



ASIANGOLF
INDUSTRY FEDERATION

STRATEGIC PLAN

2020 / 2021

VISION

To be the leading organisation that unites the golf club and sports turf industry and grows the game across Asia.

PURPOSE

To provide world-class resources, information and education that assists our members with their businesses and careers in Asia.

GOALS

More Members, More Education, More Events, and ensuring sustainability is at the core of what we do.

FOREWORD

The Asian Golf Industry Federation (AGIF) is committed to its five pillars of success, which will be central to all activity it undertakes going forward.

Our membership base reaches all aspects of golf and sports turf management, from golf courses to golf supply companies. No other organisation in Asia has this membership profile.

I am proud to have been part of the AGIF since its inception. Although some of us may work in competition, we also recognise that working together is for the greater good of the industry that provides many of us with our livelihood. I am particularly proud of working together to put in place the certified education systems we now have.

This strong base gives the AGIF the ability to deliver world-class education, industry events, resources, job opportunities, and promote a qualified voice to national golf and turf associations. I encourage you, even in these difficult times, to join us to strengthen the industry.



Richard Walne
AGIF President

BOARD OF DIRECTORS 2020-2021



Richard Walne
PRESIDENT



David Townend
VICE PRESIDENT



Chris Gray
SECRETARY



Andrew Johnston
TREASURER

BOARD MEMBERS



Adam Calver



Bruce Williams



Henrik Friis



James Shippey



John Holmes



Karen Proctor



Owen Hester



Sean Thornberry

MANAGEMENT TEAM



Eric Lynge
CHIEF EXECUTIVE OFFICER



Gwen Ng
EVENTS & MEMBERSHIP MANAGER



Spencer Robinson
CHIEF COMMUNICATIONS OFFICER

COMMITTEES



Management

Richard Walne (Chair)
David Townend
Andrew Johnston
Chris Gray



Membership

Owen Hester (Chair)
David Townend
Henrik Friis
Eric Lynge
Gwen Ng



Turfgrass Education

Henrik Friis (Chair)
Richard Walne
Chris Gray
Bruce Williams
John Holmes
Eric Lynge



Club Education

David Townend (Chair)
Sean Thornberry
James Shippey
Eric Lynge



PR & Communications

Adam Calver (Chair)
James Shippey
Karen Proctor
Eric Lynge
Spencer Robinson
Gwen Ng

