

## *National Association of Left Handed Golfers of Australia*

*Executive Chairman*  
Bob Murphy  
Ph.: 0412250619  
[drbob.murphy@bigpond.com](mailto:drbob.murphy@bigpond.com)  
15 Metcalfe Street  
Nicholls ACT 2913

*Patron - Doug Crosby O.A.M.*



*Executive Secretariat*  
Sid Farrell  
Ph: 0406377144  
[sidandjulie@inet.net.au](mailto:sidandjulie@inet.net.au)  
26B Henry Place  
Lone Beach NSW 2536

### **NALGA Australia Executive Chairman Report 2022-23**

I am pleased to present to Delegates my Report for 2022-23.

Fortunately, we are now in the post COVID era, and able to conduct a normal program within Divisions leading into the national Championships.

Whether it be the effects of COVID shutdowns or other circumstances such as a very competitive golf industry, the biggest issue for NALGA remains our membership numbers, particularly in the major population centres. 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. However, I urge every member to regard themselves as a recruiter for NALGA as it has been shown that word of mouth and direct person-to-person contact remains the most effective strategy.

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](http://www.lefthandedgolfaustralia.com)) continues to increase its visibility. The integration of Division websites into the National website has been very effective. It presents a 'one stop shop' for anyone interested in NALGA and there are a number of examples where it has been very positive in attracting new members.

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 the email list is kept up to date. **This requires all Division secretaries to send me their updated email lists in Excel format when a new member joins, so I can import the details directly into the data list.**

InSideGolf magazine has continued to give 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.

Thank you to the NALGA Executive, for your support over the year. Thank you also to the Divisions. Without your ongoing commitment NALGA would not exist.

Regards,

Bob Murphy  
NALGA National Executive Chairman