



Welcome to the 13th National Conference



Making Sustainability Pay
The GCMA National Conference
14 – 16 November 2011

WORKING FOR GOLF

R&A

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Changing Times



- Times are definitely changing!

What needs to change?



What will be best for golf?



Where do we start?



The Golf Course



At the heart of business operations ...



There are many new pressures facing golf courses ...

- ... which need to be both understood and mitigated as times change.



Economic

- Global recession
- Demand for 'value for money' and accessible golf
- Increasing costs of resources, materials and operating machinery
- Tighter profit margins



The golfer

- Golfers are demanding high quality golf at a more affordable price
- Demand for year-round availability of play on well prepared courses in attractive natural settings
- Customer attainment and retention



Environmental

- Increasing local, national and international emphasis on good environmental management from businesses
- Increasing protective legislation
- Tightening controls – chemicals and water
- Severity of penalties
- Benefits from good environmental practice
- Awareness of environmental issues
- Global climate change and future unpredictability



Community

- Increasing requirements to manage waste and pollution effectively
- Energy efficiency
- Nature conservation and enhancement
- Benefits to the local community
- The purchasing decision



An answer?

- We need an integrated and holistic approach to management



Change does not always have to be painful ...



So, what is needed from golf courses in the future?

- Be economically sound
- Offer a value for money golf experience
- Be environmentally compatible
- Contribute positively to the wider, non-golfing community



Operate 'sustainably'

“Sustainability”



“Optimising the **playing quality** of the golf course in harmony with the conservation of its **natural environment** under **economically sound** and **socially responsible** management.”

Sustainability

Four parameters:

- Economic performance
- Playing performance
- Environmental stewardship
- Social responsibility



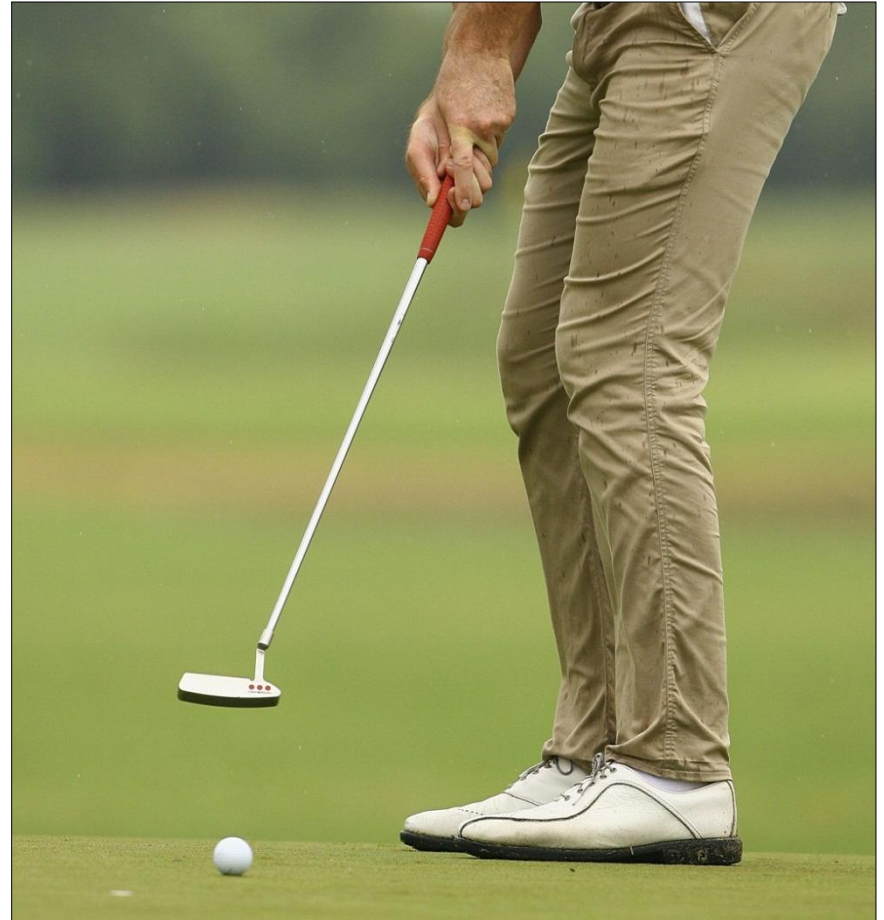
Economic performance

- Secure and successful financial operation
- Profit for shareholders
- Enough surplus to cover necessary investment in the golf course



