



## **GolfRSA Board report**

18 June 2019

Dear Board Members

This report is a “high level” overview of the GolfRSA timeline and operations over the last year. If more detail is required on any aspect of this report it will be available upon request.

### **Staff Contracts**

Bruce Younge’s roles and responsibilities have dramatically reduced over the last year, particularly regarding his financial role. In line with this the remainder of his current contract, which expires in December 2019 will see a further reduction in Bruce’s remuneration. The SAGA Office Bearers, in consultation with the GolfRSA CEO, have agreed on an exit strategy for Bruce that will see the current staff taking over Bruce’s remaining major roles. Eden Thompson will head up Tournaments and Neil Homann will head up Rules and Amateur Status. Bruce’s remaining financial role will be transferred to Head Office. From January 2020 Bruce will be on a 2 year fixed term contract, which will allow GolfRSA to use his expertise and institutional knowledge as and when it is needed. The remuneration for the new contract is still being discussed with the Office Bearers and Bruce but it

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will be at a significantly lower cost than the current rate. A hand over process has now started with Bruce transferring institutional knowledge and processes to the staff, including the GolfRSA CEO who will take over Bruce's Executive Director responsibilities at SAGA level.

We believe that we should bring new blood into the organisation with Bruce leaving at the end of the year. This would be a good opportunity to employ a couple of people that fit the transformation demographic that can be trained up to help at tournaments and general administration.

A "Engagement Agreement" document has been put in place for Wimpie du Plessis who is helping GolfRSA with the implementation of the World Handicapping System and is representing South Africa at the WHS Committee meetings. Wimpie is also providing guidance to Greg de Doncker (our Transformation Officer) in terms of our Transformation objectives. Wimpie is generously offering her time and expertise at no charge to GolfRSA and for this we are extremely thankful.

Greg de Doncker's role has been extended further than Transformation to include Course Ratings and will work closely with HNA and Wimpie in this respect.

## **Offices**

We currently have a head office in Ranburg as well as satellite offices in George. (where Bruce Younge is based) as well as in Somerset West. The offices in Somerset West were originally occupied solely by the SAGDB but they now house GolfRSA as well and rent is shared.

The office in George will be closed when Bruce's current contract finishes in December.

## **Communications and Media**

### **GolfRSA Website**

Viewership remains steady, showing a slight growth during the last 12 months.

During the Africa Swing from January to March, we have approximately 25 000 unique users per month and 180 000 page impressions, but this figure slows to 20 000 users when we have fewer tournaments on.

The most popular pages remain the news stories and live scoring.

Interestingly, more than two-thirds of viewers access the website from their mobile phones.

## **Golf Magazines**

### **Compleat Golfer**

We have a minimum of six pages in every edition, valued at R69 813 per page.

Monthly coverage value is around R420 000 per month. Annual R5 040 000.

On average we have an extra three player profile pieces per annum too – in 2019 we have featured Wilco Nienaber, Kajal Mistry and a lengthy Grant Hepburn interview.

Almost all our releases are posted on compleatgolfer.com – average AVE value R44 482.

At 10 releases per month that equates to approximately R5 300 000 annually.

Annual Magazine Coverage: **R14 580 000**

### **SA Golf Trader**

The average AVE value for the SA Golf Trader printed magazine is R 9 000, and they feature one amateur story a month. They do, however, post the GolfRSA releases online, which is valued on average at R8 000 per post. Annually that equates to R960 000.

### **Golf SA Magazine**

We released our third edition of GolfSA Magazine. This digital magazine has been very well received and continues to showcase the best of amateur golf in SA. There is no direct production cost to GolfRSA.

Latest readership numbers: 11 089

### **Tee and Sandwedges**

Tee and Sandwedges underwent a format change with much less news in the new layout. Their circulation also dropped to 10 000, hence their AVE value per page has dropped from around R50 000 to plus/minus R18 000 in 2019.

Although they sporadically still place an amateur article, WGSA has a standing double page spread each month, valued at R36 000.

Their online coverage is valued around R50 000 but again amateur coverage is sporadic.

