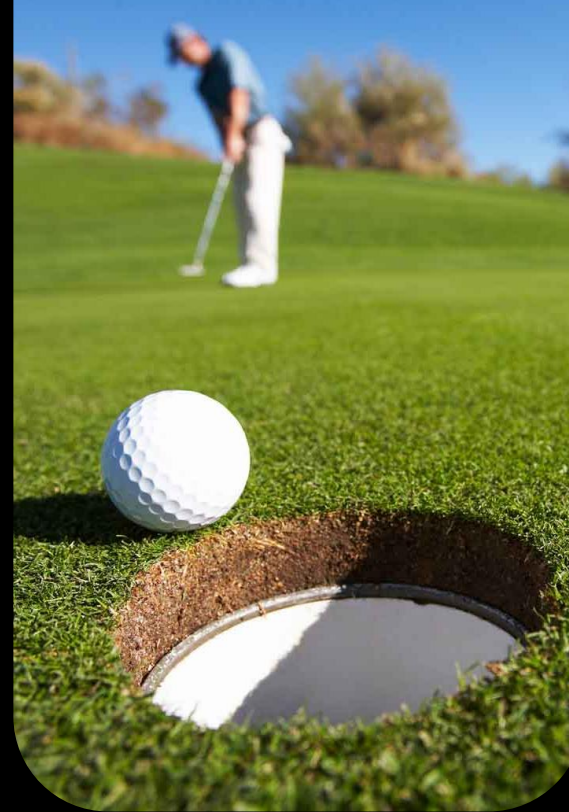


WA OPEN

Partnership Opportunity

October 15-18, 2026. Secret Harbour Golf Links



The Opportunity

Golf in Australia is in the midst of a **golden era**, both professionally and at a community level.

Participation has never been higher, with as many adult participants across the country as the AFL and Cricket combined.

In WA, **68% of the population** either play or follow the game. The state is home to some of the most recognizable names in world golf today, including Hannah Green, Min Woo Lee and Minjee Lee.

This October, the WA Open will be played for the 102nd time, providing an opportunity for brands to:

- Capitalise on significant branding and exposure, both on-course and via our national broadcast
- Gain access to and build awareness among a high-value audience
- Access a range of sought-after premium experiences to engage and reward staff and key stakeholders
- Align with the positive values of golf, becoming part of the GolfWA community



Golf Is **Big** And Getting **Bigger**.



GOLF IS BIG

- **6.9M Australians** identify as either a golf fan or participant
- Golf is Australia's **2nd most participated sport**, with as many participants as the AFL & cricket combined
- **Over 4M Australians** participated in various formats of golf over the previous 12 months



GOLF IS GETTING BIGGER

- Participation has **increased by 48% over the last 3 years**
- On average, those that started playing golf in the last 2 years are **10 years younger** and **49% are women**
- Club membership has increased by **+19%** over the past 5 years
- Junior membership has increased by **+33%** in the last 12 months



GOLF IS DIFFERENT

- Golf attracts a wide range of players across diverse demographics
- Golf is truly national for 52-weeks a year
- It is a **sport for life**
- Golf generates \$10.3B p.a. in household expenditure, which is unapparelled across any other sport

Golfers Are A Highly Desirable Demographic



Golf fans are the most likely of any sport to be in the highest socio-economic grade with high disposable income



Golf fans are 99% more likely to be a senior leader or director of an organization than the general population



