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29 June 2006

Dr Ian Holland  
Secretary  
Senate Environment, Communications, Information  
Technology and the Arts References Committee  
Department of the Senate  
PO Box 6100  
Parliament House  
Canberra ACT 2600

Dear Dr Holland

**Australian Senate Inquiry into Women in Sport and Recreation in Australia:  
Submission from the PGA of Australia**

Thank you for the opportunity to provide input into this important Inquiry by the Australian Senate.

The PGA of Australia is the peak membership organisation which represents over 2,000 women and men golf professionals who hold club professional, teaching/coaching and management positions in over 800 golf facilities Australia wide. The PGA also has members who play full time tournament golf on the various Australian and overseas PGA Tours.

The Australian golf industry is currently facing a number of challenges, none more pressing than attracting young girls and women of all age categories into the game. Golf offers women from all backgrounds a sport that can be played throughout their entire life and is one that offers significant health and social benefits. Women have the choice to play the game either entirely socially or at a range of competitive levels where the elite have the potential to reap substantial financial rewards. Golf also offers a broad range of career opportunities for women within a large and diverse service based industry.

The PGA of Australia, through its broad membership located in golf facilities across Australia, is ideally placed to work with government and the other Australian golfing administrations to improve the participation levels and industry opportunities for women into the future.

If you require further information about the issues raised in this submission please contact Mr Peter Murray, Senior Business Development Manager, PGA of Australia, phone (02) 9439 8111. I look forward to the outcomes of the Inquiry.

Yours sincerely

A handwritten signature in black ink that reads "Max Garske". The signature is written in a cursive style.

Max Garske  
Chief Executive Officer  
PGA Australia



**The Professional Golfers' Association of  
Australia**

**Submission to the  
Australian Senate Inquiry  
into Women in Sport and  
Recreation in Australia**

**June 2006**



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## **1.0 About the PGA of Australia**

- The PGA of Australia is an incorporated national not-for-profit organisation with a vision to lead the growth of the golf industry through excellence and innovation.
- The PGA currently comprises a national staff of around 50 with its Head Office located in Sydney and state offices in NSW, QLD, VIC, SA and WA. It is a complex and diverse commercial organisation with an annual gross turnover in excess of \$35 million and with over 2,000 members.
- The PGA's core aim is to help more Australians enjoy golf more often. In doing so, the PGA aims to deliver a range of business opportunities to its membership.
- Founded in 1911, the PGA of Australia is the second oldest PGA in the world.
- The PGA is a Registered Training Organisation under the Commonwealth Government's Australian Qualifications Framework thus ensuring male and female graduates from its traineeship program are accredited with nationally recognised qualifications.

## **2.0 PGA of Australia Membership**

- The PGA membership primarily comprises of women and men club professionals, accredited golf coaches (teaching professionals), tournament professionals and trainees.
- The PGA's 2000+ membership is primarily based around its full members (those who have completed a 3 year traineeship or equivalent) and trainees (those currently undertaking this training). Around 130 tournament professionals who play full time tournament golf for a living, are also recognised PGA members (but do not have the industry qualifications or all the benefits of those who have completed a formal PGA traineeship).
- Whilst female members currently only make up around 3% of the total PGA of Australia membership, this reflects the percentage of women golfers in the overall population over 15 years of age (see section 3.0). However, pleasingly for the PGA, and its efforts over recent years to attract young women into the profession currently 20 of the 303 PGA trainees (around 7%) are women and the PGA of Australia hopes to grow this percentage in coming years.
- PGA members overall hold club professional, teaching and management positions in over 800 golf facilities Australia wide.



