



# The Brisbane Golf Club Women & Girl's Engagement Plan 2023



## Clubs and Facilities Support

Club Committee Endorsement Date: 1/3/2023

Responsible Club Committee Member: Vice President Deb Kember

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Module	Task	Comments/Status	Action / Resources	Who	By when	Status
Women in Golf	Promote the Golf Australia <i>Women and Girl's Engagement Plan</i> (formerly Vision 2025), incorporating the R&A's Women in Golf Charter and GA's Leadership Statement.	<p><b>Objective</b> Identify and create opportunities to align club messaging with the Australian Golf Strategy, Women and Girl's Engagement Plan.</p> <p><b>Status</b> The Club currently promotes women and girls' participation and achievements in golfing and social activities.</p> <ul style="list-style-type: none"> <li>Website newsletter items publicly available. <a href="#">Example</a></li> <li>Facebook posts to 3, 600 followers 2-3 times per week. <a href="#">Example</a></li> <li>Instagram posts to 3,000 followers weekly</li> <li>The Red Tees women's newsletter 3-4 editions per year</li> </ul>	<p><b>Actions</b></p> <ol style="list-style-type: none"> <li>Promote commitments through the following channels               <ul style="list-style-type: none"> <li>In-person speeches</li> <li>Club documents such as the Strategic Plan &amp; Annual Report</li> <li>Dedicated website pages</li> <li>Social media</li> <li>Signage within Club</li> <li>Success stories shared with GA and public channels such as Inside Golf</li> </ul> </li> <li>Adopt GA women's golf language, transitioning from use of ladies to women in documentation.</li> </ol> <p><b>Resources</b> GA to provide digital assets to be provided once the club becomes a signatory.</p>	<p><b>Lead</b> Chair Member Services</p> <p><b>Team</b> Chair Member Engagement Group</p> <p>CEO</p>	<p><b>Phase 1</b> Align &amp; implement</p> <p>December 2023</p>	On track
					<p><b>Phase 2</b> Next level messaging</p> <p>December 2024</p>	Not started
					<p><b>Phase 3</b> Review &amp; refine</p> <p>December 2025</p>	Not started

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<b>Women in Golf / Participation</b>	Maximise pathways into club membership and opportunities for full participation in club golfing and social activities.	<p><b>Objective</b> Create accessible participation pathways and engagement opportunities for women of all ages and golf experience.</p> <p><b>Status</b></p> <p><b>Women Members</b>  <b>2012</b>- Full membership incentive for women, associate's category deleted  <b>2019</b> - Open timesheets available using all tees &amp; open access to course implemented.</p> <ul style="list-style-type: none"> <li>• Women's membership increased from 22.1% in 2016 to 23.4% in 2023.</li> <li>• Transition women 18-35 increased from 2 in 2016 to 11 in 2023</li> </ul> <p><b>Women golf staff</b>  <b>2000</b> - First women teaching professional  <b>2004</b> - First women golf shop manager  <b>2017</b> - Woman Assistant Professional appointed  <b>2023</b> - WAP promoted to Manager of Women's and Junior Golf</p> <p><b>Pathways into golf</b>  <b>2014</b> – <i>Ladies Lets Golf</i> program introduced with member escorts  <b>2022</b> - 200 women involved in coaching with a 72% conversion to membership  <b>2023</b> – LLG rebadged <i>Get into golf for women</i></p> <ul style="list-style-type: none"> <li>○ Program fully subscribed with 12 clinics per week</li> <li>○ Women members facilitate entry into competition field as mentors. Buddies allocated for new members.</li> <li>○ Aligned to GA programs.</li> </ul>	<p><b>Policies and plans</b></p> <ul style="list-style-type: none"> <li>• Review &amp; update the club member retention plan, highlighting membership benefits for women.</li> <li>• Implement family joining fee incentives.</li> <li>• Investigate incentives for young professionals and families and, professional women.</li> </ul> <p><b>Golf and social opportunities</b></p> <ul style="list-style-type: none"> <li>• Implement the refreshed women's introductory program – <i>Get into golf for women</i></li> <li>• Enhance the annual program of golf and social activities for all women.</li> <li>• Ensure all eligible women and girls can compete in club championships, in a multi-day format, including weekends.</li> <li>• Consider how multi-day formats could enhance participation in honour board events for all women.</li> <li>• Investigate 9-hole competition opportunities.</li> </ul>	<p><b>Lead</b> Women's Captain</p>	<p><b>Phase 1</b> Design &amp; trial</p> <p>December 2023</p>	On track
				<p><b>Team</b> Chair Member Engagement Group</p>	<p><b>Phase 2</b> Implement and monitor</p> <p>December 2024</p>	Not started
				<p>Chair Member Services</p> <p>Women's Vice Captain</p> <p>CEO</p>	<p><b>Phase 3</b> Review &amp; refine</p> <p>December 2025</p>	Not started

