

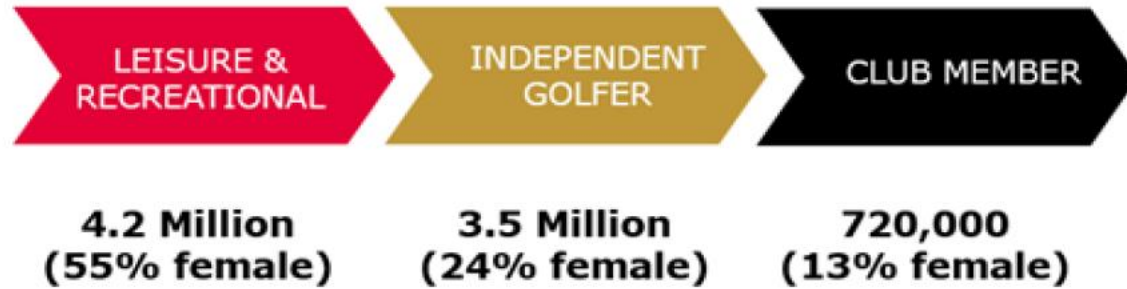
Articulating & Communicating the Golf Club Experience

The Golf Experience
Joining a Club – Member Journey
Participating in Golf
Benefits of Golf Club Membership



Golf is an Experience Sport

Golf is experienced in many formats,
women participate in each one.



The more fun, flexible & accessible
and the less judgemental
the more likely women will participate

