

The R&A Women in Golf Charter

A commitment to a more inclusive culture within golf

We call on everyone involved in golf to play their part in developing a culture that values women's involvement in every aspect of the sport, from participating to pursuing a career.

- Our aim is to increase the number of women and girls playing and working in golf.
- To achieve this goal and to enable women to flourish throughout golf, we recognise the need for a fundamental shift in culture. There is a clear ethical need for change and the potential economic benefits of growing the sport through more women and girls playing are substantial.
- The R&A commits to playing a leading role in this process and to working with affiliates, partners and the wider golf industry towards achieving this goal.
- In signing this Charter, we Gog Magog GC commit to making tangible efforts to develop a welcoming and inspiring environment for women. We will do more to attract women into golf, to remain, and to have rewarding careers.

The Charter:

- Is a statement of intent from the golf industry and Gog Magog GC, to unite and to focus gender balance at all levels
- Commits us all to supporting measures to increase the number of women, girls and families playing golf
- Calls for positive action to encourage women to pursue careers in all areas of the sport
- Recognises the need for change that creates an inclusive environment within golf and our golf club

Signatories commit to activate this Charter by:

- Developing and implementing an internal strategy for enhancing gender balance at every level
- Establishing senior management responsibility and accountability for gender balance and inclusion, which is discussed and reviewed at committee/board level with Gog Magog GC
- Strongly advocating more women and girls playing and working in golf.
- Working with key stakeholders to develop and embed a more inclusive culture.
- Promoting the Charter and our goal of encouraging more women and girls to play golf and work in golf.

How we at Gog Magog GC Plan to achieve this

- Achieve and maintain 30% female representation on key decision making bodies and to support the advancement of careers in golf for female staff.
- Maintain and promote membership pathways for women and girls to join and progress within the club
- Provide inclusive competitions for all golfing levels, social activities, amenities and environment such that we maintain a high level of satisfaction and retention within the club
- Deliver a minimum of 4 initiatives per year targeted specifically at women and girls that are aligned with key England Golf initiatives
- Formally promote the inclusivity policy to the wider community via the club website, social media and local community groups
- Develop impact measures and promote the charter

Signed on Behalf of Gog Magog GC:

General Manager: Brad McClean

Signed:



Date: 07/10/20.

Charter Champion: Keren Williams

Signed:



Date: 7-10-20

These objectives will be embedded into the club business plan and reviewed on an annual basis, to ensure that this inclusive commitment remains robust.

	Commitment	Current Situation	How this will be achieved	Date /Progress/ Targets/Comments
1	<p>Governance To achieve and maintain 30% female representation on key decision making bodies (Management Council, Course Liaison Committee, sub-committees) and to support the advancement of careers in golf for female staff.</p>	<p>Management Council Currently voting membership is 25% (2/8)</p> <p>Course Liaison Committee Currently 30% (1/3)</p> <p>Social Events Group Currently: 63% (7/11)</p> <p>Club Management 2 key office roles</p>	<p>Actively promote positions as they fall vacant to members of the Ladies Section, linked to appropriate role descriptors that are not gender specific. Ensure that all sub-committees have female representation.</p> <p>Provide career development plans for staff members and promote positions as they fall vacant based on role descriptors that are not gender specific.</p>	<p>The club is currently reviewing its legal status. Any changes will result in a review of governance structures. The aim would be to achieve a target of 30% balance in governance in the timeframe of the legal status change.</p> <p>Development plans in place for staff 2020.</p>
2	<p>New Membership Maintain and promote membership pathways for women and girls to join and progress within the club.</p>	<p>At the start of 2020 female membership was as follows:</p> <ul style="list-style-type: none"> • Full: all categories 169 (19%) • Other adult playing 46 (24%) • Young Members 14 (18%) • Junior & Cadet 12 (18%) • Non-Playing 45 (29%) • Overall female 286 (21%) membership <p>As of July 2020 club membership is almost full.</p>	<ol style="list-style-type: none"> 1. Clearly define new member pathways for: <ul style="list-style-type: none"> • Beginners, with/without sponsors • Returning to golf, with/without sponsors • With handicap 36 or below, with/without sponsors • With handicap 37-54, with/without sponsors (current requirement max 36) 2. Continue to develop and run Ladies Introduction to Golf (LITG) scheme. 3. Develop targeted approach to recruiting new female young members (age 18-30). 4. Develop girls only coaching programme and links with local schools where possible. 5. Strongly support mixed junior golf and assign a member of Ladies' Committee to co-ordinate with Junior Section of the club. 	<p>We aim to maintain overall female membership to at least 21% of the club total membership.</p> <p>We currently have procedures for new member pathways, we will revisit and update by 2021. Also see 'buddy system' below.</p> <p>We aim to convert 60% of the 2020 LITG intake from Part 3 to full members by 2022.</p> <p>We aim to increase female young membership to 17 by 2023.</p>

