

CHAIRMAN'S ANNUAL REPORT 2010

Introduction

The Ryder Cup has made 2010 a very special year for Wales, living up to its reputation as one of the greatest sporting events in the world. As a partner to the successful bid to bring the Ryder Cup to Wales, the Golf Union of Wales through its golf development arm, Golf Development Wales, has been extremely successful in delivering our bid commitment to increase and broaden participation in golf. Although membership has declined, our initiatives have helped clubs to secure new members and generate interest in the game. Post Ryder Cup, a continuing benefit to clubs and golfers will be a wide range of programmes which will build on Golf Development Wales' achievements so far.

The Union is very aware of the significant challenge of declining membership. In view of this a highlight of 2010 must be Golf Awareness Week – a week of free golfing activity at over a 100 clubs which resulted in recruiting 500 new members across Wales. This perhaps indicates that despite the rise in the number of nomadic golfers, people still want to belong to a golf club. The Union will therefore continue to work with clubs to capitalise on this.



GUV Chairman Louise Fleet

Our elite golfers have achieved considerable individual success during 2010 and their achievements are a delight. The new coaching structure continues to develop, putting in place effective pathways to channel the ability and talent of Wales' young golfers.

The Union continues to cater for golfers of all ages and handicaps by providing a comprehensive programme of competitions and championships. We are therefore very grateful to clubs who host these - there are many lovely golf courses in Wales and our events provide golfers with the opportunity to play at some wonderful venues.

The Club Services Committee continues to work enthusiastically on behalf of golf clubs and we are fortunate to have first class representatives from clubs on this committee – green keepers and club secretaries - who bring their knowledge and experience to bear in developing programmes and information for clubs.

GUV Board

It is four years since the initiation of GUV and as this year ends, the Board has begun a process of reviewing its operations to ensure it maintains a focus on delivering the best possible outcomes for Welsh golf. As part of this process the Board has revised and streamlined our vision, mission and objectives which more succinctly and accurately reflect what the Union stands for and what it wants to deliver. These changes will make it clearer to determine how best to target resources.

It is a well established fact that golf can be played at any age, health permitting, and we believe it is paramount to encourage and retain people in the game. So our vision is to make :

Golf – the Lifelong sport for all

Recruiting more people to join clubs, to identify and nurture new talent, and to help and support clubs is our mission. We have translated this into our mission statement which is:

More players; Better players - More members; Better clubs

In order to deliver this mission we have chosen the following three objectives so that it is clear to all what it is we are trying to achieve:

- Develop a network of thriving clubs***
- Stage national championships and events for all***
- Identify, develop and support talented golfers to achieve international success***

I would like to pay tribute to the Board of Directors who are totally committed to making golf in Wales successful. All give their time willingly and unconditionally and I thank them for all they have done. A brief resume of each Director can be found in Appendix 1.

Council

The Council continues to play an important role in the Union's structure. Council members represent their respective areas with great enthusiasm. They challenge constructively and contribute significant amounts of time to the Union's activities. Our aspirations could not be delivered without them, their co-operation and input. I thank them for all they do. I would also like to thank those Council members who finished their term at the end of the year and extend a warm welcome to the new Council members.

I congratulate our outgoing President, Ted Lloyd, on what has been a most successful two years in office. Ted has been a fine ambassador for the GUW. He has carried out his duties in a most unassuming and modest manner and has earned the respect and liking of many during the past two years.



GUW President Ted Lloyd

2010 Financial Results

The statutory accounts for the 12 month period to 31 December 2010 show a surplus of £34,000.

The budget for 2010 anticipated a deficit of £79,000 before the release of provisions made in the 2009 accounts totalling £31,000. The result for the year is significantly ahead of budget due to the continued focus and efforts of all involved including staff, Board and Council members, players and volunteers. We continue to seek the best possible value in everything we do, and this tight cost control has enabled us to ensure expenditure is focused on those areas which are most closely aligned to the Union's objectives. The most significant savings compared with budget have been in expenditure on elite squads, and international events. Costs relating to international travel have been closely monitored, and some delays have been experienced in fully implementing our new squad structure.

