



The R&A
International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

Johnnie Cole-Hamilton Executive Director – Championships





**RUNNING INSPIRATIONAL AND
ASPIRATIONAL GOLF CHAMPIONSHIPS.**

“



The R&A
International Golf
Conference 2023

"Golf is deceptively simple and endlessly complicated; it satisfies the soul and frustrates the intellect. It is at the same time rewarding and maddening – and it is without a doubt the greatest game mankind has ever invented."

Arnold Palmer

”



The R&A Championships - Video

The Open.

RUNNING THE BEST IN
CLASS CHAMPIONSHIPS IS
THE CORE OF WHAT WE DO

- Record Attendances
- Commercial Success
- Reach
- Brand



The R&A
International Golf
Conference 2023



Success.

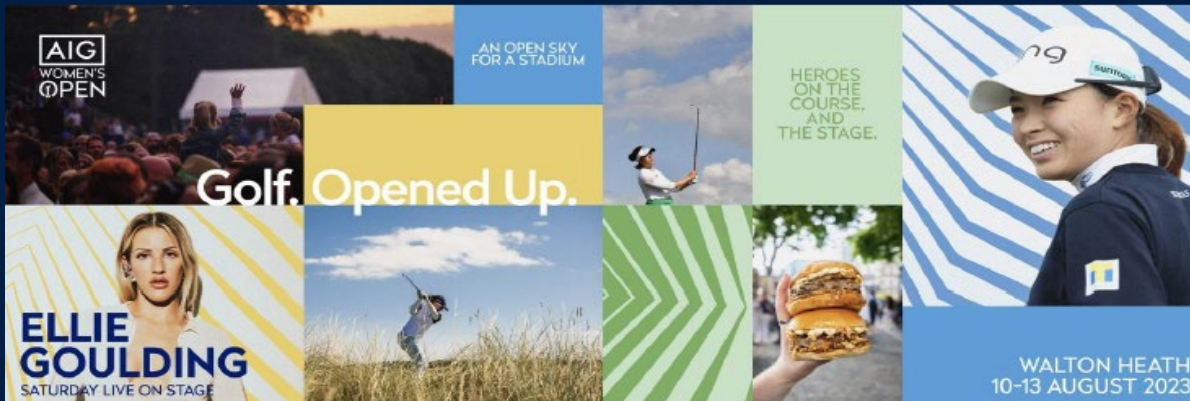
- Inspirational Impact
- Ensure the Ethos of The Open
- Maximise commercial returns to drive reinvestment to golf.
- Force for good
- World Class experience



The R&A
International Golf
Conference 2023

AIG Women's Open.

- Progressive Event Strategy
- Inspire the next generation of Golf Fans
- Create a platform for The R&A Women in Golf Strategy
- Make Championship more appealing to wider fan base.
- Fresh, Modern Vibrant feel



The R&A
International Golf
Conference 2023

Amateur Championships.

- Aspire to be World Class
- Men's and Women's Amateurs should be the pinnacle of Amateur Golf
- International appeal
- Attract and maintain best fields
- Combining Championships



The R&A
International Golf
Conference 2023

Opportunities for Championships.

- The Open and ALG Women's Open are pinnacle of events in golf.
- Untapped potential for overseas growth.
- Proven ability to drive on going Event Week growth.
- Meet market demand, evolving sponsorship and broadcast offerings.
- Demand exists for Women's sport.
- New formats are generating demand.



The R&A
International Golf
Conference 2023