



14<sup>th</sup> July 2019

Dear PGA Committee

Letter of Motivation: Paul Bowden – Grow Golf

Thank you for allowing me the opportunity to motivate for the category of Growing Golf. By its very definition our primary role as a PGA Professional is to grow the sport to a broader market while retaining existing golfers and growing the skill sets of elite golfers for the big stage. Quite a responsibility, but one that is possible with an almighty amount of passion and patience.

I have always believed strongly in grass roots golf which in turn exposes golf to a wider range of children. In turn their parents and sibling are exposed to golf. Exposure is so vital so people can start believing golf is possible. Golf, unfortunately, is still viewed by a large section of the community as exclusive, inaccessible and costly. Therefore, a whole family unit being involved is essential so that we are able to retain golfers as much as grow the game.

It has taken patience as only now are we really beginning to see meaningful growth and increased participation in our area through our successful marketing and activations. Our range numbers have grown by 20% year on year while our various academies are also growing. The largest growth I have experienced is in Elite Golfers whom I coach in the KZN Region. From our Kids academies I have now produced a tour player and a number of KZN Players. Linking in with corporates, as an alternative to corporate team building, has really exposed golf to a new audience. Due to the excellent performances of my elite squad, who are all at school, we have seen a number of schools come on board. Westville SNR Primary have built up a squad that have weekly lessons with over 25 Children, ST. Henrys also come for weekly lessons while Glenwood High and Westville High practice at our facilities. Their elite golfers see me personally for individual lessons from these and other schools.

Retaining existing golfers or getting previous golfers back into golf is as important as introducing new people to the game. This is where our combination of Master Fitters who are PGA Qualified and our fitting centre plays a vital role. Our company believes in “Better Golf Start Here” and I have found that lessons and having the right equipment improves peoples performances and in turn they have more fun. They are now staying in the game, playing more rounds and renewing their memberships.

- “Hi Paul. You cannot believe the difference the lessons have made. 87 over 18 holes at DCC. Much appreciated” Seelen Pather (18 H’Cap)
- “Hi Paul, the lessons are really paying off. Just won the Natal Nomads JNR at MECC A Div.”
- “Thank you for the excellent clinic you conducted for our customers and staff at BMW Supertech.”
- “Thank you, Team Indie, for the fun Kids Comp at the Bluff Mashie this morning.”

I am very positive about the future of golf in South Africa, we have never been this busy and we are seeing new faces and the return of old ones. Again, thank you to my fellow PGA Professionals and Apprentices for all their hard work.