

GROUND BREAKING ROYAL



To the thousands of golfers in South Africa, the noun "Royal" has always been sufficient to conjure up visions of what could be described as a golfing nirvana. For both serious and less proficient players, Royal Johannesburg & Kensington Golf Club, with its two superb golf courses, iconic clubhouse and innovative management team, is just about as good as it gets.

It is difficult to imagine a better positioned Club, where visitors are welcome. The Club is just 15 minutes drive from OR Tambo, with easy access to highways and a stone throw from Sandton central. Nestled among the beautiful suburb of Linksfield North, is a hidden retreat in the heart of Johannesburg, yet seemingly far away from the hustle and bustle of city life. From East to West you walk in the footsteps of golfing icons, bird calls and rustling leaves on the trees are the only sounds that break the silence. One could be a world away from the frantic pace of life in South Africa's economic hub. It is rare to find a Club with such rich history, steeped in tradition that has not only successfully embraced innovation but exceeded expectations and standards far beyond.

Instead of resting on its established name and place in the market, the Board, management, staff and membership of the Club have continued to excel. Under the leadership of C.E.O, Christopher Bentley (PGASA National Club Manager of the Year), Royal continues to set new trends and industry standards, spoken about at 19th holes across the globe. The Club's reputation over the past 5 years has been significantly amplified, with its East Championship Course racking up some serious international awards. The East Championship Course was voted the best course in South Africa and the best course in Africa for the second consecutive year at the 2019 World Golf Awards ceremony held in Abu Dhabi. This, alongside being named course of the year by the prestigious Luxury Travel Guide.



The East Course, is considered the "Big Brother" of the two courses and has some serious championship credentials, having hosted just about any championship worth mentioning in South Africa, including 9 SA Open Championships and 11 Joburg Opens. It will be at this iconic venue that the AON South African Amateur Championships will break new ground in February, when for the first time in the history of golf in South Africa, the men's and women's amateurs will be played simultaneously and will be run as a commercial event. It is difficult to imagine a better set up and venue for the world's best amateurs to compete. The club will host this landmark event for the next three years.

'We are tremendously excited to bring the AON SA Amateur Championship Week to Royal Johannesburg and Kensington Golf Club. In many ways, this will be a week-long celebration of the unification of amateur golf in South Africa, as we bring the various governing bodies together while enjoying seeing our top golfers play for the biggest titles in the amateur game' said, GolfRSA CEO Grant Hepburn.

Women's Golf South Africa, President Sally Greasley applauded the announcement last year. 'We welcome the decision to combine the men's and women's SA Amateur Championships at Royal Johannesburg and Kensington for three years, starting in 2020. We anticipate that the earlier date will encourage stronger international participation in the women's event, particularly those players coming out of their northern hemisphere winter to come and play golf under our warm sunny skies.'

The Club has further broadened its offerings by adding a fully-fledged inbound and outbound travel department, the first of its kind at a golf club in South Africa. This also includes utilising the facility beyond its traditional means with daily activities such as sunrise yoga and adventure night runs. Future projects include a R700m property development on the outskirts of each course, clubhouse enhancements that include a family centre, kids club and fitness centre and the much anticipated renovation to the West Course gets underway in June this year.

'This is a very proud moment for us, as we launch the first phase of our property developments. Royal is a place where history and tradition meet modern hospitality and this underlines our commitment to excellence, which is at the heart of everything we do.'

We will welcome residents to a lifestyle of uncompromised luxury - this while creating a lifetime of memories. Centered around our famous clubhouse and Bell Tower, residents will not only enjoy our award-winning golf courses but also extraordinary hospitality, attention to detail and an abundance of amenities for the entire family'. said Alan Field, Club Chairman.

Bentley, who unapologetically insists on diligent attention to detail, sublime hospitality and driving innovation, makes it clear that his enthusiastic team make every effort to ensure the 'Royal Experience' is enjoyed by every member and guest. It is very obvious that the management of the Club fully appreciate the importance of delivering facilities beyond expectations but insist none of it is possible without the memorable hospitality to its patrons.

'Key components to the Club's success in recent years, has been the establishment of a collective vision, the implementation of a modern constitution with a Board structure. This with the foresight to cement our Club amongst the best facilities and experiences in the world. We dream big and perhaps the most telling indication of a Club succeeding, is in its willingness to evolve and adapt. None of which is possible without an incredible team of staff and service providers that are driven to deliver' said Bentley.



Discard any thoughts of a grand old course with snooty members, inaccessible to the public, and think rather of a progressive, responsive member driven Club that has embraced change in all its forms without sacrificing on any of its standards. What Royal has achieved in recent times is nothing less than remarkable.

As 2020 commences, the dawn of a new year brings new opportunities and for Royal to showcase its abundant offering, continued innovation, new standards and a golf experience that is the envy of Clubs almost everywhere. As the Club continues to add significant value to its subscription and gears to welcome its residents, the business aims to close membership by 2023. For anyone looking to find a golfing home in Johannesburg, the country's most progressive golfing facility, Royal Johannesburg & Kensington Golf Club should be the first name on the list.

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