

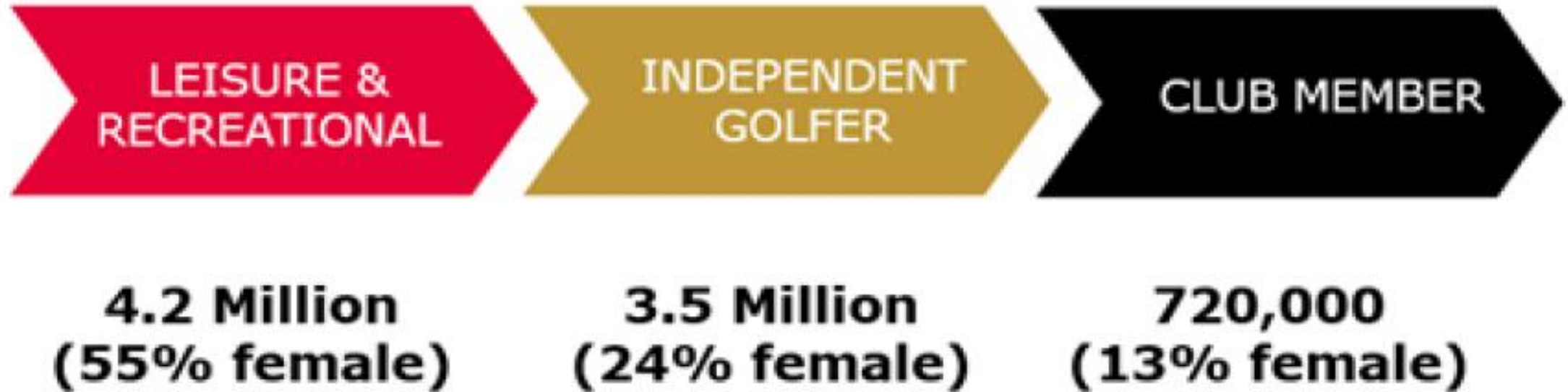
IS WOMENS CLUB GOLF AT RISK?

**1.2% of club members in the UK
are Women 20-50**

www.womenonthetee.com



Women are interested in Golf



Source: England Golf March 2024

Benefits for Women Participating in Golf

- Competitive sporting opportunities, from beginner to international elite competitions
- Regular exercise in the fresh air, with other people, good for health and well being
- Annual calendar of weekly, monthly and annual events to participate in
- 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*)
- Bookable multi-player events, ensures women are expected to turn up, helps with loneliness & isolation
- 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 & play with other women through club, county, association & society golf events
- 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)
- Opportunity to travel domestically and internationally on golf coaching holidays, golf holidays with friends and family, golf trips to play in a range of golf competitions as a team or individual.

What is the problem?

Women Golfers

Do not **TRUST** Golf institutions

Have been **PROTECTING** their golf
experience since 1893

Are **WARY** of new Women entering Golf

Women do not TRUST Golf

History demonstrates that they have good reason to not Trust Golf

- 1867 Ladies Club of St Andrews was formed by local Women.
- 1893 The Ladies Golf Union, (LGU) was formed, the first national association for women golfers in the UK.
The First Ladies National Amateur Championship in the UK, held at Lytham St Annes, now run by the R&A.
Ladies developed a handicap system enabling them to compete with one another at other clubs
- 1921 The Veteran Ladies Golf Association was formed to create golf competitions for women 50 and over.
- 1952 The English Womens Golf Association was formed replacing the LGU in England, it remained in Scotland.
- 1969 The Veteran Ladies Golf Association split into 4, Scotland, North, Midlands and South of England.
- 1981 The first British Senior Amateur Championship was held, won by Brenda King
The Brenda King Foursomes a national competition for senior women golfers was created in her name.
- 2011 The English Womens Golf Association merged with the English Golf Unio to form England Golf.
- 2017 The Ladies Golf Union was absorbed into the R&A
- 2019 England Golf stopped running the Brenda King Foursomes, no male equivalent, Women Golfers took over running it

Women Golfers have been SIDELINED throughout golf history, therefore create & deliver their own golf experiences.

Women do not TRUST Golf

Men's behaviour towards women

- Women are allocated set times during the week, usually ONE morning, and at weekends for them to play, usually a time that does not interfere with the time men want to play.
- Women create their own diary of events.
- Women organise roll ups for club teams and friendship groups.

