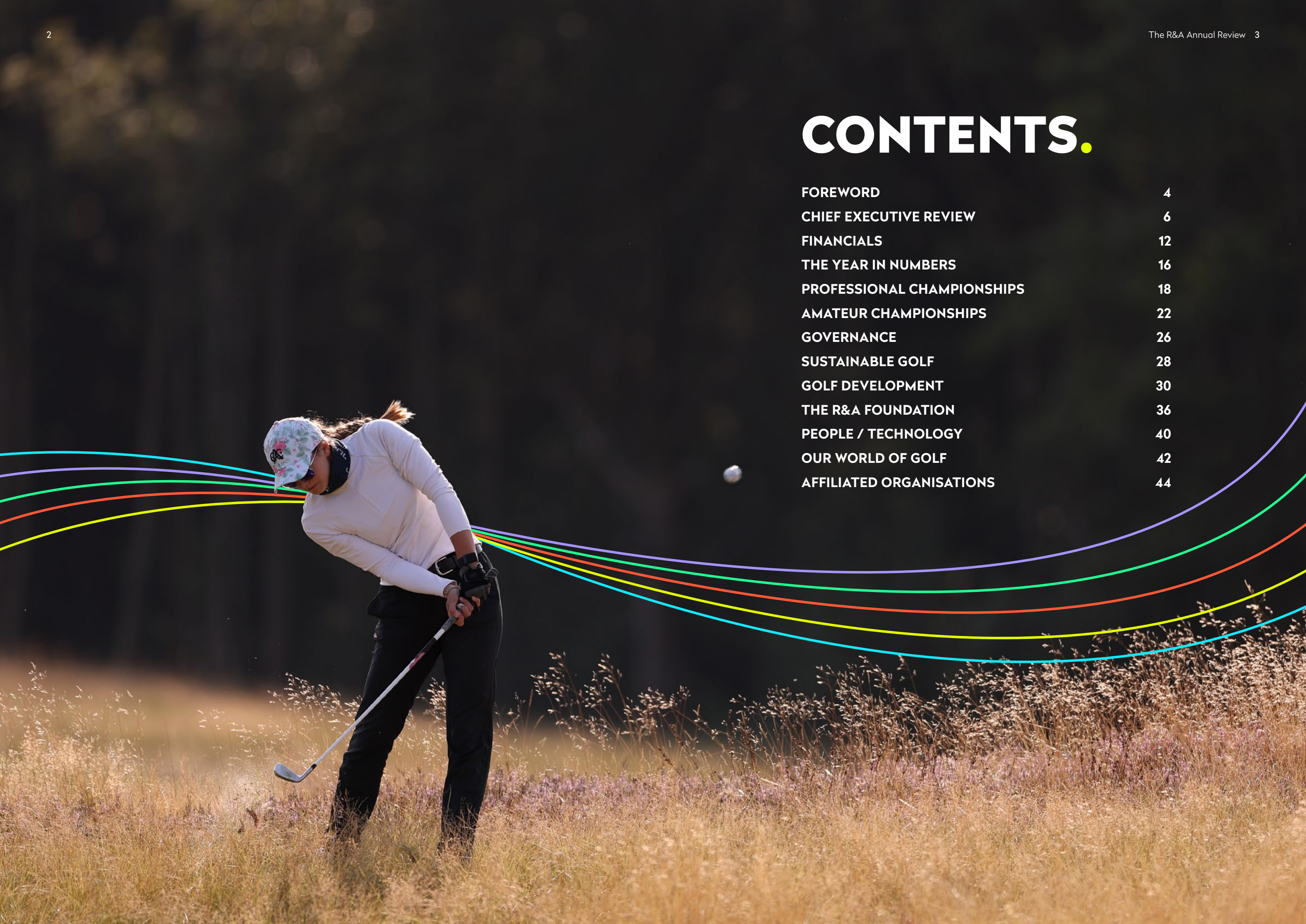


R&A ANNUAL REVIEW 2024



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FOREWORD.

It was a notable year for The R&A in a number of areas as we worked with national associations, partners and stakeholders to ensure golf continues to prosper.

As Chairman, I believe that it's important to reflect on the nine-year tenure of Martin Slumbers and welcome Mark Darbon as his successor. In his role as Chief Executive of The R&A and Secretary of The Royal and Ancient Golf Club of St Andrews, we were fortunate to have a leader in Martin who drove the organisation through a period of growth and introduced initiatives that enhanced the profile and reputation of our sport so that it is considered more accessible, appealing and inclusive.

Martin was true to The R&A's purpose of golf thriving 50 years from now. In increasing the commercial success of The Open which has resulted in record attendances each year and reinvesting more proceeds than ever before back into the game, he displayed transformational leadership. Martin often spoke of reflecting history in a modern way and I believe that is his legacy to The R&A and to the Club. It was therefore fitting for Martin to be appointed an OBE in HM The King's Birthday Honours List.

We have now embarked on an exciting new chapter under Mark. During the recruitment process, the panel were all greatly impressed with his knowledge and experience of the global sport industry and his ability to develop successful teams and deliver fantastic events. We believe he will be an excellent leader for The R&A and The Royal and Ancient Golf Club of St Andrews and will play a key role in helping us to achieve our goal of ensuring a prosperous and sustainable future for golf.

The year also saw David Rickman appointed an MBE in HM The King's New Year Honours List for his services to golf. David retired from The R&A in October after a 37-year career in which he led the organisation's governance responsibilities and, like Martin, will be greatly missed.

The 43rd Curtis Cup at Sunningdale produced one of the highlights of the year as Catriona Matthew OBE captained a famous triumph for Great Britain and Ireland. I was also pleased to witness in person our overseas amateur championships, where the quality of play, depth of fields and impact on each region continues to grow.

The inaugural Africa Amateur Championship and Africa Amateur Women's Invitational at Leopard Creek were particular favourites, as the organisation creates a pathway on the continent for players to develop, in line with our other leading amateur events. It was also pleasing to see The R&A and the ANNIKA Foundation agree a new five-year partnership with Azteca Golf, which will help the Women's Amateur Latin America championship to continue its growth.

Of our major championships, The Open, the Senior Open presented by Rolex and the AIG Women's Open were staged once more to a world class standard. The spectator experience for the AIG Women's Open in St Andrews proved extremely popular, with the Festival Fan Village offering activities and entertainment for all ages, including a headline concert from Tom Grennan.

The leading women's players were able to take advantage of the extended locker room space at The Royal and Ancient Golf Club of St Andrews after the reopening of the historic Clubhouse in April following completion of significant renovation work.

The Club was delighted and deeply honoured that His Majesty, The King accepted patronage of The Royal and Ancient Golf Club of St Andrews, while Australia's Karrie Webb, a World Golf Hall of Fame inductee, became an Honorary Member.

The year saw Ian Pattinson take over as Captain of the Club and, like his predecessor Neil Donaldson, he has worked tirelessly and been a wonderful ambassador when representing the Club around the world.

Sadly, the year saw the deaths of Jim Farmer, a name synonymous with St Andrews and the wider golfing world, and Jeanne Bisgood, who was the oldest surviving Curtis Cup player.

As you will read in later pages, The R&A made great strides with various initiatives in 2024 – notably across golf development, philanthropy and sustainability – as the organisation helps to promote this wonderful sport and inspire current and future generations. I look forward to continuing to build on our endeavours in 2025.



Niall A Farquharson
Chairman, The R&A



“The R&A made great strides with various initiatives in 2024 – notably across golf development, philanthropy and sustainability – as the organisation helps to promote this wonderful sport and inspire current and future generations.”



CHIEF EXECUTIVE REVIEW.

It is a huge privilege to be the new Chief Executive of The R&A and Secretary of The Royal and Ancient Golf Club of St Andrews.

Having left my previous role in the world of rugby at Northampton Saints late in 2024, it's been a thrill to move into golf, a sport I have always loved.

The R&A is a globally renowned organisation and does so much to ensure that golf prospers from grassroots through to the professional ranks. The Club, of course, sits at the very heart of the history of our game, with St Andrews synonymous with the origins of the sport.

I've already enjoyed working with a hugely talented team of staff, the Club membership and an impressive array of partner organisations. Building on the work of Martin Slumbers and his executive team, I believe there are excellent opportunities to achieve even more success at The R&A in the years to come.

Martin did a fantastic job during his nine years in charge and is hugely respected within the sport. He led on a modernisation of The R&A's activities, including greater emphasis on women and girls' golf; established a strategic business-driven approach to golf development; delivered key governance projects and improved the perception of golf for health. A shift in the approach to the commercial work of The R&A, primarily at The Open, has enabled the organisation to substantially increase its investment into amateur golf around the world and, with partners, has helped the AIG Women's Open to grow into a world class championship.

It's a critical time for golf and The R&A has a huge role to play in ensuring the sport continues to thrive. From the championships we oversee, the pathways we orchestrate from the amateur level to the professional tiers and the governance we provide for golf more broadly, we must continue to enhance the profile and reputation of the sport and make it more open, accessible, appealing and inclusive to ensure a sustainable future.

