



Annual Report-2012-2013

1. Country Support

FEGGA continues to work hard at providing support, in particular for the new emerging Countries as they start their new journeys in growing industries to support the game of golf. To be able to offer guidance in growing their association and setting up education and environmental programmes means a great deal and allows them to achieve things much faster than the larger and more established associations did in their early years. It's this wealth of collective experience that creates the information bank that FEGGA has.

There is no doubt, that we have a good range of tools now that can be used by all associations in their own roles in providing services through to their own members.

2. Greenkeeper Training Europe (GT-E) Formally European Greenkeepers Education Unit (EGEU)

During 2013 GREENKEEPER TRAINING EUROPE was launched to replace the European Greenkeeping Education Unit (EGEU).

Since 2009, the EGEU has been advising many Countries, in particular the new golf developing countries mainly throughout Europe, on how best to develop and maintain greenkeeper education, training and qualifications.

However as the advice and guidance requests are now extending to countries outside of Europe, the Directors have agreed to rebrand the EGEU to GREENKEEPER TRAINING EUROPE with immediate effect.

An updated website: www.greenkeepertraining.com now hosts all of the previous information hosted on www.eg.eu. It also has translation options for visitors to read in their native language. Individual Countries were also given the opportunity to have their own page, giving information about their existing education, along with key contacts within that Country. Many have submitted this information, but there are still Countries that so far have not, and it would be beneficial for them to do so.

The 3 Directors of Greenkeeper Training Europe remain the same, these being:

David Golding the Greenkeeper Training Committee's (GTC) Education Director who has the responsibility to offer best practice advice and guidance to all enquires relating to education and training standards.

Dean Cleaver, Executive Officer of the Federation of European Golf Greenkeeping Associations (FEGGA) is charged with promoting GREENKEEPER TRAINING EUROPE to all countries and in particular with a major focus with Countries where there might be little or no greenkeeper education and training system.

John Holliday as the Finance Director is looking to employer bodies in countries to support the work of the Greenkeeping Associations and also to explore all funding opportunities to promote GREENKEEPER TRAINING EUROPE.

Financial update:

2013 saw the last year of agreed funding in what was a 3-year special project (pump-priming) for GT-E.

Discussions have been ongoing with the Chief Executive of the European Golf Association (EGA), and in October last year a formal proposal was made to the EGA for a long-term funding structure to ensure the work of GT-E could continue and develop further. We are now waiting for the decision on the proposal made.

3. Leonardo Project- GreenQampus

Following on from the success of the EU Green-e project, the Federation of European Golf Greenkeepers Association (FEGGA) is pleased to announce the successful approval of a second EU project GreenQampus.

The purpose of this project is to contribute to an agenda by design, test and implementation of a Quality Assurance framework monitored by Greenkeeper Training Europe, formerly the European Golf Education Unit (EGEU) that shall ensure standardisation of golf education which enhances the employability of individuals and provide global recognition of qualifications.

This project addresses specifically program general objectives of Vocational Education and Training, program operational objectives to improve quality, inter-institutional co-operation, transparency and recognition of qualifications and increases volume of co-operation between organisations providing learning.

The GreenQampus project includes 8 partners from 5 European countries, these being:

- Kao College, Finland
- Benesov College, Czech Republic
- Czech Greenkeepers Association
- Kainuu College, Lithuania
- Luua Vocational Training Centre, Estonia
- Elmwood College, Scotland
- Federation of European Golf Greenkeepers Association
- Greenkeeper Training – Europe

This experienced group will make a significant contribution to Vocational Education Training systems in the partner countries by building upon good work done in the previous Green-e project.

The results of this project will be based on research methodology, reporting, collection of data, development and testing, training, analyzing and validation of results and dissemination. Through the project, a robust Quality Assurance framework, which will be scalable and transferrable to suit the Ministry requirements of each country, will be offered to new and existing staff within the Golf industry in order to enhance the work in the sector and to gain relevant qualifications with recognition and increase their mobility across Europe.

The project will, with work already undertaken previously, have a major impact on the Vocational Education Training programs in each partner country. The implementation of a homogenous Quality Assurance framework, monitored and supported by GT-E/ FEGGA shall ensure future knowledge, skills and qualifications unilaterally are accepted in Europe.

4. Dutch Turfgrass Research Foundation (DTRF)

The event was organised by the Dutch Turfgrass Research Foundation (DTRF). Their vision is to take a leading role in stimulating, co-ordinating and realising scientifically sound progress towards a more sustainable Turfgrass management for golf courses and other sport and fine turf areas.

They made a great start in hosting this event which focused on the sustainable elements of golf course management, and provided some very good Panel discussion held following a series of presentations. The panel was made up of a broad range of industry leaders and representatives, including FEGGA. It was also good to have Chris Boyd as part of this discussion, Chris is an MEP, and has represented golf through his position, and we really need to help people like him to help us through providing the underpinning information that supports what we are saying through representing the industry. There is no doubt in my mind that greenkeepers and golf clubs in general

are doing a good job in how they maintain their golf courses. However there still is the view that we are using too much water, too much chemical, all in my opinion not true, but we need to prove this with good data, and not just say it as we believe it to be, as this makes no headway in convincing the decision makers.

