

The R&A Review 2010|11



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Foreword

Welcome to The R&A Review 2010 | 11. In an interesting year, we have celebrated the heritage of our game, challenged ourselves to make the best use of resources in our sport and confirmed that constructive political engagement is an important part of our global governance role.

At St Andrews, the 150th Anniversary Open Championship was staged and a new name was added to the Claret Jug, that of South African Louis Oosthuizen. No fewer than 27 former Champions had gathered for the historic event and witnessed his triumph.

In the history of amateur golf, an important page was turned four years ago with the advent of the World Amateur Golf Ranking (WAGR). This service to the men's game was balanced in 2010 with the introduction of an equivalent women's ranking, also at no cost to the sport. The rankings will, in future, be administered jointly by The R&A and the United States Golf Association, as we work together more closely to better serve the game, worldwide.

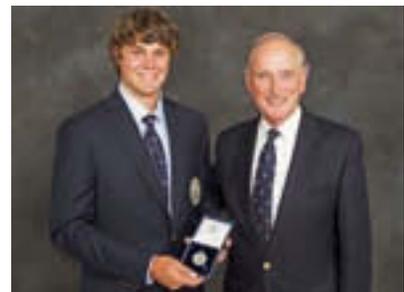
It was my pleasure to present the 2010 US Amateur Champion, Peter Uihlein, with the Mark H McCormack Medal for the player occupying the top of the men's ranking at the end of the amateur season.

Making best use of the resources that we offer to golf, our Chief Executive, Peter Dawson, has also been appointed inaugural President of the International Golf Federation and, in addition to his current duties, he will lead preparations for golf's return to the Olympic arena in 2016. This appointment compliments both The R&A and our Chief Executive.

The need for constructive political engagement was manifest in the year as we lobbied successfully to maintain control over our Open Championship broadcasting rights, threatened by 'free-to-air' government intervention, despite our 55-year record of BBC coverage of the event. Additionally, we continue to provide evidence to policymakers around the world that golf is a socially cohesive and environmentally sustainable sport.

As always, but no less sincerely, my thanks go to our Committees and Staff for their unstinting efforts on behalf of The R&A and the game of golf, and I offer our best wishes to David Hill, who has retired as Director of Championships after an R&A career spanning some 32 years.

Allan Gormly CMG CBE
Chairman, The R&A



Peter Uihlein, the winner of the 2010 US Amateur Championship, is presented the Mark H McCormack Medal by R&A Chairman Allan Gormly



The R&A's first Working for Golf Ambassador, two-time Open Champion Padraig Harrington

Review

Working for golf is a true privilege and, at The R&A, we never forget that we do this only with the consent and support of our affiliated golf organisations from all around the globe. From small beginnings, this group has grown to a total of 143 bodies from 128 countries from both the amateur and professional game, representing over 30 million golfers.

In tandem with the United States Golf Association, our core responsibility is administering and updating the Rules of Golf and, recently, we hosted the Quadrennial Rules Conference here in St Andrews. This meeting of committee members and international delegates from the men's and women's game was gathered to put the finishing touches to the 32nd edition of the Rules, which will become effective in January 2012.

Our governance responsibilities give us the opportunity to influence the development of our sport, helping to ensure that golf's ethos of fair play, respect for the Rules and consideration for one's opponent is well understood and put into practice in countries new to the game.

In December, it was my great pleasure to announce Padraig Harrington as The R&A's first Working for Golf Ambassador. Padraig approached us with his wish to return something to the game that had given him so much. He is a model professional with a global presence in our sport and his offer was immediately accepted.

Padraig will help us tell the story that golf needs to be accessible to young people, that it must be a model of sustainable management and that playing golf requires respect for the traditions and skills that has given the game its leading position in world sport.

Highlighting the strengths and benefits of golf is also a responsibility I take into my tenure as President of the International Golf Federation, as we work towards our return to Olympic competition at the 2016 Games in Rio de Janeiro.

2010 saw The Open Championship celebrate its 150th anniversary at St Andrews, and South Africa's Louis Oosthuizen displayed his mastery of links golf to claim the Claret Jug, seven shots clear of Lee Westwood. In a connected world, news travels fast and our Open Championship



television audience in South Africa increased by 131%, as sports fans followed Oosthuizen's progress.

Our host broadcaster, the BBC, made its world feed available in HD in 2010, and we agreed terms for them to retain this role until 2016.

ESPN, in the first year of a new contract, broadcast across all platforms in the United States with live and deferred television coverage amounting to over 100 hours. A total of 46 broadcasters delivered over 3,000 hours of The Open on television, an increase of 35%, to a cumulative audience of 101 million people.

Also in the year, we commissioned the Sport Industry Research Centre at Sheffield Hallam University to calculate the economic benefit of hosting The Open. Their finding was that Scotland gained a £100m benefit. The headline number includes a Scotland-wide economic impact of £47.4m and a destination marketing benefit of £52.6m, calculated from global television coverage presenting Scotland as 'The Home of Golf'.

Our financial performance is inextricably linked to the success of The Open Championship. Securing new long term broadcast rights contracts and two new Open Patrons – HSBC and Mercedes-Benz – joining Doosan, Nikon and Rolex, have been major boosts in challenging economic times.

