# Minutes Board Meeting EGCOA
# May 16th 2013 11.00 hrs.
# The International Amsterdam

Minutes EGCOA Board Meeting May 16th 2013
11.00 hrs.

Alexander Baron Spoercken
Marcel Welling
Paul Armitage
James Cameron
Petr Svrcek
Lodewijk Klootwijk
John King

1. **Opening**
   AS opens the meeting and welcomes everybody

2. **Incoming/Outgoing messages**
   Ingrid Linne of Elise Farm Golf Club has stepped down as President of the Swedish Owners Association. Ingrid has done a very good job both for the Swedish Owners as for the EGCOA. She took a lot of effort to be part of the EGCOA and give her input. The board thanks Ingrid for her important contribution to the club.
   Joakim Sabel Owner of Svenka Top Tee has now taken over the role.

3. **Minutes last board meeting November 21st Cannes 2012** 3-4
   Minutes accepted.

4. **Development per country**

**France GEGF – Paul Armitage**

**Development of Rounds Q1 2013**
Green Fees -16%
**Player Participation figures 2012**
Growth in France was 0.6% in number of players. Despite continuing open days, Federation publicity campaigns the first quarter saw a 2% decrease in the same period in number of FFG licensed players. 2013 looking likely for negative growth.
**Current Market trends**
less beginners trying the game this year – very much linked to two elements – climate and economic continued downturn, France officially announced as in recession.
**Plans of the GEGF for 2013**
Real estate tax, many meetings with government officials. Negotiating with Unions on containing salaries. Lobbying for new course members and why not new networks such as golfy and opus.

**UK (UKGCOA) – James Cameron**

**Development of rounds Q1 2013**
2012 was a very difficult year with a combination of poor weather and three major sporting events (European Championships, Olympic and Paralympic Games). Rounds in the proprietary sector down 31.9% in Q1 2013.

**Player participation figures 2012**
Participation levels in Great Britain has dropped to its lowest level in the past decade, at just over 3.5 million individuals who have used a full-length golf course in the last 12 months, a decrease of more than 400,000 from 2011.

**Market trends**
Increase in Female memberships, growing at **2.8%**. Golfers are looking for cheaper ways of continuing with their sport. Number of annual memberships at UKGCOA venues has suffered a year on year decline of 11% and a 15% decline since 2010.
**Plans for the UKGCOA for 2013**
GolfBIC, (dates set 9 – 10 March 2014) Membership Packs, Membership Recruitment: Regional Meetings (1248 clubs) PGA & BIGGA, Taxation, Corporate Partners Day – 8 October 2013, Website/Newsletter/Video, National golf month.

**Netherlands (NVG) – Lodewijk Klootwijk**

**Development of Rounds Q1.2013**
On average 30% down from 2012
**Current Market trends**
Challenge in the Dutch market: Retaining new golfers once they have started.
**Plans of NVG for 2013**
NVG in partnership with university in Netherlands and UK to develop a research project entitled vision 2020 focusing on the understanding the characteristics of the market & the consumer analysing who, what where and most importantly why they play golf. Continue Golf Passport programme: Aim in the future to work together with the Dutch federation and improve relations

**Germany (BVGA) - Alexander Baron Spoercken**

**Development of Rounds – Average 18 hole course**

| | BVGA | DGV |
|---|---|---|
| Number of rounds played | 30.500 | 18.585 |
| Revenues | 1.346.524 € | 942.209 € |
| Costs | 1.160.823 € | 828.853 € |
| EBITDA | 185.701 € | 113.356 € |
| Course usage | 54 % | non-existent |

**Player Growth 2013**
Germany: 2.6% an increase from 2012 of 1.7%
Austria: 0.9% an increase from 2012 of 0.7%
Switzerland: 3.8% an increase from 2012 of 3.6%
**Current Market trends**
Loss in golfers up to the age of 18 and between 36 & 50. Golfers 50 years + net growth.
**Plans of BVGA for the future**

**Focus on Economy:** Intercompany comparative surveys and experience groups, Addressing banks and investors from Eastern Europe and the Arab world

**Focus on Energy & the environment:** Energy analysis, Joint energy purchase, Strategic industry partners (eg. BayWa)
**Growth:** Professionally trained sales and event management team, Strategic partnerships (eg. Miles & More with 22 million customers)
**Lobbying:** Establishment of a Task Force, Interest groups (eg. plant protection, VAT, insurance), Activities on a national and international level, Increased media coverage to improve image.

