

# Golf in Sweden 1830-2009

Presented by:  
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Svenska Golfförbundet

# The Swedish Sport Model

24 Districts  
68 Federations  
22 000 Clubs



# Sports in Sweden with most participants

1. Soccer
2. Golf
3. Floorball



# Golf in Sweden

- 1,2 million Golfers



# Golf development in Sweden

**2005** - 488 clubs, 598 000 players

**2003** - 471 klubbar, 594 000 spelare

**2000** - 393 Clubs, 477 000 players

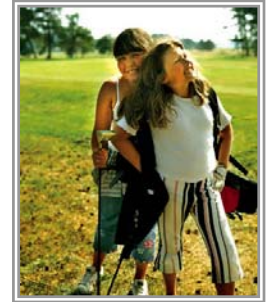
**1980** - 149 Clubs, 88 400 players

**1954** - 38 Golf Clubs, 7000 players

**1904** – Swedish Golf Federation

**1902** – The first Golf Club in Sweden – Hovås GK

**1888** – The first Golf Course - Ryfors



# Sven Tumba – Mr Golf !

- Developed Golf to a "sport for all", 1968-

Swedish Champ i four different sports:

- Golf
- Ishockey
- Soccer
- Waterskiing



# TUMBA!!!!

- 1968 Arnold Palmer
  - 1969 Jack Niklaus
  - 1973 SEO Drottningholm
  - 1975 Tumba Golf Center
- Golf är en folksport....*



# The House of Golf



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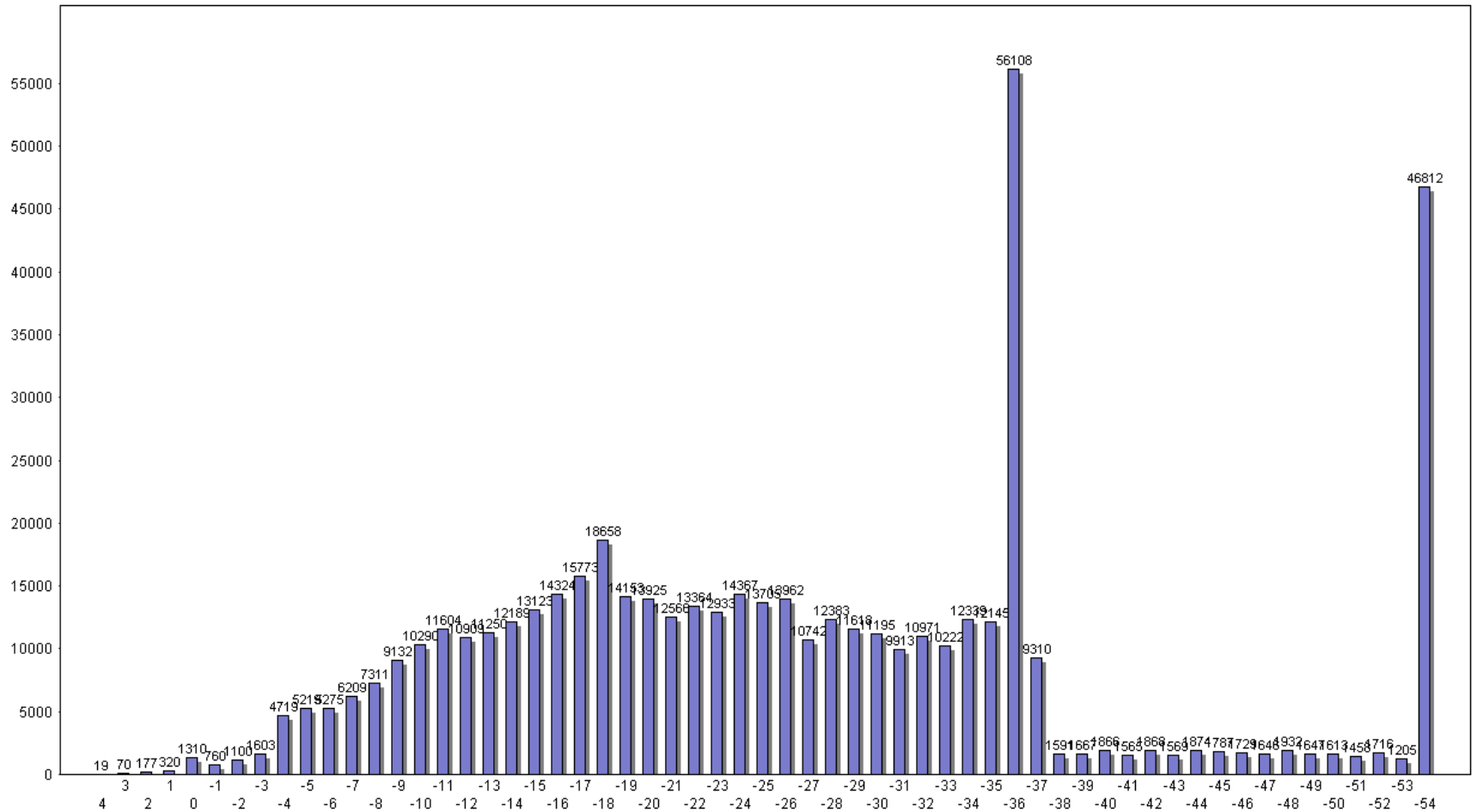


