



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

Jeremy Tomlinson – CEO England Golf

ENGLAND GOLF: MAKING OUR SPORT MORE INCLUSIVE WITH STRATEGIC FUNDING

R&A

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**“We work at the heart of golf in England, supporting and empowering a thriving community of players, counties and clubs to get the most out of the game we all love”**



ENGLAND  
GOLF

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# Our Values.



ENGLAND  
GOLF

- **Inclusive:** Welcoming and enabling everyone to be involved with golf in England
- **Honest:** Acting with integrity, trust, fairness, reliability and transparency
- **Supportive:** Working together to make golf better for everyone, inspiring people to achieve their goals
- **Excellent:** Continuously improving, exceeding expectations and setting high standards
- **Responsible:** Being personally accountable and passionate about driving a strong future for golf



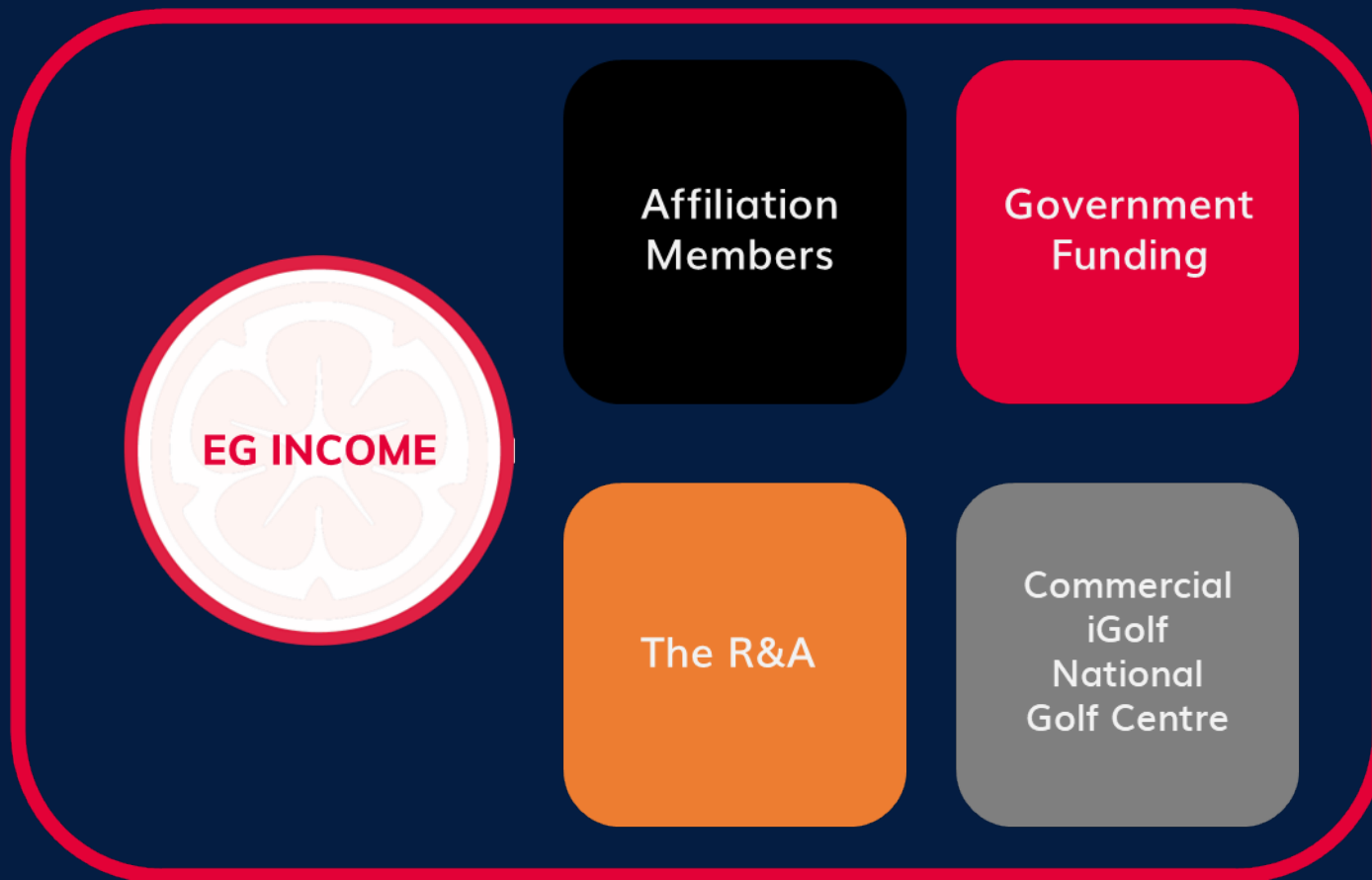
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# What we do.