**Czech Republic (AMGH) – Petr Svrcek**

**Development of Rounds Q1 2013**
2012 – 0.8 mil round played
Number of registered golfers did not show growth like previous years, single digit
Avg. nr of round played per GC came to 8,7 thousand p.a., low compared to EU avg
Average nr of rounds played per active golfer was 22 p.a.
**Current Market trends**
Summary – overcapacity, low nr of active golfers per capita ( 0,35 % !!!)
**Plans of AMGH for 2013**
Project recreational golf player status: Very targeted professional (leo burnet) creative marketing campaign to overcome the existing "high-society-only-sport" hesitation to start golf.
Commercialization of AMGH creating own e-commerce to counter-fight 3rd party tee time resellers
ID plastic card (hopefully by all EGCOA members accepted :-) . Co-brand acquisition campaign jointly with National Golf Federation. Attempt to wake up registered but not playing members of NGF
CRM of historically collected non golfers in campaign Play golf , change life ….. 20 000 clients who have expressed their will to play ….

**Finland (SKGY) – Ville Nurmi**

**Development of Rounds Q1 2013**
Last year was really rainy, but rounds went down only by a percent. Expectations are not great due to difficulties in Finnish economy. Best year ever in Finland 2009, was in the middle of financial crisis, so it is hard to predict.
**Participation**
Participation has levelled, growth is below 1 % few thousand starting and almost same amount quitting Equity share/membership market is down and prices are really low. Everyone wants pay and play, but are not ready to pay reasonable greens fees. Discounting and 3rd party providers dominate market. All new development happens in resorts, mostly in skiing resort´s, but also at eastern border, where they are hoping that Russians will start playing golf.
**Plans of SKGY for 2013**
Active road shows to attract new members. Some gained already.
Services to players are really important to hopefully raise membership prices.

**Spain (SGCOA) - Antonio Garrido**

**Development of Rounds Q1 2013**
2012 = 8.413.970 rounds
Q1 2013 = 2.524.191 rounds
**Player Participation figures 2012**

2012: -1.8% player participation
2013 Q1: - 8.5%
This figure explains the current situation of the economic crisis that affects all areas of Spanish society and in the world of Spanish golf is especially important since 2010.

**Current Market trends**

Golf course with national (local players) struggling financially. Golf courses with foreign players will increase in activity. Water and property taxation major issue. New investment in both the existing golf courses and the new developments will have to come from European, and foreign investors getting advantages of the big Spanish recession. Great chance of increasing the industry if Madrid gets the designation for the 2.020 Olympic Games

**Plans of SGCOA for 2013**

Vat, Water, Property tax, to support the implementation of the Stars System Classification, developed by the BVGA, to create the Iberoamerican Golf Course Owners Association, Increase the institutional relations with the Spanish Golf Federation, the regional federations, the PGA of Spain, representatives of the managers of golf courses in Spain.

**Norway (FSG) – Scilla**

**Development of Rounds Q1 2013**

Estimate that we have approximately 1 million rounds from about 170 clubs where 60 is 18 holes, 89 is 9 holes and the rest are less than 9. In 2012 4 clubs were shut down permanently. Estimated 125.000 rounds played indoors on simulators form October to April which is around 15 % of all play.

**Current Market trends**

The trends in the golf industry is unfortunately that there is less play on the courses, weaker economy in the clubs and harder to recruit new players. The official numbers form the Norwegian Golf Federation is that we have 110.000 registered members in the golf clubs, but this includes those with multiple memberships. This 3.5 % less than the year before. We see that the senior people play more, but for the younger people

**Plans of FSG for 2013**

Focus on recruiting players and adapt a concept that fits the future market. Membership flexibility and new membership options is necessary to meet the future market, and this will be a major focus for us in 2013.

5. **Report on Actions and developments EGCOA 2013**

   **EGCOA Growth**

   EGCOA now has over 950 golf facilities with a total of 13 National Associations. Membership expected to reach 1000 by end of 2013 a huge milestone! The EGCOA represents 50**%** of the commercial golf courses on the continent. New Belgian Golf Course Operators association (BGCOA) to be launched 13 new member courses. Visit www.bgcoa.be. May 30st foundation meeting, October 2013 request for membership EGCOA. First member course established in Romania.

   **Press Conference Hamburg**

   Press conference held in Hamburg to announce the presidency of Alexander Baron Spoercken to the German press. 15 journalist attended. The result was excellent press coverage throughout the German golf and general media.