Men monitor womens activities, any unused allocated tee times, a male member will call the club to complain

- Women move their annual club championship from mid week to the same weekend as men to be “one club”
- Men object and refuse to sit with the women for prize giving, therefore 2 prize giving ceremonies on the same day.

The following year, the women keep the same weekend, the men move theirs to avoid the women.

- 2 accomplished women golfers catch up with a mens fourball
- Mens response – “we are not letting you through, however good you are”.

Men do not respect women, their golf ability or their time.

- Women want to run a Women’s open comp at their club
- Clubs response, “you can use your ladies tee times to run it”, the women give up their weekly comp to welcome women from other clubs

Men constrain womens access to courses and club facilities.

Women have and continue to be subjected to bad male behaviour.

Women do not TRUST Golf

15% of golf club members are women

1.2% are women 20 to 50 limited playing opportunities

13.8% are women 50 & over less open to change

Women golfers create and deliver their own golf experience within the constraints imposed on them by the rules imposed on them by clubs, counties & governing bodies.

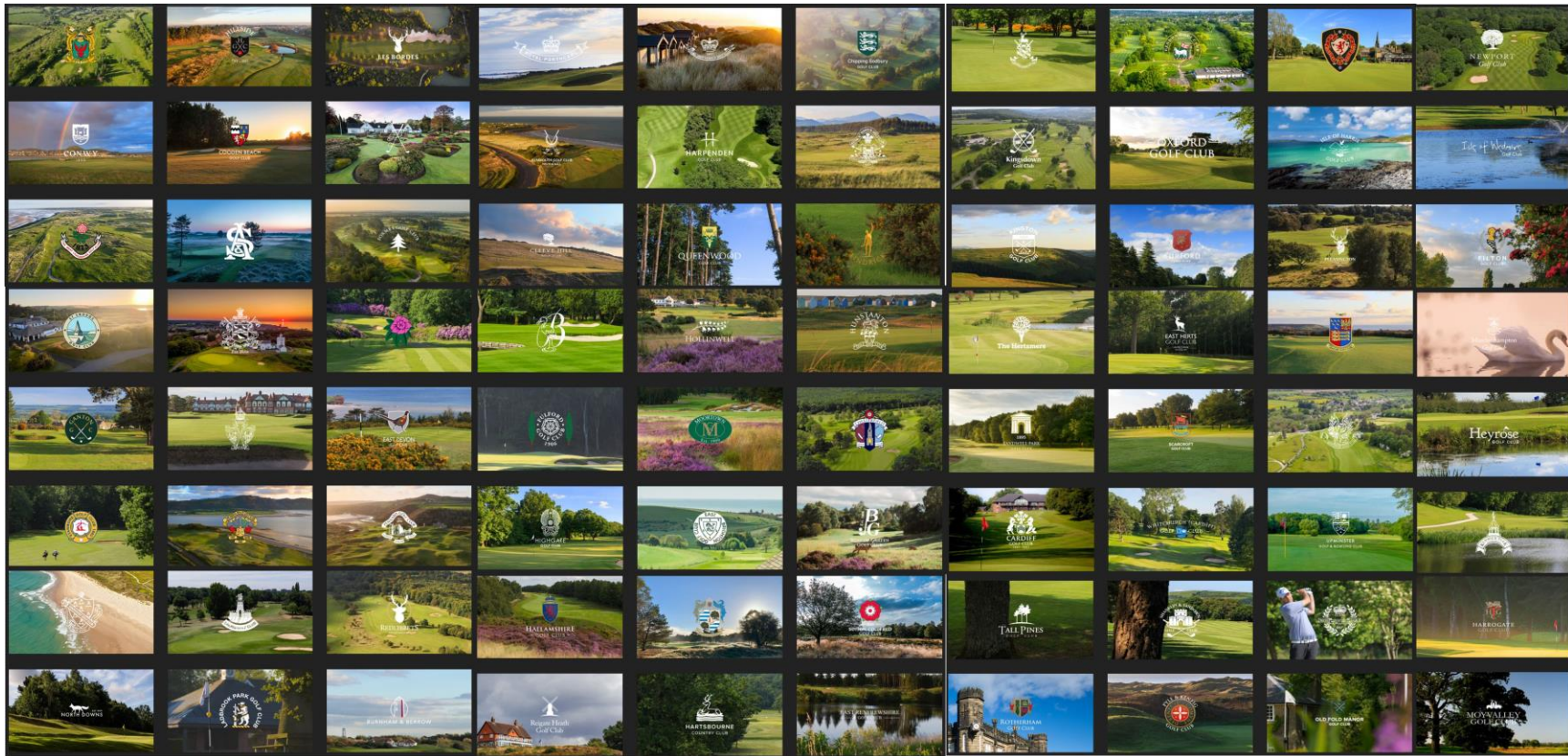
Women Golfers resist change to protect what they have

Golf is NOT articulating a future womens golf experience that women golfers can buy in to or work with them towards.

