

PRESIDENTS CUP ANNOUNCEMENT
14 April 2022



MATT RAPP, PGA TOUR
MINISTER MARTIN PAKULA

EDDIE McGUIRE: With that in mind, I'll call to the microphone the PGA Tour senior vice president, Matt Rapp.

Matt, as you come forward, congratulations on everything that's happened, the re-emergence of golf in recent times, culminating I suppose with the Masters, but THE PLAYERS Championship. It's just showing what an amazing organization you are part of and we just welcome you wholeheartedly to Melbourne, Australia, with some comments this morning about the Presidents Cup.

MATT RAPP: Well, a warm welcome it has always been every time I've come to Melbourne. I've come to expect it, but not to take it for granted, very much appreciated, so thank you for that.

Thanks also to the state of Victoria. You have been so supportive of us throughout the years. And a special thanks to Visit Victoria and all the staff members who are here today.

I've been in this business for over 20 years. I've dealt with good, I've dealt with bad, I've dealt with excellence. This is excellence. It's really first class all the way and just very, very impressive. If you don't know what you've got here, appreciate what you've got here because it's incredible.

Today marks the continued commitment of the PGA Tour to the city of Melbourne, to the state of Victoria and to the country of Australia and we could not be happier or more proud.

You heard a little bit of the history of where it's been played. I now declare that Melbourne is now the unofficial hometown of the Presidents Cup, so thank you very much for that. Yes, absolutely.

Could there be a better hometown? I think not. There's a couple of very clear reasons as to why. The players absolutely love it here. They feel welcomed, they feel supported, there's great things to do here, they have a great time.

And something happened really magically here in 2019. One of the challenges has been for the International Team to really coalesce and what happened in 2019 here in Melbourne was the International Team bonded as a team. When you look at the International Team, and speaking of the International Team players, they are on fire right now. If you look at who's at the top of the leaderboard, who's capturing big tournaments, led by Cameron Smith, your very own who won THE PLAYERS Championship in incredible style a few

weeks back, when you watch them play and if you have a keen eye, and I'm sure the premier has noticed this, they are using their International Team towels and yardage books. That may seem insignificant. It is not. Trust me when I tell you it's not insignificant. They can use any towel, any yardage book they want, but what that shows is a true commitment to team. When you combine unbelievable talent, which the International Team now has in spades, you combine that into a true team, that's something to be fearful of and I'm telling you, the U.S. team is fearful of these international players. It's only a matter of time before they're really going to jump up and take them down. So we're looking forward to it.

I want to say, just close one more time to say what a special town this is. I've been coming here over 20 years and I fell in love with it the first time I came here. It's such a great place to be. I've had so many wonderful memories here and I look forward to creating many more. So thank you so much, we really appreciate it.

EDDIE McGUIRE: It's now my pleasure to welcome the minister for fun, the man who has done so much in recent times to secure these events, the Honourable Martin Pakula, if you would, on behalf of the Victorian government. Martin?

MINISTER MARTIN PAKULA: Thank you to our hardworking Visit Victoria board member Eddie McGuire for MC'ing today. Thanks to Matt Rapp, the sitting vice president of the PGA Tour, Brendan McClements, CEO of Visit Victoria, James Sutherland, CEO of Golf Australia, and Gavin Kirkman, CEO of the Australian PGA, for all being here today on what is a very exciting announcement.

Now it will be incredibly exciting for Victorian golfers and golf fans because having been at the Presidents Cup in 2019, the buzz around this town amongst golf fans was second to none. So to have this partnership with the PGA Tour to welcome back the Presidents Cup to Melbourne in 2028 and 2040 is extremely exciting. 2028 will be the fourth time that the Presidents Cup has visited Melbourne, which will tie us with Gainesville, Virginia, as only the second place in the world to have held the Presidents Cup four times after we held it in 1998, 2011 and 2019.

We had almost 110,000 fans at Royal Melbourne at the Presidents Cup in 2019. There were a number of visitors from interstate and overseas and I think it's fair to say that it shot the lights out of all expectations at Royal Melbourne. It was just a magnificent event, brilliant golf, an electric atmosphere.

And it wasn't just at the course, it was all the events that were held around the Presidents Cup; the dinners, the symposia. I recall very well one night Premier Andrews and Tiger being up on stage on the top floor of the Eureka Tower and the premier wowing us all with his intricate knowledge of golf course design, bunker play and fairway grasses.

But it was, it was just, for those of us who are golf fans, it was extraordinary and I know that both the premier and I took the view right there and then that we wanted to see it back. I think the conversations with Jay Monahan might have started out there on the course during

the tournament.

So we would expect that, again, at least 20,000 international and interstate visitors will be in Melbourne for the event, tens of millions will tune in around the world. Twenty-four of the best American and international golfers going head to head, why would you not want to be out on course for that?

As I said at the outset, for anyone who was there in 2019, you will know just what an exciting golf event it was. I think it really changed the face of what we expect from not just golf tournaments, but golf tourism. It opened our eyes to the possibilities. To have it back again, that tournament with that level of electricity, that quality of play and that buy-in from fans is incredibly exciting.

