



# KWAZULU-NATAL LADIES GOLF ASSOCIATION

## Transformation Charter



**July 2012 – June 2016**

# 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.”*

## 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.”*

## Definition by KZNLGA

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

# Introduction



- The KZNLGA has a collective interest and responsibility with the transformation objectives of the SAGA and have created this charter as a guide and framework for the years ahead.
- Ownership of the charter needs to be embraced by the broader golfing fraternity in KwaZulu-Natal 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

## Advantages of Transformation (1 of 2)



- Promotes good relationships amongst people
- Facilitates unearthing of talent
- Perception that golf is “elitist” will erode
- Exposure to ALL - “remove the myth”
- Develops Leadership
- Healthier society

## Advantages of Transformation (2 of 2)



- Get more people/society involved
- Allows people to participate in the sport of their choice
- Accessibility will improve
- Broaden base of talent to draw from

# Critical Success Factors (1 of 2)



- Total buy-in by KZNLGA and affiliated Clubs
  - Clubs & Golf Estates have a role to play
  - Fears based on racial & political undertones must be dispelled
  - Availability of financial resources to implement
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## Critical Success Factors (2 of 2)



- “Living” the charter by Administrators, KZNLGA, Golf club Structures & Management and Players
- Well-trained Golfing personnel & people resources
- Affordable memberships and well marketed



## Transformation to date ...



- Demographics at some clubs reflect transformation favorably
- Good players are coming through Junior system
- Data on golf demographics has become outdated
- Executive & Team management representation at Provincial and National level
- Partnership of KZNLGA and Department of Sport and Recreation

# Transformation Priorities



- To implement sustainable and measurable development programs at all levels to ensure capacity and sustainability
- Increase demographic representation at golf clubs
- To increase number of high performance golfers
- Ensure integration of student golfers
- Promote golf as a school sport
- Promote girls and women in golf

# Action Plan (June 2012 – June 2016)



## ACTION PLAN (SEPT 2012 – JAN 2016)

### PHASE 1

Priority	Key Action Steps	Role players	Proposed date of completion
Development Programs	Provide SAGA with a Transformation Charter and plans of the development programs.	KZNLGA	Year 1
Junior Golf	GLG incorporation into KZNLGA	KZNLGA	Year 1
Senior' s Golf	Encourage Seniors to be incorporated into KZNLGA	KZNSWG KZNLGA	Year 3 - 5
Increase representation at Club Committee level	Provide clubs with guidance if requested by Clubs.	KZNLGA Clubs	3 years
Increase participation at Club level of Development Players	Promote membership of new golfers through our Development Programme	KZNLGA & KZN Clubs	1 – 5 years
Associate Member Program	Implement a program to cater for the needs of entry level golfers.	KZNLGA	Year 2 - 5

### PHASE 2 – Monitoring & Reporting

### PHASE 3 – Evaluation