

THE REAL BEHAVIOURS THAT PUSH WOMEN OUT OF GOLF

If golf wants more women...
it needs alignment,
not slogans.

GOVERNANCE SILOS

Everyone leads something.

- The R&A governs the game
- The PGA governs coaches
- Amateur bodies govern competitions
- Counties govern their history
- Clubs govern business
- Seniors govern themselves

No one leads the pathway.

SYSTEMIC SOLUTION

**Fixing women's golf isn't complicated.
It's coordinated.**

Women need:

- Pathways
- Shared KPIs
- County + regional alignment
- Coaching designed for women
- Clubs responsible for experience
- Senior women at the strategy table
- History informing change

Women aren't the barrier.

The system is.



Women's Lives changed Golf didn't

Women since 1920:

- From home to full-time work
- From domestic roles to careers
- From local routines to complex schedules
- From limited rights to equality
- Still carrying most caring roles

Men since 1920:

- Work Mon–Fri
- Golf evenings/weekends
- Clean shift to senior weekday golf
- Continuous pathway
club → county → region → national

Women evolved. Golf stayed the same.

A pathway gap the size of a generation.

Girls → Juniors



18-45: no aligned pathway



Senior women: Strong Independent Structures

You cannot "retain" women in a pathway that doesn't exist.

SENIOR WOMEN

Senior women built the only functioning part of the pathway — and they're being sidelined.

County Senior Associations.

Regional senior associations.

Community. Tradition. Identity.

The backbone of women's golf.

Modernisation is costing them:

- Access
- Visibility
- Competitions
- Influence

Senior Women are not resisting change

—

they're resisting erasure.

THE BEHAVIOURS THAT PUSH WOMEN OUT

It's not attitudes. It's behaviours.

- Silence about pathway gaps
 - Protecting turf, not players
 - Coaching focused on lessons over pathways
 - Buildings modernised, culture unchanged
 - Counties following history, not strategy
 - No aligned adult structures
 - Senior women consulted last
-

Clubs still follow 1920.

Women didn't step back.

Golf didn't step forward.

Weekday competitions

Long formats that don't fit modern life.

Fewer women's opens.

Reduced tee access.

Traditions over belonging.

No differentiation between women's customer groups:

- weekday vs weekend
- competitive vs social

**Clubs operate as silos —
not as part of the golf ecosystem or the player experience.**

Women aren't leaving golf.

Golf is pushing them out.

**This isn't a
participation problem.**

It's a structural failure.