

The R&A Review 2014|15



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Foreword

Important new pages were turned in 2014. The membership of our founding club, The Royal and Ancient Golf Club of St Andrews voted, overwhelmingly, to welcome women as members. This was an important step and we were delighted to welcome the first women as members of the Club.

Our Champion Golfer of the Year was Rory McIlroy and his magnificent achievement followed the news that The Open is to return to his native Northern Ireland. Royal Portrush staged The Open in 1951 and, for many, golf's greatest players have been denied the challenge of its uncompromising links for too long. Northern Ireland's First Minister Peter Robinson welcomed the announcement as showing a "new and confident Northern Ireland, in a new era, that provides people with the hope of what normality looks like". We are delighted to be playing our part in this process. The Open is one of the world's leading sporting events and we are looking forward to its return to Northern Ireland. As a recent and significant benchmark, Royal Portrush successfully staged the Amateur Championship in 2014, which was won by Scotland's Bradley Neil.

Our role in supporting elite amateur golf extends well beyond Great Britain and Ireland. The success of the Asia-Pacific Amateur Championship in developing golf in that region has inspired a new three-way collaboration involving both the Masters Tournament and the United States Golf Association with The R&A for a new event on the other side of the world. I was privileged to attend the inaugural Latin America Amateur Championship in Buenos Aires, Argentina, in January 2015. It attracted a field of 109 competitors from 28 of the 29 countries eligible to take part. This was a wonderful boost for the sport in the countries and territories of South and Central America, the Caribbean and Mexico, particularly ahead of golf's return to the Olympics in Rio de Janeiro in 2016.

The R&A is fortunate to have had some outstanding leaders in its 260-year history and Peter Dawson fits comfortably in that category. He has led the organisation for the past 16 years in an exemplary manner and his service to our sport is recognised and respected throughout the golfing world. It is fitting that Peter will be in charge of his last Open at the Home of Golf in St Andrews and we wish him and his wife Juliet a long and happy retirement.

I would also like to take this opportunity to welcome Peter Dawson's successor as Chief Executive, Martin Slumbers. Martin has had a successful career in business, has a passion for golf and a deep commitment to the work of The R&A.

A handwritten signature in black ink, reading 'W. Sibbett'.

Professor Wilson Sibbett CBE FRS FRSE
Chairman, The R&A





Review

Our role in providing good governance for our sport is of critical importance. Working closely with the United States Golf Association, we govern by consent and our authority in golf enables us to regulate the sport and pursue sustainable development goals on every continent. Eleven years ago we moved this governance responsibility from our founding club to a new set of companies and a charitable foundation, known collectively as The R&A. In that time we have generated £100m of funding for governance and development activity from almost two million spectator admissions to The Open, through commercial partnerships and the sale of television and other rights.

The members of The Royal and Ancient Golf Club of St Andrews decided to review the club's single sex membership policy in 2014. Three-quarters of the 2,400 members participated in a postal ballot and a decisive 85% voted for a mixed membership with immediate effect. A number of women have already become ordinary members and seven have accepted a special invitation to take up honorary membership. These new honorary members share impeccable sporting provenance, Her Royal Highness The Princess Royal, Dame Laura Davies, Renée Powell, Belle Robertson, Lally Segard, Annika Sörenstam and Louise Suggs.

Many people follow The Open on television around the world. In 2014, 45 broadcasters delivered a record 5,400 hours of coverage across 106 channels, with a reach on television of 505 million households. Television is an important source of revenue for The Open and plays a key role in enabling us to support golf development and participation initiatives in many different countries.

Prior to the 2014 Youth Olympic Games (YOG) in Nanjing, China we worked with the International Golf Federation to run 'Teach the Teachers' Workshops for 50 teachers from 10 local schools and provided short golf equipment. Since the YOG, the Nanjing



Education Committee and the State Sports Bureau have joined forces and 38 middle schools have established golf programmes. A further 30 schools are expected to take part in 2015; just one example of Olympic golf helping to grow our sport for the years to come.

We are pleased to report that in the year to 31 December 2014, operating profit was up to £9.7m (2013: £6.2m). This outcome was achieved after our governance and development commitments to the sport were met in full, resulting in a £10.9m (2013: £10.5m) charge. Total grant funding for the sport increased to £6.2m (2013: £6.1m) and an additional £3.5m was gifted in the year to the British Golf Museum, a charity associated with The R&A.

Here at the home of golf work is underway on £10m worth of key investment projects. The addition of new gallery space and enhanced visitor facilities at the British Golf Museum and the creation of a new state-of-the-art research and equipment testing centre at Kingsbarns, south east of St Andrews.

During 2014 my retirement was announced as Chief Executive and I look forward immensely to my final Open Championship in St Andrews. My successor, Martin Slumbers, is already working alongside me and my sense is that this wonderful job will pass into excellent hands. The R&A is driven forward by the goodwill, generosity and endeavour of many people who do important work without payment or special recognition and by a highly professional staff it has been my privilege to lead.

Peter Dawson
Chief Executive, The R&A

*Opposite:
The Royal and Ancient Golf Club of St Andrews announced that it had voted to admit women as members*

Spectators look on as Rory McIlroy putts at the 143rd Open at Royal Liverpool



Rules

There is a four-year review cycle for the Rules of Golf which culminates this year. The next edition of the Rule Book will be issued by The R&A and its rule-making partner, the USGA, in late 2015 and will come into effect from 1 January 2016. One key change that will be implemented at that time is the new Rule 14-1b which prohibits the use of an anchored stroke. The new Rule was approved by The R&A and the USGA in May 2013 following a period of consultation with golfers and officials involved at all levels of the sport. After examining the issue at length, the governing bodies felt that the free-swinging nature of the golf stroke is an integral part of the challenge of golf and decided to implement the new Rule. Golfers will still be able to use long and belly putters and adopt a wide variety of methods of stroke but they will not be permitted to anchor the club.

