

ANNUAL REPORT 2018/19

CHAIRMAN'S REPORT

Following a re-structuring in 2018 Wales Golf is fully integrated under one brand (www.walesgolf.org) and with one set of clearly articulated strategic objectives within our plan that runs to 2022. Our vision is to make Golf 'Everyone's Game. Anywhere'. We aim to create and support an environment in Wales where golf is safe and accessible for everyone to participate, enjoy and progress. We have two versions of our strategy a summary one page document downloadable by clicking [here](#) and a twelve page more detailed document downloadable by clicking [here](#).



The financial challenges the game faces are still apparent to Wales Golf and demonstrates the ongoing need for prudent financial management to enable us to deliver the best possible outcomes for golf whilst balancing the budget. We are grateful for the on-going support of Sports Wales, the R&A, PGA, Golf Foundation and all our sponsors. Subscriptions also make a significant contribution to the overall budget and we are well aware that we must provide value for money for everyone.

During 2018 Wales Golf partnered with GMG to form the Wales Golf Buying Group which provides all clubs affiliated to Wales Golf free access to a dedicated buying group. The buying group harnesses the collective purchasing power of clubs to leverage significant discounts across a range of goods and services. The clubs which have undertaken the initial benchmarking process are seeing considerable savings in a number of areas, we strongly encourage clubs to take advantage of the free benchmarking opportunity - you can access all the information you need to get the ball rolling at your club by clicking [here](#).

A National Governing Body Early Adopter scheme to help shape how Sport Wales will work with Governing bodies in the future was launched late in 2017. This model covers three areas – Strategy, Key Performance Indicators and Collaboration and Governance. Golf was the only sport accepted for all three areas and scored the highest on the application criteria. We are continuing to work closely with other stakeholders within this scheme sharing our insights and learning from other governing bodies whilst helping shape the future of sport in Wales.

Following the launch by the R&A of the Women and Girls Charter in May 2018 we ran a series of Women and Girls Forums open to anyone who has an interest in developing Women and Girls Golf in Wales and provided attendees with an opportunity to contribute to our strategy in this area.

Golf club and facility development is integral to us achieving sustainable success across all our schemes particularly those focusing on women and girls and family friendly golf which will remain at the forefront of our efforts. The game needs facilities that are welcoming and inclusive and which offer what the modern-day golfer is looking for whilst also embracing the principles that make this great game what it is.

Conwy Golf Club, venue for the 2020 Curtis Cup, became the first in the UK to sign up to Women and Girl's Charter and a healthy number of Welsh Clubs are now following Conwy's lead; if your club is not one of these we would strongly encourage you to consider developing a charter, our development team are ready and willing to assist you.

Following the joint R&A/USGA announcement and development of the World Wide Handicapping Wales Golf continues to work closely with CONGU, R&A and USGA on the transition towards implementation of the new system during 2020. Initial workshops in autumn 2018 ran alongside the launch of the Rules Modernisation and outlined the new system and implications for clubs. Further workshops are planned for later this year once the final details and technology are in place to support the new system. We will release the details of the educational seminars as soon as we can to enable the transition to be implemented with minimal disruption to clubs and players.

We continue to run roadshows/workshops/events throughout the year offering clubs and golfers focused support in essential areas such as health and safety run by Xact, Safeguarding and Protecting Children, Club Governance and Membership Retention, Digital Marketing, and Rules Modernisation alongside an introduction to World Wide Handicapping.

Since the Rules Roadshows in autumn 2018 we have received a number of requests from golf clubs to conduct Rules Evenings for their members - our Championships & Rules Team have been supporting these requests as schedules allow.

We ran two Level 2 Rules Schools in January of this year both of which were oversubscribed. The two-day courses covered an extensive range of the new Rules of Golf. Many thanks to the R&A for their support with this.

In addition to the above we continue to run Level 1&2 Coaching Courses, Inclusive Golf Coaching Courses and a series of Regional Partnership (REPs) meetings on an annual basis.

A celebration event was held for all stroke survivors and friends who had taken part in the Stroke Association & Wales Golf sessions throughout 2018. It was very well attended and provided an opportunity to share experiences, learn more about the work both organisations do and also take part in some fun golfing activities.

Following feedback from clubs the Business Support Scheme (BSS) now adopts a more flexible approach based around the needs of each club. Clubs and the development team utilise the Strong Club Matrix as a health checker to assess the support needs of the club. Over 25 clubs have accessed the support over the last year. Support is provided as a combination of consultancy, cluster workshops covering key themes, guidance from a regional club development officer, as well as, access to a bank of templates and resources. As part of the support the clubs also have access to the mystery shopper service and customer satisfaction survey tool called the Customer Feedback Tracker (CFT). The CFT is a simple way to survey members and visitors at a click of a button and will provide a report on areas of strengths and areas for improvement which can be used to help inform business planning.

Full details of these roadshows and our scheme outcomes can be found later in this report.

The Wales Golf coaching system has continued its evolution becoming more refined and streamlined focussing greater support on fewer players. The system offers an increasingly targeted and more personal approach to each individual while setting higher standards and benchmarks for players and coaches. The main focus for future coaching schemes will be on younger players.

Welsh players, at all levels, continue to achieve success both within Wales and internationally. Attending events and championships enables me to watch golf of the highest standard and I congratulate everyone on the spirit with which they play the game and on their achievements. This is truly inspiring and worth celebrating not only for the individuals but for all those who contribute to their success. Full details of these successes can be read later in this report.

We congratulate all the winners at the Welsh Golf Awards held at the end of March at which we showcased a lot of the good work being carried out at club level and the achievements by individual players. Celebrating success is an important part of sporting culture.

Full details of our National Championships are on our web site at <http://www.walesgolf.org/championships/>. We thank the clubs that support these events by hosting them and/or running qualifying events at club level. Thousands of golfers play in and enjoy our events on an annual basis and additional regional qualifying events have been added to the highly successful PING Welsh Junior Tour for the 2019 season. It is very encouraging to note that we are continuing to get a significant number of requests from golf clubs for 9-hole Standard Scratch Scores - it is hoped that this will translate into an increase in entry



numbers for the R&A's 9 Hole Championship. Competitors are now encouraged to play "Ready Golf" across all appropriate Wales Golf events.

