



GolfRSA Board Report

22 June 2020

Dear Board Members

This report is a “high level” overview of the GolfRSA timeline and operations over the last year, ending 31 December 2019. 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 been dramatically reduced since last year. Bruce is now contracted to run tournaments and is receiving a fixed monthly retainer for a term of two years, ending December 2021. Bruce is no longer involved in any financial administration. Fortunately, we still have access to Bruce’s accumulated institutional knowledge that he built up over many years.

The GolfRSA CEO, Grant Hepburn, has taken over Bruce’s Executive Director responsibilities at SAGA level.

We have added Caitlin Boekee to assist Clinton Logie with financial accounts.

Eden Thompson now heads up Tournaments and Neil Homann heads up Rules and Amateur Status.

We believe that we should bring new blood into the organisation, with Bruce having left full time employment. We have identified Tshepo Nyambi as an excellent candidate to be employed to run tournaments. There is ongoing discussion with Tshepo to gain an understanding of when he will be available. Tshepo currently assists the Sunshine Tour to run some events and has done some work for GolfRSA at some of our tournaments on a casual worker basis.

Wimpie du Plessis is helping GolfRSA with the implementation of the World Handicapping System and represents South Africa at the WHS Committee meetings. She has done an

Chairman: J.P. Rupert

Z. Kunene, J. Mabuza, D. Hayes, K. Walker, C. Rayner (Ms), N.Agherdien, M. Saaiman, S. Greasley (Ms)

CEO. G. Hepburn

Unit 8 Ferndale Mews North 355 Oak Avenue Ferndale 2194

P O Box 65303

Benmore 2010

Tel. 011 781 3718

The Momentum Golf Village, De Beers Avenue, Somerset West 7130

P.O. Box 2285

Somerset West 7129

Non-Profit Company – Reg. 2016/185236/08

excellent role of implementing the new WHS across South Africa and into Africa. We are extremely grateful for Wimpie's role and contribution, which has been significant.

Greg de Doncker's role has been to focus on Transformation and our Transformation Charter is now firmly in place across all Unions. This particular aspect of GolfRSA's role in golf needs to grow and the CEO will start to work more closely with Greg on this.

Lara Weinstein has been brought on board to handle Course Ratings and will work closely with HNA and Wimpie in this respect. She is based at the HNA offices in Cape Town. Her role has grown under the new WHS and she has proved her efficiency and commitment through the excellent work that she is doing.

Staff Assessments

The Braxton group has completed the initial one on one Engagement Assessments with staff as well as the Managerial Competency reports. We are currently busy with the Role Profile finalisation as well as the completion of a portal for staff reports, documents and personal files.

Offices

We currently have a head office in Randburg and we are now looking into the possible sale of these offices. There is an opportunity to perhaps move our office to Royal Johannesburg & Kensington Golf Club, but these discussions are ongoing. A new office block is being built with the purpose of attracting the PGA, Sunshine Tour, Club Managers Association and Central Gauteng to the space. The concept being explored is one of shared resources.

The lease for Bruce Younge's satellite office in George has run its course and will not be renewed. Bruce will now work from home. The offices in Somerset West were originally occupied solely by the SAGDB but they now house GolfRSA as well and rent is shared.

Communications and Media

Lali Stander and Brendan Barratt are doing an exceptional job of growing the GolfRSA brand and increasing our media exposure and value. The statistics below highlight the superb job that they are doing for us.

Media Monitoring

GolfRSA contracted Newsclip Media Monitoring to track GolfRSA coverage in print, broadcast (radio and television) and online from 1 to 28 February 2020, a period of time that included the SA Amateur Championship, the African Amateur Championship and the SA Stroke Play Championship.

The communications team found that Newsclip missed a number of published articles, radio interviews, online coverage and highlights packages shown on SuperSport.

It is their opinion that the report was not an exact reflection of the coverage we achieved, but irrespective of the omissions, GolfRSA achieved a total AVE (Advertising Value Equivalent) for the month of R23 098 647.

The breakdown was Print: R65 405 / Broadcast: R499 000 / Online: R22 484 662.