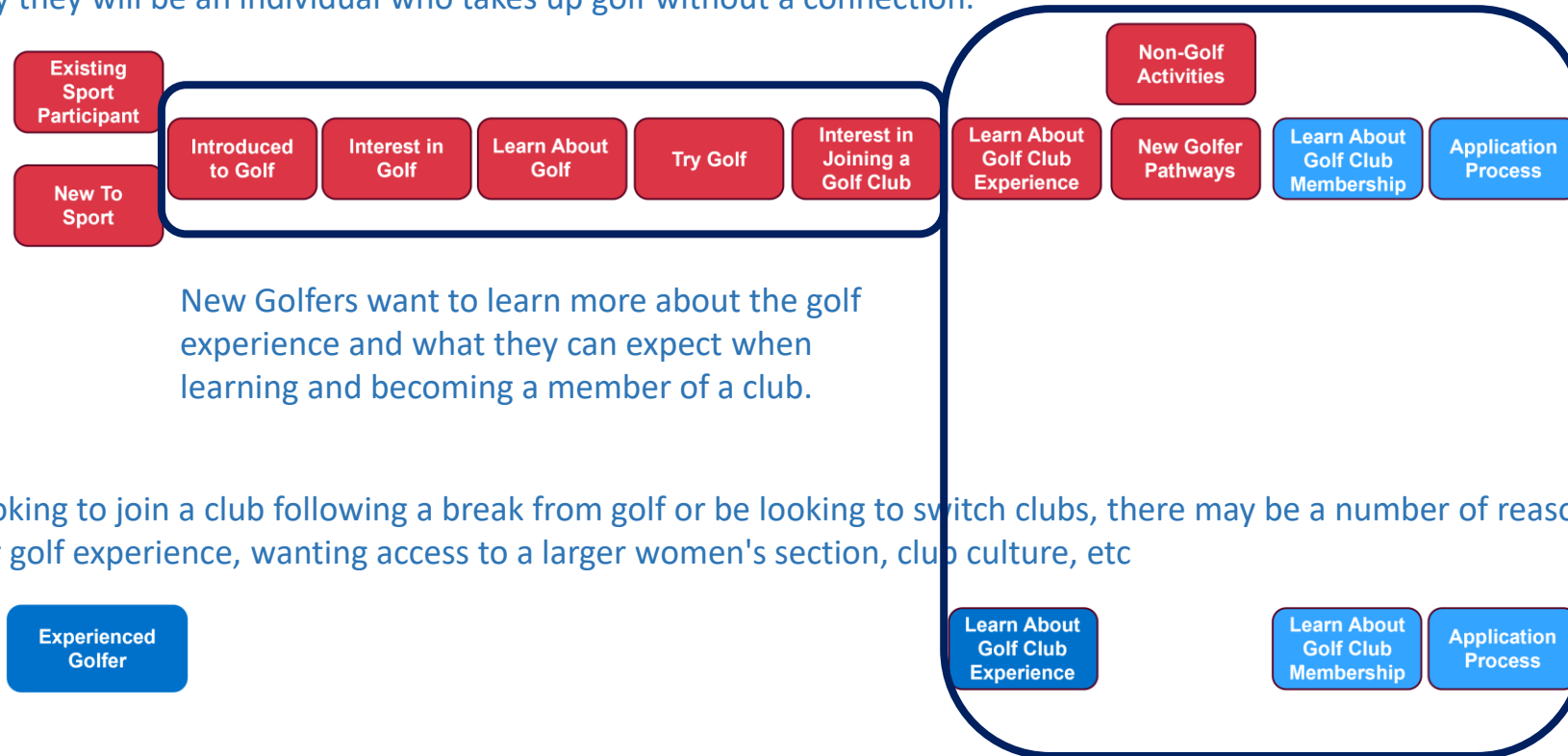


Joining a Golf Club – what will my experience be?

There are 2 types of potential new golf club members:

New To Golf

New to Golf members may come from a sporting background or golf may be the first sport they have participated in. Today, it is more likely that the new member will have been introduced to the idea of learning to play golf and joining a club, through their family, partner, children or friends, who are existing golfers and members of a club. It is less likely they will be an individual who takes up golf without a connection.



Experience Golfer

An experienced golfer may be looking to join a club following a break from golf or be looking to switch clubs, there may be a number of reasons for this, moving to a new area, looking for a broader golf experience, wanting access to a larger women's section, club culture, etc

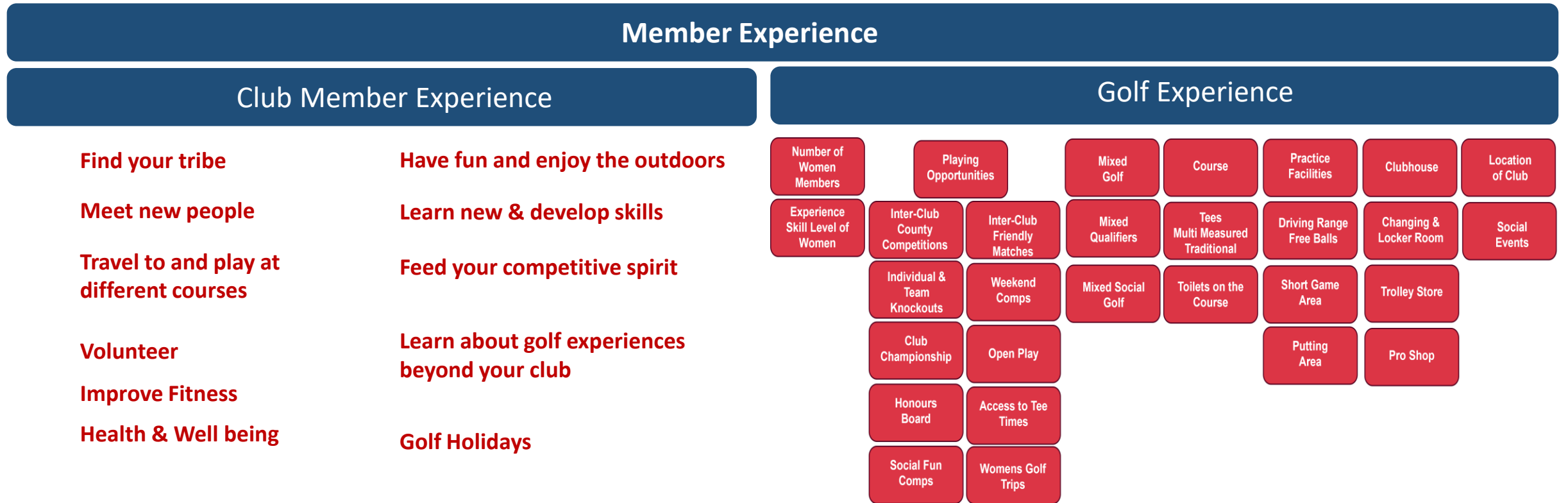
Both groups want to learn more about the club, what is on offer and what the application process is.

The biggest challenge for any potential member is finding out what a golf club offers



The Golf Club Member Experience

There are several core elements that make up the women's golf experience.



None of these feature in current messaging or communications of the golf experience.



The Womens' Golf Experience

The women's golf experience is currently individual golf club focused, created and managed by existing women golfers, within the access to club and course facilities granted by their club. As volunteers, they are likely to have limited skills to be able to develop and evolve the golfers experience beyond their personal experience. Women golfers do the best they can within the limitations of their experience and skills.

Golf clubs are not transparent about the golf experience offered by their club.

