GOLF AND THE OLYMPIC GAMES
OVERVIEW

- The IGF
- Golf at the Olympic Games
- Olympic Games
- 2016 Rio Olympic Games
- 2014 Youth Olympic Games
- 2020 Olympic Games
- Questions
• Appointment of Executive Director Nov 2010
• Headquarters established at Maison du Sport in Lausanne, Switzerland
• Registered as tax exempt association
• 132 National Member Federations from 126 Countries
• 22 Professional Member Federations
OUR VISION

Our Vision

To ignite global excitement about golf and to grow the game.
OUR MISSION

Our Mission

- Promote golf as an Olympic Sport
- Encourage the international development of golf
- Administer golf as the recognised International Federation within the Olympic Movement
- Organise the golf competitions at the Olympic Games, Youth Olympic Games and the World Amateur Team Championship
### OUR VALUES

<table>
<thead>
<tr>
<th><strong>Integrity:</strong></th>
<th>We are truthful and honest in all of our dealings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Respect:</strong></td>
<td>We are respectful of diverse opinions, and value our stakeholders equally</td>
</tr>
<tr>
<td><strong>Excellence:</strong></td>
<td>We deliver our services and activities at the highest possible standards</td>
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<tr>
<td><strong>Solidarity:</strong></td>
<td>We are united in our philosophy, objectives and approach</td>
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<tr>
<td>STRATEGIC PILLARS</td>
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<tr>
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<tr>
<td><strong>Golf for All</strong></td>
<td>• Enable access and grow participation by reducing the barriers and increasing the opportunities to play golf at all levels</td>
</tr>
<tr>
<td><strong>A Great Games</strong></td>
<td>• Deliver a great Olympic event and a memorable experience for the athletes, fans and golfing fraternity cementing golf's place within the Olympic programme</td>
</tr>
<tr>
<td><strong>Pathways</strong></td>
<td>• Facilitate innovative educational and developmental programmes that provide pathways for athletes, coaches and officials from the grass roots to the elite levels of golf</td>
</tr>
<tr>
<td><strong>Engage &amp; Excite</strong></td>
<td>• Creatively engage and excite the world about golf and its values</td>
</tr>
<tr>
<td><strong>Sustainable &amp; Responsible</strong></td>
<td>• Promote sustainable and environmentally responsible practices within the golfing industry</td>
</tr>
<tr>
<td><strong>Good Governance</strong></td>
<td>• Provide leadership in diversity and good governance practices</td>
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</table>
IGF Board

- Responsible for the planning, organisation, financing and oversight generally of the IGF
- Day-to-day management and operation delegated to the IGF Executive Director

Audit Committee

- Responsible for the oversight of financial integrity, internal controls, risk management, remuneration and external audit
- The members of this Committee will be nominated by the IGF Board

Executive Committee

- Responsible for the:
  - approval of Professional Membership;
  - fostering development of golf;
  - fulfilment of IGF role as the IF for the Olympic movement and golf’s participation at the Olympic Games;
  - organisation, financing and oversight of affairs managed by the Executive Committee

Administrative Committee

- Responsible for the:
  - approval of National Federation Membership;
  - fostering development of golf;
  - organising the Youth Olympic Games and the World Amateur Team Championships;
  - organisation, financing and oversight of affairs managed by the Administrative Committee
  - Interaction between National Federation Members and National Olympic Committees
IGF Board

- Mr Mike Whan (LPGA) – Chairman
- Ms Alexandra Armis (LET)
- Mr Peter Bevacqua (PGAA)
- Mr John Byers (CBG)
- Mr Mike Davis (USGA)
- Mr Peter Dawson (R&A) - President
- Mr Tim Finchem (PGA Tour)
- Mr George O’Grady (European Tour)
- Mr Dilip Thomas (IGU)
- Mr Ty Votaw – ex officio Vice President (IGF)
- Mr Antony Scanlon - Secretary (IGF)
Approach to Delivery
Small team in Switzerland

Utilise and benefit from the expertise and resources of its membership to fulfil our obligations as an International Federation and deliver our strategic imperatives.

