



# Swedish Golf Federation

## 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 I 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- Fight **out of date attitudes and valuations** still existing in golf.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.

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