

# Turfing the Net – [www.agcsa.com.au](http://www.agcsa.com.au)



Log on to the new-look AGCSA website. It's just a mouse click away

**At the end of March, the AGCSA launched its long awaited revamped website to provide an improved avenue to communicate with and service its members. For those not familiar with the new-look website, ATM takes you through a comprehensive step-by-step guide to this fabulous online resource for the turf industry.**

For years now the Internet has become the single most innovative medium revolutionising the way in which people and businesses communicate.

For not-for-profit associations like the AGCSA, which services a wide and varied membership body of superintendents, bowling greenkeepers and turf managers, the Internet has become an increasingly important tool to disseminate information and provide enhanced membership services.

Following some major staff changes at the AGCSA during 2003 it was decided to upgrade the website. A specialised company was contracted to design the new website and after plenty of tinkering the AGCSA is proud to present the final product.

Aside from a funky new look and easier navigation, the new site boasts a number of new features which many members will come to appreciate.

And the new look seems to be dragging the punters in. In the first three weeks of going online the new-look website attracted well over 6000 visits and an amazing 123,736 hits. During the month of April there were an

average 300 visits a day, with the maximum at one stage approaching 600.

What follows is a beginner's guide to the various sections of the AGCSA website and how members can maximise the benefits of using this online resource.

#### **Home Page**

As soon as you log on to [www.agcsa.com.au](http://www.agcsa.com.au) you will notice right away the considerable changes in layout and design.

The menu bars, which on the old website were located on the left hand side, are now situated at the top of the page. The photos of the courses rotate so if you don't see your course send us in a top snap and we'll include it within the montage.

The home page includes all the latest AGCSA news and events, the latest classified ads and job notices, as well as a members section and the all new online auction.

Along the bottom of the home page, click on the various icons – footy tipping, AGCSATech, Australian Turfgrass Conference and Australian Turfgrass Management magazine – to go direct to their dedicated sections.

At any time during your navigation of the site, clicking on 'home' will return you to the AGCSA home page.

#### **Members**

This is one of the new and exciting features of the website which has been incorporated to allow the association to better service its members.

This is a strictly members-only section of the website for current financial and life members of the AGCSA. Simply click on the 'members' menu button which takes you through to a log in page. Your user name is your membership number and your initial password is your email address (for those unsure, contact the AGCSA). If you are a first time visitor, change your password once you have logged in.

One of the primary functions of this section is to enable members to view their account status with the AGCSA in regards to membership dues or conference and workshop fees, with the option of being able to settle online.

Sure to be a hit are the bulletin boards. Simply click on the link and you will be taken

through to a separate page where you are presented with a series of categories ranging from 'around the traps' and 'conference and workshops' through to 'renovation techniques', 'turfgrass diseases', 'environmental management' and 'OH&S'.

Such a facility provides the perfect forum for superintendents and turf managers who have any queries or tricky questions to post them online and receive almost instant feedback from others within the industry. In time it is hoped there will be real-time online forums with industry experts answering all your queries.

With the advent of the Nuturf NRL and AFL tipping competitions, the bulletin boards provide the perfect organ through which to slag off your opponents and their pathetic tipping prowess. Just remember to keep it clean.

As well, on the main members page there is a direct link to the footy tipping section, while clicking on the 'weather' menu button will take you straight to the Bureau of Meteorology website.

#### **About Us/Contact Us**

Self explanatory. The About Us page gives a brief history of the AGCSA, its key areas of operation and the association's three main

mission statements. From this page you can also access information about the AGCSA Board of Directors and fabulous AGCSA staff members, including email contacts. A dossier on each staff member is in the pipeline which will be sure to generate a few laughs.

The Contact Us page provides you with all the relevant contact details (phone, fax, email, postal address) to get in touch with the AGCSA.

#### **Accreditation**

If you are a member and want to find out more information about the AGCSA Accreditation Program (AAP) this is the page to come to.

#### **AGCSATech**

Over the past four years AGCSATech has provided superintendents and turf managers with expert diagnostic services for the myriad of turfgrass problems encountered around Australia.

Headed by respected agronomist John Neylan and technical officer Andrew Peart, AGCSATech has grown to be an industry leader and on the new-look website you can find out what services are provided, obtain information about providing samples and download technical articles.

