

Women in Golf  
Case Study

# Australian PGA Pros: A Formidable Foursome.

Four female Australian professionals have swapped life on the fairways for full-time careers working in golf, making new names for themselves in their homeland.

In often male-dominated areas of the industry, Bree Arthur, Katy Jarochowicz, Emily McLennan and Stacey Peters are enjoying success in different roles and acting as an inspiration to many others.

As part of the Women in Golf Charter drive, here we share their stories to encourage more women to work or volunteer in the golf industry...



**Bree Arthur.**

Golf Operations Team Leader, The Royal Sydney Golf Club  
Dual PGA and Australian Ladies Professional Golf Tour  
member and former Ladies European Tour player



Both my parents played golf and I grew up following my Dad around the course as a five-year-old, before my love for the sport developed. I started participating in the Junior Program at Beaconhills Country Golf Club in Victoria and became the Club Champion by the age of 14. I loved going to the club after school and would practice until dark.

I went on to win three times on the Australian Ladies Professional Golf Tour (ALPG), but my career highlight was in 2013 when I played in the Ricoh Women's British Open at St Andrews, my first Major.

After my playing career came to an end in 2016, mainly due to injury, I decided to take part in the PGA Bridging Program as I knew my love and passion for the sport still had a great future within the golf industry, just not as a touring pro. I really enjoy the industry and most of my experiences have been rewarding for my career and invaluable as a person.

I'm now a Full Vocational Member of the PGA of Australia and been in my current role for two years. I'm looking forward to continuing to develop my skills and experience into a senior leadership role in the future, including operational management and coaching.

In late 2019, the PGA of Australia and the ALPG aligned to help deliver better leadership for the sport. It's great to see some former champion players such as Karen Lunn, who is the CEO of the ALPG, and Karen Quinn, the Director of Sport at The Royal Sydney Golf Club, inspiring other women to become leaders in the industry.

However, we currently only have around 110 Female PGA Professionals in Australia and only approximately 26 of them coach. This could be playing a big part as to why we are not seeing more women given opportunities to excel in the industry, as their actual numbers are far less than their counterparts. I've also found that women generally enjoy being coached by other women.

We need more women working and leading the way across all levels of the industry, from executive and management leadership roles to coaching and mentoring. I would love to see a woman being held in such great esteem as a David Leadbetter or a Butch Harmon!

The golf industry is always evolving and it has to in order to stay relevant in today's changing world of choices and competition with other sports. The challenge is to find better ways to increase female participation and to be inclusive.

“We need more women working and leading the way across all levels of the industry, from executive and management leadership roles to coaching and mentoring.”

BREE ARTHUR

## Emily McLennan.

Operations & Membership Manager, Australian Ladies Professional Golf (ALPG)

Previously competed on Australian Ladies Professional Golf Tour / Symetra Tour



I started in golf when I was five-years-old and, unlike a lot of players, my parents and family did not play. I started to really love the game and saw I was progressing quite quickly. When I was a teenager, and into my college career in the US on a golf scholarship, the sport was always my escape – or an outlet – from schoolwork and other stressors.

Looking back, I loved being able to travel across the US and Australia playing the game I loved. I was able to meet a lot of amazing people, who became part of my family, and go to a lot of places I would not have regularly been able to. Golf was able to open my eyes to a wide range of people, places and cultures.

I took a step back from full-time competing when I successfully applied for the role at the ALPG in September 2018. It allowed an easy transition from playing to the workplace as I played on the tour for a few seasons, and I also knew most of the players prior to taking on the role. It's nice to be able to have some input into my home tour and help to grow the game by creating more opportunities for our professionals to play. I'm also in the process of completing a Masters degree.

Like any role within any industry, if you work hard, take pride in what you do and start to have some success with your ideas and initiatives, it won't go unnoticed. It's easy to get discouraged when you feel you aren't being heard, but if you just keep working and don't take things personally eventually things will change.

