

WESTERN CAPE ANNUAL AWARDS

COACH

GROW GOLF

Anna Becker-Frankel

Devondale Golf & Wine Estate

1. What is your current job title?

Devonvale Golf & Wine Estate Head Professional PGA Coach
Boland Ladies & Junior Coach
Golf RSA National Team Coach

2. How long have you been in your current position?

Devonvale Golf & Wine Estate Head Professional PGA Coach **since 2008**
Boland Ladies & Junior Coach **since 2010**
Golf RSA National Team Coach **since 2012**

3. What have been the key deliverables of your position the past 12 months?

I have grown my flagship junior tournament, **Anna's Squirrels & Powerballs** tremendously in the last year. It is now one of the biggest junior events in the country with approx. 200 kids involved. I have also managed to secure **an exemption to Annika Invitational, Sweden**, for the winner of the OOM. Annika Sorenstam & I have started 'Annika Pathway South Africa' and it is an exciting journey. DSTV did a 7 min long film about its success, and it was broadcasted nationally several times earlier this year.

4. How do you see the implementation of Safeguarding on your position and the industry?

As I am a passionate junior coach, safeguarding during my lessons applies very much to my position. I now have a male assistant present in all my junior groups. In addition, I am more aware & have different glasses on when I teach and spend time with my juniors.

5. Please give us a brief outline of the path you took to lead you to your current position?

1992- 2000 Sweden National Team Player

1996- 2000 Texas A&M College Player

2001-2006 Tour Professional: LET, Asian Tour, Swedish Tour & SLT

2006-2009 PGA Education in Sweden & SA

2006- 2008 Teaching Assistant Lunds Akademiska GC, Sweden

2007-2010 Teaching Professional Devonvale Golf Estate

2010 - Head Professional Devonvale Golf & Wine Estate

2010 – Boland Girls & Ladies Coach

2012 – Golf RSA Ladies National Team Coach

6. Why do you feel that you would be a good candidate to win this award?

General

I believe I provide a sound platform for any person who would like to advance their knowledge in this amazing game. I am extremely passionate about my work and I continuously further my knowledge both practically and theoretically in appropriate fields. In addition, I coach a diverse age group of people from 3 to 94 years olds, as well as working with disabled - and previously disadvantaged players. I thoroughly enjoy sharing the knowledge, passion, sportsmanship, and love of the game golf, to this diverse group of players.

JUNIORS & ELITE PLAYERS:

I believe I am creating one of the BEST JUNIOR COACHING / COMPETITIVE PLATFORMS in the country.

My programs include activities for the following players:

Girls Love Golf Groups

Junior Groups

Elite players

U.S College Players

Professional Tour Players

In addition, I also coach & manage:

Boland Ladies & Juniors, Boland Boys U 13, Golf RSA National Squad

JUNIOR TOURNAMENTS & EVENTS:

Anna's Squirrels / Anna's Powerballs tournaments are held monthly and attract approximately **200** juniors.

Annika Pathway South Africa – a new & exciting journey linking my Junior tournament, Anna's Powerballs, with Annika Invitational Sweden.

My Tournaments are called the following:

- **Anna's Squirrels** (beginners to intermediate junior players)
- **Anna's Powerballs** (intermediate to elite junior players) This event is recognized as a Boland Ranking Event & the winner of the girls' OOM gets an invitation to play in the Annika Invitational in Sweden in 2024.

I believe **MY GOLF COACHING PLATFORM** is the ideal personal journey for any junior player who wants to grow as a human being through the lovely game of golf.

FAMILIES:

On a Saturday, I have started a family morning where I have golf for families. This has become extremely popular.

DISABLED PLAYERS

The coaching of disabled golfers is an exciting journey. This is a challenge but extremely rewarding part of my coaching.

PREVIOUSLY DISADVANTAGED PLAYERS

I have an increase of previously disadvantaged players who are enrolling in my programs. It is very encouraging to see how this groups continues to grow.

LEAGUE TEAMS

I coach a large cross section of our club members as well as having sessions with our league teams. This is done with a holistic view, where my Rules Level 2 expertise comes in handy as well as my years as a Playing Professional.

Last, I would like to say that;

I am successful in my profession because I believe I lead by example in everything I do.

My teaching philosophy is to give **enjoyment for everyone**.

I love what I do, and I am truly passionate about teaching golf as part of a lifestyle and watching my students grow as humans through the game of golf.

7. How do you promote a career in golf and the PGA to people who aspire to a career within the industry?

I have established a 'share & shadow my passion' program where I let my older juniors, (18 years & older), who are not keen to turn professional tour players, take part and shadow me during my lessons. This way I am promoting my teaching profession and it also gives these young adults a good idea what the PGA coaching job entails.

Would you like the PGA to share your profile via our social media platforms? Yes

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