Beyond the regular review cycle, The R&A has been working with the USGA on conducting a fundamental review of the Rules to look at ways of simplifying them and making them easier to understand for existing golfers and those taking up the sport for the first time. The process began in April 2012 and mirrors similar initiatives that culminated with the major changes made to the Rules in 1952 and 1984. The review will also look to the long term future of the sport and the role of the Rules in addressing broader objectives such as improving pace of play and enhancing the environmental management of golf courses. There is no fixed timetable for the process but The R&A and the USGA will consult widely within the sport before implementing any fundamental revisions to the Rules.

The Rules of Amateur Status follow an equivalent four-year review process and the next edition will also be released in late 2015, coming into effect on 1 January 2016.

Rules education is a key focus for The R&A and an extensive programme of schools and workshops take place around the world throughout the year. As well as the Level 3 Tournament Administrators and Referees School in St Andrews, which involved 96 delegates from 40 countries, schools were held in Colombia, New Zealand, China, the United Arab Emirates and Chinese Taipei. While much of the focus is on developing the knowledge and skills of referees and administrators directly, The R&A also aims to support its affiliated national associations in their own training programmes. A 'Teach the Teachers' workshop held in Colombia was attended by 25 delegates from 12 countries and followed a similar event held in Thailand in 2012.

A range of digital resources are available through The R&A's Rules education programme. The Online Rules Academy is a free tool where users can be guided through a Level One Rules course by R&A Working for Golf Ambassadors Padraig Harrington and Suzann Pettersen. Rules of Golf apps are now available in several languages, in addition to English: Japanese, Spanish, German and Mandarin. The apps are interactive, digital versions of the Quick Guide to the Rules of Golf and are available to download from iTunes.

Opposite:
The anchored putting stroke will be prohibited from 1 January 2016



Research and Testing

Gathering and interpreting data on equipment performance is critically important to the governance of any sport and in golf the focus is on clubs and balls. The overriding principle at stake is that skill must be the dominant element in determining success throughout the game.

Facilities for equipment research and testing have expanded in St Andrews in direct response to the requirement for evidence-based governance from Rule makers and manufacturers alike. This infrastructure is supported by a series of protocols designed to deliver operating transparency and constructive engagement, which are outlined in the Vancouver Equipment Rulemaking Procedures published in 2011 by The R&A and the USGA.

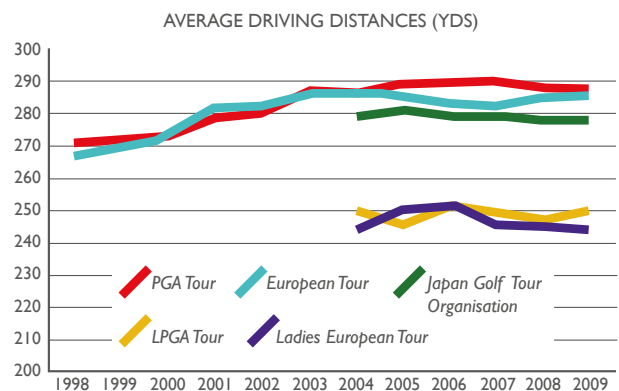
Work is now underway to bring three existing R&A research and testing facilities under one roof in a new purpose-built centre near the village of Kingsbarns, 6.5 miles south-east of St Andrews. The new facility features a 450m range, with a biomechanical test bay equipped with golf ball-tracking radar which is capable of generating 3-D imagery of golfers' swings. Two further bays house programmable golf robots to replicate actual launch conditions and perform other fundamental research tasks in a controlled environment. There is also a state-of-the-art 30m indoor golf ball testing range.

Adjacent to Kingsbarns Golf Links, the sustainable building design features a sedum roof and associated rainwater collection pond. The development is scheduled for completion in May 2016.

Research and analysis of the distance travelled by the golf ball when hit by golfers of all abilities during competitive play is a longstanding research area. Analysis of the data from elite professional golfers on

the major men's and ladies' tours demonstrates a stability which has been evident since 2003. Data is analysed in a multitude of ways to ensure that it is truly indicative of elite professional performance. While there is no evidence that driving distances have increased since 2003, the finding that 94-96% of tee shots, in the PGA Tour and European Tour driving distances dataset, are hit with a driver shows it is still the most prevalent club off the tee on these holes.

Supervising PhD students at The R&A has been a feature of research and testing work over a number of years. In 2014 a thesis designed to test 'Performance differences between blade and cavity backed irons' reached a conclusion. In essence a small but consistent effect suggests that cavity-backed irons launch the ball on a higher trajectory.



Opposite:
The new research and equipment testing centre at Kingsbarns





The Open

The Open is the stage on which the best golfers in the world compete in the purest form of the sport. Links golf offers a field of play that links land and sea and which gives The Open its unique character. The 143rd staging of the Championship drew more than 200,000 spectators to Royal Liverpool and they were rewarded with a wonderful performance from Northern Ireland's Rory McIlroy, who led from start to finish to become Champion Golfer of the Year for the first time.

McIlroy held off strong challenges from Sergio Garcia and Rickie Fowler who ultimately finished tied second, two shots back from the winning score of 271, 17-under-par. In doing so he became only the third player to win his third Major Championship by the age of 25 after Jack Nicklaus and Tiger Woods. After an emotional embrace with his mother at the 18th green, McIlroy spoke of his joy at achieving his ambition to win The Open.

