



Golf Australia

Vision 2025: The Future of Women & Girls In Golf

2019 National Roadshow



PRESENTATION OUTLINE



Golf Australia

- ✓ 1. Roadshow Summary
- ✓ 2. Exercise: Purpose & Legacy
- ✓ 3. Vision 2025: Background
- ✓ 4. Vision 2025: Strategy
- ✓ 5. Vision 2025: Key Tactics
- ✓ 6. GA Member Protection Policy
- ✓ 7. Vision 2025: Why?
- ✓ 8. Syngenta Research Summary
- ✓ 9. AHRC Equality Opportunity Guidelines
- ✓ 10. Delivering Vision 2025: Strategies & Actions
- ✓ 11. Vision 2025: Club Strategies
- ✓ 12. Vision 2025: Club Action Plans

1. ROADSHOW SUMMARY



- 47 locations: January – August
- **Key golf club leaders**
 - Presidents (Club & Women's)
 - Captains (Club & Women's)
 - Golf Managers
 - 'Attitude Reflects Leadership'
- **Purpose**
 - Share, encourage, empower
 - Share Vision 2025 strategy
 - AHRC Equal Opportunity Guidelines
 - Strategies for clubs
 - Actions for clubs

2. EXERCISE: PURPOSE & LEGACY



- **SHARE WITH A PARTNER**
 - 4 minutes (2 minutes each)

Q1: Why do you do what you do in your golf club/organisation?

Q2: What would you like your legacy in golf to be?

3. Vision 2025: Background



- ✓ GA Development Department Exploration of Female Engagement
- ✓ Working Group
- ✓ Golf Australia Commitment
- ✓ R & A Women & Girls Charter
- ✓ Vision 2025: Draft & Launch
- ✓ Appointments Finalised: Female High Performance & Participation
- ✓ Inaugural Steering Group Meeting
- ✓ Vision 2025: Finalised

Vision 2025: Implementation



4. Vision 2025: Strategy



Vision for Golf in Australia

A sport where women and girls are **inspired** to participate, feel **welcomed** and **nurtured** throughout, and **empowered** to achieve their goals

Our Goal

Transform the sport of golf into one that is highly **engaging**, **accessible**, and fully **inclusive** for women and girls

Driven by Culture & Leadership

- A. Set and **role model** the **example** and **standards** by which our sport will be led
- B. **Empower clubs** and **facilities** around Australia to be more **welcoming**, **inclusive** and **accessible** for women and girls

1. Grassroots

- A. Embed brands, programs, resources and products for women and girls in the national 'introduction to golf' digital platform
- B. Introduce and retain more women and girls in golf through innovative, inspiring, needs based, and age and gender appropriate programs and pathways, and access to quality coaching

2. High Performance & Coaching

- A. Produce more female golfers with the potential to compete on the international stage
- B. Strengthen the workforce of ALPG members, female PGA members, teaching professionals, coaches and community instructors
- C. Provide high quality local events for emerging and elite female players

3. Marketing & Positioning

- A. Enhance perceptions of golf as accessible and inclusive among women and girls
- B. Position golf as the sport of choice for girls and emphasise golf's holistic health benefits across the lifespan

Enabled By

A whole of sport approach; change management capability and an innovative and transformational mind-set; appropriate resource, workforce and funding commitments; supporting technology and data capability as defined in the digital and customer experience strategy

5. Vision 2025: Key Tactics



1. Continue to support Swing Fit in areas where there are successful programs and explore opportunities within corporate and business female staff offerings
2. Establish a strategy and implementation plan for piloting community grassroots competitions for teenage girls and women
3. Integrate Vision 2025 into GA operations through a whole of organisation action plan
4. Deliver a Vision 2025 national roadshow for clubs and facilities in collaboration with all states
5. Develop an education implementation strategy and training program related to the AHREOC guidelines for golf clubs and facilities
6. Recruit club members to act as champions of change and work closely with a select number of pilot clubs

5. Vision 2025: Key Tactics



7. Develop and implement the 'Get Into Golf' women's suite of offerings

8. Benchmark number of women on boards and in senior management positions at clubs and golf bodies and then target appropriate growth

9. Continue to expand MyGolf girls-only program options at schools, clubs and facilities

10. Actively participate in the Male Champions of Change Sport initiative

11. Develop and implement initiatives to strengthen the workforce of ALPG members, female PGA members, coaches and community instructors

6. Golf Australia's Member Protection Policy & Vision 2025



What is the MPP?



