



SCOTTISH GOLF™

Leading our game to a brighter future

Scottish Golf is committed to growing the game for all.

We want to support stronger, healthier clubs; create opportunities for more boys and girls to play; to provide a strong foundation for our most talented players to fulfil their potential on the world stage and ensure club members are offered the best possible golfing experience.

Our new four-year strategic plan is designed to deliver a platform for growth to our clubs, develop our players through enhanced coaching provision, and put our Areas and Counties at the heart of an exciting future of our game.

To achieve this, we need your support. Here, we outline the wider benefits of our proposals to all who are integral in making our game great.

BENEFITS AT-A-GLANCE



CLUBS

A new CRM system that will:

- Improve membership management and customer experience
- Improve marketing and communication and increase commercial opportunities
- Software and licensing savings
- Develop a pipeline of potential new members
- Facilitate an integrated national tee-time booking platform



AREAS & COUNTIES

The beating heart of the game:

- Increased coaching grants to support talent development
- Development Fund to improve facilities for coaching and practice to be invested in clubs
- Greater support via dedicated Development Officers and Business Planning
- Marketing, Communications and Commercial toolkit to improve engagement
- Raise the profile and quality of team championships via investment



CLUB MEMBERS

Provide a memorable golfing experience with:

- FREE £1m personal liability insurance cover with every membership
- Members' mobile App to make tee-time booking easier
- Exclusive green fees offers to other great courses across the country
- Money-can't-buy sponsor and partner promotions, events and experiences
- National members' competition open to golfers of all abilities



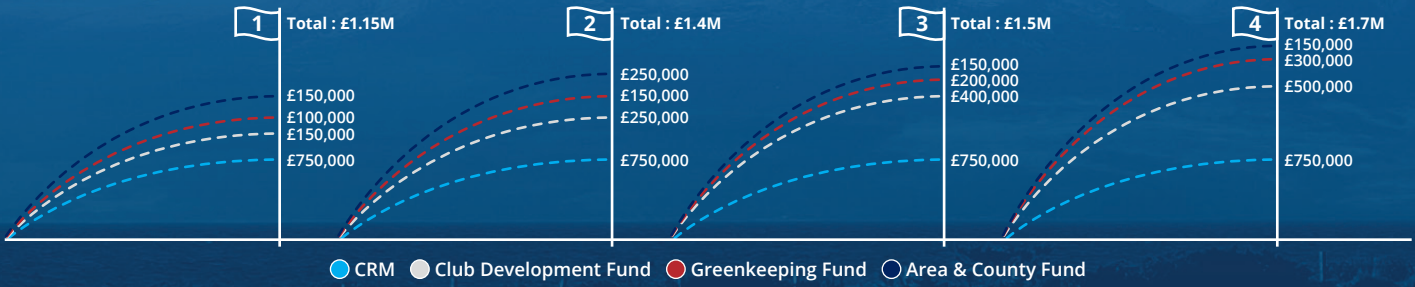
RESOURCES

Utilise the collective power of our 587 affiliated clubs to:

- Create a Club Buying Group to ensure more cost-effective procurement processes
- Create a Club Development and National Greenkeeping Fund to access equipment, training and support
- Improve online education tools to future-proof your business
- Enhance club services support from grassroots, education, handicapping and course rating

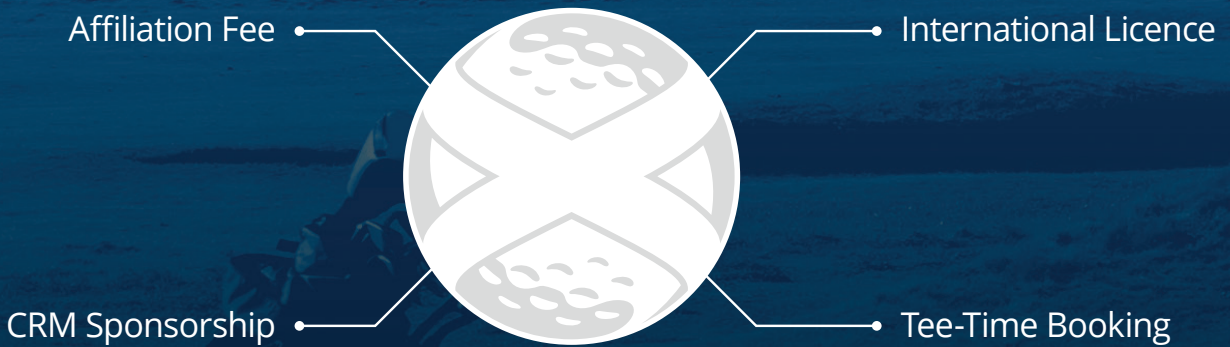
SUPPORTING OUR MEMBERSHIP

If we increase our income this is how we will invest:



GROWTH AREAS

Revenue Sources:



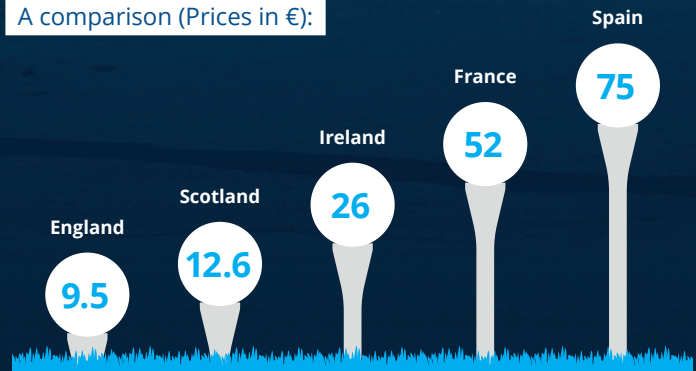
OTHER GOVERNING BODIES

A comparison:



OTHER GOLF BODIES

A comparison (Prices in €):



At the equivalent of €12.65, Scottish golfers pay the second-lowest membership fee in Europe

FOR THE EQUIVALENT OF AN EXTRA



VOTE YES



FOR A BRIGHTER FUTURE

Special General Meeting:

Saturday, 2nd December 2017 Stirling Court Hotel, University of Stirling, Airthrey Road, Stirling FK9 4LA