## **TELEVISION**

In the last year we have produced (Brad Hale) and screened the following on SuperSport:

2019 SA Amateur Championship

2019 SA Women's Amateur Championship and Stroke Play Championship

2019 SA Stroke Play Championship

2018 Inter-Provincial Tournament

These shows are showed a minimum of six times on the sports channels. SuperSport estimates the exposure value to GolfRSA at R734 423 per event. Total exposure value = R3 million.

In addition to the 13-minute shows, Brad also provides 2-minute highlights for use on our website and social media.

## **RADIO**

### **Vision View Sports Radio**

This online radio station has gone from strength to strength and is currently South Africa's largest radio station.

Lali Stander does a weekly report on Wednesday's between 14h30 and 15h00. The slot is valued at R94 600 and the annual AVE value is approximately R4.5-million.

The insert covers GolfRSA events, the Big Easy and IGT Challenge Tours and women's golf every week.

We also started featuring at least one amateur on the show per month during the Africa Swing.

*Below is a list of the amateurs that were interviewed in 2019:*

Jayden Schaper – winner SA Amateur Stroke Play (March)

Caitlyn Macnab – for All Africa Junior Golf Challenge (March)

Casey Jarvis – Bridge Fund Managers Junior Series North Final (April)

Sarah Bouch – for All Africa Regional Challenge Trophy win (April)

Kajal Mistry – winner SA Women’s Amateur Double (May)  
Yurav Premalall – winner IGT Challenge Tour (May)  
Martin Vorster – winner East of Ireland (via telephone in June)

### **Radio Sonder Grense**

Lali Stander still does her weekly Saturday slot on Radio Sonder Grense on junior sport, women’s sport and disabled sport. The insert is another great platform for GolfRSA.

The 15-minute insert is between 17h00 and 17h30 and valued at R84 000; annual value R4-million.

### **Other**

Caitlyn Macnab and Kaiyuree Moodley were featured on Kwezi Sport’s Women Sport Stars show following the Annika Invitational USA.

Zethu Myeki and Kajal Mistry were featured on Sport @ 10 on SABC 2

Yurav Premalall was interviewed on SAfm Sports Wrap following the SA Open. He was also featured in an insert on E-TV Sport in an insert on rising stars in sport in December (interview done at SA Open).

Jayden Schaper appeared on the Dan Nichol Show

The Natal Post also did features on Kaiyuree Moodley, Kajal Mistry, Yurav Premalall and Nikhil Gopal

Sarah Braude also did an interview about GolfRSA and WGSA on CCfm

## **SOCIAL MEDIA ACCOUNTS**

### **Twitter**

1 362 followers on 15 June 2019

Impressions:

February 2019 – 129.1K

March 2019 – 122K

April – 129.9K

May 2019 – 206.5K

JUNE 2019 SUMMARY (1-15 June)

Tweets

192  
Tweet impressions  
138K  
Profile visits  
1,038  
Mentions  
271  
New followers  
37

**Impressions** on Twitter is a total tally of all the times the Tweet has been seen. This includes not only the times it appears in a one of your followers' timeline, but also the times it has appeared in search or as a result of someone liking the Tweet.

### **Facebook**

5 604 followers.  
797 posts from 1 February to 15 June 2019.  
ENGAGED USERS – average 613 700  
(Persons who liked, opened posts, clicked links, watched videos and shared posts)

### **Instagram**

1 993 followers on 15 June 2019.  
Total posts from 1 February until 15 June 2019 – 2 442.  
**Only weekly statistics available.**  
On average 500 profile visits per week & around 500 actions taken on the account.  
Website clicks to GolfRSA averages 10 clicks per week.  
Average accounts reached per week – 10 200  
Average engagement per week around 45 700 mark  
Largest audience between 25 – 34 years (men and women)  
**The stats below (taken from 8-15 June) are the key statistics that illustrates inter-action with the @golfrsa account:**  
Actions taken from account – 520  
Profile Visits – 511  
Website Clicks – 9  
Accounts reached – 2 107

### **Media Monitoring**

#### **Lali Stander Report:**

We contracted Newsclip Media Monitoring to track GolfRSA coverage in print, broadcast (radio and television) and online from 1 to 28 February. There are a few more companies that do this in South Africa but everyone in the PR Industry agree that Newsclip is the best of the bunch. Having said that, Brendan and Lali (our communications team) have found that Newsclip Media did miss some published articles, radio interviews and television coverage.

