

Minutes of the CGLMC Ltd Tournament Committee Meeting held in the Board Room at Links House on 28th May 2019

Present: A McArtney (Tournament Convenor), J Gilbert, T Healey, L Gordon

In Attendance: M Wells (Chief Executive), K McNicoll (Head Professional) C Boath (Head Superintendent)

Meeting began at 1500 hours.

1. Apologies

J McLeish, Pat Sawers,

2. Declaration of Interest

There were none.

3. Tournament Review

The sub-committee considered the tournament review paper which had been circulated to the sub-committee prior to the meeting. The following covers the backgrounds of the tournaments, recommendations discussed and the decisions made.

Spring Meeting

Background:

The Spring and Autumn Meetings are annual local club competitions that are facilitated by Carnoustie Golf Links with play taking place on the Championship Course over two concurrent Saturdays in April/May/Sep/Oct. The New Taymouth, Mercantile and Caledonia Golf Clubs play one week and the Carnoustie and Dalhousie Golf Clubs play the following week. To allow as many of each the Club's members to play, the process of producing a separate ballot sheet for each allows this to happen. These tournaments are traditionally a strong fixture in a club calendar.

Recommendations:

- These tournaments are to remain – no change
- Digitalise the process for entering these competitions so there is less administration taking place when entering players into the ballot sheet.

Decision:

- Ladies Spring and Autumn meeting will be dealt with during a club priorities meeting to be scheduled in future, however, for Spring and Autumn meeting if the ladies require an extra 2 times, these would be granted
- Autumn Meeting and Spring Meeting recommendations were approved

Pringle Trophy

Background:

The Pringle Trophy is a team competition played between the 7 constituent clubs with each team comprising of Trustee accompanied by fellow members of his/her golf club. It is perceived that the competition doesn't hold much importance or significance in the tournament calendar. It was also used as a tournament to say thank you to the numerous Tassie helpers before scoring became more computerised. There are still some Tassie helpers but not as many as there was. The Pringle Trophy has continued in recent years, but it is felt the competition is no longer prestigious or rewarding.

Recommendations:

- 2019 is the last year of this competition

Decision:

- To be discussed with the local Club Captains at the Captains Forum.

CGL vs Angus Council

Background:

This is a match played the Trustees and the Angus Council representatives. The match originated as a 'course walk' for the council representatives where they would inspect the course each year. The match rotates between all three courses. It has been difficult to generate support for the match in recent years and it is felt the match doesn't have any significance anymore.

Recommendations:

- This match is discontinued from 2019

Decision:

- Communication with Kevin Robertson, Communities manager at Angus Council, responsible for approving Landlords Consent, to ascertain whether holding the match still provided value. If both parties agree the match to be worthwhile it will continue to be played annually with 3 Trustees and 3 staff taking part.

CGL vs St. Andrews Links Trust – Harrington Trophy**Background:**

The Harrington Trophy is an annual match played between the Board of Trustees of St. Andrews Links and Carnoustie Golf Links. The event takes place to allow each set of Trustees to share ideas and continue to grow the bond between both venues.

Recommendations:

- It has always proven difficult to fill the home tie slots, suggesting that in order to be eligible to play the away match you must play or put your name forward for the prior year's home leg
- Open it up to staff and have a trustee/staff mixed team as a collaboration as relationship building is important at all levels.

Decision:

- Should consist of an 8 person team – 6 Trustees + 2 HOD/Senior Staff was agreed.

Senior Open**Background:**

This competition, like many Senior Opens across the country, is extremely popular and it generates full field every year with 138 players (46 tee times) set to take part in 2019. The tournament has been played on both Buddon and Burnside courses. The competition does not have as much heritage as some of our other tournaments (no trophy awarded).

Recommendations:

- Entry Fee – Currently at £20 but recommended to increase slightly to no more than £25.
This £20-£25 price range matches other venues (Panmure £25, Jubilee Course £25). If the entry fee increased, it is recommended to provide a tea/coffee facility for participants prior to the round to increase footfall and to showcase the Rookery. This will hopefully encourage participants to use the Rookery after their round for a meal. This will provide a point of difference for the tournament.
- Field Size – Due to daylight, no more players can play in the event. 138 players – 6 hours of tee times.
- Format – Remain as in previous years. 18 hole Individual Strokeplay. Move the event to the Buddon course permanently – allows Tournament team to create a Carnoustie experience within Links house that is perhaps lacking when using the Burnside.
- Player Info Pack – To be sent electronically to all players prior to event to provide information about Carnoustie Golf Links. This Player Info Pack will be consistent with all other 'Open' tournaments. Golf Development and Brand and Marketing Teams will combine to create this document.
- Administration – Entry is secured 1 year in advance by offering entry forms to competitors on the day of competition. While this creates a demand for the event well

in advance it also creates paper copies of entries. As we would like to move toward paperless, it is recommended the new tee time booking system can manage tournament entries. Providing a computer terminal next to scorecard entry so players can enter and pay for the following year will allow this to happen.

