

WORKING FOR THE GOLF COURSE

An interactive debate on sustainable management at The Home of Golf for representatives of European Governing Bodies

PROGRAMME OBJECTIVES

1. To discuss and define the key elements of “the golfing experience”, and how/why the golf course itself lies at the heart of golfer demands.
2. To discuss and define the needs of the three main target groups within the game: a) owners/boards/committees b) club/course managers c) golfers.
3. To discuss and define which key performance indicators are relevant to each target group.
4. To discuss the interaction of these indicators across four main areas: playing performance, economic performance, environmental stewardship and social responsibility.
5. To discuss how national governing bodies (R&A affiliates) can create pathways which help their clubs to produce a better and sustainable golfing experience.
6. To discuss the threats, such as legislation, and opportunities, greenkeeper training and certification, for example, which will affect the future.
7. To discuss how The R&A might further help its affiliates, if required.

The Programme

Wednesday 28th March 2012

- Informal round table sessions to discuss the first four of the objectives.
- At the end of each session, conclusions will be summarised and possible action points outlined.
- The final session will explore any particular “hot” topics identified by delegates during the day.

Thursday 29th March 2012

- A session to discuss tools/services/pathways which Affiliates can promote for use by their clubs.
- A presentation on collecting and using evidence.
- A session to discuss environmental certification.
- A session to discuss pan-European issues, such as EU legislation, greenkeeper training and the EGA Golf Course Committee.
- Final session to discuss improving dialogue between national governing bodies and the role of The R&A.

WORKING FOR THE GOLF COURSE

An interactive debate on sustainable management at The Home of Golf for representatives of European Governing Bodies

PROGRAMME OF EVENTS

Wednesday 28 March, 2012

8.45 to 9.15 am	Registration at Lower College Hall, University of St Andrews
9.15 to 9.25 am	Welcome by Nick Park, Moderator
9.25 to 9.45 am	Welcome address by James Elles, MEP
9.45 am to 1 pm	Interactive round table sessions (three sessions, each about 1 hour long, with a break at approximately 11.15 am)
1 to 2 pm	Lunch
2 to 4.15 pm	Interactive round table sessions (two sessions, each about 1 hour long, with a break at approximately 4 pm)
4.15 to 5.15 pm	Session for discussion of “hot” topics identified during the day
5.15 to 5.30 pm	The R&A: Working for Golf Duncan Weir, Executive Director – Working for Golf
5.30 pm	Group photograph and close
7 pm	Dinner in The R&A Clubhouse Dress code: lounge suit or blazer, with tie and equivalent for ladies

Thursday 29 March, 2012

9 to 9.45 am	Interactive round table session, Upper College Hall, University of St. Andrews
9.45 to 10.30 am	Collecting and using objective evidence Steve Isaac and Phil Russell, Golf Course Management, The R&A
10.30 to 10.45 am	Break
10.45 to 11.30 am	Discussions on environmental certification
11.30 am to 12.30 pm	Discussions on other pan – European issues, EGEU, EGA GCC. Ongoing communications between The R&A and National golf authorities. Overall summary and future timelines.
12.30 to 1.30 pm	Lunch and depart