Golf Does NOT Communicate to Women

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




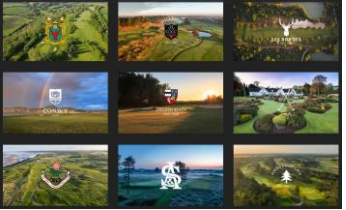
Golf Club websites follow the similar formats, Golf websites are designed for and by male golfers

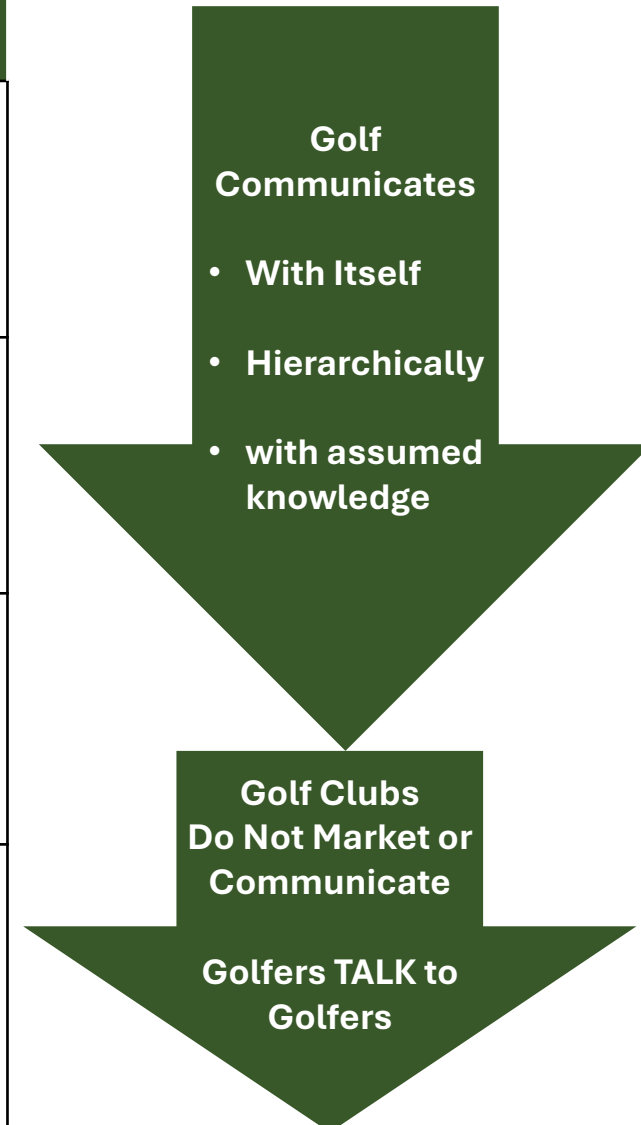


No Reason for a Woman to click on these websites

Golf's Current Hierarchical Communication Model

The R&A initiates Golf communication, to national governing bodies and partners, messaging is diluted as each organisations interprets, and filters then communicates messaging to counties, who communicate to clubs and on to individual golfers.

Organisation	Communication
	<p>The R&A is the international governing body of Golf, outside of the Americas. The R&A provides governance of the rules of golf, handicapping and creates, launches and supports global initiatives to support national governing bodies. The R&A organises International Amateur Championships and The Open professional Championship. The R&A communicates to National Governing Bodies and external advertising channels to promote and inform the golf communicating about their work.</p>
 <p>ENGLAND GOLF</p>	<p>National Governing Bodies provide governance guidance, rules & handicap management and support to golf county organisations, golf clubs and venues delivering a golf experience and individual golfers. National Governing Bodies, communicate and activate both R&A and their own initiatives, plus developing national amateur teams, organising and delivering an annual calendar of amateur events, competitions and championships. National Governing Bodies Communicate primarily to County Organisations.</p>
	<p>County organisations are run primarily by volunteers, whose skills and time, are leveraged to support clubs within their county through communicating and educating national initiatives, supporting clubs with rules and handicapping advice and organising county competitions, supporting and developing county teams. County organisations communicate to club "Delegates" who in turn communicate to their members.</p> <p style="text-align: center;">Volunteer's skill sets are not aligned to managing change</p>
	<p>Golf Clubs are venues where groups of golfers come together to play golf on a course which has been measured to provide players with an opportunity to compete with one another and the course itself.. There are a number of different organisational models used to manage golf clubs, see next slide. Generally clubs are a mix of paid employees and volunteer committees whose responsibility is to ensure its profitability to continue in existence through acquiring and retaining members, generating additional revenue through visitors, organise events, manage the venue and maintain and develop the course and surrounding area.</p>



