AGIC

Australian Golf Industry Council

2015 GOLF LANDSCAPE RESEARCH

QUICK FACTS

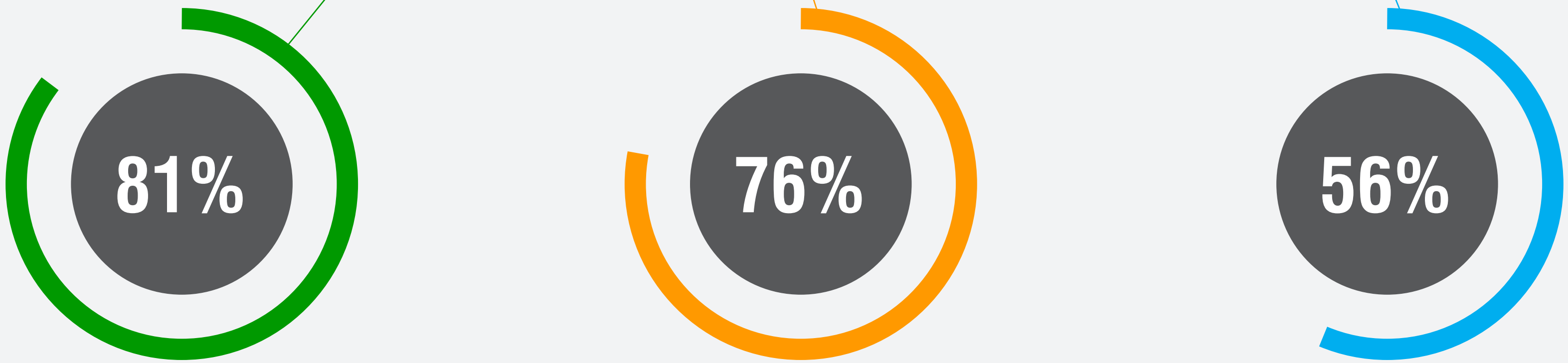
In 2015, the Australian Golf Industry Council commissioned Repucom to undertake an Australia-wide golf landscape research project with the objective to better understand and engage current and potential participants in order to grow participation and ensure the continued relevance of the sport to future generations.

In the first major study to be undertaken since 2005, the data collected will assist the golf industry to understand and engage current and potential participants in order to grow participation and preserve the future of golf in Australia.

THE DEMOGRAPHIC

The nationwide survey was directed at males and females aged 18 years and over who reside in both metropolitan and rural areas.

The demographic breakdown showed a very high male and metropolitan skew, while ages were relatively even, with being over 40.



THE RESULTS

The results were weighted to reflect the distribution and penetration of the national population and identified the following key findings:

- **1.15** million Australians have played a round of golf in the last **12** months.
- **2.10** million Australians have picked up a golf club to play or practice some form of golf in the last **12** months (includes **1.15M** round of golf players).
- **3.87** million Australians have not played golf but would not reject playing in the future.
- Playing a round of golf was the most popular format of the game, followed by using a driving range.
- One-third of current players have participated in a lesson or a clinic.
- The most common entry point into the game was via friends or partner, followed by an introduction via parents. Visitation to a driving range and liking the game was third.

- Social reasons are the main driver for play, followed by individual competition. Playing while on holiday or travelling came third.
- Over half of the respondents believed that more golf amongst those already playing could be achieved with cheaper green fees and membership options and further to this, more flexible membership options.
- Amongst the total group, putting cost aside, key needs to generate more play centre on fun and social options, followed by options to play a short game, connection with the people played with and a clear pathway for learning and development.
- Golf generates significant travel in and out of Australia with **29%** travelling interstate to play and **12%** heading overseas.
- Golf overall is seen as a low intensity sport, allowing the appreciation of the outdoors, however it is also seen as expensive, exclusive and having too many rules.

SEGMENTATION

A segmentation analysis was also implemented with groups split into current and potential playing segments. Golf Traditionalists and the Variety Seekers lead the way as the top financial contributors to the industry.

CURRENT PLAYER SEGMENTS: Golf Traditionalists, Variety Seekers, Incidentals and Alternates.

POTENTIAL PLAYER SEGMENTS: Get Me Started, Health and Fitness Crew.

CURRENT MARKET • (2.1M)

.95M

GOLF TRADITIONALISTS

Industry value: represent **45%** of the total playing group and provide **40%** of the industry spend.

- Dedicated to the pure form of the game.
- Most of their golfing time is spent on playing 18-hole rounds.
- Most likely segment to have had lessons and came into the game via friends.

.42M

VARIETY SEEKERS

Industry value: represent **20%** of the total playing group and contribute a comparatively high **39%** of the industry spend.