Approach reflects commitment given by these Delivery Partners throughout the IGFs campaign for readmission to the Olympic Programme.
APPROACH TO DELIVERY

Functional Lead
- IGF Functional Head fulfilled by delivery partner staff member remotely
- IGF assigns Project manager to provide secretariat and project management support

Strategic Planning Team
- Other delivery partners provide members to the Functional Strategic Planning Team
- Develop strategic plan for the function

Implementation
- Projects and activities from the Functional strategic plan are allocated to delivery partners
- Delivery partners provide resources to complete projects
**KEY EVENTS**

- **IOC Session Buenos Aires**
  - Nanjing Youth Olympics
  - WATC Japan

- **IOC Session Rio 2016 Test Events**
  - WATC Mexico

- **IOC Session Rio2016 Olympics**

- **IOC Session 2018 Youth Olympics**
  - WATC

- **IOC Session 2020 Olympic Test Events**
  - WATC

**2013**
- IOC to elect host city & reduce core sports down to 25 for 2020 Olympics

**2014**
- Golf to debut at Nanjing Youth Olympic Games.

**2015**
- Need to hold event(s) to test field of play and results system.

**2016**
- Golf to return to the Olympic Games.

**2017**
- IOC to elect host city & reduce core sports down to 25 for 2024 Olympics

**2018**
- Second appearance at Youth Olympic Games.

**2019**
- Need to hold event(s) to test field of play and results system.

**2020**
- Second appearance of Golf at Olympic Games
**Venue:** Compiègne Golf Course

**Events:**
- 36 holes stroke play individual events for men and women
- 36 holes handicap events for men and women

**Participants:**
- 52 players who competed in the championship of men, 41 were foreigners, mostly North Americans and British.
- 38 competitors took part in the handicap event.
- 19 women took part in the ladies championship.

<table>
<thead>
<tr>
<th>Event</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mens Individual</td>
<td>Charles Sands 🇺🇸</td>
<td>Walter Rutherford 🇬🇧</td>
<td>David Robertson 🇬🇧</td>
</tr>
<tr>
<td>Womens Individual</td>
<td>Margaret Abbot 🇺🇸</td>
<td>Polly Whittier 🇺🇸</td>
<td>Daria Pratt 🇺🇸</td>
</tr>
</tbody>
</table>
**Venue:** Glen Echo Golf Club

**Events:**
- 36 holes stroke play team event
- Individual match-play event
- Driving contests, putting contests at night under the lights, handicap events, flights for non-qualifiers and match-play losers, and team Nassau competitions.

**Participants:**
- 77 athletes - 72 USA, 2 GB and 3 Canadians

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<tr>
<td>Individual</td>
<td>George Lyon 🇨🇦</td>
<td>Chandler Egan 🇺🇸</td>
<td>Burt McKinnie 🇺🇸, Frank Newton 🇺🇸</td>
</tr>
<tr>
<td>Team</td>
<td>United States 🇺🇸</td>
<td>United States 🇺🇸</td>
<td>United States 🇺🇸</td>
</tr>
</tbody>
</table>

Canadian George Lyon was the last athlete to win a Gold medal in Golf in 1904.
COMPLEXITY OF THE OLYMPIC GAMES - SCOPE

- 28 Olympic sports
- 302 events
- 10,500 athletes
- 2,915 technical officials
- 204 NOCs
- 8,500 paid staff
- 77,169 Games-time volunteers
- 39,891 Journalists
- 61,700 hours of coverage to
- 4.3 billion people worldwide
- 930,000 spectators
- 37 competition venues.

