

SGU Update

Winter 2011

ScottishGolf.org

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ATTRACTING
& RETAINING
CLUB MEMBERS



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SCOTTISH GOLF
UNION

Welcome to the 2011 SGUpdate

Dear Golfer...

Beginning my third year as Chairman, it gives me great pleasure to welcome you to the new-look edition of the SGUpdate magazine. Produced once a year, the SGUpdate is designed to keep members informed of all the latest activities being undertaken by our hard-working team.

As we look forward to another exciting year for Scottish Golf, let me first reflect on what remains a challenging time for our clubs, who are at the very heart of the game in Scotland. The current economic difficulties continue to present major obstacles for clubs in the recruitment and retention of members and the changing landscape of people's disposable income and leisure time have increased the pressure on our clubs to adapt.



Introducing more youngsters to the game is also a key component of building club membership and clubgolf, the national junior golf programme, has helped bring golf to more than 37,000 youngsters in primary schools throughout the last year. Our challenge remains transferring these young players into club membership once they are enthused and clubgolf is committed to this objective through our network of school to club links, with 300 clubs and facilities now involved in the programme.

300 clubs and facilities are now involved in the national junior clubgolf programme



Our role also involves developing talented golfers to perform on the international stage to inspire the next generation and the performances of Martin Laird, Stephen Gallacher and Richie Ramsay during 2010 indicate that our golfers can compete at the highest level. Scotland put up a stout defence of the World Amateur Team Championship in Argentina, finishing in fifth place, while one member of that team, Banchory's James Byrne, reached the final of The Amateur Championship and finished the year just outside the world's top ten amateurs.

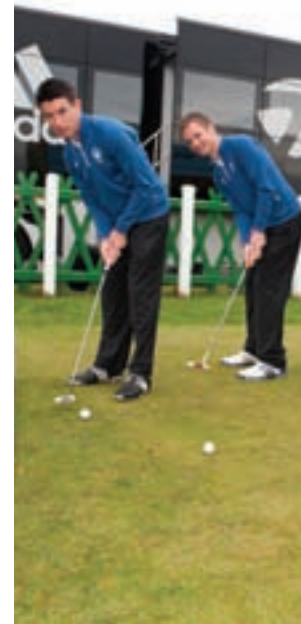
We are indebted to golf clubs and their members for their vital investment in supporting our activities and we are committed to developing the game of golf in Scotland at all levels for the benefit of you and your club.

I'd like to take this opportunity to thank you for your support and wish you a successful golf season in 2011.

Douglas Connon,
Chairman

We are committed to developing the game of golf in Scotland at all levels to the benefit of you and your club

However, supported by the SGU's 'It's Time to Join the Club' marketing campaign, we are delighted to see some great work being undertaken by clubs in attracting new members and while the national picture has seen an overall fall in members by 1.9%, more than 36% of clubs recorded an increase in members last year.



WHAT TO LOOK OUT FOR IN 2011...

Sign up to the SGU e-bulletin and keep up-to-date with all our special offers, news from events, exclusive content and much, much more...



GET YOUR TICKETS FOR THE 2011 XOS SCOTTISH GOLF AWARDS

Celebrate the achievements of Scotland's leading golfers with our star-studded awards night.

Hosted by the BBC's Andrew Cotter at Glasgow's Crowne



Plaza Hotel on 18th February. Tickets are priced at £70 per person or £650 for a table of ten.



LOOK THE PART...

Watch out for the new Scottish Golf on-line shop opening in spring 2011 featuring the latest replica SGU clothing from adidas-Golf and a fantastic range of golf gifts to suit all golfers.



PREFERENTIAL GREEN FEES FOR GOLF CLUB MEMBERS

The SGU website features some great deals at Scotland's leading golf courses exclusively for members of golf clubs. Courses include Kingsbarns Golf Links, The Castle Course, Gleneagles and Prestwick, as well as superb winter offers at Muirfield and Royal Troon.