In a challenging economic climate in 2024, we achieved revenue of £156 million during the year and a strong balance sheet with net assets of £180 million. It is pleasing that we remain on course to fulfil our programme of investing £200 million into golf over a ten-year period (2017-2026) to support the growth of the sport.

We are now in the final 12 months of the five-year strategy embarked upon in 2021, with our vision to ensure golf is open to all and enjoyed by people of all ages, abilities, backgrounds, genders and ethnicities. Personally, I played a lot of team sports growing up; hockey was my main sport, along with rugby, football and cricket. I took up golf in my teenage years and I fell for it immediately. I love the unique challenge of golf and the competitive aspect, but I also enjoy the social side. What better way to spend an afternoon than in the open air with friends and family playing a fantastic sport. The opportunity to work within golf and help shape its future is therefore a huge personal motivation for me.

Through the collective work of our development activities, the support of national federations and the wider golf industry, I am pleased to see the sport continuing to blossom, especially at grassroots level. From our latest participation figures, there are 42.7 million on-course adult golfers (9 and 18-hole) in R&A affiliated markets (outside the USA and Mexico) – an increase of more than three million golfers from 2022.

The research also shows that 62.3 million adults in our markets consume the sport in some format – including driving ranges, adventure golf and simulator golf – an increase of 1.1 million since 2022. There are now 13 million more golfers playing on the course since 2016 in R&A affiliated markets, while there are also millions of others enjoying alternative formats of golf which are vital to the growth of the sport.

New golfer participation programmes with appealing propositions, promotion and imagery are important for encouraging more people into golf and retaining them in greater numbers, so we must build on this momentum.

At the elite amateur level, I look forward to attending our leading amateur championships around the world and watching talented players develop through our pathways to the pinnacle of the sport. I watched on with interest last year at the inaugural staging of the Africa Amateur Championship and the Africa Amateur Women's Invitational at Leopard Creek in South Africa. Their introduction complements our existing amateur

championships, including those jointly organised by The R&A in Asia-Pacific and Latin America. They provide life-changing opportunities for the champions, as well as providing inspiration for young golfers and development opportunities within Africa.

Last summer, I was also pleased to see the launch of the Global Amateur Pathway – powered by the World Amateur Golf Ranking® (WAGR®) – to help the very best male amateur players take the next step in their careers. Working with our partners at the DP World Tour and the PGA TOUR, the landmark initiative creates a pathway for non-collegiate amateur players on to the DP World Tour and partner Tours around the world.



“It is pleasing that we remain on course to fulfil our programme of investing £200 million into golf over a ten-year period to support the growth of the sport.”

“The 152nd Open generated a record 258,174 crowd for the Championship at Royal Troon, continuing a trend of record attendances at every venue since 2017.”

Within the professional game, I am hugely excited for The 153rd Open at Royal Portrush this summer, my first major championship in charge at The R&A. In my mind, The Open is the greatest event in the sport of golf.

In 1995, I had just started playing and was engaging with the sport more broadly. I remember watching Constantino Rocca holing that remarkable putt from just short of the 18th green at St Andrews to force a play-off with John Daly, while it was also Arnold Palmer's last appearance in The Open that year too. It was special to make my first announcement as Chief Executive by announcing The Open's return to the home of golf in 2027.

Royal Troon provided a fitting stage last July as Xander Schauffele was crowned Champion Golfer of the Year after a wonderful final round. The 152nd Open generated a record 258,174 crowd for the Championship at Royal Troon, continuing a trend of record attendances at every venue since 2017 and all championship days being sold out since 2019.

The winner of The 152nd Open received \$3.1 million in prize money, the highest amount in Championship history. It remains an incredibly challenging time in men's professional golf – particularly around increased prize money and the process to achieve unity across the major tours – and we are maintaining our commitment to golf's original championship whilst continuing to invest in golf's long-term future.

For The 153rd Open at Royal Portrush, we have acknowledged that players competing in LIV Golf should also have the opportunity to secure places in The Open

through its individual season standings as well as existing pathways.

We remain committed to elevating the AIG Women's Open, which continued to grow in stature in 2024 with over 52,000 spectators watching Lydia Ko triumph at St Andrews. The prize fund for the Championship has tripled since The R&A's partnership with AIG began in 2019.

The support of our Patrons is hugely important to how we operate and I express my thanks to BOSS, Doosan, HSBC, Mastercard, Mercedes-Benz, Nikon, Rolex, Mitsubishi Electric, Suntory, Toyo Tires and AIG, as well as our Official Suppliers across The Open and the AIG Women's Open.

Towards the end of the year, The R&A made an important announcement with the introduction of a fair competition policy to determine the eligibility of transgender athletes to compete in our professional and elite amateur championships.

Our carefully reviewed evidence shows that golf is a gender-affected sport in which male puberty confers a performance advantage. From the start of 2025, a golfer entering female professional and elite amateur championships organised by The R&A must have been female at birth or transitioned to female before the onset of male puberty to be eligible to compete. Players assigned male at birth and who have experienced male puberty are ineligible to compete in these events, but can enter male professional and elite amateur championships organised by The R&A. These requirements will not apply at a recreational level where the sport supports inclusivity through the World Handicap System™.

While we believe that golf should be open to all and are committed to developing the sport, we recognise that we have a duty to ensure that in our elite competitions players can compete fairly and equally.

For fans, our major professional and leading amateur championships continue to be enhanced. The launch of One Club last March, an evolution of our direct-to-consumer membership initiative, provided followers with exclusive content and unique access to The Open, AIG Women's Open and other prestigious R&A Championships. Free-to-join, One Club offers members an array of year-round benefits, including our global streaming service, R&A TV.

We extended our partnership with Sky Sports, which started in 2016, for the award-winning live coverage of The Open, the AIG Women's Open and elite amateur events through 2028. Furthermore, we agreed a new 11-year partnership with the Scottish Government and VisitScotland who will contribute a combined £11 million towards staging The Open, the AIG Women's Open and the Senior Open in Scotland between 2024-2034.

Together with Fanatics, a global digital sports platform, we also announced an exclusive, long-term omnichannel retail and merchandising partnership to revolutionise the fan experience across The Open and the AIG Women's Open. Moreover, we agreed with global sports marketing agency Two Circles a new, expanded long-term relationship to drive growth across ticketing, premium experiences and fan experience propositions at The Open. Fans purchasing premium experiences more than doubled at The 152nd Open compared to Royal Troon's last staging in 2016.

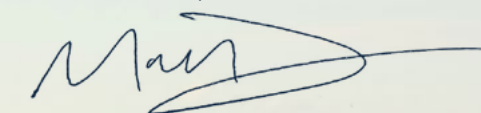
Our major championships create unique atmospheres for spectators and the players, as well as providing an amazing spectacle on television and digitally for millions of viewers around the world.

Looking to the future, it gave me great pleasure to attend the groundbreaking ceremony for The R&A's new Global Headquarters in January. It's really important and exciting for the organisation to commit to the new building, one which will provide a fantastic home for us all as we go about our work.

What struck me so vividly during my early days at The R&A is the quality of the staff base that we have – the capability, the talent and the dedication that exists within the team. Bringing much of the team under one roof will create an environment that enables us all to work collaboratively and provide a distinctive destination for our affiliates and partners, without whom we can't fulfil our ambitions for the future.

The building also signals our commitment to the town of St Andrews and the home of golf. Importantly, we're close to The Royal and Ancient Clubhouse so while the new building is part of our vision for the future it also cements our ties to our history and heritage. It's a really exciting project and I'm looking forward to seeing the building develop with a view to opening in 2026.

Together with our staff, affiliated national federations, stakeholders and partners, I look forward to building on our work in 2025 to ensure the sport continues to flourish.



Mark Darbon
Chief Executive, The R&A

“Looking to the future, it gave me great pleasure to attend the groundbreaking ceremony for The R&A's new Global Headquarters in January.”





The inaugural Africa Amateur Championship was staged at Leopard Creek in February 2024, helping create a pathway for aspiring and elite players in the region.

FINANCIAL SUMMARY.

In 2024, The R&A invested £24.8 million in golf. Since launching this initiative in 2017, the cumulative investment in the sport by the end of 2024 was £162.6 million.

Overview

The R&A remains on track to achieve its aim of investing over £200 million into golf over a ten-year period, with an investment of £24.8 million made during 2024. This includes its golf development activities, governance of the sport and staging world class championships.

The cumulative investment in the sport since 2017 is now £162.6 million. This investment is supported by the proceeds of The Open. The 152nd Open at Royal Troon was a very successful Championship from a commercial point of view, with income being generated from the sale of media rights to broadcasters around the world, sponsorship, hospitality, retail and other commercial activities.

During 2024, The R&A provided grants totaling £3.0 million to various projects and initiatives around the world, as well as making charitable donations of £5.4 million to The R&A Foundation in support of the charity's work in developing the sport.

