



Founded upon innovative research and academic study, **love.golf** is a proven approach to women's coaching, delivered by a community of coaches who engage, inspire and progress women in the sport.

**love.golf** is designed specifically for women and delivers an alternative approach to group coaching experiences and opportunities irrespective of age and ability. Most **love.golf** coaching takes place on the golf course, free from any dress codes or unnecessary rules.

**love.golf** is pleased to join the R&A and partners in support of the Women in Golf Charter by committing to:

- Support diversity and inclusion within our workforce and team of **love.golf** coaches, and showcase their projects and experiences
- Grow and sustain female participation through partnering, sharing and working alongside the golf industry and associations to make **love.golf** projects and experiences available to as many women as possible
- Support, engage and develop a community of female **love.golf** participants to proactively encourage retention and regular participation
- Showcase and share female customer insights, academic research and best practice via presentations, panel discussions and practical coaching sessions to the golf industry and associations
- Support and inspire an international community of coaches that share a passion to drive female participation to create positive impact and change
- Continue to develop engaging **love.golf** projects and experiences designed specifically for women and underpinned by insight, feedback and research