

Golf Participation Plan 2013-2016

Executive Summary

Background

As the National Sporting Organisation overseeing the future of golf in Australia; one of Golf Australia's key strategic plan objectives is to raise the level of interest and participation in the game.

The purpose of the Participation Plan 2013-2016 is to provide a road map on how Golf Australia in collaboration and alignment with its key partners through a 'Whole of Sport' approach will develop national strategies that are delivered locally to achieve the goal of increased participation and sustainability in golf.

Current Situation

Since 2000, the number of golf playing member at clubs in Australia has been slowly declining at an average of 1.48% per year (refer National Golf Census 2012). This equates to a decrease of 80,236 playing members.

There are a number of reasons for this trend which include:

- A time-poor population
- The relatively high cost of joining a club as an adult when compared to other sports
- An increasing number of other recreational pursuit options

The Australian Bureau of Statistics estimated that 860,500 people aged 15 years and above participated in the game of golf on at least one occasion for the year 2011/12. According to the National Golf Census 2012, there were 409,449 affiliated club playing members as at the end of 2012. Therefore it can be estimated that over 450,000 participants engaged in the game on a casual (non-club member) basis.

Currently the total playing membership at Australian golf clubs was 78% male and 22% female (refer National Golf Census 2012).

Australia's 55+ age group segment, whose overall participation in sport is low, represents the largest golf club membership cohort at 62%, followed by 35-54 years (26%), 18-34 years (8%) and less than 18 years (4%) (Refer National Golf Census 2012).

Australia's population is ageing as the very large 'baby boomers' generation reach retirement age, a trend which will continue to impact the population for at least the next 15 to 20 years.

Conclusions

Golf as a 'whole of life' sport has the opportunity to:

- engage with the casual golfer market
- build participation in the 5-12 yrs, 19-39 yrs and 40-54 yrs segments
- address the under-representation of females participating in golf
- increase participation in the 55-74 yrs segment

Based on these conclusions and the current situation, the following **Key Results Areas** have been identified:

1. MYGolf
2. Casual Golf
3. Club Development
4. Innovation
5. Female Participation
6. Seniors' Participation

Key Strategies

The following Key Strategies underpin the Participation Plan to achieve the goal of **increased participation**:

Key Results Area	Key Objective(s)	Key Strategies
MYGolf (Junior)	To grow participation in golf by children	<ul style="list-style-type: none"> • Provide children with a positive introduction to golf that encourages their ongoing participation • Build and strengthen the awareness that MYGolf is the ONE recognized national brand and pathway for junior golf in Australia • Develop the capability of clubs to leverage off the MYGolf brand to provide opportunities for club engagement • Build the number of coaches and teachers delivering the MYGolf program • Provide equipment and resources that are accessible for golf facilities and schools to deliver the MYGolf program
Casual Golf	To engage with the casual golfer market and to leverage off this market which includes facilitating club membership transition	<ul style="list-style-type: none"> • Provide Crown Lager Social Golf Club (CLSGC) members with a positive experience that encourages their ongoing participation • Build the engagement of 'pay for play' courses and driving ranges • Build and strengthen the awareness of the CLSGC brand • Develop the capability of clubs to leverage off the Casual Golfer market to provide opportunities for club engagement • Engage with MA's and the PGA to develop strategies to build the engagement with casual golfers
Club Development	To ensure the health and sustainability of clubs	<p>Collaboration</p> <ul style="list-style-type: none"> • Develop effective working relationships with all key industry bodies and stakeholders to create viable and effective clubs <p>Capability</p> <ul style="list-style-type: none"> • Educate, innovate and increase the ability of clubs to manage and grow <p>Communication</p> <ul style="list-style-type: none"> • Encourage a culture of communication and interaction with and between clubs to share successful practices and experiences and to solve problems <p>Lead and Deliver</p> <ul style="list-style-type: none"> • Identify needs, provide responses, develop resources and assist clubs in a coordinated and consistent manner
Innovation	Develop ideas that will improve the way golf does things and assists golf in achieving its objectives	<ul style="list-style-type: none"> • Develop a creative culture that encourages and rewards employees for their innovative contributions • Invest time and money on innovation to create resources to devote to the process of innovation • Seek customer feedback on how golf is performing • Use networks to generate new ideas, learn from others and explore new opportunities
Female Participation	Increased participation in all aspects of golf by women and girls	<p>Leadership & Administration</p> <ul style="list-style-type: none"> • Provide national leadership and coordination to the governance, service delivery and development of golf for females in Australia <p>Participation</p> <ul style="list-style-type: none"> • Increase sustainable participation by women and girls in all aspects of golf <p>Media & Promotion</p> <ul style="list-style-type: none"> • Increase the recognition of achievements by females in all aspects of golf and facilitate greater awareness of the benefits of golf for women and girls <p>High Performance</p> <ul style="list-style-type: none"> • Provide increased opportunities for women and girls to excel in golf at an elite level
Seniors' Participation	Increased participation in golf by seniors and to leverage off this market which includes facilitating club membership opportunities	<ul style="list-style-type: none"> • Establish evidence based research of the health benefits of participating in golf, including: <ul style="list-style-type: none"> ○ Psychological ○ Physical ○ Social • Develop innovative and fun learn to play programs that are targeted to seniors with a focus on community engagement • Develop greater opportunities for seniors to participate in golf through volunteer roles