

The R&A Review 2009 | 10



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Foreword

Welcome to our overview of the year; The R&A Review 2009|10. In this, my first as Chairman, I wish to pay tribute to my predecessor; David Pepper, who completed a highly productive three-year term, the full period our corporate governance rules permit.

One of my earliest duties was to follow through on our commitment to the development of the game, in Asia. In November, I joined Chairman of the Masters Tournament, Billy Payne and President of the Asia Pacific Golf Confederation (APCG), Kwang-soo Hur to oversee the inaugural playing of the Asian Amateur Championship.

With the Masters, The R&A will underwrite the Asian Amateur in its early years and it is right that golf's Majors should use their commercial success in this way. Played at Mission Hills, Shenzhen, China, Han Chang-won from Korea emerged a worthy winner. He earned a place at the Masters and the right to compete in International Final Qualifying (IFQ) for The Open in 2010 alongside runner-up and compatriot, Eric Chun. Eric produced an exceptional performance at IFQ Asia in March to book his place in The 150th Anniversary Open Championship at St Andrews. In short, the inaugural championship was an outstanding success, exceeding our best expectations.

Our international reach continues to grow and in the year we welcomed the Golf Committee of Oman, the Liberia Golf Association and the Oceania Golf Union as new affiliates. We now govern the game with the consent of 141 affiliated organisations from 126 countries. These new affiliates evidence the continuing increase in golf played worldwide despite the current modest decline in private club membership in the Western world. Golf remains in good heart in these difficult economic times.

Unquestionably, the game's universality was a major factor in persuading the International Olympic Committee to admit golf to The Games from 2016. Couple our leading role in this achievement with an exceptional Open Championship at Turnberry and our team led by Chief Executive, Peter Dawson had another outstanding year.

Allan Gormly CMG OBE
Chairman, The R&A



Meeting the media on the eve of the inaugural Asian Amateur Championship, Allan Gormly, Billy Payne, Kwang-soo Hur and Dominic Wall



Jacques Rogge speaking at the Copenhagen IOC Session where it was announced that Golf will be an Olympic sport from 2016



Review

We have long believed that Olympic Golf represents the biggest grow-the-game opportunity in our sport. Now that our presence has been secured at the 2016 games in Rio de Janeiro our challenge is to make good on that claim. Never in my experience has the game acted collectively with such clarity of purpose and those golfing nations with the greatest development potential will reap a handsome dividend.

The International Golf Federation will need our continued support in the period that lies ahead and our national affiliated organisations will need to broaden their remit to provide the necessary Olympic infrastructure. Governments too will need to become engaged and in many countries Olympic sport recognition opens the door to such support.

Should history repeat itself golf's legacy benefit is already secure. According to the IOC, the golf course that hosted the last Olympic competition in 1904, Glen Echo in St Louis, Missouri, is the oldest Olympic venue in the world still in continuous daily use.

The Open Championship at Turnberry and Tom Watson is a special combination. He won his second Open over the Ayrshire links in 1977 in the famed "Duel in the Sun" with Jack Nicklaus. In 2009, aged 59, he came tantalisingly close to becoming Open Champion for a sixth time, but was to lose in a play-off to Stewart Cink who, having played excellent golf all week, claimed his first Major title.

We invest continuously in the courses that host The Open and in 2009 almost £1m was spent across a variety of projects, including laying many kilometres of fibre optic cable underground. Television is the direct beneficiary and the return an enhanced product for a growing audience.

In 2009, over 50 broadcasters took live coverage of The Open Championship and more than 83 million viewers around the world watched on television. The Open Championship will be available for the first time in High Definition from 2010.



In our governance role we paved the way for the introduction of new Rules on clubface markings, effective from 2010, for the men's and women's professional game. What we expect to see in the months ahead is a greater emphasis on accuracy from the tee as the ability of even the most skilful players to control shots from rough is limited by the new equipment Rule.

Our headline financial report quantifies the cyclical effect of taking The Open to less accessible venues with operating profit to 31 December 2009 lower at £7.0m (£9.1m). However, we still managed to increase to £3.4m (£2.7m) the value of grants awarded to external golf development bodies. While support from The R&A Foundation for golf education programmes increased to £2.7m (£2.2m). In total, golf development funding derived from ongoing operations and from The R&A Foundation increased to £6.1m (£4.9m) in the year.

We continue to fund our responsibilities as the world governing body for The Rules of Golf and Equipment Standards, at no cost to the sport. In 2009, this was steady at £3.3m (£3.3m).

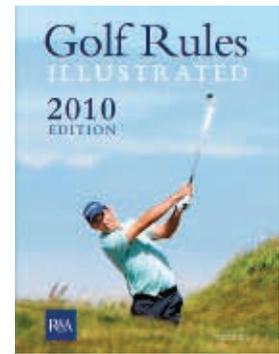
The cost of staging amateur events, £659,000 (£636,000), is marginally higher; the effect of funding an away team at the Walker Cup, while funding for sustainable golf advocacy was down slightly to £368,000 (£383,000).

Profits are not distributed and are added to reserves to secure our long-term responsibilities to the game.

It is pleasing to note that our pledge, on adopting corporate operating structures in 2004, to achieve £50 million of development and governance funding for the game by 2010 will be met in full.

