

The Golf Club Challenge

To attract and retain
women golf club members



**The biggest BARRIER
to
growing WOMEN's golf
is
COMMUNICATION
&
MESSAGING**



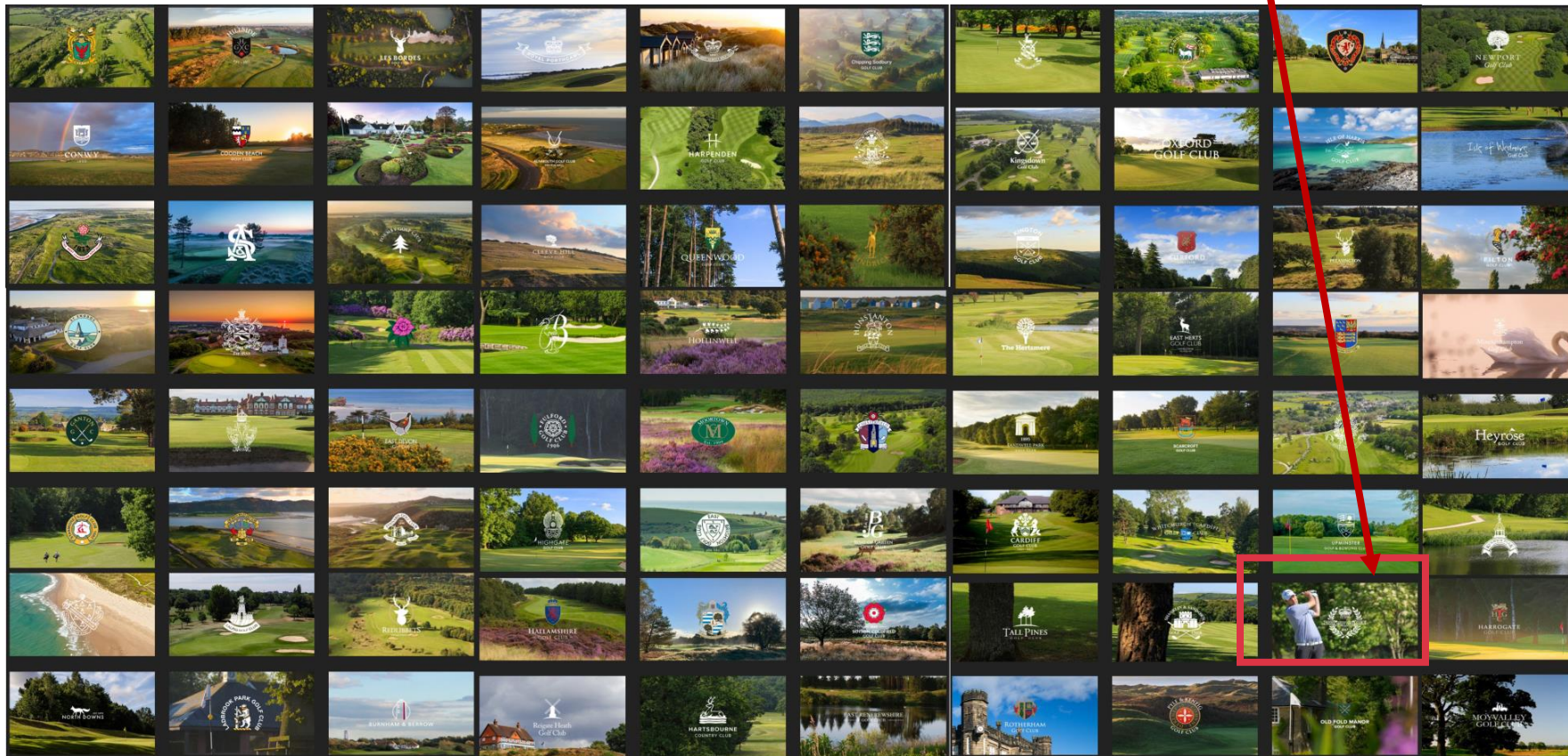
Golf Club Websites – more of the same – where are the women?

Over 2,500 Golf clubs create and deliver the Golf Club Member Experience across the UK

The heart of a golf club is its members – people. 80 websites – 1 male golfer

Golf Club websites follow the same format.

Golf websites are designed for and by male golfers



No Reason for a Woman to click on these websites

Golf Club Websites – more of the same – where are the women?

The heart of a golf club is its members – people. 80 websites

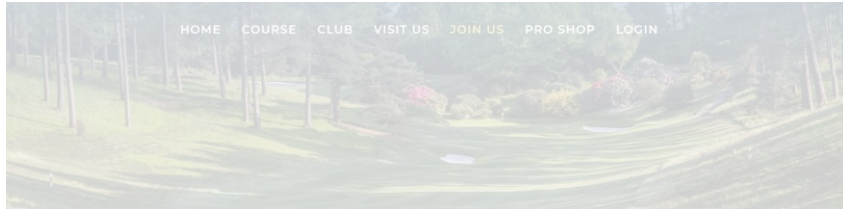
Golf Club websites follow the same format, there is one website designer leading the website design.

