



The R&A
International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

Zoe Thacker, Wales Golf

R&A

Health is a key selling point.

Play more golf	On Course Golfers 51%
Likely to return to golf	Lapsed Golfer 39%
Likely to play golf	Non-golfers who play sport 15%
Likely to play On Course	Off Course Golfers 81%



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THE BRIEF.

Develop a global campaign to promote the health benefits of playing golf

OBJECTIVES.

1. Increase participation of existing golfers through a strong and actionable health message
2. Capitalise on the proven health benefits of golf to encourage non-golfers into the sport



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GOLF IS GOOD FOR YOU

**YOUR MOOD
YOUR HEART
STRESS
FITNESS**

**SOCIALISING
STRENGTH
BALANCE
YOUR WELLBEING
CO-ORDINATION
YOUR MIND**



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“



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“We created a fresh, modern, uplifting, positive campaign – **using animation** – that talks about the mental and physical health benefits of golf”.

”



Golf is Good - Video



Gareth Bale Animation - Video

STATICS.

Hero graphic



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STATICS.

Health benefits x 5



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STATICS.

Doctors endorsement



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COMMS & MARKETING.

Media Buy

- Social
- Search
- YouTube
- Sky Sports – using Adsmart to target golf enthusiasts located in Wales

Wales Golf

- Social media channels
- E-newsletters
- Dedicated website landing page
- Promo pack sent to all clubs in Wales plus driving ranges and golf facilities

PR

- Press release
- Government support
- Media moments – real life stories of golf benefitting health
- Content capture for use on social

Other

- The Open – 2 x Info towers, 2 x High impact boards in tented village at 14th, PGA Swingzone
- Golf and Heath Conference – Edinburgh
- Opportunities at Cazoo Wales Open, Seniors Open, AIG Women's Open



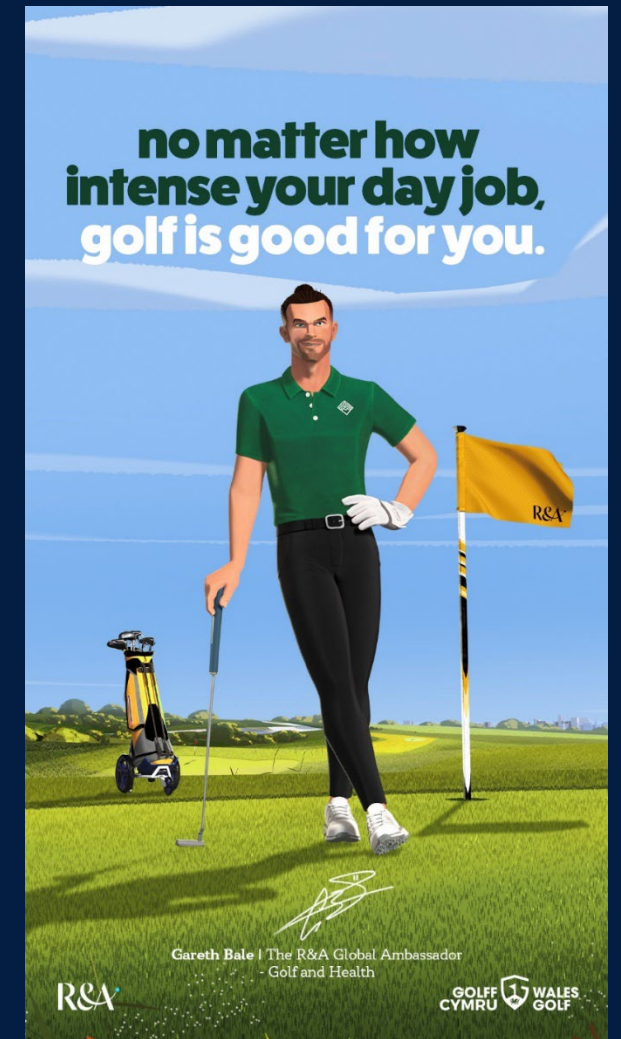
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CALL TO ACTIONS.

