

Finnish Golf Union - Women in Golf Charter

Finnish Golf Union is proud and happy to become a signatory for the Women in Golf Charter. Our intention is, and has been, to get more women and girls to be involved in golf. Counted both in numbers and in the quality of the experience.

The Strategy 2020 for Finnish golf states that we should:

- increase the number of female golfers
- offer different options for women to play golf
- change the image of golf to be a hobby for the whole family
- get more women to be active in golf organizations and in golf industry

On elite level our intention is to:

- offer equal possibilities for women to play in tournaments
- support women's elite coaching equally with men

Our specific goals are:

- to create an active network for Lady captains
- to plan and execute for national and regional programs and meetings for women
- to have tools to continuously measure the customer experience among women
- to have a support system and a structured tournament schedule for women

How do we implement this?

- appointed people in FGU staff working with development of lady golf
- FGU president and one board member are female
- we have seven regional strategy groups; women working for women
- 2019 theme is "My way to play – Ladies first"
- An annual Lady Captain's meeting with 120 participants
- Gloria Lady Cup – tournament series reaching 800 women
- tournament programs and tours for girls and women in all ages
- national and international events for best amateur and professionals
- Girls in golf -project has been ongoing for two years, also supported by R&A
- 10% of our certified teaching professionals are women, 12% of golf club presidents are women and 16% of club managers are women.

Involvement in charity

- Women's Bank is a Finnish charity organization, women raising funds to help women to get job opportunities in developing countries around the world. Finnish Golf Union is an active supporter and Finnish Golf Clubs are organizing 17 fund raising events during 2019.

By signing this charter, we commit to work for an active and inspiring future for Women in Golf.

Helsinki, May 2019


Mrs Hanna Hartikainen, FGU president


Mr Juha Korhonen, FGU general secretary

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