

## Shaun Coetzee Motivational Letter

### **My Background and where my journey started.**

In 2004 I started my PGA apprenticeship under PGA member Craig Lewthwaite. I learned the basic fundamentals of the golf swing and learning how to fully custom fit with leading brands like Titleist and Cobra golf. I also played in my quota of Sunshine Tour events, but never attained the results I desired.

In 2005 I was ready to start running my own junior clinics and ladies clinics. This is where I grew and enhanced my teaching skills.

I was running 3 clinics a week in my spare time as managing the driving range took up most of my time. I spent a lot of hours with Craig Lewthwaite on the range refining my understanding of the fundamentals of the golf swing, understanding the sequence of the golf swing better and better.

Craig was also a lecturer for Damelin College who had an accreditation to the PGA which made our time together and his teachings really important and his fundamentals absolutely perfect.

Again I played in my quota of Sunshine Tour events with no success.

In 2006 I was still pursuing my junior golf coaching by running many junior clinics and holiday clinics throughout the year.

I also helped with golf school coaching such as "play golf run" directly from the range.

In this year there was also an opportunity for me to help Craig Lewthwaite with development coaching, which took place on a Saturday afternoon for 10-15 underprivileged kids. We would teach the basics of golf, followed by lunch, once a week for 12 weeks.

Again I played in my quota of Sunshine Tour events with no success.

In 2007-08 I had just qualified as a full member PGA professional. It became a huge year to add to my coaching knowledge as John Dickson Golf joined us at Westville Driving Range. John became a major influence to my teachings as he is very clinical and correct when it comes to the dynamics of the golf swing.

I sat in and took notes in many of his lessons, spending many hours in his company and picking his brain for his knowledge.

I started teaching individual lessons and working more directly with individual swings, learning the ins and outs of golf swings.

I also ran my school coaching sessions where I taught my own pupils, selected from students of Westville Boys High School. In total there were 6 boys, all 2-0 handicaps. Working with these youngsters made me realise where my passion was. It was helping the better handicapped player.

I knew this was the avenue I wanted to pursue but realised I still had a lot to learn. I did some extra work with a physiologist, Dr Teeksha Virrana, to help with understanding the physiological approach specifically in sport.

I ensured I was present at as many Sunshine Tour tournaments as possible to get into the correct mind-set and to be on top of all the goings on in the industry for my players.

Some of my friends were studying Anatomy and Physiology at KZN University so I researched and studied their literature to improve my knowledge of how the body moves in the golf swing.

I did tremendous amounts of research to understand how all these muscles in the golf swing. My interest and fascination grew at this point, with the body's mechanics involved in the golf swing.

With John Dickson we did many corporate clinic days at Westville Driving Range for the likes of Price Water House Cooper and Ethkeweni municipality.

My understanding and knowledge of the golf swing over these 2 years had grown exceptionally, thanks to the aid of John Dickson.

I now discovered I had acquired the knowledge and approach of two different views on teaching from two very different professional teachers, both of whose approach was simple and theoretically correct. This allowed me to amalgamate the two styles of teaching with my own spin and personality included. I felt after 5 years I was now ready to teach as I wanted to with the confidence and clarity to adjust any faults and make fixes.

In 2009 I gave many individual lessons to wide range of people, from the very young all the way through to pensioners. I also taught children, Ladies and Mens clinics.

I managed to secure the tender for coaching the Mayor of Ethekweni Municipality charity, along with delegates of the council, this was a 3 month task with a total of 10 to 12 children, teaching them how to play golf and to be course ready in a short period of time.

This was a huge highlight for me as all the hard work and dedication to the children paid off when I got to showcase the children's growth at their annual Municipality Golf event.

At this event I received a lot of exposure from the media, which was fantastic for Westville Driving Range and for myself as a Golf Coach.

In 2010 I secured the same contract with the Mayor of Ethekweni Municipalities Charity.

