

Welcome to the latest edition of the Club e-bulletin which aims to keep you and your committee up to date with information on our range of services and other activities which support SGU and SLGA affiliated clubs.

► **Golf Awareness Week—How Did We Help Your Club?**

We have received some excellent feedback from our 'Golf Club Membership...Time Well Spent' marketing campaign that took place during and beyond Golf Awareness Week. However the success of this can only be fully measured on how it has benefitted your club and others in Scotland. Regardless of whether you took part in Golf Awareness Week we would really value your feedback on the campaign. Those who respond will be given the opportunity to be entered into a draw to win an SGU branded Shoe Bag and Tour Umbrella from our new on-line Shop.

[Complete Survey >>](#)

► **VisitScotland 'Surprise Yourself' Campaign to Drive Visitor Income**

It's no surprise that VisitScotland is delighted to be working with regional partners to promote golf in Fife, Perthshire, Scottish Borders, Dumfries & Galloway and Aberdeenshire. What is surprising however, is the huge audience that this joint campaign will reach.

With e-newsletters, online advertising, Facebook and e-bay activity - to name but a few - the campaign drives golfers to www.visitscotland.com/surprisegolf where they can read more about golf in these areas, request golf guides and discover the fantastic choice of great-value golf passes available.

The campaign represents a wide-reaching platform to raise awareness of these regions as the perfect golf-break destination for visitors, society golfers, groups and locals alike.

[Find out more >>](#)

► **'Effective Governance at Clubs' Seminar—1 June 2011**

The Scottish Golf Education Partnership would like to remind clubs aware of an exciting and unique opportunity to hear from Dick Kopplin, widely recognised as a world authority on effective modern club governance. The seminar, entitled 'Effective Governance at Clubs in Scotland today—The collaboration between Senior Managers and Club Committees' takes place in Edinburgh on 1 June and the seminar is priced at £55 per person however the SGU will be subsidising the cost for a limited number of clubs for a second representative from your club to attend, therefore a total of £55 for two attendees.

[Find out more >>](#)

► **Health & Safety Free Trial with Xact**

Following the launch of the Xact Health & Safety Tool available to SGU & SLGA affiliated clubs both Xact and the SGU have received some excellent feedback from various club managers/secretaries. One club now using the system is Crail GC who are already reaping the benefits explains Club Manager David Roy,

"Like every other Club Manager I am very pressed for time on a day-to-day basis. The Xact system gives me the comfort of knowing that I am in full control of my club's Health & Safety issues in a comprehensive manner, without it taking over my workload. Unlike other systems, this is very industry specific, which as well as being very robust is set-up in an extremely user-friendly manner."

We would like to further remind clubs about the free trial available. To access this please click here.

[Find out more >>](#)

► **Updated Disability Legislation & Motorised Buggies Advice Note Now Available**

The Disability Legislation & Motorised Buggies advice note has been updated to include further information for clubs. This can be accessed via the link below or on the Legislation page within the Club Services section of the SGU website.

[Find out more >>](#)

► **Supporting Your Club Committee**

In response to demand from over 500 Scottish Golf Club Office Bearers attending our series of Club Seminars in November 2010, we will shortly release the first in a series of short monthly bulletins aimed specifically at helping your Club Committees.

This Committee Update document will include expert advice, tips and signposts to further information surrounding the most common issues faced by golf clubs today. Each Committee Update will contain articles from our own experts as well as recognized industry specialists on a variety of subjects ranging from advice on handling preferred lies to the recognized challenges of running your club's catering.

We hope that this document supports Club Managers and Committee Members in their consideration of the key issues at your clubs, and we look forward to receiving feedback from your club in due course. Coming soon!

► **Watch Our Leading Juniors in Action at the Scottish Boys Championship**

Highlights of the 2011 Scottish Boys Championship, the SGU's flagship junior event, is now available to watch on SGU TV featuring some of the best action from an exciting week's golf at Dunbar culminating in a spectacular final comeback from the new champion David Wilson, from Troon Welbeck.

[Find out more >>](#)

► **Forthcoming National Events**

Live scoring and reports from the **2011 Carrick Neil Scottish Stroke Play Championship** taking place on 27-29 May at Blairgowrie will be available on scottishgolf.org. This year's field is as strong as ever with many of GB & I's leading golfers hoping to impress Walker Cup selectors. Past winners include Colin Montgomerie and Richie Ramsay, as well as last year's winner, Romain Wattel, now starring on the European Tour.

Please note that the deadline for the following SGU events are fast approaching: Scottish Seniors, Irvine, Bogside (Thursday 26 May), Scottish Under 16's, Forfar (Thursday 2 June). Please make applicable members of your club aware if they have not yet entered to do so as soon as possible.

[Find out more >>](#)

► **SGEG Environment Update**

Are you Energy Efficient? For further guidance on how to save money on you energy bills and information on FREE energy audits from the Energy Savings Trust go to the SGEG Energy webpage. For other FREE environmental advice from the Scottish Golf Environment Group go to SGEG website.

[Find out more >>](#)

► **Scottish Golf Monitor—Does Your Club Track Visitor Numbers?**

May is one of the busiest months for visitor numbers to golf clubs, and therefore always gives Club Committees a good indication of whether they are in for a good year of visitor income. The Golf Monitor is a longstanding tool used by many clubs to track their visitor numbers from one year to the next, and help to benchmark performance against clubs of a similar type or size.

Participants in the monitor often comment on how beneficial the reports are in gauging the relative success of the their marketing campaigns or for predicting visitor income for the remainder of the year. The SGU has been awarded the contract for managing the Golf Monitor project, and is in the process of updating and expanding the technology platform on which it is founded. Participation is entirely voluntary, with the same stringent rules on data protection and confidentiality applying to the Monitor going forward.

We would like to highlight our appreciation to Mike Williamson for his assistance in the handover of this project. It is hoped that with our regular contact with all Scottish Golf Clubs we will be able to bring the benefits of the Golf Monitor tool to the largest possible audience of golf clubs. Further details of how to participate in the monitor will be made available at the end of the month, but if anybody has any queries about this tool please do not hesitate to contact Kevin Fish on 01334 466494.

We hope you find the above information useful and we would be grateful if you could forward this information to other members of your Committee. Current and back dated issues of **club e-bulletins** are also available on our website.

Keep logging on to scottishgolf.org for all the latest news, results and information from the Scottish Golf Union.

The SGU Team

Questions or comments? Email us at sgu@scottishgolf.org or call 01334 466477