Therefore we have no doubt that the GolfRSA report is not an exact reflection of the coverage we achieved, but it is very difficult to pin point all the misses. The report, as it stands, does make for interesting reading.

**Print:** The tracking (across all three reads) confirmed that for golf, especially amateur golf, online is the future. However, the community papers are still very supportive.

**Broadcast:** In the GolfRSA report Newsclip listed 4 crossings with Vision View Sports Radio but missed 4 crossings with Radio Sonder Grense, which were all picked up in the womens' reports. It also appears that, despite hitting every national and local radio station with our releases and in the case of major events – audio interviews with leaders and winners – the support for golf appears to be tiny (same result for ladies).

In this case, we have to try to get our players or key role players interviews on the radio.

SABC and ENCA used the 2-minute inserts on their DSTV channels, but these channels are not monitored so we have NO AVE for their support. The only event that made the main news on SABC 2 was the winner's interview of the SA Women's Open during the monitoring period.

**Online:** the online support is incredible and I believe we have to explore more online platforms to continue to build our brand.

## **Print**

Community Newspapers contributed 50% to the PRINT coverage. The strongest support coming from the Southern Cape, Eastern Cape, Western Cape and Gauteng.

**Print February 2019 (1 Feb - 28 Feb)**

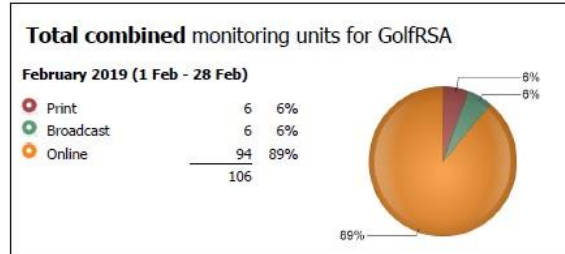
Clip Count 6  
AVE R 48 177.86  
Publication Brakpan Herald (2)  
Media Type Local Urban Newspaper (2)  
Media Group Community (3)  
Region South Africa (2)  
Byline Lali Stander (1)

**Broadcast**

Clip Count 6  
AVE R 191 721.99  
Media Type Commercial (5)  
TV Station N/A (0)  
Radio Station Vision View Sports Radio (4)  
Region South Africa (4)

**Online**

Clip Count 94  
AVE R 4 119 365.68  
Website SuperSport Golf (19)  
Byline Wade (5)





