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THE EUROPEAN GOLF ASSOCIATION GOLF COURSE COMMITTEE

**Meeting at Burson-Marsteller Offices, Brussels
Wednesday 11 January 2012 at 1 pm**

MINUTES

In attendance:

Tony Bozzi (EGA)
Graham Cochrane (The R&A)
David Gomez (EGA)
Jerry Kilby (CMAE)
Lodewijk Klootwijk (EGCOA)
Ian Randall (PGA's of Europe)
Achim Reinmuth (EIGCA)
Jeremy Slessor (European Tour)
Steve Isaac (The R&A)

Peter Linton, Lawrie McLaren, Ludovica Gambone, Marta Zloadz (B-M)

1. Welcome and apologies

The Chairman welcomed everyone to the meeting. Apologies were noted from Peter Greenhough and Stig Persson.

2. Minutes and matters arising

The minutes were approved.

4.2. (page 3). Santiago Fisas' Sport report to go to Plenary in February. This includes EGA GCC wording on inclusion of environmental concerns. SF does not expect any problems getting the report through the political process.

5. (page 5). No data collection has been forthcoming. AR agreed to follow this up with GEO.

Action: AR

SI and B-M to work together to remind those given actions from the meeting to fulfill their obligation.

Action: SI/B-M

It was noted that, under the EGA GCC Constitution, all of the Committee except DG and SI are due to retire in November 2012. Members to discuss possible replacements with their Association and report back to SI with a recommendation by the end of June.

Action: TB, PG, JK, LK, IR, AR and JS

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3. Review of 2011

B-M outlined its view on the overarching objectives of the EGA GCC. Encouraging more youngsters into the game was not considered part of this Committee's remit.

A number of Associations represented on the Committee have a "Grow the Game" initiative and they are prepared to share information on economic and social aspects of golf with the EGA GCC, and to represent these areas of interest in meetings with EC officials and MEPs.

Action: JK, LK, IR and JS

B-M provided a review of EGA GCC activities and achievements in 2011.

It was agreed that a 'tool box' of visual aids and fact sheets, using simple language, would be of great value to the Committee in its outreach, both to EU institutions and to representative Association constituents to drill down to golf facility level. These should not only ask for data and information but should explain why this is needed and the benefits that could be gained from participation. A good starting point for this will be a Survey Monkey questionnaire of 3 to 4 simple, multiple-choice questions asking about current practices and expectations of future trends. SI to produce a list of questions for circulation and approval. Translation to be achieved through the national association network.

Action: SI

Data collection is problematic. JS agreed to approach GEO to ask if he could collate sample data from GEO Certified™ facilities that is published on their website.

Action: JS

Representatives of the Associations on the Committee agreed to promote the work of the EGA GCC through their national members and golf media and to encourage the principle of associations working together at national level.

Action: TB, DG, JK, LK, IR and AR

The proposed exhibition in the European Parliament could be a good story after the event, to include images from the exhibition. A presentation given by PL to the Club Managers in Madrid could form the basis of an article and this to be worked on for circulation.

Action: PL and JK

Green Week is proving to be a valuable networking opportunity. LMc to follow up on his contact with WWF with regards to the EGA GCC biodiversity guidelines.

Action: LMc

The report to the EGA AGM was noted.

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4. 2012 programme

(a) Programme objectives.

Endorsement of biodiversity guidelines by NGO's (notably Birdlife International and WWF) to be sought.

Action: B-M

A speaking opportunity at Green Week to be investigated with DG Environment, Water Unit.

Communication to be developed as discussed previously.

(b) Legislation update and likely progress: biodiversity, water, pesticides, soil protection.

Monitoring and reporting for 2012 to include fertilisers.

Action: B-M

The PowerPoint presentation prepared for the meeting with the DG Environment, Water Unit on Thursday 12 January to be circulated to the Committee.

Action: SI

(c) Outreach.

This to be developed, particularly through the Parliamentary Exhibition.

2012 is the EU and UN 'Year of Water'.

The Danish Presidency will have a strong focus on the environment, and the Danes will be supporting Cyprus when it takes up the Presidency in the second half of the year.

(d) Business and Biodiversity Platform.

In a meeting with Chris Boyd (DG Environment, Biodiversity Unit) on Tuesday 10 January, the EGA GCC was encouraged to continue to support the Platform. It was also suggested that a golf event be organised to bring stakeholders together to formulate a strategy for biodiversity. Material for publication coming out of this gathering could have EC co-branding, provided its technical content was approved by the IUCN, the EC's advisor on nature conservation. Notes from this meeting can be found in Appendix I.