SGU TV

Visit our recently launched YouTube TV channel, featuring highlights from some of our major events last season, a look behind the scenes at the SGU team and interviews with some of the rising stars of the Scottish game.

www.youtube.com/ScottishGolfUnion



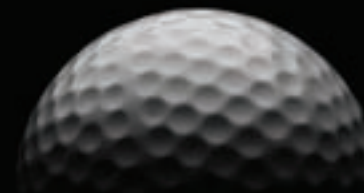
A NATIONAL CHAMPIONSHIP FOR ALL KIDS

Whether your child plays off 3 or 36, the clubgolf Junior Masters is open to all boys and girls aged under 16, with a prestigious Grand Final at one of Scotland's leading courses.

www.scottishgolf.org/go/events

ONE GIANT LEAP FOR GOLFERS.

**140 Courses.
50% off Green Fees.
1 Card. Just £10.**



The Scottish Golf Card – exclusive to SGU and SLGA affiliated club members – offers half price green fees at more than 140 courses across Scotland, from championship resorts to hidden gems.*

Priced just £10, it gives you access to more than £1,500 of green fee savings, adding great value to your golf club membership.**

ScottishGolfCARD

*No. of participating courses may vary
**Terms & Conditions apply

Available from your club
or visit www.scottishgolf.org



> THE MEMBERSHIP ISSUE



As you might expect from The Home of Golf, Scotland has more golf courses per capita than almost any other country in the world and more club members than any other sporting organisation in Scotland.

With golf clubs facing the challenge of retaining their membership numbers and attracting more people to join their club, the SGU is working harder than ever to support clubs with their endeavours and maintain club membership as an attractive proposition to would be members.

Hamish Grey, Chief Executive of the SGU tells us more.

WHAT ARE THE ISSUES?

During the golf boom of the 1990s, the number of golf courses in Scotland increased by nearly 20% during a 10-year period, while the total membership rose by just 5% at the same time.

"We saw new courses being developed all over the country

however the boom created a problem for clubs in that we probably had enough facilities to satisfy the demand of golfers. The membership ended up being spread more thinly across clubs, with golfers being given much more choice on where to play than ever before," points out Grey.

"Those factors, coupled with the recent downturn in the UK

economy and changes in our climate which have resulted in significantly higher rainfall in the summer months, have seen golf club membership slowly decline in recent years. On the plus side, clubs have changed to become more customer-oriented and increasingly accessible for prospective new members."

MANAGING THE MOVE FROM JUNIOR TO ADULT MEMBERSHIP

The SGU has encouraged clubs to consider new categories of membership to ease the transition from junior to adult membership prices, with a range of intermediary categories now being introduced up and down the country to help retain those in the 18 – 30 age group.



FLEXIBLE PAYMENT OPTIONS

With many other household bills or leisure pursuits offering to spread payments across the year, golf clubs too have begun to adopt this policy. Six or even twelve month payment plans are now an option, easing the demands on people's wallets at the start of the golf season.

"It's a big ask for someone to pay out five hundred pounds in one go at the start of the year so we're delighted to see so many clubs offering flexible payment options for their members," says Grey.

Case Study - Hirsell Golf Club

Hirsell, a relatively small club located just outside Coldstream in the Borders, was witnessing a decline in membership numbers coupled with an increasing average age of member. To combat these issues, the club staged an Open Day last year and introduced an age-tiered membership pricing structure to encourage younger members.

Prospective members were offered the chance to try the course and clubhouse facilities for just £10. This included a welcome 'cuppa' and roll, with current members on hand to promote the benefits of joining the club. They laid on a series of fun challenges for golfers of all abilities and local PGA Pro Phillip Sadler provided free tuition. The Open Day was marketed via a local leaflet mail-drop and local radio advertising, costing around £1,200. It proved to be a great success, generating in excess of £8,000 in new member business and crucially, a 10% increase in members in the under-30 age category.

