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THE EUROPEAN GOLF ASSOCIATION GOLF COURSE COMMITTEE

AT A MEETING OF

THE EUROPEAN GOLF ASSOCIATION GOLF COURSE COMMITTEE

HELD IN BRUSSELS 26 JANUARY 2011

Present: Mr Tony Bozzi (Chairman) - The EGA
Mr David Gomez - The EGA
Mr Peter Greenhough - The R&A
Mr Stig Persson - FEGGA
Mr Achim Reinmuth - EIGCA
Mr Jeremy Slessor - PGA European Tour
Mr Steve Isaac - The R&A

In attendance: Mr Peter Linton (Burson-Marsteller)
Mr Lawrie McLaren (Burson-Marsteller)
Mrs Ludovica Gambone (Burson-Marsteller)
Ms Marta Zoladz (Burson-Marsteller)

Apologies: Mr Jerry Kilby – Club Managers Association of Europe
Mr Lodewijk Klootwijk – ECGOA
Mr Ian Randell – PGAs of Europe

1. WELCOME AND APOLOGIES

The Chairman welcomed everyone to the meeting, with special mention for David Gomez who was attending his first meeting as a replacement for Gunnar Häkansson. Thanks were expressed to Gunnar for his contribution to the Committee's work.

2. MINUTES AND MATTERS ARISING

The minutes were approved and there were no matters arising.

3. REVIEW OF 2010

Ludovica Gambone presented the review.

For 2011, a new section on 'resource efficiency' will be added to the SharePoint quarterly reports. Provision of an 'emergency issues' alert to be continued for 2011, even though this was not used in 2010. B-M would welcome more feedback on the reports from Committee members. Communication flow between the EGA GCC and national associations could also be improved.

Action: Committee members

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Attendance at Green Week is considered essential. There was little follow up with the organisations exhibiting at Green Week. It was agreed that there needs to be more focus to the networking, and that this was potentially a better use of time than having a stand.

Participation in the Business & Biodiversity Platform is a good opportunity for golf. NGO endorsement (WWF and Birdlife International) is being sought for the 10-step guideline document.

EGA GCC achievements in 2010 were summarised as:

1. Expanded network of EU officials.
2. Raised golf into biodiversity debate. Case study used in B&B Platform Tourism Sectorial report: *The Ljunghusen Golf club in Sweden*. Produced and circulated the 10-step guideline.
3. Contributed to consultation on biodiversity.
4. Initiated third party endorsement of 10-step guideline.

It was proposed that the production of a quarterly note on EGA GCC activities for circulation to its growing network of contacts would have value.

Action: Committee members to submit items to SPI

4. 2011 PROGRAMME

A brief report was given on the Committee's presentation to the European Parliament Sport Inter-Group meeting, held the previous afternoon. Tony Bozzi, Stig Persson, David Gomez, Peter Greenhough and Steve Isaac represented the EGA GCC. Syed Kamall (UK MEP), Chairs this Group and chaired the meeting. James Elles (UK MEP), Santiago Fisas (Spanish MEP), Toine Manders (Dutch MEP) and Emma McClarkin (UK MEP) were in attendance, as were 10 or so assistants to MEPs. SPI went through a statement prepared by B-M. All MEPs present are golfers (Toine Manders' wife is building a golf course), so they welcomed the positive messages coming from golf. Toine Manders commented that the EGA GCC was, if anything, being too cautious. The discussion covered environmental issues, golf for all, golf can be inexpensive, golf as a new Olympic sport, golf showing the unity of Europe through the Ryder Cup 2010 victory. Toine Manders expressed his concern that the European Tour might dominate the game (resulting in a similar monopoly as in Formula 1). The influence the game has on developers was raised by Emma McClarkin (with specific reference to the Donald Trump course near Aberdeen). The impact of the Lisbon Treaty on golf was raised by James Elles. Syed Kamall concluded with a request for information from golf on its benefit to an ageing society and on social inclusion. Our party was advised that the opportunity to address such a gathering was rare, especially for an organisation only 2 years old. All concerned expressed the view that it had been a positive experience and that further contact with the Sport Inter-Group is encouraged.

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Other meetings to be held following the Committee meeting had been arranged by B-M with Toine Manders, Santiago Fisas, the EPGS and Marta Kaczynska (EC, Biodiversity Unit). Notes from these can be found in the appendix to these minutes.

