

SWOT ANALYSIS

The following document has been designed to help individual golf clubs assess their performance around gender balance and inclusivity – the process should be carried out as follows:

- Add all relevant Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T)
- Study each section to ascertain those areas at the club that can be improved
- Discuss internally the best ways to combat these areas and create a plan
- Agree the commitments that will drive positive change within your club
- Share these with The R&A to finalise your status as a Women in Golf Charter signatory
- Make these commitments official as a Women in Golf Charter Signatory



STRENGTHS:



WEAKNESSES:



OPPORTUNITIES:



THREATS:



To find out more about the #FOREeveryone campaign or the Women in Golf Charter, visit:

RandA.org/FOREeveryone

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