GolfRSA Website

Viewership continued to gain traction and showed growth during 2019.

During the Africa Swing, from January to March, we had approximately 25 000 unique users per month and 180 000 page impressions, but this figure slows to 15 000 to 20 000 users when we have fewer tournaments on.

The average time spent per session is 3min 4sec and the average number of pages viewed per session is 3. These numbers indicate a loyal, interested audience.

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

Demographic – Countries

62,5% of our audience is based in SA

USA with 18,6% and UK with 5,4%

Demographic – Devices

Interestingly, mobile (58%) trumps desktop (35%) - the other 7% is made up of tablet users.

59% iOS, 41% Android

Golf Magazines

Compleat Golfer

We have a minimum of six pages in every edition of the monthly magazine, valued at R60 135 per page.

Monthly coverage value is around R361 000 per month. Annual R4 330 000.

Additional coverage in 2019 included features on Wilco Nienaber, Kajal Mistry, Jayden Schaper and a lengthy Grant Hepburn interview.

Almost all our releases are posted on compleatgolfer.com with an average AVE value R55 000.

At 10 releases per month, that equates to approximately R6.6-million annually.

SA Golf Trader

The average AVE value for the SA Golf Trader printed magazine is R14 840, and they feature one amateur story a month. They do, however, post the GolfRSA releases online, which is valued on average at R49 000 per post. Based on 10 releases per month, that equates to AVE of nearly R6-million annually.

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, but launched an online website in September that is doing quite well. The circulation of their print media dropped to approximately R15 000 in 2019. WGSA has a standing double page spread, valued at R30 000 per month and R360 000 annually.

Like Compleat Golfer and SA Golf Trader, GolfRSA enjoys good play on the online site, with an AVE value of around R45 000 per article and annual AVE in excess of R5.4-million.

Print Coverage - Additional

Netwerk24 published several articles in Beeld, Burger, Volksblad and Rapport around the successes of Jovan Rebula, Martin Vorster, Kajal Mistry and the winning Toyota Junior Golf World Cup team.

The Nomads SA Under-13 and Nomads SA Boys U-17 Championships drew coverage in the Herald and Daily Dispatch.

Amilkar Bhana's victory in the Nomads SA Boys Under-15 Championship drew coverage in the Independent Newspapers – The Star, Mercury and Daily News. The group also gave coverage to the premier Men's and Women's Championships across all their editions.

The Post ran profile features on Kaiyuree Moodley, Kajal Mistry, Amilkar Bhana and Yurav Premalall.

We continue to receive consistent coverage in community-based print, especially in the Caxton Group publications in the East Rand, Gauteng, Southern Cape, North West and Free State, as well as in the Tygerburger group in the Western Cape.

On-Line

GolfRSA enjoyed a great presence on SASCOC, SuperSport.com, the golf magazines sites and the community-based online websites. Sport24.co.za featured all the international events and the premier national events and Gsport.com carry all the women's golf news.

Average AVE for major websites

Team SA (SASCOC) – R31 000

SuperSport.com – R92 000 (The Mobi site is still undefined)

Sport24.com – R87 000

Gsport.com – R54 000

Ave for the community-based websites averages around R31 000.

Television

GolfRSA screened the following productions on SuperSport:

2019 SA Amateur Championship

2019 SA Women's Amateur Championship and Stroke Play Championship

2019 SA Stroke Play Championship

2019 SA Inter-Provincial Tournament

These shows were broadcast 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, we also broadcast 2-minute highlights on our YouTube and social media channels for each event.
Caitlyn Macnab and Kaiyuree Moodley were featured by Romy Titus on Women Sport Stars on Kwezi Sport following the Annika Invitational USA.
Zethu Myeki and Kajal Mistry were featured on Sport @ 10 on SABC 2
Jayden Schaper appeared on The Dan Nicholl Show.
Yurav Premlall and Kaiyuree Moodley appeared on ENCA Sport in December

Radio

Vision View Sports Radio

Currently one of Africa's largest streaming radio channels, GolfRSA enjoyed weekly coverage with each slot valued at around R94 600. The annual AVE value is approximately R4.5-million.