The R&A continued to make significant investment in the staging of world class amateur championships around the world including The Amateur, The Women's Amateur, the Girls' and Boys' Amateur, the Women's Amateur Asia-Pacific and the Women's Amateur Latin America championships, together with the staging of the 43rd Curtis Cup at Sunningdale.

The R&A Group generated strong operating profits of £2.6 million during 2024. The fair value of the group's investments increased by £1.1 million during 2024 and together with gains from the sale of investments of £5.1 million, this helped to contribute towards a profit before tax of £7.2 million for the year ended 31 December 2024.

The group's net assets at the end of the year were valued at £180 million.

Group Financial Results

The parent company of The R&A's Group of Companies is R&A Trust Company (No. 1) Limited. The consolidated financial results of the group are recorded in this entity. The figures set out on the following page are not the statutory accounts, but a summary of information extracted from the group's financial statements for the year ended 31 December 2024.

The R&A's two charitable entities are The R&A Foundation and The R&A World Golf Museum. They both prepare standalone financial statements which do not form part of the consolidated financial results of The R&A Group of Companies. The R&A Foundation and The R&A World Golf Museum are both registered Scottish charities.



FINANCIAL HIGHLIGHTS.



£156m

The highest turnover
The R&A Group has
generated in its history

£2.6m

The operating profits of
The R&A Group in 2024

£164m

The market value of the
group's investment portfolio
at the end of 2024

£180m

The group's net assets
at the end of 2024

The financial results for R&A Trust Company (No. 1) Limited for the year ended 31 December 2024 are summarised as follows:

Group Income Statement

	31.12.2024 £000's	31.12.2023 £000's
Turnover	155,959	151,599
Cost of sales	(107,499)	(108,937)
Gross profit	48,460	42,662
Administration expenses	(43,015)	(37,925)
Grants payable	(3,018)	(2,383)
Other operating income	208	205
Operating profit	2,635	2,559
Charitable donation	(5,419)	(3,542)
Investment gains / (losses)	6,192	7,384
Net interest income	3,832	3,511
Profit / (Loss) before tax	7,240	9,912

Balance Sheet

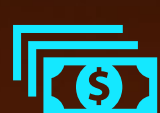
	31.12.2024 £000's	31.12.2023 £000's
Fixed assets		
Tangible assets	31,745	26,356
Intangible assets	1,088	1,010
Investments	163,753	165,839
Associated Undertakings	2,405	2,570
Negative goodwill	(446)	(477)
Sub-total	198,545	195,298
Current assets		
Stocks	282	56
Debtors	42,330	45,229
Cash and deposits	18,799	10,105
Creditors less than one year	(68,086)	(64,723)
Net current assets	(6,675)	(9,333)
Creditors more than one year	(11,673)	(9,312)
Net assets	180,197	176,653
Capital and reserves		
Called up share capital	5,000	5,000
Profit and loss reserves	175,197	171,653
Net assets	180,197	176,653

2024 THE YEAR IN NUMBERS.



258,174

attended the Championship at Royal Troon, a record for The Open.



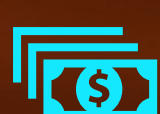
\$3.1m

won by Champion Golfer Xander Schauffele, the highest amount in Championship history.



52,887

attended the AIG Women's Open at St Andrews, the most at the Championship since 2019.



\$9m

prize fund for the AIG Women's Open – it has tripled since The R&A's partnership with AIG began in 2019.



134

World Ranking for Golfers with Disability events – an increase from 125 in 2023.



20

countries now offering GolfSixes League to young people with Iceland and the UAE getting on board in 2024.



2m

downloads of the Rules of Golf App compared to just over 400,000 in 2019.



3.5m

visits to 'Just Swing' on Roblox, reaching 220 countries where the game has been played.



42.7m

on-course adult golfers (9 and 18-hole) in R&A affiliated markets – **an increase of more than three million** from 2022.

62.3m

adults in these markets consume the sport in some format – including driving ranges, adventure golf and simulator golf – **an increase of 1.1 million** since 2022.

Asia is the leading region for people engaging with golf in R&A affiliated regions, with total adult engagement of **26.2 million**. Europe is next highest with **19.7 million** adult engagement.

135,000

people visited Golf It! and over **7 million balls** were hit on the range.



£17m

in savings and/or benefits across health, wellbeing and GDP was contributed by the Golf It! facility.



£8m

pledged by donors to The R&A Foundation by the end of 2024 with over £4 million so far realised.



£5.8m

made in grants to support golf development and golf sustainability around the world.



£4.6m

invested in governance of the sport, including Rules of Golf, Equipment Standards and the World Handicap System.™

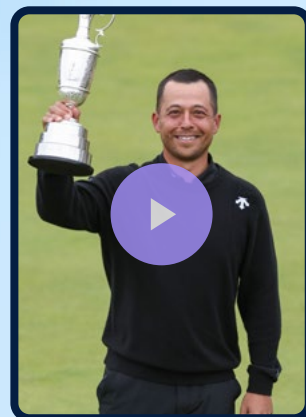


£4.7m

invested in staging world class amateur championships.



PROFESSIONAL CHAMPIONSHIPS.



Xander Schauffele surged to win The 152nd Open at Royal Troon after an impressive closing nine holes.

The 152nd Open

On an enthralling final day at Royal Troon, Xander Schauffele was crowned Champion Golfer of the Year thanks to a truly special round of links golf.

The 30-year-old separated himself from the rest of the field with a run of four birdies in six holes on Royal Troon's demanding back nine to finish with a six-under-par 65 and lift the Claret Jug.

As The Open returned to the renowned Ayrshire links for the tenth time, the American's nine-under score of 275 sealed a two-stroke winning margin over Justin Rose and Billy Horschel.

In total, 258,174 spectators attended The 152nd Open – a record-breaking number of fans for the venue and over 85,000 more than the last staging of the Championship at Royal Troon in 2016.

Schauffele received a record winner's cheque of \$3.1 million (USD) – the highest in the history of the Championship. Total prize money was \$17 million (USD), a \$500,000 increase on 2023. He became the first male golfer since Brooks Koepka in 2018 (US Open and PGA Championship) to claim two majors in one season.

The Championship also achieves significant income and exposure for the regions in which it is held each year, with The 152nd Open generating more than £303.3 million in total economic benefit for Scotland, underlining its value as a major global sporting event to the country.

Furthermore, the total economic benefit generated by the ten stagings of The Open in Scotland since 2005 is £1.36 billion. More than two million fans have attended in that time, including 250,000 from overseas, while The R&A's Kids go Free initiative has resulted in 230,000 young people under the age of 16 being able to access tickets at no cost.



The Open returns to Royal Portrush in 2025, where Ireland's Shane Lowry claimed a famous triumph in 2019 on the Championship's return to the venue for the first time in 68 years. In 2026, The Open heads to Royal Birkdale and then to St Andrews in 2027.

AIG Women's Open

Lydia Ko enjoyed the most magical month of her storied career to secure glory in the AIG Women's Open at St Andrews.

The iconic Old Course played host to one of the great final days in major golf, with Ko's final-round 69 – completed with a wonderful approach in the rain and wind to the 17th for par and a crucial birdie on the 18th – enough to clinch victory on seven-under-par 281. The New Zealander won by two shots from defending Champion Lilia Vu, world number one Nelly Korda, overnight leader Jiyai Shin and Ruoning Yin.

It was impossible to call a winner as a memorable Championship moved towards a dramatic conclusion in the challenging conditions, before Ko prevailed. More than eight years after her second major title as a teenager, Ko added the AIG Women's Open to an Olympic victory in Paris a fortnight earlier that sealed her place in the LPGA Hall of Fame.

Ko earned \$1,425,000 for her win, the largest amount in the AIG Women's Open's 48-year history. The overall prize fund was \$9.5 million, an increase of \$500,000 on 2023.

The home of golf welcomed 52,887 spectators, the most attended Championship since 2019. The spectator experience at the Championship was again enhanced with a popular fan village and a music concert by global superstar, Tom Grennan.

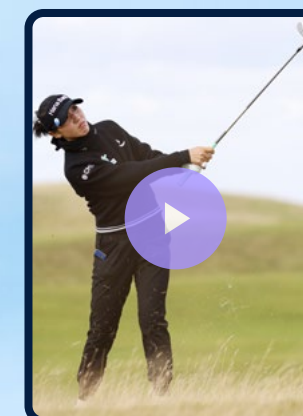
The 2025 AIG Women's Open will be played for the first time over the Welsh links of Royal Porthcawl with Royal Lytham & St Annes to host in 2026.

The Senior Open presented by Rolex

KJ Choi became the first South Korean to win a senior major championship as he claimed a two-stroke victory in the Senior Open presented by Rolex at Carnoustie.

The 54-year-old endured a slow start but regained his momentum around the turn at the famous Angus links to put daylight between himself and the chasing pack as he signed for a closing two-under-par round of 70 and a winning total of ten-under-par 278, two clear of Australia's Richard Green. England's Paul Broadhurst finished two shots further back in third on six-under.

