

I International Golf Conference Caribbean Cayman Islands, 2018



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R&A

International Golf Conference Caribbean Administrators and Delegates Cayman Islands, August 2018

GOLF: A SPORT IN GOOD HEALTH

How The R&A contributes in the region:

- Assisting National Golf Federations (NGF's)
- Supporting creation of world class amateur golf championships
 - Creating educational opportunities

LATIN AMERICA & CARIBBEAN REGION

Population : 650,000,000

Countries & Sovereign States: 40

Golf Courses: 770

Golfers: 235,000



The R&A's Governance Role

Our endeavor is to reaffirm our value to our affiliates by working closely with National Golf Federations offering advice on rules, grass roots development, elite amateur programmes; supporting world class championships, promoting public facilities, and providing educational opportunities for administrators, coaches and superintendents.

“We have the expertise and experience to provide leadership and standards in many areas of real value to our affiliates”

Working with NGF's (1)


The R&A's / NGF's agenda covers:

- Rules
- Championships
- Green Keeping Workshops
- Coaching
- Sustainable Public facilities
- Fundraising and accessing governmental funds
- Budget and prioritization
- Staff training: encouraging increased professional management

Working with NGF'S (2)

- Visiting public facilities / main golf clubs
- Meeting National Head Coaches, leading golf instructors
- Meeting municipal, provincial or state officials involved with sport
- Meeting officials of NOC's and High Performance Institutes

NGF's: KPI Benchmarking Progress

COUNTRY	CURRENT STATUS	Current Number	5 YEAR KPI	5 year number	10 YEAR KPI	10 year number
ARGENTINA 	Registered Handicaps	53K	Registered Handicaps	60K	Registered Handicaps	75K
	Affiliated Courses	330	Affiliated Courses	350	Affiliated Courses	375
	Offices (own/rent)	own	Offices (own/rent)	own	Offices (own/rent)	own
	Public Driving Ranges	5	Public Driving Ranges	7	Public Driving Ranges	12
	Staff	50	Staff	40	Staff	45
	Nat'l Open (PGA TLA)		1 The Open exemption	2	3 The Open exemption	3
	Nat'l Womens Open - pros in field	10	Nat'l Womens Open - pros in field	20	Pros in field - LPGA Development Series	40
	PGA Tour Players	4	PGA Tour Players	6	PGA Tour Players	10
	Euro Tour Players	2	Euro Tour Players	2	Euro Tour Players	2
	Web.com Players	5	Web.com Players	8	Web.com Players	10
	PGA Tour LA Players	30	PGA Tour LA Players	35	PGA Tour LA Players	50
	PGA LA Development Series Players	30	PGA LA Development Series Players	40	PGA LA Development Series Players	50
	LPGA Players	0	LPGA Players	1	LPGA Players	3
	Symetra Tour Player	1	Symetra Tour Player	3	Symetra Tour Player	5
	LET Players	1	LET Players	2	LET Players	4
	Major Championships	3	Major Championships	4	Major Championships	5
	Senior Major Championships	3	Senior Major Championships	4	Senior Major Championships	4
	NCAA Players	20	NCAA Players	40	NCAA Players	75
	WAGR Top 50 - Men/Women	M 0 W 0	WAGR Top 50 - Men/Women	M 1 W 1	WAGR Top 50 - Men/Women	M 2 W 2
	WAGR Top 500 - Men/ Women	M 6 W 5	WAGR Top 500 - Men/ Women	M 10 W 10	WAGR Top 500 - Men/ Women	M 10 W 10
	WATC 2016 Men/Women Top	M 25 W 32	WATC (Men/Women)Top	M 10 W 20	WATC (Men/Women)Top	M5 W 15
	Panamerican Games - Medals	0	Panamerican Games - medals	1	Panamerican Games - medals	3
South American Games - Medals	1	South American Games - Medals	2	South American Games - Medals	4	
Olympic Games - Men/ Women	M 2 W 0	Olympic Games - spots men & women	M 2 W 1	Olympic Games - spots men & women	M 2 W 2	
Junior Playes/ Total Handicap	2K	Junior Programmes	7K	Junior Programmes	10K	
Golf Instructors Seminar (attendees)	180	Golf Instructors Seminar(attendees)	250	Golf Instructors Seminar(attendees)	300	
Agronomists Meeting (attendees)	150	Agronomists Meeting (attendees)	200	Agronomists Meeting (attendees)	250	
Administrators Conference (attendees)	40	Administrators Conference (attendees)	50	Administrators Conference (attendees)	60	

CHAMPIONSHIPS



- Develop a robust environment for elite amateur golf
- World class championships
- Provide financial assistance to help deliver international championships