Amateur interviews in 2019 – either in studio or telephonically – included:

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 Premlall – winner IGT Challenge Tour (May)

Martin Vorster – winner East of Ireland (June)

Kaiyuree Monday – Profile (July)

Kiera Floyd – Profile (August)

Tyran Snyders – Winner North and South Junior (August)

Nikhil Rama – Winner Friends of Engelberg (September)

Morgan Phillips – Winner SA Senior Stroke Play (October)

Kera Healey – Winner Champion of Champions (November)

Radio Sonder Grense

Lali Stander continues with a 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

Yurav Premlall was interviewed on SAfm Sports Wrap following the SA Open.

Kajal Mistry was featured on Radio 2000 after her SA Amateur double.

Sarah Braude also did an interview about GolfRSA and WGSA on CCfm during Investec SA Women's Open.

Metro FM conducted interviews with Casandra Hall, Zethu Myeki and Kiera Floyd.

Ukhozi FM, SA's largest public radio station, interviewed Zethu Myeki after South Africa's successful title defence in the All Africa Challenge Trophy.

Social Media Accounts

Social Media Posts2019

FACEBOOK – 2 331 posts
INSTAGRAM – 1 572 posts
TWITTER – 1 521 posts

The GolfRSA Facebook page continues to be the biggest social media platform, with Instagram taking off in 2019.

Facebook

Followers – 5 604

Unique Engagement: 6.9 million

Unique Impressions: 14-million

Unique Video Views: 1.7-million

Most Popular Posts

Videos exceeding 2 minutes (both interviews and action), captioned photos and links to releases on the GolfRSA website.

Twitter

Followers – 1 492

Unique Engagement: 191 800 likes, link clicks & engagement

Unique Impressions: 1 758 000

Unique Profile visits: 18 760

Unique @golfrsa mentions: 4 964

Unique Video Views: 97 200

Instagram

Followers – 2 263

Unique Impressions: 1 212 012

Unique Engagement: 79 140

Unique Website Clicks: 4 656

Unique Profile Visits: 59 952

Tournaments

Champion of Champions

The Champion of Champions tournament has grown and now includes 13 of the 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 three 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.

Please see full report attached.

Cape of Good Hope Wine Series

In addition to the Champion of Champions, we were extremely excited to run the Cape of Good Hope Wine Series. This series was 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 format was a pairs event run on a Betterball Stableford scoring system, with regional finals culminating in a National Final at Leopard Creek. Besides the wonderful prizes that were supplied by AR Wines, there was also a “lucky draw” that every participant around the country automatically qualified for, and the prize was 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, Kingsbarns and Carnoustie. The winners of this declared it an experience of a lifetime.

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 enabled us the opportunity 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.

Please see full report attached.

Traditional/Established Tournaments

GolfRSA went through a strategic analysis process of all tournaments and this has led some changes that resulted in a more economical and adjusted tournament landscape. Some of the changes included 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% per 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 celebrity breakfast that will celebrate amateur golf – with sponsors, sporting role models and guests being invited to a breakfast and panel discussion. 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 that were also achieved since taking away the guaranteed grant was a course fee saving of over R100 000 for the Premier IPT that was played in September in Nelspruit, as well as a course fee saving of over R100 000 to have the SA Strokeplay at Randpark.

In addition to this, San Lameer has agreed to a four-year commitment that will see four different versions of IPT tournaments taken to the venue over the next four years. The course has been secured at R70 000 for the week, as opposed to the R240 000 grant we would have paid. The accommodation cost has been reduced by as much as 30%.

Further cost savings in tournaments have been achieved through changes that we have made in staff roles and restructuring. Staff members that run tournaments have been given specific tournaments that they are in charge of, with an agreed budget and the responsibility to deliver a quality tournament within budget. This has allowed for stricter controls, as we can now assign specific accountability.

International Tournaments

On the international scene, we have a strong relationship with Scotland, which started 10 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 four-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. A decision was made to play this tournament every two years in order to help with cost savings.

