



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

Archie Paton - Golf.Golf

R&A

A stylized globe graphic in shades of blue, featuring a network of lines and circular nodes. The globe is centered in the background, with the text overlaid on it.

**Golf\_Golf**

**LEARN TO PLAY**

# Golf needs to promote and build an appealing image.

Promotes itself to people like me	6%
Modern Sport	8%
Appealing	10%
Mainly a sport for older people	35%
Exclusive	37%



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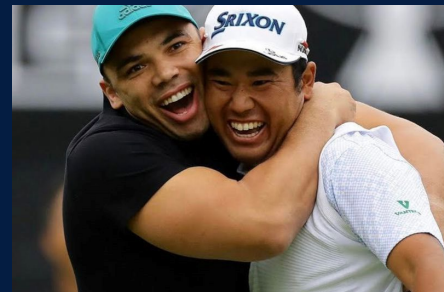
# R&A Development Ambassadors.



Dani Hantuchová



Kathryn Newton



Bryan Habana



Niall Horan



Kevin Pietersen



Gareth Bale

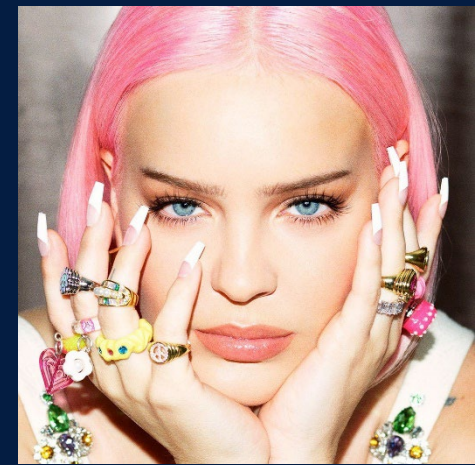


Michelle Wie West



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# R&A Content Series: Presented by Niall Horan.



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# A Round with Horan - Video

