



**Golf Access**

# **Golf Access**

## **2019 Survey**

### **Impact Report**

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# Impact Report

# Golf Access

Golf Access is an exciting new format designed to help golf clubs encourage new participants to play golf for the first time, with the opportunity to learn the game on the golf course, rather than solely on the driving range or practice ground.

There are 9 different bands / levels for golfers to work through in Golf Access and a participant can progress to the next level as soon as they attain the band score or better. The participant can only move one level at a time after posting a score. All participants will start with the maroon coloured band.

When each level has been obtained, junior participants are presented with a coloured wrist band and certificate as recognition of achieving the corresponding level. Adult participants are presented with a coloured poker chip ball marker for every level attained.

# Overview

- Data collected reflecting on a 12-month period (2019)
- 3 Months Data Collection Process
- 56 full responses
- Responses from 3 different regions: England, Ireland and Australia

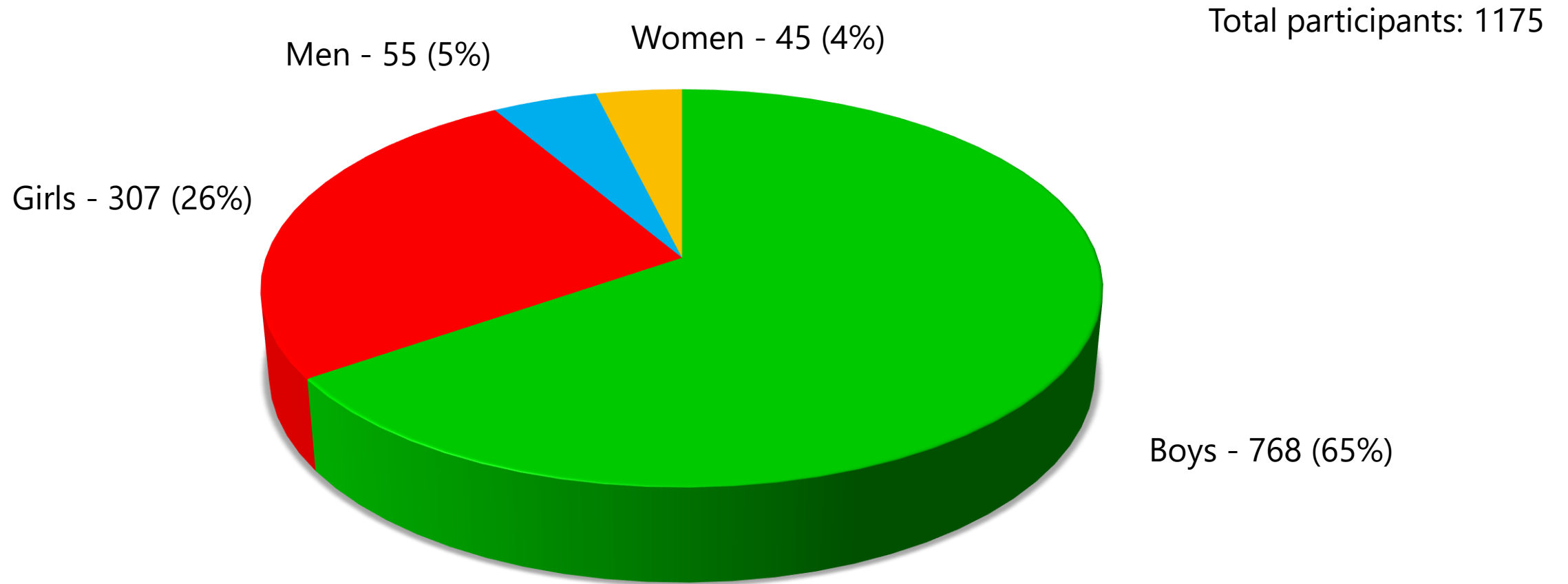
# Executive summary

- Golf Access has had a significant impact at every club, with 100% reporting that they would recommend the programme
- 1,175 participants have taken part in Golf Access in 2019
- The average number of participants across all 56 respondents is 21
- 51% of all participants went on to club membership
- 27% of all participants have already gained a handicap
- Golf Access is particularly effective in the recruitment and retention of juniors, but it is also an effective tool for converting new adult golfers into members