Communicating the Golf Experience

Golf has a rigid hierarchy for communicating & educating all golfer segments, each organisation communicates and passes information downwards, this model is re-enforced within individual golf clubs, through the golf club management & committee organisation model, impairing transparency & knowledge sharing which in turn hampers evolution and change in golf.



Golf Clubs are the Pathway to a Richer Golf Experience
Golf Clubs partner locally to provide friendly and competitive women's & mixed events
Golf Clubs have representatives who work with the County to expand the golf offering

Golf does not do Outbound communications.



County Associations provide support to Golf Clubs
County Associations extend the club experience to multi-club, individual and team events
County Associations support player development through team practices and competitions

Golf makes information available on websites and through some social media channels.



England Golf provide support to Counties and Individual Golfers on rules & handicaps
England Golf provide governance and leadership on national initiatives
England Golf provide player development pathways & national competitions & events

It is up to the golfer to search for and consumer information and knowledge about golf.



The R&A provides international governance and rules Amateur and Professional Players
The R&A creates and launches international initiatives for NGB's, Clubs & Players
The R&A delivers international Professional and Amateur Championships

There is limited consistency of messaging throughout the hierarchal organisations



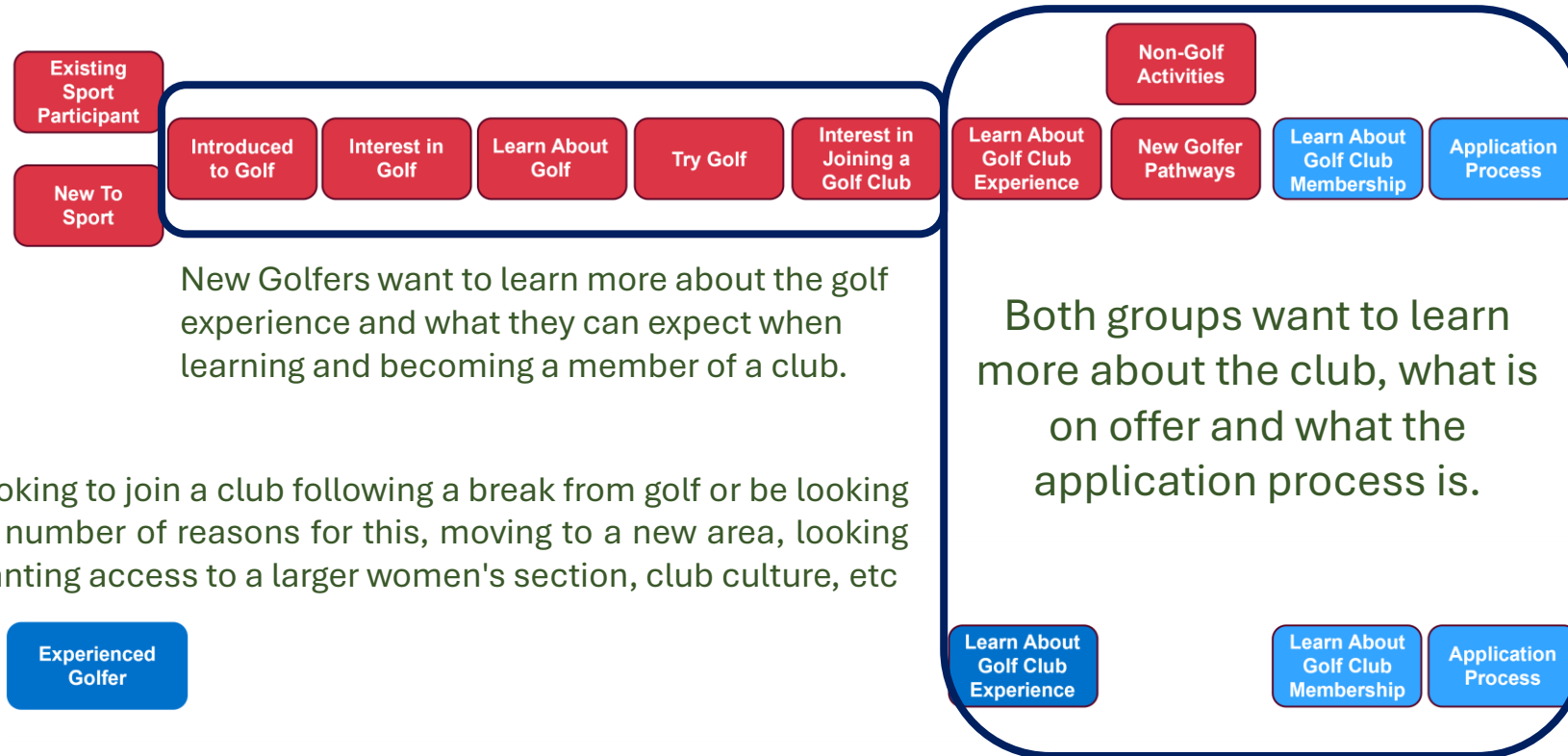
Golf clubs do not communicate their golf experience to existing or future members.

