



## Santa says

### Great events, great course and great food!

On Monday, we held our first board meeting for the year. It was suggested that I share part of my CEO report for the 1st quarter (Oct – Dec) as it is a fairly good review.

#### General Summary – Links Golf Club (RF) Limited

All indications from tourism led us to believe that we would struggle to achieve the good numbers we experienced in 2018. With no Vodacom Championship or Ladies' Weekend on the cards (we made the decision to move the event to May), I budgeted fewer rounds and slightly reduced income in golf and food and beverage for the opening two months.

Fortunately, we lobbied for and were awarded the regional finals for the **BMW Golf Cup International**. This event is properly run by the team from Flooid ® (the events arm for Sail). While it was only a one-day event, the feedback was good and the organizers were very pleased, again, with what we produced on and off the course.

We were the favoured venue for the Rugby World Cup, filling the bar and even the deck for the semi-finals and finals of the event. Winning is always good for business.



The marketing of the year-end parties really paid off in November, with several local and regional companies choosing us. The **Simon and Garfield Tribute Show**, with well-known local musicians, was the first of a season of sold-out shows here. December started very slowly with no weddings this year. On the 17th, I looked at our figures to budget and we were on 17% in golf and nearly the same in F&B. Then the season kicked in and all our events in the club were fully booked. The course, despite the lack of any proper rainfall, held up beautifully through the season. The type of golfer over the years has improved. There are still those who come for the annual family outing, but many of our golfing fans, line up multiple games, playing with members in many cases. As time goes on, we will continue to see the rising number of member-based rounds as we build and occupy more homes on the estate. As stated in the AGM, we delivered more lemons than ever, with most of our members in residence. Several homes were rented out with holidaymakers filling the beds.



One thing that reflects the current economy is the amount of time spent here after the games; in our early days, spouses and families would often join their golfing partners for lunch and drinks. Our SuperSpar is the busy place in the village with braais replacing what used to be a lot more time out. Having said that, we were extremely busy from Christmas through New Year's, once again feeding the world on New Year's Day.

Looking ahead, the forecast for the next couple of months looks great! January picked up where December left off with two great events to start the year. The Member-Member, with **Charles Gilmour and Roger Smith** winning, was made better by the fact that they had never played together before! St Francis Bay GC brushed the Links aside in the **Pam Golding Annual** levelling the series at 7 wins each! The internationals returned early, and we surpassed our budgeted revenue comfortably. F&B took a step in the right direction with a strong January, as well. There are 5 weddings coming up in February that will ensure another good month ahead. My friends in the industry are all feeling good support from the Internationals. The cricket series with England also brought a strong support group from the Barmy Army. Some played here before the PE Test and another group from the oldest and most renowned Cricket Club, **Marylebone**. **Joe Root's parents** played in a match hosted by our members. Not only did our members enjoy the day, but **Tom Norton** also made history with our **first albatross** on a par 4.

# Work on the course

We started **reshaping bunkers** and adding sand to the blown-out bunkers to get the original sand level back.

Reeds in dams were cleared on the 18th and we will try to control the very aggressive growth pattern of the reeds in the future.

The **slab at the range** was done to allow mats to be put down on the slab in order to rest the grassed areas.

Dam levels keep dropping and we are **stretching the irrigation cycles** to use the least amount of water as possible on the course.

Our new **ride-on greens mowers** arrived with the first cut 14 January 2020.

We focused on holes 1 and 6 where we cut back more bush and opened clear lines from the fairways to see the green.

**Dry weather** with not much rain for the near future keeps testing our ability to keep the course looking like the 5th best course in the country.

**New distance markers** for all tees will go on shortly, which includes the par 3 course.



## It's NOT good-bye!

**Mike Wylie** has been our leader, our mentor and our Chairman of the Board at St Francis Links since we opened in 2006. On Monday, at the 1st quarter review, he stepped down as Chairman and we welcomed **Chris Kelway**, a long-standing homeowner member of the Board as our new Chairman. Mike has run the Board without forcing decisions or blocking ideas. He has led from the front through rough periods where the recession forced us to restructure. Throughout those years, we never produced negative results. Monday night, we gathered to thank Mike with a special party at the Leisure Centre, another developer "gift" to the members when it was built.