OUR MAJOR GOALS

Asia's Golf Industry
Resource & Job Centre



Asia's Leading Provider of
Club Management Education



Asia's Partner for Global Golf &
Sports Turf Industry Organisations



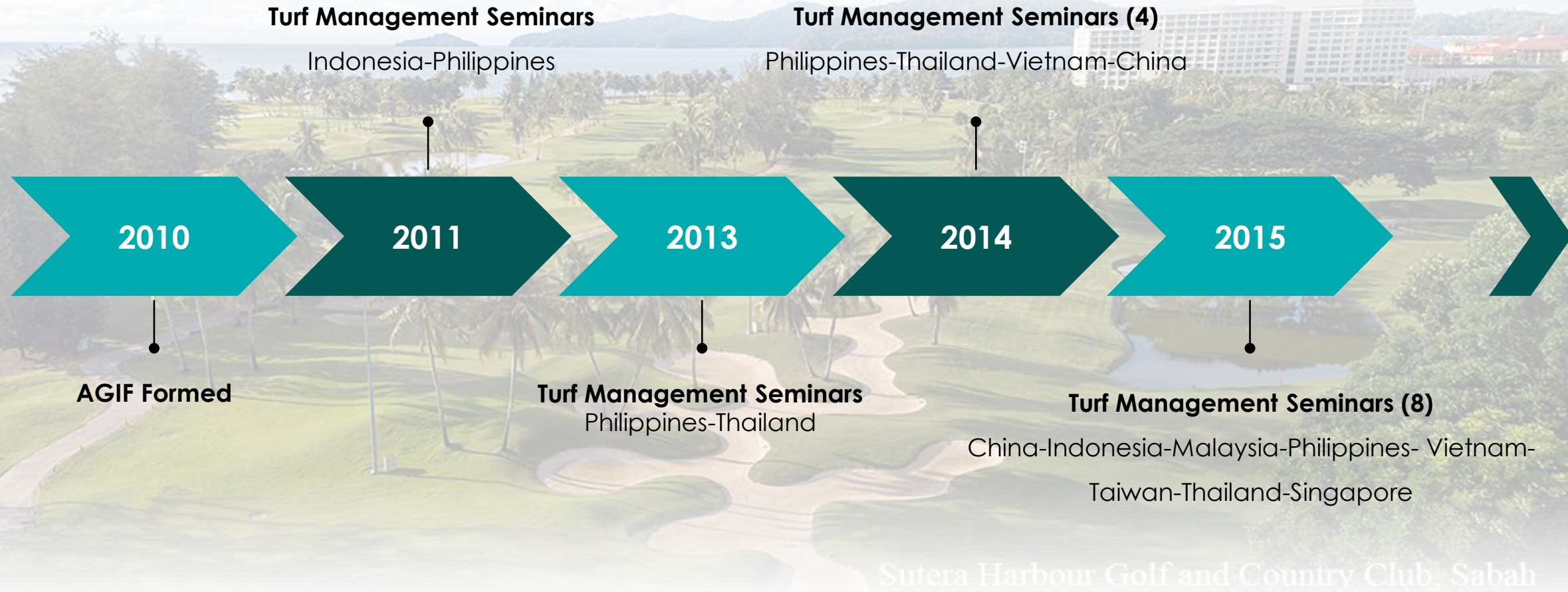
Asia's Leading Provider of
Sports Turf Education



Asia's Leading Club Management &
Sports Turf Event Organisers



OUR HISTORY



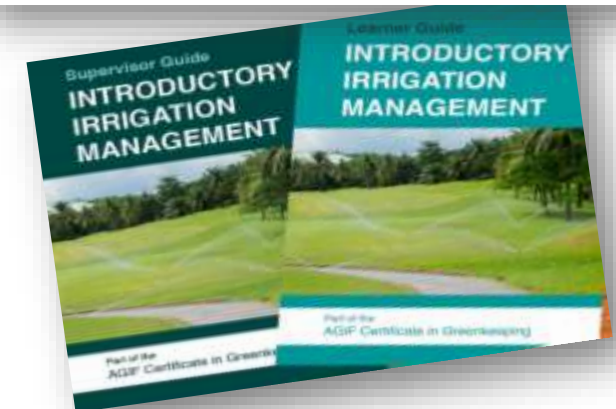
OUR HISTORY



EDUCATION PARTNERSHIP – THE R&A

CERTIFICATE IN GREENKEEPING (CIG)

- The Certificate in Greenkeeping was launched in 2018 after several years of discussion and development. The purpose was to create viable, consistent education for professionals looking for a career in turf management.
- The AGIF selected the New Zealand Sports Turf Institute as its education partner in the development and implementation of the CIG. The R&A recognised the positive sustainable impact of this programme as a founding supporter of the CIG.
- Learner and Mentor Structure
- Launched in Malaysia and Thailand, there have to date been a total of 50 attendees from 32 clubs from Malaysia, Thailand, Singapore, India and China.



EDUCATION PARTNERSHIP – THE CMAA

CLUB MANAGEMENT CERTIFICATION (CCM)

The AGIF and the CMAA established a partnership in 2015 to build club management education in Asia.

The AGIF has brought in 50 managers from Singapore, Malaysia, Indonesia, Hong Kong, Vietnam, UAE and India to attend AGIF-facilitated CMAA programmes leading to the global gold standard in club management education – Certified Club Manager. Modules include:

- BMI Club Management
- BMI Leadership Principles
- BMI General Manager/Chief Operating Officer
- BMI Golf Management
- BMI Food & Beverage Management



OUR 5 STRATEGIC PILLARS



MEMBERSHIP



PR & COMMS



EDUCATION



EVENTS



RESOURCES

STRATEGIC PILLAR | MEMBERSHIP



To engage all businesses supplying products and services, and those operating golf, sports and club facilities, along with individuals working at club facilities, to become members of the AGIF.

