

CMAE European Conference on Club Management 2019

Clube Naval de Cascais, Portugal

Sunday 17th November 2019



Martin Slumbers

Chief Executive - The R&A





Purpose

We are here to
make golf more
accessible,
appealing and
inclusive, and
to ensure it's
thriving 50 years
from now.

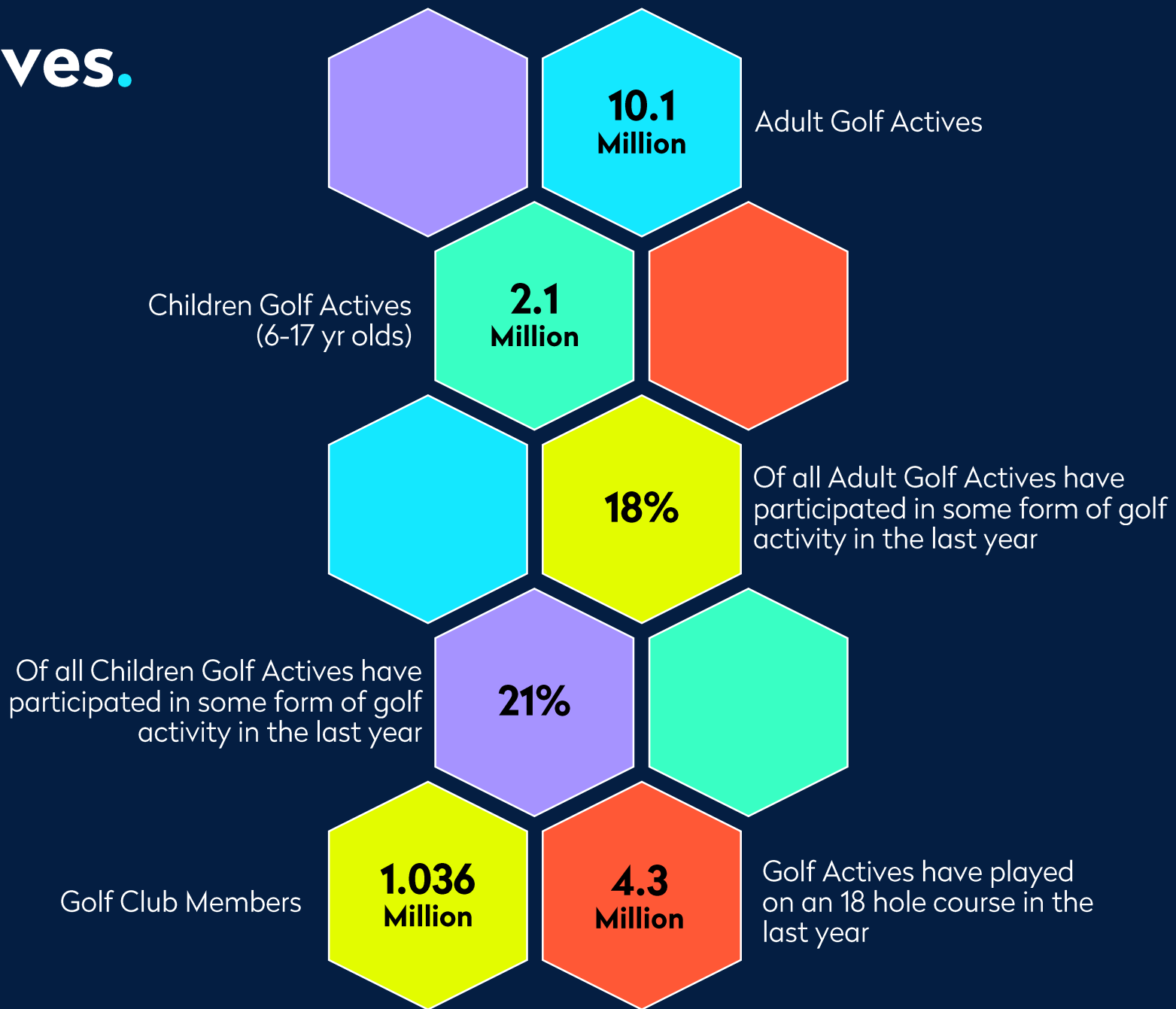


PARTICIPATION.
SUSTAINABILITY.
ECONOMICS.

