



AUSTRALASIAN TURFGRASS  
CONFERENCE & TRADE EXHIBITION

## 2018 CONFERENCE ATTENDANCE JUSTIFICATION RESOURCE



## Australasian Turfgrass Conference & Trade Exhibition 2018

TSB Bank Arena, Wellington  
24<sup>th</sup> – 28<sup>th</sup> June 2018

[www.atc2018.com](http://www.atc2018.com)



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NEW ZEALAND GOLF COURSE  
SUPERINTENDENTS ASSOCIATION



## AUSTRALASIAN TURFGRASS CONFERENCE & TRADE EXHIBITION



You want to **expand your knowledge, network** with your **peers**, and be on the **cutting-edge of golf course technology** and tools of the trade, all to benefit both **yourself, your Course** and your **Club**.

The **Australasian Turfgrass Conference** features **Education Sessions, Industry Trade Show** and **AGCSA Golf Championships** is just the ticket for all of those things and more.

We realise that for some, it might be difficult to justify your time away or convince your Manager that this is a valuable event you should attend. Therefore, we've provided you with this resource to assist in those areas.

### THIS TOOLKIT INCLUDES:

- General Tips
- Cost Benefit Chart
- Sample Expense Worksheet
- Sample Justification Letter



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### GENERAL TIPS

The more information you can share with your Manager and Club regarding your plans, the better.

Let them know this is a professional development opportunity that will benefit both you and your facility in the long run. Combining Education, Management, Turf Research and Presentations on the latest in Turfgrass Management – all sessions are designed to increase attendees Knowledge and Skills in performing their critical role to their Golf Course.

Some other things you can consider when justifying your time away and the expenses that will be incurred include:

- Find out what products and services your Club plans to purchase soon and calculate the amount of money you could save by researching these products in person and capitalising on trade show discounts
- Prepare a detailed work schedule that shows all of your responsibilities at the facility being covered while you are attending this event
- Evaluate the numerous seminars, sessions and events available at the Education Conference and Trade Show, select those most applicable to your facility's needs and include this information in your discussion with your Manager
- Offer to deliver a short presentation to the Club on your return, outlining what you learned during the week so your entire team can benefit from the knowledge you bring home
- Highlight the things included with your event registration such as educational sessions, networking opportunities with leaders in the industry to discuss best practices and cost saving measures, and hours on the trade show floor
- Combining Management, Education and Training from industry leaders – the Turfgrass Conference is the ideal platform for your ongoing professional Learning & Development



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### COST BENEFIT CHART

| Your Club and/or Course needs:                              | How attending the Turfgrass Education Conference can help your Club:   |
|---|--|
| <b>New products and technologies</b>                        | For two days, over 70 exhibitors will be on the Trade Exhibition floor showcasing their newest products and services in Golf Course Management   |
| <b>Networking with peers</b>                                | Countless opportunities throughout the week provide ample time for networking and knowledge sharing. These including the Industry Panel Sessions, Q&A Forums, AGCSA Golf Championships, and Trade Exhibition   |
| <b>Review of the most innovative products in the market</b> | The Turf Trade Exhibition covers: Demonstrations of the latest in course Management, technology, equipment, carts and turf utility vehicles.   |
| <b>Cost-saving Maintenance and Management techniques</b>    | Numerous educational sessions and seminars provide the latest tips and tricks to help you save both time and money at your Course  |
| <b>Career Development and Training</b>                      | Education sessions cover everything from Agronomy, Disease Management and Maintenance – and professional development, including: Managing Mental Health in the Workplace, Volunteer Management, Project Management, over 15 different workshops with Management Development focus. |



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## SAMPLE EXPENSE WORKSHEET

It is worth noting that Conference costs have been held at a very reasonable rate, comparable to Conference and Education Registration pricing of 2 years ago. In addition, the Cost for Registration for Members is shown in New Zealand \$, and therefore in many instances works out to be more cost effective than previous Turfgrass Conferences for many attendees.