Richard Dixon continues to manage and support a dedicated team of staff whose hard work and commitment delivers the best possible programmes to support Welsh golf clubs and players. Nicola Miller, our Championships administrator, took early retirement and we wish her all the best. On behalf of the Board, Council and all Welsh clubs I would like to thank Richard and the staff, Mike Bryant our current President, Jeff Harries our immediate Past President, Andrew Emery our

Treasurer, all our volunteers in the clubs and counties, the Youth Panel and Ambassadors, the Board, the Council, all of whom make extremely valuable contributions to the success of Welsh golf.

Dr Val Franklin
Chairman

Treasurer's Statement

I am pleased to present the first set of accounts that integrate the work of Golf Development Wales within Wales Golf. Through the year the Board have monitored the main activity centres of the organisation both against their current year budget and against the key performance indicators that have been set to measure progress. It has been a learning experience for both the Board and the staff but I believe the early indications are that positive progress is being made in the key areas which define the work of Wales Golf.

The loss for the financial year 2018/19 is £33,460 which is over 50% less than the budgeted deficit set by the Board of £71k. As was anticipated last year when the deficit was substantially less than budget, the underspend in Teams and Performance was not repeated as the strategic changes in how resources were used was implemented. In 2018/19 the key reason for the underspend was the departure of one of the Development Officers in October to take up a management role at one of our member clubs. This provided an opportunity to review our structure and it was decided that a role that specialised more heavily in communications would be a better use of resources. This post was not filled until April 2019. This does not indicate a reduction in the Board's focus on introducing the game to those who have never played it. Rather, I believe it indicates that the skill set of the remaining members of the Development team has increased and they can now absorb more work. Indeed, it is noticeable that our use of consultants to deliver governance sessions at clubs has fallen markedly as the team can now deliver this key piece of work to a very high standard. The Board do believe the use of modern communication channels must be optimised if we are to reach those who would not naturally consider golf as a pastime of choice.

In the year budget holders were regularly asked to report the forecast year-end financial position of their area of responsibility. This underpins ownership of the budget with the individual and provides the Board with an early warning of any significant variances that may arise. Through the year the individual budgets were well managed in line with the budget set with any variances understood.

Our key income source will always be via the subscriptions of our member clubs. Once more I have to report that the total number of golfers attached to our member clubs has fallen. The overall reduction was 2.7% which is higher than the 2% reported in the previous year. The reduction in adult members was around 2% which of course means that there was a very disappointing reduction in junior numbers of over 10%. It is not helpful to read too much into a single set of figures and junior numbers will always be more cyclical and volatile in nature. However, this does show we need to continue to work hard to introduce the game to young people, including those who would not naturally consider golf as a leisure activity, and also to families as a pursuit they can all enjoy together. The recent announcement of Royal Porthcawl as the venue for the AIG Women's British Open in 2021 provides an opportunity to widen the games appeal that we must grasp. I continue to believe that the work done in this area will deliver positive returns over time.

I must comment that I am disappointed in the take up of the Wales Golf Buying Group using GMG which was launched last year. This is a free service that as a minimum will demonstrate to clubs that they have a competitive arrangement in place for their utilities, insurance and many other clubhouse services. At a time when clubs are under financial pressure, it is counter intuitive that they would not take advantage of this opportunity to market test and benchmark key areas of expenditure, potentially saving money on their bottom line.

The support of our main funding partners continues to be both valued and fundamental to our ability to promote the game effectively in Wales. As anticipated, the grant from our key funder Sport Wales was reduced and we await the results of their review of how funding will be allocated going forward with interest. We have been kept updated on progress, have an excellent working relationship with them and would hope that the very high regard with which our team is held will be reflected in future settlements. I would anticipate that at the very least there will be more certainty at this point next year. We are grateful to the continuing support that the R & A provide to us. I believe they share our view on where the key areas are to develop the game and I would hope that our partnership will continue to prosper. We also value the contributions that the Golf Foundation and the PGA provide to us. This does not just

entail financial support but as important is the sharing of initiatives to grow and develop the game.

The current uncertainty in political and economic matters means it is not an easy market in which to attract commercial sponsorship. This is an area that we cannot afford to ignore and I am grateful to PING for their outstanding sponsorship of our Mixed Foursome Championship and the Junior Golf Tour. Entry levels at our Championship events increased in 2018/19 which I believe reflects the quality of the events that are presented which stand up against their counterparts in other countries home and abroad.

The balance sheet and reserves remain in a robust position and the Board strategy to operate a budgeted deficit to target resources on the growth of the game in Wales remains in place for 2019/20, where the budgeted deficit is £93k.

In conclusion, the Board will continue to monitor our main areas of operation against the key performance indicators that have been set and a second year of data should provide a clearer indication of the direction of travel. I remain convinced that the strategy the Board have adopted offers the best prospect of growing the game in Wales. Combined with the skill and enthusiasm of the team at Wales Golf I remain positive that real progress can be made over the next few years.

Andrew Emery
Treasurer

CHIEF EXECUTIVE'S REPORT

The following report details our work 2018/19.

DEVELOPMENT

It has been a successful and exciting year implementing the new strategy 'Everyone's Game, Anywhere' with a focus on women and girls' development, inclusive golf and stronger clubs. The targets have been exceeded in almost every area. The new Women and Girls Officer, funded by the R&A, has been in post for just over a year and taken Women and Girls development to another level, which, with the team's support has led to a record number of clubs and people (in particular women) participating in New2Golf. Our pilot health scheme with stroke survivors gained interest from the Welsh Government who supported the national roll out with a grant. We are the first sport to receive funding direct from Health.

