Serena 63 Series opens door wide to all golfers

Welcoming. The management of Serena Kigo now is keen to increase participation and inclusiveness through the redefined the Serena 63 Golf Series presented by I&M Bank.

BY DARREN ALLAN KYEYUNE

SERENA 63 SERIES TOURNAMENT NOTEBOOK

Event: 1st Serena 63 Golf Series Championship
Venue: Lake Victoria Serena Golf Resort & Spa
Registration: May, 2026
Major Dates: June 20, September 12, November 14
Duration: 28 Weeks
Entry Fees: Shs63000
Green Fees: $35 (Shs130,000) per round
Minimum Rounds: 36 (18 holes each)
Format: Stableford (full handicap)

Playing at the Lake Victoria Serena Golf Resort & Spa caps the pinnacle of lucrativeness of the sport in Uganda. Understandably, the facility in Kigo offers a premier and luxurious golf experience on the shores of Lake Victoria. That's true but, not many can play there consistently for notable reasons of sustainability.

The management of Serena Kigo now is keen to increase participation and inclusiveness through the redefined the Serena 63 Golf Series presented by I&M Bank. "The reason it's back is really by popular demand. Those who have taken part wanted us to bring it back," Lake Victoria Serena golf director Theo Van Rooyen remarked during the tournament launch near the clubhouse' putting green. Set to begin on June 20, the Series is to be played this year over a period of 28 weeks but it is structured with a welcome approach to members and non-members of the club.

During the period, there will be two quarterly events, the being September 12 and a grand finale on November 14. "In the first year (of the tournament), we wanted to make golf more accessible. We took the lessons and feedback," Van Rooyen explained. "Second year, we still had a majority of the field being members in the Series. We want it open to the entire golf fraternity, the public rates on weekdays are normally $45 (Shs167,000), weekend $55 (Shs205,000). We really want to make this accessible to everybody."

To make Series suit everybody, there are reduced green fees at a flat rate of $35 dollars (Shs130,000) with a unique tournament card to access at the course on non-competition days, maximize on playing abilities and foster new relationships. The tournament is designed in a way that players can play their rounds at any time with one needing six rounds to qualify for prizes at quarterly events and a total 18 rounds at the finale. And, the more one plays, the more their chances to win.

"We have structured this series to encourage regular play while maintaining a high level of competition. With weekly leaderboard updates and an Order of Merit system, players will be able to track their progress consistently. The key events will highlight the best performers across different categories," Van Rooyen added. For title sponsors I&M Bank, the financial institution is keen on scripting another unique chapter of golf in partnership with Serena Hotels. "It (Series) allows golfers to play their rounds at their convenience, this means the choice is entirely up to them to align their week," I&M Bank CEO Robin Bairstow said.

"With Serena Golf Resort's growing membership, and its positioning as a premier and exclusive golfing destination in East Africa, this collaboration aligns closely with the kind of clientele we jointly serve; discerning individuals who value quality experiences, consistency, and engagement beyond the ordinary," Bairstow said.

"We go beyond the banking hall to connect with our customers, to meet them at their passion points," stated the bank's head of marketing and corporate communications Annette Nakiyaga. The tournament is named after 63, the lowest competitive score to ever shot at the par-72 Kigo course, thanks to Kenyan Dismas Indiza during the third round of the 2019 Uganda Professionals Golf Open. As well, the Series' participation for all competitors takes up a one-time registration fee of Shs63,000.



Proud to Sink it. I&M Bank Uganda CEO Robin Bairstow (L) and CFO Timothy Musiime (R) pose for a photo alongside the winners of the par-3 challenge competition Brenda Ajidiru (2nd L), Annet Nakiyaga (C) and Serena captain John Muchiri. PHOTO/EDDIE CHICCO

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