## Why do you not play golf?

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Don't know how to play

44%



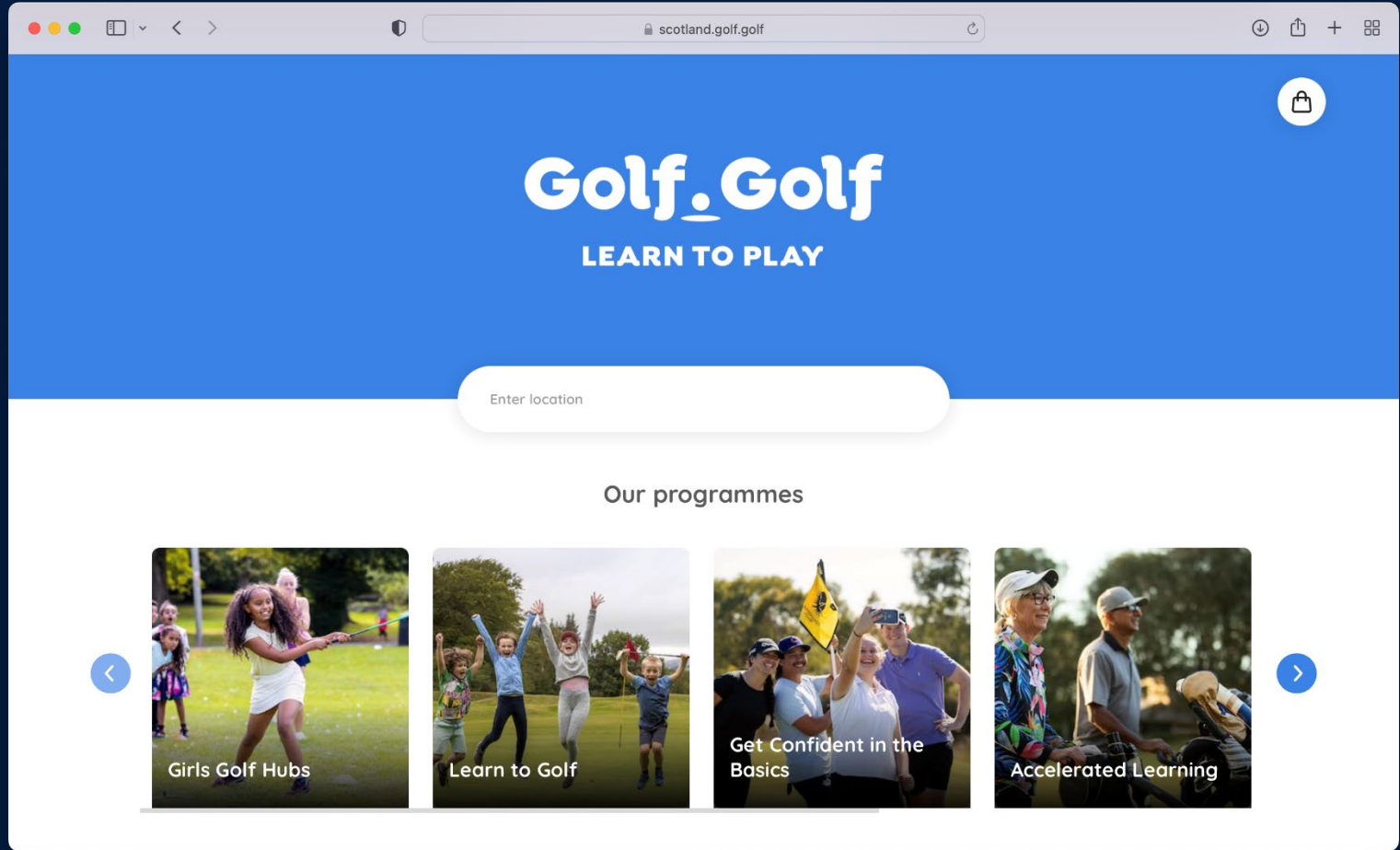
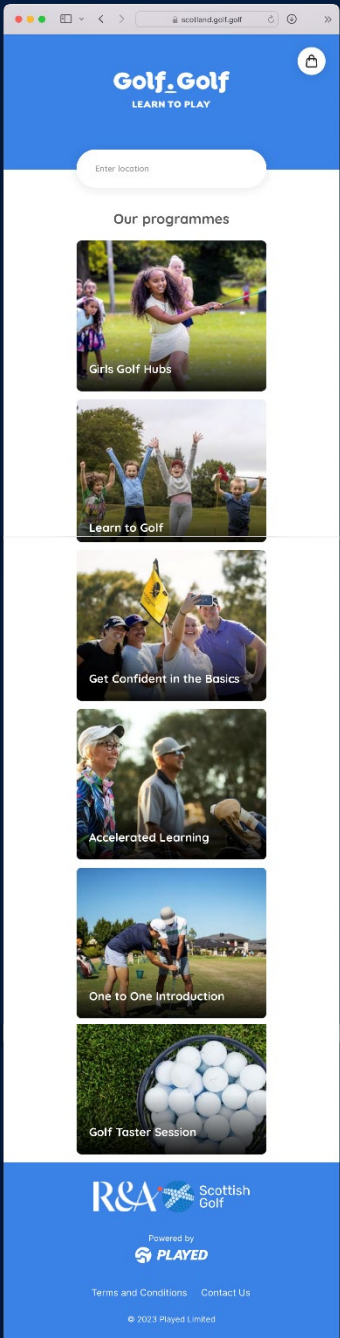
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Would you like to attend a structured beginner programme?	
Very Likely	13%
Likely	26%
Possibly	48%




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scotland.golf.golf



# Get Confident in the Basics

### WHAT IS GET CONFIDENT IN THE BASICS?

The get confident in the basics programme provides a fantastic first experience of golf where the focus will be on getting outdoors, having fun and learning the fundamentals of playing golf. This four-week programme will enable you to join a friendly group of likeminded people whe...

[read more >](#)