After gifting £2.5m (2009: nil) to The R&A Foundation, operating profit in the year to 31 December 2010 was down slightly at £6.2m (£7.0m). Our investment in the game, Working for Golf, totalled £10.1m (£10.0m) for the year. Grant-funding for the benefit of our sport remained steady at £6m (£6.1m), while our governance activities costing £3.5m (£3.3m) were, as always, delivered at no cost to our sport.

All in all, 2010 was a year of sound progress for The R&A.



Peter Dawson
Chief Executive, The R&A





Rules

After extensive development, The R&A launched two new ways to consume the Rules of Golf in 2010. An online, interactive Rules Explorer was introduced, allowing users to search the Rules and related Decisions more quickly and easily. Search results are illustrated with photos and video footage, making the Rules Explorer the most accessible guide to the laws of the game.

An iPhone Rules App is also available as a free download at RandA.org for golfers on the move. The App allows on-course Rules queries to be answered authoritatively and immediately at the touch of a button. It has been downloaded more than 93,000 times this year, entering Apple's Top 10 free sports apps in July.

The Rules of Golf are now translated into over 20 languages in both print and audio format. Every four years, those Rules are subject to changes finalised at the Quadrennial Rules Conference, a meeting of officials from The R&A and the USGA, along with representatives from a number of worldwide golfing bodies including the South American Golf Federation, the Ladies' Golf Union and the European Tour.

A large part of the Rules Department's year was spent reviewing proposed changes in advance of the Conference and the finalisation of the 32nd edition of the Rules of Golf early in 2011. Representatives of the Amateur Status committees from The R&A, including its international advisory members, and the USGA also met to complete a fundamental overhaul of the laws that mark the dividing line between amateur and professional golf, which will be included in the next edition of the Rules book.

Rules and Referees schools continued to be held across the globe, with the Rules Education team visiting Costa Rica, Colombia and Kenya, amongst others. 2010 also saw The R&A enter its fourth year of collaboration with the China Golf Association. The Joint Rules Programme, to which The R&A has contributed over £160,000, has seen 1,044 officials gain basic Rules qualifications, 42 merit A-grade qualification and two go on to officiate at The Open.

In July, 70 officials from 20 nations took to the Old Course during the 150th Anniversary Open Championship. The week presented a number of challenges, the most obvious being the very high winds on Friday, which were causing balls to move on a number of greens, leading to a rare suspension of play in the Championship.

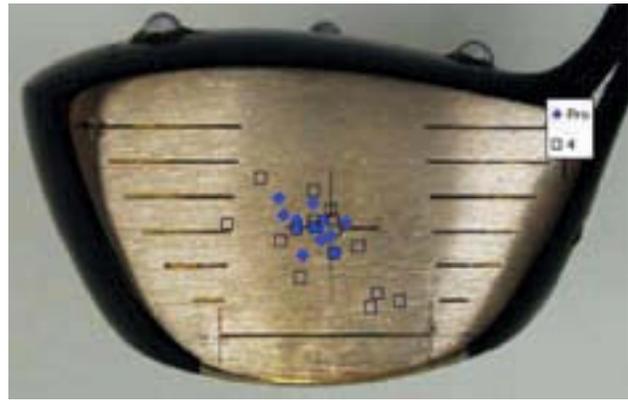
The annual Referees School in St Andrews once again took place in a specially constructed, indoor demonstration facility, which featured water hazards, bridges and a stacked-turf bunker. 70 delegates from 32 countries, plus four representatives from professional golf associations, spent four days with The R&A team studying how to improve their refereeing technique. The 2011 School saw the introduction of new sections on tournament administration to broaden the scope of the programme.

Above:
High winds halt play at the 150th Anniversary Open

Opposite:
The R&A Rules of Golf App has been downloaded more than 93,000 times

A hazardous decision at a Rules School in South Africa





Research and Testing

The main body of work carried out by the Research and Testing team in 2010 was an analysis of the swing and strike of golfers across a wide spectrum of ability, from leading touring professionals to 36-handicappers. The subject group of 285 players was monitored over hundreds of hours on the driving range, generating an important new data set.

The test results were surprising. Against expectation, the team found that, in high-handicap players, the swing-plane remains remarkably consistent. The deviation of flight, distance and direction which these golfers experience was found to be the result of inconsistencies in wrist-angle and clubface-angle through impact.

Precision of strike amongst players of different handicaps was also assessed, as were driving distances, which remain static. Testing with reduced-distance golf balls, supplied by leading manufacturers, has continued.

The Research and Testing Centre, located adjacent to the Old Course in St Andrews, celebrated its fifth birthday in 2010, and the facility benefited from an £80,000 capital investment in new camera equipment. 10 cameras are each capable of capturing 10,000 frames per second, allowing the precise movements of a golfer to be replicated on screen with three-dimensional, computer-generated imagery, producing accurate skeletal forms and mannequins.

1 January 2010 saw the introduction of new groove Rules at elite professional level and, by the end of the year, the Research and Testing team had tested over 7,500 clubs on tour. In the year, the team also tested for conformity to the new Rule at three Major Championships: the Women's British Open, The Open Championship and The Senior Open.

