

Governing Authorities





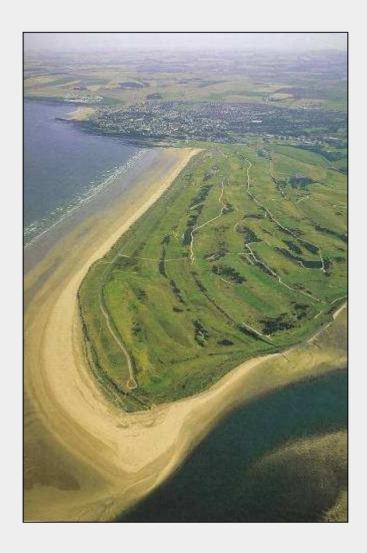








"Golf uses too much land for too few people and is socially and economically elite"





"The golf course is an over-manicured environment that uses too much water and chemicals"





"The golf course is imposed on the natural landscape and is a 'green' desert"





The R&A definition

"Optimising the playing quality of the golf course in harmony with the conservation of its natural environment under economically sound and socially responsible management."



Playing quality

- Measurable performance characteristics
- Greens: firmness, trueness and speed
- Fairways: firmness, bounce and run
- Perception. Colour? Healthy!
- How good does it have to be?









Player perception

Golf Digest course rankings now ask their assessors to judge conditioning by "How firm, fast and rolling were the fairways and how firm, yet receptive, were the greens on the day you played the course?"



Turf performance

The TruFirm measures firmness





Turf performance

The Trueness Meter measures trueness of ball roll

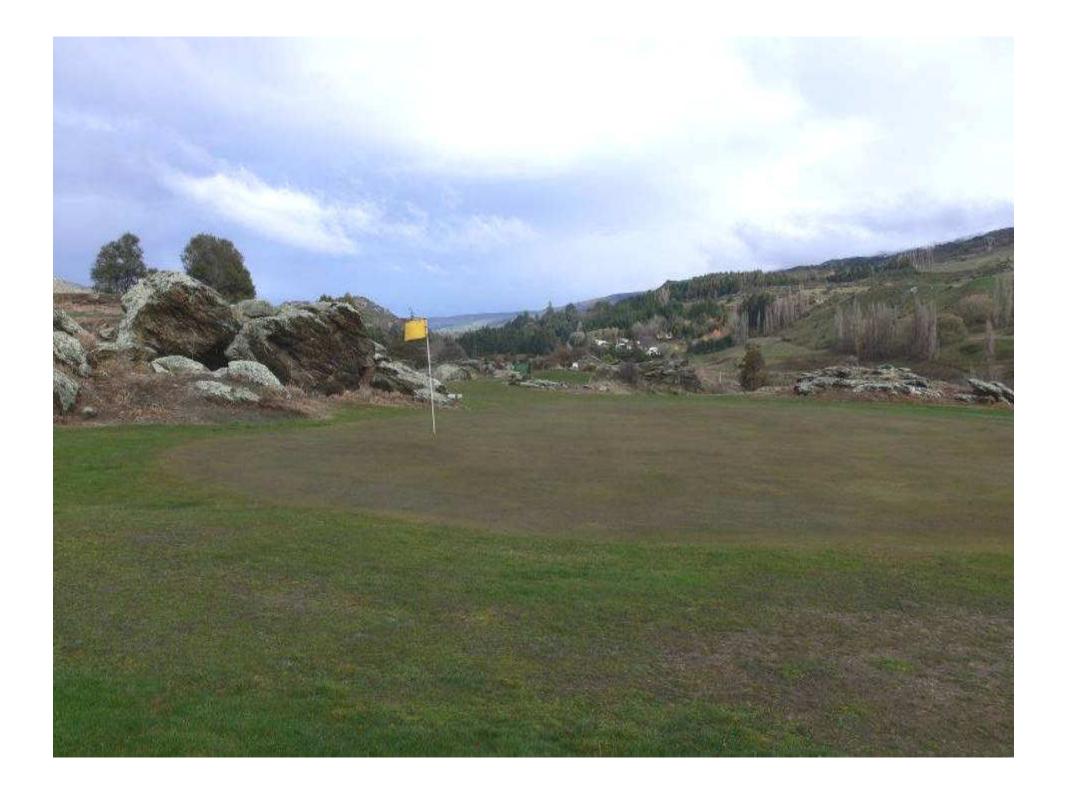




Environmental stewardship

- Care for the natural environment
- Landscape and soil preservation
- Water and air quality
- Habitat management and biodiversity
- Impact of inputs