For details of other club case studies, visit the 'Club Services' section of the SGU website.

CUSTOMER SURVEYS

The SGU is working harder than ever to support clubs

The SGU provides clubs with a template survey which can be adapted for use among the club's new, existing or even departing members. The results of the survey can then be used to tailor membership to suit those members' requirements in future.

CATEGORY	SUBS LEVEL	PRICE
Juniors (>18)	Junior Subs	£75
Young Adult 1 (18 – 21)	Youths Subs (50% of full)	£200
Young Adult 2 (22 – 24)	Full sub – Youth sub + 25%	£250
Young Adult 3 (25 – 27)	Full sub – Youth sub + 50%	£300
Young Adult 4 (28 – 30)	Full sub – Youth sub + 75%	£350
Full Membership (31+)	Full sub	£400

An example of new membership pricing at a club who have introduced intermediary categories from junior to adult.

Case Study – Lenzie Golf Club

Lenzie broke the mould from their traditional annual budget to commit £4,500 to marketing activity to promote club membership. They used a combination of advertising on Real Radio and in Metro Newspaper, as well as roadside banners, flyer distribution and posters in local shops. The club marketed an Open Day, featuring a special introductory joining fee offer of just £1, with an annual membership fee of £605. Members were on hand to greet guests at the Open Day and talk up the benefits of joining the club. Their efforts were rewarded with 113 new members as a result of the campaign, generating in excess of £50,000 in new membership revenue.



WHAT IS BEING DONE?

We have seen many clubs taking a proactive stance to attracting new members and becoming much more customer-focused in their approach to existing members. While overall membership fell by 1.9% during 2009 – compared to a 2.6% drop the previous year – nearly 36% of clubs actually showed an increase in their membership, with one in ten clubs reporting an increase of 10% or more,” added Grey.



IT'S TIME TO JOIN THE CLUB

The SGU has staged a national Golf Awareness Week over the past two years and will do the same again in 2011, coinciding with the traditional kick-start to the domestic golf season starting with the US Masters weekend, running from 9 – 17 April. The national marketing campaign will be featured on radio, press, on-line and driving ranges, with clubs encouraged to develop their own local marketing activities at the same time. Last year's campaign, themed “It's Time to Join the Club” was a great success with excellent feedback from club managers

and committees: “The SGU's work provided a great catalyst for Crail Golfing Society to concentrate on recruiting new members. The coverage in the press and on radio was superb and added significantly to our own efforts to communicate our own membership vacancies,” said David Roy, Club Manager at Crail GS.

Marketing tools for clubs are available via the website or you can get in touch with the SGU marketing team on 01334 466477 for more information on how we can help.



At The Heart of Scottish Golf

Growing the Game, Supporting Clubs & Developing Talent

The Scottish Golf Union is fully committed to developing the game in Scotland. From encouraging more youngsters to take up golf, to helping your club manage more effectively, to coaching the next generation of our country's golfing stars, we are at the heart of the game at every level.

We are all golfers, we are all club members and we strive to ensure our work maintains Scotland's position as a world leading golfing nation. We value your support and your investment in our governance to deliver our goals...



SCOTTISH GOLF UNION

ScottishGolf.org

THE CENTRALISED DATABASE OF HANDICAPS



This year will see the roll-out of the new Centralised Database of Handicaps (CDH), an expansive project undertaken by the SGU and SLGA in partnership with the Golf Union of Wales (GUW) that will see a major improvement in the administration of handicaps for clubs and provide added benefits for golfers.

The CDH will go live at the start of the 2011 season. We caught up with Kevin Weir, the SGU Club Services Manager, to find out what impact the new system will have.

Firstly Kevin, why are we launching a Centralised Handicap System?

KW: Primarily it's to assist golf clubs in Scotland in the administration of members' handicaps, in particular with the smoother transfer of 'away scores'. It will ensure an automatic return of away scores to the home club of each player and streamline the flow of handicap information between golf clubs.