- Golf Australia's **Member Protection Policy** calls on all golf entities to promote a supportive and nurturing environment for all people associated with golf.
- An integral part of this MPP is the **Child Protection Commitment Statement** which sets out a club's requirements for protecting children and young people.
- The MPP outlines:
 - Expected standards of behaviour
 - Legal and ethical rights and responsibilities
 - Guidance in dealing with complaints of discrimination, harassment and abuse
- Under Vision 2025, examples of discrimination identified under the MPP may be on the basis of:
 - Gender
 - Pregnancy
 - Breastfeeding
 - Sexual or transgender orientation

What is the MPP?



- Access to GA MPP:
 - <https://www.golf.org.au/policies>.
- Club/District Boards/Committees are asked to:
 - Read
 - Adopt
 - Embed the MPP into club practices

7. Vision 2025: Why?



Participation is gendered

- Australian club golf member profile
 - Boys & men: 80% participants
 - Girls & women: 20%
 - 80% → 55yo+
 - Average male age: 56.1 years
 - Average female age: 64.4 years (+8)

7. Vision 2025: Why?



We've never had more challenges attracting & retaining participants

- Declining participation
- Ageing female participation base
- How golf is played in clubs hasn't changed
- Our lives, lifestyles, and commitments have changed
- Cost of living
- Changing structure of family and community
- Female sporting landscape = most competitive ever
- Short domestic elite season for promotion

8. Syngenta Research Summary (2016)



Retaining Existing Golfers: What would encourage golfers to play more?

- ✓ 37% - The game was more affordable
- 22% - Better weather
- ✓ 17% - The game took less time
- 16% - A club or course closer to my home
- ✓ 15% - If I could see more improvement in my game
- ✓ 14% - My spouse/significant other played the game
- ✓ 13% - Relaxed dress code
- ✓ 11% - Play more, save more program
- ✓ 11% - Less expensive instruction/coaching
- ✓ 11% - New equipment was more affordable
- ✓ 10% - 9-hole green fee
- 9% - Course conditions
- ✓ 7% - My children were able to play with me whenever I play

8. Syngenta Research Summary (2016)



Why Do Women Leave Golf?

- 30% - Overall cost of the game
- 30% - Family responsibilities
- 27% - The time it takes to play
- 19% - Work commitments have not allowed me to play
- 17% - Took up another sport or found another hobby I enjoy more than golf
- 17% - My friends stopped playing golf
- 16% - I did not improve enough to justify continuing play
- 12% - Golf is too slow for me; I need a sport or hobby that is faster
- 9% - The game is too frustrating or difficult
- 8% - I did not have easy access to affordable golf coaching
- 5% - There are too many rules and regulations
- 5% - Staff were intimidating
- 4% - Fellow golfers or members were intimidating
- 3% - Golf lessons or coaching was not female focused
- 2% - Coaching seemed too technical

8. Syngenta Research Summary (2016)



Non-retained women who tried the game and gave up after 2-3 tries

- 37% - Overall cost of the game
- 30% - The game was not fun
- 26% - The time it takes to play
- 20% - Took up another sport or found another hobby I enjoy more than golf
- 18% - I did not improve enough to justify continuing play
- 17% - The game is too frustrating or difficult
- 15% - Golf is too slow for me; I need a sport or hobby that is faster
- 12% - Family responsibilities
- 12% - The courses are set up for experienced golfers, not beginners
- 8% - Work commitments have not allowed me to play
- 7% - My friends stopped playing golf
- 7% - The game was too intimidating
- 4% - There are too many rules and regulations

8. Syngenta Research Summary (2016)



What would encourage women to try golf?