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<b>Women in Golf / Governance</b>	<p>Maximise collective expertise and diversity of the Club Committee.</p> <p><b>Gender diversity goal</b></p> <p>The Club Committee consists of at least 3 women who maximise Club Committee collective expertise.</p>	<p><b>Objective</b></p> <p>Challenge, inspire and support progressive women to step into Cub Committee and subcommittee roles.</p> <p><b>Status</b></p> <p>Steady progress over a 10-year period</p>	<p><b>Action</b></p> <ol style="list-style-type: none"> <li>Design and implement a mentoring / coaching program for women considering <ul style="list-style-type: none"> <li>advancing to an office bearer position on the Club Committee;</li> <li>commencing committee involvement;</li> <li>committee involvement in the future.</li> </ul> </li> <li>Acknowledge our <i>Active Allies</i> who encourage and support women and girls to take on whole-of-club roles on subcommittees and the Club Committee.</li> </ol> <p><b>Resources</b></p> <p><a href="#">The Startline</a> - Director Training - A free training program offered by Sport Australia.</p> <p><a href="#">Australian Sports Commission</a></p> <ul style="list-style-type: none"> <li>Executive program</li> <li>Leadership workshops</li> <li>Grants</li> </ul> <p><a href="#">Australian Institute of Company Directors Scholarships</a></p> <ul style="list-style-type: none"> <li>Not-for-profit focused scholarship</li> </ul> <p><a href="#">Women sport Australia – Mentoring program</a></p> <p><b>Networks</b></p> <p><a href="#">The Golf Leaders Network</a></p> <p>Encourage women and girls, and Active Allies to follow the GLN on LinkedIn and join the conversation.</p>	<p><b>Lead</b></p> <p>Vice President</p> <p><b>Team</b></p> <p>Women’s Captain</p> <p>Chair Member Services</p> <p>Chair Member Engagement Group</p> <p>CEO</p>	<p><b>Phase 1</b></p> <p>Design &amp; trial</p> <p>December 2023</p>	On track
		<p><b>2014:</b> At the December AGM, the first woman is elected to the Club Committee as a general member. (1/9)</p> <p><b>2020:</b> At the December AGM, a second woman is elected to the Club Committee as Vice President (2/9)</p> <p><b>2021:</b> At the December AGM, members endorsed the adoption of the Women’s Captain and Men’s Captain as co-Captains and office-bearers of the Club, ensuring the Club Committee consists of at least 1 woman and at least 1 man.</p> <p><b>2022:</b> The Club Committee has 3 women members, two in office bearer positions. (3/9)</p> <p><b>2023:</b></p> <ul style="list-style-type: none"> <li>The Club Committee has 2 women members, both in office bearer positions (2/9). Nominations to fill a casual vacancy included 1 woman amongst 6 candidates.</li> <li>The Finance and Governance Committee serves as the club nominations committee overseeing calls for expressions of interest as vacancies arise and terms expire. Board expertise gaps and diversity prioritised.</li> <li>Women are encouraged to serve on club subcommittees and groups. Member Services 2/8 - Member Engagement Group 11/11 Course 1/6; Match 2/10; Finance and Governance 2/6.</li> </ul>			<p><b>Phase 2</b></p> <p>Implement &amp; monitor</p> <p>December 2024</p>	Not started
					<p><b>Phase 3</b></p> <p>Review &amp; refine phase</p> <p>December 2025</p>	Not started

**General Comments:** This plan supports the implementation of The Brisbane Golf Club’s draft *Strategic Plan 2023-2026*, enabling the Club to operate in an effective, accessible and accountable manner in support of the Club’s vision to provide an exceptional golfing and social experience for our members and guests.