Peter Dawson
Chief Executive, The R&A





Rules

The Rules of Golf cover just about every eventuality when playing the game. They are considered and updated on a four-yearly basis by The R&A and the USGA, with the next published revision due in 2012.

Events, however, constantly intervene and the book *Decisions on the Rules of Golf* is published at the mid-point in the revision cycle to offer golfers best advice and keep the process moving forward.

Decisions on the Rules of Golf (2010-2011) reviews over 1,200 playing incidents in a user-friendly question and answer style. It includes 30 new and 49 revised decisions effective in the Rules of Golf from 1 January 2010. The R&A Rules co-authors the book and licenses publication in more than a dozen countries across Europe, Asia and South America.

An important clarification to the rule covering distance-measuring devices was issued by The R&A and USGA in 2009 and is included in the new *Decisions* book. The revised decision addresses the growth of multiple application electronic devices and the impact these could have in deskilling the game. Electronic devices for distance measurement have been permitted by Local Rule since 2006 and are regarded as the modern form of yardage books. However measuring other conditions such as wind speed or direction, ground slope and ambient temperature, to gain a playing advantage, remains prohibited under the terms of Rule 14-3.

In a busy publishing year R&A Rules Limited also produced the 14th edition of *Golf Rules Illustrated (2010)*. The 192-page book shows every rule of golf in pictures and includes answers to the questions most frequently asked of R&A Rules officials.

Work towards the 2012 edition of the *Rules of Golf*, focusing on the principles of "simplicity and fairness", continued in the year together with a fundamental review of the Rules of Amateur Status.

R&A Rules Limited also selects and supervises the referees for The Open Championship, drawing from national affiliated organisations around the world and the professional tours.

At Turnberry, Irishman Rory McIlroy provided the most unusual rules incident of the week. Hitting a long drive at the 16th hole, in the third round of the championship, his ball became lodged in the back of a golf cart crossing the fairway. Both player and walking rules official were unsighted but a spectator spotted the ball land in the vehicle.

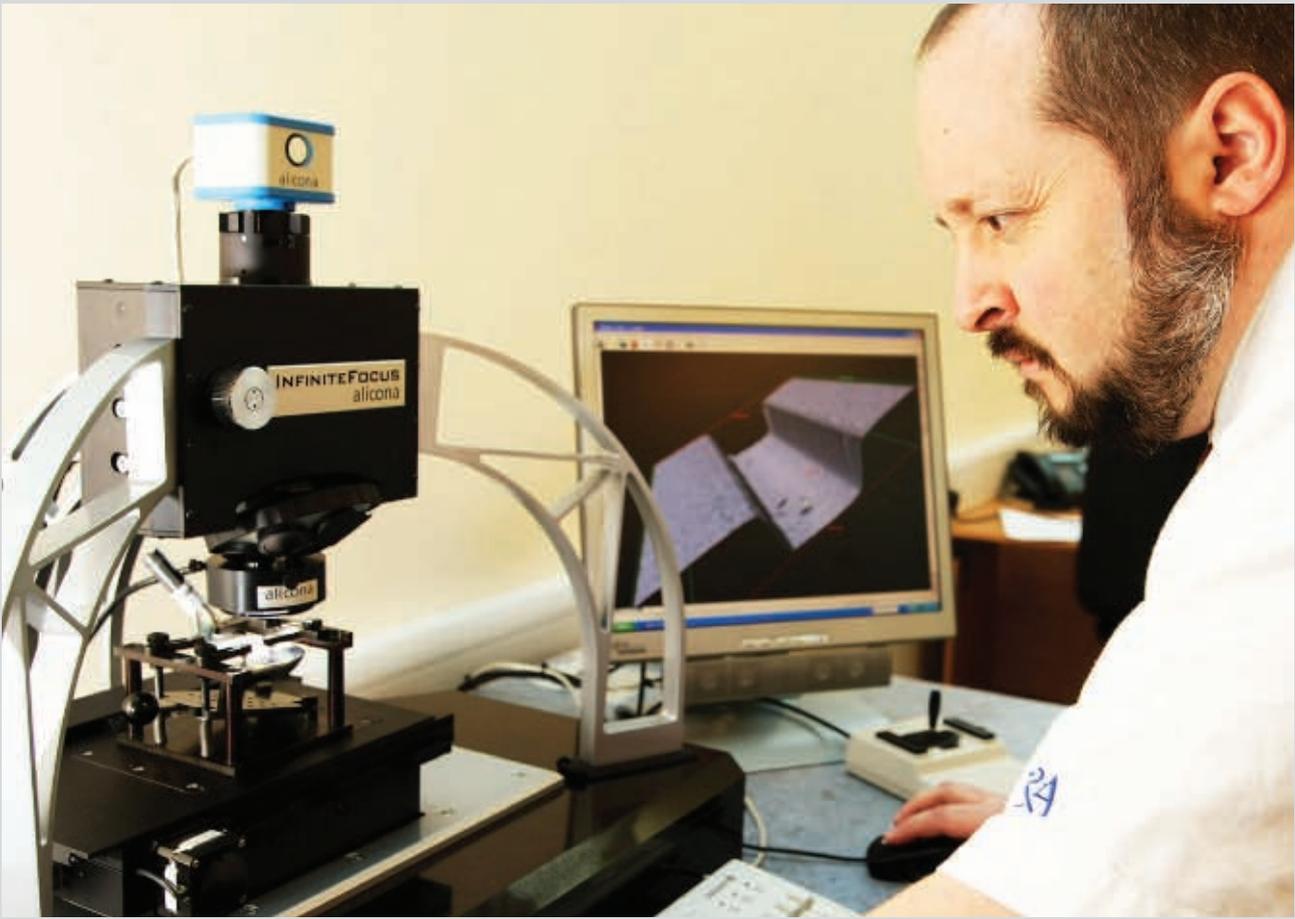
Rule 19-1 governing a "ball in motion" covered the situation and McIlroy was permitted to drop his ball on the fairway, as near as possible to the spot where his ball came to rest in the moving cart, without penalty. He went on to birdie the hole.