The new groove specifications are expected to be introduced at elite amateur level in 2014. Club players, however, will not be affected until 2024 at the earliest. Clubs can be checked for conformity using the Informational Club Database, which can be found at RandA.org.

Equipment submissions from manufacturers continued, with 4,000 clubs tested; an increase of 25% on 2009, despite the introduction of a fee during the year.

Maintaining a good relationship with equipment manufacturers is founded on a regular exchange of ideas on innovation and fundamental research. The R&A Equipment Standards team, along with representatives of the USGA, addressed approaching 30 of the world's top manufacturers at an open forum event in Vancouver, Canada, at the end of 2010. Delegates discussed the rule-making process in the game, and such events serve to focus attention for the governing bodies, equipment designers and makers alike on the requirement to enhance the playing experience for golfers, while retaining the traditional importance of skill within the game.

Above:
A professional's consistency of strike versus that of a four-handicapper

Opposite:
Grooves were tested on tour for conformity to the Rules





The Open Championship

The 150th Anniversary Open Championship at St Andrews was one of the most challenging to stage in living memory. During the week, the Old Course witnessed winds of up to 55mph and rainfall of 60mm, 35mm of which fell on the final practice day. Consequently, the scheduled Champions' Challenge, set to feature no fewer than 27 Open Champions in a four-hole charity event, had to be cancelled.

A brief break in the weather allowed these greats of the game to give the public an historic photo opportunity on the first tee, before an eve-of-championship dinner in The Royal and Ancient Golf Club.

Undeterred by the elements, over 200,000 people lined the Old Course over the week, joined by an ever-increasing television audience around the world. In 2010, the BBC extended its 55-year host broadcaster relationship with The Open through to 2016, while ESPN began a new long-term contract to broadcast all four days of the Championship in North America.

On the course, Northern Ireland's Rory McIlroy took the round-one lead with a 63, the joint-lowest score ever recorded at the Championship. Had he not missed a four-footer for birdie on the 17th, a new record would have been set.

Having opened with a 65, 27-year-old South African Louis Oosthuizen went on to win his first Claret Jug by seven shots, producing a masterly display of links golf.

Oosthuizen saw off the challenge of Lee Westwood, who would reach world number one by the end of the year, and Englishman Paul Casey, whose challenge ended on Sunday afternoon with a triple-bogey on the par-four 12th.

Walking down the 18th with an insurmountable lead, the man from Mossel Bay allowed his achievement to dawn on him. He had become South Africa's fourth Open Champion, following in the footsteps of Bobby Locke, Gary Player and, most recently, Ernie Els, the man who had mentored him in his early career.

St Andrews also provided the stage for Korea to show the world how far the game has developed there. Three Korean amateurs, US Amateur Champion, Byeong-hun An; Asian Amateur Championship runner-up, Eric Chun, who earned his Open place at International Final Qualifying-Asia; and Jin Jeong, the first Asian winner of the Amateur Championship, all acquitted themselves well.

Finishing in tied-14th place, Jeong won the Silver Medal for the leading amateur, cementing his growing reputation as one of golf's brightest prospects.

Undoubtedly, the unsung heroes of the Championship were the greenkeepers, who worked through the night before the first day of competition to ensure that the 1999 Open Champion, Paul Lawrie, could strike the first tee-shot at 6.30am.

Above:
Champions gather for the 150th Anniversary Open in St Andrews

Opposite:
South Africa's Louis Oosthuizen facing the world's media as Champion Golfer of the Year

Lee Westwood, winner of the Silver Salver, on course to be world number one





Investing in The Open

First played in 1860, The Open Championship is golf's oldest Major. Its record books list the greats of the game who overcame its challenges in pursuit of the famous Claret Jug. Today, the Championship is played across nine British links courses that rank amongst the world's best.

The benefit of hosting an Open Championship is calculated to be £100m to a regional economy, and the Championship's commercial success is also shared in the wider game.

Like golf itself, The Open has become global, requiring qualifying events on every continent and a media presence across multiple platforms, that can satisfy the appetites of millions of followers. Investing in international and media presence has been, and remains, critical to The Open's commercial success.

International Final Qualifying (IFQ) was created to give those players, who may not earn exemption into The Open, the opportunity to qualify closer to home and as much as half a year ahead of time. Increasingly, the five IFQs are becoming events in their own right with strong fields and a growing media and spectator interest.

156 players make it through to The Open and they step onto a massive televised stage with a cumulative audience of more than 100 million people tuning into coverage, wherever they happen to be in the world. For example, the final day of the 2010 Open was screened live by ESPN in Times Square, New York, catching the eye of up to 1.5 million passers-by.

Meeting the demands of an HD-ready world requires strategic investment and so, in recent years, The R&A has installed high-capacity, fibre-optic networks beneath the fairways of some of the world's most famous golf courses. To date, 20km communications backbones have been installed at Turnberry's Ailsa Course, the Old Course at St Andrews and at the 2011 venue, Royal St George's. These 'pipes' supports live television feeds, venue-wide telecommunications services, ticketing and other point-of-sale requirements.

The goal is simple: to provide the best player, best spectator and best television experience in Major Championship golf.

For some, that may mean following The Open Championship on the multi-award winning Opengolf.com or playing the Virtual Open Championship for free online. However the interaction takes place, growing the Championship requires a worldview of golf and the ability and enthusiasm to invest in its future.

