

## Bell receives NGF's Graffis award

JUPITER, Fla.— Judy Bell, the first female president of the United States Golf Association (USGA), has been named to receive the National Golf Foundation's (NGF) Graffis Award.

The annual award recognizes outstanding contributions to the game in the tradition of Herb and Joe Graffis, who co-founded the NGF in 1936 and worked diligently to promote the ideals and growth of the game.

An outstanding amateur golfer and U.S. Curtis Cup Team member, Bell's involvement with the USGA began in 1961 when she was named to the first of four terms as a member of the U.S. Junior Girls Committee. She left her first mark on golf history in 1987 when she became the first woman to be named to the USGA's 16-member Executive Committee. She became the association's president nine years later.

## Canadian golfers

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additional golfers in Canada since 1996, 42 percent are female, and the number of female junior golfers increased 60 percent in that same time — from 58,000 to 93,000.

"When we compare the 1996 and 1998 data, there is reason to be optimistic about this growth," said Paul MacDonald, RCGA di-

rector of membership development. "As a point-in-time study, this survey indicates that 1998 was simply a good year for golf. However, we believe there is more to it than this. The participation rate is up. The total number of golfers is up and the total number of rounds is up. These are the three key indicators of growth."

Additionally, the total number of junior golfers jumped 18.4 percent in the two-year period, from 359,000 to 425,000 young golfers, translating into a junior participation rate of 18 percent, up from 15 percent two years ago. We're thrilled junior golf is finally showing signs of growth," said MacDonald.

"I think it validates the efforts of the RCGA, the Canadian Professional Golfers' Association and the provincial golf associations with respect to our Future Links junior program in the last four years. Perhaps our efforts are starting to bear fruit, which bodes well for the future health of the game."

### DETAILED FINDINGS

- Saskatchewan enjoys the highest golf participation rate in the country, at 32 percent. Ontario has the largest number of golfers, with more than 2 million. Quebec was the only province to experience a decrease in total number of golfers, which fell 2 percent.

- The number of rounds played per season has increased from 67 million in 1996 to 72 million in 1998.

- The number of core golfers (those paying eight or more rounds per season) reached 2.1 million in 1998, up 16 percent from 1.8 million in 1996.

- The number of beginner golfers increased 20.5 percent from 1996 to 1998, from 347,000 to 418,000. The average beginner tees up for the first time at 30 years old.

- In 1998, 72 percent of the golf population was male, nearly tripling the 28 percent of females who participated in the game.

- The typical Canadian golfer is a 40-year-old male with a white-collar job, earning more than \$50,000 a year.

The marketing and research firm of Jarvis, Sherman and Jarvis was commissioned to manage and report on the survey — conducted by Market Facts of Canada. More than 8,000 households responded to the three-month survey earlier this year, representing more than 15,700 individuals.

Information about all RCGA events and programs — including an executive summary of the survey and information on how the full 60-page report can be purchased — can be found at [www.rcga.org](http://www.rcga.org) on the Internet or by call 800-263-0009.

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