- 32,000 hotel rooms
- 2 media villages hosting 7,000 media staff
- 9,000 vehicles
- 3,223 medical staff at Games-time
- 191 ambulances
- 8,000 tons of food provided
- 700 hectares of green areas at venues
- 5 Olympic Culture Festivals
- 24 Olympic culture squares
  * Beijing Olympic statistics
The Olympic Games reaches more than half the world’s population

Billions

6.7

4.5

4.3

3.5

0.6

Note: Based on dedicated (live, delayed, repeat, highlights) coverage only and does not include news coverage

Sources: CIA, World Bank, ZenithOptimedia Market MediaFact, Global Audited audience measurement systems
• Televised weekly to over 589 million households translated into 30 languages
GLOBAL OLYMPIC VIEWER PROFILE

Source for Viewers: Audited Media Research

Source for World Population: U.S. Census Bureau, International Database
DRIVERS & BARRIERS TO OLYMPIC TV VIEWERSHIP

• Besides TV channel penetration, there are other clear drivers & barriers to Olympic TV viewership, some are more controllable than others

Drivers to Olympic TV Viewership
Base: Heavy viewers (67% of total sample)

Barriers to Olympic TV Viewership
Base: Light & Non-viewers (17% of total sample)

Patriotism
Love & Variety of Sport

Note: Patriotism is derived from not only watching own country’s athletes compete, but also seeing them win medals
There is significant awareness & appeal for the Olympic Games but note the emergence of Reality TV & digital platforms (YouTube).
• The Olympic Games encourages people to participate in sport

Watching the Games on TV motivates people to participate in sport

22% “wished they were an athlete at the Games”

16% “immediately wanted to start practising/playing more sport”

The Games inspires & encourages sports participation

Why are the Games “inspirational”?

The Games inspires youth to participate in sport

27% of people stated they participate in sport because they’re inspired by Olympic athletes

Olympic athletes encourage sports participation

72% agreed that “performances of Olympic athletes encourage children to participate in sport”
Success of national athletes can dramatically increase interest in a specific sport but how long this interest can be sustained & how it can be extended are key questions.

Examples of National success breeding interest in sports

- Cycling (excluding BMX)
  - UK: 23%, 4%
  - Consumer Interest: 4%
  - Television (AMR%): 5%
  - Team GB won 14 Cycling medals, almost one-third of their total count (Top mention was athletics at 45%)

- Fencing
  - Italy: 17%, 4%
  - Consumer Interest: 4%
  - Television (AMR%): 2%
  - Italy won 7 Fencing medals in total, of which 2 were gold (Top mention was athletics at 45%)

- Softball
  - Japan: 19%, 2%
  - Consumer Interest: 2%
  - Television (AMR%): 5%
  - Japan claimed gold in the Softball competition (Top mention was swimming at 50%)
Within the Olympic Games many sports are more appealing compared with outside the Games, where football dominates.

Olympic Games exposes people to sports they “normally wouldn’t be interested in” - providing a powerful platform for raising the profile of sports beyond football.

The Olympic Games encourages people to participate in sport.

Success of national athletes can dramatically increase interest in a specific sport in that country.
GOLF AT THE OLYMPIC GAMES - WHY?

- Inclusion of golf within Olympic program will facilitate greater opportunities to develop golf throughout the world
- National Golf Federations (NGF’s) become members of National Olympic Committees
- Legitimizes golf as a “sport” not a past time with Federal Governments
- NGF’s gain access to funding and resources
IOC elected golf onto the Olympic programme for the 2016 and 2020 Olympic Games.