Under 'services', you can find out information on the diagnostic services offered by AGCSATech. These include soil nutrient and physical analysis, plant tissue analysis, disease and pest identification, nematode identification, water analysis and turf advisory and project management. Each includes a brief on the service provided and what is required in terms of samples and sample sizes. Under 'mailing details' you will find contact information to send samples as well as contacts for John Neylan and Andrew Peart.

Also available in the AGCSATech section is John Neylan's regular AGCSATech Update which is included in every edition of Australian Turfgrass Management magazine. These articles are available to download in PDF format and cover a range of topics from AGCSATech's bentgrass variety trials through to turfgrass issues affecting the industry.

#### **ATM Magazine**

The AGCSA's flagship publication, Australian Turfgrass Management magazine (ATM) has developed a reputation as the leading commercial turfgrass magazine in Australia. Not surprisingly therefore, it takes up a considerable number of pages on the new-look website.



The new-look AGCSA website is set to improve the association's ability to service its members and the wider turf industry

The main ATM page states the aims of the magazine and provides a full list of downloadable articles from the most recent edition. Also there is an extensive archive which contains a full back catalogue of ATM editions right back to Volume 1.1 published in 1999 (many may remember the sensational cover photo taken by then honours student Trent Penman of an endangered Green and Golden Bell frog perched on top of a golf ball!).

This archive is a first class resource for superintendents and turf managers looking for information and provides a superb reference tool for up and coming turf managers and university students. All articles are downloadable in PDF format.

From the ATM section you can also subscribe online to the magazine. Simply hit the 'subscription' button, fill out the form and hit submit. In fact the very first electronic payment made through the new-look AGCSA website was an ATM subscription.

For advertisers there is comprehensive information about ATM including publication schedules, advertising rates, advertising material specifications and contact details for production enquiries.

The current year rate card can also be downloaded.

### Auction

The brainchild of AGCSA business development manager Scott Petersen, the online auction is where members can bid for products made available to the AGCSA by its family of generous sponsors.

The products up for auction are well below retail price and all money raised through the sale of these goods will be put into projects that support turf industry graduates and apprentices.

To make your bid, just click the 'make a bid' icon on the home page, enter the amount you wish to bid and who knows, you could be the owner of some pretty cheap products.

### Awards

The AGCSA Awards has become an annual fixture over the past six years and in this section you can view profiles on past winners of the four major categories – Claude Crockford Environmental Award, Graduate of the Year, Excellence in Golf Course Management and the jewel in the crown, the Distinguished Service Award.

While it is too late for the upcoming conference in Melbourne, in future years you will be able to download the awards nomination brochure.

### Bookshop

The AGCSA boasts a comprehensive range of turfgrass related books, publications and videos which are all available for purchase online. The bookshop section is broken down into specific categories ranging from general turf publications through to specific categories such as irrigation and pest management.

Clicking on one of the categories will bring up a current list of stock held by the AGCSA. Each book has a small blurb summarising content, author details and pricing, while those books that have appeared in Australian Turfgrass Management magazine have a full and comprehensive review attached.

To purchase any book online simply add the book to your shopping cart via the 'add' icon. Once you've finished selecting your order hit proceed, fill out the order form and submit it. Easy as.

## Calendar

Provides a yearly outlook of turf industry events from national conferences and AGCSA workshops through to state association events and major tournaments.

## Classifieds

Just like the Trading Post but more direct. If you have a piece of machinery to sell then this is the place to do so. On the left hand side of the page are specific categories. For those wanting to place a classified ad on the website, click the 'add a classified' link. Fill in the details, upload a photo of the piece of equipment for sale and hit 'submit'.

## Conference

Without a doubt, the highlight of the turf industry calendar is the week-long Australian Turfgrass Conference which is put together by the AGCSA in conjunction with other turf industry associations.

For all those delegates attending this month's conference in Melbourne, this section is a must visit. For those that haven't registered yet you can download a registration brochure which not only includes price details but gives a comprehensive conference program. Potential delegates can also register for the conference online. Just click the 'online registration' menu button and fill out the form.