Before the dinner, a number of us recorded messages to Mike, recalling what meant most to us about him. It was good fun and well-received.





**Have you entered yet?**



**ERNIE ELS**  
ELS FOR AUTISM

**St Francis Links**  
Fri 27 March 2020  
R5600 per 4 ball  
Shotgun start 11h30  
Betterball Stableford

**2020 DRIVE TO  
LOST CITY ELS FOR  
AUTISM SERIES  
SUPPORTED BY  
IMPERIAL KWS  
LOGISTICS**



St Francis Links  
ST FRANCIS BAY • SOUTH AFRICA

Els for Autism Golf Day at St Francis Links  
supported by Jendamar



**PRICE INCLUDES:** A direct Charitable contribution to the centre. Plus an Ernie Els goodie bag with Cap, wine, various gifts and a sleeve of Srixon balls. Halfway house, dinner, prize-giving and an opportunity to participate in some exclusive Ernie Els auction items. Carts for own account.

Winners at E4A Final will play in SA Open 2021 pro-am.







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Mark White  
**NISSAN**

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Enter the 2020 Drive to the Lost City Els for Autism series supported by Imperial KWS Logistics.

RSVP by calling 042 200 4500 or by [emailing us here](#).

Look back at Ernie's 25 signature moments [here](#).

# Club Championships April 24-26, 2020



## Now the Number 1 Jack Nicklaus Course in AFRICA

### South Africa (450 courses)

- 1.) Fancourt Hotel & C.C. (Links) (pictured above), George, Western Cape ★
- 2.) Leopard Creek C.C., Malelane ★
- 3.) Gary Player C.C., Sun City, North West
- 4.) Durban C.C.
- 5.) St. Francis Links, St. Francis Bay, Eastern Cape
- 6.) Pearl Valley at Val de Vie Estate, Paarl, Western Cape
- 7.) Arabella G.C., Hermanus, Western Cape
- 8.) Fancourt Hotel & C.C. (Montagu), George, Western Cape 9.) Glendower, Johannesburg, Gauteng
- 10.) George G.C., Western Cape
- 11.) Royal Johannesburg & Kensington G.C. (East), Johannesburg, Gauteng
- 12.) Zimbali G.C., Ballito, KZN 13.) Humewood G.C., Port Elizabeth, Eastern Cape
- 14.) Pinnacle Point Beach and G. Resort, Mossel Bay, Western Cape 15.) East London G.C., East London, Eastern Cape
- 16.) Lost City C.C., Sun City, North West 17.) Fancourt (Outeniqua), George, Western Cape
- 18.) Pezula Championship Cse., Knysna, Western Cape
- 19.) C.C. Johannesburg (Woodmead), Gauteng 20.) Simola G.C., Knysna, Western Cape

## The 2020 Calendar



This year, we will be seeing more weddings, fewer golfing National events (due to rotation) and more member functions as our member play is the fastest-growing category in golf. We look forward to more sponsored days



with ITEC and Selective Lighting/The Fire Works and the addition of a new partnership between Pam Golding Properties and Village Square SuperSpar.

- 12 Feb** ITEC Open Wednesday
- 14 Feb** Valentine's Day Dress-up Golf, Dinner with entertainment
- 26 Feb** Pam Golding/ Village Square SuperSpar Alliance
- 12 Mar** ITEC Open Wednesday
- 25 Mar** Pam Golding/Village Square SuperSpar Alliance
- 27 Mar** Ernie Els for Autism Golf Day
- 8 Apr** ITEC Open Wednesday
- 24-26 Apr** Club Championships
- 13 May** ITEC Open Wednesday
- 21-22 May** Woodlands Dairy Charity Days for HOSPICE
- 27 May** Pam Golding/ Village Square SuperSpar Alliance
- 6 Jun** The Bard'au Ladies' Invitational
- 10 Jun** ITEC Open Wednesday
- 17-19 Jun** Nomads National Order of Merit\* – Juniors earning International points
- 24 Jun** Pam Golding/Village Square SuperSpar Alliance
- 8 Jul** ITEC Open Wednesday
- 17-19 Jul** Men's Invitational
- 29 Jul** Pam Golding/Village Square SuperSpar Alliance
- 1-2 Aug** EP Amateur Championships (course closed)
- 8-9 Aug** EP Amateur Championships – Matchplay finals
- 20-3 Aug/Sep** Closed for Spring Programme
- 9 Sep** ITEC Open Wednesday
- 25-27 Sep** LINKS CUP South Africa (Ryder Cup at Whistling Straights)
- 30 Sep** Pam Golding/Village Square SuperSpar Alliance
- 3 Oct** Stulting Golf Day
- 14 Oct** ITEC Open Wednesday
- 28 Oct** Pam Golding/Village Square SuperSpar Alliance
- 5 Nov** Eastern Province SENIORS
- 11 Nov** ITEC Open Wednesday
- 16 Nov** Men's Muirfield Day (3rd Annual)
- 22 Nov** "The Trophy" – St Francis Links sponsored Amateur Champs
- 25 Nov** Pam Golding/Village Square SuperSpar Alliance
- 25 Nov** Members' Oscars
- 5 Dec** Ladies' Member-Member
- 9 Dec** ITEC Open Wednesday