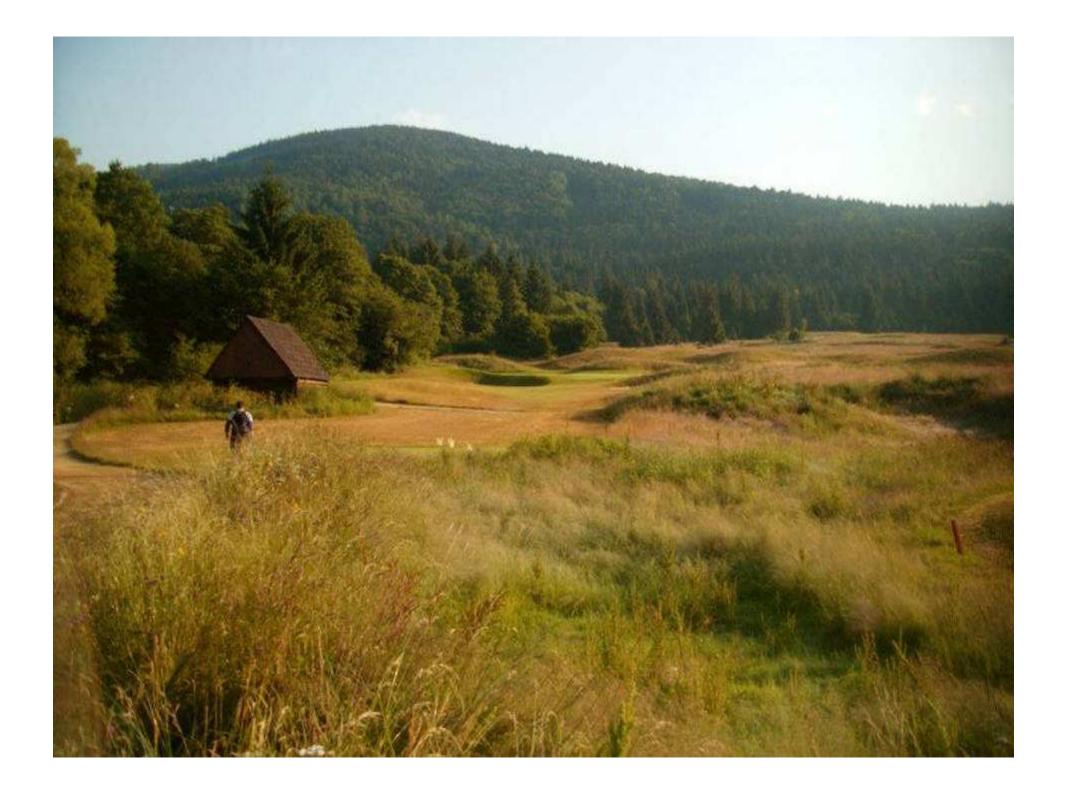


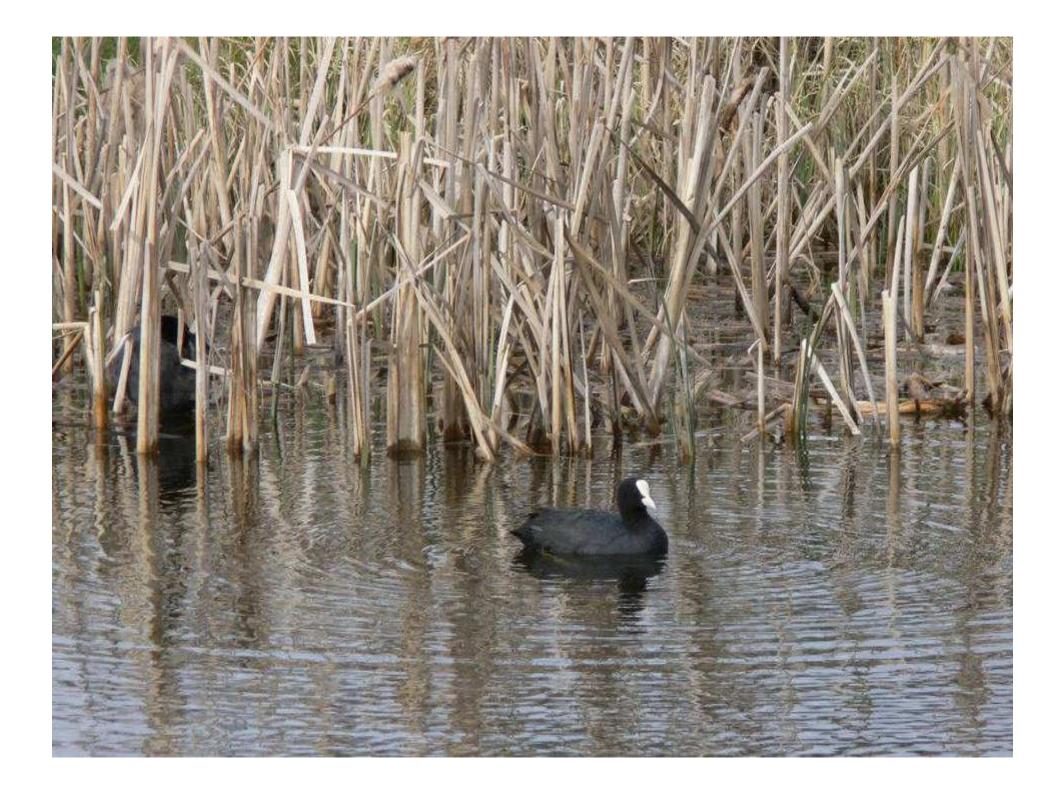






















Economic performance

- Cost of products used on the course
- Cost of machinery purchase and upkeep
- Cost of labour
- Income generation







