THE TOP.

Value of Handicap Data

- **Insight to target our resources**
- **Insight to identify best practice and learn from it**
- **Offer insights and best practice examples back to clubs and facilities**
- **Effective promotion of GA participation programs and assets**
- **Commercialisation to grow GA revenue and ability to invest back in the sport**

How Does This Help Clubs and Facilities?

MyGolf Participants



Thank you!

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