Some successes and useful statistics include:

- 4% of adults in Wales participate in Golf (20,391 females, 89,021 males). The latent demand for the sport is 4%, showing golf has potential to increase participation levels.
- 33% of golf participants have a long-term illness or disability (compared to a Welsh population figure of 20%).
- Golfers are more likely to meet the Chief Medical Officer's (CMO) activity guidelines of 150+mins a week (76% compared to 56% of the population).
- Mental wellbeing scores of golfers were higher at 8.2 compared 7.8 of the general population and for social trust 6.4 compared to 6 of the general population.
- The percentage of pupils who participated in golf in any setting has risen from 15.6% in 2015 to 24.5% in 2018 (an increase of 57% in participation levels). There was a marked increase in the number of females (over double).
- 69,000 participants were introduced to golf through Wales Golf related schemes.
- There was a record number of participants in New2Golf club schemes of 1832 (a 19% increase from 2017), female adults increased by 38%, 56% of New2Golf participants were female (55% in 2017 and 50% in 2016) and 58% of all participants converted to trial membership (1% up from previous year).
- 66 clubs ran New2Golf schemes compared to 52 clubs in 2017 with 26 clubs achieving gold standard.
- 51 clubs are using the Strong Club Matrix and are gaining Business Support.
- 8.56/10 people (previously 8.23) would recommend their Golf Club to a friend (based on clubs using our Customer Feedback Tracker).
- 39 clubs have achieved Junior GolfCert (33 clubs in previous year).

New Golf Club survey also highlighted

Over the last 2 years:

- 30% of clubs have increased membership, with an average net gain of 45 members
- In 36% of clubs, membership decreased, with an average net loss of 19 members. In 34% of clubs, membership remained stable
- There was a strong positive correlation with those clubs that have increased membership and engagement with Wales Golf support.
- Of the 30% of clubs that had increased membership numbers, 88% of them had also increased visitor numbers, against only 34% of those who had not increased membership.
- 83% of clubs are now aware of the Modified Rules for Golfers with Disabilities. This is a significant and encouragingly positive improvement on the 53% aware at the time of the last survey.

New partnerships were set up to benefit clubs, which included PlayMoreGolf and the Golf Management Golf

PlayMoreGolf (PMG)

- Wales Golf affiliated clubs receive a discount of over 30% and receive a 100% profit guarantee on their partner fee.
- PMG links individual clubs across the United Kingdom under one flexible membership. They host, operate and market a club's flexible membership category. To the customer, this provides choice, value, flexibility and convenience with all the benefits of golf club membership.
https://www.youtube.com/watch?time_continue=6&v=0IAEdbU9g3g
- Golfers simply join online, choose their preferred home club, and receive 100 points for an annual subscription. Of this, 80 points will be used at home and 20 can be used at the member's home club or at the other 140+ PlayMoreGolf partner clubs. In 2018 over 10 golf clubs in Wales worked with PlayMoreGolf.

Within PlayMoreGolf:

- Average age of a member is 17 years younger than the average full 5/7 day member
- Average member only plays 8-10 rounds per year
- Average member only uses 50-55% of their 'points' during each year
- 8% of the time a PlayMoreGolf member upgrades to 'Full Membership'
- 65% of golf will be played at off peak times (after 1pm)
- Average member retention rate of 83% in 2018
- Yield/Value per round is often 3-4 times more valuable than a club's 5/7 day member

The Wales Golf Buying Group - Golf Management Group (GMG)

Provides all affiliated golf clubs with free access to a dedicated buying group with no obligation. GMG harness the collective purchasing power of clubs to leverage significant discounts across a range of goods and service categories used by golf clubs.

- GMG provide an easy to use online management tool designed to manage all your service and utility contracts as well as allocating a Contracts Manager to each club.
- Savings vary depending on the areas each club chooses to review, but GMG would expect that clubs, which engage with its top six performing categories, could cut annual costs by over £10,000. A similar partnership is in place with England and Scottish Golf and has demonstrate collectively £100,000's in savings
- GMG are currently working with 24 Welsh clubs.

Golf, Health and Wellbeing

Golf is continuing to evidence the health benefits which will be key to maintaining existing funding and attracting further investment.

- Following the pilot of the New2Golf/Back2Golf scheme set up at the Parc Golf Club in partnership with the Stroke Association, a National rollout took place. We were the FIRST sport to attract funding directly from the Health budget to support the national scheme.
- 10 clubs took part with over 86 stroke survivors participating, consisting of both new and lapsed golfers. 76% participated regularly, 52% of the regular participants continue to take part in club activity and 71% of the regular participants take part in some kind of golf activity (either at home club or elsewhere). 9% (to date) have become club members.
- Feedback confirms that all participants improved confidence levels in all areas and there have been life changing benefits.

Women and Girls Co-ordinator supported by the R & A

The initial report was submitted to the R&A who were pleased with the progress and the second set of funding has been received. Some of the progress includes:

- Roll out of the Women in Golf Charter to clubs. Conwy was the first club in the world to sign the pledge. A number of other Welsh clubs have since followed suite.
- Multiple beginner female specific events have been held, including a:
 - Girl's Clinic at Bryn Meadows GC
 - Girl's Clinic at Abergele GC
 - Girl's Clinic at Pyle and Kenfig GC
 - Fun New2Golf Comp (Summer Golf Swing) – Glyn Abbey GC
 - Fun New2Golf Comp (Summer Golf Swing) – Conwy GC
- A full review of the Girls Golf Hubs
- 2 sets of Women and Girls Forums throughout Wales delivered to engage the golfing community in what we do well, what we could do better and shape plans moving forward.
- Co-ordinated media coverage for Women and Girls Golf Week in August.
- Supporting the development team in delivering Women and Girls specific New2Golf initiatives.
- Recording female adult numbers in New2Golf schemes achieved for 2018.



Strategic Pillar 1 – More Golfers

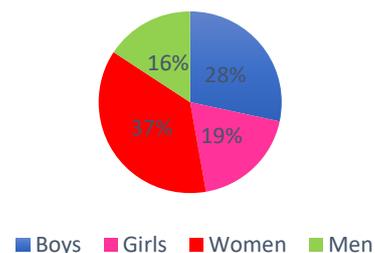
Participants and Mass Audience

- The approximate number of participants in development related schemes was 69,000. The increase was a result of having representatives at a record number of mass audience events (nearly 90) and additional participants in schemes such as New2Golf.