5. GEO

FEGGA's work with GEO continues to be very active, and we are remain very committed to the work of GEO, and the role it plays within golf and the wider industry.

More prominent clubs have achieved GEO Certification during the last year, including PGA Catalunya, venue for the forthcoming FEGGA Conference.

During 2013 GEO was accepted as an ISEAL Alliance Associate Member. This is a significant milestone for the golf industry, that the Golf Environment Organization (GEO) was accepted as an ISEAL Alliance associate member, following a rigorous formal evaluation by ISEAL, the global leader in defining credibility in sustainability standards systems. GEO Certified™, the international eco-label for golf, is the only sustainability standard in the sports industry to achieve this distinction.

www.golfenvironment.org

6. Board meetings

The board had a very busy time during 2013, with their main focus being to review the Constitution, and to look at the future development of the FEGGA website. The board through a process of communication with the member Countries have reached a point where a proposal was sent out regarding changes to the Constitution, of which all members have now received.

With regard to the development of a new FEGGA website, we have now agreed to move forward in seeking quotations to build a new responsive website that will allow more flexibility with modern media, and also capabilities to help our member's needs in the future.

7. New Electronic Newsletter

In July of 2013, a new electronic Newsletter was launched to replace the paper version that was in existence for many years. The format of the new Newsletter is an easy to read edition, and produced on a monthly basis. We have tried to use a wide variety of interesting industry news, and also give opportunities for our Patron Members to share their own news. Most information from the newsletter is directly linked to the website.

The feedback that we have had has been very positive, and during the time of the seven editions, the coverage with your support, is now reaching about 4000 people. Obviously we want this to increase, and with your support we can continue to grow this side.

We now plan to have limited advertising within the newsletter, which will enable us to create another small income stream in the future.

8. International Summit

The International Summit recently took place at the BTME, held in Harrogate, England. The meeting focused on:

- Updates being presented by all the attending Associations.
- Education
- Sustainability (Chaired By Paul Worster)

- Promoting the profession
- Economies of Scale

Meeting notes will be available and sent to all associations in the near future.

9. Patron Membership

Our Patron Members are a major part of FEGGA, their support and commitment is vital to the success of FEGGA and we truly value the very close relationship that we have with all Patrons.

The changes we made to their membership structure last year have gone very smoothly, and all have been very understanding over the changes made to their membership fee, and also the change to when they are now invoiced.

Gina Putnam did a great job as the Patron representative, and the board have asked her to continue in this role for 2014.

10. European Golf Association Golf Course Committee

One of the highlights of 2013 was the Exhibition in the European Parliament Golf – A European Success, held on Tuesday 7 May 2013. The meeting and exhibition proved to be a very positive event, and good reward for the committed work that has been done by the EGA GCC during the past 4 years.

It was a tremendous gathering of all the prominent organisations working and representing golf, and showed to the MEP's gathered, the strong commitment collective golf is making towards all aspects of the game today.

The exhibition was an historic first golf exhibition in the European Parliament in Brussels showcasing 'Golf - A European Success'.

The exhibition, which brought the Ryder Cup and Solheim Cup trophies together in celebrating the success of the European teams in their respective matches against the United States at Medinah last year and Killeen Castle in 2011, highlighted the environmental, social and economic impact of golf across Europe.

With over 100 attendees, and many visitors to the exhibition, it certainly gave many non golfers the opportunity to find out more about the game of golf and its supporting industry.

The breakout sessions were very interesting, and gave the chance to illustrate some of the good work now being done within golf. It also showed how much more National Associations/Countries could be doing based on the good collective work Europe was now engaged in. Europe can do a lot in promoting, engaging, and providing guidance, but Countries themselves have to use this information to establish their own links with government representatives in order to benefit from successful lobbying that can make golf and its supporting businesses stronger.

During the last part of the year, the structure of this committee has changed, and now formally come under the Constitution of the European Golf Association. FEGGA have under this new constitution been asked to represent the greenkeeper profession on the newly developed committee, and Olafur Por Agustsson, current Chairman will represent FEGGA. The first meeting took place on the 27-28 January 2014.

11. Harradine Trophy

This year the Harradine Trophy returned to Golf Club Bled, situated in the scenic town of Bled in Slovenia. The event attracted a good attendance, despite it being held later in October.

The Memorial Trophy will be held from the 23 - 24 September 2014 at the Tegernseer Golf-Club Bad Wiessee e.V., Germany.

The Don Harradine Memorial Tournament is held every year to remember Don Harradine (1911-1996) and was specifically created by the Greenkeeper's Associations of Germany, Switzerland, Austria and Slovenia to provide a reminder of Don's support for the greenkeeper's professional values. The trophy rotates yearly on a Don Harradine course in Switzerland, Austria, Germany and Slovenia.