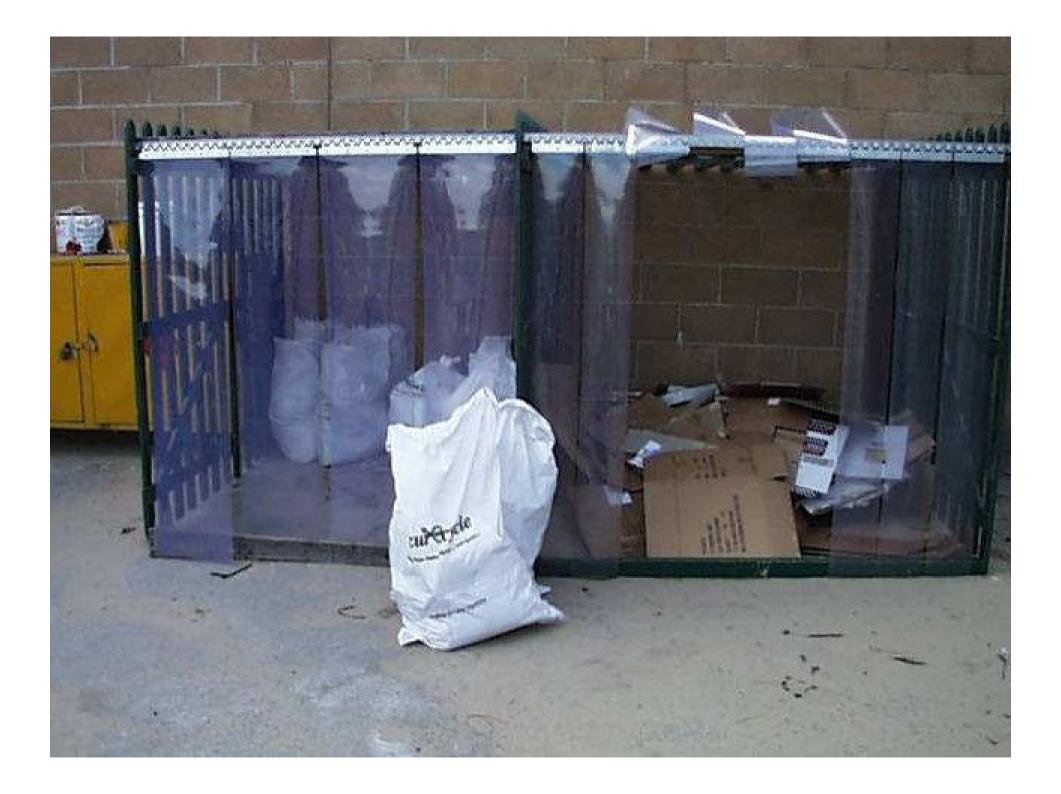
Social responsibility

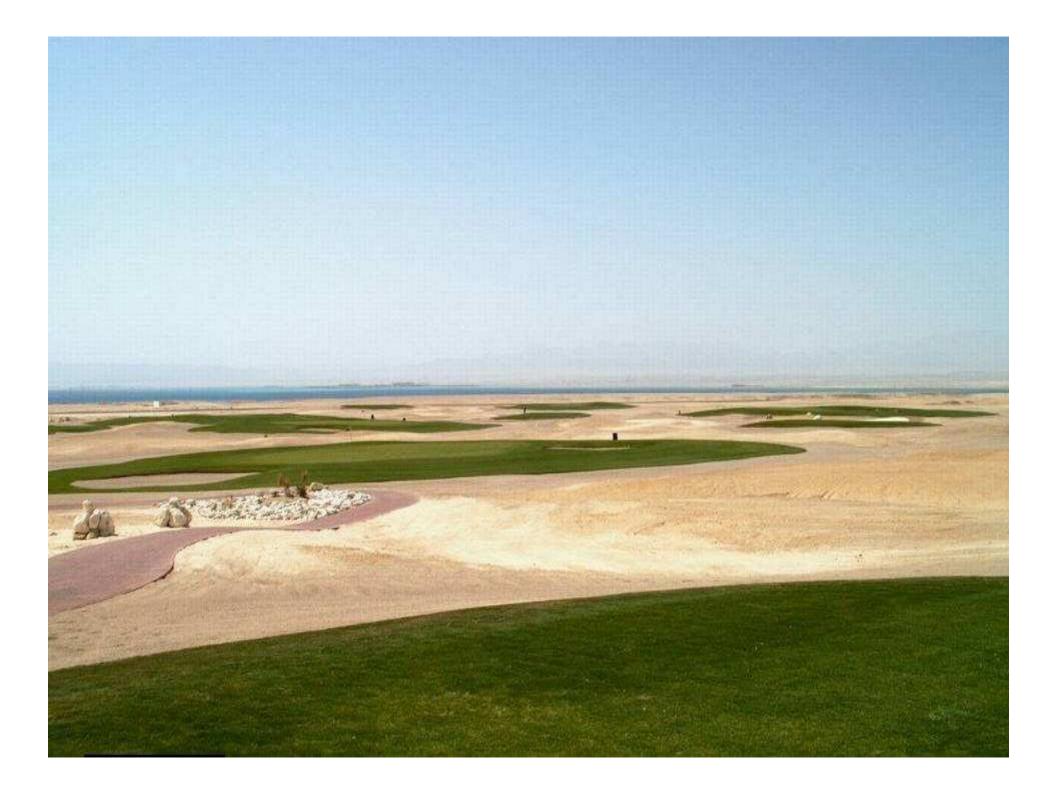
- What does the golf course contribute to society?
- A source of pollution and waste?
- A draw on precious resources?
- A "green desert"?