Decision:

- All Recommendations were approved.

Cant Cup

Background:

This mixed foursomes open competition attracts players from all over Scotland and has been traditionally played on the Burnside course. In recent years, the competition has attracted a full field of 66 teams (33 tee times) suggesting the event is popular. RB Cant was a prominent local golfer of his generation, donated the trophy.

Recommendations:

- Entry Fee – Currently at £15 but recommended to increase slightly to no more than £20. This £15-£20 price range matches other venues. It is recommended to provide a tea/coffee facility for participants prior to the round in the Rookery.
- Field Size – Play is currently in foursomes but to increase field size, it is recommended that players play in 3-ball sixsomes to allow more players to participate but at the same time not taking any more tee times from STH. Play will be approximately 20-30mins slower on course but allows players to engage with more than one couple. This makes the event different from other events on the mixed foursomes calendar as it is traditionally only 4 players playing in one group.
- Format – Remain as mixed foursomes but play in 3-ball sixsomes if entry exceeds 66 pairs. Filling the back of the field first will allow faster play in the earlier groups. Move the event to the Buddon course permanently – allows Tournament team to create a Carnoustie experience within Links house that is perhaps lacking when using the Burnside.
- Player Info Pack – To be sent electronically to all players prior to event to provide information about Carnoustie Golf Links. This Player Info Pack will be consistent with all other 'Open' tournaments. Golf Development and Brand and Marketing Teams will combine to create this document.
- Administration – Over the past two years, entry has become available online but is not a fully integrated with the tee time booking system. While ultimately becoming easier for the customer, extra work still must be done on the admin side. To reduce admin time and to reduce paper use, it is recommended the new tee time booking system can manage tournament entries.

Decision:

Remain 4 balls not in sixsomes. The Trustees felt the Cant Cup had history and association with Burnside therefore should remain on this course but not Buddon £25 entry fee to match senior open was agreed.

Northern Ladies**Background:**

A very popular 18-hole event that is run on the Championship Course every year that attracts wide mix of female golfers. This is our only Open event dedicated to female amateur golfers. It is not an elite event, but the field is decided by handicap ballot. The Northern Ladies has been in existence since 1938 and has a heritage and popularity that could be used as the foundation for further promotion and focus from the Links.

Recommendations:

- The format of the Northern Ladies works well as the event is full every year, however, if the Tassie were to change format (see Tassie recommendations) the Northern Ladies also has an opportunity to become part of the WAGR event plans. The tournament is currently run by a group on behalf of Carnoustie Golf Links. It is recommended to interact with this group to provide more support so that entrants receive the same communication and administration as other Open events at CGL.

Decision:

- Commitment to assist with Ladies group who run Northern Ladies with admin work and promotion.

Junior Open**Background:**

The Junior Open field size has fluctuated over the past decade but in 2018 received an entry of approximately 40 players. At a time when Junior Open's are often cancelled due to lack of entries, this was a big step in the right direction and more than likely came from a strong marketing campaign leading up to the event. Entries will be monitored over the coming seasons but continuing to host a Junior Open is very important to the organisation as it synonymous with the Carnoustie Craws brand and identity. We have an opportunity to do something very special here and we could create an event that is envied by many in Scotland.

Recommendations:

- To attract the best players from around the country and to also make a statement about how committed we are to promoting junior golf it is recommended to host the event on the Championship course, the Buddon Course and the Nestie course. The lowest 40 handicap entrants will play the Championship Course, the next 40 players will play the Buddon Course and the Nestie course will be open to all players without a handicap under the age of 10.
Through the correct promotion, this competition will attract a lot of attention and we could attract a sponsor of the event, which may allow us to offer the event as free entry and provide a goodie bag for each player.
- Player Info Pack – To be sent electronically to all players prior to event to provide

information about Carnoustie Golf Links. This Player Info Pack will be consistent with all other 'Open' tournaments. Golf Development and Brand and Marketing Teams will combine to create this document.

