



A KEY TO THE FUTURE

At times it is important to take a step back from your everyday job and take a look into the future. What will the future be for our profession? What will it be for the golf industry? What will it be for each of us as individuals?

Right now most golf course managers or head greenkeepers have been prepared for their careers by a combination of education and experience. A formal education programme has most likely included technical and scientific studies in agronomy and other related subjects. These have proved successful for many golf course managers over a number of years. However, now is the time to take a look at what could be needed in the future - will this path of education combined with practical experience of work on a golf course meet the demands of the profession in the 1990s?

Businessmen involved in the golf industry whether in private clubs, public operations or some other type of facility are keen to see economic factors are brought in just as in any other business. The rules and guidelines of a business operation will be put into practice at more and more golf clubs. The golfing public are going to put more pressure on their golf facilities to hold the line on costs and keep golf affordable.

For the golf course manager this will mean much more involvement in such things as financial management, cost accounting, marketing, insurance and legal obligations, as well as the traditional areas of employment and budgeting. Golf course managers will be held more accountable in the future for the bottom line of their part of the golf facility operation.

We cannot close our eyes to the world as it is developing. Golf course managers will need to increase their skills in many new areas plus broadening their base of information and learning process.

The message to the golf course manager who wants to prepare for the future is - take time to get involved - enrol now in the Institute. We will keep you informed on all the latest developments taking place in your industry. Its not only the future of our profession that is at stake, it's your own personal future too!