# Swedish Golf Federation 2009

- 21 Golfdistricts
- 500 Golfclubs
- 550 000 Members
- 60 000 Juniors
- 33% Female



# Players in each handicap group



# Successful 2008!

Medals in six out of seven Team Championships

**WC Gold Women**

**WC Brons Men**

**WC Silver Boys**

**EC Gold Boys**

**EC Gold Girls**

**EC Gold Women**



# The goal

Sweden will be the world's best in general, junior, and elite golf. And Sweden's general golfers will be the best trained in the world.



# A short history of Womens Golf i Sweden

**1976**

The first national youth tournament is played. It is held for participants 16 and under.

**1980**

Kärstin Ehrnlund the first Swedish winner on the European Tour.

**1988**

Liselotte Neumann the first Swedish winner of a major:  
US Open



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**1995**

Annika Sörenstam wins the first of her two successive US Open titles.

**1998**

Annika is ranked number one in the world



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# Solheim Cup

## 1998

Six of twelve European players are Swedish, as well as the captain Pia Nilsson

## 2000

Half of the European team consists of Swedish players



# 2003

- \* Solheim Cup hosted in Sweden
- Annika completed her victories with British Open and the LPGA Championship – "Grand Slam"
- Annika in Hall of Fame





# Men

- 1986 First winner European Tour  
Ove Sellberg
- 1990 Gold Team WC Amateurs
- 1997 First winner on the PGA Tour



# Why, such a success ?

- Swedish Golf Clubs are open to all
- "Öppen golf" (Open Golf) It was created in 1983 with intention of making Swedish golfers more competitive in international tournaments.
- International team events – Sweden has been participant, since 1964, in the World Amateur Team Championships.
- Strong support for Junior Golf



- National Youth Tournaments which started in 1976, Colgate Cup, and from the year 2005 is named Skandia Cup.
  - Tjejer&Golf (Girls & Golf) with intention of recruiting more girls to the Game of Golf.
  - A number of tournaments open to juniors.
- 



- For women and men Sweden hosts at least one tournament a year on the European Tour.
- Pia Nilsson – her philosophy has its own name "Trädgårdsmetaforen" (the Metaphor of the Garden), which in sport means that each player is different individual and therefore should be coached accordingly.



# Swedish Winners on the LPGA Tour (101)

▪ Annika Sörenstam	69	1995-2006
▪ Liselotte Neumann	12	1988-2004
▪ Sophie Gustavsson	5	2000-2009
▪ Helen Alfredsson	7	1993-2008
▪ Maria Hjorth	3	1999-2007
▪ Catrin Nilsmark	1	1999
▪ Carin Koch	2	2001-2005
▪ Louise Friberg	1	2008
▪ Anna Nordkvist	1	2009



# Swedish Winners LET (72)

▪ Annika Sörenstam	17	1995-2008
▪ Sophie Gustafson	13	1996-2007
▪ Helen Alfredsson	11	1990-2008
▪ Liselotte Neumann	11	1985-1995
▪ Sofia Grönberg-Whitmore	3	1989-1999
▪ Cecilia Ekelund	3	2004-2006
▪ Kerstn Ehrnlund	2	1980-1984
▪ Maria Hjorth	2	2004-2005
▪ Catrin Nilsmark	2	1994-1999
▪ Lotta Wahlin	2	2008
▪ Linda Wessberg	2	2006-2007



