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- Swedish Golf Federation
Sales & Marketing 98-...
- Club Director 93-95
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- Member of two golf clubs



40 minutes

Agenda:

- John Lindberg 3 min
- The Swedish "Five Fundamentals" for success
from the past and into the future 7 min
- The Defector Review 20 min
- Questions 10 min



Annika Sorenstam



Alexander Norén



Jesper Parnevik



Sophie Gustavsson



Robert Karlsson



Henrik Stenson



Niclas Fasth



Karin Koch

The Swedish "Five Fundamentals" for success

In the past

- 1. Parents attitude to sports in general
- 2. Focus on Fun / Joy for the game of golf
- 3. The individual training routines and experiences from other sports
- 4. Golf clubs activities and their athletic vision and goals
- 5. SGF tournament steps and district co-operation

In the future

- 1. Golf clubs activities and their athletic vision and goals
- 2. Instructors various roles and leader recruitment/education
- 3. Development / progress of the players especially high hcp
- 4. Parents attitude to sport in general and especially towards golf
- 5. SGF Touraments and strive towards team event



Girls

Numbers of rounds					In home district						
District	GIT	Golfdata	Inter-nationell	Totalt	GIT	Golfdata	Totalt	Competing ind.	Total members	Rounds/Comp.	Comp / member
BLEKINGE	346	5		351	190		190	56	200	6,3	28%
BOHUSLÄN-DAL	475	7		482	233		233	107	654	4,5	16%
DALARNA	216	1	3	220	99		99	50	360	4,4	14%
GOTLANDS	95	1		96	59		59	23	185	4,2	12%
GÄSTRIKE-HÄLSINGE	282	1		283	187		187	75	326	3,8	23%
GÖTEBORG	1293	16	5	1314	581	3	584	250	1199	5,3	21%
HALLAND	864	18	4	886	456		456	133	567	6,7	23%
JÄMTLAND-HÄRJEDALEN	145			145	80		80	21	191	6,9	11%
MEDELPAD	148			148	87		87	29	109	5,1	27%
NORR- & VÄSTERBOTTEN	326		1	327	210		210	81	600	4,0	14%
SKÅNE	2618	43	21	2682	1412	6	1418	513	2278	5,2	23%
SMÅLAND	1066	35	6	1107	545		545	198	1040	5,6	19%
STOCKHOLM	1574	50	25	1649	638	3	641	342	2170	4,8	16%
SÖDERMANLAND	352	6		358	179		179	77	521	4,6	15%
UPPLAND	315	16		331	137		137	73	517	4,5	14%
VÄRMLAND	279	22	3	304	148		148	64	442	4,8	14%
VÄSTERGÖTLAND	822	21		843	493		493	164	810	5,1	20%
VÄSTMANLAND	374	5	3	382	180		180	62	307	6,2	20%
ÅNGERMANLAND	75	1		76	37		37	19	122	4,0	16%
ÖREBRO LÄN	272	23	10	305	177	3	180	53	297	5,8	18%
ÖSTERGÖTLAND	588	4		592	322	2	324	118	643	5,0	18%
Totalt	12525	275	81	12881	6450	17	6467	2508	13538	5,1	19%

Boys

Numbers of rounds					In home district			Competing ind.	Total members	Rounds/ Comp.	Comp / member
District	GIT	Golfdata	Inter-nationell	Total	GIT	Golfdata	Totalt				
BLEKINGE GDF	983	8		991	523		523	175	569	5,7	31%
BOHUSLÄN-DALS GDF	1633	4		1637	900		900	385	1613	4,3	24%
DALARNAS GDF	1313	5		1318	785		785	283	1344	4,7	21%
GOTLANDS GDF	542			542	320		320	124	588	4,4	21%
GÄSTRIKE-HÄLSINGES	1688	12	2	1702	1196		1196	330	1125	5,2	29%
GÖTEBORGS GDF	4905	100	10	5015	2464	4	2468	902	3622	5,6	25%
HALLANDS GDF	2347	41		2388	1290		1290	402	1513	5,9	27%
JÄMTLAND-HÄRJEDALEN	517			517	313		313	105	617	4,9	17%
MEDELPADS GDF	632	4		636	435		435	139	438	4,6	32%
NORR- & VÄSTERBOTTENS	1462			1462	978		978	339	2137	4,3	16%
SKÅNES GDF	9346	145	16	9507	5492	13	5505	1592	6221	6,0	26%
SMÅLANDS GDF	4253	59	3	4315	2579		2579	969	3871	4,5	25%
STOCKHOLMS GDF	7668	92	16	7776	3702	6	3708	1618	7057	4,8	23%
SÖDERMANLANDS GDF	2327	21	3	2351	1223		1223	472	1903	5,0	25%
UPPLANDS GDF	2045	40	2	2087	1102	1	1103	484	2159	4,3	22%
VÄRMLANDS GDF	1777	18		1795	1093		1093	343	1327	5,2	26%
VÄSTERGÖTLANDS GDF	3921	21		3942	2461		2461	768	2641	5,1	29%
VÄSTMANLANDS GDF	1501	21		1522	872		872	292	1144	5,2	26%
ÅNGERMANLANDS GDF	532	1		533	357		357	125	360	4,3	35%
ÖREBRO LÄNS GDF	1633	21	1	1655	978	6	984	279	1129	5,9	25%
ÖSTERGÖTLANDS GDF	2358	21	4	2383	1387		1387	548	2366	4,3	23%
Totalt	53383	634	57	54074	30450	30	30480	10674	43744	5,1	24%