The 2025 Championship heads to Sunningdale, where it was last held in 2021.



Lydia Ko mastered the conditions to triumph in the AIG Women's Open at St Andrews; KJ Choi enjoyed Senior Open glory at Carnoustie.



Xander Schauffele from the USA takes the famous walk up the 72nd hole en route to victory in The 152nd Open at Royal Troon.

AMATEUR CHAMPIONSHIPS.

Great Britain and Ireland's stunning victory in the **43rd Curtis Cup** at Sunningdale in August was one of the highlights in a successful year of R&A amateur championships and matches.

GB&I Captain Catriona Matthew OBE, who famously led Europe to back-to-back Solheim Cup triumphs, savoured another notable team success with a 10½-9½ victory over the United States of America – watched by a record crowd of 16,680.

On a thrilling final Sunday that ebbed and flowed, Sara Byrne, Patience Rhodes and Lorna McClymont secured key singles wins, with Rhodes' sister, Mimi, claiming the precious half point.

Matthew, who is staying in the role for the 2026 contest at Bel-Air Country Club in Los Angeles, steered the team to their first Curtis Cup win since 2016 and the ninth triumph overall. The story of the match was captured in a behind-the-scenes 30-minute documentary, 'Rising: Inside the Curtis Cup', which aired on R&A TV and Sky Sports Golf in the UK.

A week earlier, GB&I delivered more history with a breakthrough victory in the **Junior Vagliano Trophy** at West Lancashire. After seven straight wins and a draw for the Continent of Europe, Irish non-playing Captain Deirdre Walsh led her six girls to a 8-7 triumph. In the boys' match for the **Jacques Léglise Trophy** at the same venue, the Continent of Europe enjoyed a fifth straight success.

Leopard Creek in South Africa was also the venue for an historic occasion in February. The inaugural **Africa Amateur Championship** was staged to provide a platform for the region's rising talent alongside the first **Africa Amateur**

Women's Invitational. South African Altin van der Merwe prevailed after a play-off with Christian Maas and Ivan Verster, with another home player, Kyra Van Kan, winning the women's event in style by nine shots.

Santiago de la Fuente and Chun-Wei Wu celebrated international victories at the start of the year too. De la Fuente became the second Mexican to win the **Latin America Amateur Championship** after edging out his compatriot Omar Morales at Santa Maria GC in Panama, while Chinese Taipei's Wu pulled off the biggest upset in **Women's Amateur Asia-Pacific championship** history. A modest 264th in the World Amateur Golf Ranking® (WAGR®), Wu upstaged a star-studded line-up for a wire-to-wire success at Siam CC in Thailand.

The focus turned to Ireland in the summer. Building on the success of the previous three years, live broadcasts were again achieved at **The 129th Amateur Championship** at Ballyliffin and **The 121st Women's Amateur Championship** at Portmarnock, won by Jacob Skov Olesen – the first-ever champion from Denmark – and Melanie Green from the United States of America respectively.

In total, 3,224 spectators attended The Amateur at Ballyliffin, with 2,827 on site at Portmarnock. Dean Robertson, the former European Tour winner, was among those watching on at Ballyliffin, having been appointed GB&I Captain for the 50th Walker Cup match and the St Andrews Trophy in 2025.

Nairn's Sandy Scott won the second-ever **Open Amateur Series** and went on to memorably claim the Silver Medal as leading amateur at The 152nd Open at Royal Troon. Louise Rydqvist from Sweden claimed the **AIG Women's Open Amateur Series**.

In the senior ranks, Todd White and Nadene Gole were crowned champions in the **R&A Men's and Women's Senior Amateur championships** at Saunton.

Sweden enjoyed double delight in the **R&A Girls' and Boys' Amateur championships** after Havanna Torstensson and Viggo Olsson Mörk claimed memorable victories at Leeds venues Alwoodley and Moortown respectively.

Korean golfers Hyosong Lee and Seonghyeon An also shone to win the **R&A Junior Open** at girls and boys' level at Kilmarnock (Barassie).

Earlier in the season, France's Louise Landgraf defeated England's Charlotte Naughton in a play-off for the **R&A Girls' U16 Amateur Championship** title at The Berkshire.

The **R&A Student Tour Series** saw another double win as Maynooth scholars Kate Lanigan and Ryan Griffin were crowned women's and men's Order of Merit winners after the final event of the 2023/24 season in St Andrews.

The home of golf was also the setting for the **Coronation Foursomes** Grand Final, won by the North Wales pairing of Debbie Roberts and Heather Wathan. The unique team competition – the largest of its kind in GB&I – attracted entries from over 20,000 women and girls from more than 1,100 clubs in 2024.

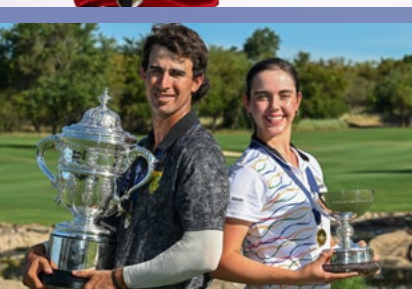
It was another significant year for golfers with a disability. At the second staging of **The G4D Open** at Woburn, held in partnership between The R&A and the DP World Tour and supported by EDGA, England's Kipp Popert and Dutch player Daphne van Houten claimed the men's and women's titles.

In 2024, the number of World Ranking for Golfers with Disability (WR4GD) events increased to 134 from 125 in 2023. Gross ranking players grew by 20.8%, Nett ranking by 22.2% and Stableford by 17.1%. The number of women on the WR4GD also increased from 83 to 95.

Lottie Woad became the first player from England to win the Mark H McCormack Medal as the leading woman in the 2024 WAGR®, highlighted by victory in the **Augusta National Women's Amateur** and Curtis Cup team glory. Luke Clanton from the USA was the leading men's player.

Wenyi Ding topped the inaugural Global Amateur Pathway Ranking, earning a DP World Tour exemption for the 2025 season. The Chinese player clinched the number one position following an impressive season that included victory in the **Asia-Pacific Amateur Championship** at Taiheiyo Club Gotemba in Japan.

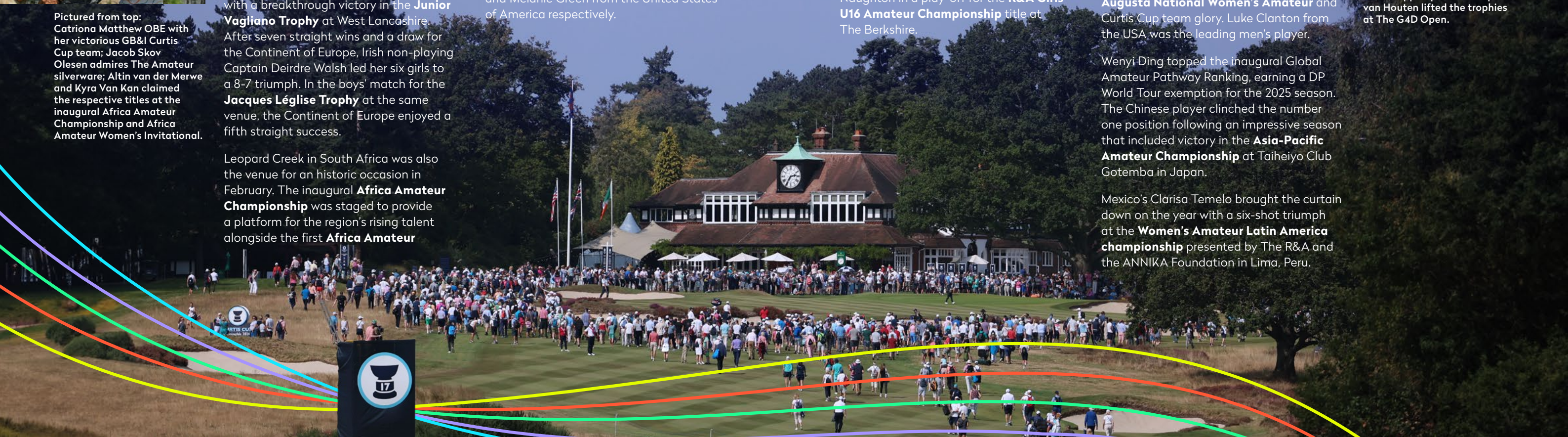
Mexico's Clarisa Temelo brought the curtain down on the year with a six-shot triumph at the **Women's Amateur Latin America championship** presented by The R&A and the ANNIKA Foundation in Lima, Peru.



Pictured from top: Catriona Matthew OBE with her victorious GB&I Curtis Cup team; Jacob Skov Olesen admires The Amateur silverware; Altin van der Merwe and Kyra Van Kan claimed the respective titles at the inaugural Africa Amateur Championship and Africa Amateur Women's Invitational.



Pictured from top: Melanie Green was triumphant at The Women's Amateur Championship; the winning GB&I Junior Vagliano Trophy team; Kipp Popert and Daphne van Houten lifted the trophies at The G4D Open.





