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firstgolfKenya

FirstGolfKenya is an initiative to develop employable skills to a global standard and establish local facilities that nourish communities and their economies.

Primarily for the golf industry, but transferable to other sports, FirstGolfKenya brings the expertise of internationally renowned companies and optimises public-private partnerships to improve opportunities and capitalise upon existing resources.

The game and the industry are set to expand worldwide following the IOC's recent decision to include golf in the 2016 Olympic Games. FirstGolfKenya gives the country the chance to be a primary supplier of skilled labour to meet this global demand.



FirstGolf takes a small area of land and establishes a training centre to provide local people with the skills to design, build and manage a sports facility, and assist in making that sports facility operational and profitable for the long term.

In partnership with internationally recognised industry leaders, FirstGolfKenya will put into place modules of learning, ranging from construction, to coaching, to front of house service.

Expert partners will provide training for trainers, and mentoring and moderation to ensure quality of learning, in order to develop a workforce with world class, exportable skills.

A FirstGolf Centre offers continuing benefits:

- A new industry to inject prosperity and growth to a region
- An attractive destination providing a sustainable revenue
- The provision of simple, sporting facilities to promote health and wellbeing
- A community with new respect for themselves, each other and the environment.

FirstGolf International is already working in South Africa, India, China and Mongolia.

FirstGolf is the brainchild of Mr Howard Swan, an experienced, professional golf course architect with over 40 years of industry experience throughout the world. He directs Swan Golf Designs, a practice based in the United Kingdom, and has been working on a number of initiatives to make golf grow at grass roots level for the period of his professional career. www.swangolfdesigns.com

“Children with no home belong to us all”

Vocational training courses include:

- Caddying
- Green Keeping
- Mechanics and machinery
- Water management and irrigation
- Turf, landscape and natural environment
- Front of house
- Food and beverage
- Service
- Coaching
- Retail

As many as 40 skills modules have been identified.

A FirstGolf course is simple, economic and safe.

It needs no more than an area of flattish, grassed land (although in hot climates a brown FirstGolf course is perfectly feasible). This could be an existing area on a golf course, a small space such as on a driving range, or community land.

For three holes of 30 – 50 metres in length, a piece of ground approximately 100m x 100m (1 Hectare or 2 ½ acres) will suffice, for six holes, 2 – 3 Hectares, for nine, 5 Hectares and so on.

The smaller, the simpler the course, the less land is needed, as long as it is safely laid out for all.

A FirstGolf course would also include purpose-designed practice facilities for driving, for short game, for bunker play and for putting.

Holes need to be adequately separated and care must be taken to ensure safety for public ways and footpaths.

Holes may be mown out, with tees identified with FirstGolf tee markers, and greens cut short and worked up with topdressing.

A FirstGolf course can be played with FirstGolf clubs of different sizes for different ages – and the genuine stuff for adults, albeit only a chipping iron and a putter required.