Women in golf charter

With this short description on our work attracting more women into Swedish golf, we are delighted to sign the R&A Women in Golf Charter.

More women in Swedish golf would mean:
- Growth of legitimacy for golf in society
- Better atmosphere at the golf clubs
- Growth of juniors
- Growth of income for the golf clubs

Changes needed
- Adjust course setup for better playing experiences for all people.
- Give all players the possibility to develop their golf game.
- Establish good quality on the establishment (club house, cafeteria, WC etc.).
- Offer a wide selection in the restaurant (attractive for women).
- Arrange golf activities that focus on health and recreation.
- Promote playing options that take less time.
- Fight out of date attitudes and valuations still existing in golf.

Goals for 2020
- Growth of 10 000 female golfers (approx. 20/club)
- Equal boards on all levels
- 35% women of all golfers (long term goal based on research)
- Vision 50/50 processes started in 200 clubs

Method for change
In order to reach the goals and work towards the changes needed, the Swedish Golf Federation focuses mainly on the Vision 50/50 process. In the process golf clubs are given the opportunity to work with their own development plan to attract more women. The process is overall divided into three rounds. In the first round the club is undergoing a gender education combined by doing their status analysis. In the second round the club decide for goals and activities and in the final round the plan is implemented. The process takes about 12 months to conclude and then run, all the time supported by the Swedish Golf Federation. In September 2018 about 80 golf clubs are in the process.

Stockholm September 2018

Maria Möller
President

Gunnar Håkansson
General Secretary

Annica Lundström
Process leader Vision 50/50