

Sample Golfer Profiles

Kate – Lifelong Golfer

Clare – Adult Learner 30 years

Liz – Adult Learner 3 years



Two Types of New Women Golfers

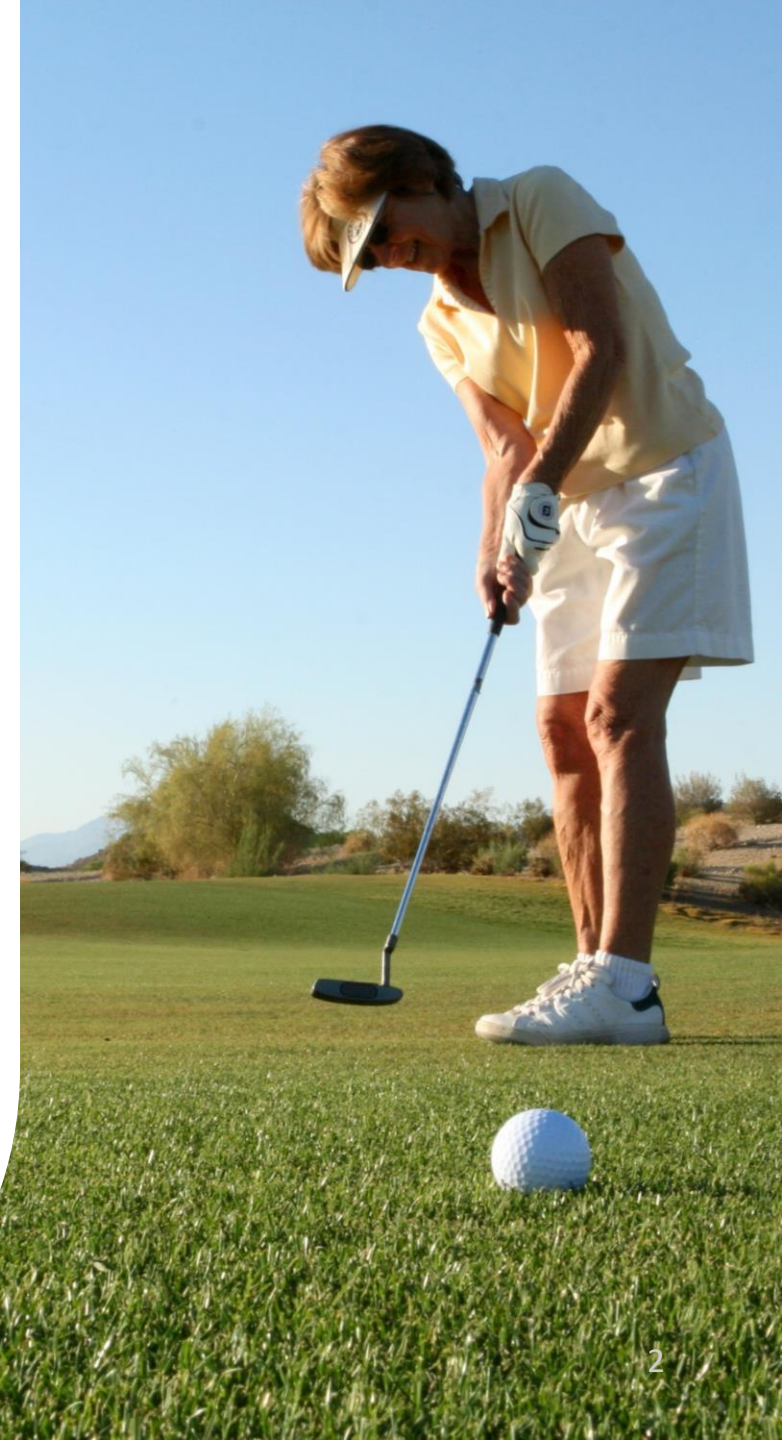
**Women who have in the past
or currently participate in
another sport**

**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 the research.



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	PARTICIPATION	
 <p>Age: 58</p> <p>Golf Profile: Learned to play as a teenager.</p> <p>Handicap: 3</p> <p>Competition Profile: Elite Senior Amateur</p> <p>Status: Married w/ 2 adult children</p>	<p>Club Membership: Member of 2 clubs, 7 day member at both</p> <p>Competitive: Plays in competitions at both clubs Plays for her club in both county team competitions Played in national team</p> <p>Social: Plays with friends from her own club and friends from other clubs both socially and competitively at clubs, nationally and internationally.</p> <p>Frequency: 3-4 rounds per week</p> <p>Coaching: Yes</p> <p>Practice: Multiple times a week</p> <p>Other Sport: Not currently, played other sports in the past</p>	
Golf	 GOALS	 PAIN POINTS
<p>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..</p> <p>Kate is a member of 2 clubs, in 2 counties.</p> <p>Kate plays regularly in competitions at both clubs and represents both clubs and counties at an elite level.</p> <p>Kate plays in national and international Elite competitions.</p> <p>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.</p>	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Limited elite competitions for senior women to compete in • Finding new events and competitions outside her personal network is hard to find 	
<p>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.</p> <p>Senior events would be busier if the access to find the information was easier</p>	 ATTITUDES	 MOTIVATIONS
	<p>Frustrations:</p> <ul style="list-style-type: none"> • Information about events difficult to find and not many senior events. • Lack of support and raising awareness in senior golf events 	<ol style="list-style-type: none"> 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	PARTICIPATION	
 <p>Age: 63</p> <p>Golf Profile: Played for 33 years.</p> <p>Handicap: 14</p> <p>Competition Profile: Competitive Amateur</p> <p>Status: Retired Married w/ 2 adult children</p>	<p>Club Membership: Member of 1 club, 7 day member at both</p> <p>Competitive: Plays in club competitions Represents her club in county team competitions</p> <p>Social: Plays with friends from her own club and friends from other clubs both socially and competitively at clubs. In her county.</p> <p>Frequency: 2-3 rounds per week</p> <p>Coaching: Yes</p> <p>Practice: Occasionally</p> <p>Other Sport: Tennis, Skiing</p>	
Golf	 GOALS	 PAIN POINTS
<p>Clare learned to play golf when she met her husband, who was a keen golfer.</p> <p>She played before she had children and has regularly played since.</p> <p>Clare has been a member of 2 golf clubs, switching to a new club when she moved to a new house</p> <p>Clare plays in club competitions, represents her club in county team competitions and regularly plays at other clubs throughout the county she lives in.</p> <p>Clare has been the captain of her club and has also been the captain of her county.</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Accessing Women Pro's and Elite amateur golf events and results is 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
<p>Clare supports golf outside of her own game, through volunteering with county and national bodies.</p>	 ATTITUDES	 MOTIVATIONS
	<p>Frustrations:</p> <ul style="list-style-type: none"> Lack of co-operation between different golfing bodies 	<ol style="list-style-type: none"> Keeping playing golf New golfing experiences Contributing to the 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
	Handicap:	19	Represents her club in county team competitions
	Competition Profile:	Competitive Amateur	Social: Plays with friends from her own club.
	Status:	Married w/ 2 teenage children	Frequency: 2-3 rounds per week
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

