



GolfAustralia

Vision 2025:
The future of
women and
girls in golf





What's happening?

At the 2018 ISPS Handa Women's Australian Open, Golf Australia is announcing 'Vision 2025: The future of women and girls in golf' – initially at a press conference, with further discussion at the charity gala dinner and the women's breakfast.

What is 'Vision 2025: The future of women and girls in golf'?

A blueprint that sets out how golf in Australia can become a sport where women and girls are inspired to participate, welcomed, nurtured and developed to achieve their goals.

Why do we need this?



Less than 20% of Australia's golfers are women



Less than 25% of MyGolf participants are girls



Less than 10% of Australia's professional golfers are female



There is significant work to be done to ensure access to golf in Australia is fair and equitable, whilst club culture remains, in many instances, male dominated.



What's the breakdown of 'Vision 2025: The future of women and girls in golf'?

- 1 Culture and leadership: More women on boards and in senior positions; opening up our clubhouses and courses and making them more welcoming – equal access, equal rights.
- 2 Grassroots: Introductions to golf that are friendlier and more social; more emphasis on fun and family; better transition to courses and clubs; hubs and networks for women and girls.
- 3 High performance and coaching: More heroes to inspire the next generation; more female coaches to nurture and develop them; more chances for the elite to compete and hone their skills.
- 4 Marketing and positioning: Changing the way our sport is perceived; more women and girls proud to say “I play golf”; promoting the fun, healthy, social game – a second sport and a sport for life.

It also includes an overview of the structures, resources, funding, technology and data required to deliver world class experiences for women and girls – online and in person.



What's happened so far?

- Golf Australia CEO Stephen Pitt has recently joined the Male Champions of Change in Sport (MCCS) group, which includes the CEOs of Australia's biggest sports
- Golf Australia has recently appointed Stacey Peters to the role of Female Pathway Manager, within its high performance team
- Golf Australia is currently recruiting for a National Female Participation Manager.

How do I find out more and/or support 'Vision 2025: The future of women and girls in golf'?

Share your experiences with us.

Take every opportunity you have to influence change within the sport.

Continue to promote our great game to women and girls.

To register your interest in supporting this program of work, or to request a copy of the full document, please get in touch with Cameron Wade (cameronw@golf.org.au) in the first instance.

Thanks for all you do to grow the game.

Enjoy the 2018 ISPS Handa Women's Australian Open.



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