



THE SCOTTISH GOLF ACADEMY

THE PATHWAY TO SUCCESS FOR
SCOTLAND'S LEADING YOUNG GOLFERS



SCOTTISH GOLF
UNION



SCOTTISH LADIES'
GOLFING ASSOCIATION



The Academy is producing Scotland's next generation of golf stars with the support of mentors such as former Open Champion Paul Lawrie

WHAT IS THE SCOTTISH GOLF ACADEMY?

The Scottish Golf Academy is the national development programme for Scotland's talented young golfers.

Nurturing boys and girls from the age of 14 and upwards, the Academy provides young players with a comprehensive coaching and support programme tailored to the needs of the individual to maximise their opportunity of succeeding at the highest level.

Using some of the country's best facilities and PGA-trained coaches, the Scottish Golf Academy supports around 120 players each year from the Highlands to Dumfries & Galloway with the objective of developing Scotland's future generation of golfing stars.

Every young golfer with the potential and ambition to succeed at the highest level has the opportunity of gaining entry to the Scottish Golf Academy.

Want to find out more? Read on...

CASE STUDY #1

Since its launch in 2005, many Academy players have gone on to achieve success in the game with a number of national champions being produced. We spoke to **Ewan Scott** from St Andrews to find out how being part of the Academy has helped to develop his game and achieve success...



Name: Ewan Scott

Club: St Andrews

Date of Birth: 15.05.95

Current Handicap: +0.2

Handicap when started: 4.0

Biggest achievement: *Becoming the first Scot to win the English Boys U14s Stroke Play Championship in 2009*

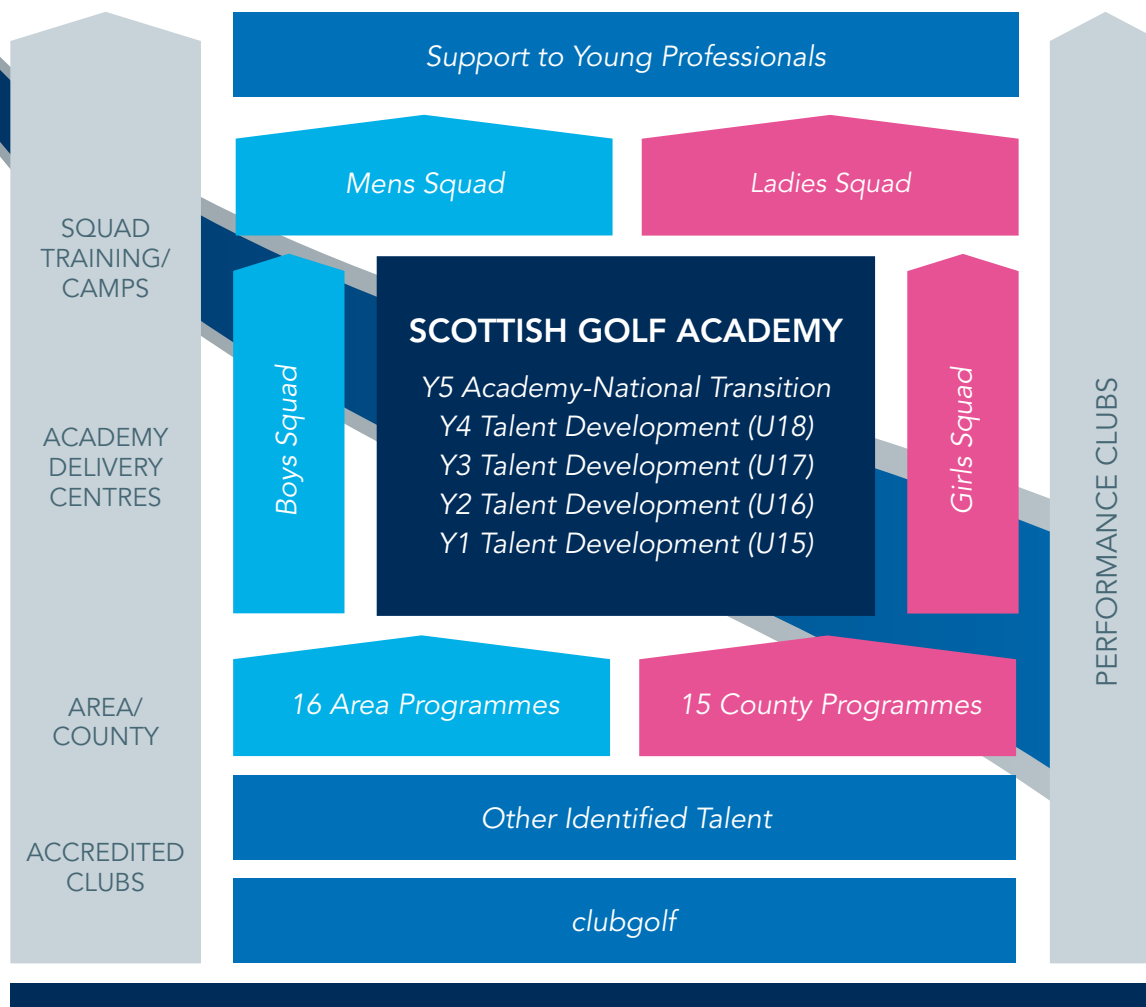
Future goals: *My ultimate dream is to play on the European Tour and win The Open Championship in St Andrews*

