



Women in Golf Charter

The European Tour is committed to supporting the Women in Golf Charter by working closely with our stakeholders in the industry to enhance and encourage the involvement of women in all areas of our game.

Whilst we are the global Tour for men's professional golf, we actively promote a culture of inclusion and diversity across our business as part of our corporate vision to lead the transformation of global golf.

This includes advocating a closer collaboration between the men's and women's game, both professionally and recreationally, and widening the game's overall appeal to new audiences through innovation.

Women are prominent leaders throughout our organisation, including at Board level, in our Executive and Senior Management teams, and in key operational areas in the field, including our Communications, Partnership Management, Player Relations and Rules Officials teams.

As a signatory of the Women in Golf Charter, we commit to building on this strong foundation to ensure our sport is a welcoming and inclusive environment for women, and indeed for all individuals.

In order to do this, we will:

- Collaborate with the governing bodies of the women's game to explore global playing opportunities that are mutually beneficial
- Advocate continued female participation in our short formats, including pioneering events such as Golf Sixes
- Encourage more women and girls to participate in, and engage with, the game of golf through innovation and initiatives aimed at widening the sport's appeal
- Actively promote the health benefits of golf to both men and women
- Continue to ensure we have equal opportunities for women to succeed in roles at all levels in our business

Keith Pelley, Chief Executive, The European Tour

