



The Open Championship

March 2014

Preparing an Open venue

Nine venues



Preparing an Open venue

- Visited 4 times every year by Championship agronomist from STRI
- Visited 2 times every year by Championship ecologist from STRI
- Announced 4 years in advance
- More frequent agronomic visits as approach the Championship
- Main visits include quality testing of putting surfaces



Preparing an Open venue

- Infrastructure starts to go up 4 to 5 months ahead of the Championship



Preparing an Open venue

- TV



Preparing an Open venue

- Media Centre



Preparing an Open venue

- Plans implemented for wildlife and habitat protection
- Red Route and path mowing
- 2014 natterjack toad Method Statement



Preparing an Open venue

- Maintenance increases
- Mowing frequency



Preparing an Open venue

- Maintenance increases
- Mowing frequency
- Course allowed to dry out, if weather permits



Preparing an Open venue

- Maintenance increases
- Mowing frequency
- Course allowed to dry out, if weather permits
- Attention to detail



Preparing an Open venue

- Testing regime; firmness, trueness/smoothness, speed and soil moisture content



Preparing an Open venue

- Testing regime; hitting targets



Setting up an Open venue

- Practice ground



Setting up an Open venue

- Tees



Setting up an Open venue

- Tees



Setting up an Open venue

- Pin locations



Setting up an Open venue

- Letting nature take its course



Setting up an Open venue

- Achieving links ball contact, bounce and check



Setting up an Open venue

- The end result





The Open Championship legacy

March 2014

Investment back into the game



Enabled directly by the ongoing commercial success of The Open Championship, The R&A delivers a 'Working for Golf' programme which invests surplus funds in a variety of global projects aimed at encouraging more people to play more golf in more places more often. Total annual spend is in the region of £10 million.



Working for Golf investment channels

Under the 'Working for Golf' banner, The R&A invests in key areas affecting the playing and development of golf worldwide. These include:

- Coaching
- Special needs golf
- Provision of playing equipment
- Provision of greenkeeping machinery
- Grassroots initiatives
- Support for public facilities
- Professional golf
- Amateur events
- Rules governance and education
- Equipment testing and research
- Student golf
- Heritage
- Advocacy for sustainability
- Education and scholarships



Working for Golf investment channels

- Coaching



The R&A supports coaching initiatives all over the world and has this year sent professionals to several countries including Estonia, Hungary, Iran, Jordan and Lithuania.

- Special needs golf



Like other governing bodies, The R&A recognises the importance of inclusion and supports many competitions for golfers with impairments.

Working for Golf investment channels

- Provision of playing equipment



Each year The R&A sends up to 1,000 sets of clubs all over the world and is assisted in this exercise by major manufacturers.

- Provision of greenkeeping machinery



Since 2001 The R&A has provided greenkeeping machinery to clubs in need around the world. Over £3 million has been spent supporting facilities in over 40 different countries including Fiji, Kenya and Romania.

Working for Golf investment channels

- Grassroots initiatives



The R&A has a long history of supporting grassroots activity and this is showcased annually at The Open Championship in our Swingzone.

- Support for public facilities



This is a key part of The R&A's work and last year we opened a new public facility in Lisbon, Portugal and have since contributed towards similar projects in Colombia, Estonia and Uruguay.

Working for Golf investment channels

- Professional golf



Although synonymous with the amateur game, The R&A supports several professional tours including the Ladies European Tour and the European Challenge Tour.

- Amateur events



The 2013 South American Amateur Championship played in Bogota, Colombia received R&A support. The men's winner, Callum Shinkwin pictured here, recently won the English Amateur Championship played at Frilford Heath.

Working for Golf investment channels

- Rules governance and education



Together with the United States Golf Association, The R&A jointly administers the Rules of Golf worldwide. At this year's Open Championship at Muirfield, rules officials from over 20 countries refereed.

- Equipment testing and research



The R&A's role as a governing body for the Rules of Golf also extends to cover Equipment Standards. Every year thousands of clubs and balls are tested for conformity against agreed regulations.

Working for Golf investment channels

- Student golf



The annual Palmer Cup match contested by male students representing Europe and the USA receives R&A support. Three of the 2013 USA team made the cut at the US Open at Merion having played in the Palmer Cup the previous week.

- Heritage



As an organisation with over 250 years of continuous history, The R&A is committed to safeguarding and preserving golf's heritage. The British Golf Museum opened in St Andrews in 1990 and continues to attract visitors from all over the world.

Working for Golf investment channels

- Advocacy for sustainability



The R&A is committed to raising awareness of the economic, environmental and social contributions which well managed golf courses can deliver. A global information resource is provided at

[http://
golfcoursemanagement.randa.org](http://golfcoursemanagement.randa.org)



- Education and scholarships



Recognising the importance of the next generation of greenkeeping professionals, The R&A operates a dedicated scholarship scheme which includes a study visit to Askernish Golf Club in the Outer Hebrides.

Working for Golf ambassadors

- To help The R&A promote its activities, we have enlisted the help of three tour professionals as Working for Golf ambassadors:



Padraig Harrington
Ireland



Suzann Pettersen
Norway



Liang Wen-Chong
China

Based in St Andrews, The R&A organises The Open Championship, major amateur events and international matches. Together with the United States Golf Association, The R&A governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, Equipment Standards and World Amateur Golf Rankings. The R&A's working jurisdiction is global, excluding the United States and Mexico.

The R&A is committed to working for golf and supports the growth of the game internationally and the development and management of sustainable golf facilities. The R&A operates with the consent of 149 organisations from the amateur and professional game and on behalf of over thirty million golfers in 135 countries.



RandA.org