Women Golfers Experience

- Women golfers create, maintain & defend their individual, club, county, national, golf associations & society golf experience.
- The women's golf experience is created within the CONSTRAINTS imposed by men, women, tradition, club & county culture and the ACCESS to courses and club facilities GRANTED to them.
- The women's golf experience is
 - focused on women who play Monday - Friday
 - PREDOMINATLY club focused and based on club traditions, some are moving to being more forward looking
 - delivered by self-regulating committees
 - **Committees are unlikely to have the SKILLS to develop the golf experience or MANAGE & embrace CHANGE taking place in golf.**

Women Golfers Volunteer

- Women golfers volunteer their time to support golf in their clubs, counties and at national and international events.
- Golf volunteers are self-selecting and self-regulating, with little or no accountability.
- Volunteer Roles include:
 - Club and County Committees
 - Team Captains and Organisers
 - Event volunteers, marshals
- Self organising Associations and Alliances
- No training and skills development for volunteer roles in golf, little or no accountability, no people management

There is limited engagement across all areas of golf clubs to create and develop a rounded golfers experience.



Golf Club Members Participation Profile & Club Playing Experience

Women golfers, whatever age or stage in their golfing journey, enjoy participating in a range of playing formats within their own and across different skills sets. A good golf club experience offers all golf skill sets and interests a range of competitive and fun experiences to keep them playing all year round.

	Qualifying Champs & Comps Women	Qualifying Champs & Comps Mixed	Non Qualifying Comps Women	Non Qualifying Comps Mixed	Regular Roll Ups Women	Regular Roll Ups Mixed	Individual Matchplay Knockouts	Team Matchplay Knockouts	County Comps Teams	County Team Practise Sessions	County Comps Individual	Friendly Team Comps	Friendly Team Comps Mixed	Open Play & Tee Booking	Group Coaching
Elite Amateur	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Enthusiastic Competitive Amateur	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Competitive Club Golfer	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Social Club Golfer	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Declining Golfer	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Improving Golfer	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
New Golfer	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y



PLAYER PROFILE - Golfers Participation Profile – Beyond the Club

Outside of their own golf club, women enjoy competitive and social experiences within their county, across county and national borders as individual players, part of a team or with friends on a golf related holiday.

	International Champs/ Comps	National Champs/ Comps	Regional Veterans 50 plus Assoc	County Club Team & Individual	County NON-CLUB Individual	Inter Club	Open Qualifiers	Company/ Alumni Golf Society	Golf Societies	Open Non-Qualifiers	Club Qualifiers	Club Non-Qualifiers	Golf Holidays
Elite Club Amateur	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Enthusiastic Club Competitive Amateur		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Competitive Club Golfer			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Social Club Golfer			Y					Y	Y	Y	Y	Y	Y
Declining Club Golfer			Y					Y	Y	Y	Y	Y	Y
New & Improving Club Golfer			Y	Y	Y			Y	Y	Y	Y	Y	Y
Independent Comp iGolfer					Eligibility ??		Y	Y	Y	Y			Y
Independent Social iGolfer					Eligibility ??			Y	Y	Y	Y	Y	Y
New & Improving Independent Golfer					Eligibility ??		Y	Y	Y	Y	Y	Y	Y



Club Initiatives - what is on offer, for whom and what to expect

In a world where we are overloaded with information, golf does a great job of sharing the minimal amount necessary both up to and when you join a club. Each Club offers a diary of competitive and fun playing opportunities, for their membership, events may be mixed or for women, men and juniors. Beginning to communicate what these are, who they are for and what to expect, will be a start in DEMYSTIFYING GOLF.

This information is not generally made public on golf websites.

Initiatives	Who is it for	What can they expect	Duration	Pathway	Outcomes
Womens Academy	Women new to golf	To meet other beginners and learn to play	1 to 2 years, club dependent	Membership of the club	Be able to play 18 holes of golf Fill in a scorecard Score in competitions formats Stableford, Medal, 4BBB, Foursomes
Juniors Academy	Juniors new to golf	To meet other beginners and learn to play	1 to 2 years, club dependent	Membership of the club	Be able to play golf Fill in a scorecard Score in competitions formats Stableford, Medal, 4BBB, Foursomes
New Member Buddy/Mentor	New members	Paired with a buddy/mentor to get introduced to the club	1 year		Accelerate the integration of new members in to the club
Competition Diary Individual & Team Leagues & Club Championships	All members of the club	To play regular golf	Duration of membership	Development of Golf	Play a varied diary of enjoyable competitive, fun and social golf
Competitive Team Opportunities	Competitive Members of the Club	To play competitive golf, improve golf skills	Duration of membership	Development of Golf	Play a varied diary of enjoyable competitive, individual and team golf
Social Golf	All members of the club	To play regular golf	Duration of membership	Development of Golf	Play a varied diary of enjoyable competitive, fun and social golf
Mixed Golf	All members of the club	To play regular golf	Duration of membership	Development of Golf	Play a varied diary of enjoyable competitive, fun and social golf
Open Competitions	Club and non-club members with a WHS handicap	Open competition of different formats, team and individual	1-2-3 days?		Enable non-members to play the course in a competitive and fun environment where women can meet like minded players



