

DANSK GOLF UNION

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Brøndby, 2. July 2021

Women in Golf Charter

The Danish Golf Union is committed to transforming golf in Denmark into a sport that is highly engaging, accessible and fully inclusive for women and girls at every level. The current situation on gender diversity is 27% female and 73% male and has been so for many years. The golf business is in a positive situation at the moment and therefore the timing is right when it comes to focussing on getting more women involved. We believe that increased gender diversity in golf is a must to vitalise and to empower the sport to reach its true potential and development into the future.

The Danish Golf Union are therefore ready to take part in The R&A's Women in Golf Charter, and pledges to support the charter through:

Overall strategy of the Danish Golf Union

- Increase the total number of female golfers
- Create targeted campaigns and methods towards recruiting more women in golf

Culture and Leadership

- Setting and role modelling the example and standards by which our sport will be led
- Empowering clubs and facilities around Denmark to be more welcoming, inclusive and accessible for women and girls
- Obtain at least 3 out of 7 female board members in the Danish Golf Union

Grassroots

- Supporting golf clubs to create beginner programs for women only
- Supporting golf clubs to do marketing campaigns target towards women in the local community

High Performance and Coaching

Ensuring equal possibilities between the genders to reach their full potential as an professional golfer

Marketing and Positioning

- Enhancing perceptions of golf as accessible and inclusive among women and girls

Knowledge and data

- Gather local and national insights on the experience of women golfers
- Studie the Danish population in order to understand the drivers and barriers to attract more women to become members of the golf clubs

Tournaments strategy

- Implement a tournament structure that is developed on the foundation of needs and possibilities of girls and women. Making sure that age, development and needs are being fulfilled

Goals for the future

- Running a pilot together with 10 golf clubs on a Women's Only Program
- Testing different marketing strategies on how to recruit more women

We look forward to working with, and sharing knowledge, experiences, materials, campaigns with the R&A and other countries working for the same agenda. And hopefully we can accomplish a better gender balance and a more inclusive culture within golf in the future.

Best regards,
Dansk Golf Union



Lars Broch Christensen
President



Morten Backhausen
Director