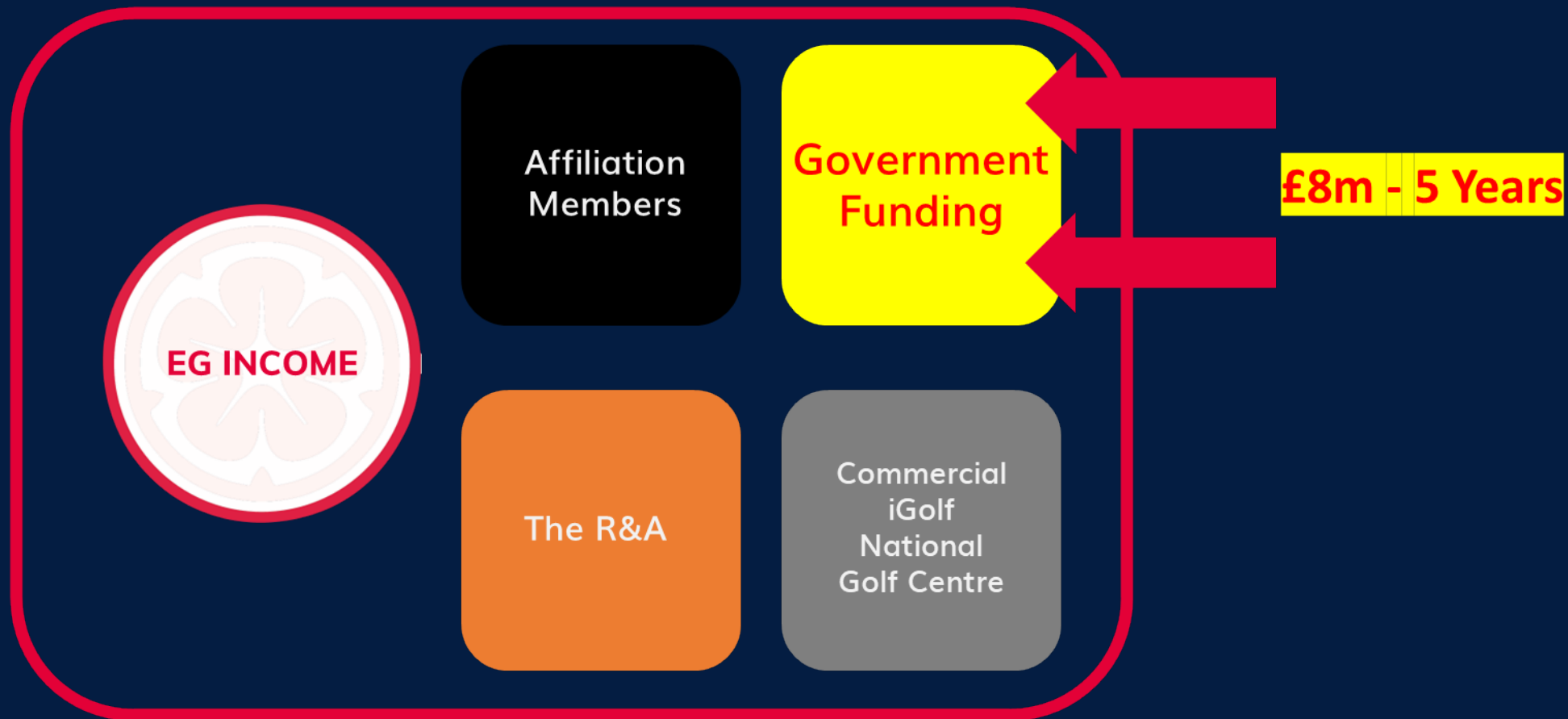


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# Our Income Streams.