New2Golf/ Back2Golf 2018

- This scheme provides clubs with funding to run a membership recruitment drive and aims to attract participants who are new to golf or those who have played in the past and are looking to join a club. Promotion can be targeted towards specific groups such as women and girls, families, disability groups etc. or general groups. It supports individuals through coaching, playing opportunities and social events prior to recruiting them to a variety of membership offers at the club.
- Marketing resources are produced each year supported by the R&A and focus on targeting the segments that are likely to be attracted to the sport.
- Focus groups have taken place with participants to learn from their New2Golf journey. A simple resource has been produced with hints and tips for clubs on how to run great New2Golf schemes. A copy can be downloaded <http://www.walesgolf.org/beginner-coaching-grants/>.
- 76 clubs applied and 66 clubs claimed with 1832 participants. A record number of clubs claimed (66, an increase of 14 more on previous year) with a record number of participants (19% increase) as well as higher % conversion (58%) to trial membership. The % of females has gone up 1% to 56% and there was an increase in female adults by 38%.

New2Golf Participants



Shorter formats/Alternative Versions

Mini Masters

- Wales Golf supported the Mini Masters again. This is a 9-hole, beginner, fun competition for juniors with a 28 handicap or above, as well as, those new to the game. <https://www.walesminimasters.co.uk/>
- The Mini Masters developed the year of the Ryder Cup in Wales and has expanded year on year with 257 playing in 2018. There was a large increase in girls to 57 (58%).
- The final was Tuesday 30th October 2018 at the Celtic Manor resort with excellent coverage from S4C.

Golf Foundation (GF) Golf Sixes through Golf Foundation supported by European Tour

- 1 pilot league took place in Wales and involved 4 clubs and targeted new junior golfers. The event was a huge success, encouraged engagement of families and received outstanding feedback.

Golf Foundation, HSBC Golf Roots Centres

- This is an initiative which subsidises beginner coaching in schools and the community, as well as, follow on coaching at the club/centre. 36 Golf Roots Centres (27 in previous year) were funded. Over 3500 took part in sessions.



Strategic Pillar 2 - Stronger Clubs

Business Support Scheme (BSS) – 2018

- The BSS is based around the needs of each individual club. Clubs working with our development team use the Strong Club Matrix tool as a club health checker to help identify the strengths and areas for improvement of the club based around 9 key areas. These areas are: Governance, Participation, Marketing, Visitors, Membership Recruitment and Retention, Customer Service, Compliance, Course Rating and Course Management.
- Support is a combination of consultancy, cluster workshops addressing key support themes, guidance from the regional Club Development Officer, as well as, access to a bank of templates and resources.
- As part of the support the clubs also have access to the **Mystery Shopper Service** and customer satisfaction survey tool called the **Customer Feedback Tracker (CFT)**.
- The diagrams below (extracted from the Matrix) show that in March 2018 - 37 clubs had completed the matrix to revision 2 with the support of the development team and by March 2019 this increased to 51 clubs, with the national averages remaining similar.

Matrix March 2018

Estimated National Average



☰ Revision averages

Revision number	Sessions records	Revision average		
Revision 2 average scores	37 records for this revision	59%	23%	18%
Revision 3 average scores	22 records for this revision	66%	21%	12%

Matrix March 2019

Estimated National Average



☰ Revision averages

Revision number	Sessions records	Revision average		
Revision 2 average scores	51 records for this revision	60%	23%	17%
Revision 3 average scores	32 records for this revision	66%	21%	13%

Mystery Shopper Service

- **35** clubs have used or have registered their interest in the service and more mystery shoppers were trained and recruited in 2018.

Customer Feedback Tracker (CFT)

- The **CFT** (customer feedback tracker) is an online survey tool for clubs. Clubs use the system to develop a simple survey that can be sent to their customers. It collects the findings (which are measurable in each section) in an easy to read report, so golf clubs can use the information for planning and improving the customer journey over time. Aggregate data is also collected that Wales Golf uses to assist in strategy planning for club support.
- **40** clubs have completed or are completing a report either on the previous survey monkey or the new CFT.

Business Support Workshops and Webinars 2018/2019

The following workshops took place:

- **Digital Marketing Webinar, Albatross** – 11th Oct 4 – 5pm 2018 (30 clubs)
- **Health and Safety, Webinar, Xact** – Webinar one to one sessions arranged with clubs who registered.
- **Governance and Retention** – 29, 30 and 31st Jan 2019
- **Digital Marketing, Albatross** – 19, 20 and 21st March 2019

Committee Presentations

- A bank of **committee presentation tools** have been, or are in the process of being produced, which include: Strategy and Business Planning, Marketing, Social Media, Running an Effective New2Golf scheme and Equality and Inclusion.

Club Governance Resource

- Wales Golf has produced a Club Governance resource in partnership with England Golf, Scotland Golf, GCMA, NGCAA and the PGA which has been available for a year.
- 1 free copy is available to all member clubs via their Development Officers. Clubs who have been on the Business Scheme workshops and who have applied for BSS will also be allocated a copy.

Junior Club Accreditation – Junior GolfCert.

- This award has been developed to recognise those clubs attempting to increase the number of young people playing golf by providing a quality and fun experience. It also acts as a model for a junior section to strive towards. The application process is fully online and combines the Disability Sport Wales' **insport** accreditation. The Junior Golf Guide resource (an accompanying resource) is available to download from the Wales Golf website free of charge, or a club can order hard copies at a cost of £10.
- 39 clubs have achieved accreditation to date.
- The new #Safegolf brand will be incorporated into this award. Clubs who have achieved accreditation will be able to use the new #Safegolf logo.