Latin America Amateur Championship

- ✓ Landmark in the history of amateur golf for the region.
- ✓ Impact for players and Federations willing to host it
- ✓ The R&A, Masters and USGA working together: a phenomenal message for golf at large.
- ✓ Creating legacy and opportunity



South America Amateur Championship

- ✓ The main amateur event for South America
- ✓ Direct R&A input and presence
- ✓ NGF's interest to host SAAC - European players sponsored by The R&A produce a very strong field



Annika Invitational Latin America

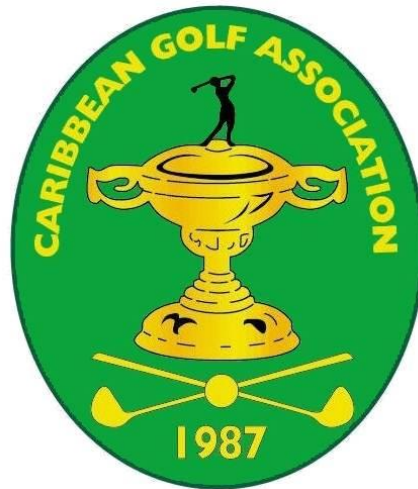
- ✓ The R&A's decision to support a tournament for girls and count with Annika's presence created a positive impact on the somewhat neglected women's game in this part of the world.
- ✓ Annika's charm and track record was inspirational to the girls from the 21 countries that convened for the inaugural Annika in Buenos Aires.
- ✓ Much praise has been lauded on the R&A from all our affiliates in the region for this effort.



Amateur Team Championships, supported by R&A



South American Team
Championship



Caribbean Team
Championship



Central America Team
Championship

EDUCATION

We should be ready to step in and “**assume our leadership role and provide standards**”

1) Building on existing events:

Coaching Seminars – support presence of international coaches and wider regional audience

➤ Agronomists and Superintendents Meetings – facilitate wider international presence by offering grants to Superintendents of smaller golfing nations to attend

2) Creating new educational opportunities:

LATIN AMERICA GOLF CONFERENCE FOR ADMINISTRATORS, 2017

CARIBBEAN GOLF CONFERENCE FOR ADMINISTRATORS, 2018

- Development of a sustainable public facility
- Setting up a High-Performance Programme
- Sports Marketing and Fund Raising
- Digital tools to improve Communication
- Tournament Administration
- Promoting knowledge of Rules of Golf and Amateur Status

R&A Supported Public Facilities in the region

Public Driving Range, Bogota, Colombia



Public Driving Range, Asuncion, Paraguay



Public Course & Driving Range, Nassau, Bahamas



Public Course & Driving Range San Bartolo, Peru



What are we trying to achieve?

To become **“a global organization that is heavily connected with our affiliates”**

We aspire to assist NGF’s becoming sustainable, professionally managed organizations, with attainable mission and vision statements, that are recognized and valued by their constituency.

They need to be able to answer a simple question convincingly:

“What do you do for golf in our country?”



How do we measure success?



1) Achieving recognition from our affiliates of our governance role.

Through R&A visits to each NGF's stimulating professional management best practices through education, development of public facilities, creation and support of elite amateur events.

2) Gauging effectiveness of our affiliates at promoting development.

Through control of NGF delivery and accountability; increased production of data will help monitor projects supported by The R&A through annual appraisals.

Professional Golf in the region



Prominent golfers from the region (1)



Roberto De Vincenzo



Angel Cabrera



Camilo Villegas



Eduardo Romero



Carlos Franco



Fabián Gomez

Prominent golfers from the region (2)



Emiliano Grillo



Fabrizio Zanotti



Jhonattan Vegas



Joaquin Niemann



Alejandro Tosti



Jorge Garcia

✓ **What is NEW?**

✓ **Womens Golf Charter**

✓ **9 Hole Golf**

✓ **Family Golf**

✓ **Rules Modernization**

✓ **£200 Million 10 year Pledge**

Women in Golf Charter

- A Global Call to action
- There are 9 million potential women golfers, who can generate around USD 35 billion for the industry
- More women playing, more women working in the golf industry



Causes for Concern:

- **The Golf Club Memberships, nomad golfer, flexi-memberships**
- **Accessibility, use of existing facilities vs creating new ones**

Sustainability



Only International non-profit dedicated entirely to golf and sustainability.

Custom built set of solutions for golf industry to effectively integrate sustainability.

Strategic partner of The R&A, with international alliances and partnerships both in and out of golf.

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Latin America & Caribbean a vibrant region full of potential and challenges, where golf has a great opportunity to grow exponentially.

Thank you