What benefit will it have for golf club members?

KW: The CDH will mean your handicap will be automatically updated between competitions so when you record an away score in an Open competition for example, your new handicap will be available on-line when you play your next competition. You'll also be able to access and print your own handicap certificates from anywhere in the world, so if you're playing golf on holiday and a handicap certificate is required for a course, you can produce one there and then.

Will I have to do anything new this season?

KW: Initially you will have to register on-line to have access to your handicap and CDH details. This will be a very simple registration process like most forms you see on websites these days. Your club will upload your handicap information for you and you can also choose to receive e-mail communication from the SGU once you register. Each golfer will get their own unique ID number.

The CDH will improve the integrity of the handicapping system and return all your scores automatically

Why does the SGU want to communicate with me?

KW: We believe it is very important that your governing body can communicate with you directly, rather than just via your club as we have done in the past. We want to make you aware of the services and benefits we can provide to you and your club and let you know of any important initiatives, events and activities going on in Scottish golf. We are constantly asked questions by members and clubs and this will help with the flow of information.

Does this mean I'll start receiving lots of junk mail?

KW: Certainly not. Your information will not be shared with ANY third parties and the only communication you will receive after registering is a regular e-bulletin from the SGU. We have followed all data protection compliance obligations which are consistent with the Data Protection Act 1998.

How will the CDH benefit my club?

KW: It will improve the integrity of the handicapping system and return all your scores automatically, therefore reducing the workload for managers, secretaries and convenors. The club won't have to return scores to other clubs after Open competitions and it means tournament organisers can authenticate players' handicaps on-line.

What will the SGU gain from the CDH?

KW: Aside from improving handicapping administration, one of the most important reasons behind the CDH is getting a better understanding of who our membership are. For example, at present no one really knows what the average age of a golf club member is but once the CDH is implemented we will have a better idea of average ages and trends, which will help us paint a better picture of our membership. In future, this will allow us to help clubs manage their memberships better by using the analysis of these trends.

Who is producing the CDH?

KW: The tender to produce the CDH was won by a Danish company called GolfBox, who have experience of developing similar systems in other countries, including Denmark, Norway and Sweden. These systems have been successfully implemented for a number of years and are testimony to the technical expertise of the company.



It will streamline the flow of handicap information between golf clubs

Will I be issued with a CDH card?

KW: At present no, but we are working hard to find a suitable sponsor to pay for the production of a members card in the future, which would feature each golfer's unique ID number and in time hopefully be used to access various added value benefits.

Finally Kevin, where will I be able to access the CDH from?

KW: Golfers will be able to access their CDH details from the SGU and SLGA websites. There will be a prominent link from the home page which will take you directly into your personal CDH page and from there you can click on the relevant information you need.



clubgolf - It's Just **Childsplay**

**CLUBGOLF
SPECIAL**

The future looks bright for Scottish golf as clubgolf – the national junior programme that takes golf to primary school children across the country – continues to help grow the game, exceeding its target of having 200 clubs involved by 2010.

Since its launch in 2004 as part of Scotland's successful Ryder Cup bid, clubgolf has introduced golf to more than 180,000 youngsters with 37,000 kids taking part in the programme last year. Our challenge now is to get more of these children staying in the game, developing their skills and joining their local golf club...

***We are introducing
a record number
of young people
to the game***

Converting children who have been introduced to the game in their primary school into becoming an active junior member of their local golf club is vital to the success of clubgolf over the next four years.

For any club still undecided on the benefits of running the clubgolf programme, the 2010 Junior Club of the Year, Orkney, is a perfect example of what can be achieved with a positive approach.

In just three years, Orkney has built up its junior membership from a handful of kids to 80, recruiting and training 12 active volunteer coaches, while securing the funding to build an indoor and outdoor coaching facility. Undeterred by its remoteness, the club is creating a video coaching link with the Scottish Golf Academy in the Highlands enabling juniors to get regular advice from a PGA professional, while a summer school has been set up with visits from other pros to the island to coach the children and mentor the volunteers.

