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Important Memorandum



TOPIC: GOLFCONNECT TRANSITION - UPDATE FROM GOLF AUSTRALIA CEO
TO: Australian Golf Club and Venue Administrators
FROM: Golf Australia
DATE: Friday 11 October 2024
CONTENTS: Update from Golf Australia CEO - James Sutherland

You are receiving this communication as you were registered as a club/venue administrator who required updates on the GOLF Link / GolfConnect transition project. This is the fourth in a series of communications that will be provided over the coming weeks as we progress towards the transition date.

Good afternoon,

I am writing to you today to provide a further update on Golf Australia's new handicapping and membership platform, GolfConnect.

Golf Australia's project team is working closely with our technology service provider DotGolf - a business co-owned by The R&A and Golf NZ - to deliver GolfConnect, a technology platform that will manage the GA Handicap and the national membership database. We are excited about delivering a high-quality solution that provides enhanced products and services to more than 1,600 golf clubs, golf venues and places to play, and Australia's 450,000-plus golf club members.

Throughout this project we have been in regular dialogue with relevant stakeholders and partners including leading Licensed Service Providers (LSPs) such as MiClub, SimpleGolf, Golf Magic, Pulse Club, Golf Genius and GolfBox. These communications have been extremely valuable and instructive as we seek to progress, and ultimately implement this digital transformation project and the enhancements it will provide our golf community.

Transformation projects of this scale and complexity inevitably involve a significant change program – and this project is no exception. Key stakeholders across the industry, including our LSPs, have actively engaged in this ongoing process of development and transition, and we are very grateful for their input, feedback and support. We also appreciate the substantial work undertaken by LSPs and other relevant parties as we progress this project. As the transition date approaches, it is also important to acknowledge the key implementation work required by club and venue administrators over the coming months – and we thank you in advance.

I would like to provide a few other points by way of update on the project:

- Golf Australia is working with all LSPs to finalise the accreditation which will enable them to play their role

as we transition out of GolfLink and securely integrate with the new GolfConnect service. A number of clubs have a relationship with an LSP, and this accreditation process is critical to ensure the accuracy and completeness of the transition and ongoing management.

- A key component of the planning and design stage was to ensure a product that is fit for our market. DotGolf has provided significant modification to the interface between GolfConnect and the LSP software to ensure it effectively serves the Australian golf community.
- Golf Australia has presented the new "GolfConnect Use Agreement for Organisations" to clubs and venues over the past week. Existing agreements that we have in place with Clubs and venues, in most cases, date back to the early 2000s. These agreements require updating to ensure the GolfConnect platform enhances the golfer experience, enables secure platform verification, and complies with current data and privacy laws.
- At each project stage, we've considered the latest privacy guidance for organisations from the Office of the Australian Information Commissioner (OAIC) to address privacy and cybersecurity which Golf Australia takes very seriously. We've implemented a robust legal framework with our service providers, ensuring strict compliance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles. We understand that privacy and cybersecurity are a continuous process, and we're committed to taking all reasonable steps to protect the personal information of all golfers and mitigate cybersecurity risks as they evolve.

All of us at Golf Australia remain extremely excited about the benefits that will flow to our game once we transition to the new GolfConnect platform.

Whilst there is plenty of important work to be completed over the coming weeks and months, we will continue to keep you across key updates.

At any stage, should you require any further information or assistance on any related matter, please do not hesitate to contact us via: help@golf.com.au.

Yours in golf,



James Sutherland
Chief Executive Officer
Golf Australia

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