



JOHN BUSHELL - GOLF: A HEALTHCHECK... THE INSIGHT TO DRIVE THE GAME FORWARD.

John Bushell, Sports Marketing Surveys Inc, will present a workshop session at the GCMA National Conference, 11th - 13th November 2013, on Golf - A Healthcheck: The insight to drive the game forward.

Secretary At Work: June 2013

John Bushell has worked in the sport's industry, initially with golf, since 1995, then to launch Premier Rugby in 1999.

A trained marketer and commercial manager following 11 years FMCG experience with multinationals, John brings marketing insight, clear strategic thinking, consultancy and leadership to SPORTS MARKETING SURVEYS INC.



In golf, John has been a key speaker at GolfBic in 2013 & 2012, at the International Golf Travel Market in 2012 and many others over the last decade in Europe. John led the team that produced the *Economic Impact of Golf on the Economies of Europe* in partnership with The PGA, the European Tour and subscribing partners, and is currently working closely with England Golf on monitoring the 'Get into Golf' programme.

SPORTS MARKETING SURVEYS INC. is the leading specialist research consulting for the sporting goods industry with expertise in golf, tennis, running, cycling and winter sports.

Outside work, John is married with two sons who play golf. A single figure golfer himself, John is eclipsed on the golf course by his 1-handicap wife.

**Tuesday, 12th November will commence at 8.30am with a workshop session on:
Golf - A Healthcheck: The insight to drive the game forward.**

SPORTS MARKETING SURVEYS INC recognises the necessity of all stakeholders in the golf industry to work together to ensure that the sport can develop and grow in participation, health and value.

A critical part of 'Team Matters' is to understand the dynamics of the golf industry – including the importance and value of golf to the economy of Great Britain & Ireland (GB & I), the trends in participation and the growing influence of the 'nomad' golfer – and hence develop strategies

to deliver opportunities for all golfers to play the game at member clubs and also at proprietary venues.

John will be putting ‘the game in context’ through reviewing participation and performance from 2012 and 2013 benchmarking among GCMA members and the commercial sector. Developing strategies where working together for the sport will drive the game forward relies on clear insight and understanding of the lifestyles and behaviour of golfers; John will provide insight into some of the key influences on the core golfer. This is the player who plays 12 times or more a year – and who accounts for around 40 per cent of golfers in GB & I – but critically accounts for over 75 per cent of total expenditure on golf.

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***The GCMA National Conference, 11th – 13th November 2013
Hinckley Island Hotel, Leicestershire.***