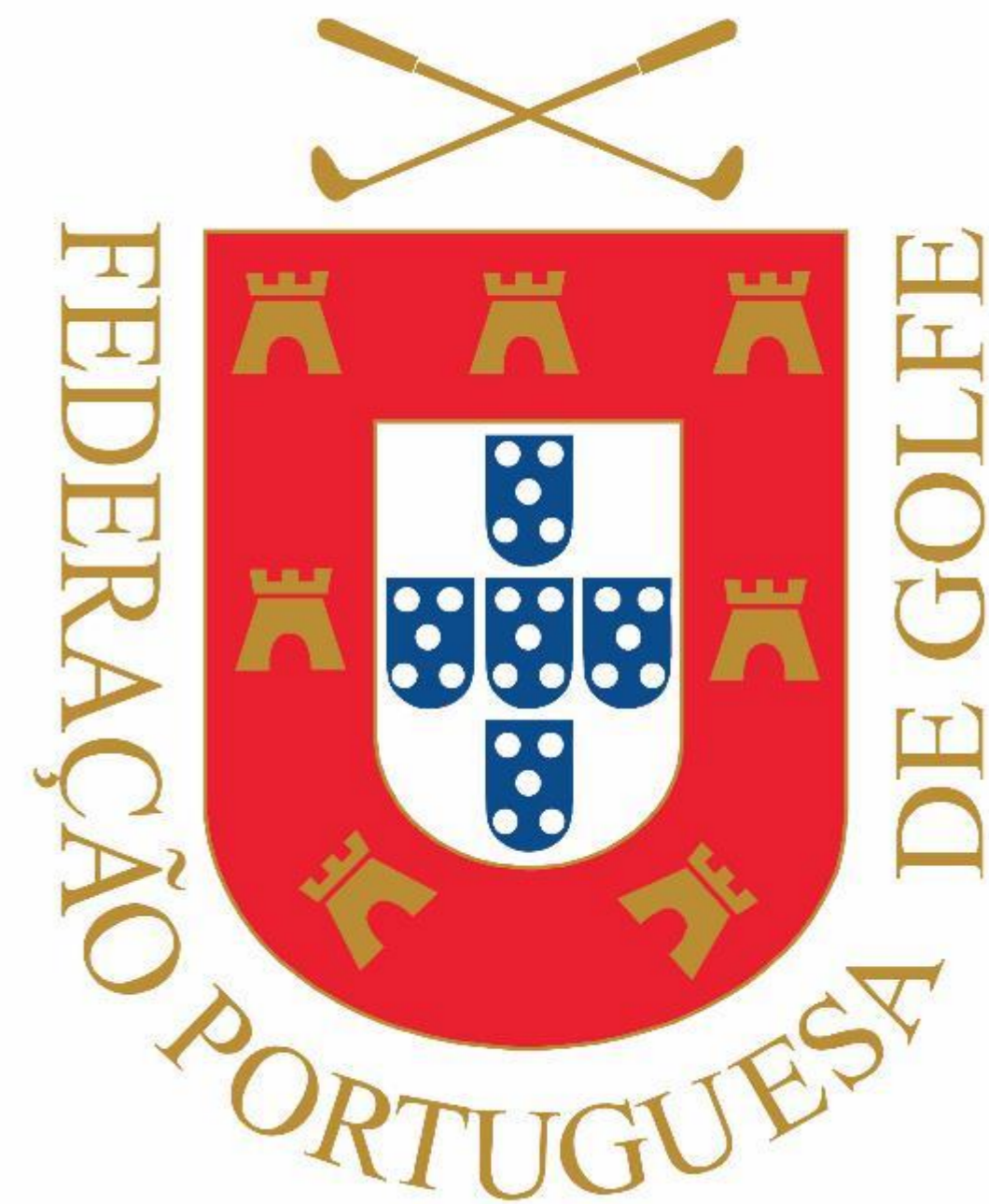




“CREATING THE ENVIRONMENT”



INADEQUATE POLICIES



Formal Golfing Societies



Low Cost Golf



No retention strategies



Forgetting those who play and already love golf

CONSEQUENCES



Compromised financial sustainability of golf courses



Attracted people who were not yet ready to play



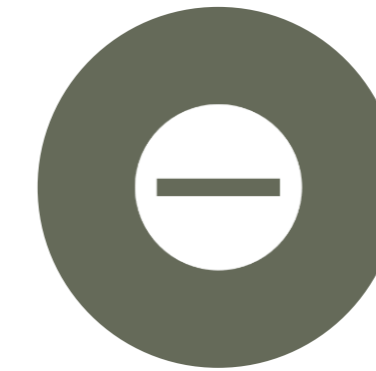
Players left golf clubs to golfing societies



