

Golf

Advertising feature

The greatest game ever played

Golf is a game for the ages. It can be played from primary school to the retirement village. But no matter what your age, one thing holds true: The benefits are manifold.

For a start, the average course is around 6km in length. That's about the equivalent of a one hour walk. Of course, in golf, the walk is not as brisk as an uninterrupted trip around the block but it is, however, completed over four hours or more on uneven terrain, swinging the club multiple times and usually pushing a buggy as you go.

All in all, it's a good workout. Just ask anyone who hasn't played for a while. Consider the amount of work the pros and top players put in on their cardio fitness these days.

The benefits to the mind vary from player to player. For some, the problems encountered along the way are a stimulating challenge; for others, the game is the most difficult and frustrating game they have ever played. Yet they go back, week after week. Golf has that effect on you. Psychologists will liken golf to a microcosm of life itself. It is not what happens out there, it's how you respond to it that matters. Taking

By KAREN HARDING

responsibility, staying in control, figuring out solutions. All these things are a good rehearsal for life, for business, for whatever.

Even though the game is played by individuals, and in Australia we have a great fondness for team sports, the social benefits are tremendous.

You can have a regular game with your mates or you can meet new people. You can take business associates out for a game. You can play with the kids or the in-laws. Unlike most other sports, golf can be played happily by people of different standards.

Golf holidays are an increasingly popular way of travel these days. Tour operators can organise personalised trips to any of the great golf destinations around the world.

Of course, St Andrews will always be considered the mecca of golf enthusiasts but consider Pinehurst in North Carolina, the great links courses of Ireland, the beauty of New Zealand or Mission Hills in China. Golfers these days also have choices in where they play locally. It used to be that you had to join a club to play on a half-decent track.

Nowadays some of the pay-for-play courses are of a standard comparable to the private courses. And there is the attraction of playing a different course each week.

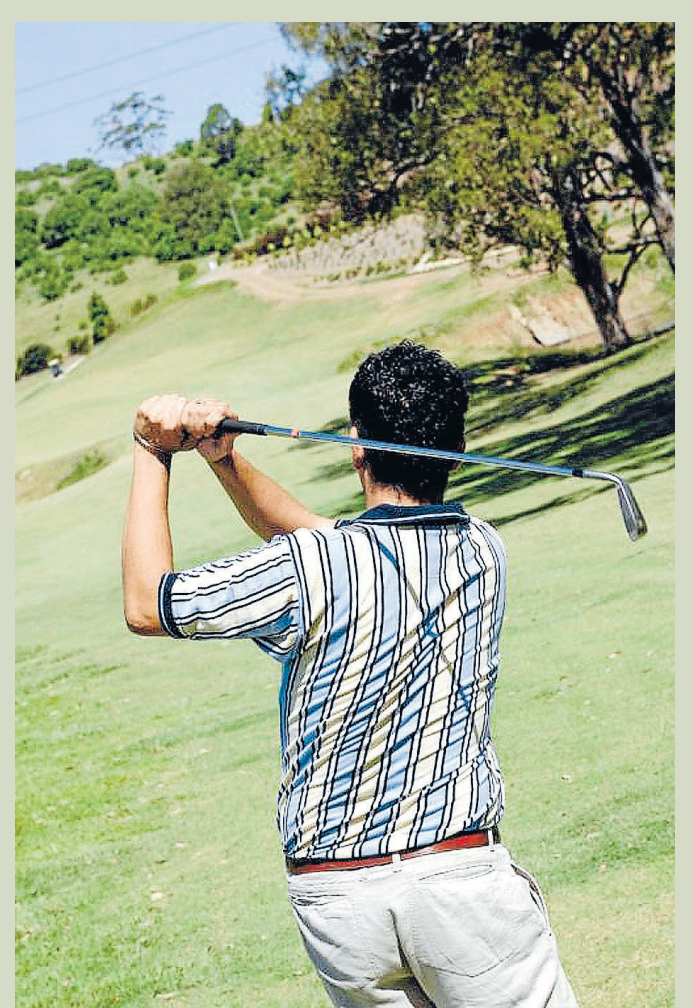
For those who still like the idea of private membership, there are now a number of options.

With strong competition for the golf dollar, many clubs are offering deals or different types of membership to attract new members. For the really keen, lifestyle living in the form of golf communities is on the rise.

It goes without saying that the better you play, the more enjoyment you will derive from the great game. The average golfer can now access specific tools that used to be the domain of professionals only.

Golf physiotherapists, specialised club fitting, better teaching and practice facilities, to name a few. You can work on your core stability, you can learn via various technological gizmos, you can hit the same ball Adam Scott does.

You can prepare for play by stretching and hitting a few balls. Or warm-up your forearms by raising a glass. The point is, golf is there for everyone.



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Golf to the fore!

Golf is a major industry within the Victorian economy. Annually it generates about \$1 billion of economic activity and contributes \$571 million to Gross State Product.

Either directly or indirectly, golf is responsible for the employment of 9300 people in Victoria and contributes \$18.6 million to all forms of State and Federal taxation. Land and buildings owned by golf clubs

are estimated to be worth \$948 million.

Golf tourism has an important and growing significance for the Victorian economy with \$200 million annual spending providing valuable regional economic impacts.

Source: Exercise, Recreation and Sport Survey (ERASS), 2005 - Australian Government, Australian Sports Commission.



Image courtesy: Daily Sports

Golfers are just starting to discover the hidden talents of the **Devilbend Golf Club**. This 5998 metres of challenging golf course is gaining recognition by the day for its beautiful scenery as well as its couch fairways and magnificent greens. The golf course is open to the public right throughout the year and is very reasonably priced. Social and trade groups are offered great packages and the clubhouse is open for meals and a nice cold refreshment after your round. Bookings are essential. So if you're down on the Mornington Peninsula over the summer period remember the **Devilbend Golf Club** where you will always will be able to get a game of golf minus the crowds.

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DEVILBEND GOLF CLUB is located on Loders Road, Moorooduc Melway Map 153 Ref A1.
Contact us (03) 59788470 or (03) 59788405 www.devilbendgolf.com.au



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