Playing performance

- The requirements of the golfer
- Value for money
- The golf experience



Environmental stewardship

- Conservation of resources
- Minimising impacts
- Player experience
- Adapting to climate change



Social responsibility

- Employment
- Recreational green space
- Ecosystem services



Sustainable Management

- Long-term resilience, security and success in business operations



Sustainability in practice?

- Concepts rather than strict guidelines
- Attitudes rather than set boundaries



Case studies

Banyan Golf Club

Hua Hin

Thailand





Case studies – Banyan GC, Thailand

Grass species:

- Zoysia matrella through the green
- Greens - hybrid Tifeagle Bermudagrass
- Tee surfaces - seashore paspalum

Excellent playability at minimum management costs!

Well managed Zoysia:

- Up to 50% less pesticide than seashore paspalum or Bermudagrass
- Resistant to many insects and weeds, virtually free of diseases
- 30% less water than seashore paspalum
- Excellent drought tolerance
- 30% less nitrogen requirements than Bermudagrass or seashore paspalum
- 25% less frequent mowing than Bermudagrass or seashore paspalum

Case studies

Elisefarm Golf Club

Hörby

Sweden





Case studies – Elisefarm GC, Sweden

Grass species:

- Greens and tees – fescue/browntop bentgrass mix
- High levels of surface playing performance
- Low requirements for water, fertiliser and pesticide

Management approach:

- Use of naturally occurring materials to enhance drainage qualities
- Use of sheep to graze rough grassland
- On-going programme of surface improvements; top dressing every third week and minimal irrigation

Benefits:

- Low mowing frequency and cost outlay
- Maximising the availability of the course for play



Moving forwards, what is available?

- Information resources & decision making tools



The Golf Course

- Support structures for making transitions in management approach



Greener**Golf**

- Certification; getting recognised and enhancing your brand



The Golf Course website



www.randa.org/thegolfcourse

- Information resource
- News, case studies and features
- Data collection tools for business management



Course Health Check



Course Health Tracker



The Golf Course
Informing, improving and enjoying



Home

The Golf Course

Playing Performance

Economic Performance

Environmental Stewardship

Social Responsibility

The resource for sustainable development and management

Irish links
The Irish Links Initiative is working to safeguard the future management of Ireland's seaside golf courses. The assembly meets in Dublin next week.

[Read more](#)

Askernish Irish links Success in Portugal Dangerous waters

Your view

Rémy Dorbeau, Director of Golf de Chantilly, France, shares his views on sustainability.

[Read the latest update](#)

Sustainability and golf

“
Earth's climate is changing.
Natural environments are
under threat. Resources



Playing Performance



Greener Golf website



www.englishgolfunion.org/greenergolf

- Environmental advice to all English golf clubs
- Forming an Environmental Sub-Committee
- Generating an Environmental Policy Document

The Golf Environment Organization



- GEO OnCourse™ – an Environmental Programme for golf
- GEO Certified™ – an Ecolabel for golf



Summary

- Sustainability as an avenue of opportunity for business development
- Incorporation of key concepts
- Enhancing, securing and strengthening your business model
- The resources are already available to get started



Changing times means changing attitudes

Based in St Andrews, The R&A organises The Open Championship, major amateur events and international matches. Together with the United States Golf Association, The R&A governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, Equipment Standards and World Amateur Golf Rankings. The R&A's working jurisdiction is global, excluding the United States and Mexico.

The R&A is committed to working for golf and supports the growth of the game internationally and the development and management of sustainable golf facilities. The R&A operates with the consent of 143 organisations from the amateur and professional game and on behalf of over thirty million golfers in 128 countries.



Changing Times

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