


FUTURE CHALLENGES FACING THE INDUSTRY





**We are made wise not by the
recollection of our past, but by
the responsibility for our future.**

George Bernard Shaw

FUTURE CHALLENGES



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INTERNATIONAL SUMMIT FEB 2018

SAN ANTONIO



- GCSAA, FEGGA, BIGGA, GCSAI, SGA, AEdG, SGA, GGA, AGCSA, CGCSA, MGCSA,
- **AIM/OBJECTIVE OF INTERNATIONAL SUMMIT**

Outline what are the challenges both from a Profession and Association perspective our Industry Faces Internationally.

Consequently, Explore what areas can be positively impacted by Greater International Collaboration.

SURVEY RESULTS

- Q:TOP 3 CHALLENGES FACING THE PROFESSION OVER THE NEXT 3-5 YEARS
- Environmental Issues 33%
- Employment/Labour 25%
- Budget & Resources 17%
- Golf Industry 15%
- Recognition/Perception of Profession 10%
- Legislation 3%

SURVEY RESULTS

- Q: TOP 3 CHALLENGES FACING YOUR ASSOCIATION OVER THE NEXT 3-5 YEARS
- Membership Growth & Retention 46%
- Resource/Economic Issues 28%
- Environmental Issues 10%
- Affiliation Relationships 8%
- Competition 8%

SURVEY RESULTS

- **Q: TOP 5 ITEMS IMPACTING ASSOCIATION SUCCESS**
- 1) Industry Sponsorship/Partnership Opportunities
- 2) Recognition of the Profession/Members – Development Delivery of Relevant Education.
- 3) Motivation/Retention/Recruitment of Association Staff.
- 4) Being seen as a leader in the Golf Industry.
- 5) Membership Growth and Retention.

Survey Results

- Q: 3 AREAS POSITIVELY IMPACTED BY INTERNATIONAL COLLABORATION
- Recognition of the Profession
- Exchanging/Sharing of Information or Programs.
- Environmental Initiatives

FOCUS GROUPS

- 1) Professional Development/Education
- 2) Promoting the Profession
- 3) Membership Growth & Retention
- Q: As Association Leaders what Opportunities do we see collectively that will help us best serve our members, the profession and the industry in the next 3-5 years.

GOLF COURSE
SUPERINTENDENTS
ASSOCIATION
OF IRELAND



- 1) Representation of our Profession & Association
- 2) Improved Education for Industry both from a National and Association Perspective.
- 3) Help in managing “Golfer Expectation Levels” – Setting Standards - Leading
- 4) Pro – Active stance on Environmental Issues
- 5) Association Mgt Issues eg Code of Ethics



- As FEGGA is the voice, and the only forum which brings European Greenkeeping Associations together, on a European Level if the potential benefits of International Collaboration are to be explored then FEGGA and it's members need to be central and very much part of any discussion on the issue.

THE FUTURE ??

- Q: AS EUROPEAN ASSOCIATION LEADERS ARE WE
- Open to working together
- Do we want to work together
- For the Future of our Profession & Associations can we afford not to
- Can working together Internationally deliver for our individual members and Associations

THE FUTURE ??

- People/Associations Working Together with Shared Purpose and Endeavour, can provide Inspiration and Unparalleled Advancement both for our Profession and Individual Associations
- Collectively working together we can and we will make a difference for the profession we all love.

- Maria and Bruno
- “Partnership for Sustainable Development”
- “Universal Solutions at a Local Level”
- Steve Isaac
- “Industry Speaking with one Voice”
- “European Associations as One”

THE FUTURE ??

- Hopeful that future FEGGA Conferences will not only have International Collaboration on the Agenda but will actively work to insure we all move forward together for the betterment of our profession and Associations.
- FEGGA and the International Summit come together in Ireland in 2020 where everyone in this room and other International Associations agree to join forces to help advance and strengthen our profession and Associations.