Member statistics 2009

Girls	14 412	3 %
Boys	47 099	9 %
Ladies	139 592	27 %
Male	311 358	61 %
Total	512 461	

Member statistics (juniors)

År	Girls	Boys	Totalt
2003	20.761	73.152	93.913
2004	20.992	71.189	92.811
2005	20.139	65.558	85.697
2006	18.988	60.539	79.527
2007	17.464	55.484	72.948
2008	15.679	50.607	66.286
2009	14.412	47.099	61.511

Golf clubs

Golf clubs in Sweden

495

80 % non-profit organisation

20 % company owned

1, largest member club

11.841 members

20

2.245 members

40

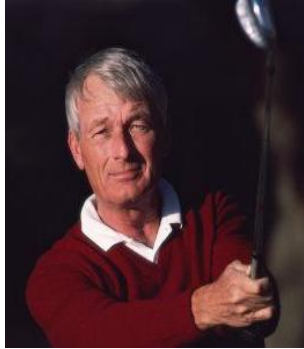
1.845 members

Numbers of rounds

7.830.021

jan-oct (+11% from 2008)

Swedish Golfers (United Minds)



Club Karl



Competitive Anders



Sporty Stefan



Social Sebastian

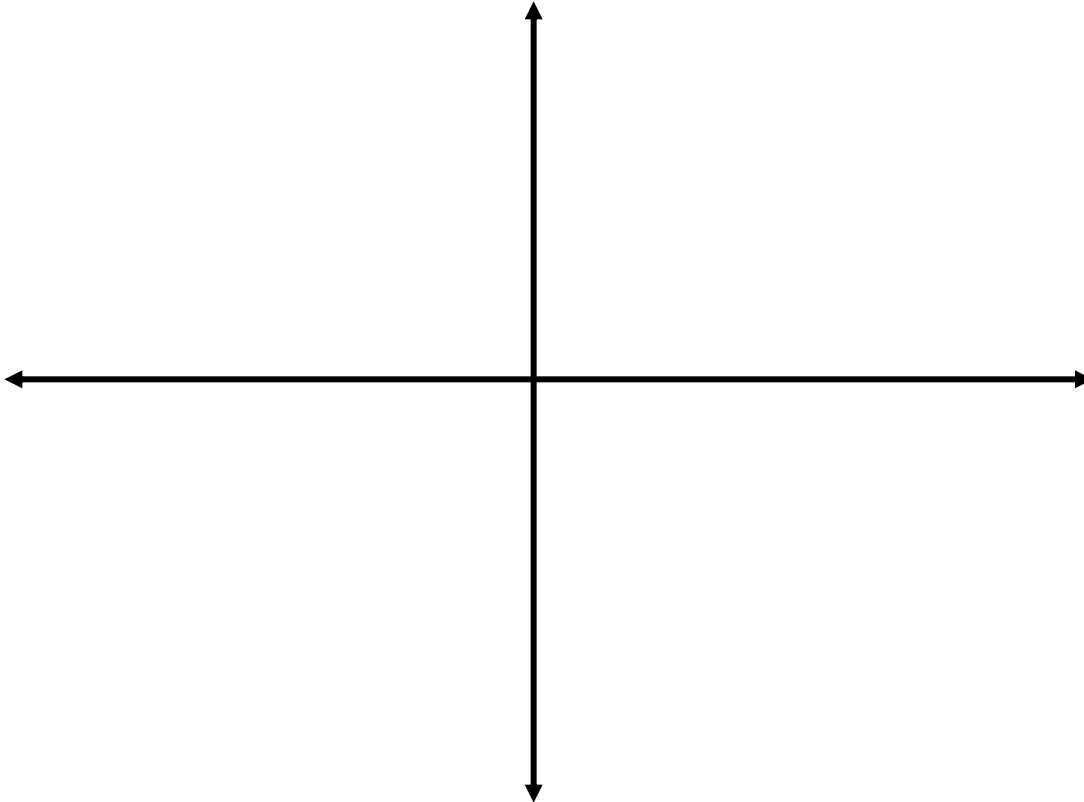
Relation to golf

Social fellowship

**Club-
independent**

**Club-
loyalty**

Sports/athletics



Relation to golf

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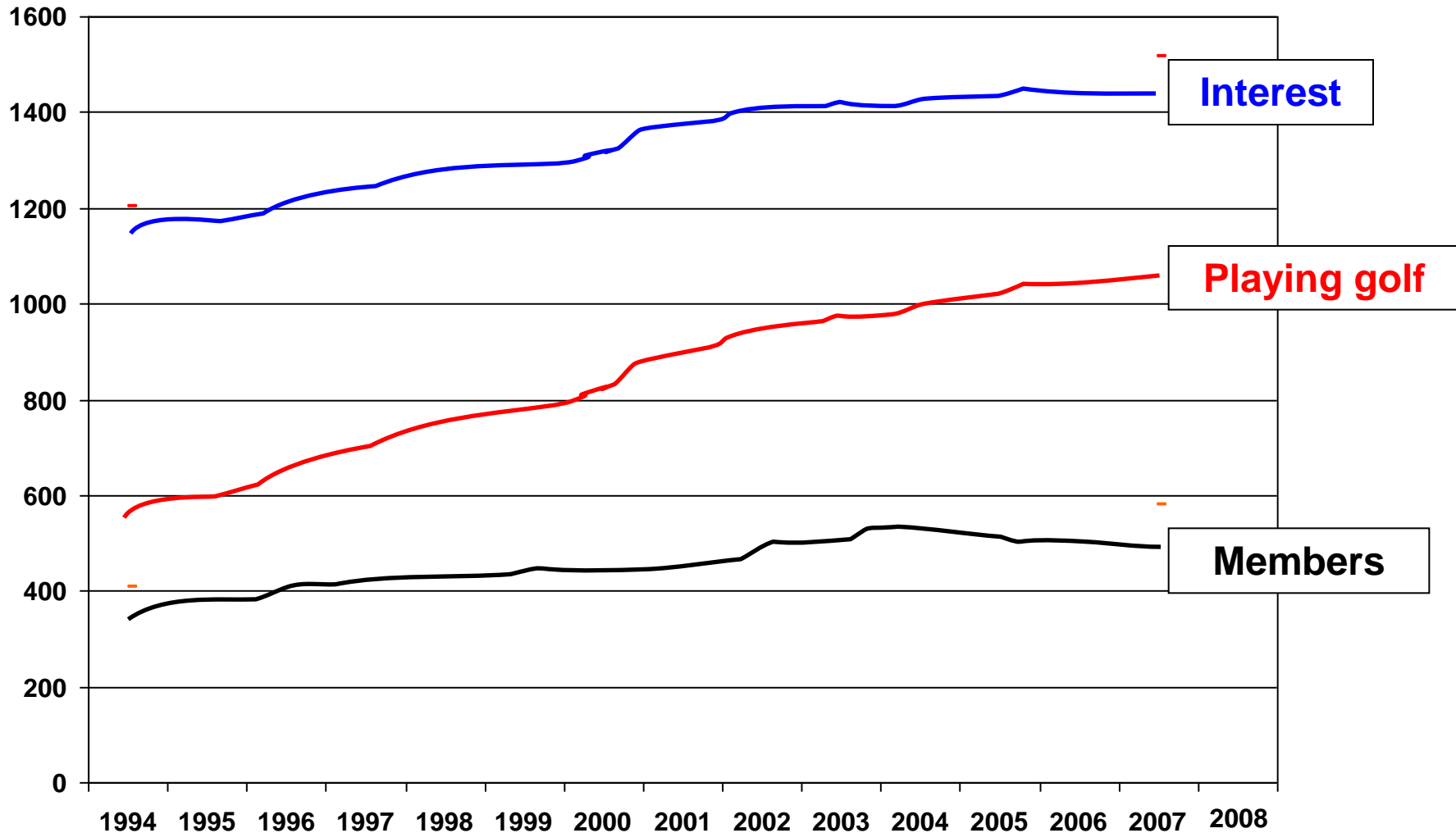
Club-loyalty

The Defector Review 2009



Nobody quits golf
but some leave the golf club

Interest of golf in Sweden



3 key reasons why players quits
the Club!

