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# Important Memorandum



**TOPIC:** Important GolfConnect Update for Golf Club and Venue Administrators  
**TO:** Australian Golf Club and Venue Administrators  
**FROM:** Golf Australia  
**DATE:** Monday 25 November 2024  
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**You are receiving this communication as you were registered as a club or venue administrator who required updates on the GOLF Link / GolfConnect transition project.**

Dear Australian Golf Club and Venue Administrators,

As we continue to work together on the transition to GolfConnect, we'd like to share some key updates and next steps, covering engagement outcomes from the last month, communication frequency and GolfConnect agreement updates.

## 1. Engagement Outcomes

Over the past two months, Golf Australia's General Manager of Clubs, Facilities & Places to Play Damien De Bohun and Head of Transformation (GolfConnect) Matt Chesterman engaged with administrators from over 60 clubs and facilities nationwide. Key outcomes from these consultations include:

- Establishing a consultative group of approximately 20 club administrators to provide feedback and ensure a representative cross-section of the industry.
- Developing a communications plan for both clubs, administrators and golfers, including strong golfer communication toolkits.
- Addressing concerns regarding data security and usage, ensuring transparency and the protection of golfer information.
- Supporting clubs in managing the offline transition period effectively.

This consultative group will provide feedback on communication content, product quality, features and functionality tailored to club and golfer needs moving forward.

## 2. Communication Frequency

Moving forward, clubs can expect fortnightly updates which will increase to weekly as the go-live date approaches.

Key topics in upcoming communications include:

- Further reasoning behind the transition from GOLF Link to GolfConnect, highlighting opportunities and benefits.
- Changes that golfers can expect, including updates to the website, app, and handicap login processes.
- Data use, including the requirement for email addresses and assurances that no commercial use of golfer data will occur without explicit consent.

You can ensure that all relevant stakeholders at your organisation receive the communications by contacting the Golf Australia Customer Service Centre via [help@golf.com.au](mailto:help@golf.com.au).

### **3. GolfConnect Agreement Updates**

The GolfConnect agreements are being updated based on your feedback and in collaboration with Golf New South Wales and all of our State Boards. Revised agreements will be circulated in mid-January and will reflect the interests of clubs and facilities across the country.

During the engagement with club and venue administrators, you told us you will need comprehensive communication resources to help explain the club's obligations to your members. We'll provide the member communication toolkit to you soon after presenting you with the revised agreements.

We will provide a digital link for clubs to review and sign the updated agreements. While there has been a delay, we aim to collect signed agreements by late February.

Thank you for your continued collaboration and support as we transition to Golf Australia's GolfConnect. If you have any questions or need further information, please don't hesitate to reach out.

Kind regards,

**Matt Chesterman**

**Head of Transformation (GolfConnect)**

**Golf Australia**

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**For further project information or to change contact details for your organisation please contact:**

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To access previous GolfConnect communications, please click [HERE](#)



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