How has the Academy improved you as a golfer: *The coaching I receive has improved me technically and taught me more about course management and how to get round the golf course. We do lots of good work on the short game and I have sharpened up a lot around the greens. Through the strength and conditioning programme, I am better prepared physically and have added significant length to my game.*

What coaching and support have you received: *I receive 3 hours of group lessons once a month then a series of individual lessons to develop specific aspects of my game. I also get a gym programme to work on and we get lots of good advice from the coaches.*

What do you enjoy about being in the academy: *We have a lot of short game challenges which improve your short game but are also fun and competitive.*

SCOTTISH GOLF PATHWAY TO SUCCESS



The Scottish Golf Academy is integral to the overall Scottish Golf Player Pathway and delivers coaching and support using best practice methods and resources from coaching and development in the UK and throughout the world.

Our framework (see above) demonstrates that golfers showing exceptional potential at any age can be picked up and put within the framework.

CASE STUDY #2

We discussed the benefits of being a part of the Scotland National Ladies Squad with Nairn Dunbar's Kelsey Macdonald, 2010's Scottish Ladies Champion...



Name: Kelsey MacDonald

Club: Nairn Dunbar

D.O.B: 05.10.90

Handicap: + 3.0

Handicap when started: 2.2

Biggest achievement: Winning the Scottish Ladies Championship in 2010 at Craighelaw

Goals for the future: To win a women's Major and represent Europe in a winning Solheim Cup team

How has being part of the National Ladies Squad helped your game:
It has highlighted the commitment and hard work you need to put in to succeed at the highest level. It's not just about your swing, but how you approach a round of golf and prepare for a tournament.

What coaching and support have you received: My personal coach is Spencer Henderson who has been one of the Academy coaches for a number of years. As part of the National Squad I receive great support all year round, including a winter training camp in Spain with British Women's Open Champion Catriona Matthew.

What do you enjoy most about being in the National Ladies Squad:
It has opened up so many opportunities for me and has massively improved all aspects of my game. It's great to be part of a programme with so many good young players coming through in Scotland.

Best advice: Work as much as possible on your short game

OUR OBJECTIVES

Launched in 2005, the Scottish Golf Academy is now a fully integrated coaching and development programme for both boys and girls, managed by the Scottish Golf Union and Scottish Ladies' Golfing Association, with input and support from sportscotland, the Scottish Institute of Sport and the PGA.

Our primary objectives are to develop players and deliver their potential to:

- Succeed at World and European level as individuals or part of a Scotland Team at amateur level
- Gain selection to Great Britain & Ireland teams at Walker Cup and Curtis Cup level
- Make the successful transition to the leading professional Tours

Our aim is to ensure Scottish golfers continue to perform at the highest levels on the international stage, both as amateurs and onto the professional ranks.

Below: Michael Stewart and Ross Kellett have progressed through the pathway onto representation for GB&I



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WHO IS ELIGIBLE FOR THE SCOTTISH GOLF ACADEMY?

The Scottish Golf Academy is accessible to all junior golfers in Scotland who meet the Talent Identification criteria set out below:

- **Handicap Limit – 10 for boys; 20 for girls**
- **Under 15 years of age on January 1st 2011**
- **Good attitude to coaching and willingness to learn**
- **Good “on and off course” attitude**
- **Commitment to the Academy programme**
- **Desire to succeed at the highest level**
- **Potential to become a future Scotland International**

Players can nominate themselves on an individual basis or a club can put forward their best young players for selection. Nomination period is between March and July each year. Details can be found at www.scottishgolf.org or www.siga.co.uk with downloadable nomination forms available.

If you think you are good enough to succeed at the highest level or know someone else who is... please let us know!

TALENT IDENTIFICATION & SELECTION PROCESS

MARCH

Area's and Counties nominate players who fulfil criteria

APRIL – ONGOING

Self Nomination for players who fulfil the criteria but not currently in county or area programmes

MAY – ONGOING

SLGA and SGU performance groups identify players for progress to next stage and contact players with further information

ONGOING

Nominated players to be monitored by county and area officials, Selectors, Academy Coaches and National Coaches.