## RADIO

Radio contributed to 100% of the Broadcast Media with 0% mentions on Television

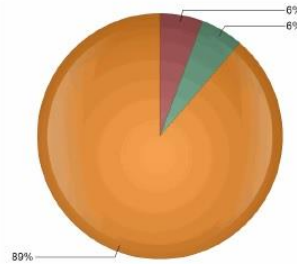
Print		6	1,632	R 48 177.86	Circulation	
🔗	The Herald (Morning Final), Sport	07 Feb 19	Macnab bags EP Border champs p.15	DAI	178 R 10 717.38	16 318
🔗	Brakpan Herald	08 Feb 19	State Mines junior to debut for national sqp.12	UCP	695 R 15 025.90	18 994
🔗	Brakpan Herald	15 Feb 19	State Mines youngster keeps making histop.11	UCP	323 R 6 983.26	18 994
🔗	Mosselbay Advertiser	08 Feb 19	Mossel Bay's Vorster in All-Africa team p.39	RCP	276 R 6 052.68	6 479
🔗	Saturday Star, School Sport	16 Feb 19	On par for success p.7	SAT	56 R 5 942.72	44 200
🔗	Tee and Sandwedges	01 Feb 19	Sublime second for Moodley at Annika USp.21	B2B	104 R 3 455.92	10 000
Broadcast		6		R 191 721.99	Circulation	
🔗	Good Hope FM Main News @ 17:00	12 Feb 19	Golf - RSA Juniors made the perfect start	COMMER	00:00:12 R 852.00	487 000
🔗	Hot 91.9 FM The Big Joburg Drive	07 Feb 19	Singapore Airlines Sponsored Slot	COMMUN	00:01:02 R 6 613.33	12 000
🔗	Vision View Sports RadiSports Update	06 Feb 19	Interview with Jayden Schaper	COMMER	00:06:57 R 30 580.00	0
🔗	Vision View Sports RadiSports Update	06 Feb 19	Continue -- 1 of 1 -- Interview with Jayden Scha	COMMER	00:10:01 R 44 073.33	0
🔗	Vision View Sports RadiSports Update	06 Feb 19	In conversation with Lali Stander	COMMER	00:13:13 R 58 153.33	0
🔗	Vision View Sports RadiThe Morning Run	11 Feb 19	Focus on upcoming golfing activities	COMMER	00:08:10 R 51 450.00	0

## ONLINE

Online made up the bulk of the tracked coverage

🏌️ GolfRSA

Services	February 2019 (1 Feb - 28 Feb)		
🔗 Print	6	48,178	6%
🔗 Broadcast	6	191,722	6%
🔗 Online	94	4,119,366	89%
	106	4,359,266	



Continuous online support:

SuperSport

Compleat Golfer

SA Golf Trader

GolfRSA

George Herald

Knysna Plett Herald




Oudtshoorn Courant

Mossel Bay Advertiser

Suid-Kaap

Forum

## CIRCULATION REACH

Circulation	Dec	Jan	Feb			
 Print	0	49 580	114 985	▲	132%	65 405
 Broadcast	0	0	499 000	▲	100%	499 000
 Online	0	0	22 484 662	▲	100%	22 484 662
	0	49 580	23 098 647			

These communication and media statistics have helped us to renew the sponsorship of Bridge Fund Managers (BFM) for the junior series that is run under the GolfRSA banner with the help of staff from the SAGDB. The series is a successful example of creating unity through GolfRSA and the combining of resources with the SAGDB has contributed to well supported junior tournaments around the country. GolfRSA juniors as well as SAGDB players have participated in full fields around the country, with SAGDB players gaining free entry. The sponsors are delighted with the return of investment that they have received and the value that we were able to deliver through our social media and traditional media reach. The finalists leave this week to compete in 3 tournaments in America.

## **Tournaments**

### **Champion of Champions**

The Champion of Champions tournament has grown and now includes all 14 unions and over 200 clubs with a regional final in each union. The series culminates in a final at Zebula with 84 players from around the country. By having three men's divisions and 3 ladies' divisions we are providing an inclusive platform for everyone regardless of age, gender or ability and this falls firmly in line with the GolfRSA strategy of giving more back to the affiliated golfer. Besides the individual element there is also a keenly contested team aspect with the current holders being Eastern Province who took the title from Boland. This year we are pleased to announce that AON

have come on board with a R200 000 sponsorship towards the championship.

### **Cape of Good Hope Wine Series**

In addition to the Champion of Champions we are extremely excited to announce the Cape of Good Hope Wine Series. This series will be run in partnership with Anthonij Rupert Wines and we are grateful for their commitment to helping GolfRSA achieve one of its main objectives, which is to create events and platforms that benefit our affiliated golfers. The response to the launching of the tournament series has been extremely positive with 50 major clubs already having signed up. The format will be a pairs event run on a betterball stableford scoring system and will see 6 regional finals culminating in a final at Leopard Creek. Besides the wonderful prizes that will be supplied by AR Wines there is also a “lucky draw” that every participant around the country automatically qualifies for and the prize is a trip to watch the Dunhill Links Championship in Scotland as VIP guests and also the opportunity to play rounds of golf at St Andrew Old Course, Kings Barns and Carnoustie.