Grant income remains critical to our ability to support our golf clubs and to invest in Elite golf, and we thank both Sport Wales and the R&A for their contributions which combined comprise approximately half of our total income.

The performance in 2010 has resulted in our balance sheet position remaining reasonably strong, and has enabled us to plan for 2011 without making significant reductions in our main areas of activity.

The budget for 2011 shows a deficit of £25,000, which we are confident can be accommodated given our reserves. In producing this budget, the Board has looked to mitigate the impact of the trend in declining membership by reducing expenditure in non-core areas, whilst maintaining our investment in Golf Development Wales and Elite golf.

The Staff

Our staff are enthusiastic, loyal, hard working and totally committed to the Union. They are a very competent team and always willing to go the 'extra mile'. They support the Board, Council Members, clubs, players, and volunteers willingly and with good humour.

Golf Development Wales (GDW) – Developing the Game in Wales

It has been an exciting year for Golf Development Wales with the Ryder Cup coming to Wales. GDW has increased the number of development schemes utilised by clubs, launched new resources, increased media interest and communication and has even more new and exciting schemes planned for 2011.



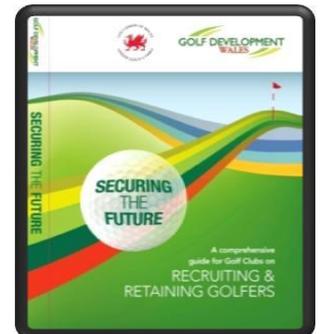
The third and final year of the d³ strategy is now complete. D³ takes account of the inherent personal life-skills within golf and reflects that in developing someone as a golfer, you are also helping to develop them as a person as well as developing the sport in general.

The development schemes fit into 5 main categories: Schools and Community, these are the participation based schemes linked to club membership (Dragon Sport Tri-Golf, 5 x 60 Golf Xtreme, Mass Audience festivals); Club Membership Schemes (Junior Golf Cert, Girls Start Golfing Schemes; Starter Centres and Women Start Golfing Schemes); New Facilities and Co-ordinators (Ryder Cup Legacy Fund, Regional Centres and Local Authority Development Co-ordinators) Coach and Volunteer Education and finally Child Welfare.

In January 2010 the 'Securing the Future' resource was launched and 112 clubs requested their free copy (this is still available to clubs). This useful resource is a comprehensive, flexible guide for golf clubs on recruiting and retaining golfers.



A new promotional scheme called Golf Awareness Week (GAW) also took place. Supported by the R&A, it aimed at increasing awareness and encouraging nomadic and former club members to join their local golf club. Over 100 clubs took part and over 500 members were gained. This will continue for 2011.



As well as the above, a generic beginner scheme sponsored by SWALEC, was piloted, which aimed to give clubs the flexibility of adapting the scheme to target a membership category that met the individual club needs. Some clubs targeted general beginners, whereas others opted for other target groups such as families or dads and lads etc. The new Welcome booklet, sponsored by SWALEC was distributed to all participants of the scheme and promotional resources as well as standard press releases were distributed to each of the participating clubs.

39 Clubs have achieved the National Junior Club accreditation scheme – Junior Golf Cert. Golf Clubs who achieved the award received practice day Ryder Cup tickets allowing them to reward a group of adult supervisors and juniors.

The Ryder Cup was also a very busy and exciting event for Golf Development Wales. In addition to the Junior Golf Cert Clubs being able to attend the event, free tickets were also awarded to school groups across Wales who had run Dragon Sport Tri-Golf. The number of free tickets distributed for the practice days totalled 1500. Many schools and clubs provided excellent feedback after the event and emphasised that the children had been inspired by the tournament. 19 schools, 35 clubs, 20 community groups and 146 volunteers attended the event.

During the week of the Ryder Cup tournament there was also a very successful Game Improvement Area organised by Golf Coaching Cymru and supported by GDW and GUW staff. 15 minute free golf sessions were offered by some of Wales' leading teaching Golf Professionals. The area was fully booked and over 1000 lessons were taken.

