

Despite the current challenging situation worldwide, we are delighted to officially introduce you to the new golf education and development CPG systems and services. Those of you attending last year's Annual Congress had the opportunity to hear about the conception of the project nicknamed "University of Golf", which has now entered a new stage.

Most importantly, we would like to invite you to a Zoom Webinar on **Friday — 3 April at 12:00 (GMT+1)**, where a newly developed educational product - Parents in Golf - will be presented.

More on that later, but first let us present you with a short brief on the project and people behind it.

Why "University of Golf"?

Despite the incredible advances of the quality of education for golf professionals in recent years, golf in many countries is in decline. The EELS system, although definitely an aid in raising the quality of education, pushed for a unified framework across countries, which we no longer think is the right path. It is likely that each and every country, and in fact, each and every individual working in the golf industry, requires a different set of content and career pathways, designed for their own needs. For some emerging golfing countries, it may be that all that is really needed is just introductory education. Moreover, education should honour the tradition, culture and language of the country, and exist within national structures such as Qualifications Frameworks.

This is the focus of the "University of Golf" - to help countries and individuals access quality, flexible and internationally comparable education, especially in the areas related to golf development.

The goal is to introduce more people, and more diverse groups of people to the golfing community, reduce the "drop out" of existing golfers through diverse programme design and infrastructural adjustments, as well as to develop personal capabilities of all involved.

While the pedagogical and sports skills of the teaching staff have consistently developed to the highest level over the past 4 decades, inspiring, organising and managing new target groups in golf has received less attention up to now.

Some of the outputs we are hoping to achieve through the project in the upcoming months and years is an international educational platform, a range of educational and developmental offerings for countries and individuals and a clear, consumer-focused international categorisation system for individuals. All of this developed together with the national PGAs, for them and the whole golf community.

Project status

We are currently in the process of setting up the required structure for the project, as well as putting together an application to the Erasmus+ European Union fund to assist and provide funding towards the project.

However, at the same time, work has already been done on some of the future educational offerings, such as *Parents in Golf*, which you will be able to hear more about at the next week's Webinar as well as in future communication from us.

We will keep you informed on the current status of the project through e-mails like this on a regular basis.

People

Martin Westphal (CPG Director of Development & Innovation - mw@cpg.golf) is leading the project, bringing his wealth of international experience in education, management and golf development. Martin lives in Potsdam, Germany, with his wife and five daughters, where he is the owner and General Manager of Märkischer Golfclub Postdam.

Wojciech Waśniewski (CPG Education Manager - ww@cpg.golf) will work alongside Martin in the development and implementation of the project. Wojciech is based in Szczecin, Poland, and is currently also working as Director of Education for the PGA of Poland.

Parents in Golf - information and Webinar

Next week's webinar will be an introduction to Parents in Golf - an educational offering for parents, coaches and other interested people, that you will be able to implement and use in your own countries as a way of educating and developing people involved in junior coaching.

It is a programme created by David Kearney, Marie Jeffery and Justin Walsh, who will be presenting to you next Friday alongside Martin Westphal.

More information on Parents in Golf and some additional material will be sent out to you soon.

The webinar will be organised through Zoom, instructions to join below:

"Webinar for Heads of Training of National PGAs. A presentation of the new Parents in Golf initiative and a Q&A session." - Friday, 03.04.2020, 12:00 (GMT+1)

Join Zoom Meeting through the link at the specified time: <https://zoom.us/j/526037865?pwd=MII5MxRWT0tIUjY5YzZFZnVlYmdNQT09>

Meeting ID: 526 037 865

Password: 764252

Please kindly confirm your attendance at the Webinar by replying to this e-mail.

Closing message

In the coming weeks and months we will keep informing you on the development of the project, and will also start sharing with you the knowledge and resources that are guiding our work.

We want to provide you with quality information, knowledge, products and services that will assist you with reaching all your developmental and educational goals. We want to create this knowledge together with you.

We hope that the future platform and services will be of great use and value to you, your members and the development of golf in your country, especially now in the current and upcoming extremely challenging times for the golf industry.

If you have any questions, problems or suggestions, please feel free to contact us anytime. We are here for you!

With best regards,

Martin Westphal

Wojciech Waśniewski