GolfRSA would like to thank our Chairman, Mr Rupert, for being influential in helping us to secure this tournament series with AR Wines as it enables us to create a wonderful offering for our golfers. It is very difficult to secure sponsorships and commercial partners so we are extremely grateful for this commitment that will go a long way to helping us achieve some of our strategic goals.

### **Traditional/Established Tournaments**

GolfRSA went through a strategic analysis process of all tournaments during the last year. This has seen some changes that will result in a more economical and adjusted tournament landscape.

Some of the changes include the cancelling of tournaments such as the Challenge Inter Provincial and a cost cutting exercise at Country Districts whereby the golf unions contribute towards the cost of meals. But a major change has been the change of policy regarding “course grants”. There was an established practice in place that guaranteed a golf course a standard

rate as a grant if they hosted one of our major tournaments. This grant escalated by 10% a year and was proving to be costly . Since the change in policy we have managed to secure Royal Johannesburg and Kensington Golf Course at no charge for the use of the golf course for the next three years (2020, 2021, 2022) as hosts of the SA Amateur. It will also be the first time that the men and women's SA amateur will be held at the same time at the same venue. The WGSA will include their SA Strokeplay event in the Amateur and that decision along with the savings on course hire will see a positive return of around R500 000 in our budget. We also believe that the new date for the women's tournament will suit the international calendar better and thus hope to attract more overseas competitors into the tournament.

The SA Amateur will also see the introduction of a golf day and dinner that will celebrate amateur golf with sponsors, sporting role models and guests being invited to play with the top men and women amateurs from South Africa as well as the international participants. The SAGDB and SADGA will also have members of their organisations taking part and this will help GolfRSA to showcase the unity and full landscape of amateur golf.

Other significant savings have also been achieved since taking away the guaranteed grant and they include a course fee saving of over R100 000 for the Main IPT that will be played in September in Nelspruit as well as a course fee saving of over R100 000 to have the SA Strokeplay at Randpark.

Further cost savings in tournaments can be achieved through changes that we are making in staff roles and restructuring. Staff members that run tournaments will be given specific tournaments that they are in charge of with an agreed budget and the responsibility to deliver a quality tournament within budget. This will allow for stricter controls as we will be able to determine accountability.

### **International Tournaments**

On the international scene we have a strong relationship with Scotland, which started 9 years ago through an introduction and funding by Mr Rupert.

They have in turn been helpful in encouraging other countries to travel to South Africa and play in our tournaments. GolfRSA created the African Amateur, hosted at Leopard Creek, which is a team event with an individual component to it. The event has grown in size and stature and we now enjoy hosting countries from all over Europe and Africa at the tournament.

GolfRSA created a “swing” of tournaments around this team event by having the SA Amateur, SA Strokeplay and at least one other big provincial tournament held around the same 4 week stretch. This has been hugely advantageous for our local golfers because it has become very popular for countries to visit South Africa and play in this 4 – 5 week stretch. It means that our golfers can play against some of the best amateurs from around the world for a few weeks. It also gives our local tournaments increased World Ranking Points (WAGR).

In addition to our special relationship with Scotland we have now formed close ties with India thanks to Mr Dilip Thomas (an Indian Golf Council Member) and Mr Rupert who have proactively encouraged the two countries to create Test series. The inaugural Test was held with the Amateurs and Seniors in India and was followed up with a special Test at Leopard Creek that included four teams – Juniors, Open, Mid Amateur and Seniors. This was a first in world golf and was a big success. Last year we travelled back to India with the Mid Amateurs and Seniors. The Juniors and Open Amateurs could not play due to an unfortunate clash of schedules. In order to avoid this happening again the dates for the next tournament are being planned far in advance. A decision has also been made to play this tournament every two years in order to help with cost savings.

### **Relationships with Golf Bodies**

Our relationship with other organisations in South African golf is as strong as ever. As an example the PGA of South Africa introduced GolfRSA to Tsogo Sun and this introduction led to GolfRSA being able to secure a sponsorship of 100 free rooms a year as well as discount on up to 2000 rooms for our players and parents at various GolfRSA tournaments around the country. We are happy to announce that this contract was renewed last month with Tsogo Sun.