- 74% - Free golf mornings/give golf a try
- 67% - Easy access to affordable lessons
- 59% - Relaxed atmosphere
- 50% - Clubs available for rent/hire so no need to purchase equipment
- 50% - Introduction to golf lessons taught to a group of peers with similar golfing capabilities
- 48% - Beginner only mornings
- 48% - Venue was more accommodating to non-members, juniors and/or beginners
- 45% - Female-focused coaching on the course as opposed to the range
- 43% - Play from distances on the course aligned to abilities
- 42% - More of my friends and family participate in the game



GolfAustralia

9. Australian Human Rights Commission

"Guidelines for
the promotion of
equal
opportunity for
women in golf"



9. AHRC EO Guidelines: In The Short Term

- NOW: The Guidelines are in the final stages of development.
- Launch
 - Q1 2019
 - Precise timing is TBC
- This project has already attracted some mainstream media attention.
- We expect this visibility and level of attention will continue after formal launch.
- Club Support
 - Paul Vardy, GA Clubs & Facilities Support Senior Manager
 - clubsupport@golf.org.au
 - 03 9626 5050

9. AHRC EO Guidelines: Background



- The Guidelines are being **produced** by the Australian Human Rights Commission (AHRC)
 - The Guidelines will make available to clubs **guidance** on how various golf operational practices are treated by Federal equal opportunity legislation.
 - This legislation is **not new**. It was introduced 35 years ago in 1984.
 - The publication will be **owned** by the Commission.
 - It has already been formally endorsed by the **R&A & Golf Australia**.

9. AHRC EO Guidelines: Background



- The Commission came to be involved after GA approached it in November 2017.
- IDENTIFIED GAP: GA guidance & how 1984 legislation applies to golf clubs
- We believe this document will go a long way towards filling this space
- CLUBS: Strongly encouraged to:
 - review → understand → follow Guidelines
- Where there is **any doubt** as to whether a certain practice complies with the law, we urge clubs to:
 - Focus on **maximising the inclusion of women**; and,
 - Where appropriate, seek **legal advice**
- This approach will help to **minimise the risk** of a discrimination claim, against a club or an official, under the 1984 Act

9. AHRC EO Guidelines: Background



What was the original prompt for GA to pursue production of equal opportunity guidelines for golf?

- In 2015 GA sought legal advice on the practice of 'green grass' clubs restricting access to members of affiliated virtual clubs.
- GA was advised that this practice is legally permissible.

9. AHRC EO Guidelines: Background



Other Issues Identified

- However we were also advised to direct attention to a legal issue we hadn't flagged – the practice of clubs restricting course access to women on Saturdays.
- We then wondered what other common practices might not comply with the law.
- We decided any communication on this issue needed to be comprehensive.
- GA identified the Commission as the best organisation to construct robust guidance.

9. AHRC EO Guidelines: Background



Development of the Guidelines has been informed by the following consultation program:

- Led by the AHRC & supported by GA
- 10+ focus groups: Melbourne, Sydney, teleconferences
- Who?
 - All Australian state associations
 - GA staff
 - ALPG, PGA of Australia & GMA
 - Clubs: regional & metropolitan
 - District associations
 - Individual golfers
- Draft Guidelines: individually reviewed by a diverse range of key stakeholders.

9. AHRC EO Guidelines: Scope of Publication

What operational areas will the Guidelines apply to?

1. Membership and membership categories
2. Golf course access & competition structures:
 - Including for premium times such as Saturdays
 - Booking systems
3. Governance
 - Board participation
 - Operation of women's committees
4. Single-sex competitions

Note 1: Golf is a complex legal area with a vast array of fact scenarios.