- Administration – Over the past two years, entry has become available online but is not a fully integrated with the tee time booking system. While ultimately becoming easier for the customer, extra work still must be done on the admin side. To reduce admin time and to reduce paper use, it is recommended the new tee time booking system can manage tournament entries.
- Add-ons – Host Putting, Chipping and Closest to the Pin competitions on the day to increase engagement with participants, creating more of a buzz surrounding the event.

Decision:

- All were in favour of creating an event on the Championship course. K McNicoll to prepare a proposal.

Gents Links Championship

Recommendations:

- Qualifying Dates/Days
In 2017 entries fell to 27 players. In 2018 this increased to 43 entries as the qualifying dates changed from weeknights to weekend. This was a popular move and encouraged more participation from our STH. After consultation with participants, to encourage more entries, it is recommended that qualifying is held on two concurrent Saturdays. Both rounds would be held on the Championship Course.
- Tee Times
Normal STH play will continue through the day on the Championship Course but all entries for the Links Championship will be given special dispensation in the ballot. This will allow play to take place throughout the day, creating a more flexible tee time offering. Participants will be asked for a preferred time and grouped together accordingly.
- Hogan Trophy
To be held on the Wednesday evening following the 2nd qualifying round. To be contested by the leading 24 scores.
- Matchplay Rounds
Set dates will continue to be applied. Friday, Monday, Wednesday following the 2nd qualifying round will be the days for the last 16, last 8 and last 4 matches respectively. The final would take place on Super Saturday.
- Entry
Online entry only – 90% of entries come from our online registration process. This reduces the administration time.
- Prizes
To add prestige to the tournament and to engage with the participants, it is recommended to offer prize where the winners of the Gents Links, Ladies Links and

43.

Junior Links are entered into a pro-am of 'stature' where they can represent Carnoustie Golf Links accompanied by one of our PGA Professionals. Scottish Golf Vouchers are also recommended and provide the winners with flexibility to spend. Additional vouchers can be added such as a Rookery voucher.

Decision:

- All recommendations were approved and K McNicoll to create tee time proposal to accommodate links players within ballot.

Ladies Links Championship

Qualifying Dates/Days

The number of players playing in the Championship is very low. In 2019 only 12 players entered the qualifying event. To increase participation in the both the Scratch and Handicap events and to allow more flexibility for players.

Recommendation:

- It is recommended to make the events Matchplay only.
- The Matchplay will start in early April and players will be required to arrange and complete their own matches as per a traditional club knockout competition. All matches will need to be completed by a specified date so the final can take place on 'Super Saturday'.
- Entry for both the Scratch and Handicap events will be available but players must specify which event they would like to play in. Competing in both will not be allowed due to the final taking place on the same day. Online entry only – 90% of entries come from our online registration process. This reduces the administration time.
- To add prestige to the tournament and to engage with the participants, it is recommended to offer prize where the winners of the Gents Links, Ladies Links and Junior Links are entered into a pro-am of 'stature' where they can represent Carnoustie Golf Links accompanied by one of our PGA Professionals. Scottish Golf Vouchers are also recommended and provide the winners with flexibility to spend. Additional vouchers can be added such as a Rookery voucher.

Decision:

- All recommendations were approved.

Gary Player Salver

Recommendations:

- This interclub event has traditionally taken place on Finals Night of the Links Championship with representation from the Carnoustie, Caledonia, New Taymouth, Mercantile and Dalhousie Golf Clubs. The event does not have the same prestige as the Links Championship but it is our only interclub competition and should be supported. Creating a team event that club members want to play in should be the goal of the Gary Player Salver.

- Participating Teams
Recommended to include the Carnoustie Ladies Golf Club and Station Masters Golf Club within the participating teams.
- Format
Recommended to make competition a 4-person team strokeplay event. The strokeplay event will allow Salver participants to also participate in the Paul Lawrie Summer Meeting that is taking place that day. The two best nett scores from the 4 players will count toward the team total in an Am-Am format. Teams will be allowed to play together to create more of a team atmosphere during the round and allow clubs to choose friends/groups that play together as their participants.
- Tee Times
Between 1-2pm on the Buddon Links – 7 teams – 7 tee times required.
- Prizes
The winning team/club receive the trophy at prizegiving but to encourage participation from players, offer Rookery vouchers for the winning team.

Decision:

- All recommendations were approved.

