GOLF Video Parallels

* It takes too much time
* It’s for the elite
* It’s too expensive
* Difficult to access (for the masses)
* Not fun
* It’s too hard
* It’s intimidating to new players
* 138 courses have closed every year over the last 8 years (I wonder how many clubs have gone under in the same)
* Some players / courses don’t want diversity
* They can’t seem to attract younger people
* Some don’t want to change the rules or be flexible (bigger holes mean it’s not golf?)
* Lost 5 million golfers over the last 10 years because research says they aren’t having fun (rotary has lost 1.2 over the last 10 years)
* Course that were once beautiful are looking old and dilapidated
* ‘One person can’t give the game the refreshing boost it needs. Need more than one guy’
* ‘These are desperate times which call for desperate measures’
* ‘Golf needs to be more hip, cool while maintaining its decorum, without cheapening the game’
* ‘Some say we can’t make the changes necessary-but that is one man’s opinion-one guy from 20 years ago who is hanging on to the old vs. the new… if we stay with that line of thought it’ll be those long time golfers playing the game alone until it / they die out’
* Purists vs. the flexible/innovative thinkers
* One golf course now closes every 48 hours (compare to Rotarians leaving clubs maybe?)
* Changing the game (bigger cups) isn’t for everyone or every course
* ‘It needs to become a game for the masses’
* ‘We need to nudge a reluctant industry into a better future’
* ‘Steady decline since 2012… now we are sounding the alarm to say the house is on fire… if we don’t progress it will die’
* The financial bottom fell out and it worsened. But now we economic recovery and yet we remain in a down fall
* Less people are playing and those who are playing are playing less frequently
* ‘For all those traditionalist who say the game is fine the way it is; if we don’t’ attract more young people what will the game look like in 20 years?’