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.



Experienced 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



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 unlikely to have 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.

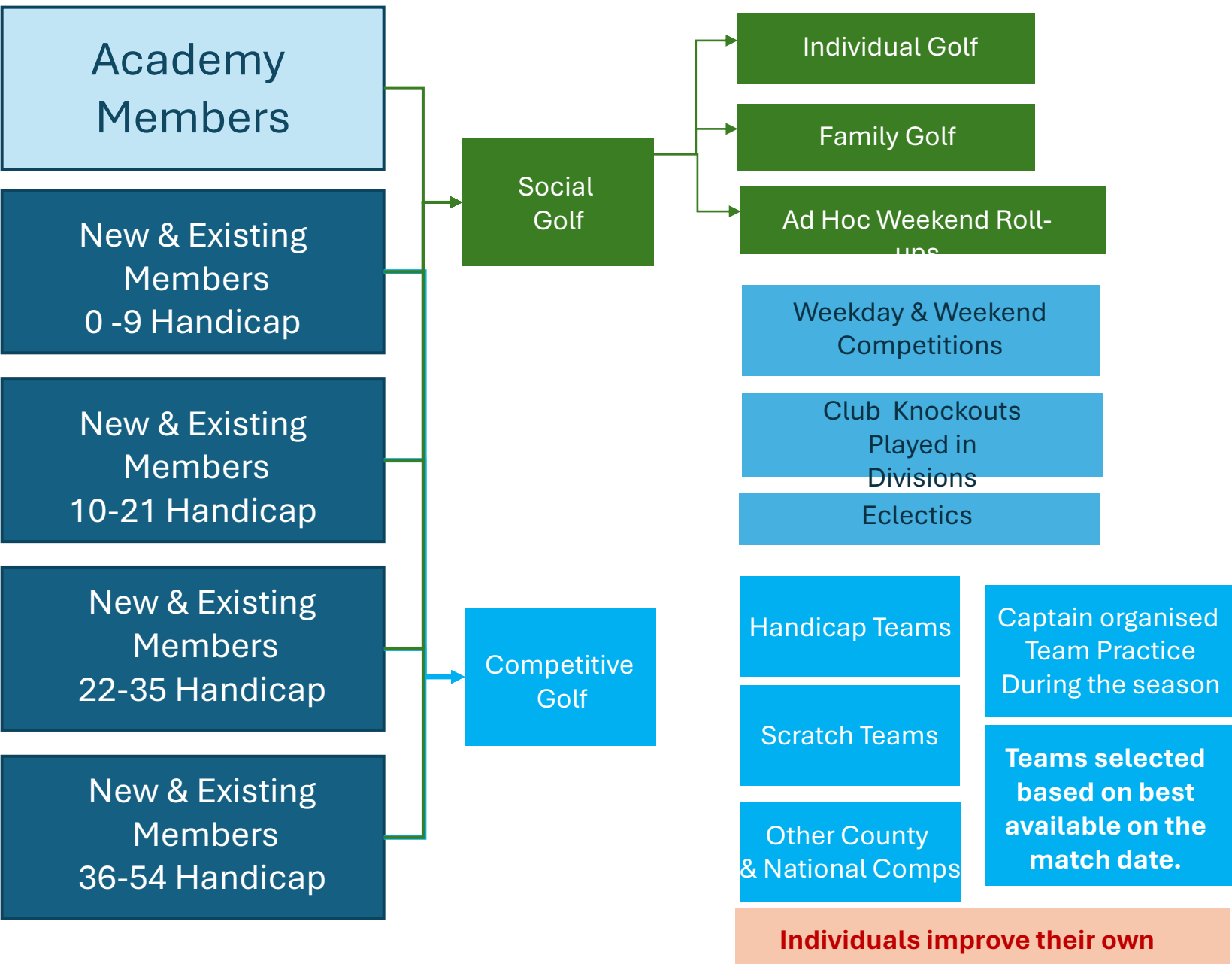
Club Initiatives - what is on offer, for whom and what to expect