## Our Venues



### Abernethy Golf Club

Nethy Bridge, Inverness-Shire,  
PH25 3EB



### Ashkirk Driving Range

Ashkirk, Selkirk, TD7 4AN



### Ballater Golf Club

Ballater, AB35 5LX

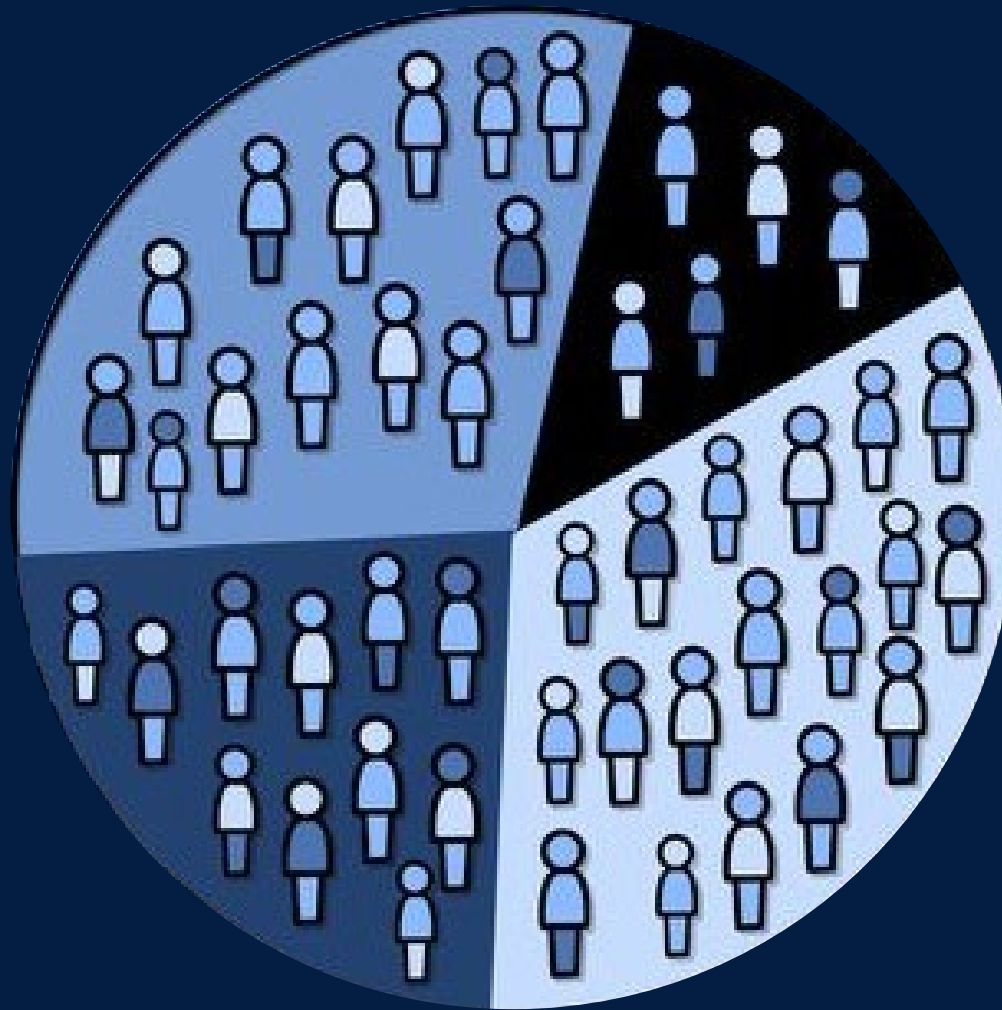


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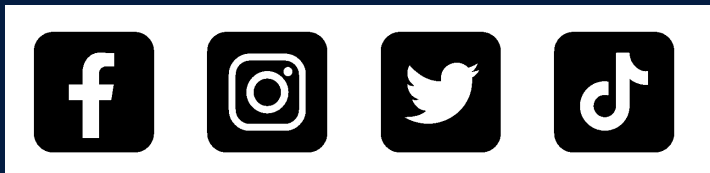
Can you recall promotion of a golf beginner programme?	
No	74%



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españa.golf.golf

danmark.golf.golf

suomi.golf.golf

nederland.golf.golf

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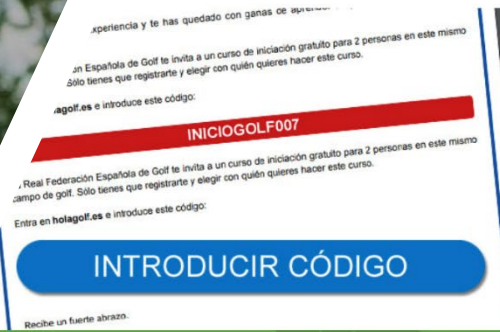
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# GOLFAS VISIEMS - ATVYK IR IŠBANDYK

Jentene ruler!

# Golf er gøy!



UN DEPORTE SANO,  
FAMILIAR, DIVERTIDO,  
CON VALORES

## START

Meer informatie

Voor €99,-

Meer lessen de  
baan op

Golfset te leen  
Altid een  
vervolgaanbod

→

Meer informatie

### In tien le... naar ha... 54

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- Baanp
- Golf

Find a Location →

Search ...

First Tee - Canada, we're empowering kids and  
through the game of golf.

Find a Location →

OVÉ KURZY  
ACHUS

DALŠÍ AKCE

“



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**“What has been proposed with the Golf.Golf program is I believe a total game changer for the game of golf. I’ve been involved in this industry for 30 years and this is by far the best initiative that I have seen.”**

SANDY SMITH, HEAD GOLF PROFESSIONAL  
LADYBANK GOLF CLUB

”



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