Annika Sörenstam holds a clinic for children at Lima Golf Club in Peru during the Women's Amateur Latin America championship, alongside eventual champion Clarisa Temelo from Mexico.

GOVERNANCE.

It was a productive year for The R&A's governance team with excellent progress across key initiatives worldwide.



Download the Rules of Golf App to aid your understanding when playing.

Making the Rules of Golf easier to understand and apply for players was at the forefront with the Rules of Golf App and content on The R&A website now available in 26 languages.

The App – which now has over two million downloads compared to just over 400,000 in 2019 – offers excellent search functionality, provides easy to understand explanations of commonly occurring rules and contains diagrams, animations, quizzes and videos for visual learners. To enhance the App and increase the number and frequency of users, a survey was conducted for feedback which achieved over 8,500 responses. This resulted in the introduction of a new Quiz of the Week and sharing functionality to encourage retention and use of the App.

The Rules Newsletter continues to be a popular and effective way for the Rules team to communicate with core audiences with over 40,000 people signed up to receive it.

The Equipment resources website page is regularly maintained with monthly updates to the Conforming Golf Ball List and weekly updates to the List of Conforming Driver Heads and the Club Groove Informational Database, which are beneficial to all golfers and administrators.



Within the Rules, five new Additional Clarifications were released between 1 January 2024 and 1 January 2025. The clarifications included a revised version of the Model Local Rule (MLR G-9) that relaxes some of the limitations for the replacement of clubs damaged during a round in elite level competitions.

In December 2023, a Notice of Decision was published relating to an update to the Overall Distance Standard for Golf Balls. To support implementation planning of this Notice, an Area of Interest was published in December 2024 on the topic of golf ball markings.

Given The R&A's role to contribute to education, the year saw the delivery of several in-person seminars around the world and the advancement of online offerings.

Members of the Rules department hosted six Level 3 Tournament Administrators and Referees Seminars (TARS) in St Andrews, Ireland, Korea (twice), Japan and Malaysia. Paul Lawrie, winner of The Open in 1999, provided his input to the seminar at the home of golf. The roll out of Level 4 continued with more professional tours and national federations starting and progressing their referees towards achieving the qualification. In total, 325 delegates attended a Level 3 TARS in 2024 and 60 referees have now achieved Level 4 Advanced Referee Qualification, with a further 117 actively working towards it.

The Rules Education Centre, an online learning management system, has continued to grow and is now being accessed by over 70 national associations for Rules of Golf education materials and online exams.

Working closely with national federations and partners, the Rules team officiated at and supported more than 20 elite level professional and amateur championships during 2024. Collaborating with the Masters Tournament, the Asia-Pacific Amateur Championship Rules Scholarship has been established to produce referees in developing countries in Asia.

For the Handicapping team, there was a sustained focus on Course Rating education via the Learning Management System and in-person training with an emphasis on national associations becoming self-sufficient in conducting ratings by providing quality education and support. The Learning Hub is now being used by 35 national associations and has 420 active users.

The R&A and the USGA announced the first update to the World Handicap System™ (WHS™), taking effect in January 2024, as part of an ongoing review of the Rules of Handicapping™ and Course Rating System™ that places an emphasis on accuracy, consistency and equity.

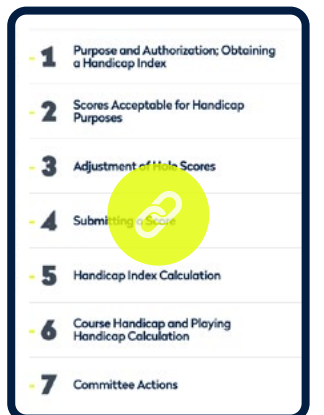
There is already a focus on the next review cycle in 2028 and, alongside the USGA, the first WHS Stakeholder Conference was held in St Andrews in October with 55 delegates representing 37 countries attending over two days.

The results of a survey to golfers and golf club administrators canvassing feedback on the WHS formed the basis for the agenda, with the conference generating potential adjustments that could be considered as part of the next WHS revision.

Many countries have seen significant increases in the number of scores being submitted for handicapping purposes since the WHS was introduced, with over 130 countries now using the system.

In April, the last Board meeting of the Council of National Golf Unions (CONGU) took place – marking just over 100 years to the day since the body was established to govern handicapping in Great Britain and Ireland. Under WHS, the national associations in GB&I maintain collaboration under the new entity, Golf GB&I.

The modernised Rules of Amateur Status continued to be well received and several additional guidance notes were added during the year to clarify certain aspects of these Rules. In 2024, 172 applications were processed for reinstatement to Amateur Status in GB&I.



Check out the Rules of Handicapping on The R&A website.

SUSTAINABLE GOLF.

The Sustainable Golf department continued to make significant progress across its five strategic pillars of Championship Agronomy, Agronomy Services, Research, Education and GreenLinks.



A group of R&A Scholars visited Royal Birkdale for a day of education and a course walk.

The aim of Championship Agronomy is to deliver sustainable and environmentally positive world class playing conditions for all R&A championship courses. Placing a focus on improving agronomic and playability performance, while minimising fertiliser, pesticide and water usage, the agronomy team supported over 60 venues in 2024.

The team completed 165 course visits at championship venues in Great Britain and Ireland, including on-site agronomy support during The 152nd Open, the AIG Women's Open, The G4D Open and leading amateur championships, such as the Curtis Cup.

The R&A Sustainable Agronomy Service provides commercial services to golf facilities and achieved significant growth during the year, increasing the adoption of sustainable agronomy practices and techniques.

The service has expanded its operations in Europe and the Asia-Pacific region, in addition to increasing its engagement with golf clubs in GB&I which resulted in 400 course visits carried out to service agronomy, drainage and course development project work.

Work continued to promote awareness of The R&A Golf Course 2030 (GC2030) research programme to build golf's reputation as a force for good in terms of sustainable management and agronomy. The aim of GC2030 is to research and deliver ready-to-use sustainable agronomy solutions for golf facilities to adopt.

GC2030 also supports golf courses in providing a positive impact on the environment through scientifically robust data and research and helping greenkeepers adapt and shape their agronomy practices in a changing environment, often in regions with different climates and regulations.

In April, The R&A jointly held a Golf and Biodiversity Seminar in France for national federations as part of the GC2030 programme. Working with the French Golf Federation (ffgolf), the seminar was centred around the GC2030-supported project 'Studies into Golf and Biodiversity'. The event featured 35 attendees representing national federations from Europe and Africa, as well as professional industry bodies for greenkeeping (FEGGA), club management (CMAE) and golf course design (EIGCA).

The Sustainable Golf department was represented at the ASTMA/GMA Conference 2024, held in Brisbane, Australia in June. The event was attended by around 850 industry professionals from golf course club management industries in Australia, New Zealand and southern Asia. The goal was to establish strong R&A presence in this region to develop practical GC2030 research in collaboration with regional stakeholders, grow and explore R&A Sustainable Agronomy awareness and client base, and inform the evolution of the education strategy.

Maintaining the education theme, members of the department took a group of R&A greenkeeping scholars to Royal Birkdale for a day of learning and a course walk. Through spending time at a championship venue, the group became more informed of greenkeeping practices ahead of The 154th Open at the venue in 2026.

Relationships continue to be strengthened with the USGA Green Section. During the year, the Scandinavian Turfgrass and Environment Research Foundation (STERF), The R&A and the USGA launched the International Turfgrass Research Initiative (ITRI) to further the advancement of sustainable approaches to golf course and turfgrass management.

The ITRI is a global, joint research initiative spanning three years, providing a unique opportunity to collaborate globally with the USGA to deliver multi-year projects with practical outputs across the GC2030 themes of sustainable agronomy, water, biodiversity and climate change.

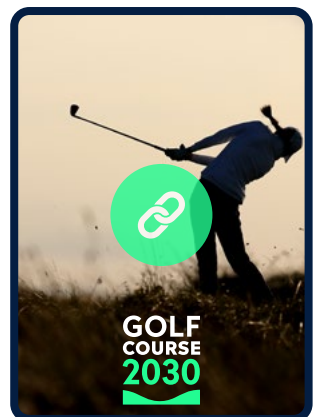
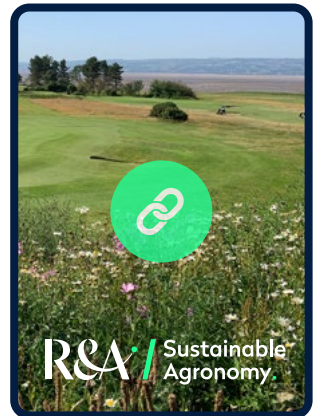
Projects will be funded to develop practical solutions which can be adopted by those managing golf facilities and turfgrass areas in response to the most pressing challenges facing golf course management worldwide, including pest control, water conservation, preserving biodiversity and landscapes, and understanding the climate impact on turfgrass and golf landscapes.