History was made in the third round with the first ever two-tee start at The Open. The decision was taken in light of a Met Office weather warning for lightning with gusting wind and rain on Saturday. Within minutes of the last group completing their rounds, the predicted storm touched down on the course but cleared overnight and a Sunday finish was secured.

Another first for 2014 was the Open Qualifying Series (OQS) which offered a total of 44 Open starting places through

selected Tour events around the world. The move to 72-hole qualification at scheduled tournaments has been well received by players and at Hoylake resulted in a fifth of the qualifiers making debut appearances in the Championship. Two former winners of The Amateur Championship also qualified for The Open through the new OQS route, Korea's Jin Jeong and Australia's Bryden Macpherson.

The ability for spectators to access championship content through on-course LED leaderboard displays and on their own mobile and tablet devices at The Open reached a new highpoint at Hoylake. For the first time giant LED displays were located on holes 1-17 carrying live scoring, video content, weather and other service information. One in four Hoylake spectators downloaded The Open app making streaming video and radio content instantly available on personal devices while GPS tracking took the guesswork out of where to find a favourite player out on the course.

Turning back the years, five-time Open Champion Tom Watson enjoyed tremendous support from the galleries as he broke his own record, making the cut at the age of 64 years. A special exemption will see Watson play in his 40th anniversary Open at St Andrews in 2015 and there will be a great deal of anticipation among golf fans to see how he plays in what is expected to be his last appearance in the Championship.

Above:
Runners-up, Sergio Garcia and Rickie Fowler

Opposite:
Rory McIlroy with the Claret Jug

McIlroy approaches the 7,000 seat arena at the 18th at Hoylake



Championships

The Amateur Championship has been open to the world since 1885 and in the modern era an international field of world-ranked players compete. In 2014 at Royal Portrush and Portstewart, Scotland's Bradley Neil triumphed over South African Zander Lombard in a closely fought 36-hole final. The match was decided on the 35th hole with Neil winning 2&1. As Amateur Champion, Neil received an exemption into the 143rd Open at Royal Liverpool and the 2015 US Open at Chambers Bay. Traditionally, the Amateur Champion also receives an invitation into the Masters Tournament.

The sense of excitement surrounding the 2014 Amateur Championship was heightened when The R&A announced that Royal Portrush would be welcomed back on to The Open rota after hosting the Championship once before in 1951. Open Champions Rory McIlroy, Darren Clarke and Pdraig Harrington joined with Graeme McDowell in warmly welcoming the announcement on the eve of the championship. Fans were also quick to recall that Ireland's greatest amateur golfer, Joe Carr, was a three-time winner of The Amateur and that his third victory came at Royal Portrush.

At the Senior Open at Royal Porthcawl, Bernhard Langer delivered a remarkable performance sealed with a closing four-under-par 67 to win by 13 shots from Colin Montgomerie. His winning total of 18-under-par was the lowest in the 28-year history of the Senior Open. At the Seniors Amateur Championship, Brady Exber of the United States overcame challenging conditions in the final round



at Ganton to win by four shots to become the 15th American winner of the championship in the past two decades.

Sweden's Oskar Bergqvist won the 2014 Boys Amateur Championship by one hole in the 36-hole final over Ireland's Rowan Lester at Prestwick. Scotland's Ewen Ferguson was on track to become the first player since 1930 to successfully defend his Boys title but his challenge ended in a semi-final defeat to Bergqvist.

On the international front, Great Britain and Ireland triumphed over the Continent of Europe, for the first time since 2008, in the biennial St Andrews Trophy match, while in the annual Jacques Leglise Trophy match the GB&I boys narrowly defeated the Continent of Europe to retain the trophy at Barsebäck in Sweden. Closer to home, England were crowned Boys Home International champions at Western Gailes after narrowly beating Ireland 8-7 on the final day.

Matias Dominguez of Chile won the inaugural Latin America Amateur Championship conducted by The R&A, the USGA and the Masters Tournament at Pilar Golf near Buenos Aires, Argentina. Antonio Murdaca won the sixth staging of the Asia-Pacific Amateur Championship at Royal Melbourne, becoming the first Australian to take the title. Both championships are designed to promote the development of the sport in these regions and offer a pathway into Major Championship golf by invitation, exemption or through a final qualifying route.

Above:

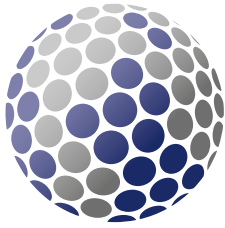
The victorious Great Britain and Ireland team with the St Andrews Trophy following their win at Barsebäck Golf & Country Club in Sweden

Opposite:

Oskar Bergqvist watches a putt during the Boys Amateur Championship which he went on to win, defeating Rowan Lester in the final

Bradley Neil defeated Zander Lombard in the final to win The Amateur Championship at Royal Portrush





**WORLD
AMATEUR
GOLF
RANKING™**



World Amateur Golf Ranking™

The WORLD AMATEUR GOLF RANKING™ is jointly administered by The R&A and the USGA and ranks players in the men's and women's amateur game. Each week, some 10,000 players are ranked on the WAGR™ listing with 4,200 counting events monitored worldwide. Each year, the number one-ranked players are awarded the Mark H McCormack medal and gain places in The Open and the US Open for men and the Ricoh Women's British Open and the US Women's Open for women.

Twenty-one year old Ollie Schniederjans from the United States became the ninth world number one-ranked player on WAGR™ to win the McCormack Medal and is set to use his exemptions to play in the 144th Open at St Andrews and the 2015 US Open at Chambers Bay. His standout year playing in the amateur ranks saw him earn five collegiate victories at Georgia Tech and finish runner-up at the NCAA Championship. He received an invitation to play at the Aberdeen Asset Management Scottish Open at Royal Aberdeen, where he finished tied for 41st, and played in the Air Capital Classic presented by Aetna on the Web.com Tour, where he finished tied fifth.