Benefits of Golf Club Membership for EXISTING Women Golfers

Golf club membership, volunteering and participation provides a lot of benefits to all golfers, however, existing women golfers in particular benefit from a sense of purpose and belonging as well as providing an outlet for their competitive nature and an opportunity to participate at a level they aspire to and are capable of.

Golf Club Membership

- Golf provides regular contact and engagement with a community of women similar to themselves Mon-fri.
- Women's golf days comps, practice and roll ups, similar to men, provide set days and times in a week where they can catch up with other like minded women with similar backgrounds/profiles, lifestyles and interests.
- Golf participation provides a weekly, monthly and annual structure similar to the structure work and other regular activities provide.
- ALL Golfers benefit from regular activities offered by Golf Clubs.
- All golfers benefit from a "sense of belonging" and the familiarity of regular socialising around a common interest.

Volunteer Benefits

- Volunteer Roles provide:
 - Status, Identity, Purpose, Recognition, feelings of being valued, contributing to something beyond their home life.
 - Self-confidence, fulfilment and position outside of their home life.
 - Respect from and identity within a community of likeminded women from a similar background.
 - Use their skills, build knowledge and get satisfaction from participating in, supporting and organising events



Benefits of PARTICIPATION for EXISTING Women Golfers

Golf participation offers a number of benefits

Golf
Participation
Provides

- Golf Participation Provides:
 - Competitive sporting opportunities
 - An opportunity to progress in and improve skills in a sport throughout your life
 - The opportunity to participate in social activities on and off the course
 - The opportunity to play a sport at an individual, team, club, county and national level
 - Opportunities to meet and play with other women through club, county, association and society golf events
 - Regular social contact through weekly, monthly annual events (*many golfers book their golf weeks, months and a year or more in advance and plan their other activities around their golf diary*)
 - Regular exercise in the fresh air, with other people, good for health and well being
 - Access to like-minded people with similar backgrounds, local to their home (many golfers live within 5-15 mins drive from their club, others drive a distance to find like-minded people)
 - **Women golfers welcome others similar to themselves**



Challenges INTEGRATING new golfers

The golf industry has carried out a range of market research into the value of attracting women to start their golf journey and increase their levels of participation in golf across multiple formats and club and on course pathways. As players evolve their skills and become more familiar with the opportunities to play golf on courses and as members of golf clubs, the role of integrating new players in to golf clubs rests with Golf Club Management teams and volunteer committees, many of who will have members with very different views and desires for their clubs current and future golf club member experience.

Golf is undergoing a fast paced period of transformation, driven by National Governing Bodies initiatives and new technology driven entrants to the golf experience market place. The current individuals and committees within golf clubs and committees do not have the skills and experience to manage transformation at the rate the industry is being pushed to change and this is and will continue to be a challenge to integrating new golfers into clubs and to increasing participation.

Golfers are for the most part over 55 and are not generally open to much change in their life and in particular their golf experience, so are and will resist change.

New Golfer Integration Challenges

- New Golfers come from varied backgrounds, ages and life experiences and lifestyles
- Existing Golfers come from a similar backgrounds, which are generally different to new golfers
- New golfers are being attracted by initiatives created by national governing bodies and other groups, without providing mechanisms for existing club members to easily integrate and provide pathways based on expectations being created.
- Women golfers, especially long-term golfers, have a golf experience which they feel they have to protect and will resist new ideas and new people, if they feel that this will risk the status quo.
- Club golfers do not have the skills to create and develop new golf experiences and mostly do not have any interest in doing so.
- Existing golfers are wary of new people and new ideas and will reject ideas and exclude individuals.



Women pioneers in amateur golf 1893-2022 - UK

The tradition of women coming together to create their own experiences, continues today, with new groups of women golfers coming together online and off-line to create more playing opportunities and find like minded golfers to play with of all ages and abilities.

In the last few years, 8 women have setup groups aimed at women golfers, similar to themselves, in order to facilitate a broader golf experience for women.