I was starting to really grow my client base at this stage as I found my days were getting fuller with golf lessons and clinics. I was now at this stage where I was fully booked 2 weeks in advance, thus achieving probably the second-biggest client base in Durban behind John Dickson.

At the end of this year I was also working with professional golf player Drikus Van Der Walt trying to get him ready for the Sunshine Tour Qualifying School which he comfortably completed, finishing in the top 5.

I also competed at Q school this year but was not successful in securing a playing card and a spot on the tour.

In 2011 and 2012, Professional Golfer Jaco Van Zyl approached me to be his travelling coach. I travelled the whole of the Sunshine Tour with him and all South African co-sanctioned events on the European tour. This was very intense work with high pressure achievements seen in the results.

Travelling to the HSBC in Dubai with him to a major event where the likes of Tiger Woods and Rory McIlroy were playing, was a wonderful opportunity. We had many good results during this time together. When Jaco and I parted ways his ranking had come down from 149<sup>th</sup> to 59<sup>th</sup> in the world. An achievement I am extremely proud of having played a role in.

Drikus Van Der Walt managed to keep his card the following year and have a great tour finish of 13<sup>th</sup> in the co-sanctioned European and Sunshine Tour event the Joburg Open at Royal Johannesburg And Kensington.

In 2013 I continued my work with Drikus Van Der Walt and had totally filled days working at Westville Driving Range, my client base had now grown hugely and I was battling to keep up with the demand. Improving my facilities and injecting cash into my business was helping the growth of my clientele base and in my teaching.

I had now had top Kzn Mens junior golfers join me in this period: Greg Royston, Kevin Rundle, Byron Coetzee, Clayton Mansfield, Darren Meyers, Ryan Birnie and Brendan Adlam, who have all represented KZN since this time.

Greg Royston went from 115 in the South African amateur rankings to 7<sup>th</sup> in the country in the space of 8 months of intensive work with me as his full time coach before he went to Harvard in the United States of America. I still do work with Greg via video and work intensively with him when he is here. He won the 2015 rookie of the year which is a prestigious award.

In 2014 I worked at preparing Kevin Rundle for the 2015 Sunshine Tour Q School. He got his card and is now competing in a full season on tour.

### **And my new chapter begins**

Westville Driving Range closed down in July and I was forced to make the decision about my future. I decided to pursue the avenue in teaching I had always wanted, my own golfing institute. SCIEG, the Shaun Coetzee Institute for Elite Golfers was born.

In October 2014 Kloof Country Club approached me and great deal came into effect as they were trying to grow their Junior golf and were very interested in being a part of my new venture.

My institute consists of full time individual coaching for only the best and brightest individuals trying to make their mark in the game with the best guidance possible. It incorporates an all-round performance enhancing programme with many facets of the game including Practising techniques, Exercising programme, Biokineticists and Sport Phycologist to name a few.

The goal of the institute is to give the players the best chance to have everything they need to reach their full potential on and off the course. I work extremely hard on making sure these students have a well-balanced life style on and off the golf course. With this I try and instil as much life skills as possible as these boys range from the ages of 16- 22 years old and once they leave the institute I want to have peace of mind that they are prepared to be successful out there in the real world and to be able to continue with the same work ethic.

Even for the players that might not make it on the Tour as a professional, I'm hoping by introducing them to the many different facets of the game that there might be something that they will be able to pursue in the future within the Golf industry.

We work closely with Jarryd Rudolf at the Moses Mabida, prime human institute and Clinton Shum at Durban Country Club, both working on exercising and keeping the body at its optimum performance level.

7 out of my 9 amateur players represented KZN at either a junior or senior level. I worked very hard to ensure the best possible tuition for these players at the highest level with my past experience guiding them in which I believe the best possible direction for each individual to succeed and achieve their dreams. We create and set high performance programmes for them to adhere to. I will always as a PGA professional give my best and try my hardest to grow the game of golf especially here in KZN with our region being smaller than the others. Just ask my fellow PGA Pros in KZN

Malcolm Mitchell 3<sup>rd</sup> and Clayton Mansfield achieved a 9<sup>th</sup> in the country SAGA rankings.

