

GOLF'S GOLDEN OPPORTUNITY

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EXECUTIVE DIRECTOR – GOVERNANCE



GOVERNANCE, EQUIPMENT & TURF





To govern responsibly with a focus on the integrity and enjoyment of the sport

R&A PLAYBOOK

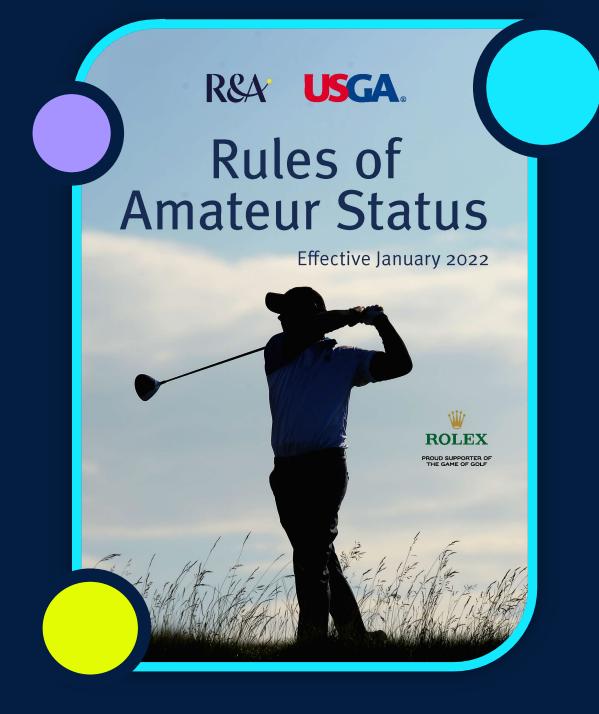




Handicapping:

- Golf's unique selling point
- WHS global coverage
- Future WHS and course rating enhancements









Changes for Elite Amateurs:

- Removal of sponsorship restrictions
- Cash prizes in scratch competitions
- Reduction in periods awaiting reinstatement





Amateur Status and Access:

- Programmes approved by national governing bodies
- New R&A backed GB&I initiative

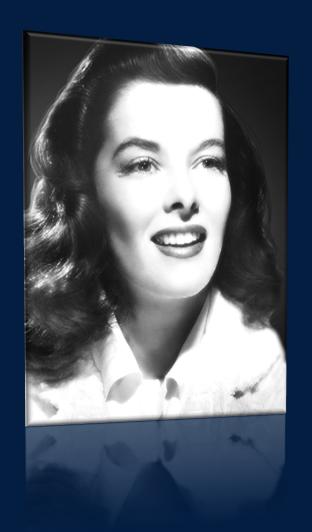






"If you obey all the rules you miss all the fun"

KATHARINE HEPBURN





Access to Rules of Golf:

• Rules App





A Quick Guide to the Rules of Golf

Access to Rules of Golf:

- Rules App
- New Quick Guide video



IT'S OKAY TO PLAY GOLF FOR FUN

GUILTLESS WAYS TO MAKE GOLF MORE FUN WHILE LEARNING



- 1. It's okay to not keep score.
- 2. It's okay to play from the shortest tees or start at the 150 yard marker.
- It's okay to give yourself a better lie by rolling the ball around a little. It's okay to tee the ball up anywhere when you are first learning.
- 4. It's okay to only count swings when you make contact with the ball.
- 5. It's okay to throw the ball out of a bunker after one try.
- It's okay to forget about a ball that may be lost or out of bounds. It's okay to drop a ball where you think it might be...or where you wanted it to be.
- 7. It's okay to play a scramble with your group...scrambles are very popular.
- 8. It's okay to just chip and putt on a hole when you feel like it.
- 9. It's okay to pick up in the middle of the hole and enjoy the outdoors and scenery.
- 10. It's okay to skip a hole if you need to take a break.
- 11. It's okay to play less than 9 or 18-holes and call it a round of golf.
- 12. It's okay to move your ball away from trees, rocks or very hilly lies.
- 13. It's okay to hit the same dub for the entire round, while using a putter on the putting green.
- 14. It's okay to play golf in your sneakers. Be comfortable!
- 15. It's okay to get enthusiastic! (High fives, fist pumps and big smiles are encouraged)
- 16. It's okay to talk on the golf course...enjoy a nice conversation or tell a few jokes.
- 17. It's okay to bring your kids to the course, whether they are 5 or 35.
- 18. It's okay to PLAY GOLF JUST FOR FUN!

When you are ready, see your local PGA/LPGA Golf Professional or visit usga.org to learn and play by the USGA Rules of Golf.

Access to Rules of Golf:

- New Quick Guide video
- Rules App
- It's OK approach for new golfers under discussion





Rules of Golf:

- Inclusion
- Education
- Collaboration







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