PARTICIPATION.







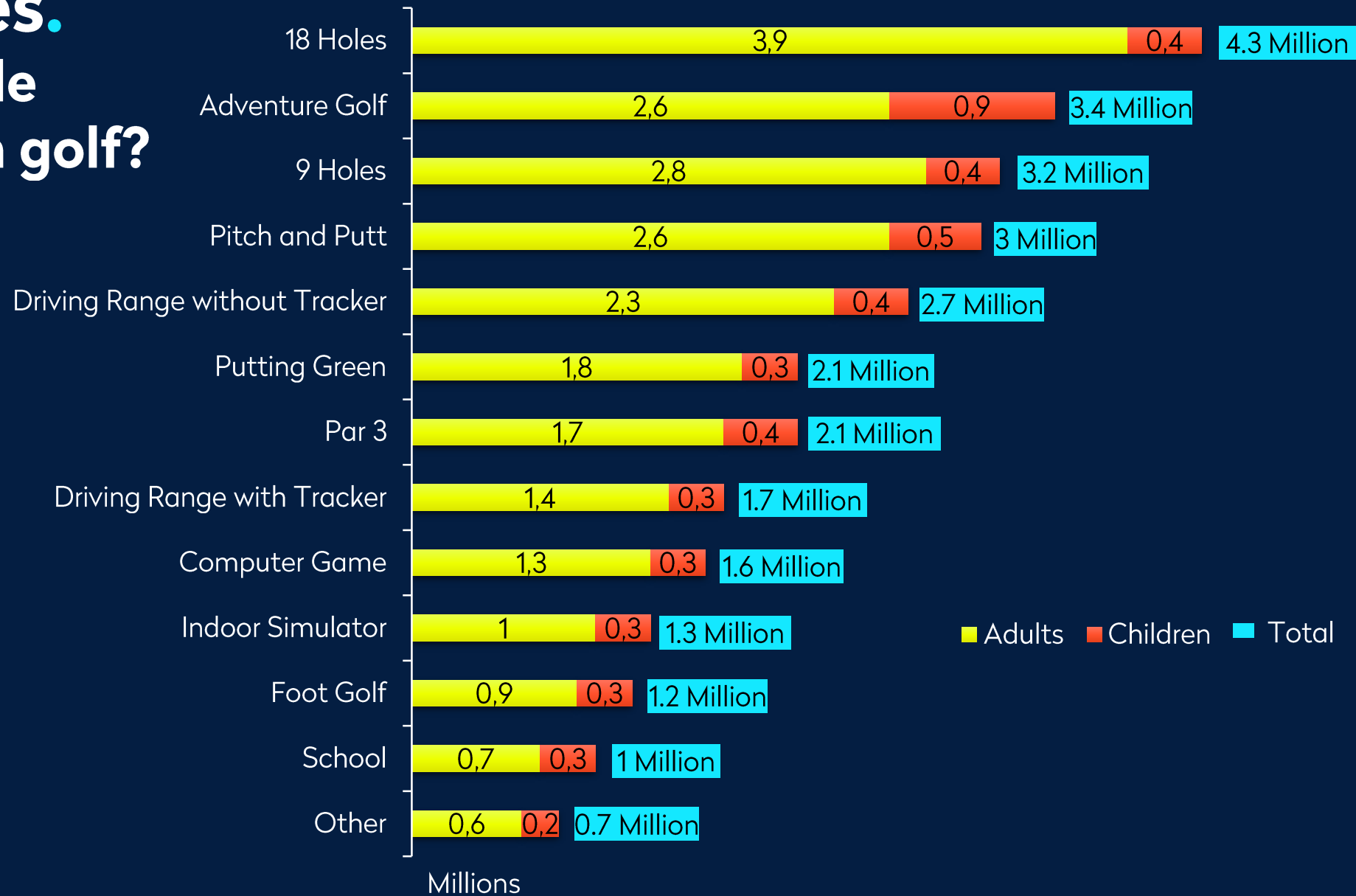


For every one person in GB&I who had played 18 holes at least twice in the past year, there were nearly two others who had engaged with golf in a different way.