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.

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

This information is not generally made public on golf websites.

Pathways and Experiences for New and Existing (N&E) Members



Opportunities for Improvement and bring members of the club together

Regular Weekday & Weekend Womens roll up

Mixed Opps
Mixed Roll Up
Mixed Rolling
Qualifying Comps

Pro Team involved in planning team training with captains and working on a schedule which incorporates people looking to play in the teams in the future

Work out how to pay for pro time?

SHARE KNOWLEDGE BEYOND YOUR CLUB

Educate members on golfs' governance structure. Introduce different bodies & how they support golfers.

Organise Events to watch Elite Amateur & Professional Events at the club.

Create Open Comps for non-members both qualifying and social events

Introduce members to other club opens, regional & national comps & events.

Understand & Communicate to your audience Sample Golfer Profiles

Kate – Lifelong Golfer

Clare – Adult Learner 30 years

Liz – Adult Learner 3 years

Two Main Types of Women Golfer

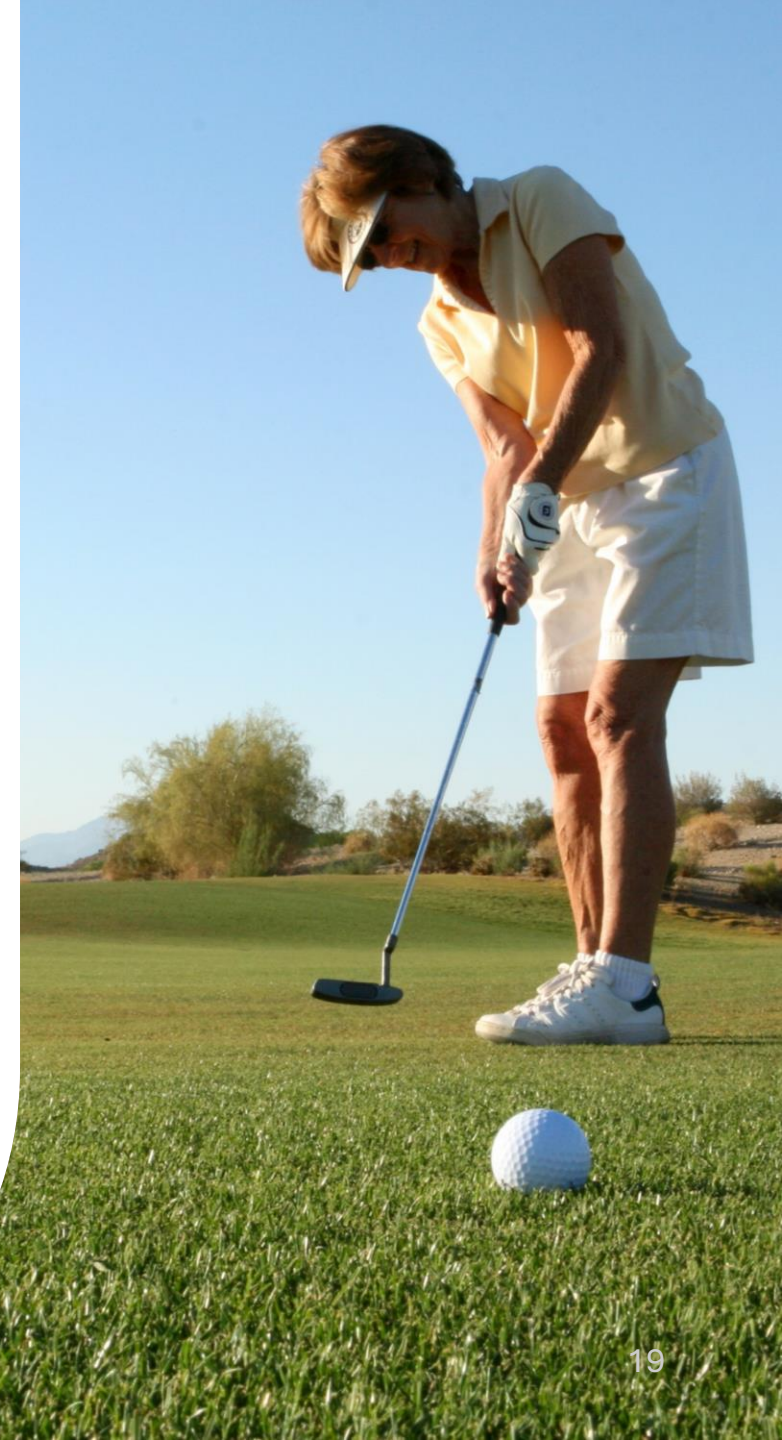
Women who have in the past or currently participate in another sport