# LET

- Åsa Gottmo 1 2002
- Marlene Hedblom 1 2003
- Anna Oxenstierna 1 1989
- Marie Wennersten 1 1985



# Swedish Winners on the PGA Tour (16)

▪ Jesper Parnevik	5	1998-2001
▪ Carl Pettersson	3	2005-2008
▪ Gabriel Hjertstedt	2	1997-1999
▪ Daniel Chopra	2	2007-2008
▪ Henrik Stenson	2	2007-2009
▪ Mathias Grönberg	1	2003
▪ Richard S Johnson	1	2008





# Swedish Winners – ET (66)

▪ Robert Karlsson	9	1995-2008
▪ Niclas Fasth	6	2000-2007
▪ Anders Forsbrand	6	1987-1995
▪ Per-Ulrik johansson	6	1991-2007
▪ Henrik Stenson	6	2001-2007
▪ Jarmo Sandelin	5	1995-2001
▪ Mattias Grönberg	4	1995-2003
▪ Jesper Parnevik	4	1993-1998
▪ Johan Edfors	3	2006
▪ Pierre Fulke	3	1999-2000
▪ Joakim Haeggman	3	1993-2004
▪ Peter Hedblom	3	1996-2009
▪ Fredrik Jacobson	3	2002-2003



# Swedish Winners - ET

▪ Mats Lanner	3	1987-1998
▪ Ove Sellberg	3	1986-1990
▪ Peter Hansson	2	2005-2008
▪ Mikael Lundberg	2	2005-2008
▪ Patrik Sjöland	2	1998-2000
▪ Joachim Bäckström	1	2005
▪ Oscar Henningsson	1	2009
▪ Richard S Johnson	1	2002
▪ Michael Jonzon	1	1997
▪ Adam Mednick	1	2002
▪ Christian Nilsson	1	2009
▪ Alexander Norén	1	2009
▪ Carl Pettersson	1	2002