Note 2: The Guidelines will not cover issues such as workplace discrimination within a club administration

"Guidelines for the promotion of equal opportunity for women and girls in golf"



Golf Australia



Guidelines for the promotion
of equal opportunity for
women and girls in golf

MARCH 2019



Background



Background



The Guidelines have been produced by the Australian Human Rights Commission (the Commission) in partnership with GA.

- **Direction** to clubs on how various **golf operational practices** are treated by the federal *Sex Discrimination Act* 1984 (Cth)
- This legislation is not new. It was introduced **35 years** ago in 1984.
- The publication is **owned by the Commission**.
- It is formally **endorsed** by **Golf Australia and the R&A**.
- **GA approached Commission** in November 2017.
- They will help **address a gap** between the **law** and **available guidance to clubs** from GA.

Background (contd.)



- GA **strongly encourages** clubs:
 - **work through the publication**; and,
 - **follow the guidance** of the Commission.
- When in doubt, GA urges clubs to:
 - focus on **maximising the inclusion** of women and girls; and,
 - where appropriate, seek legal advice.
- It is also important to note that **golf clubs also have obligations** under state and territory anti-discrimination laws.

Background (contd.)



What was the original prompt for GA to pursue production of equal opportunity guidelines for golf?

- In 2015 GA sought legal advice on the practice of ‘bricks-and-mortar’ golf clubs restricting access to members of affiliated virtual golf clubs.
- GA was advised that this practice is legally permissible.
- However we were also advised to direct attention to a legal issue we hadn’t flagged – the practice of clubs restricting course access to women on Saturdays.
- This led us to wonder what other common practices might not comply with the law.
- We decided that any communication to golf clubs on this issue needed to be comprehensive.
- GA identified the Commission as the best organisation to construct robust guidance.

Background (contd.)



Development of the **Guidelines** has been informed by the following consultation program:

- Led by the AHRC & supported by GA
- 10+ **roundtables**: Melbourne, Sydney, teleconferences
- **Who?**
 - All Australian state associations
 - GA staff
 - ALPG, PGA of Australia & GMA
 - Clubs: regional & metropolitan
 - District associations
 - Individual golfers
- **Draft Guidelines**: individually **reviewed** by a diverse range of key **stakeholders**.

Legal responsibility



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Legal responsibility



Who is legally responsible for discrimination under the Act?

- An **individual** or **organisation** who **discriminates against an individual** (or a person who aids or permits unlawful discrimination), **can be held liable** under the Act.
- **Golf clubs** have a **level of legal responsibility** under the Act
- Note: A golf club can be **liable for the actions of its employees or agents** when the actions amount to unlawful discrimination.

What the publication covers



What the publication covers



What operational areas do the Guidelines apply to?

1. Membership and membership categories
2. Golf course access & competition structures:
 - Including for premium times such as Saturdays
 - Booking systems
3. Governance
 - Board participation
 - Operation of women's committees
4. Single-sex competitions

Note 1: Golf presents a vast **array of fact scenarios**. This adds to the **legal complexity**.

Note 2: The Guidelines **do not cover** issues such as **workplace discrimination** within a club administration

What the publication covers



Do the Guidelines provide absolute clarity *on how the law applies to golf?*

- No
- The 1984 Federal Sex Discrimination law is a **general law** that **applies to specific areas of public life** (eg: employment, goods and services, clubs).
- It is **not detailed** to the extent of talking **about things like golf and tee times**, etc.
- If the Guidelines attempted to **cover every scenario** they would be so long that they would become **unusable**.
- It is also important to remember that **in addition** to the general nature of the law, the **courts have not definitely considered these issues**.
- As a result, the **legislation** itself **does not provide the clarity** we would all **find ideal**.

What the publication covers



Can the *best lawyers provide absolute clarity* on how the law applies to golf?