Strategic Pillar 5 – Great People

Coach Education and Volunteer Education

PGA related courses

- 4 ASQ Level 1 courses and 1 ASQ Level 2 in Coaching courses were organised (30 participants).
- 1 Inclusive Level 1 course with nearly 10 participants was organised. Over 60 PGA professionals are now trained in inclusive coaching in Wales.

Management Development Programme Level 1 - CMAE (Club Managers Association of Europe)

- Wales Golf in partnership with CMAE hosted a course which included 8 Welsh participants (26 in total) at the Celtic Manor Resort.

Safeguarding Workshops (SPC1)

- 5 SPC1 courses took place in 2018 (76 attended).
- The online refresher course is now becoming popular as more and more of Welsh volunteers and coaches are trained (available via the Wales Golf website).

Initiatives to look out for in 2019/20

- All the above schemes will continue and we will also look to make improvements.
- Club workshops will continue to be run and cover a range of hot topics. Details to be released in due course.
- The launch of the pilot 'Girls Golf Cymru' scheme.
- The Welsh Government in partnership with the R&A, linked to the Curtis Cup 2020 and the Women's British Open 2021, have requested Wales Golf to submit a development proposal for a pre, during and post event development initiative, with the main aim of developing Women and Junior Golf.
- The 2019 New2Golf/Back2Golf application process opened in March and will run throughout this year. This year's campaigns focus on Women, Girls and Health (see below). The 4 campaigns are below detailed below. The female campaign was launched on March 8th to coincide International Women's day.



- The Club Governance Club Resource Phase 2 is currently being produced along with a bank of complimentary resources.
- To keep update with all current workshops and events visit www.walesgolf.org/workshops-roadshows/ and for futher information on the above please contact our development team www.walesgolf.org/contact/

ELITE PERFORMANCE AND COACHING

The past 12 months have seen many performance and representative highlights across the various levels of Welsh Golf.

The highlight of the year for Team Wales was a win at the U16s Quadrangular where the boys overcame Ireland, The Netherlands and Scotland to take the title for the first time in the history of the event.

Added to this team win, there were a number of individual titles won by Welsh players



internationally.



These included Ffion Tynan winning the Scottish Girls Championship and Matthew Roberts finishing as co-winner of the prestigious Berkshire Trophy. A win for Archie Davies at the Irish Boys Championship, as well as consistent performances throughout the year resulted in selection for the GB&I Boys Team which went on to defeat the Continent of Europe 15½-9½ at the Jacques Léglise Trophy held in Finland.

Archie went on to claim the Boys Order of Merit, while strong performances across the season saw Carys Worby secure both the Girls and Ladies Order of Merit, with Jake Hapgood finishing top of the Men's Order of Merit.



Jake was a member of the Men's European Team which gained promotion to Division 1 for 2019, thanks to a final day win over Switzerland to finish in 3rd place in Division 2. However, there was disappointment for the Welsh Boys Team as despite a win on the final day over Scotland in Division 1, a 15th place finish resulted in relegation to Division 2 for 2019. The Girls team made a return to the

European Team Championships and finished in 14th place.

At home international level, the Welsh Girls team missed out on the title by the narrowest of margins, losing out to England on the final day 5-4, to finish 2nd in Ballybunion. The Boys, Men and Ladies all finished in 4th place.

The 2018 World Amateur Team Championships were held at Carton House, Ireland in August. The Wales Ladies Team finish 45th in the Espirito Santo Trophy while the Men's Team of Ben Chamberlain, Jake Hapgood and Tom Williams finishing a highly credible T18th place out of 72 teams in the Eisenhower Trophy.

Further individual highlights and notable performances on the international stage this year included:

- Archie Davies T4th at Scottish Boys Championship
- James Ashfield T10th at Scottish Boys Championship
- Ffion Tynan T4th at R&A Girls U16s Championship
- Ben Chamberlain 7th at Lytham Trophy
- Jordan Ryan 5th at English Women's Open Championship
- Reuben Bather T6th at English Boys U16s (McGregor Trophy)
- Jake Hapgood T10th at Walton Heath Trophy
- Darcey Harry T2nd at Henry Cooper
- Ffion Tynan 5th at Henry Cooper
- Lea Anne Bramwell 8th at Henry Cooper
- Carys Worby 8th at English Girls Open Championship
- Carys Worby T8th at English Women's Open Championship
- Jake Hapgood 7th at Scottish Men's Championship

The 2018 Order of Merit winners were:

- Archie Davies (Carlisle) Boys Order of Merit
- Carys Worby (Newport Links) Girls' Order of Merit
- Jake Hapgood (Southerndown) Men's Order of Merit
- Carys Worby (Newport Links) Ladies Order of Merit
- Philip Sutton (Dunstable Downs) Senior Men's Order of Merit

CHAMPIONSHIPS

Congratulations to all our Champions, both individual and team. Lee Anne Bramwell (Abergele) claimed the Ladies' Championship at Radyr GC whilst Thomas Williams (Wrexham) was victorious in the men's equivalent at Machynys Peninsula GC.

In the Team Championships, Celtic Manor claimed the Victory Shield as Rhys Evans & Lewys Sanges won through at Machynys Peninsula GC. Meanwhile the Ladies Team Championship was won by Southerndown Golf Club following victory at Langland Bay GC. In the Men's event, Neath GC proved home advantage was just that as they won in their own back yard beating Glamorganshire in a rain delayed final.

In our Open Stroke Play Championships, symmetry was present in our two major Opens. Both saw Scottish victors crowned following sudden death drama in the shape of James Wilson (Balmore GC) in the Men's Open Stroke Play and Hannah McCook (Grantown-on-Spey GC) triumphing in the Ladies equivalent at Aberdovey GC. Ryan Dixon (Castle Eden GC) claimed the Open Youths Championship for England at Wenvoe Castle GC. Rupert Kellock (Sunningdale GC) took the Men's Open Seniors title at a fiery Pennard GC but we did have a Welsh winner of the Ladies' Open Seniors in Ann Lewis (Royal St David's GC) after taking the title at the Rolls of Monmouth GC

Once again, the Championship Team ran a wide range of championships from junior through to seniors' events some catering for elite amateur players and others for the enjoyment of club golfers of all standards across Wales. 2018 saw record numbers of entries for the PING Welsh Junior Tour and the first running of the mixed U16 and U14 Championships and notably Cottrell Park successfully defending their PING Mixed Challenge Title.