The R&A's commitment to rules education is evidenced by the fact that since 2000 over 50 Referees and Rules of Golf schools have been staged in more than 30 countries. In 2009, these included the first R&A Referees School to be held in Malaysia and the first R&A Rules of Golf School to be staged in the Czech Republic.

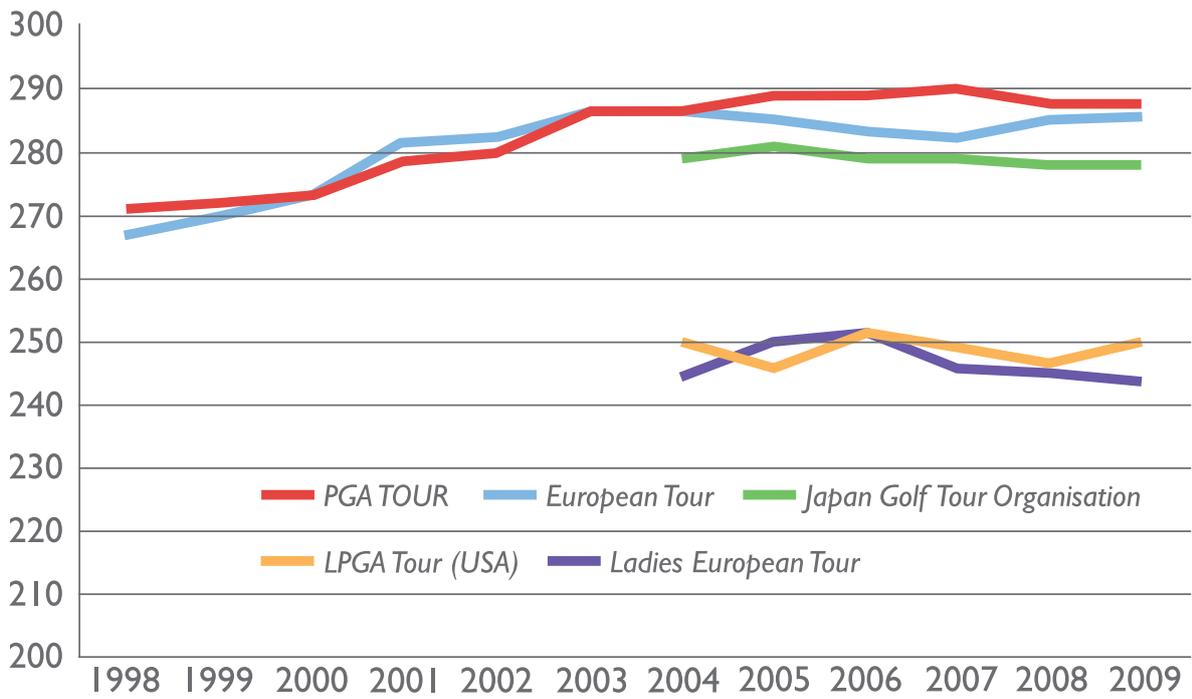
Above:
R&A publications, 2010 editions of *Decisions on the Rules of Golf* and *Golf Rules Illustrated*

Opposite:
Rules education at the first R&A Asian Referees School in Kuala Lumpur, Malaysia

Rory McIlroy tees off in round one of The Open at Turnberry



AVERAGE DRIVING DISTANCE (YDS)





Research and Testing

2009 has been the key transition year for the introduction of new equipment Rules, governing clubface groove sharpness and size, in the professional game. The R&A Research and Testing team has travelled the world helping professional players and equipment manufacturers to comply with the new global standards that, for them, are effective from 2010.

The same new equipment Rules will be introduced to the elite amateur game in 2014 and will apply to club golfers from 2024 or later.

Over 500 leading players have brought clubs for on-course testing at more than 20 tournaments around the world, ranging from the Dunhill Links Championship in St Andrews to the Japan Open. In total more than 5,000 clubs have been tested using bespoke equipment.

The new Rules, are the result of extensive collaborative research between The R&A and the United States Golf Association. This research showed that modern groove configurations can allow players to generate as much spin from rough as can be achieved from the fairway, resulting in a reduction in the value of tee-shot accuracy. In the future, shots from the rough will be more difficult to control.

Club golfers can also check their equipment for future conformity to the new groove marking rules by using the Informational Club Database at www.randa.org.

The manufacture of golf clubs has become a highly concentrated industry in recent years and today the majority of the world's capacity is based in Taiwan and southern China, where The R&A Research and Testing staff have become frequent visitors.

The level of equipment submissions reached a new peak in 2009 with 3,200 clubs evaluated by The R&A despite the introduction of a nominal charge to manufacturers for this service in the year.