Paul Lawrie Summer Meeting**Recommendations:**

- Traditionally held in late June, this competition has been facilitated by golf clubs in recent years by sending their Saturday medal results through to Carnoustie Golf Links. Winners are then calculated in each category. This has saved on the administration process of creating tee times and collecting and collating scorecards but has subsequently cost the tournament its prestige.
- New Date
By hosting the competition on 'Super Saturday' and combining the prize giving with Links Championship will create more engagement with STH and add prestige to the event.

Decision:

- All recommendations were approved.

Final Day of Links Championships**Recommendation:**

- The final of the Links Championships has traditionally been held on a Friday evening but going forward it is recommended both finals are held on a Saturday afternoon. However, simply moving the final date and expecting the prestige and engagement to follow, will not happen. We must put on a spectacle and an event that will engage with the STH and the local population by using all our strengths as world leading

organisation. Many clubs in the country have a finals day that is one of the most popular days in a golf clubs fixture calendar. We can also attempt to create this same engagement by hosting our 'Super Saturday'.

- Super Saturday

Links Finals will be tee off on the Championship Course at 1.30-2pm.

The Gary Player Salver will tee off on the Buddon Course at 1-2pm.

The Junior Links and Nicoll Cup Finals will tee off on the Burnside Course at 1.30 - 2pm.

The Paul Lawrie Summer meeting will take place on all three courses from 6.30am-1pm.

Family Golf Texas Scramble or Par 3 competition will be held on the Nestie Course between 2-4pm.

Links House will host a BBQ from 5pm.

Presentation of Links Championships, Paul Lawrie Summer Meeting Prizes and celebration will take place in Rookery/Links House from 6pm. Music, drinks, BBQ etc to help create a party atmosphere.

Why Super Saturday?

By hosting the Paul Lawrie Summer meeting on the same day as the Links Championship Finals will ensure a strong STH presence during the day and will also restore this tournament to higher status as prizes will be presented to the winners that evening.

The family Scramble/Par 3 Tournament will encourage a wider range of golfers to attend a fun tournament, allowing STH holders to invite family along to celebrate the day.

Participants in this tournament will be encouraged to head out onto the Championship Course to watch the finals as they come down the last few holes.

The Gary Player Salver has traditionally been held on finals night as the players involved in this competition provide an atmosphere in the clubhouse during the presentation of prizes.

By having the Gary Player Salver on the Buddon Course will allow players representing their club to also play in the Paul Lawrie Summer Meeting at the same time as the Salver ensuring they don't 'miss out' with a chance to win prizes.

Decision:

- All recommendations were approved

The Crows Nest Tassie

Background:

The Crows Nest Tassie is our most prestigious tournament. It has a fantastic heritage and engages with hundreds of people across the world. The tournament attracts a wide range of golfing abilities and provides a memorable week of golf for the participants. It has a longstanding history shown by the repeat customers who enter year after year.

Recommendations:

- Quality Control

Based on our current process of first come, first served entry, the Tassie has the potential to attract a full field of high handicap golfers. We have no control over the

standard of golfer who enters the tournament and therefore can't control the quality of the field. One year the field could be 70% single figure handicap golfers and the next year could be 30%. If we are looking for the Tassie to become a premier event for low handicap golfers, it is recommended to introduce a handicap ballot for the tournament. If we are looking for the event to mixed ability but still have a focus on being a scratch event, it is recommended a ballot system be introduced for a percentage of the field (example 75%) and the remaining places could be filled on a first come, first served basis regardless of handicap (18 or below). The tournament sub-committee agreed to remove all elements of the first come first served, as this is what caused so many issues last year. Whatever the entry, we would recommend that there is a closing date and that players are informed a week later of entry success and Tee times for practice and the event itself. If possible, entrants should be given the opportunity to play a practice round on each course they are playing (or don't offer practice rounds). If we choose the former, then we may need to look at the entry fee, if not significantly lowering the handicap.

- Mixed Gender

The Tassie is a male only event. It is recommended that the Tassie is open to all genders.

- Cost of Entry

At £300 the Tassie is one of the more expensive 'week long' tournaments. The Eden Trophy at St. Andrews is £130 (No Old Course Play) and the Carnegie Shield at Dornoch is £160. However, by selling out in less than 10 minutes every year shows that golfers are seeing huge value in the cost of entry. However, at £300, we are targeting a market of players who are not elite golfers. This entry fee is 5 times the cost of entry of the St. Andrews Links Trophy (Europe's most prestigious men's amateur event) and more than 3 times the cost of The Amateur Championship

- Loss of Revenue

The Tassie provides a loss of revenue to the organisation compare to a normal week in the September. To ensure that this loss is minimised, it is recommended to hold the Tassie in the week that coincides with the R&A Autumn meeting (traditionally a low revenue week).

