



What is your club's strategy for recruiting more girls into your golf club? Do you have one?

TOP FACT

20% of clubs reported an increase in their junior girl membership during the last two years, compared to **38% recording a decrease.**

Where to start...

Do you understand where your club currently sits within the market and which girls are most likely to be attracted into membership? It's essential to understand why the girls you are targeting want to play golf and why they are choosing your club. This will help you formulate your offer and attract them to play golf at your club.



Ideas on where to recruit girls



Through current members - Offer daughter/granddaughter sessions.



Family members - Male family members are especially important in getting young people started in the game and encouraging them to practice and improve their game.



Schools, both primary and secondary - Deliver taster sessions during school time. This needs follow-on activity to sustain interest. Have you contacted the Golf Foundation for support? www.golf-foundation.org



Local community groups - Dance clubs, young farmers, youth groups etc.


> Do any of your current members already have links to them?





Guides, Brownies, Rainbows, Scouts, Young Leaders - Do any members have links with these? Can you contact local leaders to offer opportunities?

Ideas on where to recruit girls (continued)

 **Universities and colleges** - Have you looked into using the Get into golf programme which supports recruitment at universities. For more information visit www.getintogolf.org

 **Other local sports clubs, such as netball, tennis and hockey** - Consider creating a reciprocal link.

 **Facebook advertising** - Can you invest in targeted advertising to promote the offers you have at your club?

 **Links through County Sports Partnerships** - Your Club Support Officer will be able to provide you with their contact details.

Guidance around delivering sessions

Provide a safe environment, out of sight of large groups of people.


- > 75% of girls are self conscious about their body image.
- > Offer girls-only sessions to help reduce intimidation. But, remember mixed sessions work very well for some clubs.
- > Ask girls for feedback about what they like and what they might want to change about the activities.
 - > Questionnaires or informal chats are a really good way of obtaining valuable insight. Can you build this into your session?
- > Allow time for introductions at classes and use nametags.
- > Be flexible about what girls can wear.


- > Encourage girls to bring a friend. Could you offer vouchers for attending?
- > Role models play an important part in inspiring girls to participate in sport illustrating 'If I can do it, you can too' attitude. The success and visibility of role models (such as professional golfers) impacts on motivations for young people and families to take part, particularly those who have never played before. Ambassadorial roles are useful to promote golf to those who ordinarily would not be exposed to the sport, via their family and friends.
- > Ask current girl members what type of session they would like if they were starting. Get them to help develop and promote the sessions.


Important notes to consider when recruiting girls

 **Give the girls the opportunity to input into when and where sessions will run** - This doesn't have to be at the golf club. Have you considered an environment they are familiar with, such as a youth centre?


- > Do some research before the session and find out when most of the girls attend the youth centre and build your session delivery time around that.

 **Delivering sessions that avoid potential pressure** - Could you position your sessions to be delivered down the left handside of the range or practice area? This would also avoid boys and others looking in and discouraging some of the girls taking part.

 **Time** - Allow the girls to interact socially within your sessions. Also encourage the girls to interact socially within the clubhouse.

 **Are there one or two members of the group who can lead** the decision making process, giving more ownership and responsibility to the girls?

- > Could you recruit a junior girl captain?

 **Don't assume you know how the girls will respond** - Let the girls tell you what activities they want to take part in. Make sure they know how they can continue their involvement after the initial taster session or block of coaching activity.

Top Tips

- > Clubs with junior organisers are significantly **more likely to increase their number of junior members**.
- > Have you considered recruiting a girls' junior organiser to specifically look after and support them within the golf club?
- > **Did you know 85% of clubs have one or more junior organisers**, but 86% of these clubs do not have a separate organiser for girls?