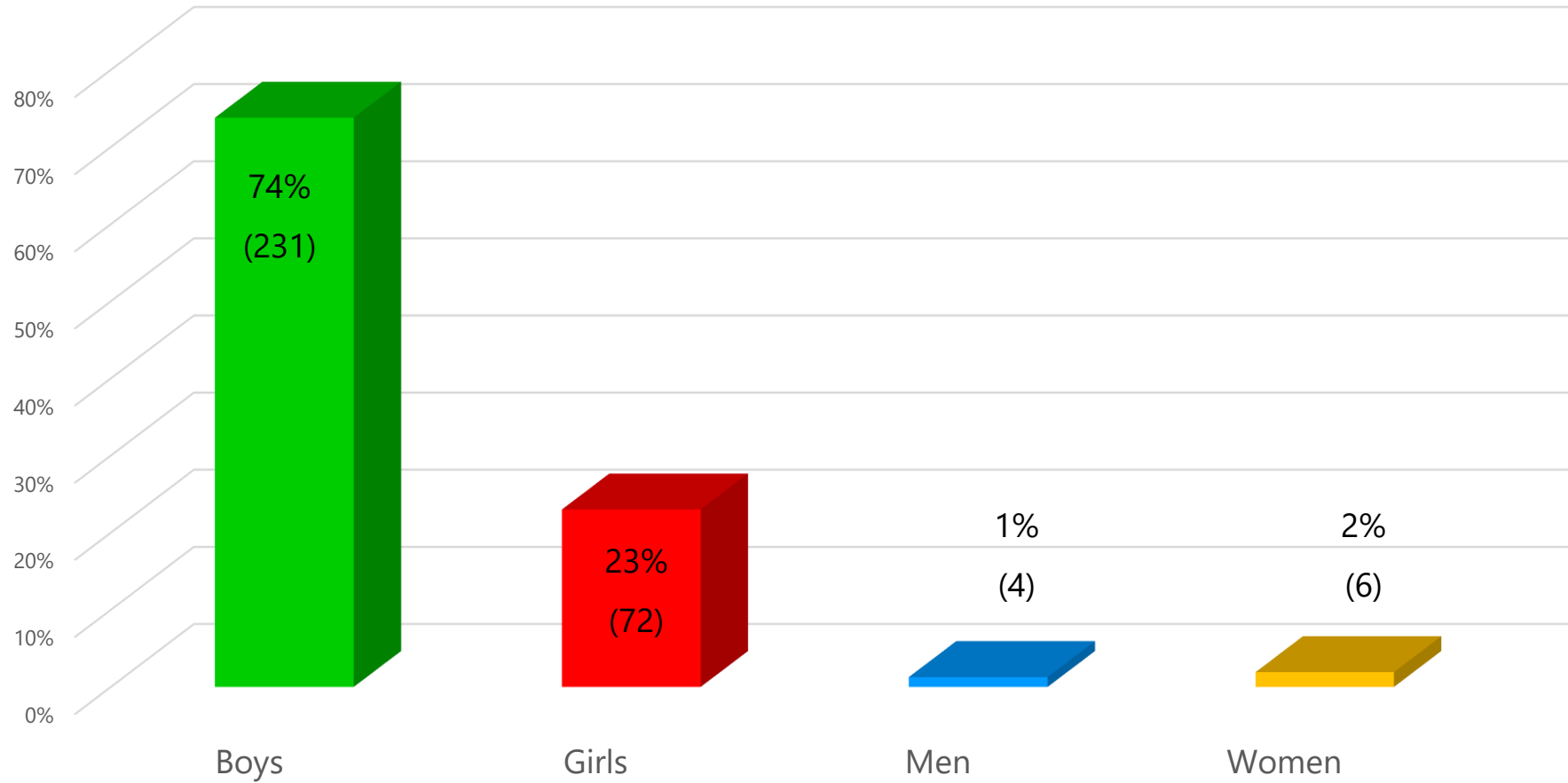
# Results



# Participation in Golf Access and Golf Access +

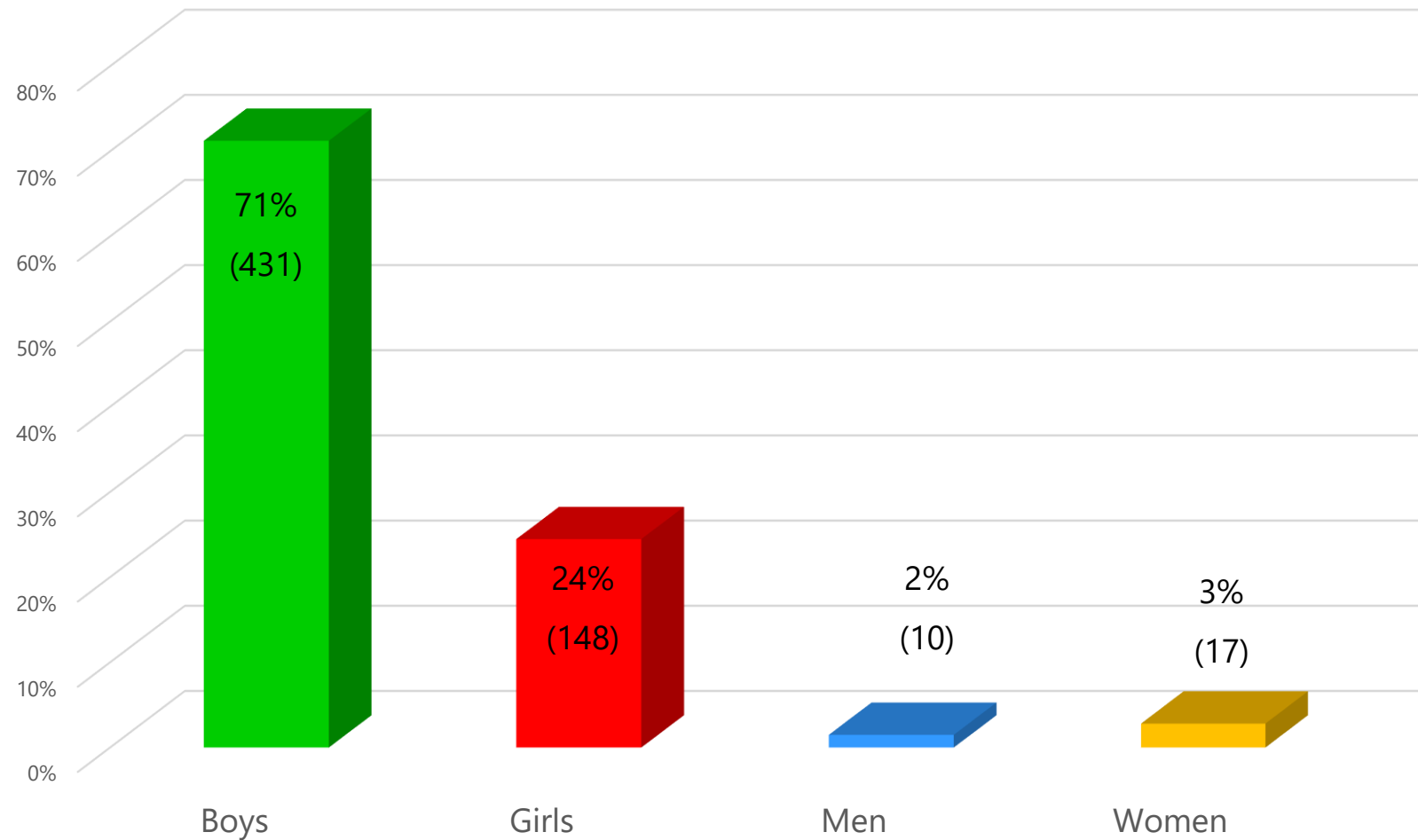