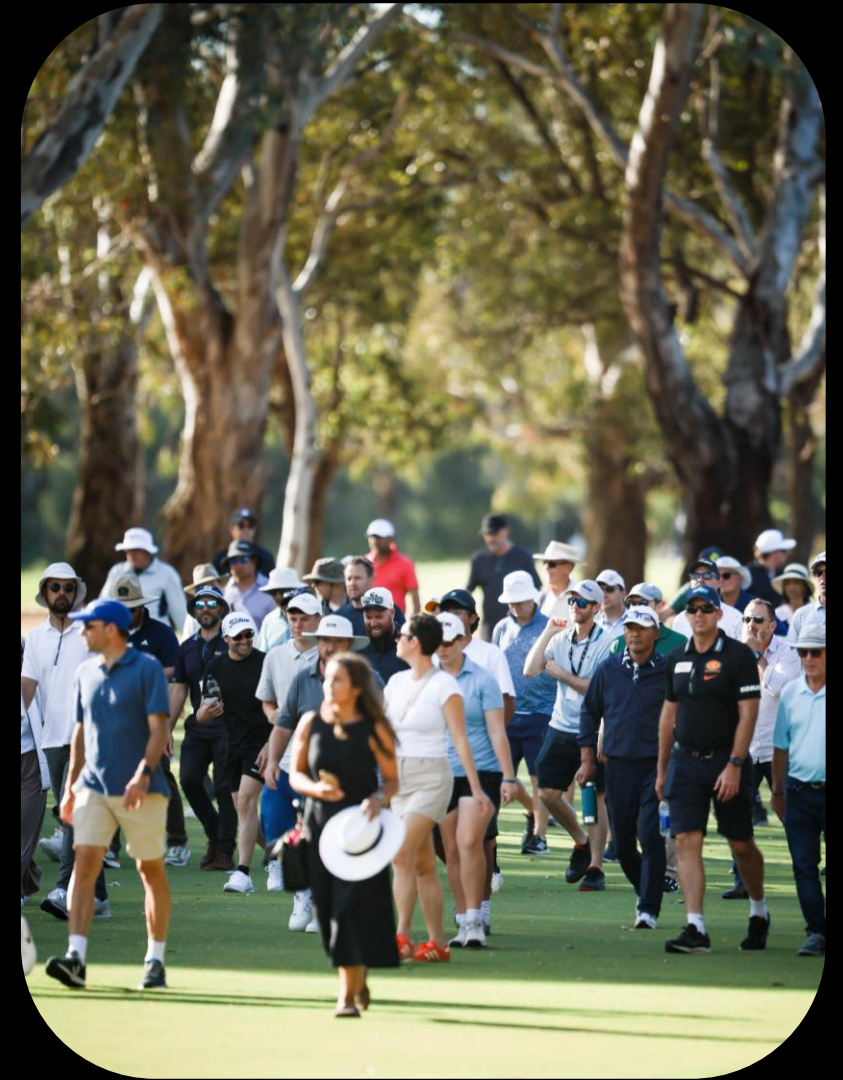
51% of golf fans travel at least twice in a typical year



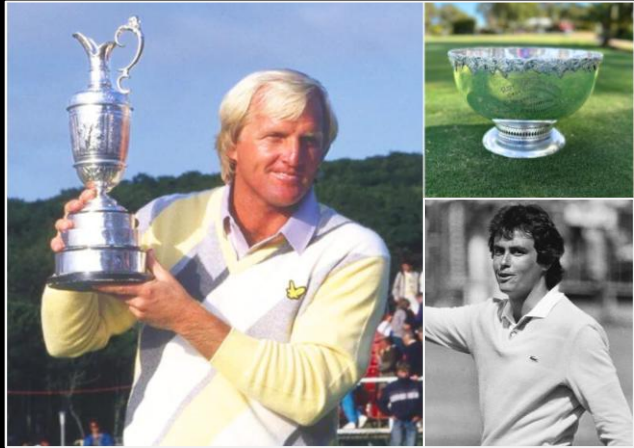
Golf fans demonstrate the highest level of education of any sport



96% of golf fans are receptive to sponsors of their sport



The WA Open is More Than A Golf Tournament



Over 100 Years of History

The WA Open has a proud history of champions who have gone on to win Major championships, from the great Greg Norman and Gary Player to Kel Nagle and Ian Baker-Finch.

First staged in 1911, the championship is one of the most storied events on the Challenger PGA Tour of Australasia and continues to launch careers.



Community Engagement

The WA Open is a chance for fans to get up close and watch the action unfold.

There are no ropes or barriers. Fans get the opportunity to walk the fairways with some of the best golfers in the country.

With free entry, this family friendly event provides the perfect platform for your brand to engage with the community.



The Chase Is On!