Gathering and interpreting data on equipment performance is of critical importance to the governance of the game. Research and analysis of the distance travelled by the golf ball in competitive play regularly features in The R&A Research and Testing department's workload. A trend analysis of PGA TOUR ShotLink data continues to demonstrate a plateau effect. Indeed in over 1.4 million tee shots measured in the period 2003 to 2009 the average driving distance is static around 286 yards. Similar findings are evidenced across the men's and women's game in data gathered by the European Tour, the Japan Golf Tour Organisation, the LPGA Tour and the Ladies European Tour (see graph opposite).

R&A research at club level in the UK also indicates that driving distance remains reasonably static, with an average fluctuating between 205 and 212 yards season to season.

Such data represents a growing body of evidence that golf equipment rules are striking the right balance between continuing to allow technological innovation and preserving the importance of skill as the most important determining factor in the game.

Above:
The R&A Research and Testing Centre

Opposite:
A clubface scanner

Graph of average driving distances





The Open Championship

Turnberry is a picture perfect links course that rewards players and spectators alike with magnificent golfing holes and spectacular scenery. It's remote, in Scotland's south-west corner but recent investment in roads and a £30 million upgrade to the famous resort hotel, encouraged The R&A to bring back The Open after an absence of fifteen years.

In 2009, Stewart Cink produced four days of outstanding golf, mastering testing links conditions and a challenging course set-up to become Champion Golfer of the Year. It was an accomplishment that his talent had promised for a long time. For many though, another story dominated the Championship.

Back in 1977, Turnberry proved an instant success with golf fans when the famed Nicklaus and Watson, "Duel in the Sun" became legend. Tom Watson claimed his second Claret Jug that year but teeing it up on day one in 2009 with Sergio Garcia and the young Amateur Champion, Matteo Manassero, Watson aged 59 was giving them 30 and 43 years respectively.

Also making life easy for the headline writers were Pdraig Harrington, aiming at three Open Championship victories in a row and Tiger Woods back after missing The Open at Birkdale through knee surgery. Like Harrington and Woods, many of the field were tackling Turnberry for the first time in Championship play.

Harrington, in the midst of rebuilding his swing, was there for the weekend but finished in a four-way tie for 65th place. Woods ground out the opening rounds, hitting just 15 fairways and 21 greens in regulation, finally recording a two round total of 145, five-over-par to miss the cut.

Another early departure was Japan's 17-year-old, Ryo Ishikawa who partnered Woods and Lee Westwood. Ishikawa was in the viewfinder of every press photographer and television camera operator from his home country. When he finally bowed out of competition on Friday evening the TV audience in Japan peaked at 13 million viewers.

Lee Westwood in his own assessment played superbly all week until bogeying on three of the last four holes and finishing tied in third place with 2008 Silver Medallist Chris Wood.

However, the unforgettable story of the 138th Open Championship was the mastery of links golf on display from five-time Open Champion, Tom Watson. With touch and feel he kept the ball rolling from tee to green.

Watson was Championship leader going into the final round and although six players held the lead during the course of the day it was Watson who stood on the 18th tee with a one shot advantage over Stewart Cink, who was safely in the clubhouse.

Watson needed to get up and down to make par but missed the history making opportunity entering a two-way play-off with Cink. Stewart Cink had never won a Major but with the skill and strength of the younger man he prevailed to become the Champion Golfer of the Year.

Later in the year, The R&A Championship Committee changed the eligibility rules for The Open Championship recognising the outstanding playing performance of two past champions in their 50's – Greg Norman and Tom Watson. Now former champions recording a top 10 finish, within five years of their 60th birthday, will gain an extra five years exemption.

Above:
Lee Westwood and Tiger Woods on day one of The Open Championship, Turnberry

Japan's Ryo Ishikawa in the media spotlight

Opposite:
Tom Watson and Matteo Manassero celebrate their rounds

Open Champion, Stewart Cink with runner-up Tom Watson at Turnberry





Championships

In addition to organising The Open, R&A Championships Limited has sole or shared responsibility for a further six annual and four biennial Championships and International Matches. 2009 heralded a biennial staging of the Walker Cup and the 42nd match in the series was played away in September at Merion, Pennsylvania, USA.

The USA beat Great Britain & Northern Ireland (GB&I) 16½ to 9½; the Americans have now won the last three matches (home and away). Notable USA performances came from Rickie Fowler making his second Walker Cup appearance before turning professional and his Oklahoma State team-mate, Peter Uihlein, both with 100% records over the two days of competition. For GB&I, Eamonn "Stiggy" Hodgson, Sam Hutsby and Niall Kearney stood out, each winning twice over the two days.

The Amateur Championship was played at Formby in June with good crowds attracted from across the North West of England. 2008 Amateur Champion, Dutchman Reinier Saxton returned for his title defence and Englishmen Tommy Fleetwood and Sam Hutsby were both on form. An exceptional talent was needed to win through this field and 16-year old Italian Matteo Manassero stepped up to become the youngest ever champion in the event's 124 year history, beating Sam Hutsby 4&3 in the final.

Four days after picking up the runner-up's Silver Salver in The Open Championship, Tom Watson was teeing it up in The Senior Open Championship with Greg Norman at Sunningdale. Both managed top ten finishes and Watson holed a seven-foot putt on the 72nd hole that a week earlier would have won him his sixth Open Championship. In the end American Loren Roberts took his second Senior Open Championship title.