TEAM CHAMPIONSHIPS

Welsh Ladies' Team Championship
Welsh Team Championship
Welsh Handicap Team Champ
Welsh Junior Inter Club Challenge
PING Welsh Mixed Team Challenge
Victory Shield

Winners

Southerndown Golf Club
Neath Golf Club
The Glamorganshire
Builth Wells Golf Club
Cottrell Park Golf Club
Celtic Manor Resort

Runners Up

Ashburnham Golf Club
The Glamorganshire
Wenvoe Castle Golf Club
Carmarthen Golf Club
Woodlake Park Golf Club
Henllys Hall Golf Club

INDIVIDUAL CHAMPIONSHIPS

Ladies' Open Stroke Play
Ladies' Amateur
Welsh Open Stroke Play
Welsh Open Youths
Welsh Seniors
Welsh Open Seniors
Welsh Boys
Welsh Girls
Welsh Amateur
Welsh U16
Welsh U14
Welsh Open Senior Ladies
GUW Medal
Australian Spoons
Challenge Bowls
Centenary Greensomes
Senior Greensomes

WINNER (CLUB)

Hannah McCook (Scotland)
Lee Anne Bramwell (Abergele)
James Wilson (Scotland)
Ryan Dixon (England)
Colin Jones (West Sussex)
Rupert Kellock (England)
Ben Davies (Southerndown)
Carys Worby (Newport Links)
Thomas Williams (Wrexham)
Tomi Bowen (Welshpool)
Kasumi Tran (Tenby)
Ann Lewis (Royal St. David's)
Julie Treacy (Llandrindod Wells)
Clays
Vic Furlong-Hart & Beverley Wood
Silver
Vickie Williams (Bryn Meadows)
Glamorganshire
Jo Pateman & Helen Williams
Tenby
Ross James & Laurent Phillips

RUNNER UP (CLUB)

Sophie Lamb (England)
Ffion Tynan (Minchinhampton)
Tom Sloman (England)
Jack Slater (England)
Philip Sutton (Dunstable Downs)
Tim Whittaker (England)
Matthew Sandoz (Wrexham)
Alice Thomas (Radyr)
Kieron Harman (Southerndown)
Matthew Sandoz (Wrexham)
Zak Baker (Llandrindod Wells)
Caroline Berry (Bromborough)
Liz Madine (Baron Hill)
Monmouthshire
Annie Davies & Sian Gwilliam
Bronze
Debbie Morgan (Newport)
Pyle & Kenfig
Marion Thomas & Cheryl Western
Denbigh
Eric Howells & Fred Jones

Rules Schools & Information

Lesley Brown joined the R&A Championship Committee at the 147th Open Championship at Carnoustie. Lesley was one of a number of referees from all round the world officiating at the Open Championship.

The annual TARS course at St Andrews was hosted in 2019 following the introduction of the new Rules of Golf and Golf Coordinator Sandy Veale joined Andrew Emery to represent Wales Golf, both passing with merit and distinction respectively. Roadshows and club presentations were staged across Wales to help educate golfers and club officials in the New Rules which came onto effect on 1st January 2019.

Welsh Junior Tour

The Welsh Junior Tour continued to go from strength to strength with five events leading to the grand final running in 2018. The U14's section is now a mixed gender event.

Age Group	Winner	Runner-Up
Under 8's	Danny Wignall (North Wales)	Alicia Kelly (Wernddu)
Under 10's	Paul Reid (Glamorganshire)	Thomas Loynes (Glynneath)
Under 12's	William Pontin (Pyle & Kenfig)	Thomas Richardson (West Lancs)
Under 14's	Lottie Raymond (Llanwern)	Dwynwen Holgate (Cardigan)

HANDICAPPING & COURSE RATING

2018/19 has represented a busy year for the Wales Golf handicapping and course rating (HCR) department. Handicapping plays a hugely significant role in ensuring that golf can be played between golfers of all standards on an equitable playing field, and the impending introduction of the World Handicap System has brought added focus to handicapping and course rating. We at Wales Golf, are continually looking to help educate those responsible for the administration of handicapping at club level whilst always seeking to improve our processes to be more engaging and user-friendly.

Over the past twelve months the handicapping and course rating department has completed the following:

- Handicap audit
- Category one handicap allocations
- Amateur status applications
- Preferred lies submissions
- Provided support and expertise on a number of club queries via club visits, meetings, telephone and email
- Management and implementation of changes to the CONGU Unified Handicapping System (UHS)
- Supported the development and first stages of the implementation of the World Handicap System (WHS)

Our dedicated HCR email address handicapping@walesgolf.org has proved to be an excellent tool since it was introduced a few years ago and has established itself as an effective method for clubs to receive quick effective advice on their handicapping and course rating queries.

The development and implementation of the WHS has been a particular focus of the team this year. A lot of background work has been done over 2018/2019 alongside the R&A, the USGA and other home unions to ensure that the eventual move to this system in 2020 is as smooth a transition as possible for our clubs. Workshops were delivered at the end of 2018 and gave golf clubs an initial introduction to the system and provided an opportunity for the changes to be explained in much greater detail. As we move further along the process we remain excited about the introduction of this system and the positive impact it will have on amateur golfers. We remain on schedule for the introduction of the system towards the end of 2020 and further education material and workshops will be rolled out over the course of next year to help with the eventual transition.

A key part of the transition to the WHS is the development of a CDH system that makes it easier for clubs to administrate and golfers to access their handicaps. We have always looked to improve the CDH and are excited to see how we can develop this system to bring much greater value to our clubs.