It is obvious more roles have been created specifically for females within the industry, but it's still heavily dominated by men. Some workplaces and clubs are very forward thinking and ahead of the game when it comes to equal opportunities, but some still fall well behind the curve.

“It's easy to get discouraged when you feel you aren't being heard, but if you just keep working and don't take things personally eventually things will change.”

EMILY MCLENNAN

**Katy Jarochowicz.**

Head of Golf Operations, Port Kembla Golf Club, New South Wales

Previously competed on Australian Ladies Professional Golf Tour and US mini-tours



When I first started playing golf 30-odd years ago, it was quite rare to hear of a female head professional or coach. Today, women are much more prominent in coaching and management in the golf industry. That's because our industry leaders are passionate and committed to growing the game and to do that you need as many quality employees and coaches as possible.

I've enjoyed my love affair with the game since my parents first took my brother and I along with them to their golf club on a Friday afternoon. I was just four-years-old and we would chip and putt on the practice green with cut-down clubs that used to belong to my grandfather. The local pro ran junior clinics which I became involved in. Fast forward to 2009 and I won the Texas Women's Open – not a big event but a big moment for me!

Since retiring from full-time competition, I've continued to upskill, gaining a diploma in golf management at the PGA International Institute of Golf and becoming a full vocational member of the PGA of Australia.

My current role is challenging at times, but I feel privileged to continue to be involved in golf. For me, there's nothing more satisfying than working with a great team, who are equally as passionate about golf as I am, to create a community culture and facilitate quality golf events.

There are so many paths to go down once you start in the golf industry – coaching, management, administration, mentoring. The sport encompasses so many aspects of business. In Australia, we have a multitude of opportunities to begin, grow and develop our careers through the PGA's Trainee and ACE training and education programs, as well as the International Golf Institute Programs offering golf specific management qualifications.

Golf also provides great networking opportunities and no matter how young, old, fit, able, rich or poor you are, you can enjoy it! Sport, in general, has come a long way when it comes to equality and golf is no exception.

“For me, there's nothing more satisfying than working with a great team, who are equally as passionate about golf as I am, to create a community culture and facilitate quality golf events.”

KATY JAROCHOWICZ



**Stacey Peters (nee Keating).**

Female Pathway Manager, Golf Australia  
Previously competed on Australian Ladies Professional Golf Tour and Ladies European Tour, winning the French and Spanish Opens (2012) and the Victorian Open (2013)

It was my grandparents who got me into golf, they used to take me around after the competition field on a Saturday. I started when I was 12, and Nan used to tee up the ball for me all the way along the fairway until I got to the green! Going on to become a pro, winning the Victorian Open in front of so many family and friends is something I will never forget. I felt a lot of pressure, being as close to home as I'll ever play.

I retired from playing full-time at the end of 2017 and have absolutely loved the transition into my role with Golf Australia. I thought I may struggle going straight from playing to a 'real' job, but I think because I'm constantly around the players and competition it gives me enough of a fix. I mainly help our young up-and-coming high-performance players transition into professional life. I work within each of the state High Performance Programs to help across the female side, acting as a mentor. I also go away on Australian representative team trips as the manager.

You have to give the golf industry a go before you say: "it's a blokes environment". I felt it always had that look to it, yet I haven't found it like that at all. In fact, it's been quite the opposite – very welcoming and engaging.

Perhaps it's because I've come from a playing background, but I feel the guys in the industry are constantly asking my feedback and input which is great! Beyond this, I would say to stick to your guns as a woman working in the industry and stick to what you believe in.

It's getting better and better for women in all sports, not just in golf. I feel Australia is a leader in this space, as sports are making it more comfortable and less daunting for women. In golf, we've identified we need to have more women leaders and that is slowly changing over time. We are getting closer and closer to a great balance in gender at Golf Australia.

“You have to give the golf industry a go before you say: “it's a blokes environment”. I felt it always had that look to it, yet I haven't found it like that at all.”

STACEY PETERS