The WA Open is a feature of the Challenger PGA Tour of Australasia which also includes the BMW Australian PGA Championship and the Australian Open.

Highlighting the significance of the Tour, players are competing to win their way onto the DP World Tour, so every event has global consequence.

RECAP: 2025 WA Open Coverage

REACH  Kayo

564,972 (80%) ▲

National broadcast reach. Includes live figures for Saturday and Sunday, as well as 'on-demand' viewing

SOCIAL

1.16M+ Reach

45K+ Engagements

20K+ Clicks to WA Open Content



Oliver Bekker | 2025 WA Open Champion

MEDIA

17.9 million

Reach of media mentions from October 14-20

A LIV Golf star, a renovated host course and a female in the field with local knowledge all set to share the stage at the WA Open





GOLF   

Bekker survives late nervous moment to take out WA Open

Oliver Bekker was already considering relocating to Perth before teeing off in this year's WA Open. And after winning on Sunday, he might also now consider membership at Mount Lawley Golf Club.

Rourke Walsh

LEISHMAN COMES UP JUST SHORT OF WIN IN WESTERN AUSTRALIA



Rising WA golf talent Spencer Harrison to tee it up alongside LIV Golf star Marc Leishman at the WA Open

Rourke Walsh | The West Australian
Wed, 15 October 2025 5:25PM |  Comments | 



2026 WA Open – Tournament Week

OVERVIEW

DATES

October 15-18, 2026

LOCATION

Secret Harbour Golf Links
Secret Harbour, WA

PRIZEMONEY

AUD \$200,000 (approx.)

FIELD

132 Players
(Leading professionals, next generation rising stars and all-abilities golfers)

LEAD-UP

MONDAY 12 OCT

PRACTICE ROUND
PRE-QUALIFYING

TUESDAY 13 OCT

PRACTICE ROUND

WEDNESDAY 14 OCT

TOURNAMENT PRO-AM
Time TBC
Shotgun Start

TOURNAMENT

THURSDAY 15 OCT

ROUND ONE

FRIDAY 16 OCT

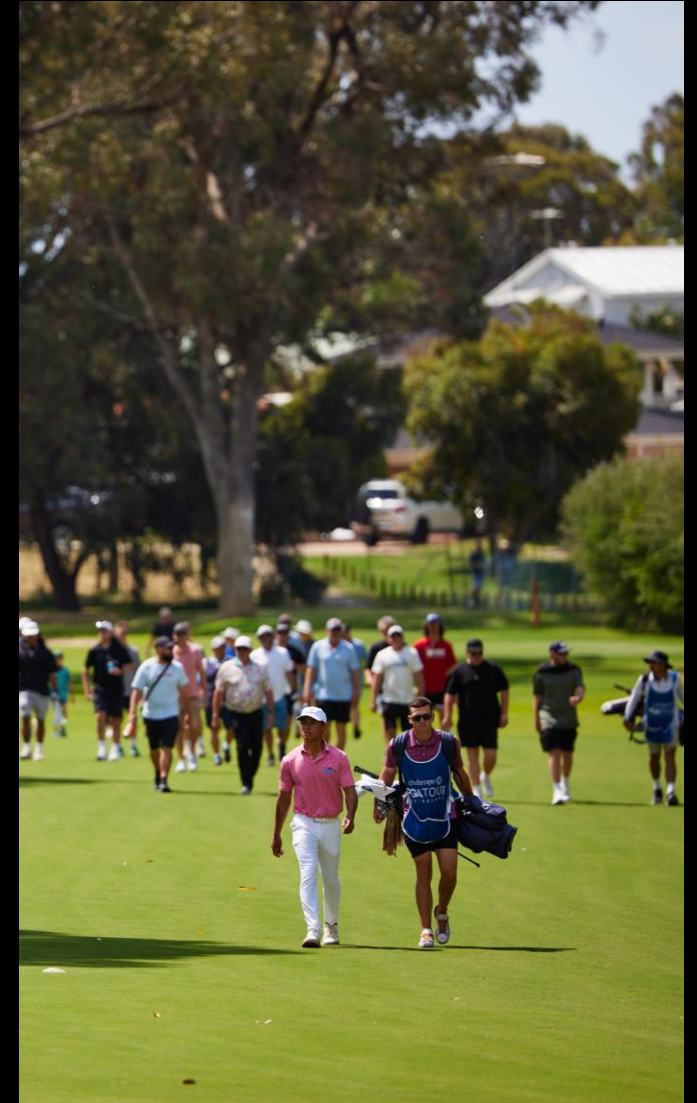
ROUND TWO
Cut: Top 50 (plus ties)