GreenLinks is The R&A's sustainable championship programme designed to drive leadership and innovation in sustainability through The Open, the AIG Women's Open and amateur championships. The use of electric cars, community reuse programmes and surplus food redistribution plans were in place at all professional championships, with free water refill stations available. At The 152nd Open at Royal Troon, the Sustainable Golf Hub was delivered to increase the recognition and understanding of the positive relationship between golf courses and nature.

The second year summary report for The R&A Golf and Nature Study was published to coincide with GreenLinks nature engagement at the AIG Women's Open at St Andrews. Target audiences for the Golf and Nature Study include greenkeepers, club managers and club committees to inform of best practice for ecological course management, as well as further promoting golf as being good for nature to reach wider audiences.

The R&A also became a signatory of the Sports for Nature Framework, a joint initiative with organisations including the International Union for Conservation of Nature and the International Olympic Committee. It aims to deliver transformative action for nature by 2030 and beyond, enabling sports to champion nature and contribute to its protection and restoration.

Golf It!, the community-based golf and entertainment facility developed by The R&A in Glasgow, achieved GEO Certified® Development recognition for the venue's commitment to environmental and social responsibility and leadership in sustainable golf.



Read more about Sustainable Agronomy and GC2030 on The R&A website.

GOLF DEVELOPMENT.

The R&A continued to encourage people of all ages, abilities, backgrounds, genders and ethnicities into the sport through a number of strategic initiatives.

Overall, participation continues to grow across the sport. According to the latest research, there are now 42.7 million on-course adult golfers (9 and 18-hole) in R&A affiliated markets (outside the USA and Mexico). The research figures for 2023 indicate a growth of 3.1 million on-course golfers since 2022.

The growth trend began before the onset of Covid-19 and is now accelerating faster than the 2020-2022 pandemic period when there was an average of 2.5 million new on-course golfers per annum. The sport continues to increase in popularity, now up 44% from 29.6 million on-course players in 2016. Golf's perception is being enhanced with the sport now seen as good for health, played on multiple formats and by people of all ages improving year on year.

The research also shows that 62.3 million adults (outside the USA and Mexico) consume the sport in some format, an increase of 1.1 million since 2022.

It is just the second time an estimate has been made beyond on-course activity to include alternative-only formats, such as pitch & putt, indoor simulator golf and driving range use. Asia is the leading region for people engaging with golf among R&A affiliated regions, with total adult engagement in golf of 26.2 million. Europe is next highest with 19.7 million adult engagement.

Launched in June, The R&A partnered with The Gang, a full service gaming studio building branded immersive activations, to launch 'Just Swing', a virtual golf experience on Roblox. It is designed to reach new, diverse audiences, particularly young people, and drive engagement and participation in the sport.

The innovative experience was offered to the platform's 80 million daily users and has enjoyed over 3.5 million visits and reached 220 countries where the game has been played. In total, over 100,000 users completed a survey where 77% said they wanted to play golf after playing 'Just Swing'. Spectators at the AIG Women's Open at St Andrews were also able to try 'Just Swing' as part of the entertainment in the Festival Village.

Ongoing collaboration with The Gang saw golf become the first sport on Roblox to incorporate an Active Play initiative – core to the strategy of taking golf to other audiences. Working with Topgolf, The R&A and The Gang transitioned players from in-game virtual play to real-world play at a new Topgolf facility in Jakarta, and the first one in Indonesia. The initiative bridges virtual and in-person play, offering a unique experience where players engage digitally with golf, then strike a ball in a golf environment.

The R&A embraces all formats of the sport and GolfSixes League continued to reach new audiences as more and more countries adopt the programme and bring short-form team golf to thousands of young people.

What started as a six-hole team match play event on the DP World Tour in 2017 has since evolved into a development project with a global reach.

Six nations joined Great Britain and Ireland in 2022 and another eight started GolfSixes League pilots in 2023. With Iceland and the United Arab Emirates coming on board in 2024, 20 countries now offer GolfSixes League to young people.



Pictured from top: Participation levels in golf continue to increase; 'Just Swing' Active Play was enjoyed by players at Topgolf in Indonesia.



Golf It!, the community-based golf and entertainment facility in Glasgow, won the inaugural Inclusivity Award from the Golf Course Awards in 2024.



Golf It! continues to attract golfers of all abilities.

It is a collaborative initiative driven by The R&A, The Ryder Cup European Development Trust, the DP World Tour, the Ladies' European Tour and the Confederation of Professional Golf, with the expansion backed by the Golf Foundation – the charity that created and developed the initiative across GB&I.

Figures from the Golf Foundation's 2024 GolfSixes League impact report revealed that 90% of children would like to play more golf as a result of GolfSixes League, while there was a 27% increase in affiliated junior membership.

Facilities which utilise smaller parcels of land in cities and urban areas will play an important role in making golf more accessible, with The R&A publishing a new guide to outline the best ways to use restricted areas of land for golf course development.

Produced with the support and assistance of the European Institute of Golf Course Architects, the 'Golf for Smaller Spaces' guide examines how smaller space courses operate and sets out practical requirements and commercial considerations for establishing such courses.

Golf It! in Glasgow continues to make the sport more accessible and inclusive to golfers and non-golfers alike. The community-based golf and entertainment facility, which opened in 2023, won the inaugural Inclusivity Award from the Golf Course Awards in 2024.

The award reflects Golf It!'s success in creating a welcoming and accessible environment for everyone, prioritising community engagement and establishing a genuinely accessible pathway into golf.

More than 12,000 children have participated in Golf It!'s AIG Schools Coaching programme to inspire the next generation of golfers. Over 100 women also played regularly at Golf It! during the season, with 250 people taking part in inclusive coaching sessions for individuals with disabilities.

A focus on the health and wellbeing benefits of the sport also continued. 'Golf is Good', a global project by The R&A, promotes the health and wellbeing benefits of playing the sport through cutting-edge animation. In 2024, the Finnish Golf Union were one of the success stories from using R&A digital health assets in a nationwide campaign to 250 clubs.

Finland's work included outdoor advertising for seven weeks at railway stations in Finland and a campaign on social media from spring to autumn, which achieved 280,000 impressions. The R&A's online magazine for affiliate national associations, Developing Golf, highlights such features and best practice for the golf industry.

A golf, health and performance gathering was also held at the AIG Women's Open in St Andrews, featuring key speakers to discuss health initiatives at the top level of the professional game, while The Open was also used to project golf's health benefits simply by attending at Royal Troon.

Former world triple jumper Jonathan Edwards, in his role as a Global Development Ambassador for The R&A, fronted the 'Walk to Win' initiative over the Ayrshire links. Over 6,000 participants signed up via The Open App to participate in a competition during the week of the Championship, whereby completing 8,000 steps during their attendance each day they qualified to gain entry to a prize draw to win a four-ball with Edwards at Royal Troon.

Edwards was among a number of R&A ambassadors who continued activities in 2024 to encourage more people to take up the sport, doing their work with the organisation voluntarily. Former South Africa rugby star Bryan Habana attended the inaugural Africa Amateur Championship at Leopard Creek, highlighting the championship's pathway for aspiring and elite players in the region.

Targeting a growth in women and girls' golf at all levels continued, aided by The R&A Women in Golf Leadership Programme. The programme has increased the number of women working at mid-to-senior levels in golf organisations, as a key part of The R&A's commitment to the Women in Golf Charter. In total, 268 women from 46 countries have completed the Leadership Development and Foundation programmes.

In nine-hole golf, the Irish pairing of Aveen Moran, a two-time breast cancer survivor, and Mark Fallon secured a thrilling win in The R&A 9 Hole Challenge Final at Royal Troon. Golfers from all over the world played more than 700,000 nine-hole qualifying rounds in the hope of securing the opportunity to play the Championship course on the eve of The 152nd Open.

The second staging of The G4D Open at Woburn was notable for off course activity just as much as on. A revolutionary prosthetic arm, the first of its kind globally, was trialled by primary-aged children at a special coaching session. UK-based Koalaa is collaborating with EDGA to develop a unique tool that enhances the ability of players with upper limb differences to effectively use a golf club. Away from golf, around 600 children have already received a prosthetic through the scheme.



Pictured from top: Jonathan Edwards supported the 'Walk to Win' initiative at The 152nd Open; Dr Andrew Murray speaking on health matters at the AIG Women's Open; A revolutionary prosthetic arm trialled at The G4D Open.



JUST Swing



NOW ON
ROBLOX

The R&A launched 'Just Swing' in June, a new virtual golf experience on Roblox designed to reach new, diverse audiences and drive engagement and participation in golf.

THE R&A FOUNDATION.

The R&A Foundation continued to prosper in 2024, enabling greater investment into worldwide initiatives that transform lives and communities through golf.

To increase the Foundation's reach and impact, a new global philanthropy programme was launched in 2023 and donors had pledged more than £8 million by the end of 2024 with over £4 million so far realised. Supporters include Rolex, The Arnold & Winnie Palmer Foundation, AIG and an international group of individual donors.