# Proportion of all participants who have completed Golf Access and gained a handicap

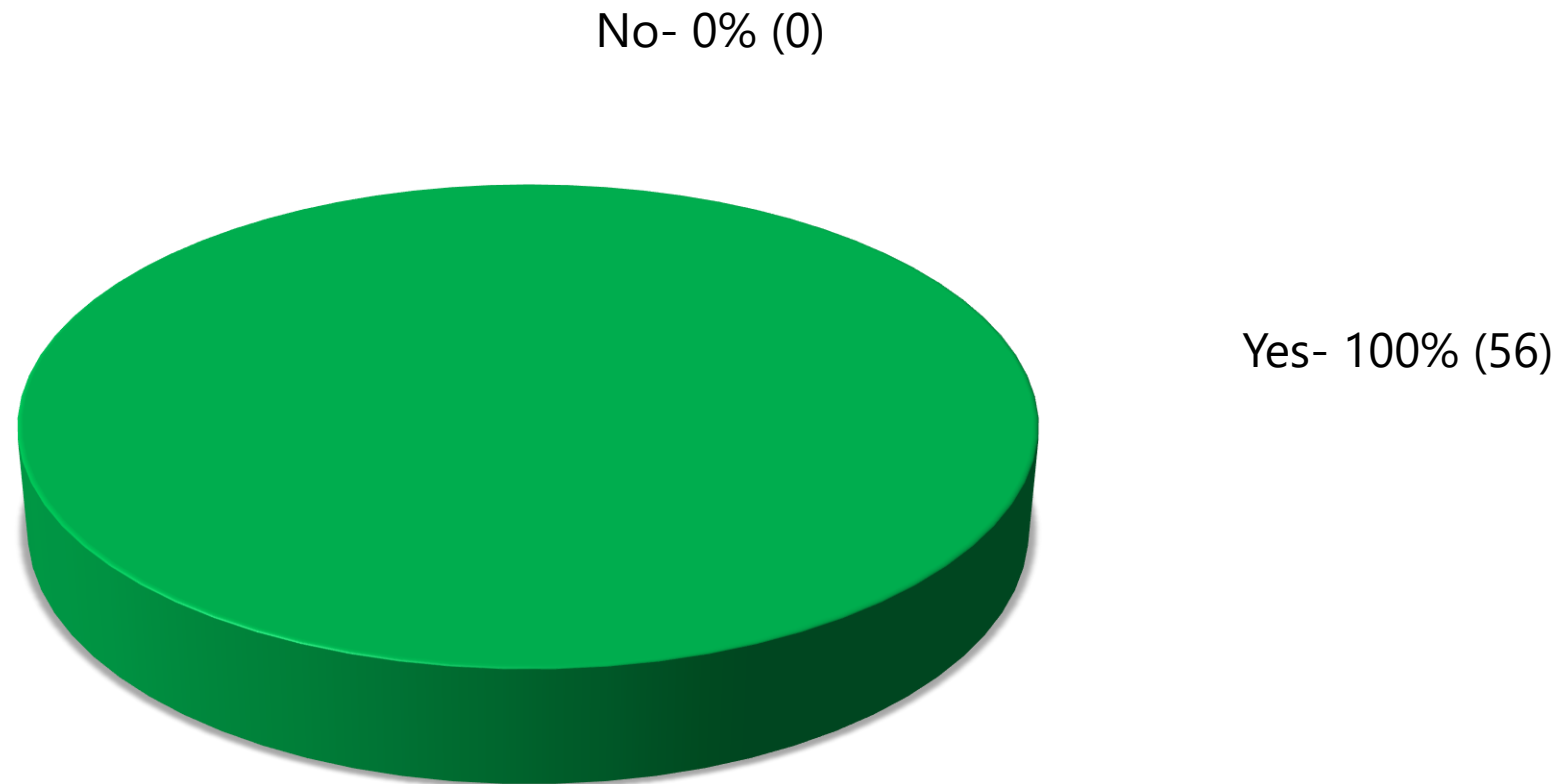




