

Who is AGIC?

In 2006, a wide range of Australian golf administrators and key industry stakeholders decided to form a new peak industry group - the Australian Golf Industry Council (AGIC) - to work in a more coordinated manner for the common good of the game.

There are seven Directors of AGIC who meet three to four times a year:

- **Peter Frewin** Australian Golf Course Superintendents Association, CEO
- **Karen Lunn** Australian Ladies Professional Golf, Executive Director
- **Shannon Walker** Australian Sporting Goods Association, Executive Director
- **Stephen Pitt** Golf Australia, CEO (CHAIR)
- **David Burton** NSW Golf Club, General Manager
- **Brian Thorburn** PGA of Australia, CEO
- **Graham Papworth** Society of Australian Golf Course Architects, President
- **Cameron Wade** Golf Australia, Director

AGIC has established five sub-committees to assist with its work:

- Industry information
- Government relations
- Industry efficiency and exchange
- Awareness of golf
- Structure and resources

From the Chair



Stephen Pitt, CEO Golf Australia

Welcome to the second edition of the AGIC newsletter. We are aiming to inform key stakeholders of AGIC's activities and initiatives through this newsletter.

This edition highlights AGIC's work on golf tourism, industry rounds data and the first Playgolf WEEK in Australia.

Inaugural 'Playgolf WEEK'

17-23 November 2014

The inaugural Playgolf WEEK, Australia's biggest week of golf activities, is a key initiative of AGIC in 2014.

Golf Clubs Australia wide will stage various activities on that day such as clinics, three, six or nine-hole competitions, discounted range balls, etc, to engage people in the game.

Clubs will also market special membership offers around Playgolf WEEK.

More than a dozen clubs have registered in the first few days to be a part of Playgolf WEEK.

For more information on the event, or how to register, please contact info@playgolf.com.au.



AGIC congratulates Adam Scott for his rise to world No. 1 spot as of 19 May 2014. The 33-year-old Queenslander is the first Aussie professional golfer to claim the top spot in the rankings since Greg Norman held the crown for 331 weeks in the 1980s and 1990s.

Adam has won 27 professional tournaments around the world. His biggest win to date was the 2013 Masters Tournament, which was also the first Masters won by an Australian in its 77-year history.

Since our last update, the Hon. Peter Dutton MP has been appointed Minister for Health and Sport. AGIC had positive dialogue with the Minister when he was the Opposition Health spokesperson. AGIC looks forward to further progressing discussions with the Coalition Government.



Events

Thursday 26 August 2014

Friends of Golf Parliamentary Group meets industry

Friends of Golf Parliamentary Group will be invited to an event to meet with AGIC to discuss key priority projects for the industry.

This will be the first in a series of events to advocate to the Federal Government regarding the role of golf and key priorities for the industry.

Golf Tourism

One of AGIC's key priorities is to develop a campaign promoting golf tourism to international travellers.

AGIC is aggregating existing golf tourism economic data to develop a business case to support industry advocacy efforts.

AGIC is planning to meet with Tourism Australia in the coming months to discuss next steps.

AGIC meets public golf reps

Earlier in 2014, AGIC convened a meeting with over 20 public course operators. AGIC is aiming to involve public courses and their needs to the voice of AGIC.

Public course operators were keen to have a seat on AGIC for a more consistent dialogue with industry.

AGIC directors are progressing this and agree that a non-director representative from the public facilities would provide valuable input to AGIC.

More news regarding this initiative will be in upcoming editions.

Year to date rounds up by 4.5%

Australian club golf has enjoyed a productive first three months of 2014.

Following a reported decline in December, the balance of the summer months showed positive trends over the same period for the prior year.

For the nine months to April we are now tracking at +4.5% growth for the year 2013/14, driven by stronger increases in male rounds (+5%) vs female (2.4%).

Driving the outcome since December was a significant jump in rounds played in March, growing almost 13 per cent over March 2013 results.

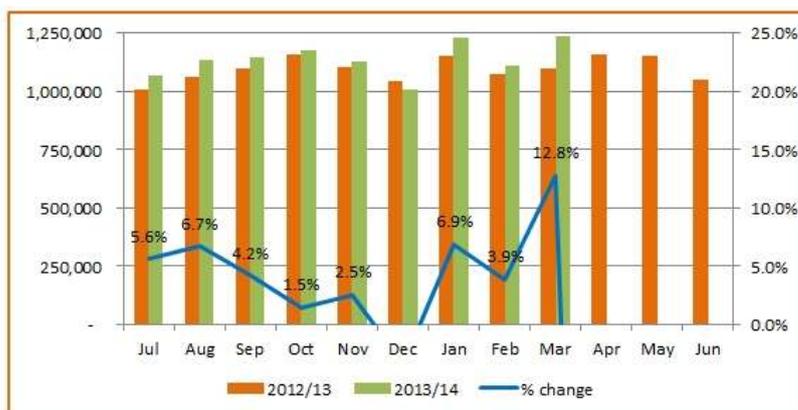
In January 2014 the AGIC delivered a pilot survey to more than 40 major public golf facilities in Melbourne.

With competition round trends now firmly established, the pilot research seeks to establish the public golf patterns in this market.

An estimated one million public rounds of golf are played annually in this market.

The report is due to be released in early July.

Gender	YTD Mar 2012/13	YTD Mar 2013/14	% change
Male	8 mill	8.4 mill	+5%
Female	1.8 mill	1.8 mill	+2.4%
Total	9.8 mill	10 mill	+4.5%
% Male Share	82%	82%	



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