**12 Dec** Ultimate Par-3 Championships  
**16 Dec** The Kromme-Enviro Trust Amazing Race  
**5-6 Jan** Men's Member-Member Partnership  
**8-9 Jan** The Pam Golding Annual



**Unlock extra distance**



*More important than swing speed is how that speed is transferred to the ball.*

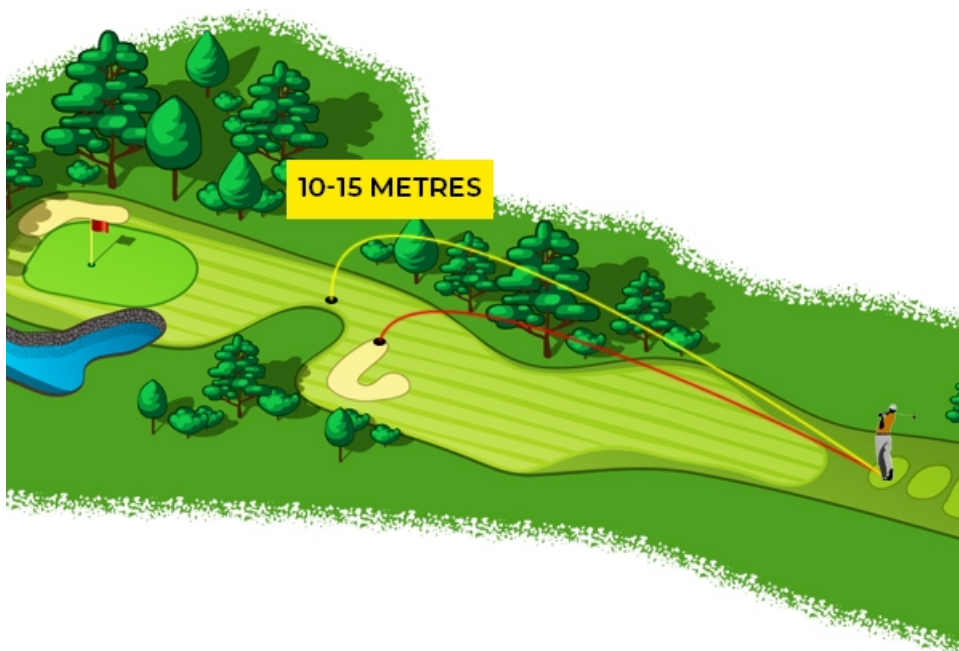


### **Solid contact is all important**

Just half an inch off-centre can cost you up to 10-15 metres with your driver.

That can be the difference between carrying a fairway bunker and being plugged in one. You're actually better off squaring the club with a lower clubhead speed than mishitting with a higher clubhead speed. We can get you closer to the centre.

**Come in for a fitting >**



## **Four reasons why**

There are thousands of fitting configurations. Let's find your ONE, so you can get every metre you are capable of.



One of the best parts of our jobs is getting to spend a couple of hours out on the course with a member or golfer we don't yet have a relationship with.

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*At the end of 9 holes that's another golfer who we understand a little more about. And that means it's another golfer who we can introduce to a better golf game, to a fun event they didn't know about, or to another fun group in the club.*



### **Discover a better experience**

If you'd like us to reach out and see if we can schedule 9 holes with you (and perhaps a couple of other members), then please let us know.

[Connect with us >](#)



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