"We are a small club but clubgolf has given us the belief that we are genuinely part of the golf scene in Scotland. The progress of our junior programme is great for the future membership of the club," said Janette Mackie, Orkney's Junior Administrator.

The clubgolf Junior Club of the Year Awards are open to all SGU and SLGA affiliated clubs in Scotland, offering a prize of £1,000 for the winners and a team in the Johnnie Walker Pro-Am at Gleneagles, with five runner-up prizes of £300 and a pair of tickets to the Barclays Scottish Open. To enter, please contact your clubgolf Regional Manager, details of which can be found on the clubgolf website.



What are we doing for golfers and golf clubs in Scotland?

Over in the west of the country, Lanarkshire club Palacerigg had seen its junior section dwindle from the mid-thirties to just seven. The clubhouse was not a welcoming environment for youngsters and the junior room had fallen into a state of disrepair.

The club decided that adopting the clubgolf programme was the most effective way to progress. Five volunteer coaches were recruited – two of them women to help attract girls – and a separate junior section was created.

Forty kids attended Palacerigg's come-and-try coaching session and within a week 30 of them had returned to sign up for junior membership. Soon the club's junior membership had risen to 42, with six of them

girls. The club accessed grants from North Lanarkshire Leisure to improve its junior facilities and actively encourage all their young members to use the clubhouse to bring back the social aspect of the game.

These examples are not unique. There is great work being done by clubs the length and breadth of Scotland, opening their doors to juniors, adopting a more junior friendly culture, improving practice facilities for aspiring youngsters and providing fun competitions for kids to take part in.

For more information on how you and your club can get involved, visit www.clubgolfscotland.com



"clubgolf has achieved much in a relatively short space of time and the new clubgolf strategy aims to build on this success. In the lead up to the Ryder Cup in 2014, our aim is to ensure clubgolf provides a long lasting legacy for golf in Scotland."

Alex Salmond, First Minister



This year, 51% of the SGU's income will be derived from subscription fees collected from affiliated golf clubs, equating to £1.4m being invested into our three core areas of growing the game, supporting clubs and developing talent.

Subscription fees are charged to each club based on a per capita charge per adult male member of £9, which is deemed to be the fairest method of collecting the funding. The fees are not charged directly to the individual golfer, but to the club itself, so the clubs with more members are paying more money.

So what are we doing with this money? Here's how our clubs' funding is invested to benefit golf clubs, golfers and the game as a whole in Scotland.

We are working hard to add value to being a member of a golf club.

Ross Duncan, Marketing & Sponsorship Manager



SUPPORTING CLUBS

The SGU's role in supporting clubs has changed significantly in recent years, growing the number of club services we provide from our traditional roles of course rating, handicapping and environment to advice on legislation, employment, health and safety, marketing, governance, child protection and education.

Andy Salmon, Scottish Golf Development Manager, explains how the SGU's role has changed:

"Much of our work in club services goes unseen by the average golf club member but we are really starting to see the true value of the work we do via the feedback we are getting from club managers and administrators," said Salmon.

"As the role of the golf club manager has changed dramatically over the last few years, we have evolved our support services to adapt to these changes, so we cover the wide range of tasks the club manager is now expected to do. He or she can't be an expert in so many different areas, such as marketing, HR or VAT advice, so we bring in experts from each field to help clubs with each individual area."

A series of Regional Seminars for clubs staged in November 2010 attracted a record attendance of 567 delegates – ranging from PGA professionals to club managers and committee members – from 227 different clubs.

Delegates from over 200 clubs attended last year's regional seminars

"The seminars are a vital source of information for club managers and illustrate the depth of support services provided by the SGU. I've also been impressed by the number of resource tools available on the website for clubs and committees, which are vital in the management of a modern day golf club," said Hamish Baillie, Club Manager, Peebles GC.