1. Personal reasons

- The social base for golf changes.
- New members often feels less welcome.
- The players does not progress in golf
- The "snob" brand creates problems
- The player feels insecure with its golfing ability
- Many replaces golf with other sports or activities..



Hcp / Age

Girls	Age	scr/plus	0,1-5	5,1-10	10,1-20	20,1-36	36+	99	Totalt
	-12	0	0	1	6	238	846	2593	3684
	13-18	8	94	196	580	2523	1609	2328	7338
	19-21	19	124	198	368	1130	574	470	2883
Girls Total		27	218	395	954	3891	3029	5391	13905
Boys	-12	0	0	12	127	1673	1832	4982	8626
	13-18	14	633	1319	4227	10872	2739	3536	23340
	19-21	53	890	1284	3098	3996	799	547	10667
Boys Total		67	1523	2615	7452	16541	5370	9065	42633
Total		94	1741	3010	8406	20432	8399	14456	56538

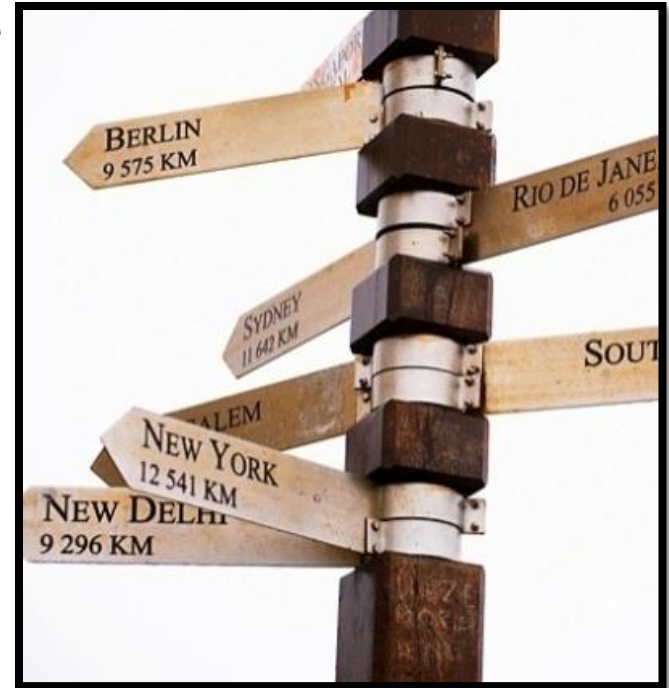
2. Club related reasons

- **Poor introduction creates insecure feeling to new members**
- **Bad treatment from staff**
- **Lack of club attendance makes beginners disatisfied**
- **Lack of communication**
- **Price / cost is not The problem ! Value for money**



3. Golf related reasons

- Lack of information on the course
- Unwritten rules creates insecure feelings
- Pressure to perform !
- Many demands creates stress and irritation
- Cue on the course percieves as the biggest problem
- Poor transportation for youngsters



Insights!

Four insights about a *golfer*

1. Once a golfer, always a golfer.
2. To quit golf – takes time.
3. Many defectors is found among Sporty Stefan and Social Sebastian
4. A high handicaper want´s to progress but the club has no operational plan



Four insights about the game of *golf*

1. The culture within the golfclub creates alienation. Lack of social relations among members results in defecting the club
2. Possibilities to progress is essential !
3. Price is secondary
4. Pace of play is essential and has low tolerance



Conclusions!



**1. There are possibilities
to hinder and decrease
the risk for defectors**



Social Sebastian



Club Karl



Sporty Stefan



Active Anders

2. Defectors are mostly found within the groups who has no or little relation to the club !

Recommendations!

Treat the golfer as a customer not only as a member

- Develop a relation to all members
- Learn more about your members demands and life style
- Think segmentaion and adjust offers to the different targets groups within the club
- Keep on communicating with defectors and welcome them back to the club
- Start working with CRM system



Adjust the club for the members who have least knowledge about golf

- Realize that many written and unwritten rules and behavior creates insecurity
- Leave no room for doubt regarding the rules and behavior on course and off course (club house)
- Introduce mentors for new members, both adults and juniors.
- Help new members to progress in golf



Summery

- **Once a golfer – always a golfer
eventhough one has defected**
- **Everybody wants to return to the game of
golf !**
- **The golf club can prevent members not to
leave the club !**
- **Communication and offers are one of the
main problems and challengers in the
future.**

- Thanks

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