Above:
Players face the challenge of the Old Course online in the Virtual Open

Opposite:
Thailand's Prayad Marksaeng takes time out from IFQ Asia to coach juniors

ESPN covered all four days of The Open in the USA for the first time





Championships

While The Open is the centrepiece of The R&A's championship season, the governing body also has sole or shared responsibility for a further seven annual and three biennial events.

The Amateur Championship, on its 125th anniversary, was, for the first time, won by a player from Asia. Korean Jin Jeong defeated Scotland's James Byrne 5&4 in the 36-hole final to earn a place in the 2010 Open Championship at St Andrews, where he tied for 14th and won the Silver Medal as leading amateur.

Asian success also came at the Junior Open Championship, with Japan's Kenta Konishi claiming a four-stroke victory at Lundin Golf Club in Fife, Scotland. A field of more than 120 players from 77 nations took part in the event, before attending The Open.

It was another Japanese teenager, Hideki Matsuyama, who took the Asian Amateur Championship at Kasumigaseki Country Club, near Tokyo. The event, created by The R&A, the Masters Tournament and the Asia-Pacific Golf Confederation, has, in just two years, become one of the amateur game's most high-profile events.

At The Senior Open Championship, two-time Major-winner Bernhard Langer tamed Carnoustie to win by one shot from Corey Pavin. The German, who went on to win the US Senior Open Championship the following week, has now played three Senior Opens and has yet to finish outside the top five.

The St Andrews Trophy match between teams representing the Continent of Europe and Great Britain and Ireland took place in Italy in August. The Continent claimed their first victory in the match since 1998, when they overcame GB&I by the same margin, 14 - 10, at Villa D'Este. Of the Continent's four successes in the history of the event, three have come on Italian soil.

Running alongside the St Andrews Trophy at Castelconturbia was the Jacques Leglise Trophy, the equivalent event for boys aged 18 or under. The Continent were again successful, defeating their opponents by 15½ - 8½. Their victory comes after three successive wins for GB&I, meaning that, of the last 15 contests, the Continent have won seven times to GB&I's eight.

At the Boys Home Internationals in early August, Ireland lifted The R&A Trophy after comprehensively defeating Wales on the final day of play at Southernness Golf Club.

The following week, Spain's Adrian Otaegui became the Champion Boy Golfer for the Year at Kilmamock (Barassie), having overcome Max Rottluff of Germany 4&3 in the final.

Taking place simultaneously at Walton Heath Golf Club was the Seniors Open Amateur Championship. The event was won for the third time by American Paul Simson who now holds the British, American and Canadian senior amateur championship titles; the first time that any player has held all three at the same time.

Above:
Europe, victors over GB&I, take the St Andrews and Jacques Leglise trophies in Italy

Opposite
Korea's Jin Jeong became the first Asian winner of the Amateur Championship

Bernhard Langer tames Carnoustie to take The Senior Open title





World Amateur Golf Ranking

A landmark agreement was reached with the USGA at the beginning of 2011, making golf's two governing bodies jointly responsible for the administration of the World Amateur Golf Ranking (WAGR). It heralds a new era for the Ranking, in which The R&A has already invested over £500,000.

The new administrative arrangement was announced shortly after The R&A launched the first women's ranking. Following an extensive testing period, it ranks more than 3,100 players from 50 countries through the analysis of results from 1,350 Counting Events. Added to the men's ranking, WAGR now follows over 8,000 players, awarding points based on more than 3,000 Counting Events worldwide. The WAGR compares amateur performance in elite competition over a rolling, 52-week period.

To accompany the expanded ranking, a new website has been produced, offering an enhanced search function, which allows the user to find players and events by name, region and country. It features an expanded player biography section, showing the selected player's full ranking history. And, for the first time, detailed event information, including round-by-round scores and a breakdown of points awarded, is also available.

On the course, the strength of the WAGR system in determining the world's best amateurs was once again underlined at the Ryder Cup. Two former WAGR number ones, Rory McIlroy and Rickie Fowler performed superbly for their respective teams. Fowler would go on to be named as the PGA Tour's Rookie of the Year, while McIlroy became a fixture in the top 10 of the Official World Golf Ranking.

The USA's Peter Uihlein won the 2010 Mark H McCormack Medal for the player occupying the top of the World Amateur Golf Ranking at the culmination of the amateur season. Uihlein overtook Amateur Champion Jin Jeong as number one in August, after winning the US Amateur Championship at Chambers Bay.

Japan's Mitsuki Katahira earned her place in golfing history as the first women's number one and, when the new website was launched in February, nine nations were represented in the top 20.

With the support of the USGA, WAGR will now be used as a qualification criterion at a number of American events, including the US Amateur, at which the WAGR top 50 will be exempt from qualification.

The WAGR system relies upon the assistance of tournament organisers and the advice of governing bodies worldwide, and the accuracy of the Ranking continues to improve with each Counting Event that is added. Posted side by side, the men's and women's rankings can be found at RandA.org/WAGR

*Opposite:
Mitsuki Katahira tops the first women's ranking*

Peter Uihlein, the 2010 US Amateur Champion and Mark H McCormack medal winner





Development

In 2010, new grant recipients included the Louis Oosthuizen Junior Golf Academy and the Greg Norman Foundation. These two programmes join four other initiatives led by previous Open Champions currently in receipt of R&A funding. The six programmes make valuable contributions to the growth of the game on five continents.

