



R&A

Women and Golf
Case Study

GB&I Women and Girls' Golf Week.

Women and Girls' Golf Week was launched in 2018, thanks to the inspiration of England Golf and the support of the other home unions. It set out to unite the golf industry in a celebration of the many ways women and girls are involved in golf, from playing to volunteering and working.

Planning.

England Golf planned a dedicated week to raise awareness about women and girls' golf and to start a conversation. It was timed to coincide with the buzz created by the Ricoh Women's British Open at Royal Lytham & St Annes (2-5 August), where an all-female group of PGA professionals were offering free taster lessons to beginners. The English Under-18 Girls' Open championship was also taking place that week at East Devon.



The other home bodies in Ireland, Scotland and Wales were alerted to the plans through the collaborative R&A Communications Group and all decided to support the week, and shine a light on women and girls across the entire country. A press release highlighted that a special awareness week for women's and girls' golf was to take place across GB&I between late July and early August.

The work was supported by new development managers in England, Ireland, Scotland and Wales, appointed through funding from The R&A at the start of 2018, as well as marketing and communications teams at all bodies.

Activity.

The organisations sought to tell the stories of women and girls who are involved in many different ways in golf, asking for stories to be sent in and researching them themselves. The aim was to create noise across their social media channels and websites, with women and girl golfers everywhere invited to join the conversation using the #WhyIGolf hashtag.

Clubs were also able to get involved by promoting participation activities they are running for women and girls, such as Get into Golf, New2Golf and Girls Golf Rocks.

England Golf produced bold social media graphics that were shared and could be easily adapted by the other nations.

England Golf chief executive Nick Pink said: "We feel it is so important to give a voice to women and girls. We want to show what an important part they play in golf and to highlight the potential there is to develop this if we successfully grow the women's game."

"All the home associations, England, Ireland, Scotland and Wales, have pledged their support for The R&A's Women in Golf Charter, and this week is one way in which we can all get involved and make a difference. We are delighted that the other home nations are joining us and giving this collaborative campaign real momentum."

Wales Golf chief executive Richard Dixon added: "The growth of the women's and girls' game is a key focus of our strategy 'Everyone's Game, Anywhere'. We are fully committed in our ambition to improve gender balance and inclusiveness throughout the game in Wales."

"Involvement in this collaborative campaign will enable us all to inspire more women and girls to get involved, either through playing socially or competitively, or through the many career or volunteering opportunities available."

View the England Golf
#WHYIGOLF video
[https://youtu.be/
MKIEuwf9iy8](https://youtu.be/MKIEuwf9iy8)





Results.

The dedicated week was supported by a wide range of stakeholders and momentum grew, with celebrities, the media, the golfing public and beyond showing their support. The week went on to achieve notable social results:

- The campaign reached more than 2.5m people on Twitter, generating 12m impressions

 **12,000,000** 
IMPRESSIONS GENERATED ON TWITTER

- Reached as far afield as Australia, Abu Dhabi and the USA
- Highlighted on various broadcast outlets: BBC TV / BBC Radio 5Live / Sky Sports / talkSPORT / Good Morning Scotland
- Gained the support of celebrities such as Jenni Falconer, Naga Munchetty, Eve Muirhead, Diane Knox, Eildih Barbour and leading players
- The week ended on a high with Georgia Hall's brilliant win at the Ricoh Women's British Open
- The campaign went beyond the traditional golf media to reach new audiences, changing perceptions and attitudes around women and girls' golf
- England Golf reported new partners, not just golf related, wanting to make contact and work with them

Daily Themes.

Each day of Women and Girls' Golf Week had a specific theme. Planned content included three website stories from England Golf each day, with supporting social media activity.

Monday 30 July

Careers – women working in different areas of the industry

Tuesday 31 July

Volunteers – the hidden heroes of the game

Wednesday 1 August

Health and wellbeing – celebrity endorsers who love the sport



Thursday 2 August

Performance – opportunities for young, aspiring players

Friday 3 August

Participation – focus on participation programmes nationwide

Saturday 4 August

Championships – key events and the pathways for progression

Sunday 5 August

Round-up and celebration of the week

“ Our aim was to raise awareness of the fabulous female side of the game and, with the support and collaboration of the other home countries, we've succeeded beyond our expectations ”

LAUREN SPRAY
WOMEN AND GIRLS' MANAGER, ENGLAND GOLF



“The reaction to Women and Girls’ Golf Week has been fantastic and shows what can be achieved when the GB&I governing bodies work together”

ANDREW MCKINLAY
CHIEF EXECUTIVE, SCOTTISH GOLF

Improving for the Future.

There is appetite for another dedicated Women & Girls’ Golf Week in 2019 to build on the success of the inaugural week.

More planning in advance involving all the home bodies could achieve even greater impact and also allow clubs the opportunity to engage their membership. This would give clubs the opportunity to shine a light on what they are doing within their own regions.

Ultimately, an overarching outcome from such a week could be to see an increase in participation and a boost in membership numbers, backed up by compelling data.

But a focused week of activity can also work towards dispelling the myths and misconceptions of golf, highlight relevant role models and shine a light on champions in golf.

Given the success of the week, it is also a formula, overall, that could easily be adopted by other national federations across the world.

Watch this space for Women & Girls’ Golf Week across GB&I in 2019!