

THE WOMEN IN GOLF CHARTER

What it is. Why it matters. What it means for you.

WHAT IS IT?

- A global movement led by The R&A - over 1,300 organisations in more than 70 countries have signed.
- An industry-wide pledge to drive gender equality in participation, employment and leadership across all of golf.
- Not a box-ticking exercise. A public commitment to take real, measurable action.
- GolfRSA adopted in 2023 and now leads a growing SA network of 48 signatories and counting.

WHY DOES IT MATTER?

Women make up only

12%

of registered
golfers in SA today.

- Female golfer numbers grew 20.46% post-Covid — the opportunity is real.
- Women are often the key family decision-makers for leisure activities.
- Diversity makes clubs more sustainable, more relevant, more alive.
- Golf can be a powerful tool for health, connection and career development.



"A commitment to a more inclusive culture within golf."

— The R&A Women in Golf Charter

GOLFRSA'S STRATEGIC OBJECTIVES & CHARTER PLEDGE

Five commitments. One direction. A united South African golf industry.

1

Culture & Leadership

Inclusive culture, safe environments, safeguarding education and women's leadership development.

2

People

More employment and volunteer opportunities for women. Reduce barriers to entry through training.

3

Growing the Game

GolfSixes, family events, junior development — specific projects to increase female participation.

4

Professional Service

Stronger coaching, support & training for women golfers. High-quality tournaments.

5

Visibility

Ambassadors, media, marketing. Golf as a safe, healthy, inclusive sport for women and girls.

WHAT SOUTH AFRICA'S GOLF INDUSTRY IS TELLING US

n = 118 · SA's First Women in Golf Benchmarking Survey · 2026

95.8%

Would recommend
a career in golf

85%

Visible female
leaders reported

78.8%

Rate GolfRSA
efforts effective

83%

Want to progress
in their career

TOP BARRIERS TO ENTERING THE GOLF INDUSTRY (respondents' view)

#1 Lack of awareness of
career opportunities

64% cited this

#2 Male-dominated
culture

54% cited this

#3 Limited work-life
balance & flexibility

31% cited this

THE GLOBAL PICTURE: HOW SOUTH AFRICA COMPARES

Zoë Thacker, The R&A — Global Charter Perspective

Global Benchmarks – 90 Countries, 200 organisations

- Global participation rates for women in golf – 34% all, 28% registered. SA 12%
- 34% of senior leaders identified as women
- 19% of organisations have no women in senior leadership
- 85% of women said visible female leaders positively influence

VISABILITY MATTERS

- 62% of women want to progress their career (24% believe)
- 68% believe they face greater challenges than men

AMBITION IS THERE

- 59% would recommend a career in golf
- 67% of women working in golf play (men – 94%)

AN INDUSTRY FOR ALL

South Africa's Position

Strengths:

SA has visible female leadership – 85% of respondents see female leaders, 76% believe equal op exists

SA has women who believe in the industry – 83% want to progress, 96% would recommend working in golf

SA has a positive work culture – 90% have values aligned with their organisation, 92% offer family leave

Areas to close the gap:

Pay equity awareness - only 15.3% aware of gender pay gap commitments

39% are not accessing development

14% of organisations have succession plans

12%
golfers

WHAT THE BEST PERFORMING COUNTRIES HAVE IN COMMON

Zoë Thacker, The R&A — Global Charter Perspective

5 factors for success

- ✓ Visible female role models
- ✓ Family-friendly clubs
- ✓ Flexible ways to work
- ✓ Leadership opportunities
- ✓ Girls programmes built around friendships and belonging

Recognition – Momentum - Impact

MORE WOMEN PLAYING, LEADING, STAYING

Wales

Charter Champions • Club engagement • Governance • Recognition.

India

Leadership development • Women coaches • Grassroots girls programmes.

Kenya

Girl's camps • Community outreach • Female role models
• Strong volunteer network.



LIVING THE CHARTER — NOT JUST SIGNING IT

How Can Men, and Women Help Other Women?

01

Be a Buddy

Take another woman under your wing. Invite her into your 4-ball. Walk the fairway with her. Answer her questions without judgement. One person's encouragement can be the reason someone stays in this game.

02

Keep the Joy Alive

Social golf is a walk in nature, good company, fresh air and laughter. Let's not lose that under the weight of scores and rules. When golf is joyful - women stay. When it feels like a test - they leave.

03

Count Your Blessings

We are privileged. To play this game. To be outside in the South African sunshine, in the most beautiful settings in the world. Let's lead with gratitude and share that gift generously with others.

WHEN IT WORKS, IT LOOKS LIKE THIS

Clubs living the charter are doing small things consistently — and the results speak for themselves.

WELCOMING PROGRAMMES

Beginner clinics, 'bring a friend' days, social golf leagues with no handicap requirement. Simple formats that reduce the barrier to entry.

FEMALE VOICES IN LEADERSHIP

85% of survey respondents report visible female leaders in their organisations. When women lead, other women follow and believe it is possible for them too.

CHARTER CHAMPIONS IN ACTION

Our Charter Champions are the heartbeat of this programme - the internal advocates keeping the energy alive between roadshows, every single week.

SHARING THE STORY

Every article, every social post, every conversation at a prizegiving elevates the message. Visibility is recruitment. Never underestimate the power of one story.

THREE ASKS

Leave Here With a Commitment

01

SIGN

If your organisation has not signed the Charter yet - today is the day. It takes minutes. It costs nothing. And it means everything. Speak to us before you leave.

02

CHAMPION

Identify one person in your club or organisation who will become your Charter Champion. One person can change the culture of an entire club.

03

SHARE

Tell one story. Post one image. Invite one new woman to a 4-ball. The ripple effect of a single act of welcome is incalculable.