



The Transformation Charter

Oct. 2009 – Sept. 2015



INTRODUCTION

- Because of a widespread and common understanding and acceptance of the need for golf to transform, The South African Golf Association has adopted the custodianship of this transformation charter.
- Ownership of the charter needs to be embraced by the broader golfing fraternity in South Africa and all golfing stakeholders need to be active participants in the implementation of the goals of the charter.

Preamble

- We accept that the Transformation Charter for golf is different from other sports for reasons linked to:
 - Wide age range of participants
 - Detachment between social play, amateur competitive play and professional play
 - Spectator participation
 - Cost of equipment, amenities and facilities
 - Perceptions around societal status of participants
 - Social player to competitive player ratio inversely proportional to that of other sports

Defining Transformation

Definition by SRSA

*“**Transformation** is a conscious, deliberate, planned and goal-directed **process** of fundamentally **changing the conditions** that in the past have led to the deliberate **exclusion** of the majority of our people from meaningful **participation** in sport and recreation and from **taking** their **rightful place** in the sports movements of the world.”*

Defining Transformation

Considering the following



Defining Transformation

Definition by SAGA

*“**Transformation** is a consciously planned **process of creating conditions and opportunities** that in the future will lead to the **inclusion** of any South African in meaningful **participation** in golf, both socially and competitively and thus enabling them to **earn** their **rightful place** in the golfing community of the world.”*

Advantages of Transformation *(1 of 2)*

- Promotes good relationships amongst people
- Facilitates unearthing of talent
- Perception that golf is “white elitist” will erode
- SA punches well above its weight – we can increase the pool
- Exposure to ALL - “remove the myth”
- Healthier society

Advantages of Transformation (2 of 2)

- Fight scourge of drugs amongst the youth
- Get more people/society involved
- Allows people to participate in the sport of their choice
- Optimal utilisation of facilities
- Accessibility will improve
- Broaden base of talent to draw from
- Advantageous access to government and commercial resources

Critical Success Factors *(1 of 2)*

- Total buy-in by all golf's stakeholders
- Clubs & Golf Estates have a role to play
- Fears based on racial & political undertones must be dispelled
- Land must be made available and facilities must grow
- Administrators cannot procrastinate any longer
- Availability of financial resources to implement

Critical Success Factors *(2 of 2)*

- “Living” the charter by Administrators, SAGA, Golf club Structures & Management and Players
- Well-trained Golfing personnel & people resources
- Affordable memberships and well marketed
- SAGA to facilitate handicapping and affiliation
- Virtual Clubs that foster rather than fracture within Golf’s structures
- 16 BIS members meaningfully incorporated into SAGA structures

Transformation to date

- 16 BIS
 - The 16 BIS structure was established to ensure representivity on the SAGA executive.
 - Provincial Unions have not implemented the initiative in a meaningful and beneficial manner.
- Demographics at some clubs reflect transformation favourably
- Good players are coming through the U23 quota system
- Data on golf demographics has become outdated
- Executive & Team management representation at Provincial and National level
- Close partnership of SAGA & SAGDB

Critical Transformation Elements

- The focus points for transformation on the radar include:
 - Administration
 - Membership
 - Teams
 - Disabled
 - Gender
 - Talent Identification and High Performance
 - Development programmes
 - Recognition of History that is inclusive of all
 - Measurable targets and monitoring
 - Selection policy

Transformation Challenges (1 of 3)

- Encouragement at all levels - to learn about the administration of the game
- Monitoring of progress and of success of the program
- Facilities that accommodate pay and play
- Golf Academy
- Demographically representative teams at all levels
- Demographically representative management structures
- Equitable allocation of resources
- Professionalisation/commercialisation of SA Golf
- Unity
- Accountability

Transformation Challenges *(2 of 3)*

- Transparency
- Non-racialism
- Gender Equity
- Equity for the disabled
- Equity in access to sport and recreation
- Development programmes
- Capacity building programmes
- Globalisation
- Innovation and a scientific approach

Transformation Challenges (3 of 3)

- The re-establishment of sport and recreation clubs in disadvantaged communities
- Youth and School sport programmes
- Sponsorship, including government's investment in sport and recreation
- The development and internalisation of a culture and a value system that emerges out of GOLF
- Affirmative procurement practices
- Hosting of matches at all levels in previously disadvantaged areas

Transformation Priorities

- To implement sustainable and measurable development programs at all levels to ensure capacity and sustainability
- To increase the number of participants in IPT's
- Increase demographic representation at golf clubs
- To increase number of high performance golfers
- Ensure integration of disabled golfers
- Ensure maximum participation of senior citizens
- Promote golf as a school sport
- Promote girls and women in golf

ACTION PLAN (Oct 2009 – Sept 2015)

PHASE 1				
Priority	Key Action Steps	By Whom	By When	Resources
Administration	Implement 16 BIS at Union level	ALL	Year 1	
Development Programs	Each union to provide SAGA with a Transformation Charter incorporating plans of their development programs	ALL	Year 1	SAGDB Own
Disabled Golf	Incorporated SADGA into SAGA	ALL	Year 1	
Women's Golf	Merging with WGSA	SAGA	Year 3	
Selection U/23 – 2 players and Junior level	Clear selection policy w.r.t. setting targets	SAGA	Year 1	
Increase participation at Club level of PDIs to 20%	Promote membership of PDIs	Clubs	1 - 5 years	
Development of new facilities, mashie courses etc.	Develop plan, approach and involve municipalities	Unions	5 years	Lotto
Over 18s	Develop a plan and approach	SAGA	Year 2	
PHASE 2 – Monitoring & Reporting				
PHASE 3 – Evaluation				