Following the Ryder Cup, the 'Pick it up after the Ryder Cup campaign' took place at Ryder Cup Legacy Fund Facilities. 23 facilities ran the scheme which was designed to encourage those beginners inspired by the Ryder Cup to give golf a go.

In 2010 a new GDW National beginner tournament took place for children called the Mini-Masters. The participants consisted of members with no handicap or non-members and was designed to be their first, fun, competitive experience. This was co-ordinated by the new Legacy Fund Facility Officer and Shelter Cymru. 5 qualifying rounds took place at beginner par 3 facilities across Wales, the venue for the grand final was the Celtic Manor Resort. The tournament was a huge success and will continue for 2011.

Child and adult welfare is an important aspect of any junior golf activity in Wales. The Lead Child Protection Officer for Golf, Mike Rees, who represents GDW on the NSPCC Children in Golf Steering Group, is driving the project to achieve the national standards for Child Protection in Sport and provides help, advice and support to clubs and counties in this key area. In February, GDW and Mike Rees, presented to a panel attempting to achieve the national standards for child protection. The standards were achieved and golf was one of only 2 sports to reach the necessary level attained. Feedback from the panel was extremely positive and we were congratulated on the progress made in this area.

The joint project with the PGA (a Manager of the PGA in Wales and Coach Education) is also having an impact across Wales. Level 1 coaching courses were arranged with 24 participants, 10 coaches are taking part in the Level 3 pilot and 10 additional coaches in the Level 4 pilot course.

The development of golf in Wales has benefited greatly from the Ryder Cup Legacy Fund, a £2 million fund, financed by the Welsh Assembly Government, to help develop beginner playing facilities as part of the Ryder Cup Bid commitment. 38 facilities have benefited from the fund. A Legacy Fund Facility Officer has now been employed for a fixed 2 year term to support these facilities, help them reach their potential and create the best possible Ryder Cup Legacy.

In addition to these schemes, some of the highlights in 2010 have been:

- the continued success of Dragon Sport Tri-Golf in Primary Schools. There has been an increase of just under 50% in the number of participants while the percentage of girls participating has increased from 42% to 44%
- the increase in 5 x 60 Golf Xtreme in Secondary Schools. The number of participants has increased by 18%.
- 21 clubs ran the generic beginner scheme, with 344 participants taking up lessons and 229 joining clubs as trial members.
- 34 clubs ran the women and girls specific schemes with 493 participants taking up lessons and 341 taking up trial membership.
- 39 clubs have achieved the National Junior Club accreditation scheme – Junior Golf Cert.
- 3500 volunteers have been trained to date, 370 in 2010.

2011

2011 will see the start of a new Golf Development Wales strategy.



The strategy is entitled 'Securing the Future' and follows on from the initial work outlined in the "d3" strategy, however it focuses on working with clubs, volunteers and coaches in planning for the future and creating opportunities for all that last a lifetime. It has been developed through consultation with key partners, Board members, clubs and representatives who have been involved in golf development. The worldwide trend for golf club membership is decreasing and Wales is no

different. With falling membership rates over the last few years and a rise in participation levels, golfers are choosing to play golf differently. In order to 'Secure the Future' of the sport it is imperative that clubs and GDW/GUW are committed to making changes and working together to reverse the trend and ultimately increase membership levels. In this new strategy, Golf Development Wales focuses its efforts on supporting clubs in adapting and planning for their future to ensure that they continue to increase opportunities for all to take up and remain within the sport for life. A full copy of the strategy can be downloaded from www.golfdevelopmentwales.org

'Securing the Future' clubs - 25 clubs will be selected through an application process to benefit from business and development planning support with the main aims of increasing turnover and recruiting and retaining members. The project involves training, mentoring as well as support in putting the tools in place to assist clubs in achieving their aims. There will be 2 levels of support and all clubs will have the option to upgrade their website, tee time booking system and data capture tools, which will be free of charge for the first year.