At the Boys Home Internationals played at Hankley Common in early August, England claimed the title by winning 12 points to 3 over last year's champions, Ireland. Scotland finished ahead of Wales in the round robin contest.

Also in early August, Paul Simson from the USA crossed the Atlantic to Prestwick to defend his Seniors Open Amateur title. Canada's Graham Cooke did likewise hoping to better his 3rd place from the 2008 event. In the end they tied second trailing Bermuda's Robert Vallis by two shots. It was his first significant win on foreign soil.

Tom Lewis of England won the Boys Amateur at Royal St George's beating fellow countryman Eddie Pepperell 5&4. The event changes in 2010 from all match play to the format of the Amateur Championship, 36 holes of stroke play with the top 64 progressing to the match play stages.

The annual boy's match between Great Britain and Ireland and the Continent of Europe was contested in late August at Ganton. GB&I increased their margin of victory in 2009 with a 14½ to 9½ success to retain the Jacques Leglise Trophy.

November saw the inaugural staging of the Asian Amateur Championship at Mission Hills, China where both the winner and runner-up earned an exemption into International Final Qualifying for The Open Championship. Winner, Han Chang-won also received an invitation to the Masters, while runner-up, Eric Chun, subsequently secured his starting place in the 150th Anniversary Open Championship at St Andrews, having qualified at IFQ Asia.

Above:
Asian Amateur Champion, Han Chang-won (right) and runner-up, Eric Chun

Senior Open Champion Loren Roberts at Sunningdale

Opposite:
Youngest ever Amateur Champion, Matteo Manassero

The US Walker Cup team celebrate their victory

Working for Golf 2009 | 10

▶ January '09

A hotel ballroom in St Andrews is transformed into a course full of hazards for the annual Referees School at the Home of Golf with rules officials from 30 countries taking part.



▶ February '09

The creation of the Asian Amateur Championship is announced in Hong Kong by founding organisations The R&A, The Masters Tournament and the Asia-Pacific Golf Confederation.



▶ June '09

Strong crowds turn out for 114th Amateur Championship at Formby, following the final match of England's Sam Hutsby and Italy's Matteo Manassero with the young Italian taking the honours.



▶ July '09

Stewart Cink is the Champion Golfer of The Year at Turnberry, overhauling five-time Open Champion Tom Watson to win his first major title and he plans to keep a tight hold of the Claret Jug.



▶ August '09

Victorious England in the Boys Home Internationals at Hankley Common, turning the tables on last year's winners Ireland with Scotland finishing ahead of Wales.



▶ November '09

The R&A joins forces with The RSPB to publish *Birds and Golf Courses: a guide to habitat management* and the best practice it promotes will help endangered grassland species like the Skylark.



▶ December '09

Former R&A Foundation Scholar Richie Ramsay, first to top the World Amateur Golf Ranking and first Scot to win the US Amateur since Findlay Douglas in 1898, wins the South African Open, the first win of his professional career.



▶ January '10

New rules on clubface marking come into effect as a Condition of Competition for the men's and women's professional game with greater accuracy off the tee and reduced control from rough the expected outcomes.



March '09

The British Golf Museum benefits from a £150,000 investment in enhanced visitor facilities and reopens with new galleries



including Golf's Olympic history, with the 1904 runner up trophy a key artifact.

April '09

The four yearly Working for Golf Conference for The R&A's National Affiliate organisations takes place in St Andrews with delegates from over 50 countries taking part.



May '09

The FOCAL International, film industry award for Best Archive Restoration goes to The R&A for a set of four Kinora Reels from around 1911 and featuring Open Champions' George Duncan and Sandy Herd.



September '09

The Mark H McCormack Medal goes to Canadian Nick Taylor of University of Washington, recognition for his leading position on the World Amateur Golf Ranking.



October '09

Olympic Golf Ambassador, Padraig Harrington addresses the 121st Session of the International Olympic Committee in Copenhagen minutes before it was announced that golf is back in the games from 2016.



February '10

Vast crowds at The Open Championship at Royal Liverpool Golf Club, in 2006 are predicted to return as it's announced the club will again host The Open in 2014.



March '10

Danny Chia of Malaysia, Noh Seung-Yul of South Korea, Hiroyuki Fujita of Japan and Asian Amateur runner-up, Eric Chun of South Korea win their places at The Open Championship at International Final Qualifying – Asia in Kuala Lumpur, Malaysia.







Olympics

Golf will be part of the Olympic Games in Rio de Janeiro in 2016, back after an absence of 112 years. The news came through at the close of 121st Session of the International Olympic Committee (IOC) in Copenhagen on Friday 9 October 2009.

IOC President Jacques Rogge made the announcement in front of 1,000 or more delegates and assembled media personnel and it was streamed live on television to a global audience.

A campaign launched at The Open Championship at Birkdale in 2008 had prevailed because golf had been united in the presentation of its case and the world's leading players gave their unconditional support.

