

FIG and growth of the Italian golf movement



The growth of the Italian golf movement, which will have eco-sustainability as one of its key words, and the guidelines of the new Federal Council. On the occasion of the ninth edition of Myplant & Garden – the most important B2B Fair of Horticulture, Garden and Landscape at Fiera Milano Rho – the President of the Italian Golf Federation, Cristiano Cerchiai, illustrated the key points from which he intends to start to give new impetus to the development of golf in Italy.

Golf, Italy

In the presence of the FIG Councilors, Renato Cerioli, Franco Piras and Alberto Treves de Bonfili and the FIG Secretary General, Marta Maestroni, Cerchiai, after thanking the Italian Golf Technicians Association (AITG) represented at Myplant & Garden by Federica Castellari, Mariano Merlano, Maurizio Novella and Alessio Chiusso, highlighted the centrality of the professional figures around which the daily life of Italian Clubs revolves: Directors, Secretaries, Secretarial Staff and Greenkeepers.

"For the growth of the Italian golf movement – commented Cerchiai – there is a need for unity and a continuous and permanent discussion table between the Federation and all the players in the movement, especially the Clubs, of which AITG is also an expression, the Professionals, the Technicians, the Directors, the Secretaries and also the Greenkeepers. Without forgetting the Institutions and all the necessary interlocutors and stakeholders: everyone, Federation first, will have to do their part. With AITG we will put all our efforts into the process of regulatory changes to the National Action Plan (PAN), for the sustainable use of plant protection products on golf course turf".

After highlighting the excellent work of the Turf section of the National Golf School, Cerchiai also highlighted the importance of the other two Sections of the National School: Secretaries and Directors and Professionals. On the subject of eco-sustainability, "the key words have been in place for some time now – Cerchiai explained – management of the territory based on environmental sustainability criteria and compliance with environmental criteria and precautions.

We will work both on the side of strategic collaborations, both in terms of protocols for the Clubs, both to improve and update the environmental recognition Committed to Green and to encourage the Clubs to achieve the Geo Certification”.

“It will take a real change of pace in all our communication – Cerchiai explained – which also changes the perception of golf. By working first of all on communication, one of the three fundamental points of the electoral program, it will be possible to create neophytes, bring former members closer to the FIG, also giving a tangible value to the federal card and studying facilitated membership formulas”.