

# WESTERN CAPE ANNUAL AWARDS

## GROW GOLF

## ENTREPRENEUR

Neil Whitehorn

Off the Deck Golf (UNTLD Media)

1. **What is your current job title?**

Content Creator & Director.

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

Since Feb 2020.

3. **What are the key deliverables of your position the past 12 months?**

To grow our online golfing community as much as possible across our various social media channels, namely Instagram, TikTok & YouTube.

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

Safeguarding plays a vital role as it is so easy to pick up information from those who we share time with in front of the screen. So, we are very particular as to who we invite to join us on screen to do videos and challenges with.

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

I began on this journey during the Covid-19 lockdown period where the world was effectively closed for business. The online space rapidly expanded and content needed to be created for people to consume and our goal was to create content that resonated with golfers and offers them both an element of education and entertainment. In doing this, we have been able to tap into the growing market of golfers across SA and the world.

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

Being a member of the PGA, I feel like growing golf is something that every one of us do to some degree. I feel honoured to have been recognized in this category and to win this award would be a validation of the countless number of hours we have spent planning, filming and editing our videos and the content we have produced.

There are a number of worthy candidates for this award and this would be a validation for all the hard work, long hours and risk that was taken all those years ago to begin a new chapter starting my own business.

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

For me, the landscape of being a member of the PGA has evolved over the years to include a number of different areas in which members can be affiliated and contribute to the industry. For me, leading the charge in content creation is something that excites me and I am eager to see how we can set the bar for the next generation to come in and push the boundaries.

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

Instagram & TikTok on @OffTheDeckGolfza

Facebook, Instagram & Twitter on @Neil\_Whitehorn