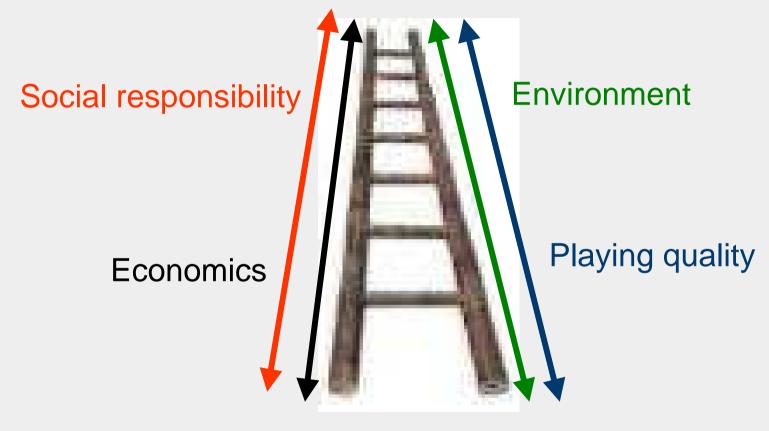








The sustainability ladder



Unsustainable



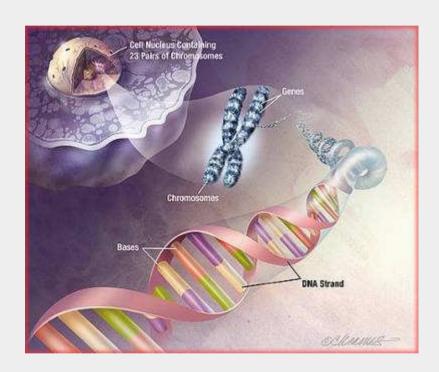
The ladder of sustainability



Sward composition as an indicator

DNA of grass

- Measures composition of swards
- Current techniques inaccurate (visual) or too time consuming (point quadrat)