National Squad

Thanks to an extremely generous donation from Mr Rupert, we were able to establish a National Squad five years ago. This squad is starting to have a hugely positive impact on the performance of our top golfers.

We are excited that the Dormie House has been completed in Malelane at the National Junior Development Centre and this will allow our Squad to spend time practicing and learning in a world class environment. We are truly grateful to our Chairman for the use of this amazing facility that he has built.

A recap of GolfRSA's shining moments in 2019

International Victories

Toyota Junior Golf World Cup

GolfRSA Junior Proteas wins the title with a record-setting 41-under total.

Sam Simpson 1st Boys Individual

All-Africa Junior Golf Challenge in Botswana

GolfRSA Junior Proteas Boys Team win for 21st time

GolfRSA Junior Proteas Girls Team win for 3rd successive time

Sam Simpson 1st Boys Individual Competition

Caitlyn Macnab 1st Girls Individual Competition

Africa Region V Golf Tournament in Namibia

South Africa wins for 23rd time

Jayden Schaper wins Individual Competition

Regional All-Africa Challenge Trophy in Swaziland

South Africa wins 13th title

Zethu Myeki 1st Individual Competition

All Africa Golf Team Championship in Mauritius

South Africa wins 9th successive title

Jayden Schaper 1st Individual Competition

East of Ireland Amateur Championship in Ireland

Winner Martin Vorster

Reply Italian International Under-16 Championship

Winner Amilkar Bhana

Junior North and South at Pinehurst

Winner Tyran Snyders (first South African winner)

Junior Players Championship at TPC Sawgrass

Winner Jayden Schaper (first South African winner)

Triad Junior Amateur, hosted by the Tarheel Youth Golf Association

Winner Ryan van Velzen

South African Juniors International

Jordan Rothman

US Collegiate Circuit

Symone Henriques (Daytona State College) – winner Stetson Hatter Fall Classic

Jovan Rebula (Auburn University) – winner Southeastern Conference and Kaiwah

Classic

Other

Big Easy IGT Challenge Tour and IGT Challenge Tour

Yurav Premlall (youngest winner at age 15) – winner #2 at Observatory Golf Club.

Werner Deyzel – winner #4 Chase to Sunshine Tour at Services Golf Club

Xander Basson – winner #7 Chase to Sunshine Tour at Services Golf Club

International and Local Highlights

2019 SOUTH AFRICAN OPEN CHAMPIONSHIP, HOSTED BY THE CITY OF JOBURG

4 amateurs made the halfway cut – Jovan Rebula (T24 and Freddie Tait Cup winner), Deon Germishuys (T43), Yurav Premlall (T43) and Wilco Nienaber (T54).

At 15 years and five months, Premlall became the youngest amateur to qualify for, and make the 36-hole cut, in the history of the event.

2020 SOUTH AFRICAN OPEN CHAMPIONSHIP, played in December 2019, a record 10 amateurs competed, with three making the halfway cut – Jayden Schaper finished tied-6th and won the Freddie Tait Cup, Casey Jarvis tied for 36th and Christo finished 76th.

SA WOMEN'S AMATEUR STROKE PLAY & MATCH PLAY CHAMPIONSHIPS

GolfRSA Elite Squad member Kajal Mistry claimed the eighth calendar 'double crown' in history with back-to-back victories in the Womens Golf South Africa flagship events at Woodhill Residential Estate and Country Club.

JUNIOR PRESIDENTS CUP

Five GolfRSA National Squad members – Jayden Schaper, Martin Vorster, Sam Simpson, Christo Lamprecht and Jordan Duminy – qualified on the Official World Amateur Golf Rankings for the 2019 edition in Australia. The SA juniors contributed 6 of the 11 points for the International Team.

ANNIKA INVITATIONAL USA

GolfRSA Elite Squad member Kayiuree Moodley tied for the lead at the end of regulation play at the World Golf Village. The 2018 South African Youth Olympian lost in a three-way play-off to Ingrid Lindblad from Sweden.