- Technology

The Tassie entry on a few occasions has caused difficulties for participants when registering. It is recommended we invest in the appropriate technology to handle the registration process. It is also recommended that we invest in tournament software to allow us to run events with minimal administration time.

- The Tassie as WAGR Event

As a world leading organisation, it is recommended we investigate the potential to host a WAGR event. However, based on initial findings this might be very difficult due to scheduling a tournament into an already extremely congested calendar. Through conversations with Scottish Golf, we have been made aware the elite amateur golf calendar is changing from 2020. This may free up some space for CGL to host an event that would attract the best amateur golfers in the world.

Options

There are many ways in the which the Tassie can improve and become more prestigious as a tournament, but this depends on how the tournament is viewed and what we want to

achieve by hosting this event. To help make that decision, there are some different options available.

Option 1: Tassie/Maulesbank remains as is and does not change. We continue to host the event and charge the appropriate entry fee that provides value for both Carnoustie Golf Links and the participants. The event coincides with R&A Autumn Meeting week, minimising the revenue loss and becomes a mixed gender event. We do not investigate hosting a WAGR event.

Option 2: Tassie changes format to become a 72-hole WAGR stroke play tournament to attract the elite amateur golfers of world, creating our flagship elite amateur tournament. The date of the Tassie would then change to fit into the elite amateur schedule and the schedule of CGL. The Maulesbank Trophy would continue to be contested in its original place in the calendar but as a reformatted event to attract a wide mix of amateur golfers.

Option 3: Tassie/Maulesbank remains as is and does not change. We continue to host the event and charge the appropriate entry fee that provides value for both Carnoustie Golf Links and the participants. The event coincides with R&A Autumn Meeting week, minimising the revenue loss and becomes a mixed gender event. We then investigate the option of hosting a WAGR separate from the Tassie, establishing a new event in our calendar.

Final Recommendation:

- Based on the findings it is recommended that Option 3 chosen. The Tassie has much history and is synonymous with the everyday golfer who enjoys competition, loves being with friends and creating memories at Carnoustie Golf Links. The Tassie has a strong following and in any business, having repeat customers is a sign of success. With the Tassie continuing as normal, this then allows the us to investigate how we establish CGL has a host for WAGR 72-hole strokeplay event beginning in 2021. To do this, it is recommended a working group is set up to liaise with the governing bodies of amateur golf to create a space in the elite amateur golf calendar to allow CGL to host a new event that not only attracts the greatest male amateur golfers in the world, but also the best female players too. The success of the Augusta Woman's Amateur tournament shows the appetite for high level golf at the world's best courses and if we were to host an event that incorporates both male and female players, it sends out the message that we are who we say we are. If we are recommending no change, can we please stipulate that we will change the entry process away from first come first served.

Decision:

- Tassie – Entry process approved. 100 lowest handicappers then a random ballot to decide the entry. This must be communicated with players at this year's event.
- Option 3 was chosen as Tassie Option
- Mixed Gender – not approved.
- Tournament software – Finance sub-committee to approve – but wait for World Handicap to come into play before opting for a supplier

New 9 Hole TournamentThe Molinari Trophy**Recommendations:**

As a new event to add to the STH tournament calendar it is recommended that a 9-hole event be introduced, and this would become the Molinari Trophy. 9-hole golf has become more and more popular over the past few years and we should support this movement. There are many options for the exact format of this tournament and these would have to be investigated further. However, to establish this tournament as one of the premier tournaments in the calendar, it is recommended to use the layout used in the 9-Hole Championship prior to the 2018 Open Championship. While this would impact on a standard Saturday play on the Championship, the event would be for all Season Ticket Holders and generate a strong interest and engagement.

Decision:

- 9 hole Championship – Buddon and Burnside 18 holes that day – no visitors that day – Championship route – 1,2,6,7,14-18
- No visitors that day – Early/Late in season – no loss of revenue - October
- Evening reception
- Entry Fee to play

Board Report on Tournament Review

It was agreed that K McNicoll would make the amendments as discussed and forward the Board Report to the Full Board for approval at the meeting of 24th June.

4. Tassie Gift

K McNicoll suggested a gift for Tassie players this year as a way of apologising for the entry booking problem. This to go to the Finance sub-committee for approval but the Chief Executive suggested a maximum cost of £10 per player. K McNicoll will come back with prices.

There being no further business the meeting closed at 1710 hours.