Club Services being provided by the SGU include: Handicapping, Course Rating, CDH, Child Protection, Scottish Golf Environment Group, Membership Marketing, Legislation, VAT, Research, Education, Best Practice, Golf Course Management, Health & Safety, Human Resources and Governance.

WORKING FOR MEMBERS

"One of our main goals is to keep developing the game in Scotland for the benefit of all golf club members. That might not be something that we can put in the hands of every golfer, but we want golfers to feel like they are contributing to the game, whether that be helping to unearth the next Colin Montgomerie or Catriona Matthew or getting more youngsters playing the game. I think every golfer in Scotland would like to see these things," says Ross Duncan, Marketing & Sponsorship Manager for the SGU.

"We are working hard to add value to being a member of a golf club. We introduced the Scottish Golf Card which gives a 50% discount on green fees at more than 140 courses, exclusively for members. We've negotiated great deals at some of Scotland's top courses, such as Muirfield, Kingsbarns and Royal Troon, to make access to these courses easier and more affordable."

"Through the SGU website, one of our priorities is more interaction with golfers and we've had some great competitions on-line with fantastic prizes, such as playing a round with Richie Ramsay, VIP hospitality at a European Tour event and we had members of Orkney Golf Club winning a team in the Johnnie Walker Championship pro-am, which was an unforgettable experience for them."



DEVELOPING TALENT

Nominations for the Scottish Golf Academy are open to all aspiring young golfers under the age of 15 (at 1 January 2011) with a handicap of 10 or less for boys and 20 or less for girls. For those selected from our Talent ID process, the Academy provides them with a comprehensive coaching and support programme to maximise their opportunity of succeeding at the highest level.

Individuals can either be nominated by their club, Area or County or players can self nominate. Youngsters showing the most potential and talent are selected for one of eight Regional Academies across Scotland.

"We have an open door policy for the Scottish Golf Academy and cast our net as wide as possible to find the best talent coming through. Every club in Scotland has the opportunity to put their best youngsters forward and we now have more than 120 boys and girls in the programme," points out Steve Paulding, Scottish Golf Performance Manager.

"You can see the positive impact on a club with a youngster doing well at regional or national level. They help raise the profile of the club, they give the members a boost and they can inspire the next group of juniors coming through."

Nominations can be made between March and June and the selection criteria can be found on the SGU and SLGA websites.

> THE VIEW FROM THE TOUR

SCOTT JAMIESON

Cathkin Braes golfer Scott Jamieson won the SGU Order of Merit title back in 2006 before representing Scotland in the World Amateur Team Championship alongside Richie Ramsay and George Murray in South Africa that year, with the Scots finishing in sixth place.

Scott played for Scotland at all levels of the amateur game, also helping his country to win the 2004 European Youth Team Championship, enjoying great support as part of the SGU's player pathway programme.

We caught up with Scott to find out how he has progressed since making the switch to the paid ranks.

Scott, you had a great season in 2010, tell us about your success?

SJ: Yes, having graduated from the EuroPro Tour last season having won their Order of Merit, I won a full card on the Challenge Tour where I competed for the whole of the 2010 season. I played consistently well particularly in the second half of the season and finished in fourteenth place in the rankings to secure my main European Tour Card for 2011.

Fantastic stuff. Was that an ambition of yours as an aspiring amateur golfer?

SJ: Very much so. I was part of the SGU Men's Elite Squad for a number of years and having enjoyed great support and had the opportunity to play in major amateur events all over the world, it gave me the hunger and desire to aim for the top of the game.

It must be encouraging to see some of your old amateur team-mates doing so well?

SJ: Definitely. I played a lot with George Murray as part of the Scotland team and for both of us to qualify for the European Tour in the same year is great. George has had a fantastic season, winning the Scottish Hydro Challenge and finishing eighth in the rankings. Richie Ramsay has been a great inspiration for both of us and having watched him graduate from the Challenge Tour gives you the belief that you can follow him.

