

Q. Welcome to Perth. When did you get in?

ALEX NOREN: Last night, last night, so just first look at the course today.

Q. What do you think of it so far?

ALEX NOREN: It's beautiful. I heard you got a lot of rain, so the course usually plays really firm and tricky, and today it played a lot softer, still quite tricky, spinning greens and they're all back to front so it can be quite tough to get it close, so yeah.

Q. You have been to Perth before, haven't you, but was that just for a holiday?

ALEX NOREN: No, I was in Perth in 2008 I think and played, but then we played The Vines is it called?

Q. Yeah.

ALEX NOREN: Yeah, beautiful place and we played and went around to the vineyards around there after the tournament. It was beautiful.

Q. Now, this course, do you think it suits you personally?

ALEX NOREN: Well, I thought it looked like -- I like the look of it. I thought it was quite different, each hole. Some were pretty generous holes that play a little bit easier and then some tough ones and I like that with a golf course, you know, when you can look forward to the easy holes. It's not all just difficult slog. And, yes, when you see a golf course like that you tend to like it.

Q. One of the Australian players suggested you tend to hit it left to right where at this course you need to hit it right to left. Is that any concern for you?

ALEX NOREN: Yeah, well, I'm usually like you say left to right favorite, that's my favorite shot, but you can always try the other way. But I think I didn't see that many holes that it was -- where my left to right shot was difficult to hit. So it's usually good to have I think one curve on the ball and then you can manage it easier, yeah.

Q. Do you feel the pressure coming in as the top ranked player, big draw card for this event?

ALEX NOREN: Yeah, I mean obviously feel a lot more pressure than I have before. I've never had guys like you coming up as much now as before. And it's very nice and at the

same time a little bit more pressure, but when you play golf for a long time and you know where you're at and you know what you have to do in order to play well and so I'm just trying to work on those things and not focus too much on what everybody else thinks.

Q. Are you looking forward to getting out and seeing a bit of Perth? I think you're going to the beach tonight?

ALEX NOREN: Yeah, it's nice. I remember we were staying at Scarborough the other time I was here and it was beautiful. We were down on the beach playing in the water and then we heard how dangerous it was with all the sharks. We got lucky I guess. Then it's going to be nice and I think we're going to the cricket ground tomorrow. My English caddie loves cricket more than anything else so, you know, he'll probably be excited to hear that I enjoyed it too. But it's a beautiful place it looks like.

Q. Sharks keeping you out of the water on this trip?

ALEX NOREN: Yeah, I hate sharks. It's the nastiest thing -- underwater things are nasty when they're dangerous.

Q. You don't need to worry.

ALEX NOREN: Okay.

Q. What do you make about the new format, obviously fans are curious about it from a player's perspective?

ALEX NOREN: I think it's nice that we try new things and I think it's going to be nice for the crowds and nice for the TV viewers. So obviously it's going to be pretty tough if a guy is leading by a lot losing in the first match, but when we're all here that's what is expected and it's going to -- I think at the end of the day everybody -- a lot of people are going to like it and maybe the ones that lose in the first round, if it happens to me I'm obviously going to be upset, but that's golf and I like when we try new things. And especially, you know, we've done things before at tournaments, around tournaments when you have -- you hit like with the British Masters last year, you know, we played in the dark before the first round. I think everything where the crowd experiences a new way for us pros to play the game I think is good. I love watching kind of like X Games on TV and stuff. And I guess if you've got a 90-yard hole as a playoff hole it's going to be a lot more intense than a usual 90-yard shot is. So I think we should work out more ways to do this.

Q. Do you think more tournaments will pick up on this and perhaps introduce it in their tournaments?

ALEX NOREN: Well, yeah, I think just introduce maybe small situations where like in America they have the 17th hole at Sawgrass, they have the 16th hole in Phoenix. It's a great place for fans to go there. Even if they're not interested in golf at all, the whole

experience of being there with that many people, like I think we should have maybe a 40-yard hole here when people are bunched up around the green and it's a really tricky pin, whatever, you can earn a lot of things or doing something for hole-in-one where everybody has a real good opportunity to make hole-in-one, stuff like that. Just have a party around a hole or concert by a golf hole, whatever, you know, I think it's getting the crowd really involved and interested in not just going there because they love a player, Ernie Els comes down here, follow him around the whole time, that's not for somebody who doesn't play golf, then they don't know exactly all the great shots he hits. They don't even understand that, but they can be involved in something more kind of clear in their head what's going on, you know, so yeah.

Q. We heard you earlier saying the one thing you would like to introduce is more of a party atmosphere, can you just expand?

ALEX NOREN: Yeah, I think a more relaxed atmosphere. I don't mind -- I'm not looking for maybe a party atmosphere. It's more of a relaxed fan experience. So you hear a lot of the old attitude about golf is it should be perfectly quiet when the player plays. And I've experienced a lot of times when us players or caddies are quieting down people and they don't really understand why and they're not maybe so into golf as we are and understand, and to them it's maybe not a very nice situation to be in. So I'd like it to be a little bit more relaxed. People can talk and we can hit it anyway, you know. It's not going to hurt us if somebody talks over there and a baby cries over there or something. I think making the experience a little bit easier for everybody.

Q. Would you be encouraging crowds to be cheering?

ALEX NOREN: Yeah, I mean, I think it is a special game because you're not supposed to cheer when you hit, but if a player encouraging the crowd, I'm all for it. But maybe more around it, maybe more after it, and like I said setting up golf holes when it's even more reason to cheer than the normal 180-yard hole, you know. It may be making really short holes or this and that and have prizes for this and that so they have something else to cheer for, yeah.

Q. We're hearing a lot about introducing shorter formats to crowds, get more of the younger generation in. Do you think something like this tournament is needed to help bring the younger crowds in to help golf survive?

ALEX NOREN: Yeah, I think so. I think golf is maybe the easiest sport to get close to your idol and close to your fans the other way. If somebody loves Tiger Woods, they can actually play with him and enjoy and see everything close up. But as in maybe Formula One it's pretty tough to get in a car and experience the same thing, and same thing with football or tennis, it's pretty hard to play against Federer, you're not going to get that many points, but in golf you can experience it so close. Anything that gets us players more involved and closer to the crowd I think is a good thing, yeah.

Q. And the fact this tournament could be decided by closest to the pin, how do you feel about that?

Q. It's not going to be closest to the pin. They play the shootout hole until there's a winner.

ALEX NOREN: So you keep playing it, yeah, but I like it that it's shorter. It's more -- you're going to get closer to the hole. If the hole is 200 yards, you can win by making par. It's not the most fun crowd experience. No, I'm all for it, new changes. And if players don't like it, you don't have to go to the event. We have so many great events now on the European Tour, so if somebody doesn't like this format you don't have to go here, you know. So I think all of us are here, we're in it, you know, and whoever doesn't like the format you don't really have to be here. So I think it's good that we're trying new things, yeah.

Q. You were announced alongside Patrick Reed, who is now playing somewhere else this week. Is it disappointing he's not out here with you?

ALEX NOREN: Yeah, I mean he's a crowd favorite I think and it's very kind of like a different type of golfer, very excited and very exciting to watch, and so it always hurts a tournament when he didn't show up, yeah.

Q. Thanks very much for your time. Good luck, Alex.