**On-going Projects**

**Grow the game of golf** - Jaime Acosta managing the Grow the Game of Golf Project
Aim to engage partners in project, driving new interest, traffic to the website. Open vote: grow the game project of the year.

**EGA Golf Course Committee**
The EGA GCC: exhibit EP in BXL big success Appr. 100 attendees. EGCOA Expanded network and involved golf industry. Photos taken with the Solheim Cup and Ryder Cup & Economic messages. Proposed name change for the EGA GCC. Video now online – great exposure for EGCOA click here what is golf website launched by the committee. To visit click here

**Golf Stand Project: occupational standards for golf pro's**
EGCOA actively involved in the Golf Stand Project. The results published and Downloadable here. Presentation during Heads of Education: conclusion was that PGA's should Listen to employers = owners.

**Economic Impact on the Economy of Europe 15.1 Billion**
The report produced by Sports Marketing Suveys Inc. (SMS INC.) PGA of GB&I, EGCOA, EGA, and European Tour, etc. highlights the importance of the golf Industry across the continent. To download click this link

**European Property Taxes on Golf Research**
The EGCOA is actively searching for a research student to untake a study into the levels and categories of property tax charged to golf facilities across Europe in particular those in the EGCOA market. The objective of the study will to provide a clear view of the situation in Europe and to provide a strong case as why golf facilities should have favourable rates in relation to property taxation.

6. **VISION 20/20**
VISION 20/20 well received and accepted by all. Paul Armitage suggests the EGCOA take the role of providing education (university) days with National associations for owners throughout the year to further bind our membership and educate the EGCOA owners.
**Action:** EGCOA to develop plan of action for VISION 20/20 including financials. Intern to be assigned to asset in the project.

7. **Conference 2013**
Viewed venues in Sweden (Stockholm, Malmo), Amsterdam, and Lisbon. Lisbon favourite due to cost, weather, prime location. Dates set 23-25 October. Multi Course Owners Meeting extended into two day event with opening dinner on Tuesday 22$^{nd}$ October, programme development committee Stephen Lewis and Paul Armitage. Great feedback 2012 Cannes Conference, content rated the best to date. Good recommendations received regarding number of speakers and date of the conference. Small loss made on the 2012 conference.
**Action:** Working group of John King, Paul Armitage and James Cameron set up to develop conference and sponsorship.

8. **The EGCOA Card**
Interest shown in Denmark, Germany and Czech Republic of Dutch model of the Golf passport.

EGCOA in discussion with the NVG Dutch Owners Association to translate and export the concept to EGCOA nationals. Agreed that best approach is on an individual national basis.

**9. Partnerships EGCOA**

Contracts with ClubCar and Toro renewed for 2&3 year terms. New outdoor furnishings partners Alexander Rose (UK). In discussion with Syngenta to expand partnership in line with promoting the golf environment organisation to the EGCOA membership and the values of sustainability. Focus on building partnership with organisations that can provide content and education for EGCOA membership.

**10. VAT development**

Submission sent to the EU outlining the importance of the golf industry & the direct impact VAT rates have influencing the development of the game. BVGA and UKGCOA also have submitted a letter. VAT central created on the EGCOA website and via email
Renewed interest from the UKGCOA. Strategy forward: find friends with same issue.

**11. Third Party: EGCOA Standard**

EGCOA Third party tee time resellers best practices very well received. The document has been sent to all national associations to give their input by the 15th June. Once agreed upon it will be translated by each national association and distributed to members.

**12. Plans EGCOA 2013**

Update given on the development of the plans for 2013.

**13. From the treasurer**

**a. Membership fees EGCOA 2013**

i. EGCOA Office to revise proposed model and develop alternative structure to be presented to the board in September. Working group to be installed to advise the board on this topic. Current fee structure of 110 per course remains in place for 2013 fees. **Action Office EGCOA.**

**b. EGCOA 2013 Budget & 2012 estimate**

i. Estimate 2013 discussed.

**14. Board: elections proposals**

New member of the Board open for the UK – James Cameron to propose to UKGCOA board a suitable candidate.

**15. Various business**

Marcel Welling short presentation on the development of the International.

**16. Close, date and venue next meeting**

AS Thanks Marcel for his kindly hosting the board meeting and thanks all for their input and participation.

Next meeting: September 12th 2013 – Paris, Golf d'Apremont.