ASTOR TROPHY

South Africa's number 1 ranked Caitlyn Macnab led fellow GolfRSA Elite Squad members Kaleigh Telfer, Kaylah Williams and Kiera Floyd to a joint second place finish in Canada, marking the country's best performance to date in the quadrennial championship against Canada, Australia, Great Britain and Ireland and New Zealand.

JUAN CARLOS TAILHADE CUP

GolfRSA Proteas Luca Filippi and Kyle de Beer continued South Africa's proud legacy with a top four finish in the team competition at Los Lagartos Country Club.

AUGUSTA WOMEN'S AMATEUR

GolfRSA Elite Squad member Kaleigh Telfer closed out a top 12 finish in the inaugural Augusta National Women's Amateur at Augusta National.

ATI CIPUTRA GOLFPRENEUR JUNIOR WORLD 2019

Kieron van Wyk closed out a joint runner-up finish in the Overall Boys Competition & the Boys Class A (ages 15-18), GolfRSA B-Squad duo Megan Streicher and Samantha Whateley tied for third & 16th the Girls Class A (ages 15-18) respectively.

GolfRSA National Squad member Rori Nkosi was 4th in the Boys Class B (ages 13-14) and combined with fellow South African Golf Development Board member Van Wyk to finish 3rd in the Boys Team event in Jakarta.

SUNSHINE LADIES TOUR

GolfRSA Elite Squad member Kajal Mistry competed in seven of the nine events and won five leading amateur prizes. She finished the season ranked fourth on the 2019 Investec Order of Merit after five top 10s, including two runner-up finishes.

ST ANDREWS JUNIOR LADIES AND BOYS OPENS

GolfRSA Elite Squad member Jordan Rothman and fellow Western Province golfer Ayden Senger both reached the finals at St Andrews. Rothman lost 3 & 2 and Senger was beaten by the same margin by the Stroke Play Qualifier winner.

DUKE OF YORK YOUNG CHAMPIONS TROPHY

In this combined boys and girls championship, GolfRSA National Squad member Sam Simpson finished T10 overall in testing weather conditions at Royal Portrush.

R & A GIRLS AMATEUR CHAMPIONSHIP

GolfRSA Elite Squad members Caitlyn Macnab, Kiera Floyd and Jordan Rothman qualified in the top 64 for the Match Play at Penmure Golf Club Scotland. Ekurhuleni's Floyd reached the Round of 16.

OLD BOYS

Former number 1 ranked Garrick Higgo picked up his maiden professional victory on the Big Easy IGT Challenge Tour. He backed it up with a Sunshine Tour breakthrough at the Sun City Challenge and earned his card for the 2020 Challenge Tour alongside 2019 SA Amateur champion and fellow GolfRSA National Squad member Wilco Nienaber.

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 2 000 rooms for our players and parents at various GolfRSA tournaments around the country. We are happy to say that this relationship is in its second year. We have made an advantageous change to the contract that allows us to use alternative accommodation if there is a hotel that is more conveniently situated and/or better priced.

The Sunshine Tour contributes to junior tournaments run by GolfRSA that are tied to Sunshine Tour events. These events, such as the Tshwane Junior, Joburg Junior Open and DiData Junior to name a few, are in their 5th 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 have also working closely with the Sunshine Tour and, with their help, we have put 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 have been holding Manco meetings that have included the SAGA and WGSA sub-committee chairpersons from vital decision-making committees such as the Strategy, Finance, Communication and Finance Committees. These Manco meetings have been 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 continue to grow this partnership.

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 has allowed us to add value to our affiliated membership, which is a vital part of GolfRSA's objectives.

Two year's ago 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 database 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, 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.

Unfortunately, AON are not seeing the return on investment that they were hoping for with the HNA platform. They have now started to change tack and are investing in the GolfRSA platforms, which is what we initially proposed to them as having more value to offer.

In line with this AON sponsored R200 000 for the Champion of Champions tournament. After this success they sponsored R500 000 towards the SA Amateur and added another R500 000 in terms of procurement for the staging, advertising and branding of the tournament. This will lead to a tournament that will have the look and feel of a world class event and will allow us to attract further sponsorship and awareness for the GolfRSA and the amateur game.