Combining funding from The R&A with philanthropic investment, The R&A Foundation supports programmes that deliver impact across five key areas: accessibility, sustainability, health, heritage and talent.

This builds on the work The R&A Foundation has achieved since its inception in 2003, providing funding from the proceeds of The Open to develop the sport globally and support projects from grassroots to the elite level.

With additional funds raised through philanthropy, The R&A Foundation is introducing young people around the world to golf, supporting communities through developments such as Golf It! in Glasgow and supporting research into the health and environmental benefits of the sport.

More than £700,000 in unrestricted donations – funds raised in 2023 to be used for any purpose in line with The R&A Foundation's charitable objectives – were allocated to a range of programmes in 2024.

Community ties strengthened at the Golf It! garden.



They included The Royal and Ancient Golf Club Scholarship, a new award designed to identify, support and develop the next generation of golf's leaders.

Ten dedicated young men and women from across the world have been provided with new opportunities to support their leadership development in golf through financial support and unique connections to The Royal and Ancient Golf Club of St Andrews, The R&A and St Andrews.

Over 200 applications were received with Scholars selected from countries including Canada, France, India, Ukraine and the USA. They are made up of coaches, agronomists and entrepreneurs with ambitions to break down barriers, shape golf's future or rebuild lives through the sport.

Golf It! and Woburn Golf Club, host for the second staging of The G4D Open in May, each took delivery of a Paragolfer from The R&A Foundation. Ensuring a legacy from the Championship, the all-terrain mobile device lifts and supports those with lower-limb disabilities so they can play and enjoy the sport from a standing position at both venues. A donation to the Golf It! garden has also strengthened community ties at the venue, with raised beds built by prisoners from nearby HMP Barlinnie.

In the summer, The R&A's inaugural Golf BioBlitz was staged at Carnoustie Golf Links, highlighting the organisation's commitment to biodiversity on the course and sustainability within the sport. The event was made possible by a generous donation to The R&A Foundation in memory of a much-loved colleague, Helen Goodman. It will now be held annually in Helen's name.

An exhibition backed by The R&A Foundation in October highlighted St Andrews' caddies and their lasting legacy over the last 50 years at The R&A World Golf Museum.

Support was also provided for the international roll-out of a Community Golf Instructor Programme in Romania, the Netherlands, Philippines, Vietnam, Egypt and Uganda after a successful pilot in Great Britain and Ireland.

In Africa, equipment manufacturer Mizuno came on board to help aspiring talent, donating golf equipment to The R&A Foundation which is being used by players in The R&A's Africa High Performance Programme.

The R&A Foundation also works with professional golfers to further the aims of their charitable foundations by providing funding to support their activities in golf. The Foundation is a long-standing supporter of the Faldo Series, led by three-time Champion Golfer Sir Nick Faldo, and to the ANNIKA Foundation, run by ten-time major champion Annika Sörenstam.

Other golfers and organisations who received assistance included the Paul Lawrie Foundation and the Rose Ladies Series, which has provided playing opportunities through Justin Rose and his wife, Kate.

The Golf Foundation receives £500,000 each year from The R&A to support its aim of inspiring more young people to play golf in Great Britain and to increase the retention of juniors. Funding is also provided to organisations such as the Ladies' European Tour and The PGA of Great Britain and Ireland.

The R&A Foundation Scholarship Programme encourages the performance development of student golfers of international standard to become future champions. Former Scholars include Catriona Matthew OBE (University of Stirling), Captain of the victorious Great Britain and Ireland side at the Curtis Cup at Sunningdale in 2024. Each year, The R&A also invests almost £500,000 in student and university golf currently supporting programmes at 17 universities.

Furthermore, health projects supported in 2024 included the Ladies' European Tour's Performance Institute. Several disability golf events were also backed in addition to annual support of EDGA, an organisation which promotes opportunities for golfers with disabilities.

For more information on The R&A Foundation, please contact the Philanthropy team at foundation@randa.org



Pictured from top:
A portrait of Tam Robertson, a St Andrews caddie for 56 years, from an exhibition featuring caddies at The R&A World Golf Museum; Paragolfer mobile devices were donated to Woburn Golf Club and Golf It! as part of the legacy of The G4D Open; The Royal and Ancient Golf Club Scholarship was launched.

The R&A FOUNDATION



Englishman Kipp Popert was crowned men's winner at the second staging of The G4D Open at Woburn in May.

PEOPLE.

The R&A is committed to fostering an inclusive culture in golf and creating opportunities to work and volunteer in the industry.

During the year the organisation partnered with Career Ready, a social mobility charity in Scotland who want every young person, regardless of background, to progress to a positive post-school destination and prosper in work and life.

Four young people from S5/6 in Fife will be provided with a structured, impactful four-week internship across a number of different departments in The R&A in 2025 to develop work skills and boost empowerment. With four individuals upskilled as mentors at The R&A, they will be paid the real living wage as part of the initiative.

A number of work experience placements were also provided across the organisation in 2024, including in legal, golf development and at The R&A World Golf Museum.

Work continued in collaboration with the leading golf organisations from across Great Britain and Ireland to deliver the 'Careers in Golf' Programme. It is designed to educate and inspire individuals from a range of backgrounds, at all stages of their career, and highlight the wide range of employment within the sport.

This includes attending schools, universities and careers fayres, as well as providing behind the scenes tours across various championships and extending volunteer opportunities to the participants of the programme.

Professional golfer Zane Scotland continued as a diversity ambassador, supporting the development of initiatives to encourage more people from ethnically diverse communities into golf and identify actions that can be taken to break down barriers.

The R&A World Golf Museum engaged with people to allow them to experience golf in a variety of ways, notably offering immersive galleries that bring the past, present and future of the sport to life. Along with the St Andrews Heritage Museum, it regularly held Memories sessions with local attendees to help boost health and wellness.

Engaging with schools, 'The Road to The Open' programme helped educate pupils and encouraged more youngsters to take up golf. The Museum also hosted regular workshops for families, including active and multisensory Families First activities. Dr Lauren Beatty completed her PhD research in women's golf history with oral histories available in the galleries.

At the AIG Women's Open at St Andrews, the Championship was notable for its fan-centric approach with Populous involved in expanding off-course entertainment and the food and beverage offering. With R&A employees working closely with Populous brand ambassadors, particular focus was placed on making the Championship more accessible for a neurodiverse audience.



Work experience placements were provided including at The R&A World Golf Museum.

TECHNOLOGY.

Technology continued to focus on ensuring the delivery and support of effective, efficient and resilient technologies for the organisation, and providing technical and data solutions to business problems and those which support our strategic objectives.

Cyber Security has remained a priority, as well as assessing new and emerging technologies. The team continued to maintain a complete view of Technology across The R&A, ensuring understanding business need, use and associated security risks are understood and supported.

Throughout the work undertaken, Technology have collaborated with internal and external teams to transform how data is managed and utilised across The R&A – including the delivery of data platform solutions and supporting data management, governance and analysis within strategic projects, including the Official World Golf Ranking, the World Amateur Golf Ranking® (WAGR®), handicapping data and historic championship data for The Open.

Key projects the Technical Delivery team worked on included an improved Player Management system and portals, an enhanced OTT offering with the launch of randa.tv and fan engagement for The Open and AIG Women's Open, including the new OneClub.golf website. They are continuing to work on the delivery of a CRM for Equipment Standards.