At the 150th Anniversary Open in St Andrews, 4,000 free golf lessons were delivered in The R&A Swingzone, a new facility in which PGA professionals coached both children and adults. In the year, coaching and education grants were awarded to, amongst others, the Himalayan Youth Golf Association, the Venezuela Golf Federation and the Golf Union of Wales, totalling nearly £1m.

Championship golf continues to play an important role in the golf development work of The R&A, and almost £840,000 was invested in events across 34 countries including Botswana, Chile and India; each of which received £28,000 to assist with the running of international team events.

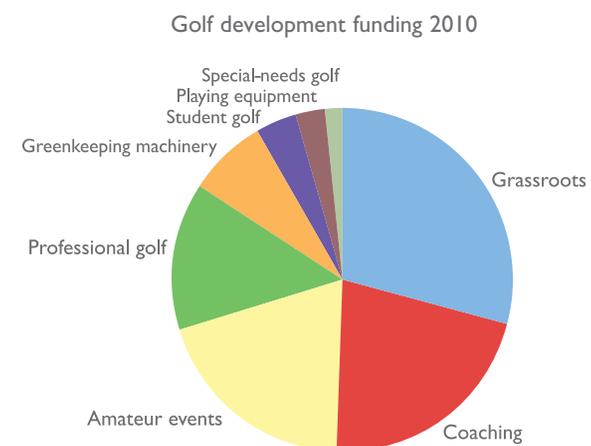
2010 also saw the Junior Open Championship take place at Lundin Golf Club, just a few miles from the Home of Golf. For the second consecutive time, it was won by a player from Asia.

Donating playing equipment is a highly effective contribution to the development of the game in countries where golf is in its infancy, and sets of new clubs were distributed at the Junior Open and to players competing for African nations at the World Amateur Team Championships in Argentina. In total, over 1,000 sets of brand-new, TaylorMade equipment worth £150,000 were distributed in the year.

The R&A Foundation Scholarship Programme, which aims to assist talented amateurs to remain in competitive golf while in higher education, continued to produce results. Two scholars, Danielle McVeigh and Pamela Pretswell, secured places in the Great Britain and Ireland Curtis Cup team. Support was given to 104 individual scholars, 12 UK universities and four student championships.

A notable milestone was reached in May with R&A funding of the Ladies European Tour (LET) passing £1m. Since 1994, The R&A has provided funding for the Tour annually. As part of the ongoing cooperation between the two bodies, the women's champion at The R&A Foundation Scholars Tournament receives a starting place at an LET event.

The number of national organisations affiliated to The R&A grew to 143, with notable additions being the Gambia Golf Association, the Falkland Islands Golf Association and the Afghanistan Golf Federation, which fielded a team at the Asian Games in China for the first time, in November.



Above:
1999 Open Champion Paul Lawrie joins competitors at The R&A's Junior Open Championship

Opposite:
PGA professionals give free lessons to players of all ages at The R&A Swingzone
R&A Scholar Danielle McVeigh is selected for the GB&I Curtis Cup team





Course Management

Course Management's core activity of promoting sustainable development and management of golf courses continues to evolve. The economic downturn has led to a growing awareness that the scope of design and the intensity of turf maintenance has to be constrained to meet available budgets.

In recent months, The R&A has been re-developing its course management website. The new site will be directed at decision-makers at golf facilities who have the power to initiate change. The improved website, with its interactive features and functions demonstrating that sustainable development and management programmes can yield economic dividends, is due to go live in the summer of 2011.

Increasing environmental regulation is a central concern for golf, with pesticide and water use under scrutiny. European Union Directives require the development of National Action Plans, which must include means of reducing pesticide use, and standards for water purity that will assess levels of chemical residues. In Denmark, golf clubs are required to submit an annual Green Audit to government, which includes data on pesticide, water, fertiliser and energy use, together with waste produced. The R&A, working with the Danish Golf Union, now provides Danish courses with a standardised, online mechanism for reporting environmental data.

In recognition of 2010 being the UN's International Year of Biodiversity, The R&A, in conjunction with the European Golf Association Golf Course Committee, produced a 10-step guide towards protecting, enhancing and restoring biodiversity on golf courses throughout the continent. The guide provides a best-practice framework that will help golf course developers, architects and managers take the right steps towards successful habitat management.

The annual environmental booklet for The Open Championship also focused on biodiversity in the year, covering the work being implemented by St Andrews Links Trust and its partners to enhance wildlife on the links. The booklet was designed to raise awareness of the ongoing conservation work on and around the links, including management of gorse, heather and grassland. It also reported on the West Sands Dune Restoration Project, which rebuilt St Andrews' famous dunes, following spring storm damage.

The R&A's Greenkeeping Scholarship Programme aims to develop leaders in the field of golf course management, who go on to become advocates for sustainable golf. Since 2004, the programme has received over £320,000 of investment and has supported the higher education of more than 75 greenkeeping students from as far afield as Slovakia, South Africa and China.