# Our Income Streams.



# Focusing on the right things...

**Strategic  
Focus...**

- Inclusion
- Safeguarding
- Sustainability
- Health

**Can also  
drive...**

**Strategic  
Funding!**

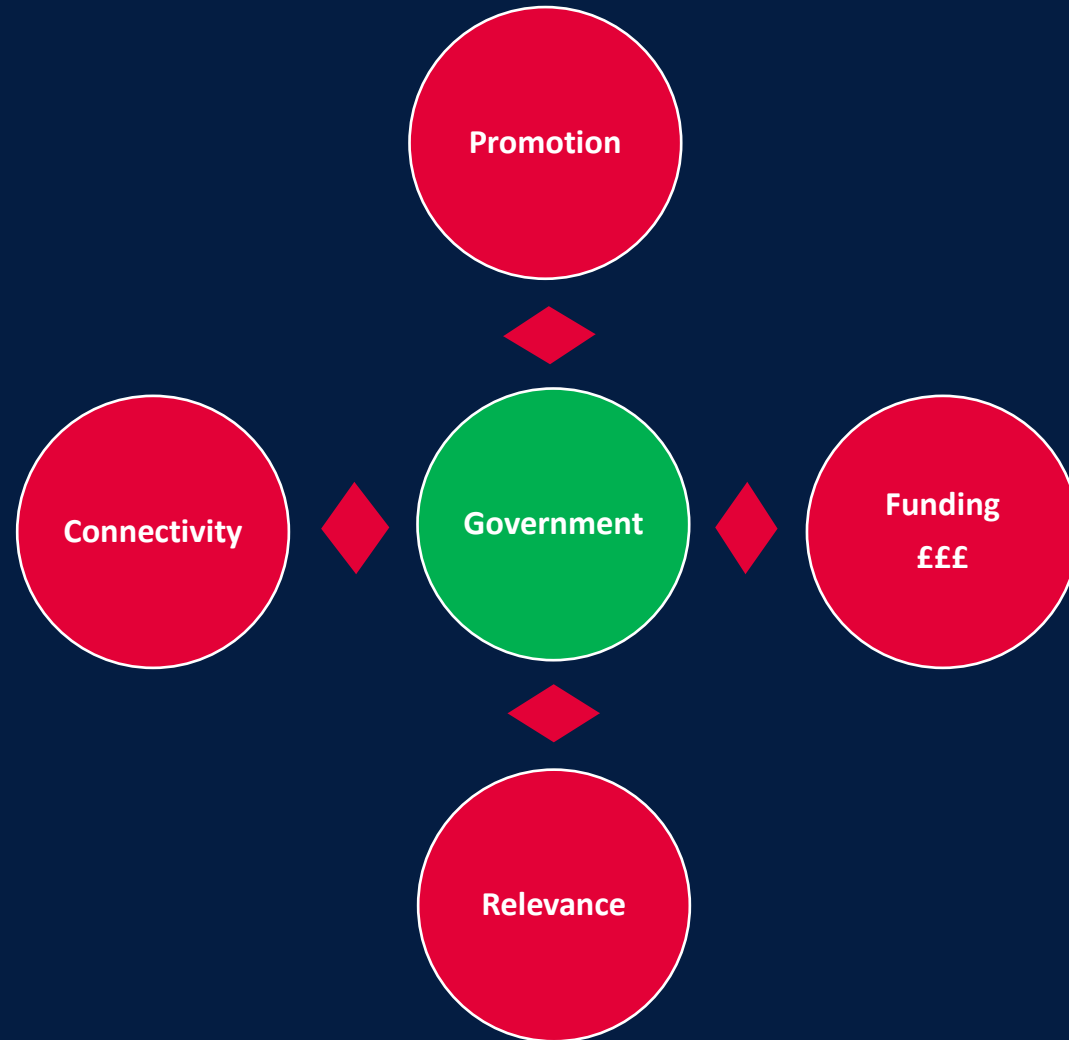


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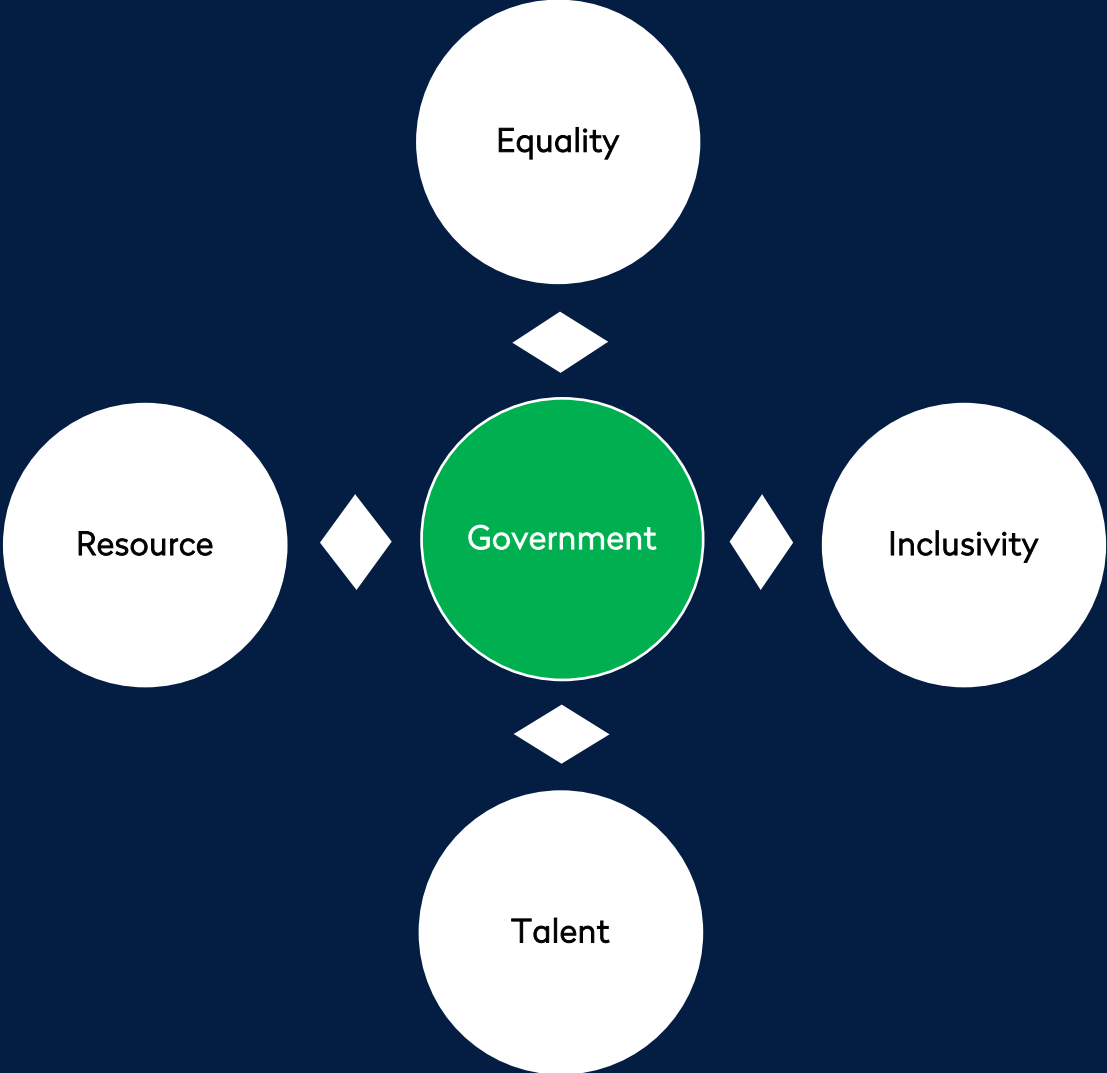
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# Government Funding.





# Strategic Deliverance.



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Better promotion of golf  