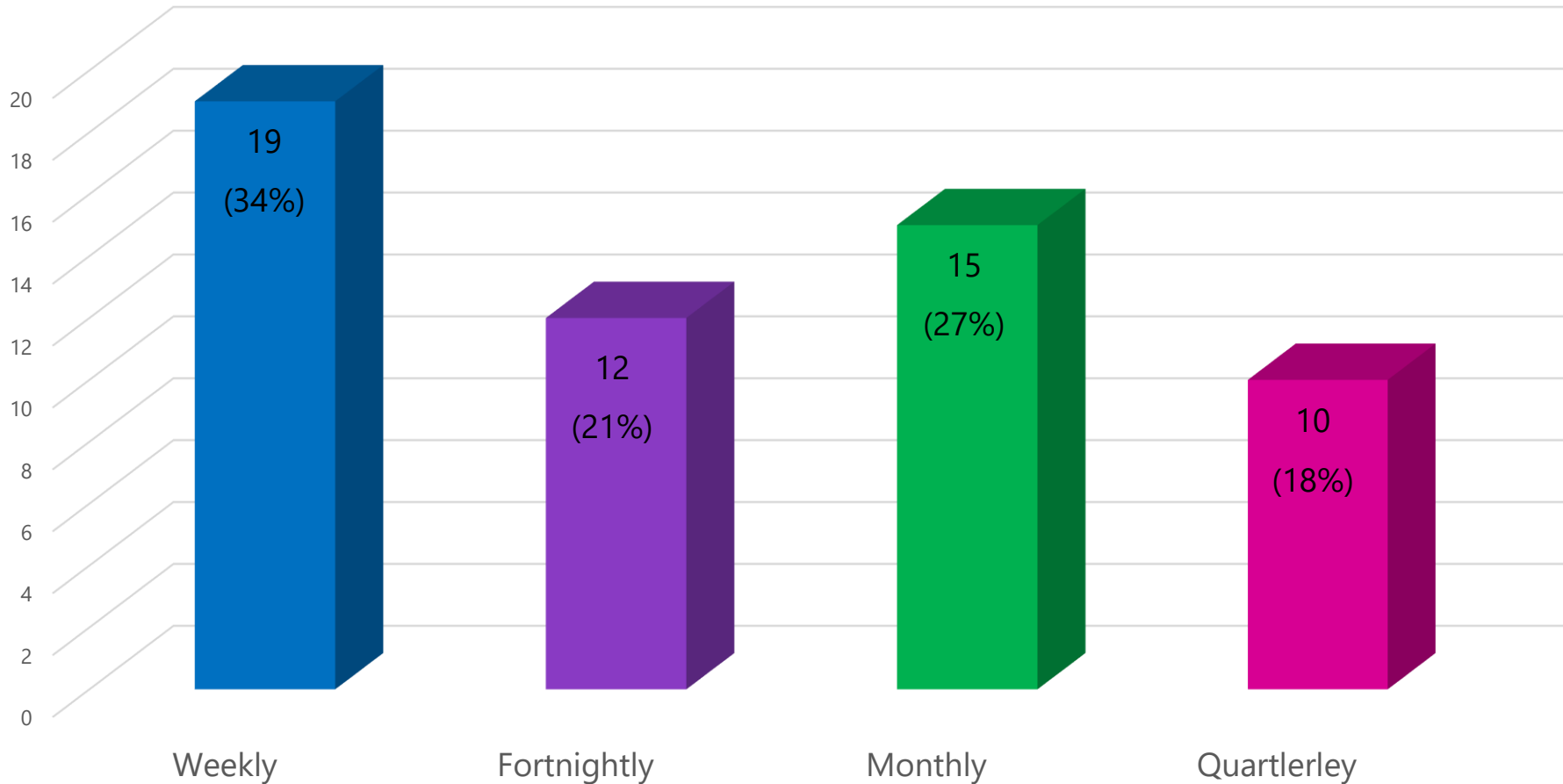
# Proportion of participants in each category to become a member



