GOLF'S GOLDEN OPPORTUNITY

Dean Murphy, CEO, New Zealand Golf & DotGolf

DotGolf

- A golf technology company.
- Founded in 1999 and wholly owned by Golf NZ.
- Serving national golf associations and clubs in:

England

Scotland

Ireland

Wales

New Zealand

Australia

The R&A
International Golf
Conference 2023

Our Future Vision

- We believe technology eco-systems, driven by national golf associations, are the basis for future growth and prosperity of the game.

- Our vision is to be the leading technology service provider to golf associations all over the globe.

Our Current Work with National Associations

1. WHS Solutions.
2. Central Databases.
3. National Websites and Mobile Apps.
5. Commercial Platforms.
6. Member Levies Systems.
7. Reporting and Analytics.
8. Email Comms Systems.
9. Independent Golfer Systems.

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FUTURE APPLICATIONS

Future Developments

- Independent Golf Systems.
- Customer Journey and Milestone Marketing.
- Web3 applications (data and loyalty).
- Enhanced BI and Analytics.
- Deep data engagement for commercial partners.