There were no Scots in the Ryder Cup team at Celtic Manor but do you think we might see some in Chicago next year or Gleneagles in 2014?

SJ: I would like to think so. There's some great talent coming through in Scotland and it's wonderful to see guys like Martin Laird and Stephen Gallacher performing so well at



“ The SGU gave me the hunger and desire to aim for the top of the game... ”

the highest level and breaking into the upper reaches of the world rankings. Both had great amateur careers and have really kicked on. Richie had a superb finish in a WGC event which will give him the confidence and when you see so many younger guys like Eduardo Molinari and Ross Fisher in the team, then you know that if you work hard you have a chance.

How important is it for Scottish Golf to have good role models in the professional game?

SJ: It's vital. The more success we have then hopefully we can inspire the leading amateurs coming through that they can succeed and also inspire young kids coming into golf that it's a great game to play. We're fortunate to have several high profile Tour events in Scotland and I'm sure most golf fans want to come along and see the Scots doing well.

How important was the SGU's support in developing your career?

SJ: Massive. They really help prepare you across all levels, not only the coaching but things like fitness, diet, the mental side of the game, good preparation and also the travelling aspect, which is a huge part of what we do on the professional Tours. We're all very grateful for the support we get from club level through to Areas and the national squads.

Finally Scott, what are your ambitions for 2011?

SJ: Primarily to retain my Tour Card and finish as high up the rankings as possible. I want to win events and competing on the Challenge Tour for the last 18 months has given me great experience. There are so many guys making a successful transition from the Challenge Tour to the main Tour which gives me the confidence that I can do the same. I'd love to give the Scottish golf fans something to celebrate!

GAME FOR A FREE NIGHT'S STAY IN A 5 STAR HOTEL?

Talk about a stroke of luck! Enjoy two rounds of golf and not only will we put you up in a superior room at InterContinental Dubai Festival City, we'll include breakfast, all from the starting price of AED 1250++ (GBP 212++)*. Now that's what you call a win-win situation.

If you'd prefer, you can play a single round of golf and treat yourself or partner to a selected spa treatment at the luxurious SPA InterContinental. Either way, you can look forward to unrivalled hospitality, superb service, and an exceptional stay at the world-class InterContinental Dubai Festival City.

For bookings, please call the Hotel on +971 (4) 701 1110 or email reservations@ichdfc.ae. Please quote "Stay and Play" to the reservation agent when making your booking.

* Price based on current exchange rate and is subject to change. Rate is subject to +10% Municipality fees, +10% service charge. Offer valid for a limited period. Terms and conditions apply.

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A National Championship for All

The Belhaven Best Scottish Club Handicap Championship is one of the country's best loved events with the opportunity for golfers at all levels to take part. Find out how YOU can become a national champion...



When Belhaven Best, Scotland's number one selling ale brand, kicked off its sponsorship with the SGU back in 1999, they wanted to create a new national championship that everyone could take part in, whether your handicap was 2 or 22. The Belhaven Best Scottish Club Handicap Championship was launched that year, with more than 15,000 golfers from 140 different clubs taking part.

Eleven years on, it now attracts entries from 280 golf clubs across Scotland and an estimated 24,000 golfers, making it Scotland's biggest participation golf event, with the final being held in St Andrews.

The Grand Final is televised on the SGU's YouTube TV Channel and gives the ordinary golfer a unique opportunity to perform on the big stage, with first tee announcement, the pressure of the giant scoreboard and live scoring on our website, with fantastic prizes on offer.

Euan Mordaunt, the SGU's Championship Manager, says: "It's a fantastic event and we would encourage all clubs and golfers to take part in it. The Championship is free to enter and open to golfers of all ages from 18 upwards. It's a handicap based event meaning everyone has a chance to win.

"Our only requirement is that clubs stage their own qualifying competition, with the leading pair – or players with the two best nett scores on the day – winning through to one of our four Regional Finals."

