

# European Golf Course Owners Association Membership Prospectus 2015



Leading the Business of Golf

*Photo by Aidan Bradley*



# The European Golf Course Owners Association

The European Golf Course Owners Association (EGCOA) provides services to support golf course owners in their aims, represents their interests and improves the golf business on a European level. The EGCOA supports the owners by spreading and sharing knowledge. More than 820 golf facilities are united in the EGCOA. The EGCOA was established in 2004 and is headquartered in Amsterdam, The Netherlands.

Owners and operators of golf courses throughout Europe, from owners of 9-hole facilities to multiple-course owning companies, are all united in the European Golf Course Owners Association, which works to protect their interests. With the growing role of the European Union 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 further increasing. The not-for-profit organisation currently represents owners associations from 14 European countries. For more information visit [www.egcoa.eu](http://www.egcoa.eu)

## VISION 2020 – *The future of European golf*

The EGCOA has launched their latest research project entitled "VISION 2020". The project aims to look under the hood of the European golf industry analysing past and present trends, statistics and industry data to gain an overview and direction for the future of the European golf industry until 2020. Visit [www.theeuropeangolf.eu](http://www.theeuropeangolf.eu) for more info.



### The prime objects of the association are:

*To grow the golf business*

*To protect the interest of the golf course owners and supply side of the golf industry on a European level*

*To professionalise and improve the golf business*

### Members:

The following national associations are members: Norway, Finland, Sweden, Denmark, Germany, Austria, Switzerland, The Netherlands, France, Italy, Spain, Belgium, Czech Republic, Estonia & Poland. Further Growth is expected in the coming years.

More golf courses will unite in national owners associations and become member of the EGCOA. More individual courses are joining the association. In several countries initiatives have been started to create owners associations, supported by the EGCOA. Contact is established in Ukraine, Bulgaria, Romania and Dubai.

### EGCOA Office:

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### Cooperation NGCOA

The EGCOA works closely together with the National Golf Course Owners Association of the USA (NGCOA). The EGCOA and NGCOA signed an agreement; all courses that are part of the EGCOA will be members of the NGCOA.

All European courses that want to join the NGCOA can do so via joining the EGCOA.

### [www.egcoa.eu](http://www.egcoa.eu) – A Golf Course Owners Toolbox

The website is an excellent online knowledge resource for the EGCOA members featuring many useful tools such as:



**Information Central:** An extensive online library of golf industry manuals, publications, articles and reports.

**Key Issues:** Explore the key issues facing the European Golf Industry.

**Statistics Central:** National & European player development & growth statistics at your fingertips.

**European Golf Industry Job Board:** Post seasonal and permanent positions from your golf facility.



## Four ways to get the most out of your membership

### 1. Join the EGCOA linked in Group

Take part in daily online discussions covering all aspects of golf course management. Ask questions and get immediate answers. To start the connection, visit [www.linkedin.com](http://www.linkedin.com) and search for the EGCOA group, or visit [www.egcoa.eu](http://www.egcoa.eu) for more information.

### 2. Find & connect with fellow golf course owners across Europe

Connect with EGCOA and NGCOA members across the globe. Log on to [www.ngcoa.org](http://www.ngcoa.org), go to 'Resources' and click on 'MEMBER DIRECTORY'. You can search information by name, course or city. A list of European members can also be found on our website, [www.egcoa.eu](http://www.egcoa.eu), or visit the EGCOA LinkedIn group to send direct messages to suppliers, golf course owners and operators.

### 3. Explore the EGCOA and NGCOA websites

Find the latest news, search for best practices and resources, download reports and whitepapers, browse the online bookstore – all tailored to help you succeed in your business. You can also obtain member pricing in the EGCOA Bookstore, download free reports and enter the InfoCentral on the NGCOA website by logging in to the 'Members-Only' section.

### 4. Join us at the 10<sup>th</sup> Anniversary European Golf Business Conference (Dates and location to be announced)

Attend Europe's largest gathering of golf course owners and operators. The annual EGCOA conference, now into its 10th year, is fast becoming a major event for golfing industry players of all levels, and is a once-a-year opportunity to get up to speed with the latest trends and developments in the European and worldwide golf arena. Each level of the golf industry is represented. This is a great opportunity to boost your knowledge, revenue potential, and to meet with fellow course owners and industry colleagues. As an EGCOA member you will receive a significant registration fee discount. To read more visit [www.egcoaconference.eu](http://www.egcoaconference.eu)



## *Membership Benefits*

### **Protection of Interests**

More and more rules and regulations are issued on a European level, because of the growing role of the EU and the shift of decision making from a national to a European level. Golf course owners are represented on an EU level through their membership with the EGCOA. Important topics on the agenda are the VAT tariff, growing the game of golf by cooperating with other stakeholders and creating a structure that makes growth possible. A united front enables our members to achieve much more than they could ever hope to do alone.

### **NGCOA Membership**

The EGCOA also works closely together with the National Golf Course Owners Association in the USA. The EGCOA has signed an agreement with the NGCOA whereby all courses that are part of the EGCOA automatically also become members of the NGCOA. Also: all EU courses that want to join the NGCOA can do so via joining the EGCOA.