We will also see the pilot (with 10 clubs) of the GDW 'new to golf' membership scheme for new juniors and adults. This is available for those who are new to golf and those who have participated in GDW schemes. It gives added benefits to ease the transition to full membership and to get more participants hooked on golf for life. It will include an attractive welcome pack with discounted lesson vouchers, public liability insurance, beginner information, fun rules and etiquette, entry into a beginner competition plus added extras. This will also enable G UW to track and communicate with those who are new to golf,

encourage them to become club members and earn additional income for G UW.



Finally the new National Skills Challenge – Golf Skills Cymru, will be launched in June at the 2011 Wales Open. This is an 'off the course' challenge with fun standard skills that can be arranged at the club, county or central venue. It is for all ages and abilities, focuses on recruitment, retention and improvement and promotes constructive practice. Clubs and facilities which register will receive a welcome pack with all the resources required to organise the challenges including promotional materials, organiser's manual, lesson plans, scorecards, skill challenge tape measure plus more. All registered clubs will be able to access the interactive skills challenge website with resources, video demonstrations and an online leader board.

Elite Performance and Coaching 2010

Amy Boulden and Rhys Pugh were Wales' outstanding performers in Amateur golf in 2010.

Boulden demonstrated her enormous talent throughout a season which culminated in her finishing in 4th place at the Women's World Amateur Team Championship for the Espirito Santo Trophy in Buenos Aires with only the 3 members of the victorious Korean Team finishing ahead of her. As well as high finishes in a number of PING Order of Merit events Amy also came close in two of the major events in the ladies' calendar; the St Rule Trophy at St Andrews where she lost in a play-off and then in the Ladies' British Amateur Stroke Play at Tenby Golf Club where she finished runner up in a rain shortened event. Amy was consequently run-away winner of the PING Ladies Order of Merit and also a deserving winner of the Future Financials Welsh Amateur Golfer of the Year Award.

Rhys Pugh started 2010 in spectacular fashion winning the Peter McEvoy Trophy at Copt Heath and the following week the Fairhaven Trophy by seven strokes. To conclude a marvellous three weeks he then won the Clwyd Open by a record margin of 16 shots. In a three week period Pugh's stroke average was a staggering 69.42. Understandably, Pugh won the Hugh James Boys Order of Merit by a record margin.

Alastair Jones from Radyr made great strides in 2010. He successfully defended the Welsh Open Youths Championship then won the prestigious St David's Gold Cross and capped off his summer with victory at the Welsh Amateur Championship at Tenby.

Other promising individual performances saw Oliver Farr secure back to back wins at the Duncan Putter and the Trubshaw Cup and a 5th place finish at the English Open Stroke Play Championship. Rhys Enoch, currently studying at East Tennessee State University, returned to the UK in June after winning the NCAA Regional Finals and then reached the quarter finals of the Amateur Championship at Muirfield.

Tara Davies continued to perform well in the major ladies' amateur events winning the Tenby Ladies' Scratch, the Welsh Ladies' Close Championship and she finished 3rd in both the Formby Leveret and the Irish Ladies' Stroke Play. At the end of the season Tara went to the Ladies' European Tour Qualifying School at La Manga and secured playing privileges for 2011 Ladies' European Tour. We wish her well in her professional career which we will follow with great interest.

Team performances in 2010 were generally disappointing, however, the Men's Team finished a creditable 5th in the European Nations Cup at Sotogrande and qualified in 5th place for the European Men's Team Championship in Sweden.

The G UW Coaching Structure continues to develop thanks to invaluable financial support from Sport Wales and the R&A. The Regional Coaches now deliver 35 days to each of their squads and the Academy Coaches deliver 20 days each. It is essential we make every effort to maximise our relatively limited resources by continuing to be innovative in developing our coaching structures. The recently introduced tiered squad system identifies those players willing to go the extra mile to help achieve Welsh success.

Championships and Events

Congratulations to all our Champions, both individual and team.

During 2010 the Golf Union of Wales hosted a very successful Men's Home International Championship at Ashburnham with England emerging as worthy winners with Wales, Scotland and Ireland all vying for second. When Wales last hosted this event in 2006 Rory Mclroy, Rhys Davies, Ritchie Ramsay and Ross McGowan all represented their respective countries, all have since gone on to win on the European Tour. It will be interesting to follow the class of 2010 as they make their way in the professional game.

