



# Females on the Fairways

**Putting research into practice**

How to attract more females to the game of golf, and keep them playing for life?

# Perception & Barriers of Non-golfing Women

Unwelcoming environment

Lack of knowledge of the game

Significant time & cost commitment

# Program Design Requirements

Fun

Social

Inclusive

Flexible

Simple

Time & Cost Sensitive

**FEMALE ONLY**

Women's motivation to take up golf is influenced by peers' participation in the sport.

# WOMEN'S

# #INVITEHER

# TRIAL GOLF

Welcome Video / Tips

9 holes of golf - or play 3 or 6!

Participant Gift

Clubs available at no charge

Complementary beverage après golf



# SERIES

**No Scorecards,  
No Rules,  
All Fun**



GOLF ONTARIO



LPGA

Amateur Golf  
— association —

The **Women's Try Golf Series** is here for you!

We want you to **TRY it**, and we want you to **LOVE it**!

Fun, Inclusive & Simple

Designed for women (19+) with **little to no golf experience** to play 9 holes with other ladies that are there to have **fun.**





Social, Flexible & Time/Cost Sensitive

Events take place in the **late afternoon/evening**

at **female friendly** golf courses and always

include an **après golf beverage!**



Bring your friends and learn together!

Who doesn't like having fun, being social, and  
free WINE?!



2020 Pilot

4 sites

200 women







# 2021 Full Schedule

30 sites

1200 women









# 2022 Expanded Schedule

44 sites

2000 women













MODERN  GOLF

**WOMEN'S**

**TRAVEL**



**MODERN GOLF  
OAKVILLE  
WED. MAY 11**

**OPEN HOUSE**

Enjoy a **COMPLIMENTARY** golf experience:  
**SPACE IS LIMITED. BOOK YOUR TIME NOW!**





What's Next?

2023 & Beyond



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