The roll call of organisations represented on the Olympic Committee of official bid organisation the International Golf Federation was unprecedented in the game: The R&A, the European Tour, the USGA, the PGA of America, the PGA TOUR and LPGA, the Masters Tournament, the Asian Tour, the Australian Ladies Professional Golf Tour, the Canadian Professional Golf Tour, the Japan Golf Tour Organisation, the Ladies Professional Golfers Association of Japan, the Korea Ladies Professional Golf Association and the Korea Professional Golf Association, the Ladies European Tour, Ladies Asian Golf Tour, the PGA Tour of Australasia, the Sunshine Tour and the Tour de Las Americas.

Several players became sporting ambassadors for the bid and those who publicly set their sights on competing for Olympic gold in Brazil included: Padraig Harrington of Ireland, USA's Michelle Wie, Norway's Suzann Pettersen and 16-year-old Amateur Champion, Matteo Manassero of Italy.

Many others declared their support for golf's Olympic ambition, including world number one players Lorena Ochoa and Tiger Woods.

An Olympic field of 60 players in both men's and women's competition is envisaged, using the Official World Golf Rankings to determine eligibility. The top-15 world-ranked players will be eligible for the Olympics, regardless of the number of players from a given country.

Beyond the top 15, players will be eligible based on the world rankings, with a maximum of two eligible players from each country that does not already have two or more players among the top 15.

The competition format proposed is 72-hole individual stroke play for both men and women. In the case of a tie for first, second or third place, a three-hole playoff is likely to determine the medalists.

Based on current world rankings at least 30 countries will participate in both the men's and women's competitions with every continent represented.

In many countries where golf has the greatest potential for development Olympic sport status attracts government support and that will help grow the game. Perhaps it is not surprising that golf is back in the Olympic Games when its ethos of fair play, respect for fellow competitors and the rules of the game are the selfsame values of Olympism.

Above:
IGF presentation team, The R&A Chief Executive, Peter Dawson, IGF Olympic Committee Executive Director, Ty Votaw and golfing stars, Padraig Harrington, Suzann Pettersen, Matteo Manassero and Michelle Wie

Opposite:
Crowds on Copacabana Beach welcome the news that Rio de Janeiro will host the 2016 Olympic Games

LPGA stars Norway's Suzann Pettersen and America's Michelle Wie celebrate golf's admission to the Olympic Games





Development

In 2009 development funding from The R&A totalled more than £6 million with over 300 individual grants awarded.

Optimising the spread of resources is a skill that comes with experience gained on every continent. Two-thirds of all development funding from The R&A is channelled through 141 national affiliated organisations from 126 countries worldwide. These bodies are best placed to judge what will advance the game at national level and The R&A offers funding support derived from the financial success of The Open Championship.

The Golf Foundation was the largest single beneficiary with a grant of £540,000 to assist its work in England, Scotland and Wales while the Asia-Pacific Golf Confederation received £250,000 in support of its work in staging the Asian Amateur Championship.

The R&A Scholarship scheme supports over 100 individual players helping them to combine elite amateur golf with academic study. Thirteen universities also receive support for their student golf programmes and funding is provided for student golf tournaments, including the annual Palmer Cup match between Europe and the USA. R&A Scholar Leonardo Motta from Milan, Italy was outstanding in Europe's 2009 victory, taking 3 points out of 4, including a singles win over then World number one Amateur, Morgan Hoffman.

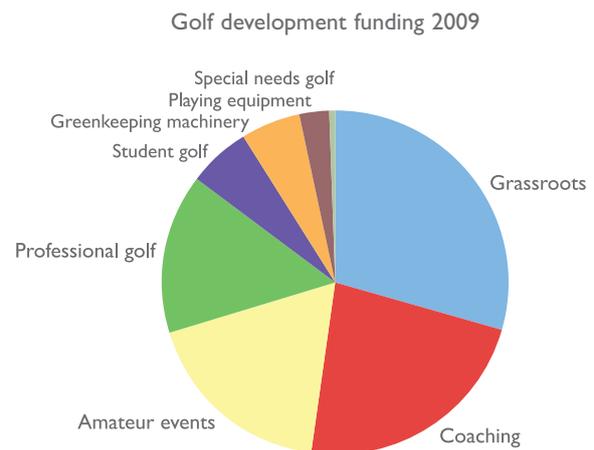
The biggest categories in The R&A golf development programme cover work at grassroots level and the funding of PGA coaching.

In 2009, The R&A awarded almost £1 million of coaching grants to 57 affiliated golfing organisations with the top three recipients, Wales, Zambia and Poland sharing more than £100,000 worth of funding.

Grassroots development work is focussed increasingly on projects in Eastern Europe, Asia, South and Central America and in 2009 work in 17 countries was funded from a £1.1 million budget. Projects receiving assistance included sending prospective referees abroad to attend R&A Rules Schools, building public access golfing

facilities in Cambodia and ongoing support of the Japeri Project in Brazil, an initiative that links attendance at school to playing golf and improves life's prospects for more than 100 local boys and girls. The R&A also support the grassroots development work of five Open Champions: The Palmer Cup, the Faldo Series in Europe and Asia, the Paul Lawrie Junior Programme and the Ernie Els and Greg Norman Foundations.

Support of amateur championship events in 24 countries was close to £750,000 in 2009 while almost £1 million was spent on junior playing equipment, professional and special needs golf and the purchase of greenkeeping machinery in five Sub-Saharan African countries.



