

‘COURSE IMPROVEMENT’ with Low Budget

by M. Fahmy



What's a Golf Club without a Golf Course?



Course Selection by Golfers

Survey by *Golf Magazine*, golfer choose Golf Course base on :

1. **Condition (maintenance) of the course**
2. **Quality (design, reputation) of the course**
3. **Price**
4. **Pace of play.**



Golfers Opinions :

Golfers equally divided on what they expected from the golf course, with some talking about design and others about maintenance.

But when asked specific question about what most important to them about any golf course, the top answers were usually :

- 1. Condition of greens**
- 2. Condition of bunkers**
- 3. Condition of tees**
- 4. Condition of fairways**
- 5. Condition of roughs**
- 6. Condition of Driving Range**
- 7. Design of the course**



Golfers opinion :

Survey confirm that golfers would rather play a well-maintained but poorly designed course, compare to a well-designed but poorly maintained one.

Few can recognize good design, but everyone can recognize good maintenance.



Driver of Enjoyment --- Condition, People & Performance

Mean Score (1-7 Scale)	Total Best Customers
Well maintained greens & bunkers	6.34
Well maintained fairways & tees	6.28
The people you play with	6.24
Playing well on the course	5.84
Availability of practice facilities	5.68
Beautiful surroundings and scenery	5.74
Scoring well	5.65
Challenging course	5.65
Fast pace of play	5.39
Knowledgeable marshals and starters	5.38

Overall Enjoyment is Less about Course Challenge & More about Conditioning

Forced Choice: Do you generally prefer to play a course that is...



Total
Best Customers

Very challenging,
not top condition

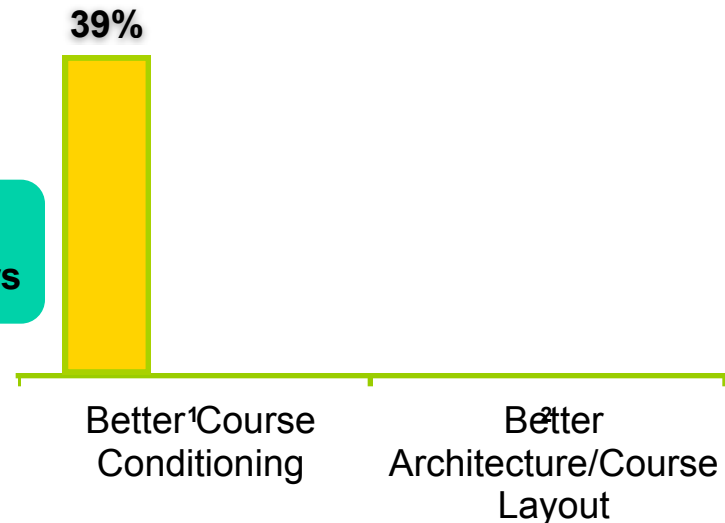
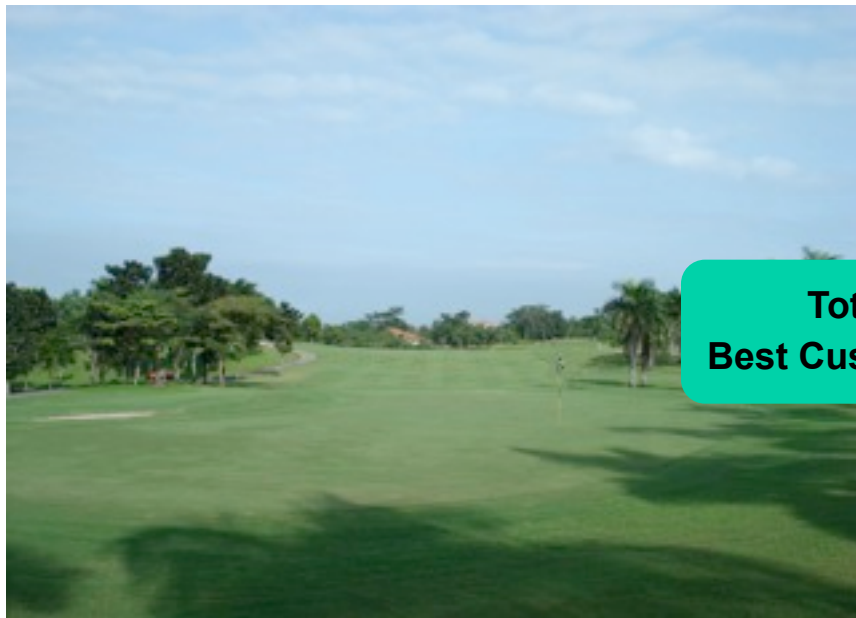
12%

88%

Not as challenging but in
very good condition

Overall Enjoyment is Less about Course Challenge & More about Conditioning

- Golfers were twice as likely to want “better course conditioning” over “better architecture and layout” as an incentive for them to pay 25% more for greens fees!



Case #1
Modern Golf & CC (MGCC)
18 Holes
Year 1996 - 1997

Spraying MSMA at MGCC in 1997 on Fairway #10 (half fairway).