Golf Actives.

How are people engaging with golf? GB&I

R&A



Source: Sports Marketing Surveys Inc. Golf Actives (2019)

Women & Golf.



Children



Outdoors



Family & Friends



Stress Relief



Friendly Competition

Fun – Fitness – Friendship









148TH ROYAL PORTRUSH

Golf Population.

Percentage of total population participating in traditional forms of golf

Scotland	7.4%
Ireland (Republic)	5.5%
Sweden	5.5%
England	4.9%
Denmark	3.4%
Netherlands	2.5%
Germany	1.3%
France	0.8%
Spain	0.7%
Italy	0.7%







SUSTAINABILITY.

Our Strategic Pillars.

Governance

Develop a comprehensive, inclusive and modern approach to writing and interpreting the Rules of the sport and to ensure their relevance to all golfers.

The Open

Further establish The Open as a pre-eminent sporting event that provides a world class experience for players, fans, media and commercial partners.

Commercial

Deliver world class professional championships while growing revenue and maximising profit for reinvestment in the sport.

Amateur Golf

Preserve amateur golf and develop a robust environment for elite amateur golf including world class championships and strong links to education.

Relationships

Establish deep, connected and valued relationships with our home affiliates, the USGA, professional tours and major golf nations.

Development

Enhance golf's appeal globally working through and with our affiliates by providing services, expertise and resources appropriate to their various needs.

Sustainability

Through fact based evidence, contribute and promote environmental excellence and world class leadership in resource efficiency, conservation and social value.

Water Station

THE
OPEN



Help yourself to our
free purified, chilled
local water.

Refill your wa

TECHNOLOGY PROVIDED BY  BLUEWATER



Golf Course 2030.





Europe IN FLAMES as huge wildfires rage out of control in Portugal, France and Spain

RAGING wildfires are tearing through south western Europe with large areas of Portugal, France and Spain ablaze.

By SIMON OSBORNE

PUBLISHED: 12:34, Tue, Sep 6, 2016 | UPDATED: 13:26, Tue, Sep 6, 2016

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82 die in Europe's worst floods for decades

By ANTHONY FRANCE, COLIN ADAMSON and HUMFREY HUNTER, Evening Standard

Torrential rains across central Europe have led to the worst flooding in decades, claiming the lives of 82 people.

At least 58 died in the Black Sea area at the weekend, where thousands of Russian tourists were caught out by floodwaters that swept cars and tents out to sea.

Europe hit by one of the worst droughts since 2003

AUG
20
2015

Much of the European continent has been affected by severe drought in June and July 2015, one of the worst since the drought and heat wave of summer of 2003, according to the [latest report](#) by the JRC's [European Drought Observatory \(EDO\)](#). The drought, which particularly affects France, Benelux, Germany, Hungary, the Czech Republic, northern Italy and northern Spain, is caused by a combination of prolonged rain shortages and exceptionally high temperatures.



News > World > Europe

Europe will soon be hit by deadly 'once-in-a-century' extreme weather every year

Severe wildfires, river floods and windstorms will affect certain areas of the continent every year