The purchase and distribution of greenkeeping machinery continues. The R&A's support of grassroots golf. In 2010, the total spend on such equipment passed £1m since the programme began in 2002. Though equipment has traditionally been sent to courses in sub-Saharan Africa, golf clubs in 14 countries, worldwide, received new gang and greens mowers in the last year.

Above:
R&A Greenkeeping Scholars visit the Old Course

Opposite:
Over £1m in 10 years has funded mowing equipment for clubs, mostly in Africa

R&A funding supports the West Sands Dune Restoration Project in St Andrews





Heritage

The British Golf Museum celebrated its 20th anniversary in 2010 and, recognising this milestone, the five-star-rated visitor attraction opened its doors for free on 20 days throughout the year.

Visitor numbers were up over 20% on 2009, thanks, in part, to The Open Championship, with 10,000 spectators using their course admission ticket to gain free entry. Amongst those taking advantage of longer opening hours was 2004 Open Champion Todd Hamilton.

A specially-designed 'Open Trail' booklet guided visitors to artefacts and information documenting the 150-year history of golf's oldest Major.

New exhibits include 'Bobby Jones in Britain', featuring a JAA Berrie portrait of the game's greatest amateur player. Jones sat for the artist on the Sunday before his 1930 Open Championship success. A report of his speech at the Younger Hall, when he was awarded the Freedom of St Andrews in 1958, is also displayed.

'Winning in Style' is dedicated to ladies' golf since 1920 and features the controversial outfit worn by American Gloria Minoprio at the 1933 English Ladies Close Championship. It was the first time a woman had worn trousers to compete in a major British golf event. Three Women's British Open trophies are also on show, as is the sculpted grip of four-time Ladies Amateur Champion Joyce Wethered.

Artefacts donated to the museum in the year include the cap worn by Louis Oosthuizen on the day he became Open Champion, and the wedge used by Catriona Matthew on her way to winning the 2009 Women's British Open.

Several items from the Museum's collection were loaned out during the year, including a replica Claret Jug and Nick Faldo's driver, used at St Andrews in 1990, to form part of Worcester Cathedral's 'British Sporting Heroes' exhibition.

The oldest known painting of golf in St Andrews, 'A view of the Old Course', dating from 1740, was loaned to the National Library of Scotland for their popular exhibition, 'A Swing Through Time'. The Museum also loaned memorabilia used by two-time Open Champion Padraig Harrington to the 'River and Rowing' collection in Henley to feature in a display promoting the UK-wide project called 'Our Sporting Life'.

Further outreach success in the year for The R&A Heritage Department can be seen in the inclusion of Young Tom Morris' 1872 Open Championship winner's medal in the BBC's 'A History of the World' online collection; recognition of the prominent place that golf and The Open Championship occupy in the history of sport.

A new range of bespoke merchandise was produced for the Museum in the year, and this will be made available online in 2011. Featuring scenes from golf's early history, a collection of fine bone china is accompanied by a selection of traditional silver pieces, tying together Scotland's rich sporting and artistic heritage.

Above:
New range of collectables, which can be purchased in the British Golf Museum

Opposite:
'Winning in Style': America's Gloria Minoprio in 1933

'Bobby Jones in Britain': a new exhibit in the British Golf Museum





Working for Golf

Supporting the development of the game around the world, making the Rules for 30 million golfers in 128 countries, advocating sustainable course management and preserving golf's heritage are responsibilities to which The R&A commits more than £10m annually; money derived, largely, from the commercial success of The Open Championship.

'Working for Golf' reflects the work that goes on throughout the year, not just in the week when the world's top players compete in the game's oldest Major. Whether teaching golf in schools or debating changes to the Rules, lobbying governments or safeguarding golf's history, a great deal of less heralded, but equally important work, is being undertaken all year round.

An opportunity to shine a light on these activities came when two-time Open Champion Padraig Harrington offered to become The R&A's first Working for Golf Ambassador. His position on the world stage was emphasised just before the 150th Anniversary Open Championship, when he received an honorary degree from the University of St Andrews, in the company of golfing greats, Tom Watson and Arnold Palmer.

Padraig Harrington is not simply a top golfer; he cares passionately about the game and is determined to put something back into the sport that has given him so much. Looking back, his career has been inextricably linked with The R&A, spanning Boys, Youths and Amateur Championships, through three Walker Cup appearances to winning The Open Championship in 2007 and 2008.

Padraig is committed to finding time in his busy tour schedule to raise awareness of The R&A's work. He will give coaching clinics on tournament practice days for juniors, their parents and coaches, not just helping to improve technique, but encouraging balance in their lives, through attending to schoolwork, passing exams and playing other sports.

This was the message he delivered at his first Working for Golf junior coaching session at Dun Laoghaire Golf Club, near Dublin, before the start of his 2011 playing season. Similar events will follow elsewhere around the world before the season is over.

He will also give time to promoting the Rules in multimedia productions, as he did in a recent R&A production on golf etiquette that can be found on RandA.org. It has been downloaded more than 250,000 times and promotes an important message about how the game should be played.

Biomechanical equipment testing sessions are also planned for 2011 in The R&A's Research and Testing Centre in St Andrews, adding one of the world's top players to the data set.