KEY INITIATIVES

- Appoint key representatives for the AGIF in each Asian country – source influencer/partners in major markets.
- Continue to improve upon the value and services provided to members of the AGIF.
- Drive new membership intakes from corporates, to facilities, to individuals.
- Conduct quarterly membership surveys to gather feedback for improvements.
- Provide enhanced membership support services.



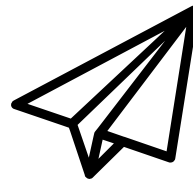
STRATEGIC PILLAR | PR & COMMUNICATIONS



To provide members of the AGIF with weekly updates on the state of the industry in Asia and globally.

KEY INITIATIVES

- Secure the AGIF's position as the voice for golf in Asia (primary source of information and education).
- Increase and improve our social media and online presence.
- Increase our regional media partners across Asia (translation to reach more potential industry members).
- Improve membership communications.
- Incorporate sustainability | Environmental and corporate social responsibility and equality initiatives.
- Growing the game in Asia (focus on female and junior (age 6-16) participation).



STRATEGIC PILLAR | EDUCATION - TURFGRASS



To become recognised as the leading education provider in turfgrass throughout Asia.

KEY INITIATIVES

- Conduct a series of webinars leading up to Thailand sustainable turfgrass management event.
- Grow in-country golf turf seminars.
- Establish sports turf education (Certificate in Groundskeeping).
- Improve and expand Certificate in Greenkeeping programme.
- Organise Asia sports conferences (golf & stadiums) for club general managers and course superintendents.



STRATEGIC PILLAR | EDUCATION - CLUB MANAGEMENT



To become recognised as the leading education provider in club management throughout Asia.

KEY INITIATIVES

- Establish sub-committee to assist AGIF communications and promote ties with the CMAA and other educational partners.
- Enhanced education programmes that attract more people and clubs to join the AGIF as members.
- Develop and launch in 2021 the AGIF Diploma in Club Management certification programme.
- Enhance collaboration with the PGA of America, the Professional Golfers Association of GB&I and the PGA of Japan to offer educational and certificate programmes at the grass roots level of club operations.
- Promote the AGIF as the CMAA's recognised/accredited education provider in Asia (excluding China).



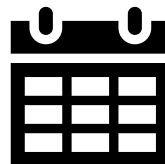
STRATEGIC PILLAR | EVENTS



To organise and host compelling events that attract people involved in the golf and sports industry globally.

KEY INITIATIVES

- Conduct a series of club management and turf management education webinars.
- Resumption of virtual Certificate in Greenkeeping programme at the end of 2020 with hybrid sessions in 2021.
- Conduct a series of half day virtual expo conferences leading up to physical AGIF expo in 2021/22.
- Collaborate and/or co-brand industry events with national associations.
- Identify and establish partnerships to grow the AGIF's events portfolio in key markets.
- Identify and provide event services to AGIF members and industry players.
- Identify and curate with potential patrons/presenting sponsors.



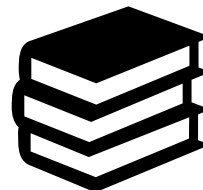
STRATEGIC PILLAR | RESOURCES



To offer the most comprehensive resources of information on the Asian golf, sports and club industries.

KEY INITIATIVES

- Create 'Resources Page' for members on the AGIF website with directories of Asian golf club/sports stadiums and other pertinent information.
- Establish member-to-member special offers.
- Create job opportunities via the AGIF website.
- Create networking platform of decision-makers in the Asian golf industry.
- Conduct research and provide market intelligence through AGIF's social media and marketing platforms.





THANK YOU!

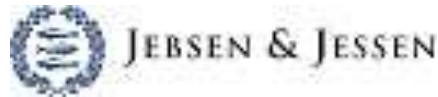
TO OUR MEMBERS

Al Hamra Golf Club

EXECUTIVE MEMBERS



FULL BUSINESS MEMBERS



ASSOCIATE BUSINESS MEMBERS



FACILITY MEMBERS