Marta Zoladz then ran through the proposed programme and highlighted four priorities:

1. To hold a 3-day event in the European Parliament. B-M to confirm a date with Santiago Fisas. *Although the Committee preference was for an event around the anniversary of the 2010 Ryder Cup, at dinner with James Elles on 26 January, he suggested that April/May 2012 would be better.*

Action: B-M

The exhibition should include visuals/information on the Ryder Cup, golf and the Olympics, social interaction and environmental matters. A golf-simulator with professional coaching available would provide a great draw. The presence of a Ryder Cup-related golf celebrity for the opening of the exhibition would provide media interest. A planning sheet to be produced to show what the exhibition might look like and to give an indication of cost and time required to man it. Member Associations of the EGA GCC to be asked to support the exhibition where appropriate, e.g. PGA European Tour (Ryder Cup celebrity, trophy and audio-visuals), PGAs of Europe (golf simulator and coach).

Action: B-M/SPI

2. Lisbon Treaty. Whilst retaining environmental issues as its core business, the EGA GCC has to broaden its scope as the officers of the EU see no distinct boundaries. In this respect, providing information on golf on the following policy areas of the Treaty may provide real opportunities:

- Cooperation between bodies responsible for sports
- Anti-doping
- Combating violence and corruption in sport
- Promotion of good governance
- Funding programmes on social inclusion and social change
- Health promotion
- Education and training
- Volunteering
- Protection of minors
- Supporting the development of research on current issues

The issue of social interaction was raised by Syedd Kamall (UK MEP who organised EGA GCC time with the Parliamentary Sport Inter-Group on 25 January). B-M had arranged a meeting with MEP Santiago Fisas (who is the Rapporteur for the Parliamentary report on policy areas) on 26 January and, following this, B-M will circulate a list of key issues on which the EGA GCC should collate information.

Action: B-M

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3. Hungarian Presidency. From 1 January to 30 June 2010, Hungary is holding the six-month rotating presidency of the European Union and will have four priorities in the field of environment policy:

- Resource Efficiency
- Biodiversity
- Water
- Climate Change

Resource efficiency will include a debate on land use.

The EGA GCC should prepare more studies on golf and biodiversity.

Action: EGA GCC

The EGA GCC should prepare a page summarising golf's engagement in national action plans for pesticides.

Action: SPI

Having encouraged engagement on water and pesticide Directives, it was suggested that the EGA GCC should provide a mechanism by which national data can be collated (in countries where this is not currently being done). It was agreed that this should be discussed later in the meeting with Jonathan Smith of GEO. Stig Persson will open discussions on this issue at the annual FEGGA conference being held in Iceland towards the end of February.

Action: SP

4. Green Week 2011. Green Week has been confirmed for 24-27 May. This is the same week as the BMW PGA Championship at Wentworth and some Committee members will have limited availability as a consequence.

The conference will address the problem of resource depletion and scarcity, the challenges and opportunities in becoming more discerning and resource efficient, and showcase public and private strategies contributing to the shift towards a resource-efficient and low-carbon economy. This is an opportunity for golf to disseminate positive information and B-M is to investigate the possibility of the EGA GCC gaining a seat on a panel discussion.

Action: B-M

Outreach must be well targeted with meetings with Commissioners, MEPs and influential NGOs and other organisations (such as IUCN, WWF and Birdlife International) that will facilitate meaningful follow up. This to include further engagement with the European Parliamentary Golf Society, who have arranged a golf outing and dinner at Hulencourt on 26 May. B-M to work with SPI to produce an agenda as soon as possible so that Committee members can give a time commitment to the week's activities.

Action: B-M/SPI

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The 2011 programme and practical information will be available at the end of February
<http://ec.europa.eu/environment/greenweek/>

It was suggested that the German Golf Association invite Karl Falkenberg (Director General for Environment) to discuss the excellent work they are doing on environmental issues through their Golf und Natur programme. SPI and AR are attending a Golf Forum organised by the DGV on 25-26 February and will raise it with them then.

Action: SPI/AR

5. GEO

The Chairman welcomed Jonathan Smith (CEO, Golf Environment Organization) to the meeting. JS explained that GEO is an independent, non-profit making NGO that focuses on sustainability in golf. Their activities revolve around advocacy, guidance and certification.

He went on to describe GEO Certified™ and was informed that the EGA GCC had promoted this and the Legacy Guidelines at meetings with MEPs and Commissioners. GEO has looked at the EU's own scheme EMAS, among others, but believes these do not suit the operational requirements of the range of activities covered by golf facilities. The principles of EMAS have been built into GEO Certified™, which has been reviewed by WWF and has third party quality assurance. GEO Certified™ has 7 national partners in Europe, with GEO in negotiations with others. The member associations of the EGA GCC support GEO, with the PGA European Tour and The R&A being significant funders.