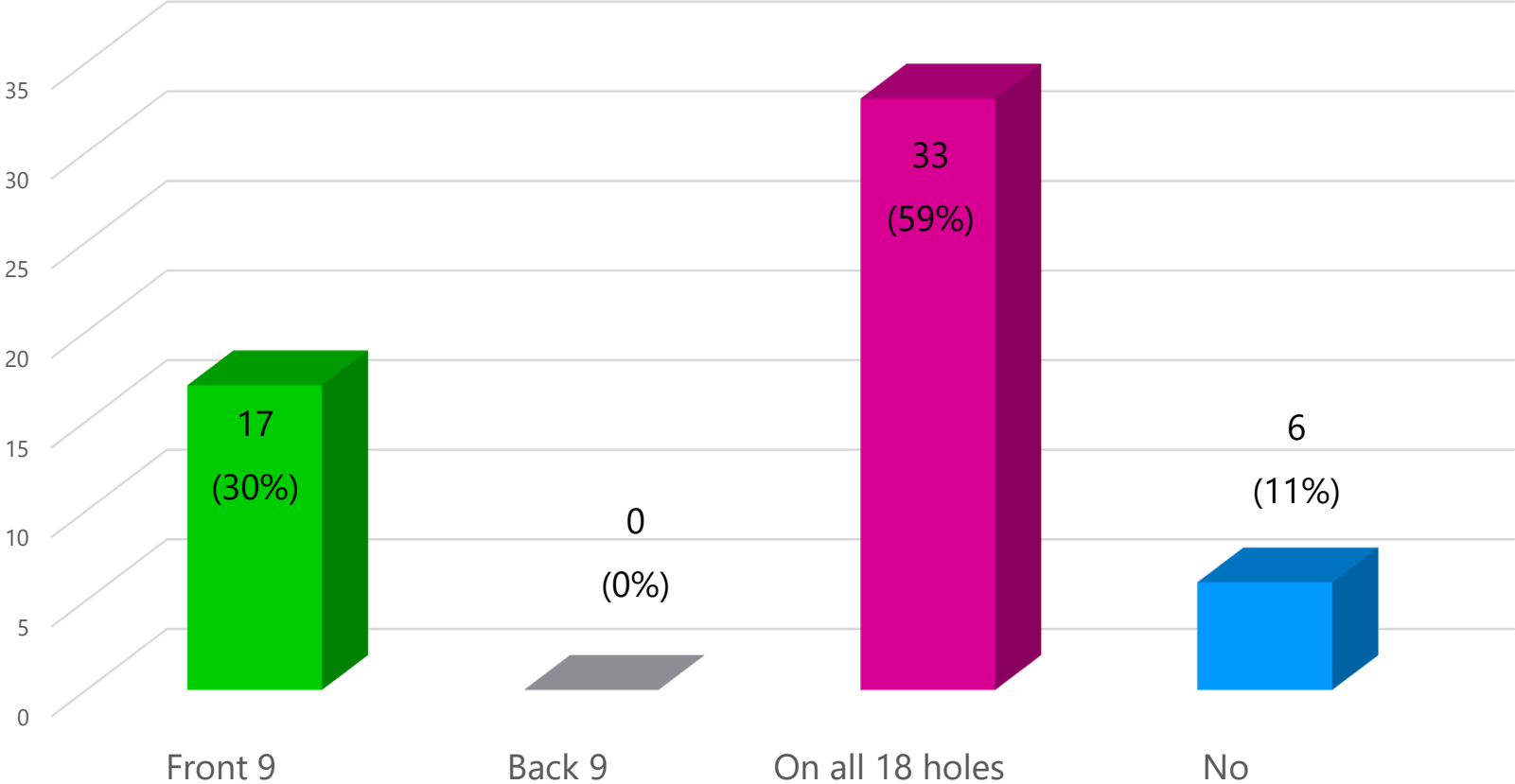
# Would you recommend Golf Access to fellow PGA Professionals & Junior Organisers?