A summary of the winners of our national championships and Welsh performances in international team events follows:

| INDIVIDUAL CHAMPIONSHIPS | WINNER/POSITION |
|---|----------------------------|
| Ladies' Open Stroke Play Championship | Julie Yang |
| Ladies' Close Championship | Tara Davies |
| Welsh Open Stroke Play Championship | Eddie Pepperell |
| Welsh Open Youths' Championship | Alastair Jones |
| Welsh Seniors' Championship | Phil Jones |
| Welsh Open Seniors' Championship | John Baldwin |
| Welsh Boys' Championship | Oliver Baker |
| Welsh Girls' Championship | Rachel Lewis |
| Welsh Amateur Championship | Alastair Jones |
| Welsh Boys' U15 Championship | Kieran Robinson |
| Welsh Boys' U13 Championship | Tim Harry |
| Welsh Girls' U16 Championship | Chloe Williams |
| Welsh Senior Ladies' Championship | Vicki Thomas |
| Welsh Individual Handicap Championship: | |
| Category 'A' | Jeremy Harvey |
| Category 'B' | Clive Williams |
| TEAM CHAMPIONSHIPS | |
| Welsh Inter Counties | Glamorgan |
| Welsh Boys' Inter Counties | Flintshire |
| Welsh Ladies' County Championship | Caernarvonshire & Anglesey |
| Welsh Ladies' Team Championship | Royal St David's |
| Welsh Team Championship | Newport |
| CCV Welsh Handicap Team Championship | Vale of Glamorgan |
| SWALEC Junior Challenge | Wrexham |
| Ping Welsh Mixed Team Challenge | Wenvoe Castle |
| Victory Shield | Celtic Manor |
| European Boys' Team Championship | 17 th |
| European Girls' Team Championship | 14 th |
| European Men's Team Championship | 8 th |
| European Ladies' Team Championship | 9 th |
| Boys' Home Internationals | 4 th (17pts) |
| Girls' Home Internationals | 4 th (10pts) |
| Men's Home Internationals | 3 rd (18.5pts) |
| Ladies' Home Internationals | 3 rd (10pts) |
| Senior Men's Home Internationals | 3 rd |
| Senior Ladies' Home Internationals | 2 nd |
| Eisenhower Trophy | 21 st |
| Espirito Santo Trophy | 17 th |

Welsh Champions – 2010



Tara Davies - Holyhead



Alastair Jones – Radyr

In recognition of the need to provide further competitive opportunities for girls and the handicap golfer, two new events will be introduced in 2011. A Girls' Inter Counties Championship for those Under 16 will be staged in conjunction with the Boys' Inter Counties Championship and the first of three planned Cup Events for men, the G UW Neath Cup, will be hosted by Neath GC.

Rules Schools

Following attendance at the Union's Rules School in the autumn, twenty-four candidates sat the G UW'S biennial Rules Examination in January 2011, of whom thirteen obtained passes.

In addition two candidates, Celia Bartlett and Phil Harries, sat the Rules Examination of the R&A in St Andrews, both were successful.

Handicapping and Course Rating

The rating of ladies' courses under the USGA regulations continues and is now in the ninth year. It is hoped to have all ladies' courses rated under this system by the end of next year. The re-rating of men's courses continues.

Active & Inactive handicaps were introduced in January and work has continued on the Central Database of Handicaps (CDH) which will be introduced during 2011. Clubs have been kept well informed on progress relating to the CDH and it will also provide the focus for a series of Handicapping Seminars scheduled for spring 2011.

Communications

Communication is an area where there is always room for improvement and by introducing a stand-alone Communications Committee in 2010 the G UW is committed to achieving this.

We are conscious of the need to regularly and clearly communicate the activities of the G UW to all our stakeholders. Spring of 2010 saw the completion of a series of meetings which Richard Dixon (CEO) and I undertook with County Unions in an attempt to create a better understanding of what the G UW does. Equally important is ensuring that our stakeholders are able to communicate effectively with the Union and receive appropriate and timely information or advice.