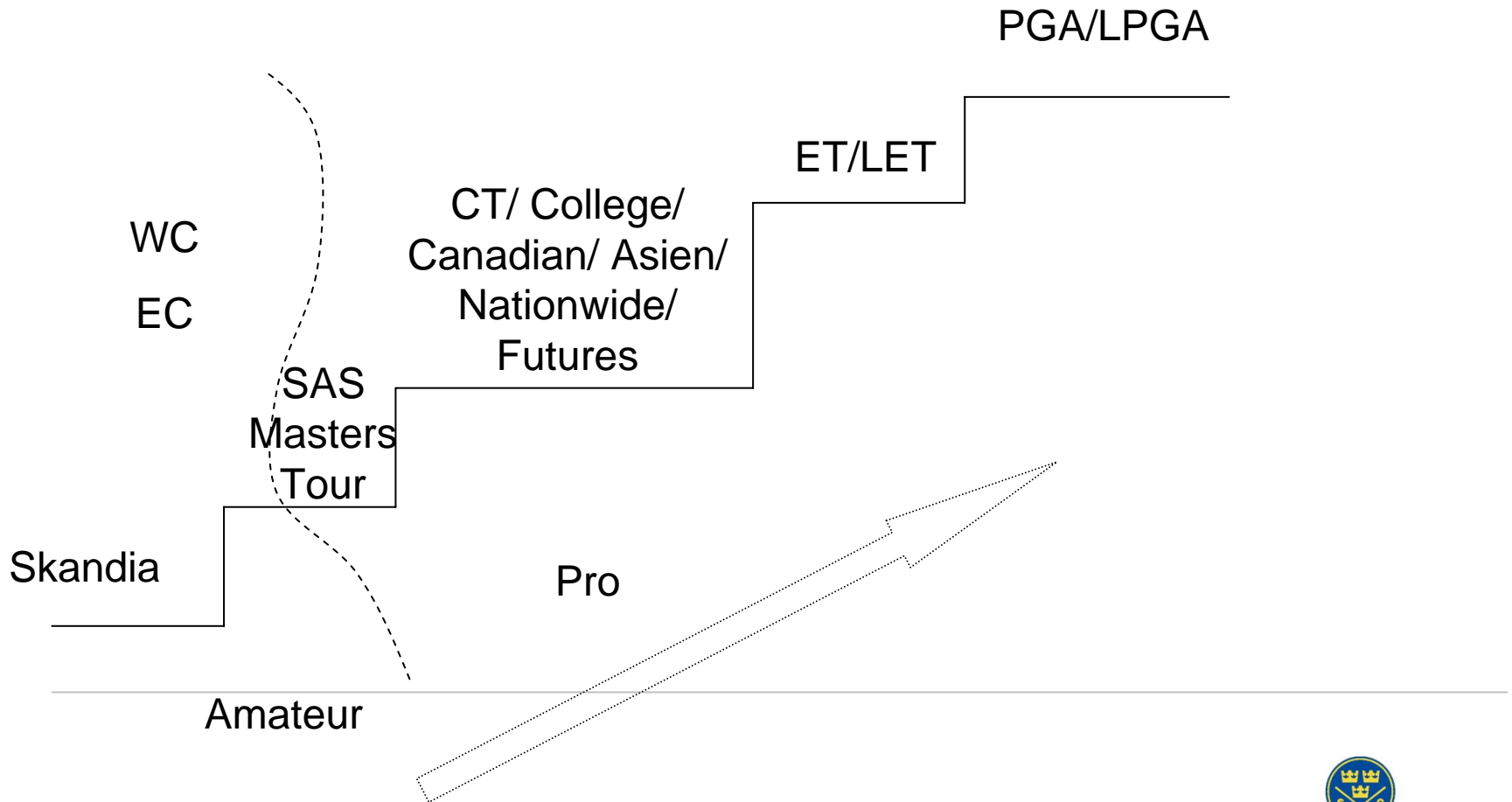


# Professional Golfers 2009

- Female Touring 84
- Male Touring 220
- Female Teaching/Club Prof. 56
- Male Teaching/Club Prof. 600



# Steps on the way up....



- **We have a challenge !!!**



# Juniors 0-21 year

<b>Year</b>	<b>Girls</b>	<b>Boys</b>	<b>Total</b>
2003	20761	73152	<b>93913</b>
2004	20992	71189	92811
2005	20139	65558	85697
2006	18988	60539	79527
2007	17464	55484	72948
2008	15679	50607	66286
2009	14274	46599	<b>60873</b>



# Difference 2005-2009

Girls

Boys

-5865

-18959

- 29%

-29%



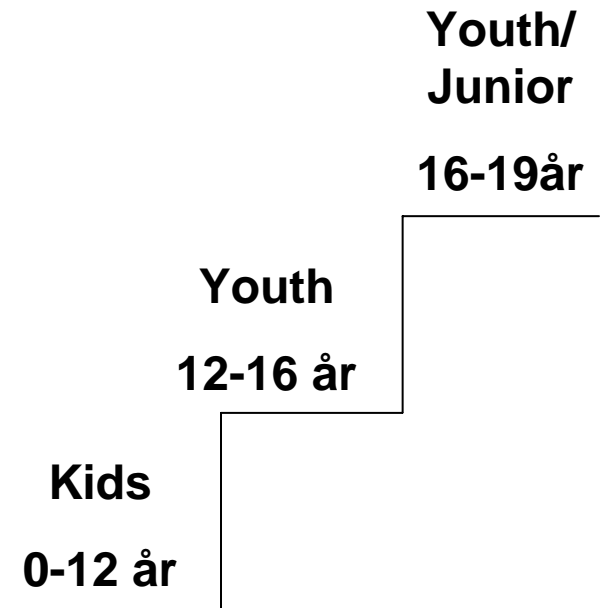
# The Key for a future success

- Our clubs must focus on recruiting, especially youth, and to take care of their members.
- Grönt Ljus – a model....
- Education of leaders
- A goal is: 20 elite certified Golf Clubs 2011





# 100 Clubs 2011



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# Research Junior Golf 2008

- Junior golf players, age 10-17
- Illustrates golf behavior, capture obstacles and the driving force to play golf among the youth and their parents
- Maps other activities that competes with golf