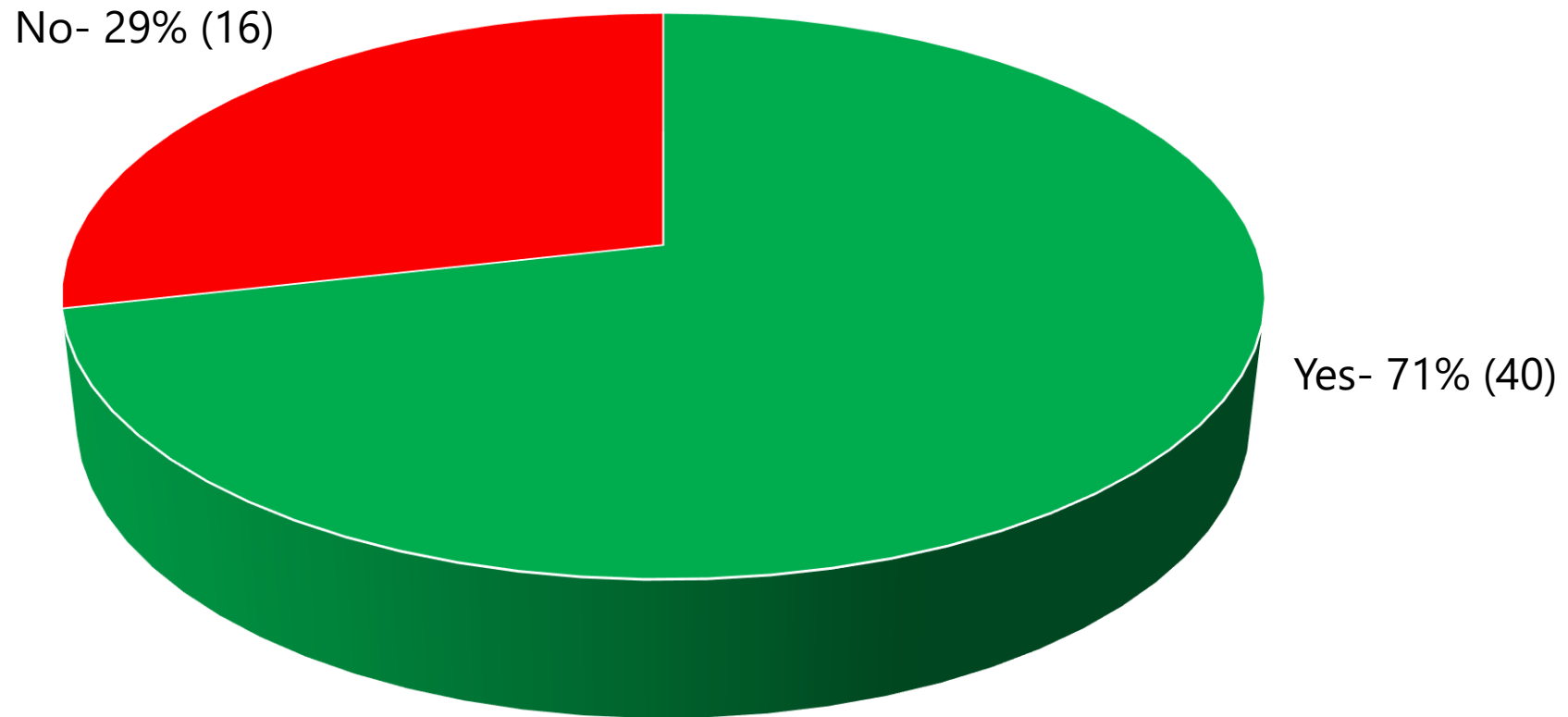
# How regularly do you organise Golf Access events at your club?



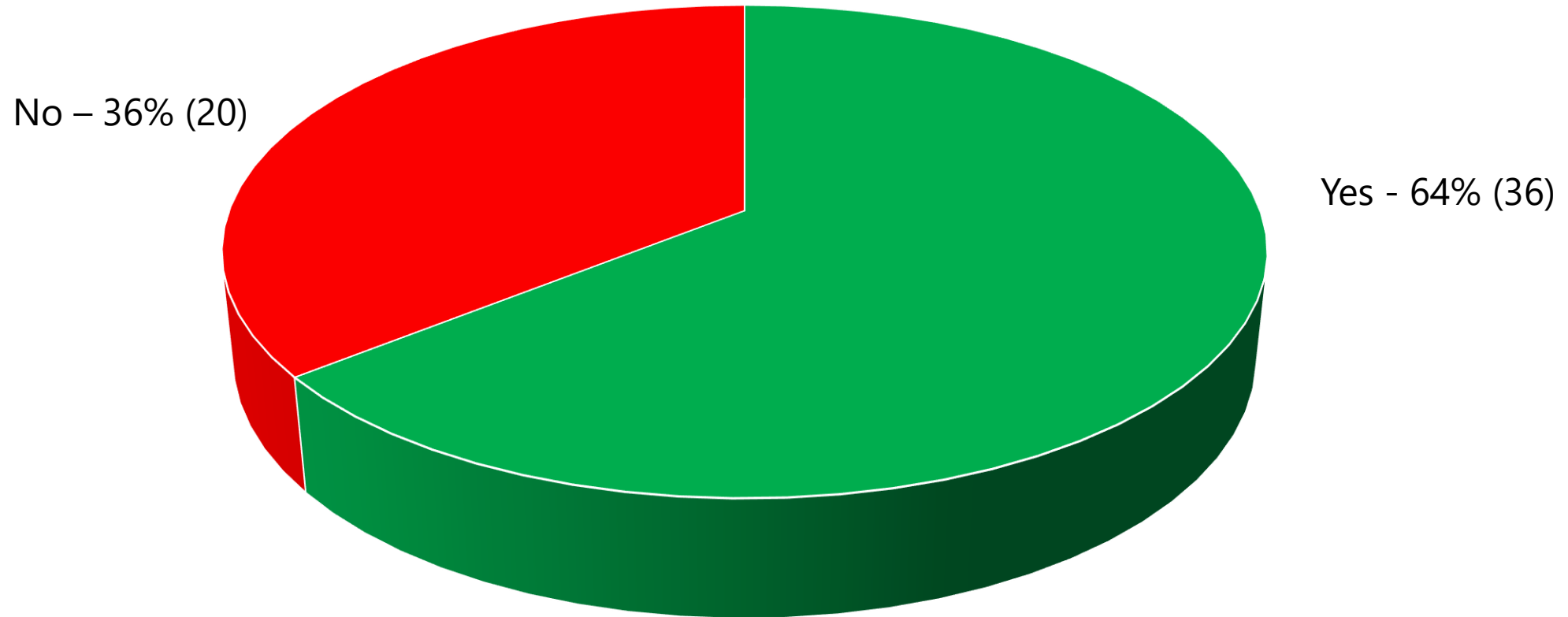
# Is a Golf Access course in play on the main course?