| Investment   | Cost Saving Tips  | Cost \$  |
|--|---|----------|
| Conference Registration – Full Member registration includes: <ul style="list-style-type: none"> <li>Monday Workshops</li> <li>Tuesday Plenary and Presentation Sessions</li> <li>All Education Conference sessions</li> <li>Industry Opening Night</li> <li>Networking Event</li> <li>Full access to Trade Show</li> <li>Conference Closing Celebration</li> </ul> | Registration is free for first-time member attendees, all student members & retired members. <ul style="list-style-type: none"> <li>Ensure you are a current Member of the AGCSA, and save over \$250 on the Registration Cost</li> <li>Register by February 14<sup>th</sup> for Member Early Bird specials</li> <li>Flight and Accommodation options are often cheaper the further out you Book</li> </ul> | \$ _____ |
| Conference Education Seminars  | Conference Registration includes access to over 30 Education sessions, though some fees many apply for Networking, Golf and Social events.  | \$ _____ |
| AGCSA National Golf Championships Registration includes: <ul style="list-style-type: none"> <li>Transfers to and from Accommodation to Golf Course</li> <li>Networking events</li> <li>Practice Range</li> <li>Pre and On-course food and drink options</li> <li>Championships Dinner and Presentations</li> </ul>   | Tournament registration closes on the 15 <sup>th</sup> June, 2018. <ul style="list-style-type: none"> <li>Pre Conference Golf Tour registrations are strictly capped for player numbers at all Events.</li> <li>Contact the AGCSA for more details</li> </ul>   | \$ _____ |
| Flights & Travel   | Various direct flights from Australian Capital cities are available with Major Carriers <ul style="list-style-type: none"> <li>Flight options vary, and earlier booking can secure a lower fare</li> <li>Accommodation from Wellington Airport is approximately 10-15 minutes, and an approximate \$25-\$30 taxi ride</li> </ul>  | \$ _____ |
| Accommodation  | As Conference organisers, we have negotiated great deals at over 15 Partner Hotels in Wellington, all within walking distance of the Conference, Networking & Education sessions. <ul style="list-style-type: none"> <li>Accommodation options are available through website and can be selected at the time of your registration</li> </ul>  | \$ _____ |
| Meals  | Lunch, Morning & Afternoon Tea is included in any Full Conference Registration, or Full Day Registration  | \$ _____ |
|  | <b>Total</b>  | \$ _____ |



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## AUSTRALASIAN TURFGRASS CONFERENCE & TRADE EXHIBITION

### JUSTIFICATION LETTER

Below is a sample letter that you can customize that explains your desire to attend and give your supervisor a clear picture of the return on investment that is available to your facility through your participation in this event. Copy and Paste – or Download - the document to personalise to your requirements:

< Date >

Dear < Insert Managers Name >,

I believe that the <insert Club Name Here> would benefit greatly by my attending the 2018 Australasian Turfgrass Education Conference, held in Wellington New Zealand from the 24<sup>th</sup> to 29<sup>th</sup> June 2018.

The Turfgrass Conference offers over 40 seminars and Education sessions featuring practical solutions to the biggest issues facing Superintendents and Course Management facilities today. The education available at the Conference offers the latest education, research, techniques and equipment for continued success in managing and maintaining our Course. Subjects include Water Management and managing Turf through drought, Project Management, Comparison of Soil and Sand based performance profiling, Vegetation, Plant and Soil Health, Disease Management and Weed Management, among many others.

From a Professional Development view, Education sessions focus on increasing the ROI of our Course, building and managing successful teams, Cost Management Research, Equipment and Technology presentations and Effective Budgeting.

The most prominent experts in the industry who consistently provide innovative solutions to everyday problems lead these courses. Nowhere else can I gain access to all of this expertise in one place.

The Trade Exhibition is an ideal opportunity for me to preview the newest products on the market, identify equipment that could save the Club time and money, learn about new technology to benefit the Course, and spend valuable time with Trade and Industry representatives. This is also my once-a-year opportunity to network with and learn from other Golf Course Management experts and colleagues from around the world.

I will also benefit by finding out first-hand how other prominent facilities successfully maintain and manage their courses.

After reviewing the education offerings, I have identified a number of courses that I am confident would make me more valuable to the facility. I chose each of these classes carefully because they directly relate to an issue we are dealing with currently or may face in the near future.

Being able to obtain the information in a seminar format will greatly reduce the time and expense that we would normally incur while researching these topics. Below are a few examples of the courses that I am interested in:

- <insert seminars and sessions here>

I would like to further discuss the value of my attending the 2018 Turfgrass Conference and Trade Exhibition. The cost for me to attend this event is a solid investment that will ensure this facility continues to be successful well into the future.

In order to give you a better idea of the costs that would be incurred, please see attached. I have included an estimated cost next to each item, as well as a total cost.

Sincerely,

< Your name here >



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## AUSTRALASIAN TURFGRASS CONFERENCE & TRADE EXHIBITION

### POST CONFERENCE REPORT

After the event, it is vital to illustrate to Management the return on your Clubs investment. This will ensure your initial information provided to the Club is followed up, and provides positive consideration toward any future requests for professional development funding.