as an accessible and  
inclusive sport for all

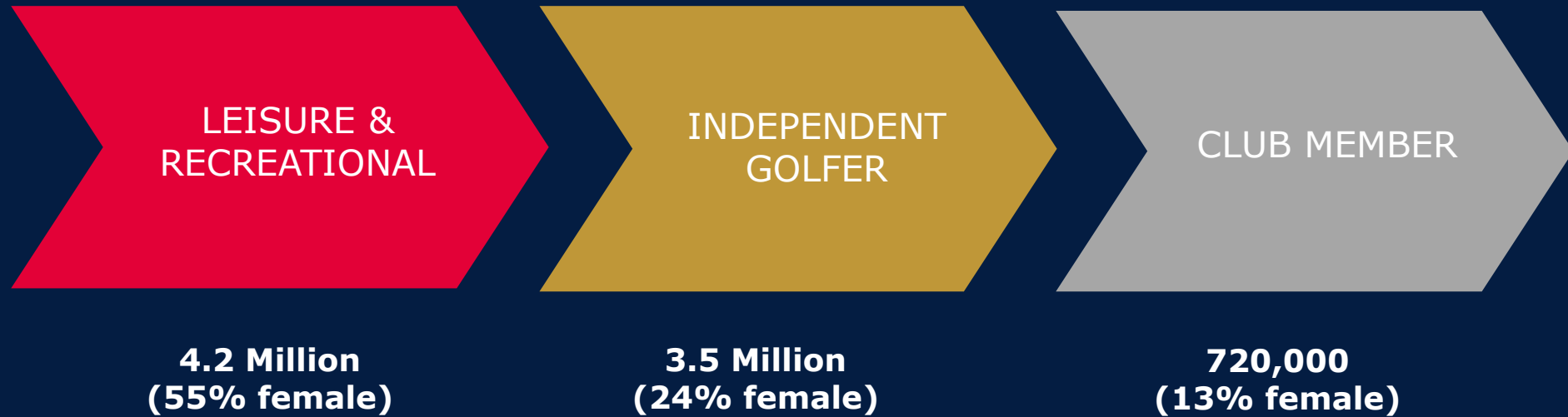
Positive cultural change

***Making Golf More  
Inclusive!***



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# Golfer Journey.



**Golf is a sport we can all play throughout our lives**

# Is Golf a Sport for Me?

**'INCLUSION'** is our  
Strongest Participation  
Driver!



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**#** **TOGETHER** **INGOLF**

For Golfers, For Golf Clubs, For the Game