



The R&A
International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

David Gallichio - General Manager, Golf Participation, Golf Australia

R&A

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**“To ensure all Australians can
participate in golf on their terms”**

Golf Australia

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Not engaged yet
5,800,000 Australians

Have not done any golf activity in the last year but are interested in doing so



Alt Players
1,645,000 Australians

Have been to an alternative form* in the last year but not other activities



Ball Hitters
295,000 Australians

Have been to a driving range but not played a round in the last year



Round Players
865,000 Australians

Have played a round of golf in the last year but not a member

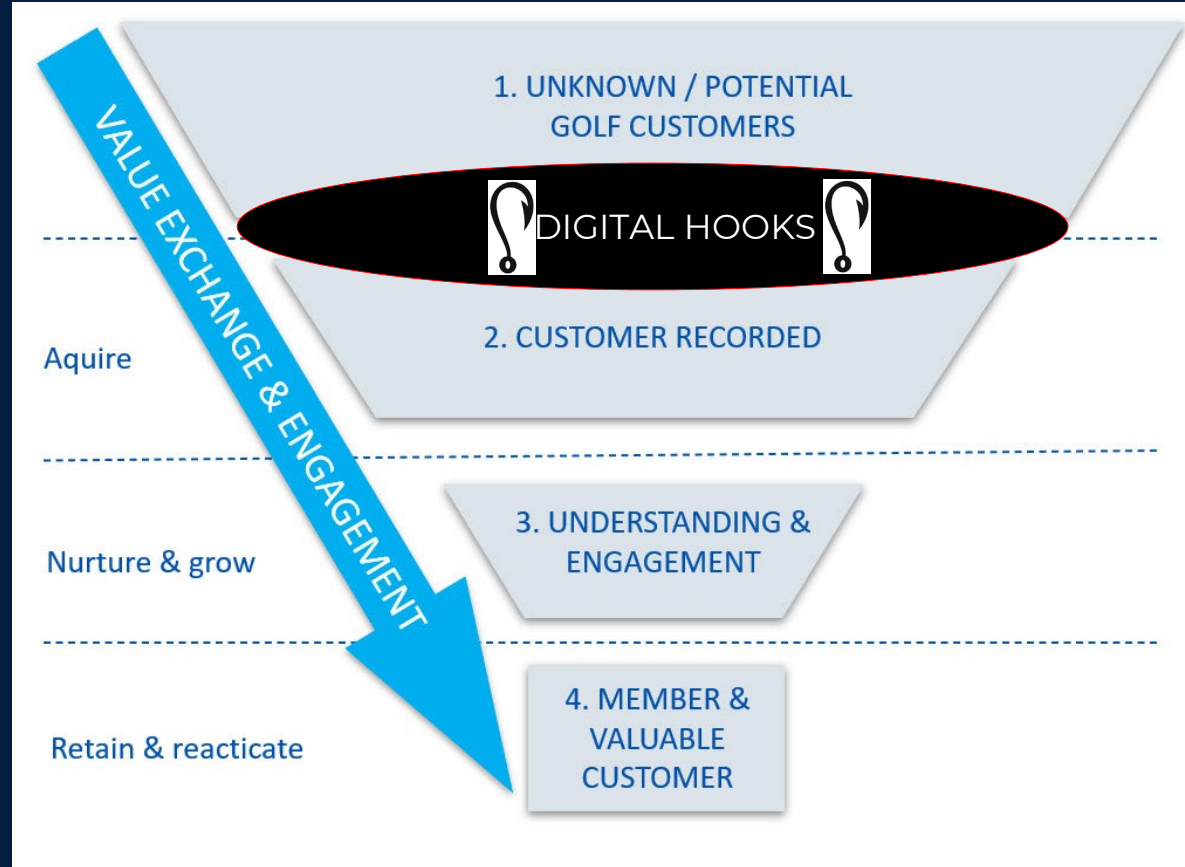


Members
380,000 Australians

Currently a member of a golf club



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What's first?






- Golf Australia's first direct affiliation virtual product
- Partnership with Youth On Course (US based)
- Handicap offered
- Why?



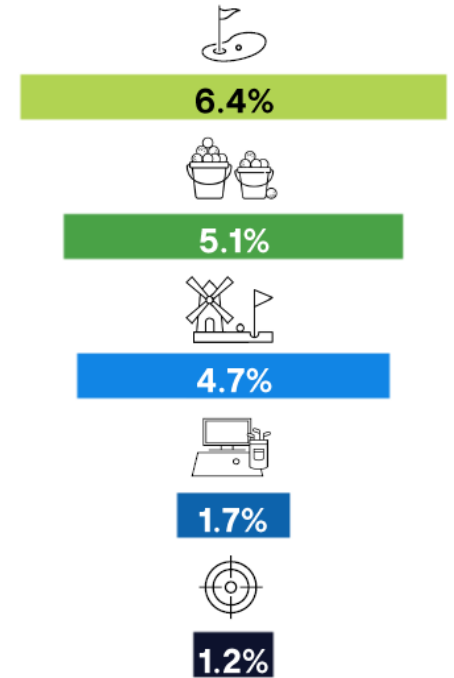
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Why?

Total Golf Engagement Statistics

	 Golf course	 Driving range	 Mini golf	 Indoor simulator	 Golf entertainment
Total Australians	6.4%	5.1%	4.7%	1.2%	1.7%
Size*	1,500,000	1,200,000	1,100,000	300,000	400,000
Males	9.9%	7.5%	5.6%	1.7%	2.4%
	1,100,000	900,000	650,000	200,000	275,000
Females	3.1%	2.7%	3.8%	0.7%	1.1%
	400,000	300,000	450,000	100,000	125,000
Ages 6-17 (Juniors)	3.2%	3.7%	4.9%	1.3%	2.2%
	150,000	150,000	200,000	50,000	100,000
Ages 18-34	7.0%	8.1%	9.2%	2.4%	3.8%
	400,000	500,000	550,000	150,000	225,000
Ages 35-49	7.1%	6.6%	5.0%	1.0%	1.7%
	350,000	300,000	250,000	50,000	75,000
Ages 50-64	6.7%	3.0%	1.8%	0.3%	0.1%
	330,000	150,000	100,000	15,000	5,000
Ages 65+	7.8%	2.4%	0.6%	0.6%	0.1%
	270,000	100,000	20,000	25,000	5,000
Beginners	16%	31%	24%	66%	58%
	225,000	350,000	250,000	200,000	250,000

* Size estimate based on population of 23.8 million Australians aged 6 or older



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