

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:

- Australian Golf Course Superintendents Association – **Peter Frewin**, CEO
- Australian Ladies Professional Golf – **Shani Waugh**, President
- Australian Sporting Goods Association – **Shannon Walker**, Executive Director
- Golf Australia – **Stephen Pitt**, CEO
- Golf Management Australia **David Burton**, President
- PGA of Australia – **Brian Thorburn**, CEO
- Society of Australian Golf Course Architects - **Graham Papworth**, President

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

Priority Project: Golf and Older Australians

Golf is currently played by more than one million Australians, with more than 500,000 players aged 55 years or older.

For older people, physical activity improves muscle strength, cardiovascular health, general fitness and contributes to a reduction in fall risk. It can also delay the onset or slow the progression of certain dementias, reduce depression, manage anxiety, and increase rates of living independently.

AGIC has commissioned research from Deakin Health Economics identifying that a 20 per cent increase in new regular older golfers would result in physical inactivity-related disease falling by 670; deaths by 250; and Disability and Life Years (DALYs) by 2,700.

The associated cost savings to the health sector would be approximately \$10.4 million. It is also estimated that, over a four year period, such an increase in older Australians' participation would generate more than 2,000 jobs and \$389.37m in revenues

across golf clubs and off-course golf related retailing, with more than \$250m being spent on goods and services.

AGIC has been advocating to the Federal Government for:

- \$6m in Government funding to establish and implement a four year program to engage almost 100,000 older Australians to play golf; and
- \$200,000 in funding to undertake a study to fully evaluate the health, fitness and well-being of older Australian golfers.

This would be supported by AGIC and its members providing \$2.2m of in-kind resources and marketing as well as facilitating partnerships with a range of organisations that represent the needs of older Australians.

The business case "Increasing the Participation for Older Australians in Golf" for the project may be viewed [here](#)

Golf Tourism

Government tends to understand the opportunity provided by golf tournaments but not the economic opportunity presented by the Free and Independent Travellers market. With Tourism Australia's focus on 'The Experience Seeker' there may be an opportunity to position golf in Australia as a firm itinerary item for travellers.

A key project for the next 12 months is to look at domestic and international tourism opportunities for the golf industry.

Currently 20 per cent of golf industry revenues come from tourism, and there is huge capacity to link more tourism marketing to golf. AGIC will look at state based tourism strategies, take the best ideas and develop a national focus.

Initial research has uncovered a number of considerations and opportunities for AGIC to pursue. A discussion paper is under development and will be reviewed at the next AGIC meeting in September-October.

From the Chair

Welcome to our inaugural newsletter, which aims to inform key stakeholders of the AGIC's activities and initiatives. I hope this edition highlights AGIC's priority project on golf and older Australians, our visit to Canberra and other AGIC news.

I look forward to the chance to communicate with you through further newsletters.

Kind regards,



Stephen Pitt
CEO Golf Australia



Golf goes to Canberra

As part of the advocacy for the golf and older Australians project, AGIC visited Canberra on 12 February 2013. This included:

- Lunch in Parliament House, hosted by Phil Lynch and with speakers including Stephen Pitt, Chair of AGIC and MPs Richard Marles and Jamie Briggs
- Q&A session with golfer Jessica Korda and rower Nick Green
- Meetings with the Minister for Sport Kate Lundy, Shadow Minister for Youth and Sport Luke Hartsuyker and Mr Tom Stead, Advisor to the Minister for Mental Health and Ageing.

AGIC is following the Minister for Sport's advice to investigate funding from the Department of Health and Ageing's Aged Care Service Improvement and Healthy Ageing Grants Fund. This provides funding to deliver high quality aged care and promote healthy and active ageing.

With the Federal election looming, AGIC will also continue its broad advocacy efforts for this priority project.

Rounds data

AGIC funds a Monthly Rounds Data Collection and Reporting Project - an innovative project that helps the industry 'stay ahead of the game' by allowing clubs to fully understand the environment in which they are operating.

Stephen Pitt said "from a leadership perspective, with this macro data now being reported on a monthly basis, we hope facility managers are now measuring their own performance against the wider market trends, helping to put their own facility results into perspective."

For more information, see <http://www.agic.org.au>

Golf Week 2014

At the June AGIC meeting, Directors discussed initial planning for the first National Golf Week in 2014.

Activities could include free coaching clinics via PGA, bring a non-member day, women-focussed events and an urban golf day in the CBD. The week will end with an Open Day for golf courses.

Australian Womens Australian Open Champion Jessica Korda demonstrates her swing for Federal Sports Minister Senator the Hon. Kate Lundy and golf enthusiasts the Hon. Richard Marles MP and Mr Jamie Briggs MP.



AGIC unites all key sectors of the Australian golf industry to work in a coordinated way to grow, develop and promote the game and industry of golf.

Consumer Research Study

Industry research of the past decade has consistently shown a decline in golf participation. This is of great concern when the AGIC's key objective is to grow the game.

AGIC has committed to fund an Australian Golf Consumer Behaviour Study to gather insights and intelligence to enable the golf industry to grow golf in Australia. The research brief is under development

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