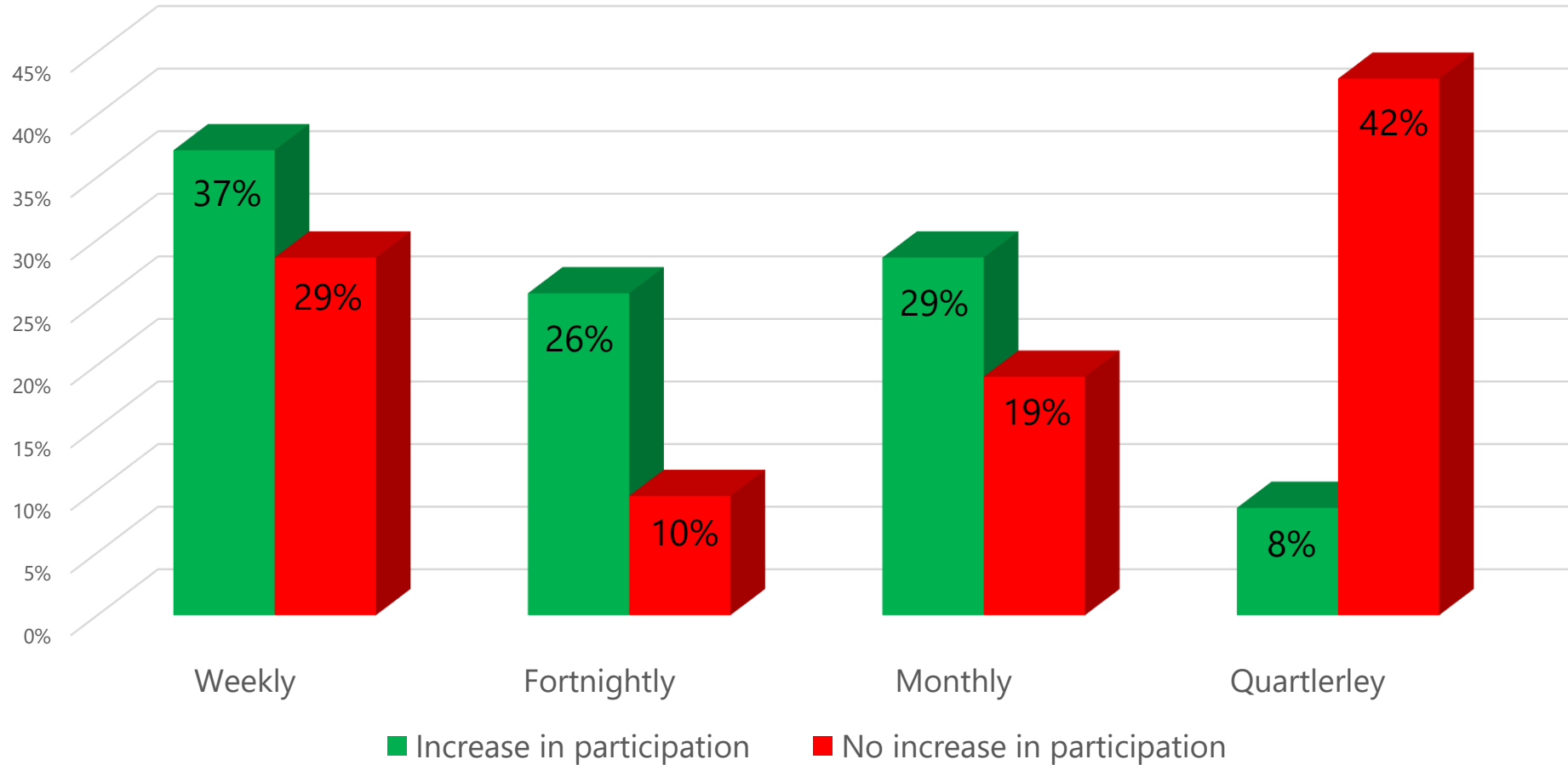
# Do you use Golf Access scorecards?