The ladder of cool season grasses

Fewer inputs and less intensive maintenance

Avoid unnecessary excess



Unsustainable



The ladder of warm season grasses

Fewer inputs and less intensive maintenance

Avoid unnecessary excess

Zoysia

Seashore paspalum

Bermudagrass

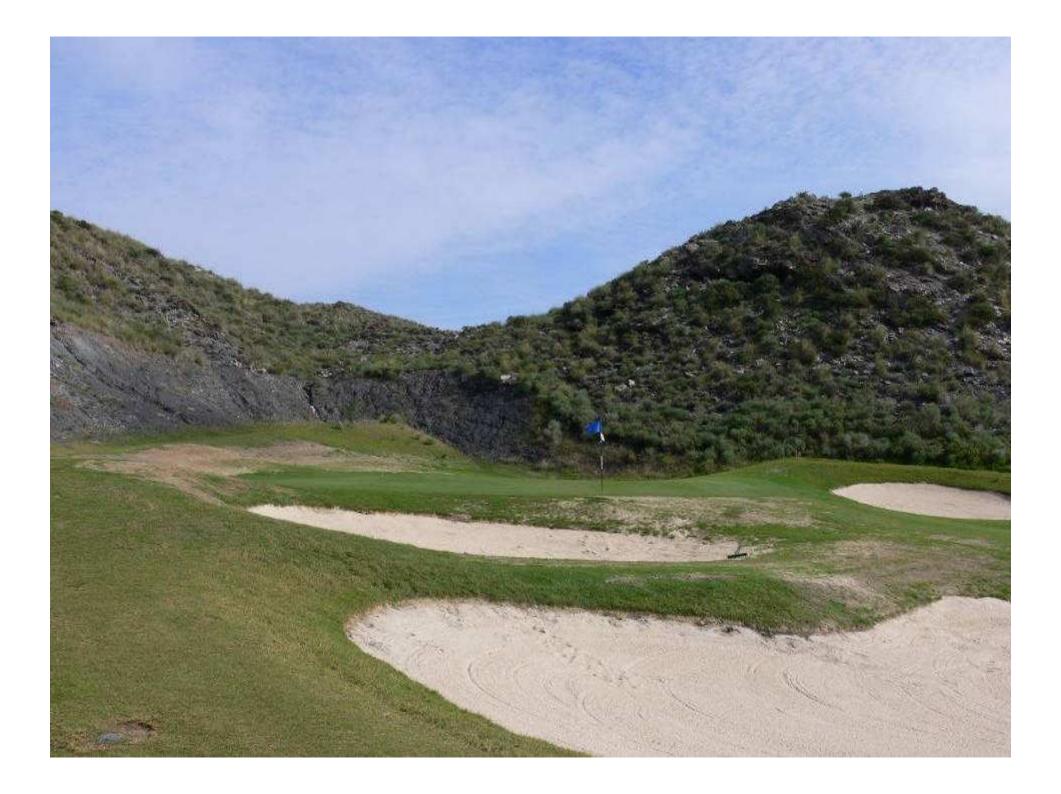
Creeping bentgrass

Unsustainable









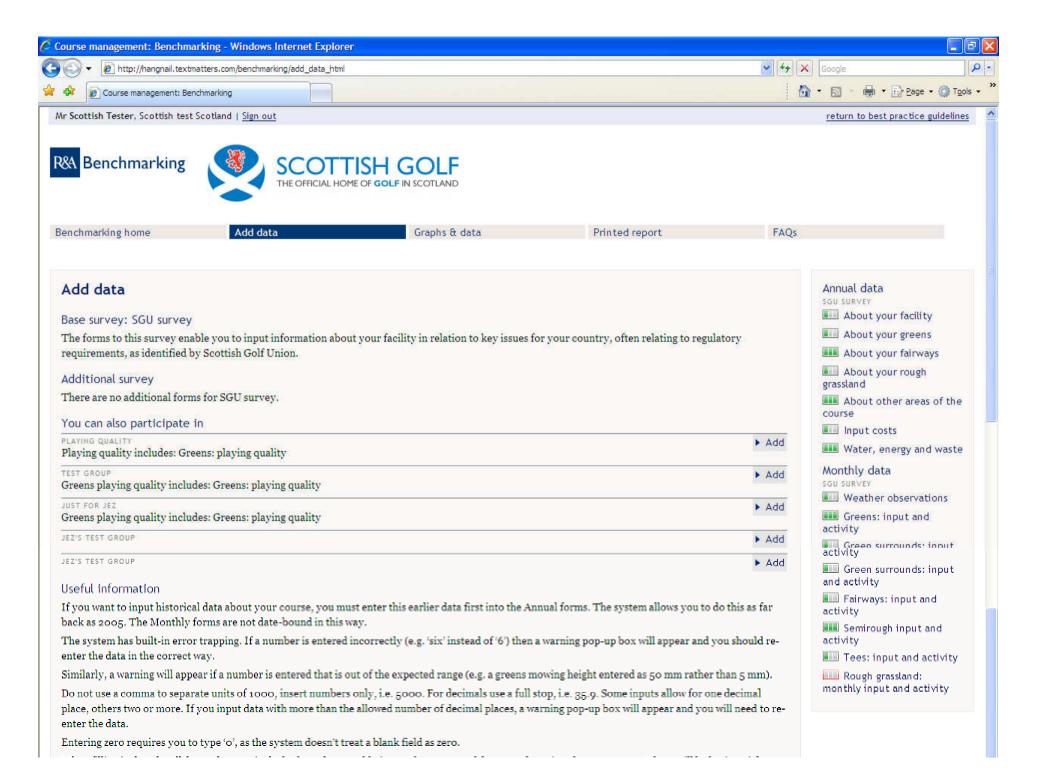
Sustainability

Sustainability is about your ability to adapt.

Will a changing world remove the bottom rung(s) of the ladder?