B-M expressed the view that this was a good story, politically-speaking.

JS was asked if the free registration and 'On Course' report element to GEO Certified™ could be used as a mechanism for data collection to support the EGA GCC calls for national engagement on water and pesticides. After discussion, it was agreed that JS and SP would produce a paper on the most appropriate data fields to collect for water, pesticides and fertiliser, and recommend a mechanism by which this could be done through a collaborative EGA GCC/GEO effort. This paper to be presented to the EGA GCC in 2 week's time.

Action: SP/JS

JS confirmed that GEO Legacy Guidelines and the EGA GCC 10-step guideline to biodiversity are complementary with no contradictory information. With golf development being the main reason for parliamentary questions (33 in the last 10 years), it is considered important to get the Legacy Guidelines adopted by government and JS has received advice from Nick Hanley of the EC to assist in this process.

GEO is involved in greening golf events, notably the Ryder Cup. They see the Olympics in 2016 as an opportunity in this regard.

Whilst GEO does not operate a closed shop on environmental certification and golf, JS did raise concerns when the discussion moved on to the European Water Partnership. He expressed the view that the EWP brings nothing new to golf; it is no better connected in

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Brussels than GEO; it is a single issue organisation, whereas GEO takes a holistic approach; it is looking to produce BMPs and assessment criteria that are already available. SP, who attended meetings with EWP during Green Week 2010, noted that the golf EWP programme is derived from agriculture and that the organisation has no understanding of golf. It was agreed that the EGA GCC should support GEO Certified™ as the best certification programme for golf. A meeting with Helmut Blöch (Head of Sector Water Protection, European Commission) should be arranged during Green Week to advise him of this position.

Action: B-M

JS's offer to produce some bullet points on issues raised was welcomed. The Chairman thanked JS for his attendance and JS then left the meeting.

6. A.O.B.

It was confirmed that the Constitution of the Committee provided for an initial 2-year term of office, renewable for a further 2 years. Current Committee member's initial term was completed in November 2010, with only the EGA representative, Gunnar Häkansson, standing down.

SP requested a supply of 'What is golf?' folders.

Action: SPI

B-M was thanked for their efforts on behalf of the EGA GCC. However, they were asked and agreed to produce a quarterly, bullet point report of their activities for the Committee.

Action: B-M

The meeting was informed that the PGA European Tour and The R&A have agreed to provide the funding necessary to meet B-M's budget proposal for 2011.

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APPENDIX

1. MEETING WITH TOINE MANDERS (Dutch MEP)

Held at the European Parliament at 4 pm on Wednesday 26 January. Stig Persson, David Gomez and Steve Isaac represented the EGA GCC and were accompanied by Marta Zoladz.

Points of discussion:

- European spirit of the Ryder Cup. TM strongly believes this is something to promote.
- European Tour monopoly. TM is concerned about the professional game turning into another Formula 1, with the perception that it is all about money.
- Golf event in the Parliament. TM suggested this could be an annual exhibition as there are enough golfing MEPs to act as sponsors.
- National events of the same nature should be organised and national federation golf magazines should be used to publicise them.
- He is not keen on Environmental Impact Assessments, having seen the process first-hand with his wife's course development
- He believes that environmental issues such as water and pesticides are not high on the political agenda and suggested that social inclusion and the economy should be the focus of the EGA GCC.

2. MEETING WITH SANTIAGO FISAS (Spanish MEP)

Stig Persson, David Gomez and Steve Isaac were accompanied by Peter Linton for this meeting.

Lisbon Treaty Sports report

This is not a legislative report at this stage, but rather a Parliamentary opinion on the Commission's communication. Timing more or less as follows:

- He will be officially appointed Rapporteur on February 15/16.
- On the 7th he will meet informally with EPP members of the CULT Committee (10 full EPP members and 11 substitutes). He mentioned in particular Ivo Belet, a Belgian substitute member who has a particular interest in football.
- Santiago will give a first oral presentation to the committee, followed by discussion, in April, followed by a draft in May which will trigger the tabling of amendments by other committee members. He will then negotiate with a view to incorporating the amendments he thinks necessary to win a majority in committee.
- His revised report and amendments will be voted on in committee somewhere between June and September, with a plenary vote toward the end of the year. Clearly the committee vote is the key moment.