The Sunshine Tour contributes to junior tournaments run by GolfRSA that are tied to Sunshine Tour events. These events such as the Tswane Junior, Jo'burg Open Junior and DiData Junior to name a few are in their 4th year now and it allows GolfRSA to offer ranking events to our players at no cost. We greatly appreciate the assistance from the Sunshine Tour. We are also working closely with the Sunshine Tour and with their help we will be putting criteria in place on the IGT Tour that will make it more difficult for our amateurs to turn professional through the IGT gateway. This collaboration with the Sunshine and IGT Tour will help us to retain strength in amateur golf and it would not be possible without our positive relationship.

### **SAGA/WGSA Committees**

SAGA and WGSA are responsible for contributing towards strategy and direction of GolfRSA. In light of this we will hold Manco meetings that will include the SAGA and WGSA sub committee chairpersons from vital decision making committees such as the Strategy, Finance, Communication and Finance Committees. These Manco meetings will be a useful vehicle that will allow us to reach decisions through healthy discussion between both the SAGA and WGSA decision makers.

### **Sponsorships/Commercial Partnerships**

I have mentioned the partnership with Tsogo Sun and they have intimated that they would like to grow this partnership with the renewal of the contract last month. It is a welcome cost saving for GolfRSA and we have had some active and promising engagements with Ms Karen Kruger from Tsogo Sun to discuss ways of further enhancing the relationship. As an example they have already given us 8 free weekends at any Tsogo Sun to use as prizes for our affiliated members, over and above the 100 free rooms.

We also have an established partnership with Anthonij Rupert Wines, which will enable us to offer world class wines at a greatly reduced cost at our tournaments/events. This partnership has grown to include a sponsorship of R2 million to run the Cape of Good Hope Wine Series. As mentioned

previously in this report the series will allow us to add value to our affiliated membership, which is a vital part of GolfRSA's objectives.

Last year GolfRSA was able to help conclude a partnership with AON through a personal contact of the CEO. This contract is now in place between AON and HNA. Because AON were interested in the handicap card, handicap app and data base the contract was drawn up between AON and HNA due to the fact that those particular platforms fall under the HNA banner. In January 2010 the SAGA and Superbrands entered into a 50/50 joint venture and created Handicaps Network Africa (HNA) in order to buy back the handicap property. In terms of this partnership the AON contract will see R1.2 million in year one being paid to HNA as upfront commission for insurance sold to our affiliated members. This represent 15% commission per insured client. If the commissions of 15% exceed R1.2 million in the first year then HNA will receive the extra commissions. Under the partnership 50% of this revenue will be owed to GolfRSA. Last year GolfRSA saw an increase of R780 000 in terms of income from HNA and this was largely due to the AON contract.

AON have recently sponsored R200 000 to GolfRSA for the Champion of Champions tournament over and above their initial investment with HNA.

## **Challenges**

The creation of GolfRSA, which sees the amalgamation of two long standing bodies under the same umbrella, combines long standing traditions as well as structures that may not always lend themselves to quick decision making. Although GolfRSA is a professionalised entity with a CEO and staff that are responsible for the administration and operations of amateur golf, the reality is that much of the decision making still does not rest with the CEO or staff of GolfRSA. Under the leadership of the SAGA President Mr Naadir Ahgerdien and WGSA President Ms Sally Greasley this process is becoming more streamlined and inclusive of GolfRSA staff. This period of transition is a process that is being managed and handled sensitively, as we believe it should.

Another huge challenge is the dwindling numbers of affiliated members for various reasons – economic, cultural, modern day life, other sports like cycling etc. We need to look after our current membership by giving them

more value for their association with GolfRSA. This is why all of our new planned platforms are aimed at the average golfer and giving back to these members.

We are continuously exploring new opportunities and ways of enhancing our members' experiences.