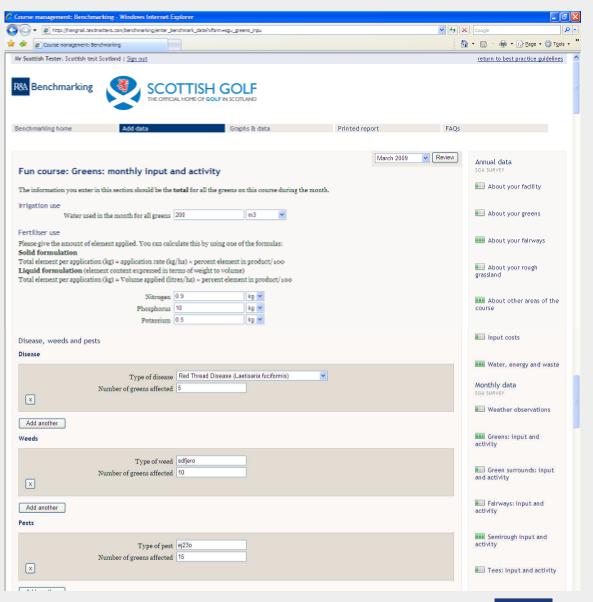




- Available free to registered courses at www.bestcourseforgolf.org
- Anonymous
- Compare true benchmarking

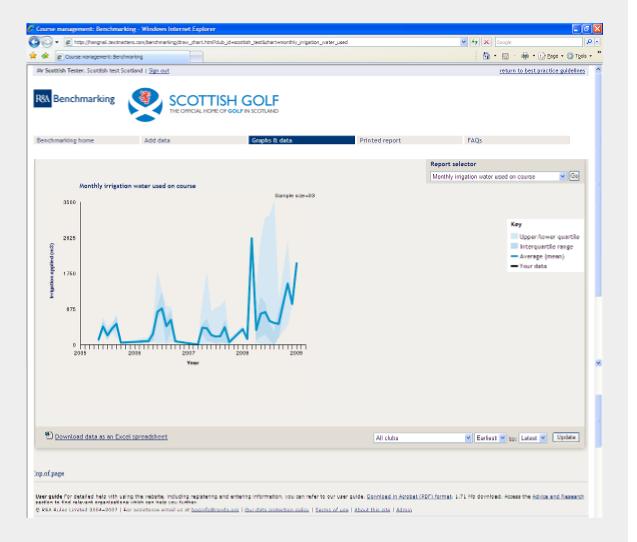


Record



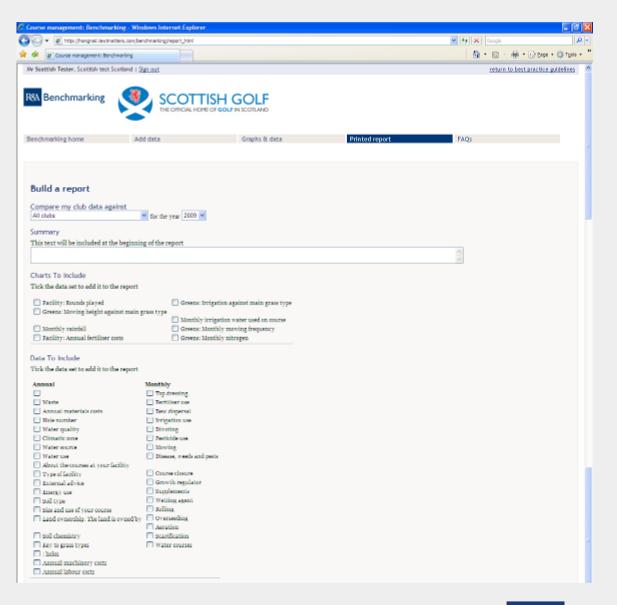


- Record
- Monitor





- Record
- Monitor
- Report





Benefits

Improve understanding of maintenance on:

- Economics (revenue and expenditure)
- Environment (footprint and compliance)
- Golfers (playing quality and disruption)



Benefits

Benchmarking will provide the evidence that golf's national and international governing bodies need to enhance the reputation of the game amongst the environmental movement and regulators.



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 136 organisations, from the amateur and professional game, and on behalf of over 30 million golfers in 123 countries.



