



MEDIA RELEASE

Wednesday, June 30, 2010

FOR IMMEDIATE RELEASE

Official Launch of New Brand and announcement of New Board Executive

July 1 may be the start of the new financial year, but moreover it's the dawn of a new era for amateur golf in New South Wales. The amalgamated Golf NSW representing both men and women is now on the First Tee.

To unveil this momentous occasion, Golf NSW proudly presents its new image (below), with the traditional waratah logo of old being exclusively held in reserve for players who achieve state representative honours.

THE NEW BRAND



Chairman of Golf NSW, **Chris Allen** said of the new brand, "It truly reflects our future direction as it embodies the contemporary attitude of the new Board. It also clearly demonstrates our desire to connect with not only the golfers of today, but also those who we hope to attract to our game. We operate in a very competitive arena and our new brand is expected to nicely link the sporting and commercial marketplaces, which has been a real challenge in the past."

Joining Chris Allen as an Executive Board member is Deputy Chairman, **Sue Fabian** who just prior to amalgamation was the President of Women's Golf NSW.

John Waanders who was a Director and Treasurer of the NSW Golf Association was selected as Chairman of Finance.

This well credentialed and experienced leadership group will be well supported by their six fellow Directors in Alan Harrison, Frank Gal, Jean Moran, Darrell Watts, Lynne Ritchie and Carolyn Bloch.

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