

AIG Women's Open 2020

30 October 2020



AIG Women's Open Overview

- 17th to 23rd August at Royal Troon Golf Club, South Ayrshire
- Practice rounds on 17th, 18th and 19th August
- Championship played over 4 rounds, 20th to 23rd August
- Major championship in women's golf
- 144 players compete over 4 rounds
- International field of players from 33 different countries
- Live coverage broadcast internationally
- Traditionally circa. 100 international media outlets on site

What does success look like?

- Positive impact for women's golf and women's sport more generally
- Provide playing opportunity for athletes whose schedules had been curtailed by the pandemic
- Support cultural reopening of sport in Scotland
- Promote significant physical and mental health benefits of sport and golf
- Show with careful planning and risk mitigation it is possible to bring events back safely



COVID-19: Return to Golf Protocols

All participants will be accredited and identifiable

Movements of players will be strictly limited

Access to all elements of the bio secure zone should be strictly controlled

Comprehensive guidance must be produced and reviewed by Government

Protocols clearly communicated to all parties so aware of obligations

Plan for rapid curtailment / cancellation should overarching threat level increase

Protocols Implemented

- Championship held 'behind closed doors'
- International Elite Sportsperson and Essential Support Staff exemption allowing players, caddies and key workers to access the UK without the requirements to quarantine for 14 days
- Regular contact with UK and Scottish Governments
- Creation of bio-secure zone
- Medical Planning – all private staff in order to avoid taking resource from NHS
- Critical support from South Ayrshire Council and multi-agency group
- Link with Public Health Authority and Environmental Health
- Table Top Exercise – stress test command structure in place
- Education and engagement to ensure level of understand and high degree of compliance

COVID-19 Testing

- Pre-travel testing for those travelling internationally – via LPGA or LetsGetChecked
- Antigen testing prior to entering the bio secure zone – players, caddies, key personnel
- Carried out by Cignpost Diagnostics – best available option but limited capacity
- 689 tests carried out in total
 - 410 tested in St Andrews laboratory
 - 279 tested in on site laboratory
- Daily Symptom check via HealthCred system
- Temperature check prior to entering the venue
- Ongoing messaging and education around enhanced hygiene measures and social distancing

New Innovations

- RF Identikit accreditation system and link to HealthCred system
- Virtual media centre – distributing tee times, pin positions, bulletins, course set up information, championship stats and records, weather forecasts, brand assets, player interviews, championship highlights and b-roll footage to accredited media
- Phased approach to build schedule to minimise number of contractors on site at any one time
- Championship Office – creation of working pods to mitigate risk of spread of disease



Key Learnings

- Importance of engagement with UK and Scottish Government, Public Health and multi-agency organisations
- Collaboration with events industry
- Education and engagement across all constituents
- Monitoring and measurement of protocols
- Although successful, the 2020 model is not financially viable in the long term



Thank You