### **EGCOA Conference**

EGCOA Members can register for a special membership tariff when they attend the annual European Golf Business Conference. The aim of the conference is to bring the European golf business together in order to obtain ideas and inspiration on how to improve the operation of golf courses, to share ideas, exchange information about matters of mutual concern and to network. Each year, the conference takes place in a different European city.

### **Golf Publications**

EGCOA Members also receive the following magazines:

US Golf Business Magazine(monthly): [www.golfbusinessmagazine.com](http://www.golfbusinessmagazine.com)

Golf Inc. e magazine monthly: <http://www.golfincmagazine.com/>

Golf Course Architecture Magazine (quarterly): [www.golfcoursearchitecture.net](http://www.golfcoursearchitecture.net)

### **EGCOA LinkedIn Group**

EGCOA Members can participate in the EGCOA LinkedIn group: an online community of EGCOA members and partners to share ideas and help each other solve operational problems. Free consultancy from hundreds of fellow golf course owners!

### **Info Central:**

EGCOA Members have free access to Info Central (via the NGCOA 'Members Only' site) – an online repository of operations documents and useful articles on course operations. Here members can find sample cart rental agreements, job descriptions, employee manuals, tournament proposals, etc.





## *Membership Benefits*

### **Newsletters**

EGCOA Members also receive monthly email newsletters – any member with an e-mail address will receive monthly updates on new benefits and programs operated by the EGCOA and NGCOA.

### **EGCOA/NGCOA Bookstore**

EGCOA members qualify for discounts on Manuals and Publications sold in the EGCOA and NGCOA bookstores.

### **NGCOA Conference and GIS**

EGCOA members may register for the annual NGCOA Solutions Summit and Golf Industry Show (GIS) at the member rate.

### **Rebates and Discounts**

EGCOA Members also qualify for rebates and discounts with the various preferred suppliers and corporate partners of the EGCOA, such as a 1% discount on all Toro equipment. And a fantastic discount structure with leading supplier of outdoor garden furniture Alexander Rose to view the discount [click here](#).

To see all the EGCOA partners [click here](#)

### **Complementary Admission**

As dual members of the NGCOA, EGCOA members are able to obtain complimentary tickets to the PGA Championship and PGA Senior Championship. In addition, EGCOA members qualify for complimentary admission to the PGA Merchandise Show, PGA Fall Expo and CMAA Trade Show.



## Membership Benefits

### **Affiliate Membership of the CMAE (Club Managers Association of Europe)**

The EGCOA is an affiliate member of the Club Managers Association of Europe (CMAE). The key benefits of this affiliate membership are as follows:

EGCOA Members get a 50% discount on the membership of the Club Managers Association of Europe (CMAE)

EGCOA Members qualify for free entrance to the annual World Conference of the Club Managers Association of America (CMAA).

A club manager working for an EGCOA member club will be able to apply to take the Certified Club Manager exam (CCM) and as long as that individual has worked for the EGCOA member club for at least 5 years, this time will be recognized towards the 6 years minimum required in the CCM eligibility (so an experienced manager can 'fast-track' and take the CCM exam in 12-18 months, for example, if they wish).

All EGCOA conferences, seminars and workshops will be eligible for Education and Association Credits, so a manager who attends EGCOA events will be able to earn credits towards certification. These are back-dated, so managers who have attended EGCOA events in the past will be able to claim credits for educational activity attended in the past.

CMAE will provide access for EGCOA member clubs to the CMAE educational programs at preferential rates.



## Membership Application - European Golf Course Owners Association & National Golf Course Owners Association

|  |  |
|--|--|
| Name of Course/Club  |  |
| Postal Address   |  |
| Zip/Post Code  |  |
| Place  |  |
| Country  |  |
| Website Address  |  |
| Phone  |  |
| Fax  |  |
| First Name - Main Contact Person   |  |
| Last Name - Main Contact Person  |  |
| E-mail Address of Main Contact Person  |  |
| Course: please tick/highlight  | <input type="radio"/> Daily Fee<br><input type="radio"/> Semi-Private<br><input type="radio"/> Member-Owned<br><input type="radio"/> Resort  |
| Number of holes with yearly fee: please mark   | <input type="radio"/> 9 holes = € 180,-<br><input type="radio"/> 18 holes = € 255,-<br><input type="radio"/> >18 holes = € 355,-<br><input type="radio"/> in development = € 255,- |
| For Multi-course owners, we have a special fee: Base Fee of € 255,- for the first course and €180,- for any other courses.   | Number of courses: ____<br><br>Please add a list of courses and the contact persons at each of these, so that these people can also enjoy member benefits.                         |
| Start of membership: day / month / year:   | ____ / ____ / ____   |
| By signing for the membership I declare to agree with the cancellation period of 3 months prior to the end of the calendar year. Only written cancellations of membership can be accepted. | Cancellations received later than October 1 <sup>st</sup> will be accepted per the end of the next year.   |
| Signature & Date   |  |