Below is a customisable template for your Post Conference Report to Management:

### Lessons Learned from Turfgrass Conference, 24-29 June in Wellington, NZ

Prepared by <YOUR NAME HERE>

Lessons Learned, Purpose and Club Objectives

It was my pleasure to attend the Australian Golf Course Superintendents Associations' recent 34<sup>th</sup> Turfgrass Conference & Trade Exhibition held in Wellington, New Zealand, June 24<sup>th</sup> – 29<sup>th</sup>.

The Conference offered Superintendents and Turf Professionals the opportunity to take part in more than 30 education sessions, peer networking events and preview the latest products and services available in the industry at the Trade Exhibition.

With over 100 hours of Education available, the event was a sound investment of my time and Club resources, resulting in both tangible personal and professional benefits. Based on these sessions coupled with industry networking opportunities, I can confidently validate several of our existing Course Management Programs, and discovered new ideas that we can immediately implement.

The objective of this report is to share all relevant information for the implementation of new Programs and Operational efficiencies at our Club.





## AUSTRALASIAN TURFGRASS CONFERENCE & TRADE EXHIBITION

### Turfgrass Conference Event Overview

| Day                              | Daily Activities  |
|----------------------------------|---|
| Day One:<br>Sunday June 24th     | After arriving in Wellington, attendees were invited to play Golf at Royal Wellington as part of the AGCSA Golf Championships. A great opportunity to network and discuss the Layout, design and Maintenance Programs at one of New Zealand's premier Courses with peers.   |
| Day Two:<br>Monday June 24th     | After arriving at the Conference venue and registering, attendees took part in 2 Full-Day Workshops, focussed on Herbicide Resistance and Disease Management, and Management & Leadership Practices.<br><br><NAME WHAT SPECIFIC SESSIONS YOU ATTENDED.>   |
| Day Three:<br>Tuesday June 24th  | Education continued on day 3, with 6 dedicated sessions to the more than 350 delegates, covering topics across Agronomy, Course Management, Communication, Mental Health and Course Management. At the Opening Business Session, attendees heard from <Speaker Name> an industry recognised expert from the USA in Weed Control, Poa Annua and data backed turf science.<br><br>Following this, we heard from <Speaker Name> from <Country or Company> talk on <Topic>, and <Speaker Name> from <Country or Company> talk on <Topic>.<br><br>From the sessions, a Key takeout for me was <INSERT A SENTENCE ABOUT A KEY TAKE OUT OR TOPIC THAT WOULD BE RELEVANT TO YOUR CLUB>  |
| Day Four:<br>Wednesday June 24th | Education continued on day 4, with more than 20 concurrent sessions including Water Management, Sand v Soil Performance, Weed and Pest Management Sessions and hearing from some of the industry leaders in their specific fields.<br><br>One area that I found to be very insightful for us, was <Speaker Name> who said <Insert Relevant Statement or information from Day Session pertaining to issues or practices at your Club>  |
| Day Five:<br>Thursday June 24th  | Thursday saw another 20 concurrent sessions on different topics, ranging from Root Structures, Insect Management, Managing Volunteers, the latest in Research on Bentgrass and other grass types in Australia, where I had the opportunity to hear from <Speaker Name> who mentioned <Topic /Discussion> which is of importance to our Club<br><br>Next, I had the opportunity to visit the Trade Exhibition. Hundreds of Course Management industry vendors shared their latest products, services and resources.<br><INSERT A SENTENCE ABOUT AN INTERACTION WITH A VENDOR/SERVICE PROVIDER WHO MIGHT HAVE A SOLUTION OF INTEREST TO YOU CLUB.><br><br>Following this, education was available on a number of topics including. <INSERT WHAT SESSION YOU ATTENDED.> and <Key Points of Note> |



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The Sessions I Attended of Note at the AGCSA Turfgrass Conference, were:

- Sample: Understanding Herbicide Resistance
- Sample: Turfgrass and impacts of Climate Change and Micro-Climates
- Sample: Effective Project Management
- Sample: Predictive Modelling for Weed Emergence
- Sample: Thatch and Root Architecture

### Summary of Ideas for Implementation at our Course

#### Ideas for Immediate Implementation

| Idea | Brief Overview |
|------|----------------|
|      |                |
|      |                |
|      |                |

#### Ideas for Implementation in 2018 / 19

| Idea | Brief Overview |
|------|----------------|
|      |                |
|      |                |
|      |                |

#### Ideas for Implementation in the next 3 years

| Idea | Brief Overview |
|------|----------------|
|      |                |
|      |                |
|      |                |



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