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A strategy document to be produced following the meeting with Chris Boyd (DG Environment, Biodiversity Unit) on Tuesday 10 January. This to promote the idea of a gathering of golf stakeholders to produce materials that can be co-branded with the EU. The Madrid Biogolf project should be on the case studies.

Action: SI, DG, SP and AR

(e) Exhibition.

LK, IR and JS met with James Elles and Santiago Fisas' assistant on the morning of 11 January.

B-M to confirm date as soon as possible, with the week beginning 18 June being preferred over that beginning 4 June.

Action: B-M

The Exhibition will run over three days – Tuesday (including morning set up), Wednesday and Thursday (including afternoon breakdown).

The Exhibition title will be “What is Golf? A European Success”. Its main theme will be that golf is the only major sport where there is a European Team (Ryder and Solheim Cups). Its sub-theme will be sustainability.

It is hoped that both Cups and team captains will be in attendance. The possibility of a cocktail party and dinner to be considered once the date and exact location is confirmed. A guest list then to be drawn up, to include Association Presidents and, hopefully, the US Ambassador and Martin Schulz (the President of the European Parliament) to make an opening address. The President of the Royal Belgium Golf Federation should also be invited.

IR will investigate the availability and suitability of having an inflatable net and PGA Professional to give short lessons.

Action: IR

A supply of “What is Golf?” folders will be needed. SI to advise on the number in stock at The R&A.

Action: SI

Filming of the event was discussed. JS to investigate engaging ‘Golf Week’.

Action: JS

LK, IR and JS to continue their excellent work in finalising the Exhibition and to circulate plans once the date has been confirmed.

Action: JK, IR and JS

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(f) Green Week

Dates confirmed for 22-25 May. Committee members to advise SI of their availability within the next 2 weeks.

Action: Committee members

This year the theme is 'water'. A speaking slot to be investigated during the meeting with the DG Environment, Water Unit on 12 January. Notes from this meeting can be found in Appendix 2.

Action: B-M, SI and DG

The Parliamentary Golf Society event will not be feasible during Green Week this year. It might be held during the week of the Exhibition. B-M to investigate.

Action: B-M

(g) Communication and PR

SI to produce examples of simple material and circulate for comment.

Action: SI

IR to update information on 'What is Golf?' fact sheet, once project on financial and social contribution of golf complete.

Action: IR

5. EGA strategy and resourcing

These issues were covered throughout the meeting.

Thanks were given to the European Tour and The R&A for continued funding.

6. 2011 accounts and 2012 budget

These were noted.

B-M agreed that, since members of the EGA GCC were doing the bulk of the organisation and material production for the Exhibition, the €15,000 for the Exhibition in their budget proposal was no longer required. This means that there should be no shortfall in the funds available for 2012 and the B-M support cost and the budget for the Exhibition.

It was agreed that the EGA GCC needed to put on the best possible Exhibition. IR and JK advised that they may be able to acquire additional funds, if necessary, to ensure that this is the case.

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7. Any Other Business

AR raised the issue of GEO. He is now a verifier for GEO Certified™ and is meeting some resistance from the German Golf Association, who are promoting their own programme. It was agreed that the EGA GCC should not endorse one programme over another but that the principle of certification should be encouraged.

8. Date of next meeting

9-10 January 2013, unless B-M suggest this is unsuitable the end of June.

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APPENDIX I.

NOTES FROM A MEETING WITH CHRIS BOYD, DG ENVIRONMENT, BIODIVERSITY UNIT ON 10 JANUARY 2012

In attendance:

Chris Boyd (DG Environment, Biodiversity Unit)
Lodewijk Klootwijk (EGA GCC)
Steve Isaac (EGA GCC)
Marta Zoladz (B-M)

