

RECRUITMENT IDEAS - GIRLS

Below are some ideas/suggestions of how to recruit more girls to your golf club:

- Free taster sessions
- Promote friendship
- Brownies & Guides
- Follow on sessions
- Create links and partnerships with other leisure/sports facilities
- Promotion
- Coaching qualifications for female members

Appoint a Girls' Organiser/helper

Having a female point of contact available for taster sessions and introductory activities can make the golf club environment less daunting for beginner girls. Since 2002 the % of golf clubs with a separate junior organiser for girls has increased from 18% to 24%, which is a positive sign in terms of recruiting and retaining girls.

A Girls' Organiser/helper can encourage girls into golf by providing them with support and advice, which will hopefully help them to forge links with the game and the golf club.

Example Girls' Organiser Duties

- Organise 2 'Bring a friend' mornings – current junior girl members are asked to bring along a friend for coaching activities & lunch.
- Arrange 3 girls' only coaching sessions with the Professional to include a short rules & etiquette test. Consider promoting the sessions with your existing members to encourage them to bring daughters, grand daughters and nieces.
 - Contact local Brownie and Guide groups to arrange taster sessions.
- Send an e-mail to junior girls (members & non-members) re: forthcoming coaching & events.

A Girls' Organiser/helper should always work closely with both the Junior Organiser and the Ladies' Section and although girls' only activities are important, they will soon be keen to play golf with the boys. Integration therefore must not be overlooked, but only introduced when the girls' feel confident enough to do so.

CASE STUDY

Burhill Golf Club - Girls Organiser

Burhill's junior girls are now led by one of the lady golfers, who plays off a handicap of 3 and who is also mother to 2 of the junior members.

Burhill would recommend getting one of the ladies to be junior organiser for the girls, preferably one who has either had girls or granddaughters and who has endless patience! The girls are much more shy than the boys and therefore need telephoning and e-mailing on a regular basis.

Burhill have also used a lady member as a mentor, which has been to good effect. It is also important to use members that you know will be kind and gentle with the girls, after all joining a golf club is quite different to joining a tennis club.

The future for girls' golf at Burhill is now in very capable hands as the Girls Organiser is an inspiration to them all!

Schools & Colleges

Creating links with local schools and colleges is a great way of introducing girls to golf and promoting the golf club and the opportunities it has available. Taster sessions can be arranged within the school/college environment, using adapted equipment such as Tri Golf and Golf Xtreme, if appropriate. Girls can be given a series of taster sessions outside of the golf club environment and then gradually introduced to the golf club through follow on coaching sessions.

Example School Taster Session Programme

- 4 free after school taster sessions offered to girls (1 hour per week for 4 weeks) – taster sessions to be run by PGA Professional and female assistant, using Tri Golf and Golf Xtreme equipment. Parents can be invited to come along and watch.
- Interested girls are invited to attend a series of 8 group coaching sessions on Saturday afternoons at the golf club - £3.00 per junior girl.
- Following the 8 sessions, the girls will be taken out onto the course for a tour and given the opportunity to play 6 holes with a member of the ladies section
 - Discounted membership package available.

This programme can be run twice a year, in arrangement with the school.

It is important that a golf club/Professional actively promotes the sessions they are offering and the follow on opportunities, this can be done through promotional leaflets/flyers and posters. Specific areas of the game should also be focused on to encourage participation, such as the social or health aspect – it shouldn't be presumed that girls will want to come along just because the sessions are available. By developing a relationship with a contact within the school, the golf club is also able to maintain regular communication, which will hopefully result in long-term benefits for both the golf club and the school.

CASE STUDY

High Post Golf Club

Eight week coaching programme for Avon Valley College with girls being brought by minibus to the club to receive coaching from the Professional. A total of 12 girls were involved aged from 11 to 14 years. The programme was very successful and the girls involved loved the game with not a single negative comment despite the heavens opening and them getting soaked. Despite the wind blowing and the cold temperatures, comments such as "This is brill" came drifting from a bunker!

The sessions started with a few minutes on the first tee so the girls could see the challenge of the course, this gave the coaching a focus. On the final session they played 3 holes of adult/junior golf and were then taken back to the clubhouse by buggy for tea - the icing on the cake!

"Playing golf is not easy, but when you get it right it makes you feel very happy with yourself." a comment made that most would go along with.

The EGU/EWGA are able to support school and club projects – contact your EGU/EWGA Regional Development Officer for advice.