How You Can Take Part

Local Qualifying – each SGU affiliated club is invited to host a local qualifying competition between April and July so ask your club secretary when your club's event is being held or check your Fixture List. Two players from each club will win a place in the Regional Finals.

Regional Qualifying – the SGU stages four Regional Finals in the north, south, east and west of the country every Friday in August. The top ten club pairings at each – based on nett betterball scores – qualify for the Grand Final.

2011 Schedule

Friday 5 August – North Regional Final
Friday 12 August – East Regional Final
Friday 19 August – South Regional Final
Friday 26 August – West Regional Final

Grand Final

Friday 30 September – The Torrance Course, Fairmont St Andrews

For more information on how you can take part, visit www.scottishgolf.org/go/events or call the SGU Events Team on **01334 466477**.



COMPETITION

WIN A SET OF TAYLORMADE BURNER 2.0 IRONS!

The SGU recently signed a new three-year sponsorship with TaylorMade adidas-Golf, official suppliers of clothing and equipment to the Scotland squad.

To celebrate our partnership, we are giving members of SGU affiliated golf clubs the opportunity to win a set of fantastic TaylorMade 2.0 Burner irons, with runners-up prizes of a dozen superb TM Penta golf balls.

How to Enter

Visit www.scottishgolf.org and click on the TaylorMade competition banner. Simply fill in your registration details and you will be entered into the free prize draw. See website for full terms and conditions.

Entries close on 11 April 2011.



Get the TaylorMade Custom Fit Experience

You can enjoy the complete custom fit experience at the new TaylorMade Performance Centre at Kingsfield Golf Centre, Linlithgow. With access to the Trackman system, indoor swing studio and professionally trained technicians, you can get the full range of TaylorMade products fitted to your personal specifications.

Appointments must be booked by an authorised TaylorMade stockist.





Golf Diary 2011

Scottish golf fans were treated to some superb events last year with Louis Oosthuizen's masterful display at The Open Championship and the Molinari brothers' double Italian job at the Barclays Scottish Open and Johnnie Walker Championships.

There's more to look forward to in 2011, with the usual feast of professional golf as well as the Walker Cup coming to Royal Aberdeen with the cream of GB&I amateurs taking on the might of the Americans.

The SGU will stage 14 national championships over the next 12 months, with events you can get involved in, whether it's supporting your own club's rising star or taking part yourself.

Here's just a flavour of what to look out for this year in Scotland.

April

- 11 – 16 Scottish Boys Championship, Dunbar
- 22 – 24 Helen Holm Scottish Ladies Open Championship, Troon

May

- 17 – 21 Scottish Ladies Amateur Championship, Machrihanish
- 27 – 29 Scottish Stroke Play Championship, Blairgowrie

June

- 16 – 19 Scottish Hydro Challenge, Spey Valley

July

- 7 – 10 Barclays Scottish Open, Loch Lomond
- 25 – 30 Scottish Amateur Championship, Western Gailes
- 28 – 31 Ricoh Women's British Open, Carnoustie

August

- 18 – 20 Aberdeen Asset Management Ladies Scottish Open, Archerfield Links
- 19 – 21 Cleveland Golf/Srixon Scottish Seniors Open, Torrance Course, Fairmont St Andrews
- 25 – 28 Johnnie Walker Championship, Gleneagles

September

- 10 – 11 Walker Cup Matches, Royal Aberdeen
- 30 Belhaven Best Scottish Club Handicap Championship, Torrance Course, Fairmont St Andrews

October

- 29 Sept – 2 Oct Dunhill Links Championship, Old Course, Carnoustie & Kingsbarns
- 9 clubgolf Junior Masters Final, Gleneagles, Queen's Course

Enjoy your Golf in 2011

Visit www.scottishgolf.org throughout the year for news, views and results from all events across Scotland as well as the chance to win hospitality and tickets exclusively for golf club members.