Again each of the four Countries honoured their Greenkeeper of the Year at the Harradine Trophy, and each greenkeeper was presented with an Award to mark their achievement.

12. New FEGGA Roadshow Initiative

Following on with the success of Ireland, the Roadshow continued its journey to Slovakia. This was a real first for the Slovakian Greenkeepers Association, in being part of delivering quality assured education for their own members, and under their own umbrella as a member organisation.

The education took on two parts, with the morning theme of focusing on "The theory and Practice of Machine Operation", focusing on the basic principles of reel head design, setting up and also the essential maintenance of the reels. It also focused on how this affects the overall health of the plant. The afternoon theme focused on "The Introduction to Spraying". This session focused on sprayer set-up, calibration, best use of nozzles and their selection. It also focused on spraying techniques and the general maintenance of spraying equipment.

The education was run in partnership with Toro, and was led by Ian Sumpter, the European Training Manager for Toro, and who has recently played a major part in Toro becoming a recognised City and Guilds training Centre. In both the morning and afternoon sessions, it was divided into two parts, theory and practical, enabling the students to understand the underpinning knowledge, and then to have some real practical hands-on education supported by the technical team of Profi Grass. Kami Pecenka, the FEGGA Vice Chairman, also presented a supporting presentation that focused on the realism of getting all these important elements correct from a Course Managers perspective.

The Roadshow also gave us the opportunity of recognising Matej Steller, a greenkeeper from Slovakia, who had recently passed his greenkeeper exam, as part of the college based education in the Czech Republic. Matej is the first Slovakian greenkeeper to go through this education, and hopefully will inspire others to now follow in his footsteps.

Finally FEGGA would like to thank Toro and Profi Grass for their committed support in assisting FEGGA to deliver this education, and to enable real benefit to Slovakian Greenkeepers.

There are more Roadshows planned for 2014, and more can be operated, with the request of Associations.

13. R&A Initiative

FEGGA is delighted to announce the recent agreement with The R&A in providing support for a series of Greenkeeper Developments. The initiatives will help support further the careers of greenkeepers, demonstrate the value and leadership of FEGGA to its Members and other organisations, and deliver outcomes that support the objectives of The R&A.

The initial three year scheme will enable FEGGA, through a series of Roadshows, to encourage the new golf developing countries throughout Europe to develop active Greenkeeper Associations which are able to recruit and retain more greenkeeper members. These will provide them with meaningful and ongoing education opportunities, and with the tools and inspiration required to improve and succeed. FEGGA envisage three Roadshows a year. The initial Roadshow will outline career development and the contribution now expected of greenkeepers to the sustainability agenda. Years 2 and 3 will return to the

same venues and provide a mechanism to follow-up on information provided and to objectively assess the value of this process.

FEGGA plan to hold the Roadshows in selected Countries such as; Bulgaria, Croatia, Cyprus, Estonia, Hungary, Macedonia, Romania, Russia, Serbia, Slovakia, Turkey, and Ukraine. This will enable greenkeepers from all emerging countries in Europe to attend. These will build on The R&A's 'Working for Golf' seminars held in the Czech Republic in 2012 and Poland in 2013 and will promote the work of Greenkeeper Training – Europe, which has also received R&A support during the last number of years.

The R&A will participate in the Roadshows, with the relevant R&A affiliate organisations being invited to attend at each event, providing the opportunity to help build a strong working relationship between national governing bodies and their greenkeeper associations.

In conjunction with the Roadshows, FEGGA is planning to build a new website, also supported by The R&A that will ensure that the best methods are available to share good documentation with its Members through a secure online Members area. The new website will also have the ability to host Countries that at the moment do not have a website, but feel that the FEGGA site will provide a good option for their individual needs. The new website will also offer translation in the key European languages to allow Greenkeepers to maximise the benefits of FEGGA documents etc.

14. Financial Summary

2013 again proved to be a challenging year for FEGGA. FEGGA take on more and more responsibilities and playing a real key role in representing greenkeeper Associations and their members on a European, and global platform, and with limited resource to fund these. We are certainly from a distance seen to punch above our weight in the role we play and the voice we have.

Whilst looking at all areas of financial management, we do recognise that we cannot raise membership fees, but have to look at other areas of funding to enable us to be more financially prepared to meet with the demands of running the Federation. We certainly work hard at keeping our costs to a minimum, whilst working hard to deliver professionally on the many aspects of our work.

In terms of looking ahead, we have secured some major funding from the R&A, which will be for a minimum period of three years. This will certainly help us in achieving on some of the initiatives highlighted in the report above, including Roadshows, and website development.

The launch of our Electronic Newsletter will also, now that it's established, help us in securing some reasonable advertising revenue over the course of this existing financial year and beyond.

Both these areas will have a very positive effect on the income levels of FEGGA, and create a little more stability in terms of the financial structure FEGGA.

Finally the board would like to acknowledge the support of its Associations, Patron Members and industry Partners during the last year and look forward to working with them during the next twelve months.

Dean Cleaver

Executive Officer - On behalf of the FEGGA Board