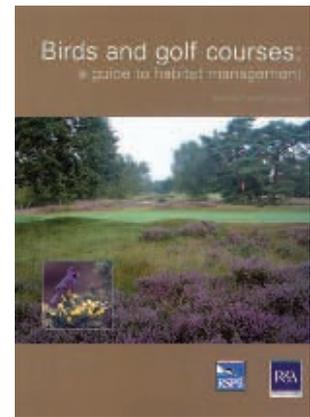
Above:
Japeri Project player, Cristian Barcelos-Banca, at the Rio State Junior Championships

Golf Roots from the Golf Foundation supported by The R&A

Opposite:
David Howell conducting a clinic at the 2009 Abu Dhabi Junior Golf Championships

Japeri project prizewinners





Course Management

Golf can make a notable contribution to biodiversity; restoring, enhancing and conserving habitat and wildlife.

In 2009, The R&A broke new ground collaborating with non-governmental organisation the Royal Society for the Protection of Birds (RSPB), publishing a book to highlight the role golf courses play in providing sanctuaries for birds, including threatened species, and other wildlife. Encouragingly, populations of red listed bird species such as the Skylark are increasing in British golf course habitats.

Birds and Golf Courses: a guide to habitat management, signposts best practice in course management to encourage bird populations and it recognises the fact that rough and out-of-play areas on British golf courses, measuring 140,000 hectares, are similar in size to the land occupied by the RSPB's UK nature reserves. Six months after publication the book is recognised as a first port of call for all those interested in promoting biodiversity on their golf course.

An alternative source of habitat conservation information is The R&A website bestcourseforgolf.org that was given a complete makeover in 2009 and has thousands of international visitors. The site provides a free-to-access best practice benchmarking tool.

Education is the central feature of The R&A's role in promoting sustainable golf and, in the year, greenkeeper scholarship funding reached a £250,000 milestone. Launched in the academic year 2004/5, over 70 students from 20 countries have now won scholarships to further their professional greenkeeper education at world renowned Elmwood and Myersough Colleges in the United Kingdom.

While on the road in 2009, R&A Course Management staff undertook two extended tours in the Asia-Pacific Region reaching almost 1,000 conference delegates. In March, The R&A presented at a series of turfgrass seminars in Thailand, The Philippines and Malaysia, that covered grass selection, disease prevention and sustainable irrigation strategies. The R&A Asia-Pacific Regional office also participated and a greenkeeper education programme is evolving in partnership with R&A affiliated national organisations, the Thailand Golf Association and the Malaysian Golf Association.

Later in the year, the Course Management team delivered seminars in five Australian cities, majoring on the theme of maintaining firm dry playing surfaces while reducing demand on labour and water resources. The programme was organised with the Australian Golf Course Superintendents Association and was supported by Golf Australia.

Advocacy for golf in contact with governmental organisations is also an important part of The R&A Course Management workload and 2009 marked the first meeting of the European Golf Association Golf Course Committee. The new committee funded by The R&A, draws on the expertise of a wide coalition of interests in the European game and strengthens golf's voice on environmental issues in the European Union.

Above:
Birds and golf courses, a new book from The R&A and the RSPB
(ISBN: 978 1 905601 19 6)

Opposite:
Grassland habitat at Royal Birkdale

Vulnerable species, the Skylark





Heritage

The most visible feature of The R&A's heritage activity is the British Golf Museum in St Andrews. The museum is a centre of historical excellence, containing Europe's leading collection of golfing memorabilia.

In readiness for the 150th Anniversary Open Championship in St Andrews in 2010, the museum closed for three months at the start of 2009. Major enhancements to gallery lighting and other aspects of the visitor experience were introduced. Despite being closed for the first quarter, around 45,000 people visited the museum, which claimed its fifth consecutive five star rating from VisitScotland in the year.

The museum curatorial staff ensures a rotation of exhibits from the collection, recognising landmark developments in the game and offering variety to repeat visitors. Two new galleries were added in 2009. The first charts the importance of the amateur game, displaying the medals won by five-time Amateur Champion Sir Michael Bonallack, through to the Eisenhower Trophy, won by Scotland in the World Amateur Team Championships of 2008.

Even the golf ball used by Gary Wolstenholme to become Great Britain and Ireland's record points scorer in the 2005 Walker Cup Match is exhibited, helping to tell the story of the biennial men's amateur contest between GB&I and the United States of America that began in 1922.

The careers of leading amateurs who became successful in the professional ranks are also charted in the display, including those of Colin Montgomerie, Sir Nick Faldo, Jack Nicklaus and Luke Donald.

Highly topical in the year that golf was readmitted to the Olympic Games from 2016 was the creation of a gallery entitled: Golf and its Olympic History.

Following the first games of the modern era in 1896, golf was played as an Olympic Sport in 1900 and 1904. In Paris in 1900 Charles Sands of the United States was the Olympic Champion with Britain's Walter Rutherford taking the Silver Medal. Rutherford's driver is a key object in the exhibition.

Canada's George Lyon won gold at the 1904 Games in St Louis, beating silver medalist Egan Chandler of the United States. Chandler's ornate runner-up trophy is also displayed in the museum.

The Games of 1908 were staged in London and an early example of sports politics led to the cancellation of golf's participation in the programme. However, the mint condition Silver Medal for golf that was never awarded forms part of the Olympic display.