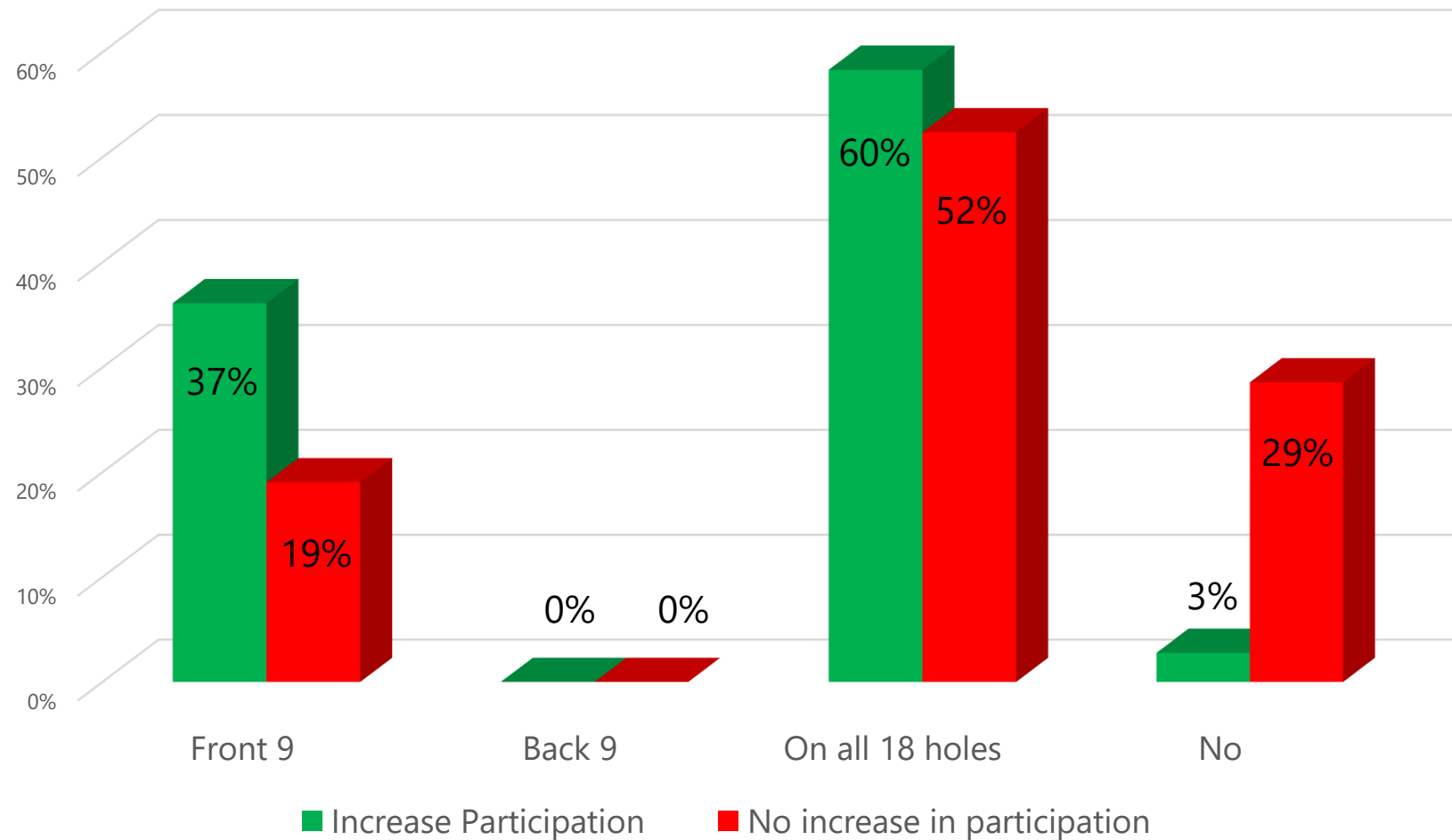
# Has Golf Access increased participation?



# How regularly do you organise Golf Access events at your club?



# Is a Golf Access course in play on the main course?





# Summary

Looking deeper into the results, it becomes clear that the more clubs engage with Golf Access, the more successful they are in increasing participation

- Of clubs that reported increased participation:
  - 83% used Golf Access scorecards
  - 46% used the Golf Access locker room
  - 60% had Golf Access tees on all 18 holes
  - 91% held Golf Access events at least monthly
- Of clubs reporting no increase in participation
  - 52% did not use Golf Access scorecards
  - 67% did not use Golf Access locker room
  - 43% only held Golf Access events quarterly. The less clubs engage with Golf Access, the less likely they are to record an increase in participation



**Golf Access**

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