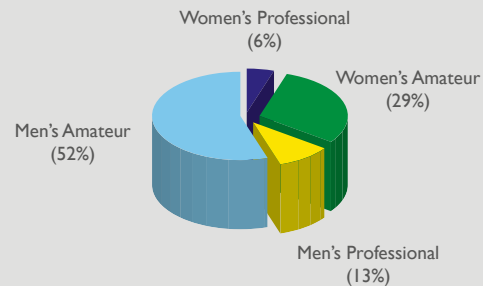
Australian Minjee Lee topped the women's WAGR™ ranking for 26 weeks to win the McCormack Medal. Lee is only the second woman to take the honour since the women's rankings were established in 2011, following three-time winner Lydia Ko. In 2014, Lee successfully defended her Australian Women's Amateur title and made an impact on the professional game with top 25 finishes in the US Women's Open and the Kraft Nabisco Championship. She also led the Australian team to victory at the Women's World Amateur Team Championship at Karuizawa in Japan before turning professional in September 2014.

The WAGR™ joint administration maintains a constant watch on the quality standard of counting events with almost 2,700 men's and 1,500 women's events monitored. Global reach is reflected in the proportion of counting events in regional zones around

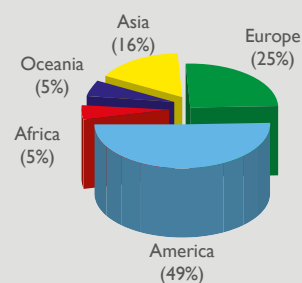
the world with 48.5% of WAGR™ events staged in America and 51.5% contested in Europe, Asia, Oceania and Africa.

The R&A recently published a study commissioned from the National Golf Foundation that maps golf's global footprint. The study validates the distribution of counting events in WAGR™ finding 55% of the world's golfing facilities located in North and South America, with 22% in Europe, 14% in Asia, 6% in Oceania and 3% in Africa where the development potential is greatest.

Counting Events 2014: Men's and Women's Amateur and Professional Events



Counting Events 2014: by Region



*Opposite:
Minjee Lee of Australia topped the women's WAGR™ listing before turning professional in September 2014*

American Ollie Schniederjans is set to play in the 144th Open at St Andrews and the 2015 US Open at Chambers Bay





Working for Golf

The R&A supports the development of golf around the world through a range of initiatives including grassroots coaching, the introduction of public golf courses and championships for elite players. Each year it invests £5 million in initiatives designed to encourage the playing of golf through the Working for Golf programme.

Over the last 20 years, The R&A has helped fund public golf courses and driving ranges in a host of countries in Latin America and the Caribbean including Argentina, Bolivia, Brazil, Colombia, Jamaica and Paraguay. More recently, The R&A has invested £200,000 in supporting a development at San Bartolo near Lima in Peru. It is Peru's first public golf facility and one of only 14 courses in the country. The nine-hole sand course is currently being converted to grass and has become an important base for young and emerging golfers. A series of coaching programmes are run at the driving range and players who have come through the system at San Bartolo have already gone on to compete in the South American Amateur Championships.

The R&A provides funding for the South American Amateur Championships and subsidised the participation of a number of young male and female golfers from Canada, England, Finland, Ireland, Portugal, Scotland and Wales to compete in the 2015 event in Lima, won by America's Scott Harvey and Sofia Garcia of Paraguay. The R&A is also a founding partner, along with the Masters Tournament and the USGA, in the establishment of the Latin America Amateur Championship, played for the first time in 2015 at Pilar Golf in Argentina and won by Matias Dominguez of Chile.

Another event which benefited from R&A support is the Central America Junior Championship played in San Jose in Costa Rica.

A Festival of Golf was staged at the event by the Costa Rica Golf Federation to encourage people to try golf for the first time and to receive coaching from PGA professionals. Players with special needs took part and tried different aspects of the game such as driving, chipping and putting.

Closer to home, the Junior Open continues to go from strength to strength. The 2014 championship was played at West Lancashire Golf Club and won by Irish international, Kevin Leblanc. A field of 126 girls and boys from 75 countries took part in the 54-hole stroke play championship with all of The R&A's affiliates invited to enter players. As well as competing in the event, the players attended The Open at Royal Liverpool.

The Junior Open was first played in 1994 and first came under The R&A's administrative umbrella in 2000. It is held every second year and among the players to have competed in the past are Sergio Garcia, who won in 1994, Francesco Molinari, Nicolas Colsaerts, Camilo Villegas, Paula Creamer, Patrick Reed, who won in 2006, Moriya Jutanugarn, the 2008 champion, and Jordan Spieth, the runner-up that year. The Junior Open will next be played in 2016 at Kilmarnock (Barassie) Golf Club.

The annual R&A Scholars Tournament was won by Louis Tomlinson, from Myerscough College, and Paula Grant, of Ulster, retained her women's title. The 54-hole event was played over the Eden and Old courses in St Andrews.

Elsewhere, Europe retained the Palmer Cup after an 18½-11½ victory over the USA at Walton Heath Golf Club. The R&A supports this international collegiate match which was first played at Arnold Palmer's Bay Hill Club and Lodge in Florida in 1997.

Above:
The Festival of Golf at the Central America Junior Championship in Costa Rica

Opposite:
Children benefit from the practice facilities and coaching at the San Bartolo project in Peru





Working for Golf Ambassadors

The R&A's Working for Golf Ambassadors play an important role in promoting the development of golf around the world. The ambassadors have helped with promoting greater understanding of the Rules and etiquette of the sport and the services The R&A delivers on behalf of its 152 affiliated national associations around the world.