Our Course Rating service has continued to work well this year. We are proud of the hard work of our team over the last few years that has put us into an excellent position to be ready for the transition into the WHS, which holds accurate course ratings at its core. Clubs are regularly communicated with and better informed of the processes involved with course rating as well as understanding how and why we conduct Standard Scratch Score (SSS) reviews. The course rating team continues to receive training and we look forward to welcoming new raters to the fold next year. The upsurge in 9 hole and short course SSS requests has continued from last year and we welcome golf clubs looking to embrace a different way to play the game. We hope that the number of clubs requesting 9 hole and short course SSS continues to grow in the future alongside initiatives from golf's governing bodies to champion shorter formats of the game.

Wales Golf has retained the status of having three members on various CONGU Committees. This is important to us as a Union as we look to shape the future of handicapping. We would like to offer our sincere thanks to the committee members, course raters and other volunteers who have kindly given up their time to help us achieve our goals within HCR.

THE WELSH GOLF AWARDS

Welsh Golf Club of the Year

2018 saw probably the strongest ever set of applicants for the Welsh Golf Club of the Year with the following being shortlisted: -Cardigan, Clyne, North Wales, Llanishen and Lakeside, Garthmyl and former winners Langland Bay.



This year's winning club North Wales followed up a very strong application in 2017 by demonstrating progress across every facet of club activity. At the start of the club's recent journey they appointed a new manager and had a governance restructure leading to the appointment of a board of directors. The Board is skills based and demonstrates a sound understanding of financial and business operations.

The clubs stated Mission is *"To ensure the financial stability of the club and become one of Wales' top Community Clubs with a focus on young people and families playing golf"*

Highlights of the club's application include: -

- Increasing its net membership by 45 in 2018 and by a staggering 237 over the last 2 years. It currently has over 100 junior members.
- The average age of a playing member is now 48 compared to 62 as little as 3 years ago.
- Women and Juniors can play in the Social Competitions every Sunday and many do so as families, thus creating a culture where all Members of the Club mix with each other and socialise and so there are no 'clubs within a club'. Every section also runs a very healthy competitions structure for every week, fifty-two weeks a year.
- The Open Access policy and the relaxed dress code help new players to feel comfortable within the Club and on the course. The Club actively engages with the local community and through the provision of regular coaching, they are encouraged to attend the Club and use the facilities, this has resulted in many taking up a Membership.
- The Club coaching team provides introduction to golf and coaching sessions sessions (either free or low cost). Approximately 250 children a week attend coaching sessions either at a school and/or at the Club. Each session can have up to 70 youngsters including those with disabilities, with an average of 40% being girls.
- The Junior Development Team is made up of salaried staff and volunteers and it has direct communication with the Board through the Club Manager who regularly reports on progress relating to 'Junior Development'.
- Safeguarding and Child Protection procedures are reviewed regularly by the Junior Committee and male and female safeguarding officers have been appointed. The Club is a registered 'HSBC Golf Roots' centre and uses the funding in outreach work with Conwy Council Youth Service. We are liaising with the local Youth service to work with disaffected youths in the local area to encourage their involvement in golf.
- The Club has been accredited a 'Girls Hub Club' by Wales Golf. This has enabled it to increase the number of girls' coaching sessions, bringing in a Female PGA coach and as a result increasing membership of playing girls by 65% in the last 12 months. The club now has four PGA coaches working within their Programme.

- The Club works with six Primary and five Secondary schools which includes two private and three state schools. Sessions take place at the schools and at the Club, targeting existing and new golfers. Many of the sessions target girls and students with behavioural challenges and use a combination of Tri-Golf, Golf and Street Golf to create positive engagement. All school students are given opportunities to join the Golf Club with the Club assisting financially should this be required.
- To become more inclusive, the Club has achieved the 'Ribbon InSport' accreditation and is working towards achieving the bronze. They use Level 1 and 2 Inclusive PGA coaches who deliver lessons at the Club and in the Community. Lessons have been provided at a local Primary school and at a specialised school for students with a variety of special needs including emotional, behavioural as well as physical difficulties.
- The club runs Men's and Ladies' New2/Back2 Golf classes and have had a very successful take up with 60 adults having their first taste of golf and over 18 adults getting back to golf. Many of these are parents of young players

Welsh Volunteer of the Year



The 2018 Award for Welsh Golf Club Volunteer of the Year Award went to David Oswyn Roberts, Ruthin Pwllglas Golf Club, Oswyn has been Chairman of Ruthin for the past 10 years but incredibly he has been involved with the club in various volunteering roles for over 50 years. He is very highly regarded by the all the members who are continually astounded by the amount of work he carries out on behalf of the club and by his total commitment to improving all aspects of the club.

The following are a sample of quotes from key personnel within the club: -

- Susan Kilday, Ladies Captain – “His knowledge of club proceedings and his quiet, friendly and diplomatic manner have been invaluable to the well-being of the club.”
- Catherine Parton, Junior Organiser – “Without the dedication of Oswyn, Ruthin Pwllglas GC would not exist and or function in the way it does, offering a friendly club atmosphere to its members and a very warm welcome to all visitors.”
- Ian Vaughan Evans, Club Secretary – “He is quite simply an innovative, effective, efficient and respectful leader who embraces change, he encourages his team to adapt and deliver a high-quality service.” “As Secretary of the golf club since 2016 I am fully aware of the work Oswyn puts in on a daily basis and have been fortunate to have his support, mentoring, teaching, training and encouragement as I continue to learn the role of Secretary. With his support and knowledge, I have been able to develop into the role and take advantage of his vast experience of club matters. I am also fully aware of the esteem he is held in by Members of the club.”
- Judy Brady, Ladies Vice Captain – “Without Oswyn working the many hours he does, the club would not be as it is now, financially healthy, well respected in North Wales and most of all, a joy to be a member of.”
- Kim Webb, Chairman of Promotions – “Oswyn is not the type of person who expects recognition and attention for his work, he has always given 100%, inspiring leadership and commitment throughout his term of office.”

Welsh Amateur Golfer of the Year



2018 winner Archie Davies

Although technically a junior until 2020 represented Wales in the Men's Home Internationals.