It is hoped other role-model professionals will become R&A Working for Golf Ambassadors in the months and years ahead.

*Above:
The University of St Andrews confers honorary degrees on Open Champions Tom Watson, Arnold Palmer and Padraig Harrington*

*Opposite:
The Chief Executive of The R&A, Peter Dawson, welcomes the two-time Open Champion to his new role*

R&A Working for Golf Ambassador Padraig Harrington coaches juniors at Dun Laoghaire Golf Club

Timeline 2010|11

January '10

The multi-award winning British Golf Museum begins its 20th anniversary year.



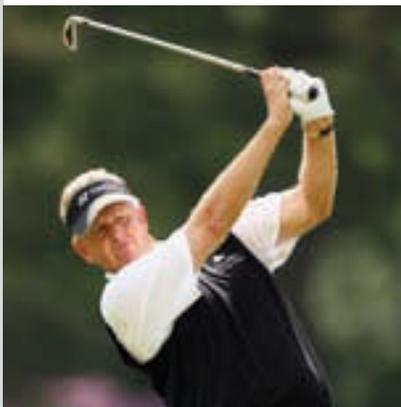
February '10

Tournament Administrator and Referees Schools continue whatever the weather in St Andrews.



June '10

Ryder Cup Captain Colin Montgomerie qualifies at Sunningdale for the 150th Anniversary Open.



July '10

The Open Champion, Louis Oosthuizen, holds the Claret Jug and wears a replica of the Challenge Belt.



August '10

Boys Amateur Champion Adrian Otaegui from Spain is the winner at Kilmarnock (Barassie).



November '10

The team from Ivory Coast, one of 14 countries represented at The R&A-supported All Africa Challenge Trophy at the IBB Golf and Country Club, Abuja, Nigeria.



December '10

The GB&I Walker Cup squad on the right track in training at Portmarnock, Ireland.



January '11

Two Rules of Golf Committees from The R&A and the USGA, along with international delegates from the men's and women's game, meet in St Andrews for the Quadrennial Rules Conference.



March '10

Keynote speakers at the Haikou Golf Tourism Forum in China: Peter Walton, CEO of the International Association of Golf Tour Operators; The R&A Chief Executive, Peter Dawson; and two-time Open Champion Greg Norman.



April '10

Field testing clubface grooves on tour in Turkey.



May '10

The R&A has contributed more than £1m to the Ladies European Tour and marking the funding milestone, The R&A Chief Executive, Peter Dawson, presents an R&A Working for Golf flag to Alex Armas, Executive Director of the Ladies European Tour.



September '10

Askemish Golf Club on the Hebridean Island of South Uist is the setting for The R&A Greenkeeping Scholars annual field study.



October '10

Japan's Hideki Matsuyama, Asian Amateur Champion, on his way to the Masters and Open Championship International Final Qualifying.



February '11

Thailand's Prom Meesawat earns his place at the 2011 Open Championship by winning the first International Final Qualifying event to be staged in his home country at the Amata Spring Country Club in Bangkok.



March '11

India's Abhijit Chadha wins The R&A-supported Faldo Series Asia Grand Final at Mission Hills, Shenzhen, China.



Affiliated Organisations

The R&A has national affiliated organisations in 128 countries in Europe, America, Asia, Africa and Oceania and a further 12 transnational affiliated organisations.

Europe

Austrian Golf Association
Austria

Royal Belgian Golf Federation
Belgium

Bulgarian Golf Association
Bulgaria

Croatian Golf Association
Croatia

Cyprus Golf Federation
Cyprus

Czech Golf Federation
Czech Republic

Danish Golf Union
Denmark

English Golf Union Limited
England

The English Women's Golf Association
England

Estonian Golf Association
Estonia

Finnish Golf Union
Finland

French Golf Federation
France

German Golf Association
Germany

Hellenic Golf Federation
Greece

Hungarian Golf Association
Hungary

Golf Union of Iceland
Iceland

Golfing Union of Ireland
Ireland

Irish Ladies Golf Union
Ireland

Israel Golf Federation
Israel

Italian Golf Federation
Italy

Latvian Golf Federation
Latvia

Lithuanian Golf Federation
Lithuania

Luxembourg Golf Federation
Luxembourg

Malta Golf Association
Malta

Netherlands Golf Federation
Netherlands

Norwegian Golf Federation
Norway

Polish Golf Union
Poland

Portuguese Golf Federation
Portugal

Romanian Golf Federation
Romania

Russian Golf Association
Russian Federation

Scottish Golf Union Limited
Scotland

Scottish Ladies Golfing Association Limited
Scotland

Golf Association of Serbia
Serbia

Slovak Golf Association
Slovakia

Golf Association of Slovenia
Slovenia

Royal Spanish Golf Federation
Spain

Swedish Golf Federation
Sweden

Swiss Golf Association
Switzerland

Turkish Golf Federation
Turkey

Golf Union of Wales
Wales

America

Argentine Golf Association
Argentina

Bahamas Golf Federation
Bahamas

Barbados Golf Association
Barbados

Bermuda Golf Association
Bermuda

Bolivian Golf Federation
Bolivia

Brazilian Golf Confederation
Brazil

Royal Canadian Golf Association
Canada

Cayman Islands Golf Association
Cayman Islands

Chilean Golf Federation
Chile

Colombian Golf Federation
Colombia

Costa Rica Golf Association
Costa Rica

Dominican Republic Golf Association
Dominican Republic

Ecuador Golf Federation
Ecuador

El Salvador Golf Federation
El Salvador

Guatemala National Golf Association
Guatemala

Guyana Golf Union
Guyana

Honduras Golf Federation
Honduras

Jamaica Golf Association
Jamaica

Nicaraguan Golf Federation
Nicaragua

Panama Golf Association
Panama

*Background:
Map – 128 countries (shaded) host
national golfing organisations affiliated to
The R&A.*