Two-time Open Champion Padraig Harrington took time out from his preparations for the Alfred Dunhill Links Championship to visit The R&A's Equipment Testing Centre in St Andrews. As a player with a keen interest in the technical aspects of the sport, Harrington was taken through the submissions process for new drivers and shown the various tests used to determine if clubs conform to the Equipment Standards Rules. He was also shown The R&A's testing facility and the robot which is used to test new drivers and other clubs.

Harrington gave his support to a publication produced by The R&A entitled 'How you can help care for your course'. The brochure encourages golfers to show respect for the golf course and gives guidance on how golfers can support the work of greenkeepers in maintaining courses in optimum condition.

A series of videos exploring various Rules and etiquette situations featuring Liang Wen-Chong were launched in China. The broadcast and print campaign was produced entirely in Mandarin, with the support of The R&A, the China Golf Association and Rolex, and designed to act as a guide to on-course behaviour for golfers. Liang appears in a Chinese Rules of Golf App which gives a complete guide to etiquette in the sport and also includes The Quick Guide to the Rules. The App is available for iPad and iPhone.

A successful Suzann Pro Challenge event took place at Oslo Golf Club in Norway with several top players joining Suzann Pettersen for a Europe versus USA match. As an enthusiastic supporter of junior golf and a member of the team behind golf's successful bid to return to the Olympics in Rio de Janeiro in 2016, Pettersen spoke of her excitement about golf being played for the first time in the Youth Olympic Games in Nanjing in 2014 in The R&A's Working for Golf film. The two-time Major Champion also spoke about her experiences playing in the Espirito Santo Trophy in the World Amateur Team Championships ahead of the 2014 event in Japan.

*Above:
Working for Golf Ambassador Padraig Harrington after winning the Honda Classic in March 2015*

*Opposite:
Liang Wen-Chong featured in a series of Rules and etiquette videos launched in China*

The Suzann Pettersen Pro Challenge at Oslo Golf Club was supported by The R&A and raised money for the Right to Play charity



Course Management

The R&A works with national governing bodies and with partners on a transnational basis to promote sustainable course management. Across the 28 member states of the European Union a new co-ordinating body has been established to build on the legacy of the European Golf Association Sustainable Golf Committee. Since 2007, The R&A has committed over £350,000 to better inform policymakers in Europe about golf's progress on sustainability. A new partner organisation, Golf Europe, draws on the expertise and resources of The European Golf Association, the European Tour, the Ladies' European Tour, the Professional Golfers' Associations of Europe and The R&A to continue this work.

Part of Golf Europe's inheritance is the 'GoGolf Europe' project that has won €340,000 of core finance support from the European Commission's Erasmus+ programme. The project has two aims: to increase the evidence base for the health-enhancing physical activity benefits of golf for the citizens of Europe and to drive participation in the sport at a pan-European level. It is expected to attract additional funding and continues through 2020.

The R&A's work in Africa meets the diverse needs of the sport across the continent. There are over 900 courses in Africa with 91% of the stock concentrated in just 15 of 59 countries.

In 2014, The R&A staged its first Africa Greenkeeping Workshop in Nairobi, Kenya offering expert advice on turf management and machinery optimisation. Over 120 delegates attended the two-day event that brought together representatives from six nations including Nigeria with 52 golf facilities, and Burundi, with a single course.

The R&A Greenkeeping Machinery Programme supports the maintenance of good playing surfaces through the grant-aided provision of new mowing, aerating and scarifying equipment. All applications endorsed by R&A-affiliated organisations are considered for programme support and each year courses on every continent benefit.

Recruiting the best people to become highly skilled advocates for sustainable course management is the primary goal of The R&A Greenkeeping Scholarships programme and in 2014 the 200th scholarship was awarded to a first year Sportsturf Science student at Myerscough College in the North West of England.

Graduates from the programme are leading the way for golf's sustainable future. As The Open returns to St Andrews in 2015, a former R&A greenkeeping scholar, James Hutchinson, has been appointed as the first Environmental Officer at St Andrews Links Trust.

*Opposite:
Participants at the Africa Greenkeeping workshop in Kenya*

R&A scholars assessing green performance at Askernish, Scotland as part of the added value provided by the programme





Heritage

Much of the work of The R&A's heritage team is focused on conserving and interpreting one of golf's greatest collections of historic documents, artworks and objects on public display at the British Golf Museum in St Andrews. In April 2014, the Museum began a 14-month closure period to build a café and re-develop its entrance galleries, shop and reception ahead of the 144th Open at St Andrews.

With activity within the museum curtailed, outreach projects assumed greater prominence in 2014 with staff undertaking additional public speaking and exhibition loan commitments, including a presence at two of the world's greatest sporting events. A club and ball design exhibit was mounted in the spectator village at the Ryder Cup at Gleneagles and golfing artefacts were loaned to Edinburgh Museums and Galleries in a celebration of Scottish sport to coincide with the Commonwealth Games in Glasgow.

Early paintings depicting golf in Scotland were loaned to the Scottish National Gallery for 'The Art of Golf - The Story of Scotland's National Sport' and an exhibition to mark the centenary of the Netherlands Golf Federation was supported by The R&A at the Historical Museum of The Hague.

Outreach work in schools is particularly important and a Trophies Tour of primary schools is an annual feature. Led by a curator from the British Golf Museum at schools near the host venues for the Amateur Championship, the tour reaches more than 1,000 schoolchildren in one week and encourages local spectator support when the world's best amateur golfers come to town.

