

| WESTERN CAPE ANNUAL AWARDS | |
|----------------------------|-----------|
| COACH | GROW GOLF |
| ENTREPRENEUR | |

Etienne Olivier

Etienne Olivier Golf Academy at Steenberg, Metropolitan and Atlantic Beach Links.

1. What is your current job title?

Director & Head of Instruction for the Academy.

2. How long have you been in your current position?

Since Jan 2010, just over 13 years now.

3. What have been the key deliverables of your position the past 12 months?

As a coach it's been an honour to have walked a journey with an extensive variety of golfers this past year. On the club golfer front, I had 4 ladies in my program winning their respective Club Championships. The biggest achievement of the four ladies was Claire who only started golf 2 years ago and won the Metropolitan Ladies A Division.

I've also managed to help many club golfers regain their passion for the game. On the elite and junior front, it's been a very successful year carrying out the Elite testing program I created a couple years back. The program measures all holistic aspects of the game, not just their technical side. By collaborating with the top sports psychologists; fitness professionals; and club fitters in SA, this program has delivered major success including players improving on their national rankings by 90 spots, to producing 3 GolfRSA Team members, and a Sunshine Tour player. Mentoring younger coaches is a passion of mine and just as important to developing players – both are equally critical to ensure the longevity of the game.

As a director of our academy, together with my beautiful wife Lauren, we have managed to build a highly skilled and successful team of coaches / admin staff that run our facilities well.

4. How do you see the implementation of Safeguarding on your position and the industry?

Doing the safeguarding content and exam has created much more awareness in coaching. I believe safeguarding others is of vital importance in all aspects of life, and it's brilliant that the PGA of SA has introduced this as compulsory. As a leader in the industry, I am able to influence staff and clients in a positive way by also helping them to understand the vital importance of Safeguarding. Together we will have a positive impact on our industry and subsequently the greater community.

5. Please give us a brief outline of the path you took to lead you to your current position?

As a youngster I knew that I wanted to be a golf professional when I grew up. My determination to reach my goals led to the opportunity of playing golf full time at Northlink College / Tygerberg. Unfortunately, I was competing with players who were far more experienced & skilled than I was, and I had to reset my expectations of playing golf professionally as a career. Determined not to give up on my dream of making my passion (golf) my career, I decided to continue pursuing a path in the sports/ golfing industry, which saw me joining the Global Golf family at Steenberg GC Pro-Shop as a Shop Assistant. I fell in love with retail & customer service, and I was convinced that this was the right career progression for me. However, when Roelof resigned from the Head Teaching Pro position at Steenberg & the Club approached me to potentially take over from him, I had the incredible opportunity to try out full-time teaching. It only took 1 week of teaching for me to realise that teaching others & sharing in their successes and growth was where I was absolutely destined to be! My next big goal (which I'm still currently pursuing) is to build the most respected & renowned golf coaching establishment in SA – one that is known for its focus on helping golfers of all ages, cultures, and abilities to achieve their dreams! And of course, to learn to love the game as endlessly as I do!

6. Why do you feel that you would be a good candidate to win this award?

Coach:

Improving golfers is my life passion – I've spent more than a decade, day in and day out, actively working to achieve this goal. Many after hours are spent encouraging my students and following their progress in club competitions; provincial, national, and international events. This past year has been very successful on a results front, with most of my students achieving their short-term goals like breaking 100, 90, 80, 70. With my students who've been working towards long-term goals, we've celebrated 5 Club Champions (various divisions); 18 players selected for WP squads; 3 juniors selected for the GolfRSA team; and a Sunshine Tour card! Winning is not everything, but helping others to achieve their greatest dreams is what makes me a good candidate to be awarded PGA Coach of the Year.

Grow Golf:

I'm not alone on this coaching journey and I invest a lot of time training my fellow team members to further their coaching ability. By helping others become great instructors, it contributes to the growth of the game and ensures it's longevity.

Providing instruction programs for Juniors and Ladies is a big part of what our Academy has invested in. I am privileged to be a part of the coaching team for the WP Girls Intermediate Squad, which is a steppingstone for many girls who strive to represent their country one day.

By remaining committed to making golf accessible to all ages and skill levels, I will continue to invest in growing the game!

Entrepreneur:

Owning a business comes with many highs and lows, and it can even be brutal at times. But thankfully the rewards of watching your business blossom, and celebrating successes with your students, is what keeps you going! Having started 13 years ago, I can honestly say that I've learnt so much and know that I will continue to learn each day going forward.

Being able to be agile and adaptable, and to see the opportunities even in trying times is what I believe makes me a great Entrepreneur.

7. How do you promote a career in golf and the PGA to people who aspire to a career within the industry?

I understand that my love of the game is not necessarily going to be able to sustain me or be enough for me to fully achieve my goals – and so obtaining a qualification and developing great entrepreneurial and marketing skills is an important focus for me. I try and impart this understanding to my students who show an interest in making a career out of the game, and especially to the coaches who apply to work at our academy.

Would you like the PGA to share your profile via our social media platforms? Yes

<https://www.instagram.com/eogagolfacademy/>

<https://www.facebook.com/EtienneOlivierGolfAcademy>

