



## NEWS RELEASE

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### Official Unveiling of New Organisation for UK Golf Course Owners at EGCOA Golf Business Conference in London

**Amsterdam, NL – 28. Oct. 2010:** Leading players in the golf business have come together to form an important new organisation, the UK Golf Course Owners Association (UKGCOA), promising to introduce comprehensive market data and share best practices to benefit all UK golf courses, professionalising the business.

The Association, which is open to all UK golf course owners and also has the backing of the English Golf Union (EGU), will represent the interests of golf course owners in a unified way, as well as organising national and regional conferences to develop the sport.

The official unveiling of this new organisation will take place at the European Golf Course Owners Association's Golf Business Conference (<http://conference.egcoa.eu>), which takes place in London from 30. November – 2. December 2010. Those interested in attending now have until Monday 1. November 2010 to qualify for the current reduced registration fee\*.

#### The key objectives of the UKGCOA are:

- To promote, develop and represent the interests of golf course owners in the United Kingdom
- To play an active and positive role in the growth of the game of golf
- To act as a forum for the exchange of ideas and experiences
- To professionalise the golf business in the United Kingdom.

Colin Mayes, Chief Executive Officer of Burhill Golf & Leisure, and the UKGCOA's first Chairman, said: "I am delighted that so many significant owners of golf courses have already signed up to become members of the UKGCOA. It has been clear for some time that given the industry's issues with declining participation and the effects of the recession that working together as a collective group, golf course owners can achieve more and make a positive impact upon our industry. Despite all the difficulties involved in the industry a number of businesses continue to thrive. The UKGCOA will also be looking forward to entering into dialogue with the other industry bodies to assist in maximising the sports appeal to all."

The UKGCOA will be an integral part of the European Golf Course Owners Association, and will play an active role alongside other European golf course owners in pan-European initiatives and programmes.

EGCOA Chief Executive Officer, Lodewijk Klootwijk said: "The EGCOA is delighted to see the formation of the UKGCOA. This is a big step forward for golf courses and their owners in the UK. They have an interesting and challenging task ahead to improve the golf business in the UK and UKGCOA can play a very important role in this goal. We look forward to working with our friends in the UK to accomplish this."

The UKGCOA board of directors has appointed Jerry Kilby as their part-time Executive Director, a role that complements his other part-time role as the Chief Executive Officer of the Club Managers Association of Europe.



**November 1<sup>st</sup> Deadline to Qualify For EGCOA Conference Reduced Rate:**

Registrations are now entering the final stages for the 2010 European Golf Business Conference, which takes place in London, UK from 30. November to 2. December 2010. The 'reduced rate' deadline for this event is now Monday 1. November 2010. Attendees who register by this date will qualify for the reduced rate of €495 (members) and €750 (non-members). Rates will increase after this date to €545 (members) and €825 (non-members).

For further information and to register for this year's EGCOA Golf Business Conference, visit: <http://conference.egcoa.eu>, or contact: [conference@egcoa.eu](mailto:conference@egcoa.eu).

For information about the UKGCOA and to join, please visit: [www.ukgcoa.com](http://www.ukgcoa.com)

**About the EGCOA:**

The European Golf Course Owners Association (EGCOA) is a trade association, which provides a range of services to support golf course owners, and which represents their interests and seeks to improve the golf business on a European level. With the growing role of the European Union (EU) and the shift of decision making from a national to a European level, the role of the EGCOA as Europe's leading authority on the business of golf course ownership is increasing rapidly. Website: <http://www.egcoa.eu/>