



****MEDIA RELEASE****

For immediate release

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AGIC launches data research project

The Australian Golf Industry Council (AGIC) is requesting the help of golf clubs nationally for an innovative **data research project** that aims to help the industry '**stay ahead of the game.**'

The new national research project is reliant on the collection of monthly round data from clubs across Australia so that industry trends can be tracked and reported regularly for the benefit of the entire industry.

The research project will be delivered by Golf Australia in conjunction with Golf Link Partners, on behalf of the AGIC, with the AGIC Research Group overseeing the project.

With over 1200 clubs currently using Golf Link, individual competition round data is already available nationally, however other competition rounds (for example: Foursomes/Match Play etc) and noncompetition/ social rounds,) have never before been collected at such regular intervals. Utilising the Golf Link system these rounds will now also be calculated, with all courses, including those not using the Golf Link system, invited to be part of the project.

An AGIC statement on the research project reads:

"The AGIC is aware that many golf clubs across Australia already collect information regarding rounds played at the club and this is analysed at management and Board levels regularly."

"We now wish to activate the collection and reporting of both competition and non-competition round data on an industry wide basis with reports generated and distributed quarterly to the entire industry."

"This is a critically important project and is highly valued by all member organisations of the AGIC – but we need your support to make it a success."

Golf Australia is currently building the data mechanism, (through Golf Link software,) so participating clubs can generate their own reports and benchmark against other clubs nationally, within a state/region or against other "like clubs" as a cluster. No individual club will be identified in the reports which will be available to participating clubs in an electronic format.

The AGIC will soon release further details on the project which is scheduled to commence in July 2009.

Further details about the AGIC are available at www.agic.org.au

Further information/ enquiries:

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About the AGIC: The AGIC was established in late 2006 to provide a forum to help unite the industry on agreed industry wide initiatives. The AGIC has continued to operate as an unincorporated not for profit partnership between the key industry administrations and membership organisations - Australian Golf Course Superintendents Association (AGCSA), Australian Ladies Professional Golf (ALPG), Australian Sporting Goods Association (representing golf equipment suppliers & manufacturers) - ASGA, Golf Australia (GA), Golf Management Australia (GMA), PGA of Australia (PGA), Society of Australian Golf Course Architects (SAGCA), and golf and real estate development. Individual experts from the industry have also been invited to participate in the activities of the AGIC.