

Areas & Counties Newsletter



Dear Secretary or Committee member

Welcome to the latest edition of our monthly newsletter, keeping you and others fully up-to-date with our latest activities here at Scottish Golf as the busy summer season progresses.

As we seek to further build our engagement with you, we have added a number of new recipients to the newsletter distribution list, however if there are further representatives within your Area and County who wish to receive this, please contact us with their name and e-mail address.

CONSULTATION ON SCOTTISH GOLF'S DRAFT STRATEGY: MEETING – THURSDAY, 10 AUGUST



As we stated in our last e-newsletter in June, the next stage of our draft strategy consultation is a follow up meeting with all Areas & Counties. This process, as you have been made aware, started in December 2016 and January 2017 when I met with all the Areas & Counties along with our Chair, Eleanor Cannon, and Corporate Services Director, Karin Sharp. This was followed by our AGM in March in St Andrews with the draft strategy session and, more recently, with the nine regional club forums we have held across Scotland.

Via the forums, we have reached out to as many golf clubs as possible to gain club views and hear of local issues aired as part of the formulation of our strategic plans for the future of Scottish Golf. The next stage is a follow up meeting with Areas & Counties and any club representatives who were unable to make any of the nine dates in June.

I am delighted to invite you all to this session which will be held at the **Stirling Management Centre on the University of Stirling campus on Thursday 10 August, starting at 7.00pm**. During this session, we will be able to recap the current status of the draft strategy consultation, further detail around our plans and also consider any further issues that require to be addressed. I look forward to meeting you all again at this session, for what should be a very positive and robust discussion with you all. This meeting is open to all Area and County representatives, as well as committee representatives from all affiliated clubs. We would be grateful if you could confirm your attendance at this meeting via the registration form linked below.

[> Register for the meeting on Thursday 10 August.](#)

In the meantime, a copy of the Draft Strategy for Consultation presentation remains available to view on our website, also summarised in a short video from myself, with the opportunity to provide feedback via the online form.

[> View Scottish Golf's Draft Strategy and Feedback Form](#)

BOOST FOR GIRLS' GOLF AT DUNDONALD

On the eve of this week's Aberdeen Asset Management Ladies Scottish Open at Dundonald Links, we were delighted to receive a cheque of US\$5,000 from the Ladies European Tour to boost girls' golf in this country.

We will use this money to continue to support our #ThisGirlGolfs and Get into Golf programmes with the aim of encouraging more females across all ages into the sport. We will be having a focus on this area of the game in our forthcoming new strategy for Scottish Golf. A Scottish Golf National team group also enjoyed a special behind-the-scenes tour and met Ladies European Tour professional Nicole Garcia, who gave them valuable advice on preparation and routines during and before tournaments. They also met the defending champion Isabelle Boineau and were able to join a press conference with the two-time tournament winner Catriona Matthew.



Thanks to Aberdeen Asset Management and the Scottish Government, five youngsters were also invited to take part in the event's Pro-Am on Wednesday, experiencing the thrill of playing alongside former world number one Lydia Ko and Scottish star Kelsey Macdonald, and learning from the world's best players in a professional environment. Further opportunities are being made available at next week's Ricoh Women's British Open at Kingsbarns to help inspire more young female golfers, and with the countdown to the 2019 Solheim Cup at Gleneagles beginning in earnest next month, this is an exciting time to be involved in the women's game in Scotland, upon which we hope to build on to grow numbers participating in the game.

SCOTTISH BOYS & GIRLS CHAMPIONSHIP

This year saw the first staging together of the Scottish Boys' & Girls' Championships, events which saw some of the country's top young players compete. Scotsraig and Drumoig co-hosted the inaugural Championships with players and spectators treated to some excellent golf throughout the week-long event.

Aged only 13, Hannah Darling (Broomieknowe) became the youngest ever winner of the Scottish Girls' Amateur Championship holding off a rousing comeback from Jillian Farrell while there was an equally tense battle in the Boy's Final with Greg Dalziel (Airdrie) holding off Australian based Scot Josh Greer to take the title. Feedback for the new look event has been very positive thus far with both players enjoying the change of competing in a mixed setting and parents benefiting logistically from both running concurrently.

[> View more information](#)

CLUB CASE STUDY: ABOYNE BENEFIT FROM MARKETING SUPPORT

It is always encouraging to hear the great work clubs are doing in their local community and this month's case study certainly testament to that. Having attended one of our recent marketing seminars in the North East, we discovered a fantastic initiative undertaken by Aboyne Golf Club, partnering with graphic communication students at Aboyne Academy to embark on an exciting brand development project. Read our case study below to find out about their successful work.

[> View Aboyne Case Study](#)

CRIEFF STAGES REVIVE ACTIVE WOMEN'S MEDAL FINAL



We were delighted with the recent staging of the Revive Active Scottish Women's Regional Medal Finals at Crieff, an event sponsored by the Irish-based health food supplements brand for the first time.

Having come through qualifying from four Regional Finals, staving off competition from around 300 players, a field of 24 golfers in both bronze and silver divisions from across Scotland gathered in the glorious Perthshire countryside. A birdie at the final hole gave Leven's Dianne Watson victory in the Finals (Silver Division), with Turriff's Lesley Stuart picking up the title in the Bronze Division for what is the country's biggest handicap event

for women.

Competitor feedback throughout the regional finals and finals was very positive and we look forward to growing the profile of this event further through our three-year partnership with Revive Active. All Scottish golf club members can now access a 20% discount on Revive Active Products by using the S20 code at www.reviveactive.com

FORTHCOMING EVENTS & CHAMPIONSHIPS

- 30 July: [Mackie Bowl, Gullane Ladies GC](#)
- 31 July – 5 August: [Scottish Men's Amateur Championship, Prestwick & Prestwick St Nicholas](#)
- 8 August: [Belhaven Captains & Secretaries Championship Qualifier, Peebles](#)
- 12 – 13 August: [Amateur Champion Gold Medal, Leven](#)
- 13 – 14 August: [Loretto School Scottish Boys & Girls Under-14s Championship, Craig GS](#)
- 15 – 20 August: [Boys Amateur Championship, Nairn & Nairn Dunbar](#)
- 17 August: [Belhaven Captains & Secretaries Championship Qualifier, Dunblane New](#)
- 19 – 20 August: [North East Open, Newmachar](#)
- 26 – 27 August: [North of Scotland Open, Royal Dornoch](#)

We also have 4 regional finals of the [Scottish Club Handicap Championship](#) throughout August and early September, being staged at Paisley, Powfoot, Portlethen and Fortrose & Rosemarkie, with the final being held at the Fairmont St Andrews. Please encourage your clubs to take part.

May I take this opportunity to say a huge thanks to the host clubs for providing their courses for these events and to the many volunteers up and down the country who contribute so much to the staging of these events at national, area and county level

I hope our latest e-newsletter has been of interest and, on behalf of Scottish Golf, thank you for your continued support. I look forward to seeing many of you on 10 August in Stirling.

Best wishes,

Blane Dodds, Chief Executive