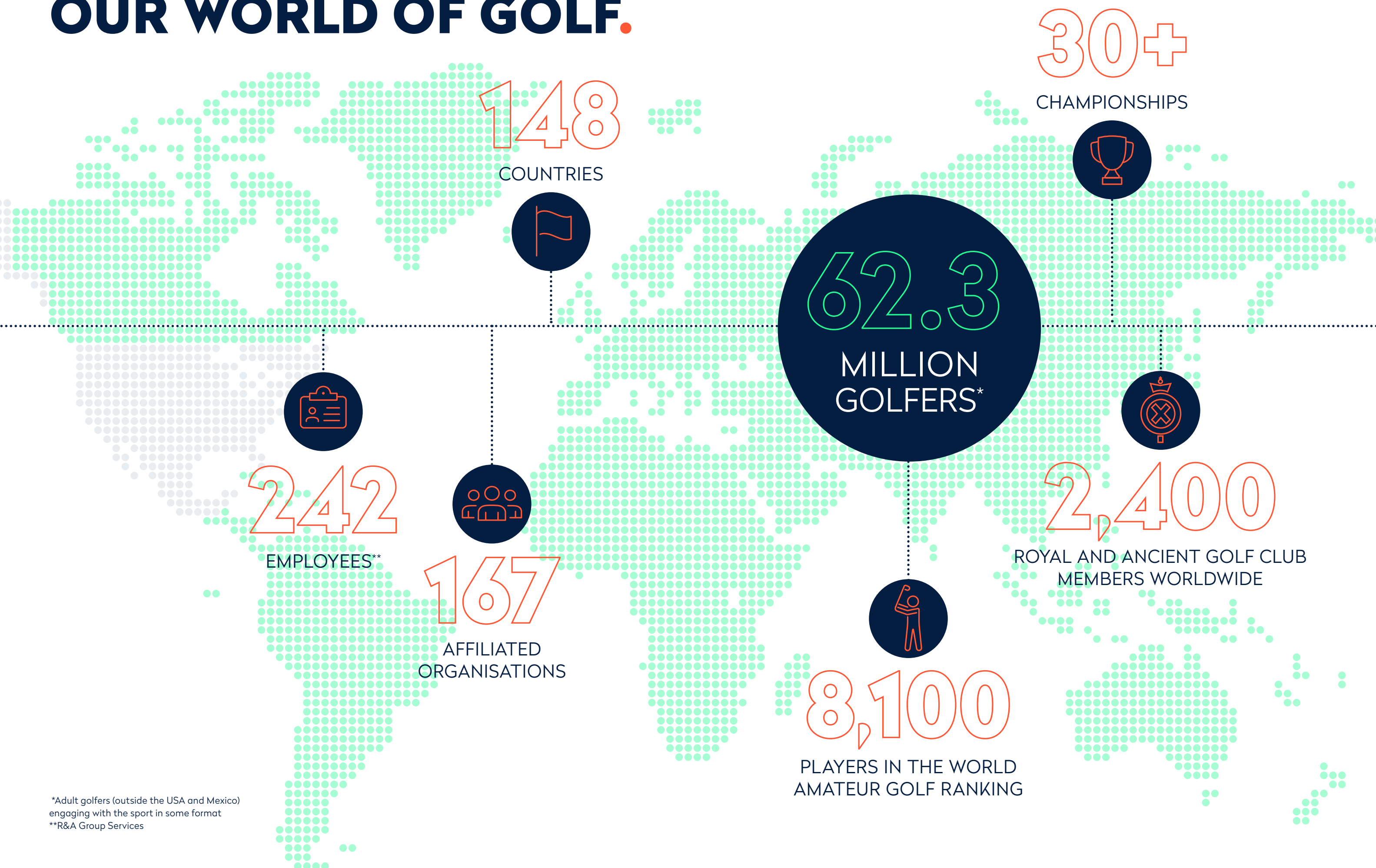
The R&A and Golf New Zealand formed a strategic partnership with international golf technology solutions provider DotGolf in August 2023, to enhance DotGolf's suite of technology products and develop new technology platforms that can help attract more people into golf.

The team at DotGolf are working on developing multi-lingual solutions along with other tools for the utilisation of data and monitoring. The DotGolf technology is already used by national associations in New Zealand, England, Ireland, Scotland and Wales, with Australia and South Africa launching in 2025 and Japan taking it up from 2026.



The new OneClub.Golf website provided further opportunities for fan engagement.

OUR WORLD OF GOLF.



*Adult golfers (outside the USA and Mexico) engaging with the sport in some format

**R&A Group Services

AFFILIATED ORGANISATIONS.

The R&A, through R&A Rules Ltd, governs the sport worldwide, outside of the United States and Mexico, on behalf of over 62 million golfers in 148 countries and with the consent of 167 organisations from amateur and professional golf.



Europe

Albanian Golf Federation
Andorra Golf Federation
National Golf Association of Armenia
Austrian Golf Association
Azerbaijan Golf Federation
Royal Belgian Golf Federation
Belarus Golf Association
Bulgarian Golf Association
Croatian Golf Association
Cyprus Golf Federation
Czech Golf Federation
Danish Golf Union
England Golf
Estonian Golf Association
Finnish Golf Union
French Golf Federation
Georgian Golf Federation
German Golf Association
Hellenic Golf Federation (Greece)
Hungarian Golf Federation
Golf Union of Iceland
Golf Ireland
Israel Golf Federation
Italian Golf Federation
Latvian Golf Federation
Liechtenstein Golf Association
Lithuanian Golf Federation
Luxembourg Golf Federation
Macedonian Golf Federation
Malta Golf Association
The Golf Association of Moldova
Netherlands Golf Federation
Norwegian Golf Federation
Polish Golf Union
Portuguese Golf Federation
Romanian Golf Federation
Russian Golf Association
San Marino Golf Federation
Scottish Golf
Golf Association of Serbia
Slovak Golf Association
Slovenia Golf Association
Royal Spanish Golf Federation
Swedish Golf Federation
Swiss Golf
Turkish Golf Federation
Ukrainian Golf Federation
Wales Golf

The Americas

Argentine Golf Association
Bahamas Golf Federation
Barbados Golf Association
Belize Amateur Golf Association
Bermuda Golf Association
Bolivian Golf Federation
Brazilian Golf Confederation
Golf Canada
Cayman Islands Golf Association
Chilean Golf Federation

Colombian Golf Federation
Costa Rican Golf Federation
Curacao Golf Association
Dominican Republic Golf Association
Ecuador Golf Federation
El Salvador Golf Federation
Falkland Islands Golf Association
Guatemala National Golf Association
Guyana Golf Union
Golf Federation of Haiti
Honduras Golf Association
Jamaica Golf Association
Nicaraguan Golf Federation
Panama Golf Association
Paraguay Golf Association
Golf Peru
St Lucia Golf Association
St Maarten Golf Association
(Kingdom of the Netherlands)
Trinidad & Tobago Golf Association
Turks & Caicos Islands Golf Association
Uruguay Golf Association
Venezuela Golf Federation
Virgin Islands Golf Federation

Asia

Afghanistan Golf Federation
Bahrain Golf Association
Bangladesh Golf Federation
Royal Bhutan Golf Federation
Cambodian Golf Federation
China Golf Association
Chinese Taipei Golf Association
Emirates Golf Federation
Hong Kong Golf Association
Indian Golf Union
Indonesian Golf Association
Islamic Republic of Iran Golf Federation
Japan Golf Association
Jordan Golf Association
Kazakhstan Golf Federation
Korea Golf Association
Golf Federation in Kyrgyzstan
Lao National Golf Federation
Lebanese Golf Federation
Malaysian Golf Association
Mongolian Golf Association
Myanmar Golf Federation
Nepal Golf Association
Oman Golf Committee
Pakistan Golf Federation
National Golf Association of the Philippines
Qatar Golf Association
Saudi Arabian Golf Federation
Singapore Golf Association
Sri Lanka Golf Union
Thailand Golf Association
Uzbekistan Golf Federation
Vietnam Golf Association

Africa

Algerian Golf Federation
Angolan Golf Federation
Benin Golf Federation
Botswana Golf Union
Cameroon Golf Federation
Democratic Republic of Congo Golf Federation
Egyptian Golf Federation
Eswatini Golf Union
Ethiopia Golf Association
Gabonese Golf Federation
Gambia Golf Association
Ghana Golf Association
Ivory Coast Golf Federation
Kenya Golf Union
Liberia Golf Association
Libyan Golf Federation
Madagascar Golf Federation
Golf Union of Malawi
Mauritius Golf Federation
Royal Moroccan Golf Federation
Namibia Golf Federation
Nigeria Golf Federation
Ladies Golf Association of Nigeria
Rwanda Golf Union
Seychelles Golf Federation
Senegalese Golf Federation
Sierra Leone Golf Federation
Golf RSA
Tanzania Golf Union
Tunisian Golf Federation
Uganda Golf Union
Zambia Golf Union
Zimbabwe Golf Association

Oceania

Golf Australia
Cook Islands Golf Association
Golf Fiji
Golf NZ
Papua New Guinea Golf Association
Samoa Golf Incorporated
Vanuatu Golf Association

Transnational Affiliated Organisations

Africa Golf Confederation
Asia-Pacific Golf Confederation
Asian Tour
Caribbean Golf Association
Confederation of Professional Golf EDGA
European Golf Association
Ladies European Tour
Oceania Golf Union
European Tour Group
Professional Golfers' Association
South American Golf Federation
Sunshine Tour



Xander Schauffele takes a moment in the Royal Troon Clubhouse to admire the Claret Jug after his victory in The 152nd Open.



The R&A group of companies was formed in 2004 to take on The Royal and Ancient Golf Club of St Andrews' responsibilities for governing the Rules of Golf, staging The Open, golf's original championship, and developing the sport. The R&A World Golf Museum in St Andrews is part of The R&A group.

Together The R&A and the USGA govern the sport of golf worldwide, operating in separate jurisdictions with a commitment to a single code for the Rules of Golf, Rules of Amateur Status and Equipment Standards. The R&A, through R&A Rules Ltd, governs the sport worldwide, outside of the United States and Mexico, on behalf of over 62 million golfers in 148 countries and with the consent of 167 organisations from amateur and professional golf.

The R&A has responsibility for running a series of world class amateur events and international matches in women's and girls' as well as men's and boys' golf. The R&A stages the AIG Women's Open and works with the DP World Tour to stage the Senior Open.

The R&A is committed to investing £200 million over ten years in developing golf and supports the growth of the sport internationally, including the development and management of sustainable golf facilities. For more information, visit www.randa.org.



randa.org
