

National Association of Left Handed Golfers of Australia

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NALG Australia Executive Chairman Report 2021-22

I am pleased to present to Delegates my Report for 2021-22.

The past three years have been difficult with COVID and lately poor weather in many parts of Australia. Nevertheless, NALGA Divisions have been able to continue to provide substantial programs, even though in most cases with a cut down Calendar of Events. Despite these difficulties, some Divisions have been able to increase their membership. On the other hand, Divisions centered in the East Coast major population centres have struggled to maintain numbers.

A special thank you to the Riverina Division who have had to deal with two postponements of the Nationals. This has resulted in Riverina being in a planning mode for almost 5 years. Your perseverance is admired by all. Given the special circumstances, the Executive approved funds to advertise the Nationals in InSideGolf and Golf Digest magazines. It will be interesting to see if this is effective.

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Using technology to communicate with members is becoming fundamental to operating effectively. In this regard, using social media such as Facebook, keeping Websites up to date especially for upcoming events, and sending out regular electronic Newsletters should be a given.

That is not to say that direct communication is still crucial. I would like to think that every member sees that they have a role in recruitment. If every member introduced one new member to NALGA over the next year we would be back to 600 members, with one of the flow on effects being we could once again get near 200 attendees at National Championships.

In terms of communication, the National Website (www.lefthandedgolfaustralia.com) continues to increase its visibility.

National Newsletters have continued to be regularly emailed out to all on our email list which is now in excess of 650 addresses. Each Newsletter is also posted on the NALGA Facebook page. The average 'open' rate is around 55%, with the 'click rate' on links being around 15 -20%. It is important that annually I refresh the email list. **This will require all Division secretaries to send me their updated email lists in Excel format, so I can import the details directly into the data list.**

Following a request at the 2018 Council Meeting, a link to the Schedule of events for all Divisions has been added to the website. This is only useful if Division Websites are kept up to date. I notice

in Division Newsletters there has been mention of visitors from other Divisions playing in local events.

InSideGolf magazine has given NALGA excellent support with 6-8 articles published annually. While the submissions are made by the NALGA Executive, content needs to be supplied to the NALGA Chairperson by the Divisions. Content needs to focus on results of major events, achievements or initiatives undertaken. It cannot be used to promote events as these normally would be expected to be paid for in the form of promotions. However, we have been successful in including reference to the Nationals and listing the NALGA website address in every article.

Following an idea expressed by Col Holdsworth, the Executive endorsed Nick O'Hern being appointed as NALGA Ambassador. This is expected to raise our profile with Divisions being requested to include information, and a photo on websites and electronic communications. Nick's appointment comes at no cost to NALGA.

Thank you to the NALGA Executive, for your support over the last three years. All positions would normally have been due to have come up for election over this period but given the unusual circumstances everyone continued in their positions through to the 2022 Council Meeting. Thank you also to the Divisions. Without your ongoing commitment NALGA would not exist.

Regards,

Bob Murphy
NALGA National Executive Chairman