

The BGIA is back: an overview of 2019 from the BGIA Executive

As 2019 draws to a close, we thought it was an excellent time to bring you up-to-speed with the year's developments. We would like to share with you a clear and transparent overview of the changes we have implemented so far to improve the BGIA and then outline some of our exciting plans to ensure the association's great potential is realised in 2020 and beyond.

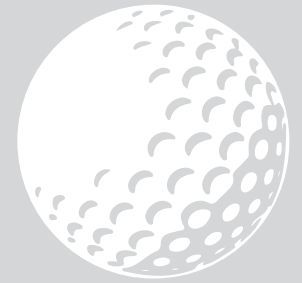
In response to the understandable disengagement of members due to the previous direction of the association, we have been working hard on repositioning the BGIA's purpose so that we can reach out to all the stakeholders of our beloved game. The need for an industry voice is too great to ignore and the BGIA, with its great heritage, is ideally placed to continue to be that voice.

2019 has been a year of working to unite our members and foster change. We all agreed that it was time to reflect on the state of the game and how we can best make progress. During 2019, we have been meeting with members, ex-members, pros, club owners and other organisations to better understand the challenges that golf faces.

We created a Focus Group to re-assess our strategy and considered how the BGIA can best leverage the collective strength of its members, find synergies and identify partnership opportunities. Despite other golf organisations sharing similar objectives, they notoriously operate in isolation, so we will be exploring how we can challenge this. Our substantial outreach means we have the influence to support joint initiatives and to instigate and steer them.

"The BGIA have traditionally invested millions into the game but are also constantly developing products to improve player experience. We have access to the most influential players on the planet and our combined social media engagement with the golfing public is incredibly important. We will be realigning our strengths, focusing on developing our strategy to influence the game and collaborating more effectively. Through strong leadership and improved communication, the BGIA's collective assets will be better utilised to contribute to the future wellbeing of the game." **Bob Smith, The Open 2019.**





Month by month, we have been gaining momentum and we have worked tirelessly to set the tone for next year. The Focus Group have already committed to membership for 2020 and contributed significantly to establish our new direction. We have secured a seat at the newly re-formed All Party Parliamentary Group for Golf where we can effectively communicate with other key influencers and decision-makers.

Throughout 2019, we have also:

- Appointed a new Chair (Commencing April 2020)
- Confirmed our seat at the APPG for Golf
- Defined a new strategy and revised our objectives
- Relunched the Woburn Golf Tournament
- Confirmed our place at The Open 2020
- Increased our lobbying activity
- Developed a new website, Members' Area and portfolio of exclusive, ready-to-use services and benefits
- Put forward two new potential initiatives for consideration:
 - Caddy Scheme
 - Gatsby Benchmarking Scheme

BGIA Steering Group

Martin Wild – 2020 Chair (Commencing April 1st)

Andrew Law – Adidas

Bob Smith – Interim Chair

Conor Dillon – Eaton

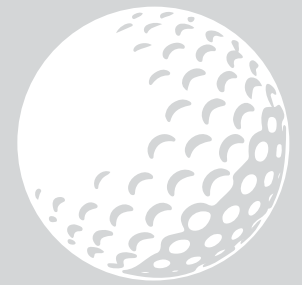
Matthew Johnson – Acushnet

Lee Farrar – Wilson

Paul Hitchener – TaylorMade

Graeme Wigham – Callaway





What does the future hold for the BGIA?



Martin Wild, BGIA Chair

Having spent my whole working life in golf, I sincerely hope, through my extensive network of contacts, to be able leverage support for a closer working relationship with all the key governing bodies and associations. The current membership and future members can and should have a stronger voice on the future of our wonderful game.

It is my intention to meet with other major golf organisations - including the R&A, PGA, all the Home Golf Associations, Golf Foundation, etc - to discuss how we can form a much closer working relationship.

I am looking forward to representing the BGIA at the APPG for Golf – my seat for the coming year has very kindly been paid for by the FSPA as they recognise the importance of us remaining a member.

The current steering committee under Bob Smith's interim Chairmanship is currently working on initiatives for growing the game to benefit all BGIA current and future members and I am very grateful for their efforts.

There has been a great reaction to the resurrection of the Golf Day in April and not having the dinner the night before has been positively received - my sincere thanks to Bob Smith and Woburn Golf Club. Further details of the Golf Day and EGM will be circulated shortly.

It only remains for me to wish you a very Happy Christmas and a Healthy Happy 2020.