### **3.0 Women in Golf in Australia**

- The most recent statistical and consumer information regarding golf in Australia and the participation of women in golf comes from the Australian Sports Commission survey into sports participation (2004) and the Ernst and Young Australian Golfer surveys (2003 and 2005). In summary some key points to note:
  - of the estimated 1.25 million people in Australia who currently play golf around 20% are women
  - of the total number of Australians over 15 years of age only 3% of these are women golfers compared to 13% of men
  - whilst 22% of golfers began playing golf by age 15 only 7% of females started by this age
  - on average women golfers are significantly older than their male counterparts. This is predominantly because they start at an older age and because of the relatively low percentage of women playing golf between 15-44 years of age as compared to men.
  - the number one reason women take up golf is related to the social aspect of the sport

### **4.0 PGA of Australia Comments on the Terms of Reference of the Senate Review**

#### ***4.1 The health benefits of women participating in sport and recreation activities***

- The well documented physiological health benefits of walking and moderate exercise clearly demonstrate the physical health benefits of golf, not to mention the social and mental health benefits that can also be enhanced from participation in the sport. The PGA of Australia has a long association with the National Heart Foundation in promoting the diverse health benefits of golf.
- The PGA of Australia is currently exploring opportunities for its members to become involved in health promotion programs which involve women learning to play golf and then becoming involved in the game on a regular basis.

Recommendation 1: That the Senate inquiry acknowledges the potential for golf to contribute to the physical, social and mental health benefits of women of all ages across Australia.

Recommendation 2: That Departments of Health at both a national and state level, and health promotional programs funded by government, consider partnering with the PGA of Australia to promote the health benefits of golf to women in the community.



#### **4.2 The accessibility for women of all ages to participate in organised sport, fitness and recreation activities**

- Golf is one of the few sports that can be started by girls/women at any age and played throughout an entire lifetime. It can also be played in mixed gender, ability and age groups, one of the few sports which offers such flexibility.
- The percentage of women, and especially young women currently playing golf in Australia, has highlighted the need for golf clubs to change their focus to have a much greater emphasis on junior development programs targeted at girls and introductory programs for women of all ages. This will require a significant change in attitude for many clubs. The PGA of Australia will continue to promote this approach to its membership generally and continue to promote its successful Cadbury Schweppes Junior programs (over 5,000 participants) and more specifically target young girls (currently about 15% of the total PGA Juniors program). It will also be looking to develop tools to assist PGA members to conduct specific introductory programs targeted at women of varying age categories eg young mothers, women recently retired etc.
- The reasons for lack of participation by women in golf between the ages of 15-44 are similar to reasons given for non-participation in many sports during these years – study commitments, lack of money, lack of time, raising families, etc. These are obviously issues that need to be addressed by the Senate inquiry and are currently being faced by the Australian golf industry.
- PGA members are currently involved at all levels of coaching and development of elite female players. The PGA of Australia will continue to work with the other national and state golfing administrative bodies to assist in the development and promotion of elite female players.
- The recent Australian Sports Commission (ASC) Review into High Performance Pathways in Australian Golf identified the lack of tournament playing opportunities for women professional golfers in Australia. The PGA has acknowledged this finding and agreed to explore opportunities to further support women professional players through its tournament structure.

Recommendation 3: That the Senate inquiry acknowledges the potential of golf as a sport that can be played by women of all ages, from all socio-economic and cultural backgrounds, a sport which can be played by women with disabilities, and one which has the potential to complement a number of overall women's programs objectives.



Recommendation 4: That various government agencies at both a national and state level (including agencies with responsibilities for sport and recreation programs, specific women's programs, aged and disability programs, indigenous programs etc) consider partnering with the PGA of Australia to promote the benefits of golf to all women in the community.

Recommendation 5: That the Australian Sports Commission and State Departments responsible for elite female player development work in close co-operation with the PGA of Australia and its membership in relation to elite coaching programs and women's tournament golf.

### **4.3 The portrayal of women's sport in the media**

- Even with 4 women and 13 men in the world's top 100 rankings (a figure which compares more than favourably with all other Australian individual sports) golf still struggles for the media exposure the PGA believes it deserves in this country.
- There are currently very few female golf journalists and electronic media presenters and this is an area for golf, along with all women's sports and the government to further address.
- The major women's professional tournament in Australia, the ANZ Ladies Masters, does receive television coverage and the efforts of Australia's current leading female player, Karrie Webb, does receive some degree of media coverage (at least in comparison to the men) – but similar to other women's sports overall women's golf media exposure is low.