The political group shadows in the Culture & Education Committee for his report on sports (not yet confirmed but certain) will be:

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Hannu Takkula (Finnish, ADLE)
Catalin Sorin Ivan (Romanian, S&D)
Emma McClarkin (British, ECR)
Green: not yet decided

We are to submit to Santiago, as soon as possible, a suggested text for his report. This should be a generic provision on sustainability and sports which are conducted in the natural environment. The text of the Commission communication through this link, http://ec.europa.eu/sport/news/news984_en.htm

Action: B-M to produce first draft

N.B. On the Commission side, it is the Cypriot Commissioner Androulla Vassiliou, http://ec.europa.eu/commission_2010-2014/vassiliou/about/cv/index_en.htm, who is in charge of the new EU sports competence. Cyprus was cited at our meeting with GEO as an interesting model for responsible golf development.

You will also see that sports resides in Directorate E of DG Education & Culture, which is "Youth and Sport", http://ec.europa.eu/dgs/education_culture/organi_en.pdf.

Assuming that Santiago does propose in his report a new provision on the sustainability of sports, and given that he foresees a first draft and discussion in May, Green Week looks like good timing to consider bilateral outreach to all of the aforementioned to lobby for support of the new provision.

Action: B-M to organise meetings

Golf exhibit in parliament

B-M to revert to Santiago when he has returned from Niger with information on possible dates for this, and procedure to follow. He will then try to fix the dates. Note that over dinner with James Elles and Christian Ehlers (senior Parliamentary official and secretary/treasurer of the EU Golf Club) it was agreed that Christian would also look into this, particularly with regard to the best location, and revert to us. James' view is that this should take place April/May 2012 to give us plenty of time to prepare, and to avoid the dark of winter. The Parliamentary bureaucracy may not accept bookings that far ahead, but we will see.

Action: B-M

3. MEETING WITH EUROPEAN PARLIAMENTARY GOLF SOCIETY

Achim Reinmuth, David Gomez and Steve Isaac were accompanied by Peter Linton at this dinner with James Elles (UK MEP), Knud von Franquemont (EPGS Secretary) and Christian Ehlers (senior Parliamentary official and secretary/treasurer of the EU Golf Club).

The main points coming out of this gathering were:

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- Take forward plans for the golf outing and dinner on 26 May (Green Week) at Hulencourt. B-M to coordinate with Knud/James, Steve and now Christian Ehlers for Commission/EP officials invitations.

Action: B-M

- EGA GCC to encourage eminent national federation representatives to attend EPGS outing in May. Also some talk of inviting national MPs. The initial thought was to focus on nationalities of EGA GCC members, i.e. Dutch, German, Italian, Spanish and UK. Looking at 10 people.

Action: EGA GCC

- Possibility for an EGA briefing of the EU Golf Club over dinner following their annual prize competition at Pierpont on Sunday 16 October. Christian Ehlers very keen on this idea.

Action: B-M

4. MEETING WITH MARTA KACYNKA (EC, Biodiversity Unit)

Achim Reinmuth and Steve Isaac were accompanied by Lawrie McLaren and Marta Zoladz for this meeting with Marta Kacynska and Chris Boyd (a keen golfer). Achim and Stig Persson met with Marta Kacynska last year.

The main conclusions from this meeting were:

- Business and Biodiversity plans for 2011 are to be communicated shortly. MK to send the url for the direct link.

Action: MK

- The EC is working on a biodiversity award, based on the existing business award. This will be announced through the B&B Platform.

Action: EGA GCC/GEO to consider nomination?

- There will be a B&B workshop at sectorial level, possibly in May, on benchmarking and indicators to measure biodiversity.

Action: EGA GCC to attend

- There will be an autumn workshop on EU biodiversity strategy, targets and green infrastructure. The EGA GCC could contribute, demonstrating the role of courses in maintaining or restoring habitat or rare species, and the ecosystem services they provide.

Action: EGA GCC

- CB expressed great interest in examples of biodiversity improvement, plus cost savings through good environmental practice and these might be topics for a Green Week presentation.

Action: EGA GCC

- In the second half of 2011, the EU will come under Polish Presidency. In conjunction with

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the Polish Government, the EU will host a high level conference in Poland on planning permissions and biodiversity. This could be an opportunity for the EGA GCC to provide good examples in Poland, possibly with a field trip, and for GEO to promote its 'Legacy' Guidelines.

Action: EGA GCC

- MK to provide the url for the World Business Council on Sustainable Development.

Action: MK

- MK and CB liked the concept of GEO and thought it could be a useful model for other sectors. They did, however, question whether it was fully independent of the golf industry.
- Neither MK nor CB was aware that golf will be an Olympic sport in 2016.