Siyanda Mwandla is 14<sup>th</sup> in Country and top achieving player of colour.

Gregg Mckay is 23<sup>rd</sup> in the Country.

6 out of 8 players were inside the top 70 in the country with the juniors heading up great records on the junior front.

Martin Rohwer went to Sunshine Tour school 2017 was the winner of the first stage and finished 2<sup>nd</sup> overall at tour school getting his card thus proving that the Institutes preparation to produce elite players is on par. Martin also heads off to Europe on a 8 start exemption on the Challenge Tour.

2017 was a great year for the Institutes. We grew the junior side by 2 players that truly show promise and have already made huge progress.

Malcolm Mitchell 2<sup>nd</sup> and Clayton Mansfield achieved a 5<sup>th</sup> in the country SAGA rankings and Gregg Mckay is 18<sup>th</sup> in the Country.

Exciting new players Byron Coetzee 31 SAGA, Dylan Underwood and Ruben Van Der Berg (who will be going to college in USA)

One of SCIEG's ex players Greg Roystone is receiving the biggest award at Harvard University in USA for Sports- Bingham Award. So proud of his achievements and work ethic.

Martin Rohwer successfully kept his card this year. Ranked 15<sup>th</sup> on the order of merit Sunshine Tour and was also playing the European Challenge Tour.

Clayton and Malcolm both made the Springbok side, 2 out of the 6 players chosen. Both players made the Golf RSA side and toured in Europe with the team and produced great results.

2018 and the start of 2019 has been another amazingly successful year. With the institutes players having won on every stage possible, Amateur and Professional.

A highlight was Martin Rouwer winning Investec Royal Swazi open in Swaziland on the Sunshine Tour.

His current ranking on the Sunshine Tour Order of Merit is 9<sup>th</sup>, thus being the most successful ranking to be produced by one of the institutes students.

The institute also produced another sunshine tour player this year named Luke Mayo, who is in his rookie year and shows lots of promise.

Two players are on the Sunshine tour Big Easy tour who are chasing their tour card. Malcolm Mitchell ranked number 1 and Clayton Mansfield Ranked 5<sup>th</sup> currently.

Malcolm Mitchell at the end of his amateur career was chosen to play in the Eisenhower World cup of golf. He has already won his first professional event on the Big Easy tour at Akasia Golf Club.

Clayton Mansfield won an IGT Event as an amateur at Houghton Golf Club.

Byron Coetzee got his first invite as an amateur in a professional event, Big Easy tour event at State Minds, He finished 5<sup>th</sup> a wonderful result.

SCIEG has also won many amateur events this year and have dominated the results in these events.

Our goal of growing young amateurs in 2018 was successful and we have even bigger plans to further this growth towards the end of 2019.

SCIEG vision in preparing and converting amateur golfers into professionals has really started to come into fruition this year.

Having won this award for the last 3 years drives me even harder to ensure the standard of my institute is up kept and nurtured especially with the goal of winning it 4 years in a row and the highest achievement in South Africa for the National Teaching Pro of the year being the main goal.

I have also been selected for the Grow Golf KZN award this year which is an honour as this is exactly what the institute is all about.

I have and will continue to give my everything to the SCIEG and its achievements and my players individual achievements and goals, to continue to set an extremely high standard which will reflect in the players performances.

SCIEG is also planning on bringing the game to schools in the upcoming year in a new age type of way and we are so excited to launch this.

My institutes goals are to carry on the track it's on currently which is in the right direction and I am extremely proud as a PGA professional to be witnessing and being a part of the institutes fantastic results.

Currently it is an extremely exciting yet nerve-raking time for SCIEG with a lot of the players so close to making their dreams a reality. SCIEG and its players would not be where we are today without the support of the golfing community- PGA professional and surrounding clubs, which I believe in truly the best community/family to be part of.

Thank you for taking the time to read this

Regards

Shaun Coetzee