# Rapportdisposition

## 8 areas which influences youth and golf

1. Lap Top, Internet och TV-games
2. Sport and other activities
3. Social structures, family and friends
4. Attitudes and the picture of golf
5. The School
6. The local Golf Club
7. Television
8. Idols and friends



# 4 categories of junior golfers

Friends and Sport  
33%



PlayStation Kids  
38%



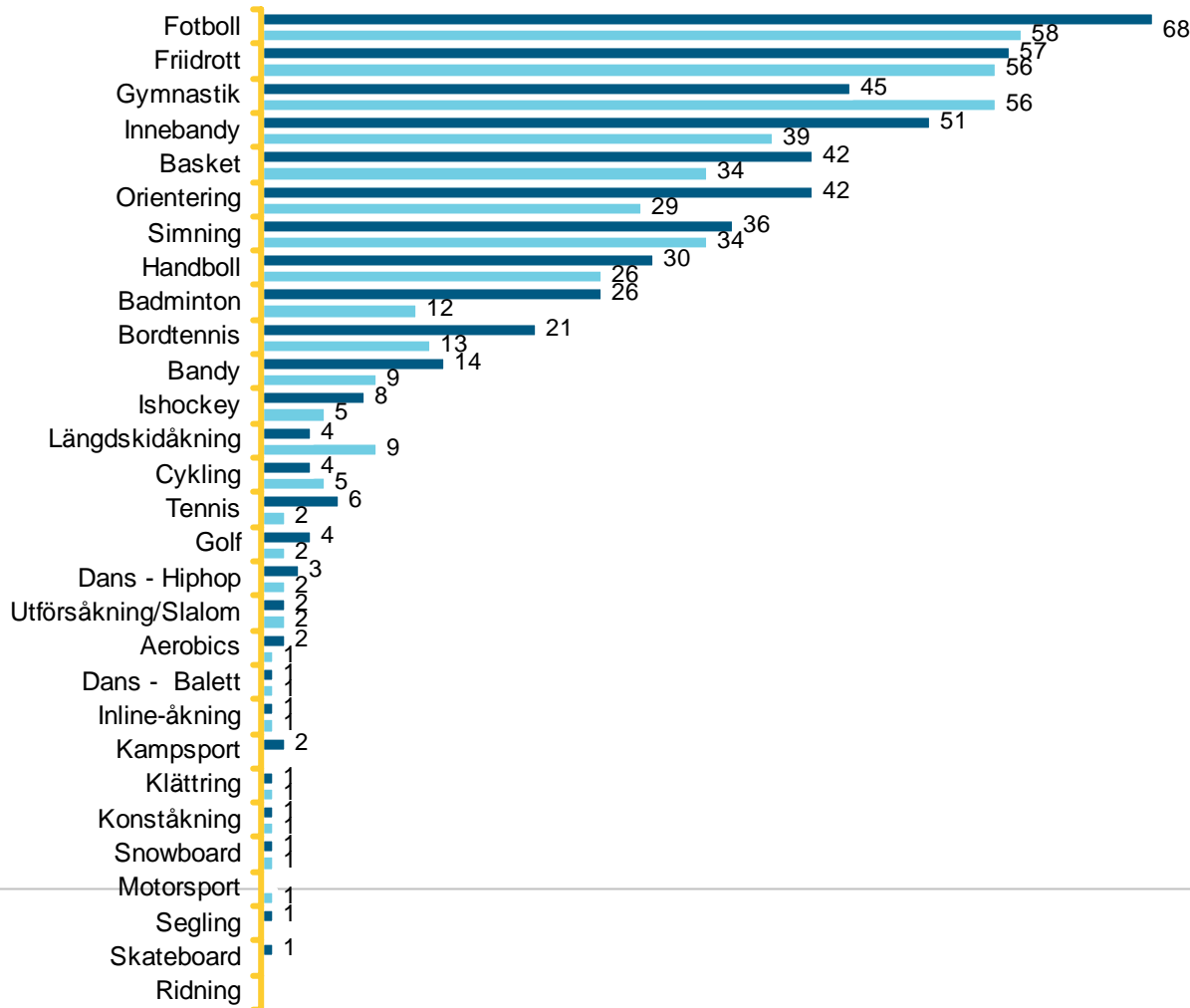
Animals and Nature  
37%



Internet natives  
34%



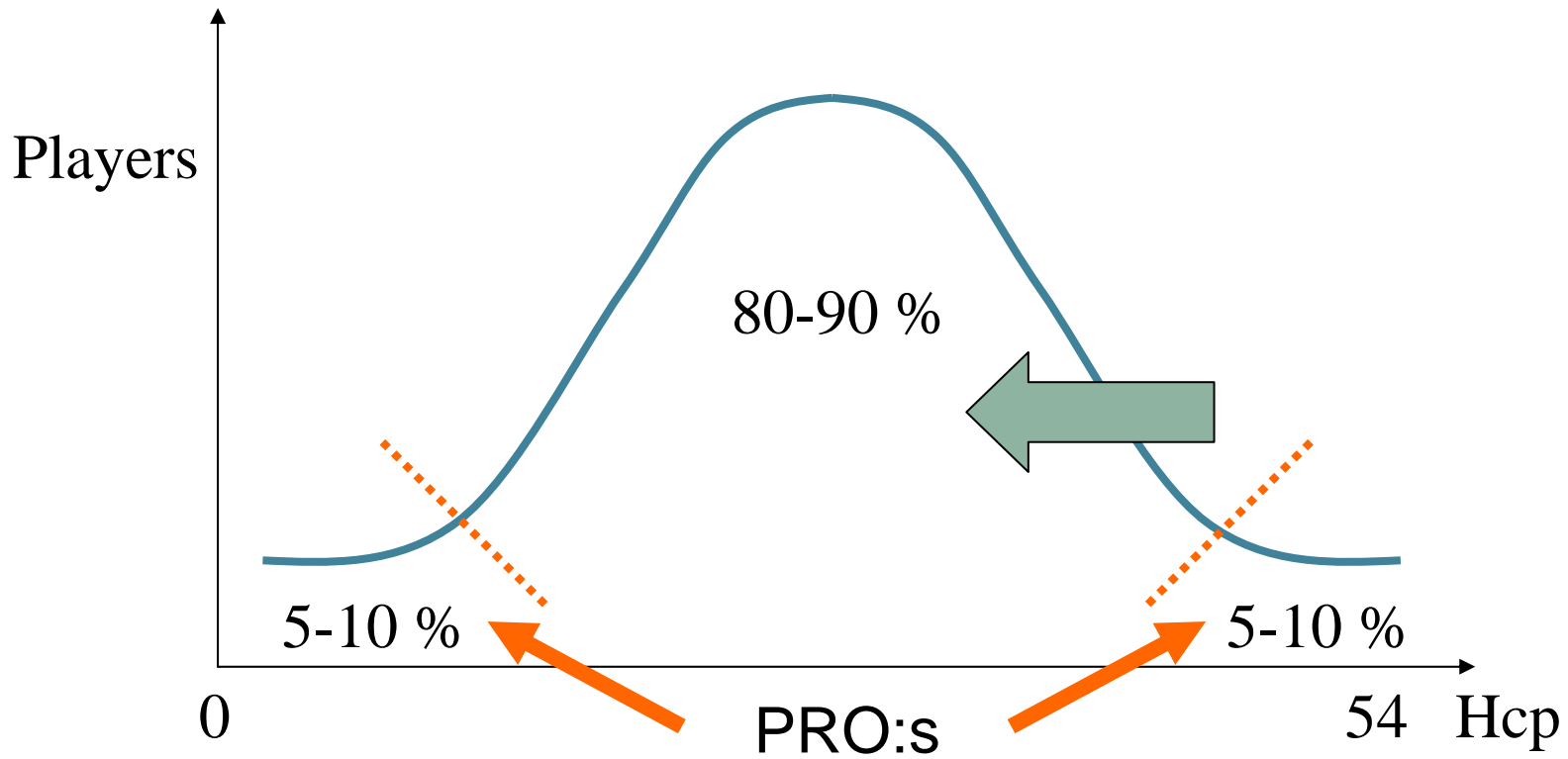
# Sports and activities in School



# Two important variables

- **INSPIRE** our clubs to run an operation to develop "golf as a sport" in their activity plan, through meetings and various ways of communication being a good example
- **TOOLS** – make available tools that the clubs are able to use in their operations and development, educational material, models etc.





# Co-operation







Thanks for listening....

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