Protecting the future of the game
Proud of our history and purpose

Core values

www.golf-foundation.org

Helping young people to enjoy the playing and personal benefits of golf
Fun
Inspiring
Inclusive
Child Centred
Innovative
Enriching
Purpose

To help young people ‘Start, Learn and Stay’ in the sport and learn transferable life skills.

START – To introduce young people to golf in their own communities and at golf clubs, irrespective of their gender, background or ability. We aim to leave all young people with a positive perception of the sport so that they want to play more.

LEARN - To help young people develop both their playing and personal skills that will benefit their wider lives.

STAY - To help create a lifelong love of golf and in turn inspire more young people to take up the sport.

Reach - HALF A MILLION YOUNG PEOPLE EACH YEAR
Targets to Grow Golf

Annually by March 2021

Start, Learn, Stay

1. 500,000 children introduced to golf
2. 50,000 to visit a golf club
3. 25,000 into regular coaching
4. 15,000 new regular players
5. 5,000 affiliated junior members
Proven and successful delivery pathway

MEMBERSHIP
Box of Tricks
GolfSixes league

CLUBS
HSBC Golf Roots Centres
Junior Golf Passport

PRIMARY AGE
Tri-Golf

SECONDARY AGE
StreetGolf

Equipment, Training, Competitions, Safeguarding, Funding, Development Officers

STAY
15,000

LEARN
50,000

START
500,000
Skills for Life
More than a game
Measures of Impact

HSBC Golf Roots Centres
Youngsters taking part in 424 funded golf clubs
April 2017 - March 2018

- Schools: 104,982
- Club Taster: 35,342
- Club coaching: 14,251
- Regular: 10,895
- Academy: 4,250
- Members: 2,501
Girls participation in funded golf clubs
April 2017 - March 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools Outreach</td>
<td>42%</td>
</tr>
<tr>
<td>Club Taster</td>
<td>30%</td>
</tr>
<tr>
<td>Club coaching</td>
<td>30%</td>
</tr>
<tr>
<td>Regular</td>
<td>28%</td>
</tr>
<tr>
<td>Academy</td>
<td>23%</td>
</tr>
<tr>
<td>Members</td>
<td>20%</td>
</tr>
</tbody>
</table>
What makes a great junior experience at a golf club?

SECURITY
99% of parents whose children play golf agree that golf offers a safe environment to play sport.

POSITIVE BEHAVIOUR
94% of parents whose children play golf agree that golf provides a unique opportunity to teach young people about positive behaviour in sport.

TEACHES VALUABLE LIFE SKILLS
95% of parents to golfers believe that golf teaches valuable life skills to children.

JUNIOR GOLF
WHAT IS IMPORTANT TO PARENTS & JUNIORS?

VARIETY OF COMPETITIONS/FORMATS
80% of juniors like the idea of having lots of different competitions.

TEAM EVENTS
72% of juniors like the idea of more team events.

PLAY WITH PARENTS
71% liked the idea of competitions where they could play with/against their parents.

TRIPS
71% of juniors liked the idea of trips to big golf events.

FRIENDS
69% of juniors like the idea of being able to bring a friend for free.

COACHING
57%
Chose the facility where their child currently plays because of good coaching.

FRIENDLINES
45%
Chose the facility because it was welcoming & friendly.

FAMILY
44%
Chose the facility because other family members already played there.

LOCATION
44%
Chose the facility where their child played because of its convenient location.
Insight Driven Initiatives

GolfSixes League
1160 Players from 24 Leagues

from 102 Golf Clubs played in 161 fixtures

25% were female

34% increase in affiliated Junior membership (42% in England)

WHAT WE LEARNT FROM GOLFSIXES LEAGUE

**Juniors**
Golfsixes League encouraged children to play more golf

68% of players attended regular practice sessions

93% of players rated the initiative as 9 out of 10

82% would like to play more golf

**Parents/Families**
Parents were significantly engaged and supportive

65% of parents volunteered at league events

38% of parents were non-golfers

**Golf Clubs**
Golfsixes League increased junior membership and practice

58% of clubs provided extra practice sessions for their players

88% described Golfsixes as FUN

££ Golf Clubs reported an increase in revenue

Golf Clubs enjoyed a greater connection with parents and juniors

"I loved Golfsixes as I played with different people and had a great time." (Player aged 12)

"My daughter was new to golf, the Golfsixes league gave her introduction to playing and meeting new friends," (Non-playing parent)

"I truly believe that this is a fantastic format for children to play." (Touring Player CC)
Girls Golf Rocks

FREE!
GIRLS TASTER SESSIONS
ON: SATURDAY 9TH APRIL
OR SATURDAY 16TH APRIL
AT: THESE PLACES IN NOTTINGHAMSHIRE

Norwood Park Golf Centre
Norwood Park, NG17 1PY
SUNDAY 5TH APRIL 2-4PM
Saturday 9th April 2-4PM
Saturday 16th April 2-4PM

The Nottinghamshire Golf & Country Club
Nottingham Road, NG17 1PY
Saturday 9th April 2-4PM
Saturday 16th April 2-4PM

Rufford Park Golf & Country Club
Rufford, NG17 1PY
Saturday 9th April 2-4PM
Saturday 16th April 2-4PM

Trent Lock Golf Centre
Beeston, NG9 2HL
Saturday 9th April 2-4PM
Saturday 16th April 2-4PM

Get involved and share your experience on social media:
@GirlsGolfRocks
#ThisGirlGolfs

Girls, learn to play golf in a fun way that ROCKS!
Girls Golf Rocks Participation

<table>
<thead>
<tr>
<th>Year</th>
<th>Counties</th>
<th>Taster Session</th>
<th>Structured Coaching</th>
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</thead>
<tbody>
<tr>
<td>2014/15</td>
<td>1</td>
<td>90</td>
<td>72</td>
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<tr>
<td>2015/16</td>
<td>8</td>
<td>624</td>
<td>520</td>
</tr>
<tr>
<td>2016/17</td>
<td>15</td>
<td>869</td>
<td>731</td>
</tr>
<tr>
<td>2017/18</td>
<td>21</td>
<td>1638</td>
<td>1185</td>
</tr>
</tbody>
</table>

- Taster Session at Club
- Structured Coaching
Primary School
Tri-Golf Courses
Tri-Golf Festivals
50,000 pupils playing golf for their school
Ambassadors
Core Funders

Need to diversify
the future...
Thank you for listening - any questions welcome