Women who are NEW to sport

The following Slides provide

- an overview of current and future golfers
- Profiles of 3 Golfers
 - Lifetime Golfer
 - Adult Learner who has played for many years
 - Adult learner who has played for 3 years

Additional Profiles can be created, this model can be used to inform future communication strategies to attract and retain women golfers.



Women Golfers Profiles

The golf industry is focusing on engaging women in golf from all ages and backgrounds, while the majority of existing women golfers have a similar profile, which is VERY different to new women golfers.

There is an expectation that existing women golfers will embrace and adapt to the needs of the new golfers, while in fact many are RESISTING change and EXCLUDING new players, mostly due to the fear of the impact on their own golf experience.

EXISTING Women Golfer Profile

- Existing Women Golf Club members are predominantly:
 - Over 55
 - Married to golfers (many have taken up golf to play with their husbands)
 - Play Mon-Fri
 - Do not, have not or are retired from work
 - Participate in weekly club comps, team practices, social rollups
 - Support the club through being on committees, club and team captains and other organisational roles.
- Women golfers form their own golf societies with friends to play other courses
- Women golfers go on golf holidays with friends and PGA pro led training and golf skills holidays as individuals and groups
- Women golfers participate in non-club alliances and associations (see slide)
- Womens routes to golf have mainly been via husbands or parents

FUTURE Women Golfer Profile

- Future Women Golfers
 - All ages
 - All abilities
 - All backgrounds
 - Multiple Routes in to Golf:
 - Driving Ranges (Top Golf, Golf IT, Topracer, InRange, Trackman Ranges and Indoor Golf Clubs and Studios)
 - Golf Club Academies
 - Womens Golf Initiatives – Love.Golf, Ladies Love Golf, Women on Par, Muslim Golfers Association

Experienced Golfer Persona: Kate – Lifelong Golfer - Sample

SNAPSHOT



Age: 58
Golf Profile: Learned to play as a teenager.
Handicap: 3
Competition Profile: Elite Senior Amateur
Status: Married with 2 adult children

Golf

Kate learned to play golf when she was a teenager. Kate has played at an elite level throughout her amateur golfing career, weekend golf when working and with small children..

Kate is a member of 2 clubs, in 2 counties.

Kate plays regularly in competitions at both clubs and represents both clubs and counties at an elite level.

Kate plays in national and international Elite competitions.

The majority of Senior golfers, have more time on their hands for various reasons - retired from working, children have grown up, less commitments at home or have more flexibility.

Becoming a senior can re-ignite enthusiasm for golf, and many really enjoy playing again and having fun against like minded people. Being able to compete against players of the same age is a huge bonus as opposed to playing against youngsters who are a different league.

Senior events would be busier if the access to find the information was easier

PARTICIPATION

Club Membership: Member of 2 clubs, 7 day member at both

Competitive: Plays in competitions at both clubs

Plays for her club in both county team competitions

Played in national team

Social: Plays with friends from her own club and friends from other clubs both socially and competitively at clubs, nationally & inter.