We are well aware of the number of social golfers that play the game and are not members of clubs. Some of these people no longer see the value in being club members while others just simply do not wish to be part of a club. Many of them form their own "clubs" which are essentially "societies". GolfRSA believes that it is important to find a way to embrace these golfers and bring them into the fold.

In light of the challenges relating to dwindling affiliated numbers as well as attracting "social golfers" into the main stream we have met with various organisations/companies and looked at ways and means of adding value for the affiliated golfer and how to engage with the social golfer.

GolfRSA has had an in-depth look at various proposals and after much time and consideration we are forging ahead with a model and proposal that we have developed with **More Corp.**

### **More Corp/GolfRSA Benefits Program**

GolfRSA ran workshops around the country to get feedback and insight from the clubs and industry leaders regarding what they felt we should be focusing on as an industry. It became clear that the biggest concern was to retain current club members/affiliated golfers and to add value to affiliated membership. It is felt that we need to secure our current membership base and create value and excitement for those members before we try to embark on a program for the social golfer.

In light of this we presented a "Benefits Program" to the GolfRSA Board as well as the SAGA and WGSA Executive. The concept was well received and we have been asked to explore the opportunity further.

Immediate past President Mr Geoff Taylor has been mandated to help the GolfRSA CEO to continue discussions and development of the model.



We believe that there is a two-pronged approach to how we further explore the possible implementation of the “Benefits” model.

The first part is to get the buy-in of the clubs/unions and industry as a whole. There is strong sensitivity to More Corp in certain parts of the industry as they are seen by some as being disruptive or threatening. We have held numerous meetings around the country with clubs and these meetings/workshops have started out with a certain amount of scepticism being displayed by the clubs but in each workshop the sentiment has grown to be positive and accepting of the “Benefits model”. Of major concern to GolfRSA and the clubs is the protection of the Amateur game from what is essentially a commercial entity that sits outside of golf’s formal structures (More Corp). Once we explain to the clubs that the contracted relationship between More Corp and GolfRSA will be of such a nature as to protect GolfRSA and the amateur game then there is more acceptance and understanding.

We are at the stage now where we have a “working group” of respected club managers that are helping us to shape the benefits model into something that is acceptable to the golf clubs and will add value to the affiliated golfer. It is vital that this program makes it more attractive and beneficial to be a club member/affiliated golfer. Only once we have been successful with the first phase of the program (Retention Phase) will we approach Phase Two, which will be to attract the social golfer into a GolfRSA program that will be designed to encourage them to join clubs and be a part of the official structures.

The approach of establishing Phase One Retention before Phase Two Attracting Social Golfers has been well received by the industry.

The second part of the “two-pronged” approach is the contractual arrangement between GolfRSA and More Corp. It is vital to protect the Amateur game and the governing bodies within the contract. Concerns such as ownership and use of data as well as Intellectual Property are major considerations. In this light GolfRSA is grateful to have secured the involvement of Mr Jeremy Ord (Dimension Data Founder) as well as Mr Paul Harris (Rand Merchant Bank and founder of eBucks). With their combined knowledge and experience we will establish a business relationship with

More Corp that is beneficial to all involved. GolfRSA felt that this part of the two-pronged approach needed to wait for us to consult with the golf industry and get the club and union buy-in as well as refining the benefits model before we started with the contractual discussions.

Over the next few weeks we will send out a time line in terms of what needs to take place in order to reach conclusion/implementation. We will establish a date as to when we either implement the program or decide to walk away from the venture and we will communicate this.

## **Handicapping**

We are extremely grateful to Ms Wimpie du Plessis for her contribution to GolfRDSA regarding the handicapping system and changes that are taking place. Wimpie has given her time and expertise to GolfRSA and her hard work and dedication has been monumental. Below is an update of the handicapping processes taking place.

### **World Handicap System**

#### **1 Club training**

The WHS committee released the Training slides on June 12 and the GolfRSA Handicapping Committee is finalising the Club Training Slide Deck to be completed by June 30<sup>th</sup>.