IPC did not elect golf onto their programme for 2016

IOC session in 2017 will elect the sports for the 2024 Olympic Games Programme

IGF will resubmit bid to IPC for 2024 Paralympic Games Programme
Project Location:

- Located in the Barra de Tijuca section of the city of Rio de Janeiro.
- The site sits between a major road to the north and a lagoon to the south.
- Just beyond the lagoon is the coastal road and the Atlantic Ocean.
- The site is approximately 2 miles from the proposed location of the Olympic Village.
Design & Construction:
• Gil Hanse Golf Course Design appointed architect March 2012 and has relocated to Rio
• Final routing plan completed August 2012
• Tanedo announced as developer August 2012
• Greenleaf Gramados Course appointed as constructor November 2012
• Grass selection made December 2012
• Construction commenced May 2013
• Two events – Men and Woman individual event
• Top-15 from world rankings (most likely limit of 4 players per country), then from world rankings players thereafter from countries not already having players qualify (limit of 2 players per country).
• 60 women and 60 men
• 72-hole stroke play
• Final decision to be made by IOC Executive Board end of 2013
Women

National Tours

Elite Amateurs

Junior Golf

Futures Tour

LPGA

LET

LPGAJ

KLPGA

ALPGA

Major Championships

World Ranking Points Earned in Events

Olympic Games

International Golf Federation
Women’s Eligibility – Based on Current Rankings

<table>
<thead>
<tr>
<th>Continent</th>
<th>Players</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Americas</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Asia</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>Europe</td>
<td>26</td>
<td>14</td>
</tr>
<tr>
<td>Oceania</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>60</strong></td>
<td><strong>30</strong></td>
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Men

- Elite Amateurs
- National Tours
- Satellite Tours
- Challenge Tour
- Nationwide Tour
- Asian Tour
- Australasian Tour
- European Tour
- Japan Golf Tour
- PGA TOUR
- Sunshine Tour

Olympic Games

World Ranking Points Earned in Events

Pathway to Rio
### Men’s Eligibility — Based on Current Rankings

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<td>8</td>
</tr>
<tr>
<td>Asia</td>
<td>13</td>
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RIO 2016 OLYMPIC GAMES - COMPETITION

Test Events:
• Timing & type to be determined once construction timeline finalised.

Olympic Games:
• Schedule to be determined
• 5 – 21 August 2016
• Legacies from Rio 2016 Olympic Games include:
  • Construction and urban renewal
  • Environment
  • Volunteerism
  • Sport of Golf
  • Education
  • Social
  • Economic
  • Tourism
According to the Olympic Charter -

• “to express their opinions on the candidatures for organising the Olympic Games, in particular as far as the technical aspects of venues for their respective sports are concerned;

• “to establish their criteria of eligibility for the competitions of the Olympic Games in conformity with the Olympic Charter, and to submit these to the IOC for approval;

• “to assume the responsibility for the technical control and direction of their sports at the Olympic Games and at the Games held under the patronage of the IOC;”
• According to the Olympic Charter
  
  • “The NOCs have the exclusive authority for the representation of their respective countries at the Olympic Games.

  • “.. send competitors, team officials and other team personnel to the Olympic Games

• Therefore it is the National Olympic Committee who selects the Team

• Athletes sign an agreement with the NOC and IOC agreeing to comply with Olympic Charter, rules of NOC and IF and allow filming and use of image.
• To be held at Nanjing Zhongshan International Golf Club
• Quota of 64 Athletes – 32 Girls and 32 Boys
• Three events
  • Boys & Girls individual events 19-21 Aug 2014
  • Mixed Boys and Girls team event 24-26 Aug 2014
• Individual event
  • 32 individual players, with a maximum of 1 player per NOC and per gender
• Mixed team event
  • field of 64 individual players with a maximum of 2 players per NOC.
Athletes must be born between 01 January 1996 and 31 December 1998.

Amateur golfers that hold a recognised Handicap Index not exceeding 6.4

26 direct qualification places for NOCs

WAGR of 8 June 2014, the highest ranked place of each country’s man and woman is added together. The countries with the lowest 26 totals enable their NOC/NGF to qualify

One (1) place for host NOC

Five (5) Universality Places per gender are available for eligible NOCs
Three Candidate Cities
- Istanbul,
- Madrid,
- Tokyo

The host city will be selected at the IOC session in Buenos Aries in September 2013.
QUESTIONS?
THANK YOU!

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