Collections are continually growing and in 2014 donations to the Museum included a wedge used by Champion Golfer of the Year Rory McIlroy at the 143rd Open at Royal Liverpool. Rare Open programmes and a rulebook dating from 1871 were acquired during the year and the first Open Championship Silver Medal, won by legendary American amateur Frank Stranahan, was successfully purchased at auction.

Stranahan's record in the late 1940s and early 1950s is remarkable. He was twice joint runner-up in The Open in 1947 and 1953 and won the Amateur Championship in 1948 and 1950. After finishing as leading amateur in 1947, Stranahan won the first Silver Medal presented at The Open in 1949 and again on three further occasions, at Royal Troon in 1950, Royal Portrush in 1951 and Carnoustie Golf Links in 1953. Winning the Silver Medal four times is a feat that has never been equalled.

Above:
Frank Stranahan's Silver Medal

Opposite:
Frank Stranahan on the 10th hole at Royal St George's in 1949

The Trophies Tour ahead of the Amateur Championship in Northern Ireland



Olympic Golf

Golf is set to make its return to the Olympic Games at Rio de Janeiro in 2016 following a 112-year absence. 2014 saw the qualification system for golf at the Games confirmed and work on the new Olympic golf course in Rio's Barra da Tijuca district progressed to the grow-in stage. The world's top male and female golfers can expect a stunning challenge at the new course, which will be an important legacy for Rio 2016 as the only public 18-hole facility in Brazil. Designed by Gil Hanse and World Golf Hall of Fame member Amy Alcott, the new facility is set to host a test event ahead of the Games.

In July 2014 the International Golf Federation (IGF) confirmed the qualification system that will be used for golf at the Olympic Games. In both the men's and women's events a field of 60 players will compete in a 72-hole stroke play format, and the starting places in each event will be allocated through an Olympic Golf Ranking (OGR) list published on the IGF website. A two-year qualification period for the ranking began on 14 July 2014 and will run until 11 July 2016.

Golf was featured as part of the Youth Olympic Games (YOG) programme for the first time in Nanjing, China in August 2014. The Games brought together 3,800 athletes between the ages of 15 and 18 representing more than 200 nations, with the golf competition staged at Zhongshan International Golf Club. Sixty-four male and female athletes from 34 nations took part in the 54-hole individual and mixed team golf events.

In the men's individual competition, Italy's Renato Paratore overturned a three-shot deficit in the final round to win the gold medal by two shots over silver medallist Marcus Kinhult, while Thailand's Danthai Boonma finished three shots further back to win the bronze medal. The men's event also saw the first hole-in-one in Olympic competition, from Canada's Tony Gil in the first round.

In the women's competition, gold medallist Lee Soyoung of Korea carded a 65 to finish three ahead of Chinese Taipei's Cheng Ssu-Chia, who won the silver medal, and Thailand's Supamas Sangchan who finished four shots further back to win bronze. The mixed team competition, with a man and a woman from each country, ended with a dramatic play-off between Sweden and Korea for the top spot on the podium. The Swedish team of Linnea Strom and Kinhult clinched the gold medal on the second extra hole to beat Soyoung and Youm Eun Ho, while Italy's Paratore and Virginia Elena Carta edged out Denmark in a play-off for bronze.

2014 US Women's Open champion Michelle Wie served as a Youth Olympic Games Ambassador in the build-up to the Games, and six-time LPGA Tour winner Grace Park of South Korea was appointed as Athlete Role Model. Park travelled to Nanjing and provided behind-the-scenes guidance and inspiration to the young athletes competing at the Games.

Opposite:
The women's medallists at the Youth Olympic Games celebrate on the podium

The Olympic golf course in Rio

Timeline 2014|15

January 2014



The announcement of the inaugural Latin America Amateur Championship in 2015 is made in Buenos Aires, Argentina

February 2014



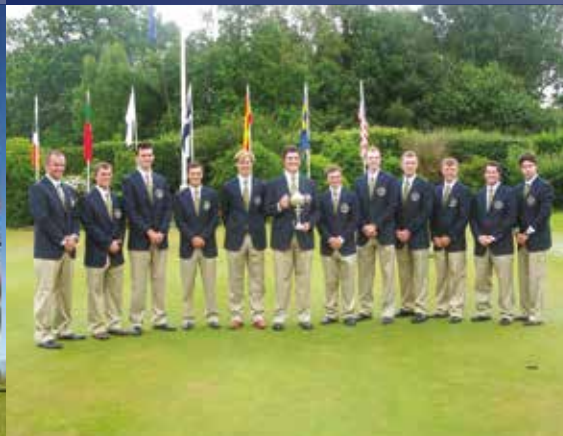
A Rules school is held in Lima, Peru

June 2014



Dignitaries announce the return of Royal Portrush to The Open rota

June 2014



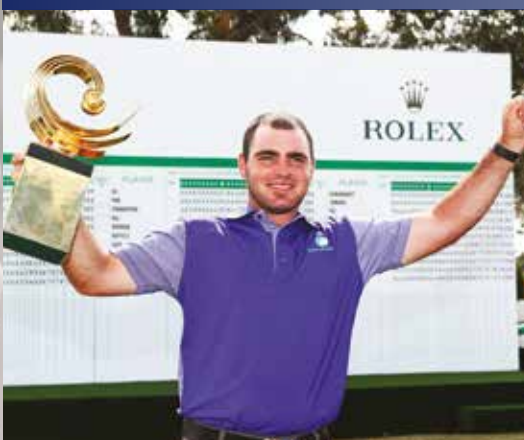
Europe defeat the United States to win the Palmer Cup at Walton Heath

July 2014



Rory McIlroy holds aloft the Claret Jug after winning The Open at Royal Liverpool

October 2014



Antonio Murdaca becomes the first Australian to win the Asia-Pacific Amateur Championship in Melbourne

