



Chairman of the Council - David Jones

Director General - Stanley Ellison

## AN INSTITUTE POISED FOR THE 1990s

**E**very organisation whether its an Institute, Association or Company, needs to analyse accurately its goals and long term development plans. Here at the Institute we are fortunate to begin with a clean slate as it were and be able to look forward at what the needs of an Institute are, its purpost, services to be provided and its potential membership needs. The following represent some of the key objections incorporated into a development plan. You will be hearing more about them as we accomplish these goals. We would like all golf course managers and head greenkeepers to feel they are part of the overall effort to have the golf community recognise their efforts.

Among the major objectives are the following set forth by programme and nature of responsibility:-

- 1) Membership. Increase membership of the I.E.G.C.M. by additional qualified members... to continue to increase membership equality to maximise the potential and to ensure a continued sound financial base for the Institute to develop new programmes and services... provide an insurance programme.
- 2) Communication. Expand 'the Golf Course' magazine... enhance the public relations role of the Institute and to broaden the base of 'the Golf Course' magazine and develop additional ways to serve the industry by the publication of leaflets and pamphlets describing the role and the work of the golf course manager.
- 3) Marketing. Examine the possibilities of generating revenue by developing a possible link with a road show and by providing a service to companies involved in the industry... provide a handbook for members giving names and addresses and valuable reference information.
- 4) Administration. Establish an office suitable for the Institute's headquarters... develop a long term plan to extend at least three years... study the possibility of setting up offices in other counties.

As you can sense even this partial list, represents an ambitious array of goals and objectives. If you've not yet begun to participate in the Institute, you won't find a better time than the present with the sport experiencing the early stages of what could be the greatest boom ever in golf.