Initiative & URL	Target Golf Group	Members	Founder	Started	Mission	Platform
Women on the Tee Home Events	Women Golfers		Julie Walker	2021 - 22	To create a central hub for all things womens golf and events to complement the existing golf experience	Website Courses Comp App
Womens Golf Day LINK	Beginners	80 countries, 1200 clubs	Elisa Gaudet	2016	Womens Golf Day – a global annual golf day where women attend a four hour golf day at host clubs	Website and volunteers
Skratch Women LINK	Beginners	??	Caroline Shukla	2021	To get more women in to golf, provide lessons and social golf events at driving range and on courses in SW London.	Website Driving Range Local Courses
UK Womens Golf Community LINK	Beginners and players new to golf in the last few years	4,000 (10/10/2023)	Jasmine Jazzy Golfer	2021	To bring women golfers together to meet and practise at driving ranges across the UK.	Facebook Whatsapp Driving Ranges
Ladies Golf Lounge LINK	Golfers of all standards	11,000 (10/10/2023)	Yvonne Brooke	2020	To bring women together to share their golf experiences, to create events for women golfers & to create a womens network to meet up & play locally.	Facebook Whatsapp Courses
Women & Golf Events LINK	Golfers of all standards	??	W&G Team	??	Women and Golf Website, news, events and membership access to premium content/	Website
Women in Golf and Business LINK	Working women interested in learning & networking via golf	??	Nicki Lawrenson	2021	To create a golf and business network of working women golfers, provide get in to golf sessions.	Website Courses

Women pioneers in amateur golf 1893-2022 - INTERNATIONAL

Initiative & URL	Target Golf Group	Members	Founder	Started	Mission	Platform
Women who Golf (US) LINK	Women golfers of all standards	53,800 (15/11/2022)	Tuscany Williams	2019	A global community for women golfers at any level to meet and support each other	Facebook Website
Australian Womens Golf Network LINK	Working Women golfers of all standards	??	Jessica Eden	2021	To get more working women in to golf, provide lessons and social golf events at driving range and business networking in Australia	Website Driving Range Local Courses
EMAJIN GOLF LINK	Beginners and players new to golf in the last few years	??	Raj Narayan	2020	To create a virtual golf club for women and men in Australia	Website, Course and technology partners
LPGA Amateurs acquired by the LPGA* LINK	Bring women of all standards together from different clubs to play together at different course in their region, be part of a national network and league and have an annual championship for members	??	??	Pre 2010	Bring women of all standards together from different clubs to play together at different course in their region, be part of a national network and league and have an annual championship for members	Website and chapters across the US and Canada

*The LPGA Amateur model offers the opportunity for women to be part of a virtual community of local, regional and national golfers from multiple clubs, with a number of different events, competitions and other membership benefits, which is PROFESSIONALLY run and could be adapted to international markets through partnerships with National Governing Bodies and commercial suppliers to the golf industry.

Golf requires a mix of professional skills and volunteers to evolve the Womens Golf Experience.

Women Golf Experience - Associations, Alliances and Societies

Outside of Golf Clubs and county associations, there are 3 other forms of women's golf groups:

Womens Golf Alliances – regional groups of women who participate in leagues within and across county borders

Veteran Ladies Golf Associations for women 50 and over, founded in 2021, split in to Scotland, North, Midland and South Associations in 1969.

Individual Golf Societies setup and run by groups of friends or like minded golfers from one or more golf clubs

Many women's golf groups are invitation only, to ensure that like minded women who fit in with current members join the group.

Initiative	Target Golf Group	Members	Founder	Started	Mission	Platform
Womens Golf Alliances (search for women or ladies golf alliances)	Women golf club teams who want to participate in local leagues for different standards of golfer.			??	To provide local team based local leagues for women golf club members interested in participating in competitive golf.	Websites
Veteran Ladies Golf Associations	Women over 50 interested in participating and competition beyond their club and county	??	Mabel Stringer	1921	To provide competitive and social golf for women over 50 across the UK. There are 4 associations, search for: <ul style="list-style-type: none"> • Scottish Veteran Ladies Golf Association • Northern Veteran Ladies Golf Association • Midland Veteran Ladies Golf Association • South Veteran Ladies Golf Association 	Websites
Golf Societies	Friends and like minded golfers	???	Individuals and groups		To extend the golf experience beyond clubs, bringing together friends and like minded women form one or more golf clubs. Leverage golf society rates at golf clubs for fun and comp days.	Friends Email & whatsapp groups



The Women's Golf Experience

- Is varied
- Is local – at club level
- Extends to Counties, Regional and National & International Associations and Events

- Is Social and fun
- Engages your competitive spirit
- Improves Health and Well Being
- Provides Regular contact with people
- Combats Isolation and Loneliness

The Golf Experience

IS NOT COMMUNICATED BEYOND THE GOLF COMMUNITY