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3	<p>Retention & Satisfaction Provide inclusive competitions for all golfing levels, social activities, amenities and environment such that we maintain a high level of satisfaction and retention within the club.</p>	<p>This is a key responsibility for the Lady Captain and her Committee each year, who work hard to achieve high levels of satisfaction.</p> <ul style="list-style-type: none"> • There is an existing integration programme for all new lady members • An annual review of competitions is conducted by the Lady Captain and her team • The incoming Lady Captain plans events and the club diary in order to provide a diverse programme • Approval has recently been given for the installation of 4 new honours boards for ladies' trophies. <p>The attrition rate for the Ladies' Section for 2019 was 7.6% (22 leavers) across all categories of membership.</p>	<ol style="list-style-type: none"> 1. Continue to develop the programme for integration of new members to include the 'new lady member co-ordinator role', new member information packs, a new buddy system for members who have not joined through the LITG scheme. 2. Continue with annual review of competitions to ensure all player levels are satisfied. 3. Continue with annual review of social activity. 4. Install additional honours boards celebrating trophy successes for ladies in the clubhouse. 5. Ensure full participation in decisions regarding positioning of red tees and course design through the Course Liaison and Ladies' Committees. 6. Identify and analyse the reasons behind members leaving the club in order to identify trends. 	<ol style="list-style-type: none"> 1. Develop the use of an exit survey/ questionnaire for members who leave the club by end 2020. 2. Monitor leavers and develop strategies accordingly. Reduce attrition rate where reasons leaving are other than for health or relocation.
4	<p>Alignment to England Golf Deliver a minimum of 4 initiatives per year targeted specifically at women and girls that are aligned with key England Golf initiatives.</p>	<p>We currently run 2 'taster days' at the start of the Ladies Introduction to Golf Scheme, then run the full programme over a period of 18 months. Over the period of 12 years, almost 100 lady members have become full members to date.</p> <p>We had applied to host Girls Golf Rocks for 2020 but this has been suspended due to the Covid-19 pandemic.</p>	<p>The 4 core initiatives we will look to deliver are:</p> <ul style="list-style-type: none"> • Girls Golf Rocks • Ladies taster days x2 • Ladies Introduction to Golf 	<p>Apply to host Girls Golf Rocks event(s) for 2021.</p> <p>Continue with LITG programme.</p> <p>Consider 'Women on Par' programme and integration with LITG as appropriate.</p>

5	<p>Inclusivity Profile Formally promote the inclusive policy to the wider community via the club website, social media and local community groups.</p>	<p>The club has an active section on the internal club web-site promoting Ladies, Section activity and news to members. The 'external' web-site has been identified as needing development to promote, amongst other things, events, achievements and opportunities for women and girls at the club. The use of other social media is also being progressed.</p> <p>The club regularly hosts county events for CHLCGA and in 2019 hosted the England Golf under 18s amateur championship.</p>	<ol style="list-style-type: none"> 1. Actively promote the club as being attractive to new female members through club website, social media and any external club publicity. 2. Host one National or one County Final competition per year. 3. Host one International female competition every 3/4 years. 	<p>Review the website content and update by 2021, thereafter keep under rolling review.</p> <p>Measure the number and source of enquiries for taster days, programmes or membership via website, social media, print, personal contact etc.</p>
6	<p>Impact measures</p>	<p>To capture and record a baseline of all the key measures we are committing to within the charter including membership data for our club to determine the impact of the charter.</p>	<p>Formally share progress and updates/changes to the charter with England Golf moving forward.</p>	<p>To provide annual measures to help determine the impact of the charter</p>
7	<p>Promotion of the charter</p>	<p>To appoint a charter champion utilising the role description provided. The champion will be responsible for the promotion, activation and reporting on the progress of the charter.</p>	<p>The club will formally display the charter commitments internally and externally – noticeboards, website, social media, membership packs and utilise the England Golf press release.</p>	<p>The charter Champion to provide England Golf with an annual report on progress on commitments made.</p>