Recommendation 6: That the Senate's recommendations in this area acknowledge the level of the female population who play golf (over 220,000) and the lack of media exposure for women's golf in Australia and for Australian women competing on the world's major tours.

### **4.4 Women in leadership roles in sport**

- PGA women members are currently filling a range of leadership roles within the Australian golf industry. The types of positions include head PGA professionals at golf clubs and resorts, assistant professionals, coaches, golf club managers, corporate golf co-ordinators, etc. However, the numbers are relatively small and the PGA acknowledges significant work is required in regard to women to increase the number of women PGA members and support and encourage those members into leadership roles.
- The PGA's recently established International Golf Institute is seen as a critical element in this regard. There is certainly potential for this new Institute,





established in 2005, to cater for the training of women in a range of golf related career occupations in addition to the traditional PGA Traineeship scheme.

- The PGA of Australia has previously, and will continue to support its female members who apply for government funded Women in Leadership scholarships. The PGA as an organisation will also continue to support its female staff to develop their roles in the golf industry.

Recommendation 7: That the Senate's inquiry consider an expansion of scholarships for women in sports leadership roles and that the PGA International Golf Institute be considered as a partner in such a scheme.

## **5.0 Initiatives by the PGA of Australia in Regard to Women in the Golf Industry**

- Whilst the sport of golf has traditionally had a significantly higher proportion of males playing and administering the game, and with the industry historically split into men's and women's golf administrative bodies, the PGA of Australia has for many years represented both women and men golf professionals.
- The PGA of Australia's traineeship scheme remains open to both women and men. Playing standards for women to enter the 3 year program are not as strict as for men. This policy is designed to encourage more women into the program. As previously indicated, although the number of PGA full members who are women is still low there has been a very positive trend in recent years with more females undertaking traineeships.
- Of the PGA of Australia's current national staff nearly 50% are female – with 2 of the 7 management roles at Head Office currently filled by women and the PGA International Golf Institute headed by a female CEO.
- Whilst tournament golf is traditionally played separately by men and women professionals the PGA of Australia conducts both National and State Australian Traineeship Championships - the only tournaments open equally to both men and women (with compensations made for strength advantages of males by playing women off differing tees).
- In 2005, after a long association, the PGA of Australia and Griffith University (QLD) joined expertise to establish the PGA International Golf Institute (PGA IGI) - a centre of excellence established to develop career pathways and opportunities for students, elite athletes, coaches and administrators in the golf industry and related business sectors. The PGA IGI offers nationally recognised golf industry qualifications, which comprise vocational training certificates through to higher education tertiary programs and currently has a mix of female and male students. The current IGI intake has approximately 10% of females in its programs, with a target to increase this over coming years. PGA IGI programs include:





- Certificate in Advanced Golf Management Practices - domestic clients
  - PGA IGI Certificate in Applied Golf Management Practices (combined with the Bachelor of Business and Major in Sport Management) - domestic and international clients
  - Certificate IV in Sport & Recreation - Intermediate Golf Management Practices - domestic clients
  - Certificate III in Sport: Career Orientated Participation - Elite Golf Program - domestic clients
- As an organisation the PGA of Australia conducts hundreds of tournaments a year from local club events through to its flagship event - the Australian PGA Championship. Tournaments include:
    - over 300 Pro-am events in conjunction with golf clubs and local sponsors with a total prize money pool of approximately \$3.5 million nationally
    - the Von Nida Tour (\$1.1 million tour 11 x \$100,000 events) – a joint initiative between the PGA of Australia and the Australasian PGA Tour which is financially underwritten by both organisations.
    - The \$1.2 million Cadbury Schweppes Australian PGA Championship held in early December each year at the Hyatt Regency Coolum Resort in Queensland. The Championship is organised and financially underwritten by PGA Australia and is over 100 years old.
  - The PGA primarily provides opportunities for its female members through the pro-am circuit, but is committed to working with all golf administrations in Australia to grow the number of events available to women professionals.
  - The PGA of Australia also conducts Australasia's largest community teams golf event – The Holden Scramble. This event is played in around 500 clubs across Australia and New Zealand and involves close to 50,000 participants. This event is in its 15<sup>th</sup> year and has always been open to both women and men players competing in mixed or single gender teams in the one competition. In 2005, to encourage even more women to participate in this event, the PGA introduced a separate “women's only” division, with women now having the option to play in both the mixed and separate women's division. The PGA is committed to exploring further opportunities for women through its tournament structures.