JULY

SLGA and SGU performance groups review feedback on players and identify players to progress to the next stage and contact players with further information.

AUGUST

Talent ID days (St Andrews)

SLGA and SGU performance groups review/consider all talent ID information on players and identify players to progress to the Academy and contact players with further information.

OCTOBER

Academy Induction Weekend

There are currently nine Academy Centres in Scotland



MEET THE SCOTTISH GOLF ACADEMY STAFF

The SGU and SLGA employ a number of highly experienced coaches whose role is to ensure Scottish Golf's developing talent receive the best coaching and support required to help them fulfil their potential.

Selecting some of the most qualified coaches in the country, the Scottish Golf Academy staff operate from bases throughout Scotland to work with young golfers in each Region.

Neil Marr, former coach to Paul Lawrie, is the Grampian Academy Coach, working with some of the best young talent in the North East including David Law, Philip McLean and Kris Nicol.

The Academy also employs Karen Young, the lead golf physiotherapist, who ensures that players' injuries receive the best treatment as well as working with the coaches to identify the most appropriate strength and conditioning programme for each player.

Neil and Karen give their views on what it takes to succeed and how the Academy can help each individual golfer...

Below: Grampian Academy Coach Neil Marr supervises the swing of an academy player



Q. What qualities do you expect to see from a player in the Academy?

N. A hard work ethic, commitment and the willingness to learn.

K. Determination, self motivation, confidence, belief and someone who doesn't shy away from problems.

Q. Working with players of different shapes and sizes, abilities and temperaments, how do you approach developing each player individually?

N. There's definitely no "one size fits all" solution for golfers, so I look at each player's game using the many resources the Academy offers, such as statistics, physio, psychology then identify strengths and weaknesses before we can create the right programme for the player.

K. We build on what they are currently doing and don't try to fit squares into round holes!

Q. If you could give one tip to golfers aspiring to join the Academy, what would it be?

N. Believe in yourself.

K. Don't hide from areas that need developed. Embrace challenges, learn and treat it as an opportunity to improve.

Q. What are the three most important things a golfer needs to make it to the highest level?

N. A great short game, confidence and self belief

K. Have a swing and putting stroke that can be reproduced consistently and doesn't change under pressure, believe you are the best and being able to cope with being on the road constantly both physically and mentally.

THE SCOTTISH GOLF ACADEMY PROGRAMME

The Scottish Golf Academy supports young players over a period of five years with the annual programmes outlined below:

YEARS 1 & 2

Talent Confirmation Stage: Players are given 60 hours of coaching. The majority of this is in a group setting but some individual coaching sessions are given. The focus is to ensure all the fundamental technical elements and an underlying knowledge of the wider aspects impacting on performance are in place.

YEARS 3 & 4

Talent development Stage: Coaching hours of between 30 – 60 hours are provided with an increased focus on individual aspects required to improve overall golfing performance.

YEAR 5

National Transition: where a player is still U18 and/or the national coaches believe they are capable of making the transition to a National Squad, a further year of individualised specific coaching and support is provided.

Developing talent and fulfilling potential are the Scottish Golf Academy's key aims.

To achieve this, a wide range of support services, benefits and educational tools are given to each player particularly within their first 2 years in the programme, allowing the player to get a full understanding of what is required and the broad scope of resources available to them.



The Academy programme goes far wider than simply developing the player's swing, as illustrated by the areas we cover below:

INDUCTION

Academy induction camp at Inverclyde.

COACHING

A combination of individual and group coaching including video analysis, goal setting, long and short game, on course sessions, practice routines, skills challenges and course management.

EDUCATION

Series of educational workshops on nutrition and hydration, psychology, strength and condition for both Academy students and their parents.

COMPETITION

An U16s Winter Series to maintain competitive edge through the off season with an Order of Merit for boys and girls. Leading boys promoted to the U18s SGU Junior Tour (April – June).

EQUIPMENT

Club fitting for individuals to ensure that playing equipment has the correct specifications for each player's needs.

PERFORMANCE ANALYSIS

Access to Golf Data Lab, a comprehensive and market leading golf statistics programme which helps players and coaches analyse strengths and weaknesses.

REVIEW AND MONITORING

Each player will receive a series of tests to monitor long game, short game and putting as well as their physical attributes. These tests will act as a benchmark for technical performance and physical conditioning against which the Academy team can measure improvement. All programme selection, player retention and removal decisions will be based on the results of these tests, along with performance potential and attitude.