Club training sessions will commence in July and the target date to complete all club training sessions is September 30<sup>th</sup>

#### **2 Implementation of core changes of WHS on October 01**

HNA development is on track to roll out all but two of the changes required by the WHS. These include the calculation of HI as the best 8 score differentials of the last 20 scores entered, Maximum score : Nett Double Bogey, Method to cap upward movement of HI, calculation of Exceptional scores, guidelines for determining first time HI , Max HI to 54 as well as the country specific selections approved by the SAGA Executive meeting in February.

### 3 Rules of Handicapping

The Rules of Handicapping, which is similar to the Rules of Golf publication, will be released by the WHS during Q3. All countries will be required to use this publication, modified to outline the country specific selections, as the Rules of Handicapping for their countries. This document will replace the current GolfRSA Handicap Manual.

### 4 Handicap Allowance research (Focus Group Sessions)

Three focus group sessions have been completed and two will take place during the week of June 17<sup>th</sup>.

The objective of the research is to determine the views of clubs relating to the use of Handicap Allowances for the various formats of play.

Research findings will be available by mid July

### **Par 3/ Short Course Project**

A survey has been undertaken to determine the interest of golfers frequenting Par 3/Short Courses to become incorporated into the more formalised golfing structures. Par 3 courses have been rated and the validation of the CR/SR of these courses is in progress.

The possibility to formalise the research by enabling registered golfers to enter their scores on the HNA system is currently being evaluated.

The USGA and Wimpie du Plessis (with her team) are formalising a research initiative to determine the transportability of Par3/SC HI to traditional courses.

### **Course Ratings**

The prioritization of the re-rating of courses has been completed and the re-rating process has commenced.

The GolfRSA CRC have developed a Code of Conduct that all raters have signed. Refresher courses are currently taking place and raters need to attend the refresher course prior to be allocated to a rating team.

A detailed process for rating teams has been developed to ensure consistency and quality.

All clubs have to complete a QC form prior to the rating to confirm compliance to the USGA CRS. Should clubs found not to be compliant, despite

confirming their compliance on the QC form, the rating will not be done. All these activities are channeled through the respective Golf Unions.

## **National Squad**

Thanks to an extremely generous donation from Mr Rupert we were able to establish a National Squad 4 years ago. This squad is starting to have a hugely positive impact on the performance of our top golfers. We are on track to have at least 4 players selected for the Junior Presidents Cup again. Our boys are currently on tour in the UK and although this year we have not been as successful as last year we were able to retain the East of Ireland trophy through Martin Vorster's win. Many of the players that have been sent on this year's tour are young (15 or 16) as we felt that it would be a good time to expose them to international travel and competition. All of them are very talented and are ready for the challenge. Currently 8 of our players are competing in The Amateur Championship and 3 of them have made it through to the Matchplay section. This is not as good as we hoped but one can bear in mind that only a quarter of the field make it through to matchplay.

The Women's Squad functions separately from the men's squad and continue to have success with the likes of Caitlyn Macnab, Kaylah Williams, Zetu Myeki, Kaiyuree Moddley and Kajal Mistry to name a few. The Women's Squad, through the WGSA President, consult and liaise with the GolfRSA CEO on a regular basis and discussions are underway to look at ways of possibly making some changes in the current girl's Squad program to allow for more international competition.

## **Summary**

GolfRSA is beginning to establish new initiatives and is beginning to find its feet. Much of our focus is on landing new partnerships/sponsorships and working towards achieving our strategic objectives of growing the game and adding value for affiliated golfers. Having said that we will not lose sight of ensuring that we continue to deliver on our core responsibilities of governing the amateur game and running our core body of traditional and established tournaments.

All of the above is important but we are mindful of the fact that we should be looking at ways of cutting unnecessary costs and working more efficiently. Having more centralised accounting structures is already helping us to achieve results in this respect and we are confident that we will continue to see an improvement in our financial position, which has been trending in a positive direction for the past two years

Yours Sincerely

A handwritten signature in black ink, appearing to read "Grant Hepburn". The signature is written in a cursive style with a period at the end.

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Grant Hepburn

**Chief Executive Officer**