Frequency: 3-4 rounds per week

Coaching: Yes

Practice: Multiple times a week
Other Sport: Not currently, played other sports in the past



GOALS

- To continue to enjoy her golf
- To continue to play competitive club and county competitions
- To play new courses outside of her county
- To participate in new events and golf experiences



ATTITUDES

Frustrations:

- Information about events difficult to find and not many senior events.
- Lack of support and raising awareness in senior golf events



PAIN POINTS

- Limited elite competitions for senior women to compete in
- Finding new events and competitions outside her personal network is hard to find



MOTIVATIONS

1. Keeping playing golf
2. Continue competing at elite level
3. Participate in new golfing experiences

Experienced Golfer Persona: Clare – Adult Learner, 33yrs Golfing - Sample



SNAPSHOT



Age:	63
Golf Profile:	Played for 33 years.
Handicap:	14
Competition Profile:	Competitive Amateur
Status:	Retired
	Married w/ 2 adult children

Golf

Clare learned to play golf when she met her husband, who was a keen golfer.

She played before she had children and has regularly played since.

Clare has been a member of 2 golf clubs, switching to a new club when she moved to a new house

Clare plays in club competitions, represents her club in county team competitions and regularly plays at other clubs throughout the county she lives in.

Clare has been the captain of her club and has also been the captain of her county.

Clare supports golf outside of her own game, through volunteering with county and national bodies.

PARTICIPATION

Club Membership: Member of 1 club, 7 day member at both

Competitive: Plays in club competitions

Represents her club in county team competitions

Social: Plays with friends from her own club and friends from other clubs both socially and competitively at clubs. In her county.

Frequency: 2-3 rounds per week

Coaching: Yes

Practice: Occasionally

Other Sport: Tennis, Skiing



GOALS

- To continue to enjoy her golf
- To continue to play competitive club and county competitions
- To play new courses outside of her county
- To participate in new events and golf experiences
- To continue to play with her husband, children and friends.



ATTITUDES

Frustrations:

- Lack of co-operation between different golfing bodies



PAIN POINTS


- Accessing Women Pro's & Elite amateur golf events & results not easy
- Opportunities to play golf outside home club hard to find
- Golf related information difficult to find online
- Golf is club centric and county team participation, other events hard to find



MOTIVATIONS

- Keeping playing golf
- New golfing experiences
- Contributes to development of golf through volunteering

Experienced Golfer Persona: Liz – Adult Learner, 3yrs Golfing - Sample

SNAPSHOT		PARTICIPATION	
	Age:	48	Club Membership: Member of 1 club, 5 day member at both
	Golf Profile:	Played for 3 years.	Competitive: Plays in club competitions Represents her club in county team competitions
	Handicap:	19	Social: Plays with friends from her own club.
	Competition Profile:	Competitive Amateur	Frequency: 2-3 rounds per week
	Status:	Married w/ 2 teenage children	Coaching: Yes Practice: Occasionally Other Sport: Tennis,
Golf		GOALS	PAIN POINTS
<p>Liz played golf occasionally with a friend on an ad hoc basis.</p> <p>Liz and her friend decided to improve their golf and join a club.</p> <p>Liz and her friend joined the academy at a local golf club and moved from the academy to become 5 day members, allowing her them to play during the school week, leaving weekends as family time</p> <p>Liz has always played sport and played hockey at a competitive level in the past and is keen to improve her golf.</p> <p>Liz plays in club competitions, represents her club in county team competitions.</p>		<ul style="list-style-type: none"> To continue to improve her golf To continue to play competitive club and county competitions To play new courses outside of her county To participate in new events and golf experiences 	<ul style="list-style-type: none"> Finding events outside of her own club.
		ATTITUDES	MOTIVATIONS
		<p>Frustrations:</p> <p>Accessing information about the golfing world and learning about what opportunities are available to golfers</p>	<ol style="list-style-type: none"> Keeping playing golf Improve her golfing ability New golfing experiences

The Golf Industry MUST RESPECT and WORK with WOMEN GOLFERS, who have been creating & delivering an exceptional WOMENS GOLF EXPERIENCE

FOR 130 YEARS

All areas of GOLF MUST share knowledge, skills & experience to create a vision for womens golf that WOMEN can buy in to, support and work with the Golf Industry to create and deliver.

THE GOLF INDUSTRY NEEDS
TO EARN THE **TRUST** OF WOMEN GOLFERS

'If no one ever broke the rules, then we'd never advance.'

Simon Sinek, The Optimist Company

To Win the TRUST of Women Golfers

IT IS TIME TO BREAK THE HISTORICAL RULES OF GOLF

Break some rules & barriers, earn TRUST to
SECURE THE FUTURE OF WOMENS CLUB GOLF

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to challenge and break the rules....