- **No**
- Only a **senior court** (such as the Federal Court or the High Court) that can make a ruling that **could serve as a legal precedent**.
- With **no legal precedent**, even the best **lawyers** can **only provide advice** to you on how **they believe a court will rule** in a certain situation.
- We encourage you **to not rely on previous court case findings**.

'Special measures'



Special measures



As set out in the Act, it is unlawful to discriminate on the basis of sex in golf unless:

- the **different treatment** amounts to a '**special measure**' (in other words, positive discrimination); or,
- an **exemption** applies.

Special measures



What is a '*special measure*'?

- The Act allows for a **special measure** to be taken for the **purpose** of achieving '**substantive equality**' between women and men.
- Special measures are **positive actions** used to **promote equality** for disadvantaged groups.
- They are often referred to as '**positive discrimination**' or '**affirmative action**'.
- They **address** the **unequal position** of two groups of people by implementing a practice favouring the disadvantaged group.

Special measures



What is a 'special measure'? (contd.)

- **Women and girls** currently make up only **20%** of golf club members which is **heavily unbalanced**.
- The 'special measures' provision in the Act provides clubs with an opportunity to **offer initiatives designed to address this heavy imbalance**.

Special measures



What are 'special measures' in the context of golf?

The following are **examples** of actions that may, depending on the circumstances, be regarded as a special measure:

- **reserving a number** of board or management **committee positions for women**
- establishing a women-only committee to **create an inclusive space for women** in the club and **to increase the number of women members** at a club (eg. a women's committee with this as one of its objectives)
- offering **reduced fees** for new women members, or **waiving introductory fees** and charges

Special measures



What are 'special measures' in the context of golf? (contd.)

The following are **examples** of actions that may, depending on the circumstances, be regarded as a special measure (contd.):

- holding **training sessions** for new **women** members
- holding **competitions** for **women only**
- allocating **particular day/s** in the weekly playing schedule for **women only**.

Minimising the risk of a successful discrimination claim



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Minimising the risk of a successful discrimination claim



Section 6 provides guidance on how to minimise your club's legal risk in this area.

- The **guidance** is presented as a **checklist**.
- GA **strongly encourages** your club to **review** your **policies and procedures** against all items on the list in order to **minimise the risk** of a successful discrimination claim.
- By actively seeking to **conform with the Act**, your club will **naturally be operating practical measures** that promote **equal opportunity** for women and girls in golf.

Minimising the risk of a successful discrimination claim



There are four general risk areas for golf clubs to manage:

- A. Ensuring membership categories are gender neutral.
- B. Providing open access to the course at all times for women/girls and men/boys.
- C. Maximising the participation of women and girls in competitions.
- D. Facilitating the inclusion of women and girls in governance arrangements.

Minimising the risk of a successful discrimination claim



A. Membership categories

1. Are your club's **membership categories gender neutral?**
2. Are there any **other factors connected with your club's membership categories** (eg. the weekly playing schedule or provisions of the club Constitution) which **affect** the ability of **women and girls** to fully **enjoy** the benefits of their **membership?**

Minimising the risk of a successful discrimination claim



B. Course access

3. Do women/girls and men/boys **have open access** to the course on **all days** throughout the week?

- This matter has not been tested in the Federal Court so there is not legal certainty on this point.
- On the basis of the guidance GA has been provided, we believe **there is notable risk associated with quarantining times for men.**
- If **clubs** wish to **quarantine times for men** (and take on the legal risk that will go with this), they should consider **seeking their own legal advice.**

Minimising the risk of a successful discrimination claim



B. Course access (contd.)

4. Can both women/girls and men/boys **play socially** and in **competitions on Saturdays**?
5. If there is a **practical need to limit access** to the course, is access limited based on a **criterion other than sex**?
6. Does the **booking system** provide **all members** (who hold the same type of day-based membership) with the **same access** to timeslots for booking?