Paraguay Golf Association
Paraguay

Peruvian Golf Federation
Peru

Puerto Rico Golf Federation
Puerto Rico

St Maarten Golf Association
Netherlands Antilles

Trinidad & Tobago Golf Association
Trinidad & Tobago

Uruguay Golf Association
Uruguay

Venezuela Golf Federation
Venezuela

Virgin Islands Golf Federation
US Virgin Islands

Asia

Afghanistan Golf Federation
Afghanistan

Bahrain Golf Association
Bahrain

Bangladesh Golf Federation
Bangladesh

Royal Bhutan Golf Federation
Bhutan

Cambodian Golf Federation
Cambodia

China Golf Association
People's Republic of China

Chinese Taipei Golf Association
Chinese Taipei

Hong Kong Golf Association Limited
Hong Kong

Indian Golf Union
India

Indonesian Golf Association
Indonesia

Islamic Republic of Iran Golf Federation
Islamic Republic of Iran

Japan Golf Association
Japan

Jordan Golf Federation
Jordan

Kazakhstan Golf Federation
Kazakhstan

Korea Golf Association
Korea

Lao National Golf Federation
Lao People's Democratic Republic

Lebanese Golf Federation
Lebanon

Malaysian Golf Association
Malaysia

Mongolian Golf Association
Mongolia

Myanmar Golf Federation
Myanmar

Oman Golf Committee
Oman

Pakistan Golf Federation
Pakistan

National Golf Association of the Philippines
Philippines

Qatar Golf Association
Qatar

Saudi Arabian Golf Federation
Saudi Arabia

Singapore Golf Association
Singapore

Sri Lanka Golf Union
Sri Lanka

Thailand Golf Association
Thailand

United Arab Emirates Golf Association
United Arab Emirates

Vietnam Golf Association
Vietnam

Africa

Algerian Golf Federation
Algeria

Botswana Golf Union
Botswana

Democratic Republic of Congo Golf
Democratic Republic of Congo

Egyptian Golf Federation
Egypt

Gabonese Golf Federation
Gabon

Gambia Golf Association
The Gambia

Ghana Golf Association
Ghana

Ivory Coast Golf Federation
Cote d'Ivoire

Kenya Golf Union
Kenya

Liberia Golf Association
Liberia

Libyan Golf Federation
Libyan Arab Jamahiriya

Golf Union of Malawi
Malawi

Mauritius Golf Federation
Mauritius

Royal Moroccan Golf Federation
Morocco

Namibia Golf Federation
Namibia

Nigeria Golf Federation
Nigeria

Senegalese Golf Federation
Senegal

Sierra Leone Golf Federation
Sierra Leone

South African Golf Association
South Africa

Swaziland Golf Union
Swaziland

Tunisian Golf Federation
Tunisia

Uganda Golf Union
Uganda

Tanzania Golf Union
United Republic of Tanzania

Zambia Golf Union
Zambia

Zimbabwe Golf Association
Zimbabwe

Oceania

Golf Australia
Australia

Cook Islands Golf Federation
Cook Islands

National Golf Association of Fiji
Fiji

New Zealand Golf Incorporated
New Zealand

Papua New Guinea Golf Association
Papua New Guinea

Samoa Golf Incorporated
Samoa

Vanuatu Golf Association
Vanuatu

Transnational Affiliated Organisations

African Golf Confederation

Asia-Pacific Golf Confederation

Caribbean Golf Association

Council of National Golf Unions

European Golf Association

Ladies European Tour

Ladies Golf Union

Oceania Golf Union

PGA European Tour

Professional Golfers Association

Professional Golfers Association of Europe

South American Golf Federation

Executive Directors



Peter Dawson
Chief Executive



Mark Dobell
Finance Director



Angus Farquhar
Commercial Director



Angela Howe
Museum and Heritage
Director



Steve Isaac
Director - Golf
Course Management



Peter Lewis
Director of Film
Archive



Grant Moir
Director - Rules
of Golf



Steve Otto
Director - Research
and Testing



David Rickman
Director of Rules and
Equipment Standards



Michael Tate
Director



Dominic Wall
Director - Asia-Pacific



Duncan Weir
Director of Golf
Development



Based in St Andrews, The R&A is golf's governing body and the organiser of The Open Championship. The R&A is committed to working for golf and operates with the consent of 143 organisations, from the amateur and professional game, and on behalf of over 30 million golfers in 128 countries.



The R&A, St Andrews, Fife, Scotland KY16 9JD
telephone: +44 (0)1334 460 000 fax: +44 (0)1334 460 001
info@randa.org www.randa.org www.opengolf.com