



Partnership Looks To The Future

The Golf Club Management Partnership, which comprises BIGGA, the PGA and the GCMA, is working towards identifying the different types and levels of management qualifications that currently exist.

Among the aims of the partnership is to develop a framework that will help managers and golf clubs progress their skills and identify any gaps in the current provision.

Dr Kyle Phillpots, PGA Director of Education and Career Development, who chaired a recent meeting at the PGA's Belfry headquarters, believes creating a framework will be welcomed by the golf industry.

"The aim of all three parties is to work together to maximise the value and effectiveness of golf club management through shared learning, professional development and the promotion of best practice," he said.

"We will also consult with employers and deployers of GCMP members to ensure that we meet the needs of the golf industry.

"Discussions on the qualifications are not finalised but they reflect the partnership's commitment to a coordinated approach to the management of golf facilities."

Andrew Mellon, Chairman of BIGGA, added, "The group is exploring positive ways of collaborating which will ensure that resources are used in the best possible way, thereby minimising duplication, sharing good practice, ensuring consistency and enabling knowledge transfer.

"The Partnership provides each Association with a better understanding of the role their

respective members play, and by gaining a mutual respect for each, can encourage and demonstrate the benefits of closer team working within our workplaces. We all play an important part in achieving the successful operation of our golf facilities."

Keith Lloyd, GCMA Chief Executive, said: "The GCMA has been providing a pathway to education for its members for over 20 years now and today runs a structured programme of comprehensive introductory courses to golf club management, a university based certificate course, plus regional training opportunities and a biennial national conference event featuring world class international speakers.

"In addition, it has built up an electronic library of 600 plus advisory documents in this same period, which acts as a valuable 'bank' of information to both GCMA members and the clubs they manage.

"There is no doubt, that the coupling of the expertise and experience of GCMA members along with the modern day PGA Professional and BIGGA Course Manager via their respective Associations will benefit golf clubs as a whole."

The GCMP was formally signed at Turnberry in 2009 with the aim of helping UK golf clubs to operate more effectively and efficiently by fostering closer ties between PGA Professionals, Course Managers/Head Greenkeepers and Club Managers and Secretaries.

The three bodies represent more than 16,000 members employed in the golf industry.



Scotts Rebranded

Since the ICL Group's purchase of the Scotts Miracle Gro Company in February, a new name has been created for the global professional business: Everris.

The accompanying press release stated: "Representing the term 'Ever Rising', the name Everris is symbolic of the new company's commitment to further enhance the technologies, products and services it offers to horticulture, agriculture and turf & amenity professionals worldwide. In addition to its English meaning, the name also represents the French, Italian and Spanish terms for "green"—"vert" and "verde."

Everris will continue developing the range of products which includes Osmocote, Peters, Universol, Levington, Humax, Sierraform GT, Sierrablen Plus and Agroblen.

According to Everris CEO, Fred Bosch, the company's new tagline, "Driven by Innovation, Inspired by Nature", underlines its ultimate goal to bring professional products and innovative, sustainable solutions to ornamental horticulture growers, turf managers, landscapers and farmers. "Everris combines the technical expertise and resources of both Scotts and ICL, making us well-poised to take our innovative spirit to the next level," he said.