The G UW website www.golfunionwales.org was upgraded in 2010 and feedback on the whole has been very positive. Encouragingly, website visits continue to increase year on year and the website will undergo another upgrade early in 2011. We published five issues of our eNewsletter "Red on the Greens" during 2010 and we would encourage those that receive it to forward to friends and fellow golf enthusiasts; anyone wishing to subscribe can do so by clicking on the link on the front page of the Union's website www.golfunionwales.org.

The G UW continues to endorse and provide copy for the Welsh Club Golfer magazine which is distributed free of charge to all our member clubs and helps to raise our profile. In 2010 we were pleased to reach agreement to provide copy once a month to Golf Global Post, the first designed digital golf news publication in the world. It is an excellent weekly publication free to subscribe to and an invaluable source of up-to-date information relating to both professional and amateur golf.

To help promote the work of the G UW over 5,000 promotional brochures "Working Together for Welsh Golf" were distributed via affiliated clubs, championships and roadshows. The G UW also commissioned a number of display banners which have been prominent at all our events.

We are also achieving much greater pan media coverage of our activities thanks to the professional advice and input of our media advisor Hamish Stuart.

Club Services

The change in the G UW's committee structure in 2010 saw the work of the Golf Course Management Committee come under the banner of the Club Services Committee. The Committee continues to work closely with the R&A, the Greenkeepers' Training Committee, the Sports Turf Research Institute and the Welsh Colleges, Pencoed and Northop.

During 2010 G UW delivered 3 series of roadshows for our clubs covering a wide range of topical subjects. In February Recruitment and Retention which focused on club marketing and the principles of the Securing the Future Golf Club resource pack;. In July the 2010 Equality Act (presented in conjunction with the Golf Club Managers Association, Welsh Region). The Act will have an impact on every club in Wales and it is essential that clubs address the areas of the Act relevant to them; In November the Sustain Don't Abstain roadshows were presented in partnership with the R&A. Generally the roadshows were well attended with over 250 delegates in total and a great deal of positive feedback has been received. Presentations from all G UW roadshows can be downloaded from the G UW website www.golfunionwales.org. The 2009 Survey of Clubs has been an extremely useful reference to the G UW when choosing appropriate topics to tackle.

Sponsorship

The G UW remains extremely grateful to its sponsors and was pleased to announce new relationships with Future Financials (sponsors of the Welsh Golf Awards in 2010) and Glenmuir (suppliers of clothing to G UW teams and officials). CCV Underwriting Sports & Leisure, PING, Swalec, Pinnacle Office Equipment, Footjoy, Titleist and Hugh James Solicitors continued their invaluable support for Welsh Golf during 2010. We have also been successful in achieving pound for pound Sportsmatch funding for cash sponsorships meaning that additional funding has been available to Golf Development Wales for their numerous initiatives.

We are extremely grateful to all our sponsors, both new and long-standing, for the invaluable support they give the game in Wales. In an ever competitive environment for external funding we will continue our endeavours to attract new sponsors, to build on the services we currently provide to sustain the game and support our member clubs.

In addition we would also like to express our gratitude to the R&A and Sport Wales; their generous support is vital to our ongoing development and the achievement of our goals.

The Future Financials Welsh Golf Awards

These awards would not be possible without the support of sponsor Future Financials. It is the first year they have sponsored the awards and we hope it is the start of a long lasting mutually beneficial relationship. Future Financials is a Cardiff based Welsh company which provides Golf Clubs with a facility that enables their members to pay their annual subscriptions by monthly direct debit payments, rather than in one large annual payment.

The Welsh Golf Awards were presented on the night of the Ryder Cup Wales Gala Dinner at the Celtic Manor Resort less than one month before the Ryder Cup.

- **The Future Financials Welsh Golf Club of the Year Award** went to Royal St David's Golf Club, Harlech. Three other clubs were shortlisted for the award; Carmarthen, Tenby and Trefloyne all having submitted very strong applications and each would have been a worthy winner.

The eventual winner, Royal St David's, were also shortlisted in 2009. Nationally and internationally renowned, it has always been one of Wales' premier golf courses. It provides a challenging test of golf in a breath-taking setting in one of the most beautiful parts of the Principality.