Golf websites are designed for and by male golfers



No Reason for a Woman to click on these websites

Standard Golf Club Membership Page



Membership

Hindhead offers a variety of membership categories to suit all ages and abilities, from beginners to county players.

Our membership is incredibly broad in terms of age, golfing experience, background and occupation. The one thing that links them all, is their warm welcome of new members, their enthusiasm for the game of golf and the pride in their golf club.

Full membership gives access to the golf course, practice facilities and the clubhouse.

We run regular competitions and have a number of matches against other clubs. Intermediate membership is available for those aged 18 to 30, and a junior section for those aged under 18, an Academy is also available for those with less experience.

Social golf with your friends is an important part of golfing life and we encourage new members to join in with casual golf and the fun social competitions, ensuring they can quickly feel at home.

Whilst Full, Intermediate and Junior Membership is currently full and we have a waiting list, we do welcome enquiries to join. To express an interest in joining Hindhead please complete the [enquiry form](#) below.

[MEMBERSHIP ENQUIRY FORM](#)

[SAFEGUARDING ADULTS POLICY](#)



We like to be competitive too..

As well as lots of fun we like to be competitive too. Hindhead teams have been successful in Surrey County knockouts in both the scratch and handicap competitions.

There's lots of opportunity to get out and play at Hindhead:

- Women's competitions are at the weekends and on Tuesdays
- Interclub friendlies (weekday and weekend)
- County Competitions
- Mixed and fun competitions.
- Social golf on any non competition days

And if your game needs some fine tuning the Professional and his team are on hand for coaching.



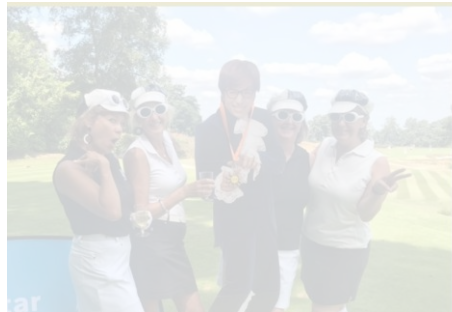
Men's Golf

Whether you're aspiring to be a professional, a competitive club player or simply want to enjoy some social golf, then Hindhead can cater for all your needs.

The men's section is an extremely buoyant and friendly group so it's never an issue finding a game. Over the last few years we've seen our men's section go from strength to strength and now have some of the lowest Handicap golfers in Surrey. In fact, we're fortunate to have amongst our members, players that have captained the Surrey Scratch team and represented our country too.

Below is a sample of the type of competitive golf you can find at our club.

- **Scratch team:** A team of the best players in the club represent Hindhead in a number of competitions, The Brockenhurst Stag, The Southern Counties scratch league and the Surrey scratch knockout for which we are the defending champions.
- **Border League:** A five-man team plays against wonderful Surrey clubs followed by refreshments afterwards allowing competitors a chance to reflect on their match.
- **Hogs Back & District League:** This ten-man team caters for all handicaps and is a great way to play a variety of courses, meet new members and sharpen up your match play skills.
- **Stags matches:** These teams are formed from Hindhead's more Senior members and usually involves post-match dining and great conversation.
- **Social Matches:** Throughout the year a range of social matches are held against other great clubs.



Women's Golf

Hindhead are keen supporters of Women's Golf and are proud that in recent years Women have held key roles within the Club as Club President, Chairman of the Board and the Club Captain.

Our Women's golf section is very friendly with golfers across a range of abilities, from scratch handicap to beginners. Social golf with friends and family is really important, golf is a sport after all and we like to have fun!



Hindhead have an academy open to both men and women to learn to play golf.

Academy

The Academy is designed for adults who'd like to take up golf, even if you haven't yet hit a golf ball our Academy is the perfect place to start. Academy Membership includes a planned programme of instruction from a PGA Professionals, which can take you from some introductory lessons and eventually onto full membership of the Club.

[ACADEMY MEMBERSHIP](#)

Golf Clubs have 3 elements:

- People
- Course
- Social

The people & culture get forgotten on the standard website front page which is

course first



Golf Club Websites have minimal information

**Golf Clubs share member experience details
after joining the Club.**

Golfers share information within their own “tribes”.

**Potential Golfers must WORK HARD
to learn about the Golf Club Experience.**





**Redefining Golfs'
Messaging &
Communication
To attract & Retain
Female Golfers
(Women & Girls)**