Wales Golf have a range of resources and pathways to help people get into golf, or to help them continue their golfing journey.

- Find a beginner session
- Find a coach
- Find a golf club
- Golf facilities
- Flexi-club

For more info visit: walesgolf.org/golf-is-good



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CLUB PACKS.

Resource packs were sent to all golf clubs in Wales.

These included:

- Introductory letter
- Drinks mats
- Posters
- Pop-up tent cards

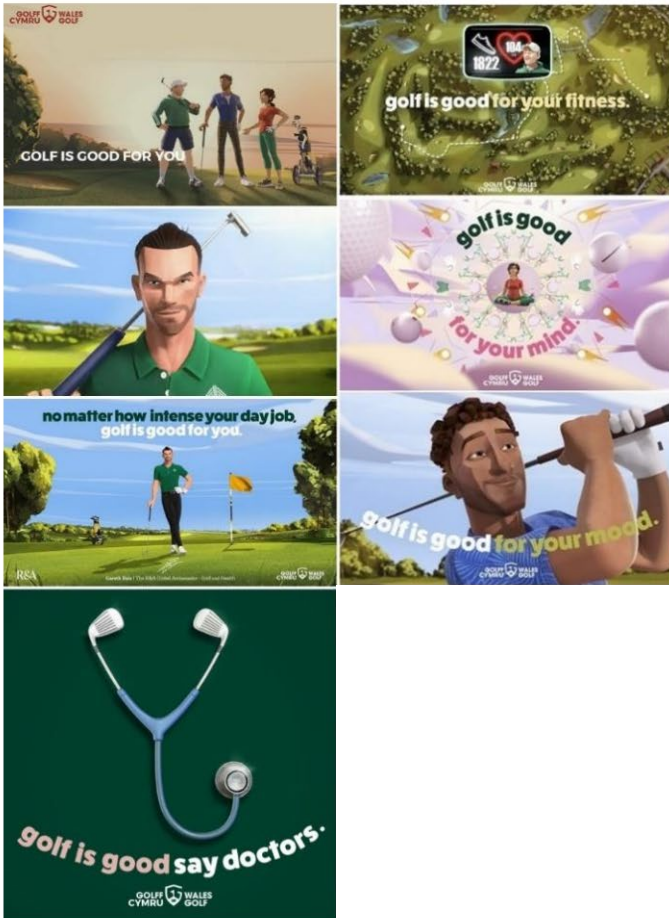


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POST CAMPAIGN STATS.

Sporting Insights

Research conducted by



84%

Like or love the style of the Golf is Good for You campaign overall, and...

81%

Of current *non-golfers* like or love the style of the campaign

83%

Think that the campaign is appealing to all different types of people, and...

77%

Of current *non-golfers* think that the campaign is appealing to all different types of people



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Because of the "Golf is Good for You" campaign....

74%

Of people with children in their household are likely to encourage their children to play golf because of the health benefits

65%

of current golfers who had seen golf and health advertising had played more golf than usual in 2022, compared to **48%** of current golfers who hadn't seen advertising

73%

Of current on-course golfers are likely to play more golf

74%

Of off-course only golfers are likely to consider playing golf on a golf course

51%

Of lapsed golfers are likely to consider returning to golf on a golf course

58%

Of people who have never played golf are likely to consider playing golf of any kind in future



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NEXT STEPS.

Wales

- Ongoing use of assets linked to major events – Seniors Open etc.
- Key awareness dates – Mental Health awareness week (May) etc.
- Dedicated webpage with bank of assets for clubs
- Regular social posts

Internationally

- Bank of assets available, free of charge. Can be created in multiple languages and tailored for local relevant endorser
- Discuss with your regional R&A golf development teams and incoming Global Assets Manager
- Assets will also be made available through the Affiliate Portal (targeted for completion by end of 2023)



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Gareth Bale Personal Message - Video