And the fact that we've got this long-term commitment with the PGA Tour to hold the event not just in 2028 but in 2040 as well I think stands as a testament to just how serious we are about golf in this city and in this state, and I for one can't wait for the Presidents Cup to return in 2028. Thank you.

Q. Can you tell us a bit about the atmosphere at previous tournaments held in Melbourne?

MINISTER MARTIN PAKULA: Yeah, look, the 2019 Presidents Cup was just an extraordinary atmosphere. The amount of joy amongst golf fans being there at Royal, following their heroes around. Two amazing teams, one captained by Tiger, one about Ernie Els, incredible golf, a really competitive match.

I thought the Presidents Cup, the way Melbourne felt over that tournament was extraordinary and it made us incredibly keen to get it back here. It's been a lot of discussion and negotiations with the PGA Tour and we're very pleased and proud that the Presidents Cup is returning in 2028.

Q. (No microphone.)

MINISTER MARTIN PAKULA: Well, as I said, we would expect that if a 100,000-plus that would be on course, something like 20,000 then would be from interstate and overseas. We know from last time anecdotally that the demand of the golf courses was enormous because you had a huge amount of golf visitation. Our restaurants, our hotels, but also our facilities down in the Sandbelt were incredibly busy. I live down that way and I could feel it myself. I mean, the whole place was absolutely humming. So we would expect millions of dollars in economic activity, but an almost incalculable benefit in vibe and atmosphere. That's what's so great about tournament golf and why Royal Melbourne does it so well.

Q. It's going to be in Melbourne. Which course?

MINISTER MARTIN PAKULA: I'll let Matt deal with the question. We did expect this

question might come, but I'll just throw it to Matt.

MATT RAPP: That's a great question. Obviously you're spoilt for choice here in terms of all the wonderful choices that you have in the Sandbelt. We're deep into discussions and looking at multiple different courses around the Sandbelt region. We obviously have a long history with Royal Melbourne and we respect that, but this is a chance to really explore all the courses in the Sandbelt. So we're going to do that and hopeful to have an answer for which course sometime before the next Presidents Cup, which is in September of this year.

Q. Can I ask you why Melbourne?

MATT RAPP: Why not Melbourne is a better question. Melbourne is just such a great sporting city. Our players feel so welcome here. They get the support, they get people turning out, they love the town, they love being around this town, they like to stay at the hotels here and there's so many great restaurant options.

Listen, we play at the best courses around the world, so these guys, they can pick and choose. If they could choose -- if they could play every tournament in one city, I think they would choose Melbourne.

Q. And, Matt, can you give us an idea of your itinerary, what you've done here today and over the past week or so?

MATT RAPP: Well, I was at the Masters, so that was very exciting, then made my way down here. So I've been going to different courses, as we talked about a minute ago, checking out some of the great golf courses in the world but all right here in Melbourne.

Also had some meetings with some other folks here about how do we take what was unbelievable in 2019 and take it to a completely different level in 2028. I respectfully disagree with your numbers, I think we're going to double or triple those numbers in terms of interstate and international visitors. We have a plan in place to dramatically increase those numbers and I feel very confident we'll succeed.

Q. Is that because you feel the (no microphone.)

MATT RAPP: Not just that, but it's also a strategic (inaudible.) I don't want to get too far into details, but being out further and being able to set up plans longer terms allows you to take better advantage of the market, allows the market to take better advantage of the event. We're also forming some interesting partnerships with people here in Melbourne who have expertise in bringing folks in from all over the world.

Q. We've had some big events cancel in Melbourne during the pandemic. Is part of your discussions discussing assurances going forward, it's absolutely going ahead?

MATT RAPP: Well, we figured out how to run tournaments successfully even during

COVID. It was a rough period for all of us. Our flagship event on the PGA Tour was cancelled mid tournament, so a painful process but a learning process and we came out of that stronger. We figured out how to do no-fan events, then we got into limited fan events and now we're back to full fan events. That's what we prefer. But we have the contingencies, we have the abilities to do those things should we need to. Hopefully, we won't be needing them in the future.

Q. And Melbourne is one of the most visited cities in the world for the Presidents Cup. What does that say about Victoria and Australia?

MATT RAPP: It says that people love coming here, and why wouldn't they? It's wonderful restaurants, a very welcoming environment. You feel like home as soon as you walk into the place. I truly, truly mean that. It's really a fabulous place to be. I can't wait to come back to have planning meetings. Another benefit for me when we plan it this far out is I get to come here more often, so I'm looking forward to that.

Q. (No microphone.) What does that mean being able to have that to get to the event considering (inaudible)?

MINISTER MARTIN PAKULA: Look, it's always good to have a runway and a six-year runway is very good. It means that Visit Victoria can coordinate really well with the PGA Tour on marketing, means we're able to maximise the visitation benefits, maximise the sponsorship opportunities.

It also means we've got all that time to talk about what other PGA Tour events might come to Melbourne. So we don't see the Presidents Cup as the beginning and end of it, we see it as a really important brick in the wall. But we would love to have all types of high quality global golf and we'll continue talking to the PGA Tour about that as well. It just means golf fans have six years to get excited and I've got no doubt that there will be a lot of very excited golf fans this morning, particularly those who were there in 2019 and know just how great it was.