Minimising the risk of a successful discrimination claim



B. Course access (contd.)

7. Have you considered allocating a **large block of timeslots exclusively to women and girls on a specific day?**

8. Do you have **extra timeslots in the booking system allocated to women and girls?**

Minimising the risk of a successful discrimination claim



B. Course access (contd.)

- Items 7 and 8 are **practical measures** that **promote equal opportunity** for women and girls in golf.
- They are made possible by the '**special measures**' provision in **the Act**.
- These measures **recognise** that **women/girls** can **feel more comfortable** participating in an **environment** restricted to players of their **own sex/age**.
- To **address** the **80/20 participation imbalance** it is important to consider **pragmatic approaches**.

Minimising the risk of a successful discrimination claim



C. Competitions

9. Have you **considered ways to maximise the participation of women and girls in competitions?**

Some examples of how this may be achieved include:

- **increasing the number of mixed competitions**
- holding **women-only** or **girl-only competitions**
- arranging **net competitions** based on a **criterion other than sex**
- providing **access to competitions** for both **women and men throughout the week** (for example, **not limiting women's competitions to weekdays only**).

Minimising the risk of a successful discrimination claim



C. Competitions (contd.)

10. If you are **relying** on the ‘**competitive sporting activity exemption**’ in the Act, have you:

- a) taken into **account all** of the **relevant factors**?
- b) adopted a **fair and robust decision-making process**?

Notes:

- This provision of the Act permits discrimination in a competition when the ‘strength, stamina, and physique’ of the competitors is relevant.
- As a general comment, **GA believes** that the **handicap system** element of golf **eliminates these considerations in net competitions**, **although the interaction of the handicap and this exemption have not been considered by the federal courts.**

Minimising the risk of a successful discrimination claim



C. Competitions (contd.)

11. Are **women/girls** and **men/boys** awarded the **same prizes or prizes of equal value** (or at the very least proportionate) in competitions?

Minimising the risk of a successful discrimination claim



D. Governance

12. Are **all club members**, regardless of their membership category, **able to vote at the AGM**?
13. Are **all club members**, regardless of their membership category, able to **nominate for** a position on the **club's board or management committee**?
14. If **only full (or 7-day) members**, are **able to vote** at the AGM and nominate for the board / management committee, **are women & girls** able to fully **enjoy the benefits** of this type of full (or 7-day) membership?
15. Are a **number of board or management committee positions reserved for women/girls**?

Minimising the risk of a successful discrimination claim



D. Governance (contd.)

16. Do you have a **committee to promote and support the participation of women and girls** at the club (for example, a women's committee)?

- **Should not generally be regarded as an alternative to participation in the club's central governance** (for example, on the Board).
- Whether a specific **women's committee** is **permitted** under the **Act** as a '**special measure**' will **depend** on its **particular objectives and activities**.
- **More likely** to be a '**special measure**' if **one or more** of its **objectives and activities** focused on **achieving substantive equality**.
- **GA** is developing **template guidance for clubs**.

Minimising the risk of a successful discrimination claim



D. Governance (contd.)

17. Do you have **policies and processes** in place which **align** with the **anti-discrimination statements** and **complaints procedures** outlined in **GA's Member Protection Policy**?

More information



The touchpoint at GA for queries on the Guidelines is Paul Vardy and his Club Support team.

- Email: clubsupport@golf.org.au**
- Phone: 03 9626 5050**

Questions

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10. Vision 2025: Strategies & Actions



11. Vision 2025: Club Strategies



11. Club Strategies



1. LEAD

1. DISCUSS

Discuss the Vision 2025 strategy & club opportunities at next club Board meeting

2. COMMITMENT

Official **commitment** from Board to implement the Vision 2025 at their club

3. LEADERSHIP STATEMENT

Leadership statement released internally and externally by Board announcing the Club's commitment to implementing a club based Vision 2025 strategy outlining what the club is committing to and why

11. Club Strategies – 2. Plan & Organise



2. PLAN & ORGANISE

4. WORKING PARTY

Vision 2025 **Working Party** established by Board that is gender balanced and comprised of both Board and general members