- CB has become more involved in the Business & Biodiversity Platform over the last 6 months and he has his own ideas as to how the B&B Platform should evolve.
- He noted that there are more than 10 national initiatives coming out of the B&B Platform, and specifically mentioned the Aldersgate Group in the UK, www.aldersgategroup.org.uk/. This is an alliance of leaders from business, politics and society that drives action for a sustainable economy.
- He would like to see better co-ordination of networks and a yearly conference at which CEO's of companies involved in the Platform would be invited.
- He would like to encourage SME's to engage more and commented positively on the EGA GCC's 10-step guideline. He was not overly keen on the idea of inviting GEO to attend the Platform, but strongly encouraged the EGA GCC to continue with its involvement.
- To encourage engagement, CB suggested that using individual industries, such as golf, as examples might be a better mechanism than the cross-sector approach currently employed.
- A golf initiative was discussed whereby stakeholders, including GEO, would be invited to a meeting to discuss an agenda focused on restoring and protecting habitat and species. CB raised the issue of the loss of pollinators. He was made aware of Syngenta's 'Operation Pollinator', and the dilemma of using chemicals to restore habitat. CB believes that all stakeholders should be invited to such an event. Issues to discuss would include what to measure in order to assess progress in terms of habitat and species restoration and protection.
- Golf would have to cover the cost of such an event and any materials produced as a result. The EC would be prepared to co-brand, on approval by their consultant, the IUCN.
- It was agreed that this idea would have to be approved by the EGA GCC and promoted at the annual conferences of its member Associations, with the possibility of organising an event in 2013.

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- CB stated that he might be able to provide a speaker at EGA GCC member events.
- CB asked to be kept informed of progress with regards to an event.
- We then discussed water and CB to be sent an electronic copy of the PowerPoint presentation prepared for our meeting with the Water Unit.
- The EGA GCC to send CB a formal email about a speaking slot if the Water Unit proved to be less than helpful.

STEVE ISAAC

Secretary to the EGA GCC

17 January 2012

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APPENDIX 2.

NOTES FROM A MEETING WITH ANDREA NÁM, DG ENVIRONMENT, WATER UNIT ON 12 JANUARY 2012

In attendance:

Andrea Nám (DG Environment, Policy Officer, Water Unit)
David Gomez (EGA GCC)
Steve Isaac (EGA GCC)
Marta Zoladz (B-M)

- Andrea Nám apologised for the absence of Henriette Faergemann, whom we had met during Green Week 2011.
- She noted that the Blue Print was still under development and no thought had yet been given to dialogue at a national level.
- River Basin Management Plans have now been delivered by most Member States. Greece and Spain being notable exceptions. However, it was proving difficult to gather data.
- The legal format for the outcome of the Blue Print has yet to be decided, but it seems likely that it will be disseminated in three separate Communications which will not be legally binding.
- AN stated that the EC wanted Article 9 of the WFD (see note below) to be adopted for water pricing. However, the indications are that this is not happening and each Member State is developing its own pricing policy.
- The EGA GCC handed over its printed PowerPoint presentation (with an electronic version to be sent) and the raw data it had collated from Cyprus, Portugal and Spain. AN said she would pass this on to Henriette Faergemann, together with our request for a speaking slot at Green Week.
- The EGA GCC also advised AN of the flooding prevention project in operation in the Netherlands.
- We advised AN of the Business & Biodiversity Platform and asked if something similar was being planned for water. She was unaware of the Platform but will contact Chris Boyd. There are no plans for the development of such a platform for water.
- The EGA GCC raised the issue of certification and agreed to forward the GEO Evaluation Criteria. AN mentioned the EWP and our response was that while the EGA GCC retains contact, it sees little value in duplication of effort.

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- AN asked what golf would like to see from water-related legislation. She suggested that our requirements for data collection, monitoring/reporting and education should all be covered in Member States' Management Plans.

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Note: Article 9 of the WFD

Recovery of costs for water services

1. Member States shall take account of the principle of recovery of the costs of water services, including environmental and resource costs, having regard to the economic analysis conducted according to Annex III, and in accordance in particular with the polluter pays principle.

Member States shall ensure by 2010

- that water-pricing policies provide adequate incentives for users to use water resources efficiently, and thereby contribute to the environmental objectives of this Directive,
- an adequate contribution of the different water uses, disaggregated into at least industry, households and agriculture, to the recovery of the costs of water services, based on the economic analysis conducted according to Annex III and taking account of the polluter pays principle.

Member States may in so doing have regard to the social, environmental and economic effects of the recovery as well as the geographic and climatic conditions of the region or regions affected.

2. Member States shall report in the river basin management plans on the planned steps towards implementing paragraph 1 which will contribute to achieving the environmental objectives of this Directive and on the contribution made by the various water uses to the recovery of the costs of water services.

3. Nothing in this Article shall prevent the funding of particular preventive or remedial measures in order to achieve the objectives of this Directive.

4. Member States shall not be in breach of this Directive if they decide in accordance with established practices not to apply the provisions of paragraph 1, second sentence, and for that purpose the relevant provisions of paragraph 2, for a given water-use activity, where this does not compromise the purposes and the achievement of the objectives of this Directive. Member States shall report the reasons for not fully applying paragraph 1, second sentence, in the river basin management plans.