November 2014



Australians Greg Chalmers, Brett Rumford and Rod Pampling qualify for the 144th Open at the Emirates Australian Open

December 2014



The Open Qualifying Series includes the Thailand Golf Championship for the first time and Marcus Fraser, Scott Hend, Jonathan Moore and Anirban Lahiri qualify for The Open

March 2014



Team Europe celebrate after defeating the Asia-Pacific team at the Bonallack Trophy in Bangalore, India

April 2014



Paula Grant of Ulster and Louis Tomlinson of Myerscough College win the annual R&A Foundation Scholars' Tournament in St Andrews

May 2014



PGA Master Professional Alasdair Barr leads instructional sessions for golf coaches at Achimota Golf Club in Accra, Ghana



July 2014



Players from 75 countries gather at West Lancashire Golf Club for the biennial Junior Open

August 2014



Golf is played as part of the Youth Olympic Games for the first time in Nanjing, China, ahead of the sport's return to the Olympic Games in 2016

September 2014



Australia celebrate with the Espirito Santo Trophy at the World Amateur Team Championships in Karuizawa, Japan



January 2015



Matias Dominguez of Chile wins the inaugural Latin America Amateur Championship in Buenos Aires, Argentina

February 2015



Delegates from 40 countries gather in St Andrews for the annual Level 3 Tournament Administrators and Referees School (TARS)

March 2015



The R&A publishes a new report detailing the number of golf facilities around the world for the first time

Affiliated Organisations

The R&A has national affiliated organisations in 138 countries and territories in Europe, the Americas, Asia, Africa and Oceania and a further 12 transnational affiliated organisations.

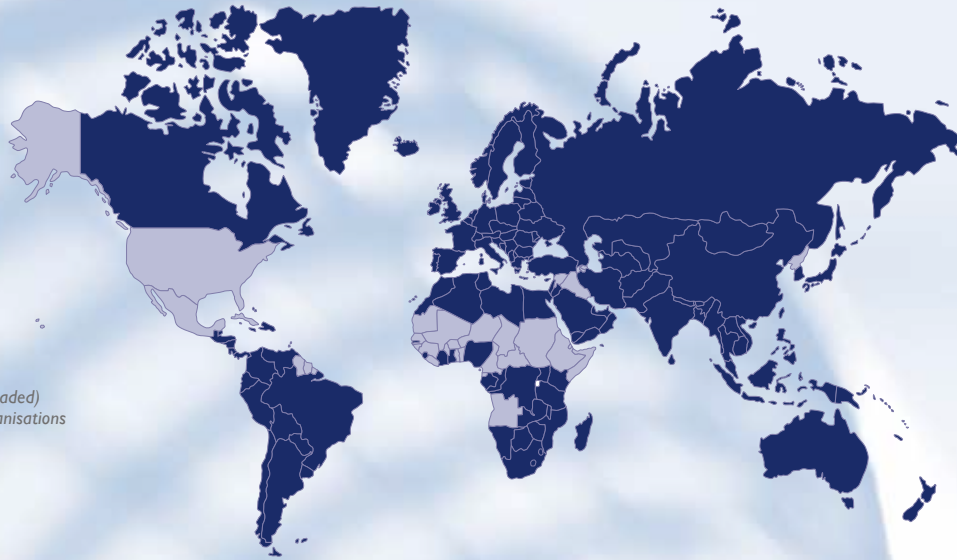
Europe

Albanian Golf Association
Albania
National Golf Association of Armenia
Armenia
Austrian Golf Association
Austria
Azerbaijan Golf Federation
Republic of Azerbaijan
Royal Belgian Golf Federation
Belgium
Bulgarian Golf Association
Bulgaria
Cyprus Golf Federation
Cyprus
Czech Golf Federation
Czech Republic
Danish Golf Union
Denmark
England Golf
England
Estonian Golf Association
Estonia
Finnish Golf Union
Finland
French Golf Federation
France
German Golf Association
Germany
Hellenic Golf Federation
Greece
Hungarian Golf Federation
Hungary
Golf Union of Iceland
Iceland
Golfing Union of Ireland
Ireland
Irish Ladies Golf Union
Ireland
Israel Golf Federation
Israel
Italian Golf Federation
Italy

Latvian Golf Federation
Latvia
Lithuanian Golf Federation
Lithuania
Luxembourg Golf Federation
Luxembourg
Macedonian Golf Federation
Macedonia
Malta Golf Association
Malta
Netherlands Golf Federation
Netherlands
Norwegian Golf Federation
Norway
Polish Golf Union
Poland
Portuguese Golf Federation
Portugal
Romanian Golf Federation
Romania
Russian Golf Association
Russian Federation
Scottish Golf Union
Scotland
Scottish Ladies' Golfing Association
Scotland
Golf Association of Serbia
Serbia
Slovak Golf Association
Slovakia
Golf Association of Slovenia
Slovenia
Royal Spanish Golf Federation
Spain
Swedish Golf Federation
Sweden
Swiss Golf Association
Switzerland
Turkish Golf Federation
Turkey
Ukrainian Golf Federation
Ukraine
Golf Union of Wales
Wales

The Americas

Argentine Golf Association
Argentina
Bahamas Golf Federation
Bahamas
Barbados Golf Association
Barbados
Belize Amateur Golf Association
Belize
Bermuda Golf Association
Bermuda
Bolivian Golf Federation
Bolivia
Brazilian Golf Confederation
Brazil
Golf Canada
Canada
Cayman Islands Golf Association
Cayman Islands
Chilean Golf Federation
Chile
Colombian Golf Federation
Colombia
Costa Rica Golf Association
Costa Rica
Curacao Golf Association
Curacao
Dominican Republic Golf Association
Dominican Republic
Ecuador Golf Federation
Ecuador
El Salvador Golf Federation
El Salvador
Falkland Islands Golf Association
Falkland Islands
Guatemala National Golf Association
Guatemala
Guyana Golf Union
Guyana
Honduras Golf Federation
Honduras
Jamaica Golf Association
Jamaica