Peter Yeung | @ptr_yeung | Sunday 24 April 2016 16:15 BST |  133 comments

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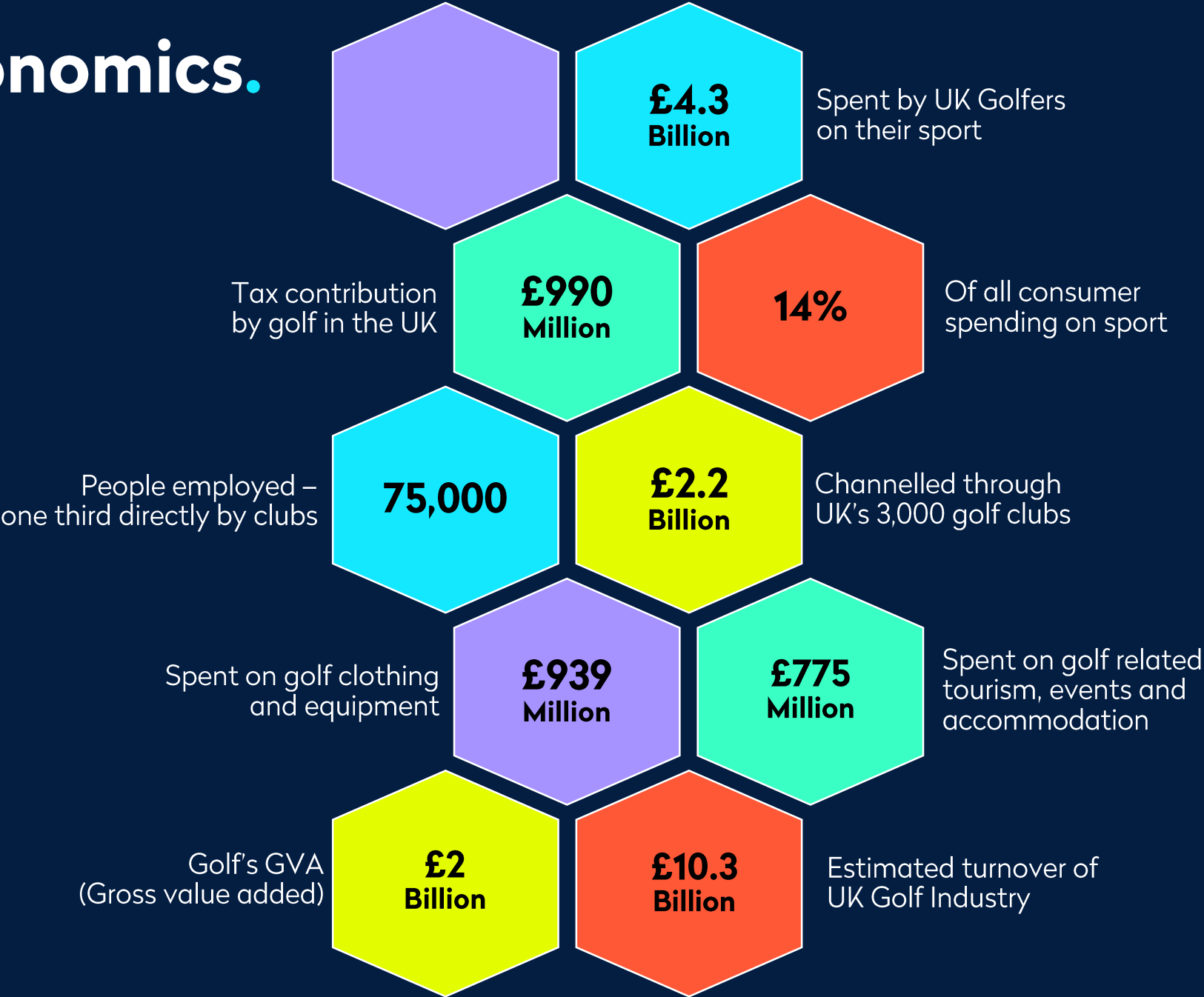
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ECONOMICS.



Golf Economics. UK







Purpose

We are here to
make golf more
accessible,
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inclusive, and
to ensure it's
thriving 50 years
from now.

£200 MILLION

Into the sport over the next 10 years

£80 MILLION

Into Women's, Girls' and Mixed Golf

£200m invested over next 10 years

Other Support **£15m**

Amateur Championships **£30m**

Governance Activities **£55m**

Golf Development **£100m**

£200m

*calculated 2017 to 2026



“...without doubt,
the greatest game
mankind has ever
invented”

Arnold Palmer





Thank You and Questions

