



WOMEN IN GOLF CHARTER

St Andrews Links Trust

St Andrews Links Trust, the Home of Golf, support the Women in Golf Charter and its ambition to encourage everyone involved in golf to play their part in developing a culture that value's women in every aspect of the sport, from participation to pursuing a career.

The Home of Golf is a symbol to golfers around the world and has a proud history of women's golf and commitment to increasing the number of women, girls and families playing golf and becoming lifelong participants in the game, as well as always striving to provide women with wider opportunities to enjoy careers and volunteering in the sport.

We pledge to build on our wide array of current initiatives and develop new projects as part of our commitment to the Women in Golf Charter.

Our aim is to increase the number of women and girls playing and working in golf.

- We are committed to leveraging our unique position and worldwide recognition as the Home of Golf to play a leading role in this process and working with partners, affiliates and the golf industry at large to achieve our goal.

In signing this Charter, the St Andrews Links Trust, commit to continuing our efforts to develop and welcoming and inspiring environment for women. We will continue to do more to attract women into golf, to remain within the industry, and to have rewarding careers.

ST ANDREWS LINKS TRUST

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We commit to activating the charter by:

- Developing and implementing an internal strategy for enhancing gender balance across the organisation.
- Enhancing senior management responsibility and accountability for gender balance and inclusion, which is discussed and reviewed with the Board of Trustees at the Links Trust.
- Strongly advocating more women and girls playing and working in golf.
- Working with our diverse and broad range of stakeholders to encourage and maintain a more inclusive culture.
- Promoting the Charter and our goal of encouraging more women to play golf and work in golf.

How St Andrews Links Trust will continue to work towards achieving this:

- To achieve ongoing female representation on our Board of Trustees, Links Management Committee and Trust-wide management meetings.
- Maintain our Ticketholder approach to offering equal access for men and women.
- Continuing to ensure peak tee times are available to all Ticketholders.
- Maintain the switch from gender-based tees to ability-based tees on all of the Links courses.
- Strengthen and encourage greater diversity in all Trust marketing materials to support participation, recruitment, retention and progression of women playing and working at all levels of the sport.
- Continue to provide a participation pathway, for women, girls and families to progress at the Links. This will look to build on and enhance the existing successful routes to golf within SALJGA, Adult Golf Schools, group lessons and Open Days.
- Develop a specific retention strategy for junior girls and those graduating from SALJGA.
- Continue to develop a range of golf and social activities to appeal to women of all ages.

- Promote participation across the organisation within the R&A accredited Women in Golf Leadership Programme.
- Establish an internal Women’s Forum as part of the Trust’s new People Strategy and identify “Charter” champions within the Trust so that they are able to engage knowledgably about golf and communicate the positive aspects of the game, including the health and wellbeing aspects.
- Continue to ensure inclusivity and diversity in our suite of competitions for women golfers of all ages and abilities – host of the 2024 AIG Women’s Open, The St Rule Trophy, Strathtyrum Tournament and Junior Ladies Open.
- Continue to harness the Home of Golf’s facilities and focus on family friendly facilities in future infrastructure development to inspire more families to enjoy golf as a group leisure activity.
- Reinforce St Andrews Links Trust’s proud history and continued commitment to being an organisation that aims for equality and that there are no gender barriers to any role within the business or participation at any of our facilities.



Neil Coulson
Chief Executive
St Andrews Links Trust



Sandra Tuddenham
Chair
St Andrews Links Trust