Spraying MSMA at MGCC in 1997 on Fairway #10 (half fairway)



Hole #10 (After Completed Weeds Eradication Program)



Spraying MSMA at MGCC in 1997 on Fairway #13



Spraying MSMA at MGCC in 1997 on Fairway #13



Hole #13 (After Completed Weeds Eradication Program)



'87 1:16

Hole #13 (After Completed Weeds Eradication Program)



Spraying MSMA at MGCC in 1997 on Rough #16



Hole #16 (After Completed Weeds Eradication Program)



'87 1 16

	A	B	C	D
1				
2		DOSAGE OF SELECTIVE HERBICIDE (BERMUDA GRASS) at MODERN GOLF &CC (MGCC)		
3				
4				
5				
6				
7		WEEDS	HERBICIDES	DOSAGE
8				
9				
10		1. Axonopus and Paspallum	MSMA 51%	5 Ltr/Ha
11		2. Sedges	IMAZAQUIN 17%	3.3 Ltr/Ha
12		3. Torpedo Grass	QUINCLORAC 25%	4 kg/Ha
13		4. White Clover, Dollar Weed,	DICAMBA 48%	2.5 Ltr/Ha
14		and Mimosa Vine (Broad Leaf)		
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	A	B	C	D
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2		COST OF SELECTIVE HERBICIDE (BERMUDA GRASS) at MODER GOLF & CC (MGCC)		
3				
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5				
6				
7		WEEDS	COST PER SQM (IDR)	
8				
9				
10		1. Axonopus and Paspallum	110	
11		2. Sedges	190	
12		3. Torpedo Grass	285	
13		4. White Clover, Dollar Weed,	39	
14		and Mimosa Vine (Broad Leaf)		
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DATA MGCC (1995 – 2001)

	A	B	C	D	E	F	G	H	I
1									
2									
3									
4									
5									
6		Year	Average Golf Round per month	Annual Fee		Currency Rate	Cost of Course Improvement Program (IDR)	Budget GCM (IDR)	Remark
7				Individual (IDR)	Fmly/Corp. (IDR)	US\$ to IDR			
8									
9									
10		1995	-	1,000,000	1,400,000	2,000 - 2,250		1,250,000,000	MGCC Grand Opening (Oct 1995)
11		1996	2,500	1,500,000	2,000,000	2,300 - 2,500	280,000,000	1,780,000,000	Start Program 'Course Improvement' (Aug 1996)
12		1997	2,600	1,650,000	2,200,000	2,500 - 2,800	362,000,000	1,962,000,000	Completed 'Course Improvement' Program (Aug 97)
13		1998	4,000	1,900,000	2,500,000	7,500 - 13,000		1,520,000,000	
14		1999	4,250	3,960,000	5,200,000	6,000 - 8,000		1,775,000,000	
15		2000	4,500	3,960,000	6,930,000	8,000 - 9,000		2,051,000,000	
16		2001	4,800	4,554,000	7,969,500	9,000 - 10,000		2,611,800,000	
17									
18		*) 'Course Improvement' : 'Weeds Eradication' and 'Bunker Drainage' Programs							
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Case #2
Sentul Highlands Golf Club
(SHGC)
18 Holes
Year 2005 - 2006

Go To Folder
WEEDS BEFORE

	A	B	C	D
1				
2		DOSAGE OF SELECTIVE HERBICIDE (BERMUDA GRASS) at SENTUL HIGHLANDS GC (SHGC)		
3				
4				
5				
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7		WEEDS	HERBICIDES	DOSAGE
8				
9				
10		1. Axonopus and Paspallum	MSMA 51%	5 Ltr/Ha
11		2. Sedges	TRIFLOXYSULFURON SODIUM 75%	25 gr/Ha
12		3. Torpedo Grass	QUINCLORAC 25%	4 kg/Ha
13		4. White Clover, Dollar Weed,	MCPA, BROMOXYNIL, DICAMBA	2.5 Ltr/Ha
14		and Mimosa Vine (Broad Leaf)		
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	A	B	C
1			
2		COST OF SELECTIVE HERBICIDE (BERMUDA GRASS) at SENTUL HIGHLANDS GC (SHGC)	
3			
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6			
7		WEEDS	COST PER SQM (IDR)
8			
9			
10		1. Axonopus and Paspallum	110
11		2. Sedges	125
12		3. Torpedo Grass	285
13		4. White Clover, Dollar Weed,	90
14		and Mimosa Vine (Broad Leaf)	
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DATA SHGC (2004 – 2008)

	A	B	C	D	E	F	G	H	I
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6	Year	Average Golf Round per month	Annual Total Revenue Golf Club (IDR)	Currency Rate USS to IDR	Cost of Course Improvement Program (IDR)	Budget GCM (IDR)	Remark		
10	2004	2,500	14,000,000,000	8,500 - 9,500		2,150,000,000			
11	2005	2,500	15,200,000,000	9,500 - 10,000	350,000,000	2,750,000,000	Start Program 'Course Improvement' (Apr 2005)		
12	2006	3,900	20,700,000,000	9,000 - 9,500	100,000,000	2,850,000,000	Completed 'Course Improvement' Program (Jan 2006)		
13	2007	4,750	26,000,000,000	9,000 - 9,500		3,300,000,000			
14	2008	5,000	31,200,000,000	9,500 - 10,000		3,600,000,000			
15									
16	*) 'Course Improvement' : 'Weeds Eradication' and 'Bunker Drainage' Programs								
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A photograph of a golf course green. In the foreground, a red ball sits on the grass. The green is surrounded by a dense line of trees, including palm trees and taller, leafy trees. Two tall light poles are visible in the background. The sky is overcast and grey. The overall scene is a well-maintained golf course.

**Brought to You by the Sun. The Rain. And your
Golf Course Superintendent.**

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