Established in 1894, Royal St David's Golf Club is the home of one of the finest traditional links courses in the world. It regularly ranks in the top 50 golf courses in GB&I and throughout its history it has hosted numerous national and international championships and in 2010 it hosted the Welsh Men's Open Stroke Play Championship and the Ryder Cup Wales PGA National Championship.

Having never won the Caernarfonshire & District County Junior League Championship the club won back to back championships in 2009 and 2010 and, not to be outdone, the club's ladies' team won the Welsh Ladies' Team Championship in 2010.



Jim Smith from sponsor Future Financials presents Club of the Year Award to Royal St David's, Harlech

The club runs regular junior and lady learner coaching sessions and it was recently awarded the highest level of Golf Development Wales Junior GolfCert. Its juniors have their own committee and are also represented on the main club committee.

Having taken advantage of the Ryder Cup Wales/Assembly Government ICT Health check in 2008, the club has implemented sophisticated fit for purpose systems and an online tee time booking system for visitors and members with discounted incentives for those who book through the club's new website. The club has established a marketing committee and had a marketing audit carried out by Niche Marketing as part of the Visit Wales initiative. They recently converted the old steward's bungalow to Dormy accommodation which can sleep up to 8 people which generated income of nearly £30,000 in 2010.

- **The Future Financials Tour Pro of the Year Award** went to Rhys Davies a former Welsh amateur international and Walker Cup player. In 2010 Rhys followed up his two Challenge Tour victories in 2009 with his first win on the European Tour in the Trophee Hassan during March. He achieved five other top 10's including runner-up finishes in Volvo China Open, Madrid Masters and the Celtic Manor Wales Open where he closed with a phenomenal final round course record of 62. He also played in 3 major championships: the Open at St Andrews, the US Open at Pebble Beach and the USPGA at Whistling Straights.
- **The Future Financials Golf Development Wales PGA Professional of the Year** (identified by Golf Development Wales as having contributed most to grass-roots development in 2010) went to Andy Humphries. Following the setting up of the Montgomeryshire Golf Forum, Andy Humphries was appointed 18 months ago as a roving professional covering all the clubs in Montgomeryshire. Some highlights of Andy's work are:- co-ordinating the Dragon Sport team in delivering golf sessions in each of the 60 primary schools in the county, giving over 500 children weekly coaching sessions with over 1,000 having been introduced to the game and delivering 5 x 60 golf to the 6 secondary schools in Montgomeryshire and with 5 x 60 officers running Easter Golf Camps at Welshpool and the Mid Wales Golf Centre which resulted over a 2 year period in over 80% conversion rate of attendees to golf club membership.



Andy Morgan, Chairman Golf Development Wales presents the PGA Development Professional of the year Award to Andy Humphries

- **The Future Financials Welsh Amateur of the Year** went to Amy Boulden. Amy's achievements in 2010 are well documented earlier in this report, however, highlights of an exceptional year include: a 4th place in the World Championships and runner up finishes in the St Rule Trophy and the British Ladies' Amateur Stroke Play Championship, being selected for the European Junior Ryder Cup Team to play against US at Gleneagles, playing all four rounds of the S4C Wales Ladies' Championship of Europe and qualifying to play in the Ricoh Ladies' British Open at Royal Birkdale where she played alongside the world's best women golfers.



Louise Fleet presents the Amateur Player of the Year Award to Amy Boulden

Conclusion

In re-defining our vision, mission and objectives, we have set ambitious targets of more players, better players, more members, better clubs. In the context of the current economic situation these goals become even more challenging. The Union will be tested, but I am confident that it will deliver.

It has been a real privilege and honour to have been Chairman of the Golf Union of Wales for the past four years. I thank everyone for their support and I wish my successor, John Jermine, a very successful and enjoyable term of office. Fresh from his success as Chairman of Ryder Cup Wales 2010 Ltd, John's experience will be invaluable as the Union goes forward. I am confident that he will lead the Union to further success.

**Louise Fleet
Chairman
March 2011**