Right:
Map – 138 countries (shaded)
host national golfing organisations
affiliated to The R&A

Nicaraguan Golf Federation
Nicaragua
Panama Golf Association
Panama
Paraguay Golf Association
Paraguay
Peruvian Golf Federation
Peru
Puerto Rico Golf Federation
Puerto Rico
St Maarten Golf Association
Kingdom of the Netherlands
Trinidad & Tobago Golf Association
Trinidad & Tobago
Uruguay Golf Association
Uruguay
Venezuela Golf Federation
Venezuela
Virgin Islands Golf Federation
US Virgin Islands

Asia

Afghanistan Golf Federation
Afghanistan
Bahrain Golf Association
Bahrain
Bangladesh Golf Federation
Bangladesh
Royal Bhutan Golf Federation
Bhutan
Cambodian Golf Federation
Cambodia
China Golf Association
People's Republic of China
Chinese Taipei Golf Association
Chinese Taipei
Emirates Golf Federation
United Arab Emirates
Hong Kong Golf Association
Hong Kong
Indian Golf Union
India
Indonesian Golf Association
Indonesia

Islamic Republic of Iran Golf Federation
Islamic Republic of Iran
Japan Golf Association
Japan
Jordan Golf Committee
Jordan
Kazakhstan Golf Federation
Kazakhstan
Korea Golf Association
Korea
Golf Federation of the Kyrgyz Republic
Kyrgyz Republic
Lao National Golf Federation
Lao People's Democratic Republic
Lebanese Golf Federation
Lebanon
Malaysian Golf Association
Malaysia
Mongolian Golf Association
Mongolia
Myanmar Golf Federation
Myanmar
Nepal Golf Association
Nepal
Oman Golf Committee
Oman
Pakistan Golf Federation
Pakistan
National Golf Association of the Philippines
Philippines
Qatar Golf Association
Qatar
Saudi Arabian Golf Federation
Saudi Arabia
Singapore Golf Association
Singapore
Sri Lanka Golf Union
Sri Lanka
Thailand Golf Association
Thailand
Vietnam Golf Association
Vietnam

Africa

Algerian Golf Federation
Algeria
Botswana Golf Union
Botswana
Cameroon Golf Federation
Cameroon
Democratic Republic of Congo Golf Federation
Democratic Republic of Congo
Egyptian Golf Federation
Egypt
Gabonese Golf Federation
Gabon
Gambia Golf Association
The Gambia
Ghana Golf Association
Ghana
Ivory Coast Golf Federation
Cote d'Ivoire
Kenya Golf Union
Kenya
Liberia Golf Association
Liberia
Libyan Golf Federation
Libyan Arab Jamahiriya
Madagascar Golf Association
Madagascar
Golf Union of Malawi
Malawi
Mauritius Golf Federation
Mauritius
Royal Moroccan Golf Federation
Morocco
Namibia Golf Federation
Namibia
Nigeria Golf Federation
Nigeria
Senegalese Golf Federation
Senegal
Sierra Leone Golf Federation
Sierra Leone
South African Golf Association
South Africa
Swaziland Golf Union
Swaziland

Tanzania Golf Union
United Republic of Tanzania
Tunisian Golf Federation
Tunisia
Uganda Golf Union
Uganda
Zambia Golf Union
Zambia
Zimbabwe Golf Association
Zimbabwe
Oceania
Golf Australia
Australia
Cook Islands Golf Federation
Cook Islands
National Golf Association of Fiji
Fiji
New Zealand Golf Incorporated
New Zealand
Papua New Guinea Golf Association
Papua New Guinea
Samoa Golf Incorporated
Samoa
Vanuatu Golf Association
Vanuatu
Transnational Affiliated Organisations
Africa Golf Confederation
Asia-Pacific Golf Confederation
Caribbean Golf Association
Council of National Golf Unions
European Golf Association
Ladies European Tour Ladies' Golf Union
Oceania Golf Union
PGA European Tour Professional Golfers' Association
Professional Golfers' Associations of Europe
South American Golf Federation



Executive Management



Peter Dawson
Chief Executive



Martin Slumbers
Chief Executive
Designate



Johnnie Cole-Hamilton
Executive Director -
Championships



John Murray
Executive Director -
Finance



David Rickman
Executive Director -
Rules and Equipment
Standards



Michael Tate
Executive Director -
Business Affairs



Duncan Weir
Executive Director -
Working for Golf



Robin Bell
Marketing Director



Malcolm Booth
Communications
Director



Angus Farquhar
Commercial Director



Angela Howe
Museum and Heritage
Director



Steve Isaac
Director - Golf Course
Management



Mark Lawrie
Director - Latin America
and Caribbean



Peter Lewis
Director - Film Archive



Jim McKane
Chief Accountant



Grant Moir
Director - Rules



Dr Steve Otto
Director - Research
and Testing



Rhodri Price
Director - Championship
Operations



Dominic Wall
Director - Asia/Pacific



Michael Wells
Director - Championship
Staging



Based in St Andrews, The R&A organises The Open, major amateur events and international matches. Together with the United States Golf Association, The R&A governs the sport 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 sport internationally and the development and management of sustainable golf facilities. The R&A operates with the consent of 152 organisations from amateur and professional golf and on behalf of over 30 million golfers in 138 countries.



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