- Frequent golfers.
- Appreciate the traditional elements of playing rounds.
- Like to experience other formats of the game such as driving ranges.

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.5M

INCIDENTALS

Industry value: represent **24%** of the total playing market and contribute **16%** of the spend.

- Infrequent golfers who have stumbled into the game of golf.
- Younger segment with a large proportion under **30**.
- Less likely to have had any golfing influence from their parents or friends.
- For many, their first foray into golf was via a driving range or at an event.
- They will play, but are yet to be convinced of the benefits and are at increasing risk of disengaging completely.

.23M

ALTERNATES

Industry value: represent **11%** of the playing group and **5%** of the industry spend.

- Have little interest in the traditional form of the game.
- Prefer other forms, particularly mini golf.
- Play purely for social reasons.
- Most likely to have done so via corporate events.
- Female-skewed segment under **50** years of age.
- Time playing sport in general is low, prefer gym and group fitness as a means to stay healthy and socialize.

POTENTIAL MARKET • (3.87M)

2.56M

GET ME STARTED

Potential industry value: this segment represents **66%** of the potential market opportunity.

- Represents both males and females across all ages.
- Have a stronger stated interest in golf.
- Two-thirds have been to a course, driving range or in a golf store.
- A common phrase amongst this group is 'I would like to give it a go, but I do not know where to begin'.

1.31M

HEALTH AND FITNESS

Potential industry value: This segment represents **34%** of the potential market opportunity.

- Skewed towards females.
- Currently have a low interest in golf.
- Focused on general health and wellbeing activities such as gym, yoga, swimming and group exercise where no equipment is required.
- Many of this segment are yet to try golf.

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WHERE TO FROM HERE?

The AGIC has assessed the research information and have provided 5 key themes to shape the next steps for the golf industry

More details on the report available on ***www.agic.org.au***

LEADERSHIP

The landscape research and participation summit have delivered strongly against the AGIC's industry unity and research agendas to date. However, from this point onwards it is important that golf's participation strategy, planning and program management have strong leadership from its NSO, with clear ownership and dedicated resources to enable the sport to step up to the challenge.

FOCUS

The limited investment available requires the sport to be crystal clear about its participation objectives in order to establish its next move; these should be clearly aligned with its overall strategic and marketing objectives and should underpin golf's next participation plan.

ENABLING SUCCESS

The enablers of success highlighted in the summit remain just that. They must be tackled or they will significantly hinder the sport's efforts in the participation area. As such, planning and delivering programs of work to address them should be high on the agenda. For example, for the first of these, how do we get the wider golf community to understand the challenge the sport is facing and how it will need to evolve in order to flourish?

BUILDING ON WHAT WE HAVE

Any ideas and/or programs of work commissioned to capitalise on the priority opportunities should seek first to understand and build upon the best existing initiatives, programs and marketing. For example Swing Fit in the health and fitness area and the best introductory programs in each state.

SUPPORTING CLUBS AND FACILITIES

Flexible membership models seem poorly understood but will be integral to the commercial success of clubs and facilities. As such, as part of a continued commitment to building capability and supporting clubs and facilities with their business models, providing great tools, training and coaching will be vital.

WHO IS THE AGIC?

- Professional Golf's Peak body in Australia
- **2,200** Vocational PGA Pro's
- PGA Tour of Australasia with purse of **$13M**
- **55** staff with **4** states office & turnover of **30M**

- NSO for Golf and National Federation affiliated to the IGF, R&A and AOC
- **7** State Association Members
- **393,000** Registered Golfers
- **24** Staff in National Office and **65** staff in State Association offices

- **180** Members, **30** fulltime on Tour. Remainder Teaching Pro's & Administrators
- **5** Major Women's Golf Events in Australasia with purse of **$3M +**
- **8** ProAm's with purse of **$220K**
- **10** National Women's clinics across Australia in 2015, doubling in 2016

- National representative body for golf club managers in Australia
- Pursues strong and visible representation of Members in the golf industry
- Membership of **350+** golf club managers and senior support staff
- Services to members include education, benchmarking, publications, conferences

- Represents Superintendents & grounds staff with Membership of **1,100**
- Pre-eminent body providing education and people to ensure quality of sports playing surfaces
- Staff of **7**, with turnover of **$2M**
- Bi-monthly magazine titled Australian Turfgrass Management

- Formed in 1989, the Society of Australian Golf Course Architects (SAGCA) has **35** Members
- Pursuing the highest standard of golf course design and construction
- Focus on Sound Environmental Design, Safety in Design and advancement of Modern Technology

- Industry association representing sporting/lifestyle goods industry participants
- Membership includes manufacturers, brands, distributors and retailers
- ASGA aims to foster market growth and provide advocacy & services to it's members
- Represents **750+** specialised & **250+** golf retail outlets