5. NOMINATE

Nominate your Vision 2025 driver/s to Golf Australia

6. REVIEW

Review strengths & areas for improvement in club operations in relation to Vision 2025 key pillars of:

- *Culture & Leadership*
- *Participation*
- *High Performance & Coaching*
- *Marketing & Positioning*

11. Club Strategies

2. PLAN & ORGANISE

7. KEY ACTIONS

Identify **key actions** for each of these pillars according to these timeframes:

- Short term (quick wins) – within 1 year
- Medium term – within 2-3 years
- Long term – within 5 years

8. ACTION PLAN

Vision 2025 Club **Action Plan** developed by Working Party outlining:

- *What will be done*
- *When it will be done by*
- *Who will be responsible*
- *Resources needed*
- *How it will be measured*

11. Club Strategies



3. TAKE ACTION

9. IMPLEMENT

Implement Vision 2025 Action Plan

10. MONITOR

Monitor Vision 2025 Action Plan progress through:
- *Monthly Vision 2025 Working Party meetings*
- *Embedding the Vision 2025 strategy and action plan in standard Board meeting agenda*

11. Club Strategies



4. COMMUNICATE

11. REPORT

Report Vision 2025 Action Plan progress and learnings to District & State club support resources

12. SEEK HELP

Seek help from Golf Australia regional staff when needed

12. Vision 2025: Club Action Plans



	SHORT TERM '1 YEAR'	MEDIUM TERM '3 YEARS'	LONG TERM '5 YEARS'
Culture & Leadership			
Grassroots			
High Performance & Coaching			
Marketing & Positioning			

12. Action Plans: 'Easy Wins'

SHORT TERM – YEAR 1



PILLAR	ACTIONS
CULTURE & LEADERSHIP	Establish a Vision 2025 Working Party
	Commit to Vision 2025
	Identify a list of women inside/outside of the club who could be: <ul style="list-style-type: none"> - Positive contributors to the Board; and, - Supported into Board vice-president and president roles
	Review club constitution to ensure it is consistent with AHRC EO Guidelines
	Board to run a ' Listen & Learn ' session with female members to increase Board's understanding of the experiences of women in the club
	Appointment & training of female Community Instructor
	Become a signatory to the R&A Women in Golf Charter
	Commit to GA's Even Par Gender Equality Club Development Program

12. Action Plans: 'Easy Wins'

SHORT TERM – YEAR 1



PILLAR	ACTIONS
GRASSROOTS	Establish a My Golf centre at your club
	Establish a My Golf Girls group/centre at your club
	Introduce a Get Into Golf program for women of less represented age groups
	Create a female focussed club on and off course induction for new women and girls that is supportive, inclusive, safe, welcoming.
	Implement social events for new female members and those within their first four years of membership
	Appoint a club member to be responsible for contacting within in their first four years of membership who haven't played for an identified period of time
	Develop a participation strategy & working party to focus on attraction and retention
	Identify ' non-golf ' activities the club could run to attract new women to the club

12. Action Plans: 'Easy Wins'

SHORT TERM – YEAR 1



PILLAR	ACTIONS
HIGH PERFORMANCE & COACHING	Appointment & training of female Community Instructor
	Commit to greater gender balance in pennant teams
	Club Professional to participate in PGA 'coaching women and girls' module

12. Action Plans: 'Easy Wins'

SHORT TERM – YEAR 1



PILLAR	ACTIONS
MARKETING & POSITIONING	Commit to gender balance in imagery and content pieces in annual report, newsletters, website, social media posts
	Commit to gender balance in images on club walls and displays

EXERCISE: PURPOSE & LEGACY



SHARE WITH A PARTNER: 4 minutes (2 minutes each)

Q1: Why do you do what you do in your golf club/organisation?

Q2: What would you like your legacy in golf to be?

Contact:

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