This section, along with the 'latest news' part of the website, will contain up to date information of any news or changes to conference proceedings.

For those businesses exhibiting at the conference trade show, the dedicated 'trade show' section provides the latest information as well as the exhibitor's information pack which can be downloaded as a PDF.

## Education

Improving the education of members is one of the AGCSA's key roles. Here you can read about the recently formed National Turf Education Working Group and view its progress in helping create a more uniform turf education pathway.

You can also download reviews of previous AGCSA workshops, while there is contact



AGCSA Homepage



AGCSA Classifieds



AGCSA Latest News



AGCSA ATM Magazine and Subscriptions

information regarding the Ohio State University internship program for up and coming turf managers looking to further their careers overseas.

## Employment

The area of employment contracts has become an increasing minefield for superintendents and turf managers in recent times. The AGCSA has recognised this and has devised a guide to help organisations employ a superintendent or turf manager.

Also available for downloading is a sample employment contract, a must in today's working environment. For those superintendents and turf managers who haven't a contract (and you would be surprised by the number who don't) then this is a must visit page.

From the employment section you can also head to the Job Watch page. See below.

## Footy Tipping

Do we really need to explain this section?! Since the advent of the Nuturf AFL and NRL tipping competitions there has been an unprecedented amount of traffic through the AGCSA website. The competitions have become the talk of the turf industry and given rise to an even bigger level of inter-state rivalry.

Clicking on the footy tipping menu button will take you through to the intro page from



AGCSA Job Listings



AGCSA Turf Events Calendar



The website contains a full ATM back catalogue and a special members only section

which you can go into the respective AFL and NRL competitions. Here you can make your selections for the next round of matches, access a full range of stats on all the match-ups and check out to see how the opposition is faring.

And remember, for those who have yet to join up, it's not too late even though it is mid season. With the emphasis on weekly prizes there is still plenty of the fabulous left to be given out. You'd be a fool to miss out.

#### **Job Watch**

If the footy tipping section has been the most popular section of the website since going online, then the Job Watch section has run a very close second. Job Watch has burgeoned over the past six months and is now regarded

by many as the best place to advertise turf industry positions and to view current openings.

Job listings are conveniently broken down by State. All you have to do is choose the State you are interested in and up will pop all jobs that have been posted with the AGCSA. Those adverts at the top are the most recent.

Those clubs and organisations wanting to post a job advert can simply click on the 'add your job listing to this category' link. Upload your job description and don't forget to include your contact details.

#### **Latest News**

Again, pretty self explanatory. This section provides a list of recent news to come from the association, whether it is to do with the conference or other industry events.

#### **Links**

Provides links to other turf industry associations, international superintendent associations as well as turf research links and general golf-related links.

#### **Membership**

Wanting to join the AGCSA? Then this is the page to go to. Here you can read about the benefits of being an AGCSA member, the categories of membership and pricing and information about joining the various state superintendent associations. To make life simpler, you can now apply for membership online. Simply fill out the form and submit.

#### **Merchandise**

For the fashion-conscious superintendent or turf manager, a quick perusal of the merchandise

section is a must. From here you can purchase official AGCSA clothing and pay online.

The AGCSA recently updated its stock with some snappy new items of clothing which are now available. The procedure to purchase an item of AGCSA clothing online is similar to ordering a book. Just add what you want to your shopping cart and once you've finished buying up the store fill out the order form.

## Newsletters

As well as producing Australian Turfgrass Management magazine, the AGCSA also publishes a bi-monthly newsletter called AGCSA Action. The newsletter alternates between editions of the magazine and provides members

with information on upcoming association events.

Regular features of the newsletter include a report from AGCSA chief executive Steven Potts, a book review, an AGCSATech update as well as information on any association happenings such as conferences and workshops.

## Policies

For those with a constitutional bent, this section outlines the association's constitution and code of ethics.

## State Associations

Were it not for the state superintendent associations where would the AGCSA be? This page provides you with current contact

details for the various state associations right around Australia. Where applicable there are links to their websites.

## Supporters

Being a not-for-profit organisation, the AGCSA relies on its family of generous sponsors and supporters. This page shows those companies which support the association and useful links to their company websites. [↗](#)

