

Magnus Sunesson – 10-year jubilee 2024!

Since my beginning as a golf course improver in 2014, so far 51 golf Clubs, from the shores of the Baltics to Iceland have taken advantage of my advice and hands-on-assistance. Below I have listed three major reasons for their doing so:

The need of an outside opinion to eliminate "home blindness"

While criticizing other courses generally comes easy, it generally is harder to detect the shortcomings of your own. This is why I usually can identify 100 or more opportunities for improvement at my initial scrutiny of a course, most of which can be negotiated with the assistance of the club's own green staff.

The need to rectify mistakes of the past

Raising a golf course to a higher level requires artistry as well as craftsmanship. Countless mistreated bunkers bear witness of this. The devil is in the detail - access to manpower and machinery are just not enough.

The ambition to strengthen the clubs "sense of place"

When asking golfers what makes them prefer one club over others, it is rarely the quality of the greens nor the need of strategic play that top the list. Instead it is the somewhat hazy "the site in itself" or "sense of the place". Understanding the personality of the location, as well as the full scope of the course potential are both essential when improving a golf course. Each and every thing you do to has to add to the "sense of place", instead of diminishing it!

My background helps me to identify what needs to be done

One could say that 75 % of my life has been paving for my career as an golf course improver; National team player as amateur, 12 years as a professional tournament player, Head Pro at Royal Drottningholms GK, then golf coach of our national teams, TV-commentator of tournament golf, green keeper at premium courses and ultimately club manager. All this helps me to see what and how things need to be done in order to lift the entire course, or portions of it, to a higher level of beauty and fun for the player.