Less people introduced to the game

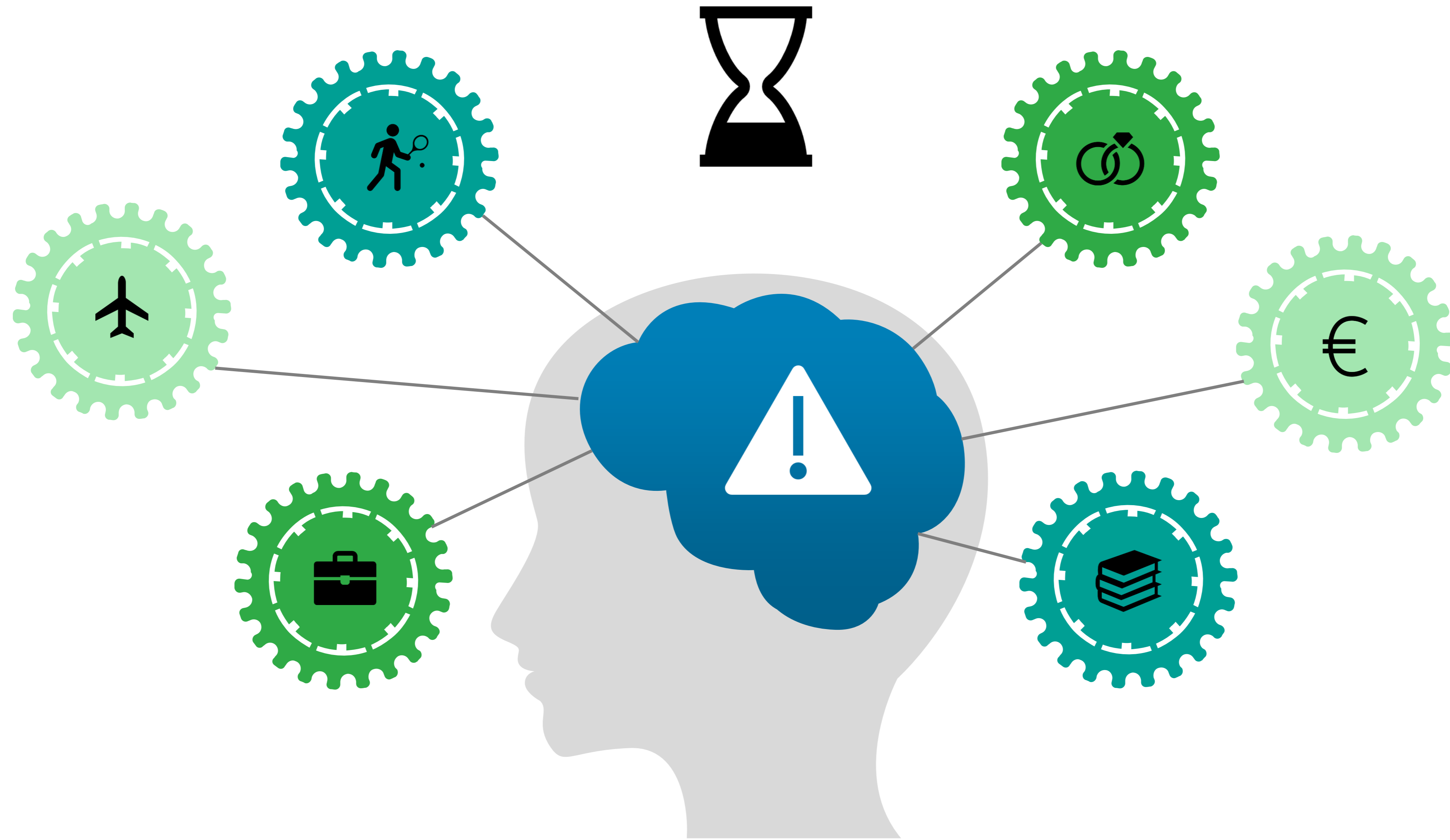


Low retention rates



Golf course closure

WHAT'S THERE APART FROM GOLF?



WE CAN'T GROW THE GAME!

WE CAN ONLY CREATE THE PROPER ENVIRONMENT FOR GROWTH.

CREATING THE ENVIRONMENT



WATER



GARDENER



SOIL



CLIMATE



WHAT ARE WE DOING



Golf Development Fund

Providing financial support to golf club initiatives

Technology & Innovation

Top Tracer at the Jamor National Centre and several digital initiatives for golfers and potential golfers.



Strengthening Golf Clubs

Implementing policies to increase membership at traditional golf clubs



Golf Academy Certification

Assuring high quality coaching methods and infrastructure for beginners, intermediate and advanced golfers



Education Program

Supporting education programs for various stakeholders

CREATORS OF THE ENVIRONMENT

GOLF COURSE OWNERS

Implementing growth initiatives and providing attractive infrastructures



FEDERATION

Developing initiatives and providing the necessary tools for all stakeholders



GOLF CLUBS

Providing healthy environments and attractive options for members



GOLF COURSE MANAGERS

Developing and implementing growth initiatives and running sustainable operations



COACHES

Delivering high quality coaching



GOLFERS

The best ambassadors for the game



**IS THIS
THE
FUTURE
WE
WANT?**





OR THIS?