Here are some of his other highlights in 2018:

- 2018 Irish Boys Open Amateur Champion.
- Led stroke play qualifiers in Welsh Amateur Championship at Machynys after shooting a remarkable 8 under par 64 course record in the second round.
- Represented Wales in the Boys Home Internationals and Men's Home Internationals.
- Wales Boys Order of Merit winner 2018.
- 4th in Scottish Boys Open Championship 2018.
- Represented the winning GB&I Boys in the Jacques Leglise Trophy Team 2018.

Welsh Tour Professional of the Year



In 2018 Becky Morgan joined an illustrious group of winners of the Welsh Tour Professional of Year Award.

Here are some of Becky's career highlights: -

- The highlight of a wonderful career to date and one of the most popular wins on the Ladies European Tour (LET) during 2018 saw Becky winning the Hero Women's Indian Open, her first LET victory.
- A stellar amateur career included 2 Curtis Cup and 2 Vagliano Trophy appearances for GB&I. Runners up finishes in the British Ladies Amateur Championship, British Ladies Stroke Play Championship and the Welsh Amateur Championship. 10 NCAA titles whilst in college in the USA when she was also an All American for 3 consecutive years.
- After turning pro in 2000 she has amassed career earnings on the LPGA Tour of over \$2.5 million and the Ladies European Tour of over €700k.
- 40 top 10 finishes between the LPGA and LET.

Golf Development Wales, Professional of the Year



The 2018 award went a to PGA Professional who has demonstrated an outstanding commitment to growing the game of golf and to becoming the best coach he can - John McDonald professional at Llantrisant & Pontyclun Golf Club.

- John is a former Wales Golf regional academy coach.
- He moved from the Celtic Manor to become head professional at Llantrisant & Pontyclun GC in 2014.
- The number of active junior members at Llantrisant has increased year on year since he took over with a significant number of girls taking up the game.
- Throughout his time at the club he has always insisted on juniors learning on the course, playing and developing their skills with friends.
- He led the club to becoming a HSBC Golf Roots centre and aided by his assistant delivers golf to 18 primary and secondary schools in Rhondda Cynon Taff.
- He was one of the PGA professionals who supported the Golf Sixes Pilot series in Wales.
- John has also recently invested in Wales' first ever Zen putting green - a state of the art putting system.

Junior Club of the Year



The 2018 award went to Cardigan Golf Club which after 5 years of hard work by numerous dedicated volunteers has seen its junior section flourish, here are some of the highlights: -

- A junior section with 50 active members, with over 30 who attend weekly coaching sessions.
- The club has 14 girl members, one of the largest junior girl's sections in Wales.
- They have a PGA Pro trained to deliver inclusive coaching and 4 PGA Level 1 volunteers.
- A club philosophy that all children should be given the opportunity to learn to play and enjoy golf, whatever their background.
- This club has a complete pathway into golf from sports festivals to modified on course competitions, creating something for everyone.

- There is an emphasis on creating a safe & inclusive environment for juniors of all ages and abilities.
- It has gained funding to build a new undercover practice area so they can hold coaching sessions in all weather.
- This golf club have gained the Junior Accredited Higher Award from Wales Golf and the Insport Ribbon Award from Sport Wales.

CONCLUSION

I hope you find this account of the Union's activities during 2018/19 both interesting and informative and that you will agree that there is a great deal of good work taking place across the Principality. It is very encouraging to see so many clubs reacting in such a positive manner to the challenges currently facing golf. We have engaged with our clubs more than ever before, highlighted by record numbers attending our various educational workshops/roadshows. We have increased the suite of support services available to our affiliated clubs with feedback which has generated predominantly very positive feedback.

We will continue to support clubs across numerous areas during 2019/20 with a particular focus on ensuring the successful implementation of the new Worldwide Handicapping System. We firmly believe that our best chance of achieving success across all areas of the game and in ensuring that golf in Wales becomes "Everyone's Game. Anywhere", is to continue to engage with and encourage the commitment and support of all golf's stakeholders with our golf clubs remaining at the heart of this engagement.

Richard Dixon
Chief Executive

OUR VISION

Everyone's game. Anywhere.

OUR PURPOSE STATEMENT

To create and support an environment in Wales where golf is safe and accessible for everyone to participate, enjoy and progress.

OUR VALUES

Real Innovative People Centred Excellence

OUR STRATEGIC PILLARS AND GOALS BY 2022

1 MORE GOLFERS

- 250,000 people introduced to the game
- 5% increase in overall participation
- 20% increase in women's participation
- 20% increase of girls in coaching
- 10,000 New2Golf members

2 STRONGER CLUBS

- 50 strong, accessible clubs achieving gold standard
- 50 clubs achieving Junior Accreditation
- 55% to convert to membership from New2Golf beginner coaching schemes
- 50% of clubs to increase their total membership
- 10% increase in Women and Girls membership

3 A RELATIONSHIP WITH EVERY GOLFER

- Engage with and add value to individual golfers
- Communicate directly with 80,000 golfers

4 OUTSTANDING EVENTS

- Offer a broad range of championships in support of Golf for All
- Increase the engagement of clubs and their members
- Contribute to the standing of Wales Golf through the effective running of events

5 GREAT PEOPLE

- Demonstrate Excellent Governance
- Promote Equality and Diversity throughout golf in Wales
- Develop workforce plans for our staff and volunteers
- Identify recruitment and development needs

6 WINNING GOLFERS

- 8 Welsh winners of major international amateur events
- Top 10 finish in World Amateur Team Championships
- Top 3 finish in European Team Championships
- 10 players in GB&I Teams
- 5 players in top 100 of WAGR

HOW WILL WE KNOW IF WE ARE WINNING?

We will set annual objectives aligned to these long-term goals and monitor our progress against these goals via an annual scorecard. The Management team will report to the Board on a quarterly basis and action plans and budgets will be aligned to the annual scorecard. We will conduct a comprehensive review of progress at the mid-point of the plan.