Challenges

A 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 who 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 Programme

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 programme 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 programme (Retention Phase) will we approach Phase Two, which will be to attract the social golfer into a GolfRSA programme 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).

For various reasons, the project has stalled, partly because More Corp took time away from discussions in order to develop the product further with their partners in India.

We are now at the stage whereby we are finalising a “Terms of Engagement” document, the main feature of this revolves around ownership of the data and ownership of the project. This is an ongoing discussion.

Handicapping

We are extremely grateful to Ms Wimpie du Plessis for her contribution to GolfRSA 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

Report on Handicap and Course Rating activities.

1. World Handicap System (WHS)

South Africa and the SADC countries using HNA as their Handicap Management Service provider seamlessly implemented all the requirements of the WHS on January 01, 2020. This has put South Africa in the forefront with countries such as America, Canada and Australia. The CONGU plans to implement the WHS in November 2020. The delay is mainly caused by two main factors namely the completion of the rating of their courses and the development of the handicap management IT application.

GolfRSA, as the recognised National Association, signed the contract with the World Handicap Authority and is the only entity in South Africa that can issue Handicap Indexes (HI). GolfRSA appointed HNA as the handicap management entity to manage the HI of all registered golfers in the territory on its behalf.

South Africa is playing a key role in providing information to the WHS to assist with their ongoing evaluation and monitoring of the WHS application. Special focus is on the Playing Conditions Calculation (PCC) and the impact of the Hard and Soft Cap, which is a novel process to manage the upward movement of a golfer's HI.

2. Handicap management of golfers by clubs.

The next focus for the GolfRSA Handicap Committee (GolfRSA HC) is the training of each club's Handicap Committee Chair or the appointed person to review the handicaps of the members of their clubs. Handicap reviews and auditing is a requirement of the WHS agreement to ensure the international transportability of GolfRSA's issued HI. The recent enhancement of the HNA application for golfers to indicate the nature of the game played, for which the score is submitted, i.e. Social or Competition, Match or Stroke Play and Individual or Team are used for exception reports to be used by the Handicap Committees. With the resumption of play after the lockdown period, the use of these new features will be monitored.

The GolfRSA HC developed guidelines to assist Handicap Committees to manage handicap transgression by golfers, with proposed sanctions based on the nature of the transgression. These guidelines were very well received and will ensure consistent and fair treatment of golfers throughout the country.

3. Par3/ Short Course Project.

South Africa is actively working with the World Handicap Research Team (WHRT) to determine the transportability of a HI from Par3/Short Courses to traditional courses and *vice versa*. The objective is that a golfer would always only have one HI which can be used for shortened versions of the game such as Par 3 /Golf Sixes as well as for traditional play.

The HNA development to enable golfers to submit scores played at the shortened versions of the game has been completed and will be rolled out in July 2020.

A key consideration for GolfRSA and the Board is the incorporation of independent Par3/Short Course facilities into the golfing structures. These facilities are currently not recognised in the formal structures of golf. The Chair of the GolfRSA H&CRC is preparing a proposal for approval by the Board to incorporate independent Par3/Short Course facilities under the umbrella of GolfRSA.

4. Course Ratings

The WHS conducted Course Rating training for new raters on March 09/10, 2020 in Johannesburg. Forty eight delegates from the SADC countries and South Africa attended the training conducted by representatives of the WHS and the Chair of GolfRSA HC.

Practical training of the delegates will resume in July after the lockdown period.

The re-rating schedule of courses have been revised due to the lockdown period and special attention will be given to the rating of Par3/Short Courses and will resume on July 01.

Summary

Much of our focus has been 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.

The adoption of the World Handicap System was a mammoth task and we are extremely grateful to Wimpie du Plessis for her excellent support in driving this project for GolfRSA. 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 three years. Our reduction in tournament expenses has been a major factor in our improved financial position.

Yours Sincerely



Grant Hepburn
Chief Executive Officer