RESULTS FOR RAMSAY

Richie Ramsay is one of the most successful products of the national development programme in recent years, enjoying an illustrious amateur career including victory in the US Amateur Championship before going onto become a winner on the European Tour...



After two successful seasons on the Challenge Tour, winning twice, he graduated to the European Tour in 2009 and won the South African Open in his second full season.

Richie, who came through the ranks at Royal Aberdeen and played at all age group levels as an amateur for Scotland, passes on his advice for young golfers with ambitions to follow in his footsteps.

How important was the support as part of the Men's National Squad as a developing amateur?

Being part of the national training programme was essential in helping me develop the right skills to be successful. It taught me the importance of making changes for my long term benefit, which has paid off now that I'm on the European Tour.

What are the key things young golfers should be working on at this stage of their career?

For me, the two most important elements for success are having a great short game and a mental approach to match.

How important are the "off course" preparations for your game, such as fitness, diet and psychology?

You have to treat golf as more like a job as things off the golf course have a direct impact on your game. Going to the gym, resting and preparation are all looked at in greater detail now to help aid your overall performance, so young golfers need to focus on these aspects too.

What is life on Tour like?

I have to say it's great although there are a few downsides such as the travelling, going through bad patches of form, being away from home. You also have to work hard on dealing with media and making sure you look after your sponsors, which is very important.

What improvements have you had to make to go from successful amateur to Tour professional?

Every part of my game has improved. My mental approach is much better and I believe in myself more. My putting is slowly getting to where I want it to be and that's vitally important to succeeding on Tour.

Which of your many achievements are you most proud of?

Winning the US Amateur and the South African Open. The latter was different as you are almost starting again in the pro ranks and realising a dream that I had as a youngster validates all the hard work I've put in over the last ten years. There is no better feeling than winning.

Finally, what kind of sacrifices have you had to make to get to where you are?

Sacrifices are part and parcel of golf. Missing nights out with friends and spending so much time away is very hard. I have been lucky that family, friends and my girlfriend understand my determination to succeed. Being independent and organised seems to combat some of these.

FREQUENTLY ASKED QUESTIONS

Below are some common questions we are often asked about the Academy...

I am really interested in applying for the Academy but would like to stay with my current coach. Can this work?

Yes, most definitely. You will receive all aspects of the support that come with being in the Academy other than the coaching and we will work with your existing coach where support is needed.

I am a coach and don't want to lose a player that I've worked with for a number of years. How can we continue to work together but also give my player the other elements of Academy support?

Again, we don't want to take a player away from the coach they have been developed with.

The Academy programme will ensure your player receives all other elements of our support, such as physiotherapy, strength and conditioning, nutrition and psychology.

How much does the Academy cost?

The annual programme costs £140 per player, which includes all areas of support.

I have not been selected for the Academy or have decided against joining. Will this affect my chances of being selected for Scottish Squads?

No, the Scotland squads at each age group level are picked on merit of performances, irrespective of whether a player is in the Academy or not.



How does a junior convenor or club secretary nominate a player for Academy selection?

Initially, you should check the SGU or SLGA website to see whether the player(s) you have in mind meets the selection criteria. If the answer is yes, then you can download the nomination form on each of the websites and complete the players' details.

The player will then be contacted and advised of the next steps. If you are still unsure, please contact Steve Paulding, Scottish Golf Performance Manager or Lucy Lewellyn, Performance Administrator on 01334 466477.

Where does the Academy coaching take place?

We operate the Academy in 8 different regions across Scotland (see page 2) using some of the country's best practice facilities in the winter. We are also working with our partners at webgolfocoach to offer on-line coaching so that golfers in the more remote areas can access our support.

I am a young golfer aiming to get into the Academy programme but my handicap is not low enough. What should I do?

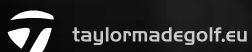
We would advise all young golfers to work as hard as possible on all aspects of their games and suggest you visit your local PGA professional to arrange some lessons so that he/she can help develop your game. Set a goal of reducing your handicap to the level required and listen to the advice given by your pro.

Even though nominations are now closed for this year's Academy intake can I nominate now for next year or do I have to wait until March?

Nominations should be made between March and July, however any nominations received before then will be kept on file

RENTA 73

NUMBER ONE
DRIVER IN GOLF.



18
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Hard work pays dividends.

Finding a winning team and delivering successful performance takes dedication, technique and attention to detail.

That's why at Aberdeen Asset Management we're delighted to sponsor the Scottish Golf Union because professional endeavour, resilience and character can truly pay dividends.

Our investment process is based on first-hand research in local markets and rigorous due diligence of the companies in which we invest. Today we manage around £160 billion for institutional and private investors all around the world. Due diligence reduces unwanted surprises and lays the groundwork for sustainable long-term performance.

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