- The PGA has been involved with the ASC's high performance scholarship program for coaches and has had various PGA members employed at the AIS for 11 of the past 12 years (both female and male). The PGA contributes financially to this scheme.
- The PGA also offers a 12 month bridging course for Tour Professionals to become full PGA members with recognised coaching accreditation qualifications. A number of women professionals who have decided to cease playing full time golf have undertaken this bridging course to provide them with the necessary government recognised qualifications to work and coach in the golf industry and tap a huge potential market – women PGA professionals teaching golf to women.



## **6.0 Summary of Recommendations to the Review by the PGA of Australia**

### ***The health benefits of women participating in sport and recreation activities***

Recommendation 1: That the Senate inquiry acknowledges the potential for golf to contribute to the physical, social and mental health benefits of women of all ages across Australia.

Recommendation 2: That Departments of Health at both a national and state level, and health promotional programs funded by government, consider partnering with the PGA of Australia to promote the health benefits of golf to women in the community.

### ***The accessibility for women of all ages to participate in organised sport, fitness and recreation activities***

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### **The portrayal of women's sport in the media**

Recommendation 6: That the Senate's recommendations in this area acknowledge the level of the female population who play golf (over 220,000) and the lack of media exposure for women's golf in Australia and for Australian women competing on the world's major tours.

### **Women in leadership roles in sport**

Recommendation 7: That the Senate inquiry consider an expansion of scholarships for women in sports leadership roles and that the PGA International Golf Institute be considered as a partner in such a scheme.



## Appendix A

### The Current Structure of Golf in Australia

#### Professional Golf

- The PGA of Australia has represented its membership since 1911. In 1984 the PGA of Australia became a national company when all state divisions liquidated to be absorbed into a national structure. This has provided the impetus for the PGA to evolve into the complex and diverse commercial organisation it is today with an annual gross turnover in excess of \$35 million and with over 2,000 members.
- The PGA of Australia works very closely with the other two professional golf bodies in Australia (PGA Tour and ALPG) and is currently in discussions regarding a more streamlined approach to professional golf administration in Australia. The PGA of Australia also works closely with the national amateur body – the newly formed Golf Australia (see below).
- The PGA Tour of Australasia – a small organisation representing about 150 leading men's tournament players who predominantly play overseas. PGA Tour of Australasia sanctions and conducts the major men's Tour events in Australia, in conjunction with tournament promoters such as the PGA of Australia, Golf Australia and private operators.
- Australian Ladies Professional Golf (ALPG) – a small organisation with similar responsibilities to the PGA Tour of Australasia. The ALPG represents about 40 leading women tournament players who predominantly play overseas and other former women tournament players who remain members. The ALPG co-ordinates the ALPG Tour in Australia.

#### Amateur Golf

- The amateur side of golf has historically been administered by a national men's national body (the AGU) and a women's national body (WGA) and separate men's and women's state associations in each state of Australia – all different companies. In 2006, as part of their requirement to continue to receive government funding from the Australian Sports Commission, the two national bodies amalgamated to form the one company – Golf Australia. The PGA of Australia strongly supported this amalgamation and is working closely with Golf Australia to ensure a co-ordinated national approach to promoting golf in Australia.
- Individual men's and women's state associations are currently being encouraged by government to amalgamate and to form closer alliances with the national amateur body. The PGA of Australia supports amalgamation by the state amateur bodies and the suggestion by some to have them become state offices of Golf Australia in the future.