Important artefacts offered on loan to the British Golf Museum in 2009 include The Open Championship Gold Medal won by Willie Fernie at Musselburgh in 1883. Fernie beat three-time Open Champion Bob Ferguson in a play-off to take the title. Tony Jacklin's Gold Medal from The Open Championship of 1969 at Royal Lytham & St Annes and the commemorative trophy from his second Major victory, the US Open of 1970, were also added to the museum collection on loan.

Above:
A new gallery for 2009 celebrates the amateur game

Opposite:
Golf's never contested 1908 Olympic Silver Medal

The new R&A gallery open in 2010





Left:
George Duncan captured on Kinora reel
circa 1911.

FOCAL International Award

The R&A Film Archive is the moving picture history of Championships run by The R&A. It contains footage of The Open Championship dating back to 1914 and of The Amateur Championship back to 1920. The earliest film in the archive dates from 1898, which is a mere two years after the birth of motion pictures in Britain. The R&A Film Archive is a unique collection and many clips from it can be seen on www.opengolf.com.

The archive is continually expanding. In 2009 five recordings of the BBC television broadcasts of The Open Championship from 1956, 1957, 1960, 1961 and 1963 were added to the collection. Also in the year, the rolling programme of Open Championship Official Film preservation work continued, with those from 1972, 1973 and 1974 being restored to their original vibrancy. Clips of these Open Championship victories for Lee Trevino at Muirfield, Tom Weiskopf at Troon and Gary Player at Lytham can be viewed at www.opengolf.com along with many Open highlights since 1914.

A highlight of 2009 was winning Best Archive Restoration or Preservation Project in the annual Federation of Commercial Audio Visual Libraries, FOCAL International Awards. The R&A Film Archive won the award for restoration work on four Kinora reels dating from around 1911. Kinora reels were a form of mechanised flicker books for home viewing and are the earliest known example of golf instruction by moving image.

The award winning reels feature Sandy Herd who had won The Open in 1902 and George Duncan who would win the Championship in 1920. This restoration work has helped to bring a century old technology back to life.

During the year, a concerted effort was made to develop a sound archive of radio coverage of The Open Championship. The BBC recording of the 1938 Open, featuring Bernard Darwin giving a summary of the day's play, was the earliest radio piece added to the archive. In addition to this, BBC radio commentaries from the 1940s through the 1990s were also added to the collection as were the highlights from Radio Open Golf since 2001. These radio broadcasts add a new dimension to the historical coverage of The Open Championship.



Opposite:
Expanding and restoring The R&A Film Archive

Right:
2009 FOCAL Awards





**WORLD
AMATEUR
GOLF
RANKING**

World Amateur Golf Ranking

2009 marked year three of the World Amateur Golf Ranking (WAGR), the 52-week rolling performance table that counts every shot played or match won in the men's amateur game. Globally, more than 1,200 championship events are included and the ranking continues to grow in coverage and stature.

A year earlier, The R&A charted the progress of 2,600 players in the ranking that is published each Wednesday morning. Twelve months on, and the number of ranked players have increased to more than 3,800, from seventy countries.

WAGR has become a weekly point of reference for championship organisers, players and international team selectors alike, with unique visitors to the ranking website wagr.randa.org counting close to 250,000 in the year.

At launch, in 2007, WAGR's sole purpose was to determine the field for The Amateur Championship providing a new global eligibility standard for the event that offers its champion a starting berth in The Open Championship. In 2008 WAGR was used to select the field for the European Amateur Championship, also with a place in The Open at stake and in 2009 the ranking was the exclusive route into the inaugural Asian Amateur Championship, with the winner taking a starting place in The Masters and winner and runner(s) up exempt into International Final Qualifying for The Open Championship.

In 2009 the six players that held the number one position evidence the international reach of the ranking: New Zealand's Danny Lee, Australia's Scott Arnold, Morgan Hoffman from the USA, Nick Taylor from Canada, Victor Dubuisson of France and Matteo Manassero of Italy.

In truth, WAGR only pauses to identify the leading amateur player following the US and European Amateur Championships with ranking points rolling forward into the next 52-week period.

In 2009 the World No 1 Amateur Golfer and winner of the Mark H McCormack medal was Canada's Nick Taylor with Matteo Manassero of Italy second in the ranking points total. Talyor who topped the WAGR table for thirteen weeks follows World number one Amateur of 2007, Colt Knost (USA) and 2008, Danny Lee (New Zealand).

Others who have led the World Amateur Golf Ranking since its launch in 2007 are Rory McIlroy (NIR), Richie Ramsay (SCO), Jamie Moul (England), Jamie Lovemark (USA), Rickie Fowler (USA), Daniel Willet (England) and Michael Thompson (USA).

Above:
New World Amateur Golf Ranking identity launched in 2009

Opposite:
World No. 1 Amateur Golfer, Canada's Nick Taylor;

Han Chang-won of South Korea wins the first Asian Amateur Championship



Affiliated Organisations

The R&A has national affiliated organisations in 126 countries in Europe, America, Asia, Africa and Oceania and a further twelve 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

Top:
126 countries (shaded blue) host national golfing organisations affiliated to The R&A.

Opposite:
Delegates attending The R&A Working for Golf Conference in St Andrews (April 2009) included representatives of the men's and women's game from over 60 countries.



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

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

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



David Hill
Director of
Championships



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 141 organisations, from the amateur and professional game, and on behalf of over 30 million golfers in 126 countries.



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