



# EDWIN PALMER

**General Manager** | Jagorawi Golf And Country Club

## Can you tell us about your educational background, family and where you come from?

Although born in New Zealand, I call Australia home, I'm probably a bigger Sydney South's (Rabbitohs) Fan than most Sydney Residents. I went through the PGA Traineeship system in the mid 80's which includes all aspects of Golf related skills such as Teaching, Management, rules & Playing etc. I am happily married with 2 wonderful kids.

## How long have you been in the golf industry?

All my life I've been around golf courses. Professionally I have been in the industry 27 year's, basically it's all I have ever done

## What attracted you to the golf industry?

Certainly not the money! ... But seriously it was probably the fact that the possibilities within this industry are endless. There are opportunities to be involved in design &

construction and the management of the finished product. I think everyone would agree the golf industry is one of the few that is seldom affected by stock markets and Globalization in fact it's steadily growing. Anyone working in this industry would agree it's a rather safe long-term labor of love.

## What are your thoughts on the golf industry in Indonesia?

I'm happy to see that Indonesia is a nation that judges a product by its quality rather than price. Therefore there is enough business in the market for everyone. Luckily we don't get involved in price warfare. Each course can happily concentrate on preparing their product to be what they believe to be "the best"

## What would you like to see the most happen for the golf industry in Indonesia?

I think for the most part of it, the industry tends to wait for a few brave people to make

the first move and then we see a lot of the same suddenly appear. More original and innovative ideas would be nice.

## Why would you say that Indonesia has not managed to secure a local professional who is capable of performing and winning on the international stage of golf like other Asian countries?

There may have been a lack of focused tuition in the past however lately I have noticed the standard of golf flourish. In the past Indonesia's best golfers unfortunately were struggling to get by let alone travel abroad to gain experience. I see that this is changing, maybe in the next 5 years we will see a local player, at least making a decent living playing local tours.

## How can we improve the level of our professional golfers in Indonesia?

Without blowing the JGCC trumpet too hard, just look at what we have done with BCIOG (bank Commonwealth Institute of Golf) The



success of the players is purely up to our determination in producing one. BCIOG is another example of those few brave soles "putting their money where their mouth is"

### You must have played all over the world by now. What is your favourite course overseas and why?

I have played a fair bit but not as much as I would have liked to. I have always liked links style layouts, being a Rabbittoh's fan I would have to agree with Greg Norman's choice of best courses in the World and say New South Wales Golf Course in La Perous, Botany Bay Sydney. Few might know this but Greg Norman designed the 6th & 7th holes at Bali Nirwana based on what he considered the finest Par 5 & Par 3 "combo" that being the 5th & 6th at NSWGC. To name but a few, the Tom Doaks Designed Cape Kidnappers G.C in NZ, Ron Fream's Pezula G.C in South Africa and without a doubt Royal Melbourne G.C in Australia. All of these courses have magnificent design characteristics and force players to change their game plan from season to season. Man against the elements, that's what the old game was always about.

### How would you say golf courses in Indonesia compare with those overseas?

I think Indonesian golfers are rather spoiled with choice, pricing and the great condition the courses are in every day of the year. The rest of the World should be envious.

### How are you enjoying your role as General Manager of Jagorawi Golf & Country Club?

The role of GM is made so enjoyable here due to the kinship between management and members. They are truly inspiring and we all get along very well. The owners are very trusting and always do their utmost to support my position as provider to the needs of every member and guest that enter our establishment. If members see me greeting them each morning with a smile, they are guaranteed "it's a real one". We have many fun events through the year and working alongside the organizers and hotel partners etc, is a lot of fun whilst we all gain new insight into "looking after number one".... The Customer!

### What are your future plans with Jagorawi Golf & Country Club?

At JGCC we are all about improvement. The courses have been around for a long time so we are constantly replanting new grasses and constructing new tee boxes etc. We have done a lot the past few years but there are still a lot of improvements ahead. Along the way we will be carefully monitoring the progress of BCIOG (Bank Commonwealth Institute of Golf) to ensure that the good

results thus far are maintained.

### Jagorawi has been home to many international events in the nation, any more big ones planned for the future?

As I mentioned there are a lot of major improvements planned and in progress. For the time being International standard Professional tournaments are a long way off, however in keeping with the good momentum gained in introducing BCIOG to Indonesia, the 2008 Indonesian Junior Golf Open will be held at JGCC. There is a major sponsor involved and we plan to give junior golf the good exposure that it so rightly deserves.

If there are Event Organizers out there planning something big & bold in the near future, they are welcome to meet and discuss this with us anytime.

### What would you say is key to having a successful golf club like Jagorawi in Indonesia?

Our sheer size has allowed us to use the "Private Club" name properly. With 45 holes, members are always guaranteed their own members course on weekends without need of booking. Those bringing guests can arrange tee times on the other members & guests course on that day. We alternate the courses every 2 weeks. Our Z-Nine allows those in a hurry to walk onto the tee box at anytime. Every golfer, no matter how busy we are is guaranteed an 18 hole round in under 4 hours & twenty minutes. On weekdays we can offer corporate clients the best deal in town with the possibility of 2 courses at once (alternating nines) I don't remember any other courses having that luxury?

We are lucky to be owned by a man who "sticks by his commitment" and stresses the private club image.

### Besides Jagorawi, what course is your favourite in Indonesia and why?

In the greater Jakarta area Rainbow Hills stands out in my mind as a well shaped golf course. The movement of the shape achieved during construction appeals to me. Out of town probably Bali Nirwana for me is tops with its wonderful panoramic views. As I said Indonesian golfers are too spoiled!

### What are your thoughts on the recently passed US OPEN AND THE OPEN and the winners?

Where are we going with the advancements in technology and ability? The winners, who am I to comment on the Worlds best players!

### Do you have a favourite professional golfer? If so, who is it and why?

There are so many great players on the circuits these day's, it's hard to select any one player. I did my Traineeship at the same time as Peter Lonard, knowing where he began and seeing what he has achieved (\$15,000,000) through hard work and determination, I would have to rate him as most admirable.

### Can you tell us your funniest and/or most memorable golf story that has happened to you?

As a trainee at a semi-public course we saw some funny sights. We had a sign on the 1st tee box that read "Public Players Tee Off from Red Markers" One day from the pro-shop we saw a public guest bent over the red marker, trying to balance a ball on it. He took the "teeing off from the red marker" a bit too literally

### How many times a week do you play golf?

Luckily part of the GM's position is to represent the JGCC Committee and to join prospective members on the course in what we call an "introduction round" This allows a round at least once a week

### Is there any special tip you would like to share with our readers?

No matter what you read about swing technique and equipment, the hardest thing is trying to interpret and absorb anything of use. My advice, see a PGA qualified Professional, call BCIOG now!

### Anything else you would like to say?

Stay in touch with our improvements and club events, log onto [www.jagorawi.com](http://www.jagorawi.com)



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