

WOMEN IN GOLF CHARTER

SPORTS MARKETING SURVEYS INC. COMMITMENT

The Courtyard, Wisley, Surrey
GU23 6QL, UK + 44 (0) 1932 345 539
info@sportsmarketingsurveysinc.com
www.sportsmarketingsurveysinc.com

SPORTS MARKETING SURVEYS INC. are currently working to ensure a full commercial commitment to supporting The Women In Golf Charter.

This includes that the SPORTS MARKETING SURVEYS INC. business is currently 50% female and 50% male – with a woman heading up and strategically leading and managing our research team, with a female senior manager as head of our qualitative research programme – and an additional female Senior Research Executive leading the reporting programme around THE OPEN.

Our Board of Directors includes one female director (20% of the Board) and there is no governance restriction on this increasing.

Our work on participation in golf, and for participation in other sports in the UK and internationally, are also all run by the female Head of Research who is actively involved in all of the golf work supporting the aspirations of The Women In Golf Charter.

Specifically, SPORTS MARKETING SURVEYS INC. commit to:

1. We will monitor golf participation in the UK with particular focus on monitoring change in female numbers. (Source: SMS INC Golf Participation)
2. We will undertake research around women playing in golf through our annual research including identifying how women feel about playing the game – and how females got into golf.
3. We will also revisit understanding whether parents introduce their daughters to the game and how this compares to introducing their sons.
4. We will ensure we have equal opportunities for women to work at SMS INC. at all levels of the company, and be involved in research around golf.
5. We will continue to support The R&A, England Golf, and other stakeholders in the game in the development and monitoring of the issues around the sport, and in particular in relation to the role and presence of Women in Golf.

Our involvement in supporting The R&A and the stakeholders in the game on the Women In Golf Charter will be a mix of support and information provided as a paid-for commercial service, and availability of our industry experts on a pro-bono basis, as well as some specific insight (see point 2 above).

Our Managing Director and Head of Research will actively support the process / be sounding boards / part of the support team that is developing the monitoring programme for The Women In Golf Charter and will help identify ‘what does success look like’ in terms of results from The Women In Golf Charter. Our time will be provided – within reason – to support this free-of-charge.

SPORTS MARKETING SURVEYS INC. is committed to being an equal opportunities employer in all aspects of our commercial business life.

We, the undersigned, commit SPORTS MARKETING SURVEYS INC. to be a signed up supporter to The Women In Golf Charter.



JOHN BUSHELL
Managing Director



ERICA HEALY
Head of Research



RICHARD PAYNE
Director – Sports Accounts