SATURDAY 17 OCT

ROUND THREE
Live coverage across Fox & Kayo

SUNDAY 18 OCT

FINAL ROUND
Live coverage across Fox & Kayo
Champion crowned



Connecting Partners



PARTNERSHIP OVERVIEW

BRAND BENEFITS

PROMINENT SIGNAGE

Receive signage at the tee & green of one hole. Signage is positioned to generate maximum exposure through broadcast.

BROADCAST INTEGRATION

Reach your audience at scale through our national broadcast. Working with the PGATV team, a concept will be developed that aligns with key messaging and showcases your brand.

Integration runs in-program, receiving maximum exposure and engagement.

ON-COURSE PRESENCE

Put your brand front of mind with attendees via on-course branding in a range of high-traffic, high-visibility areas



PARTNERSHIP OVERVIEW

PREMIUM EXPERIENCES

Spend valuable time building relationships with staff, key clients and stakeholders through the WA Open's unique experiences.

OFFICIAL PRO-AM

Played on the Wednesday with the course set up in 'championship mode', your guests can play the course with one of the competing professionals.

Includes lunch, 18-holes and hospitality in the clubhouse to follow

PREMIUM HOSPITALITY

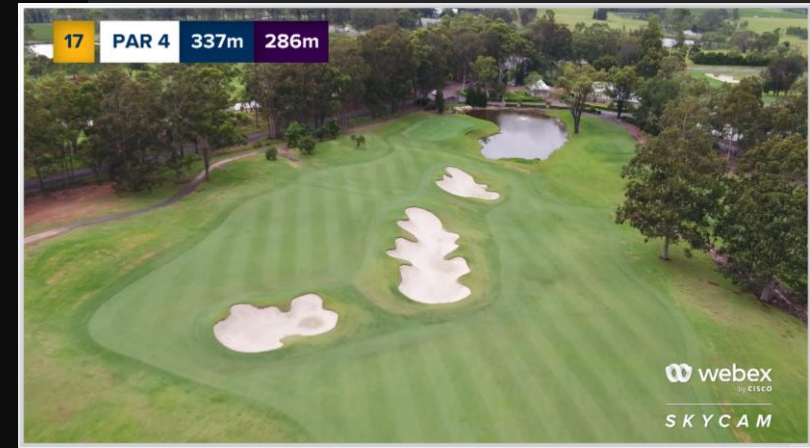
Host and engage with key stakeholders within our hospitality facility ideally located next to the 18th green. Guests will enjoy a premium food & beverage package plus the best seats in the house.



Broadcast Integration



- The Challenger PGA Tour of Australasia is Australia's home professional golf tour featuring local champions and rising stars looking to improve their position in the professional game
- Whether it focuses on the WA Open specifically or is season-long, partners can build awareness and frequency among the golf community, leveraging from the 18+ total events that receive national broadcast coverage across Nine, 9Now, Fox Sports, Kayo and Sky Sports NZ. **The 2025/26 season delivered cumulative reach of 24.5M+ Australians**
- Working with PGATV's creative team, brands can receive exposure through themed and relevant brand integration and content



Content Creation & Distribution

EXPANDING CAMPAIGN REACH

- Australian Golf's content team can work with you to develop a bespoke content piece for tournament week.
- A mutually agreed content distribution strategy can be executed across GolfWA's channels.

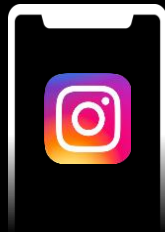
GOLFWA WEBSITE



66,000+

Average page views / month
(Mar-Nov)

GOLFWA SOCIAL



5,600+

followers



10,000+

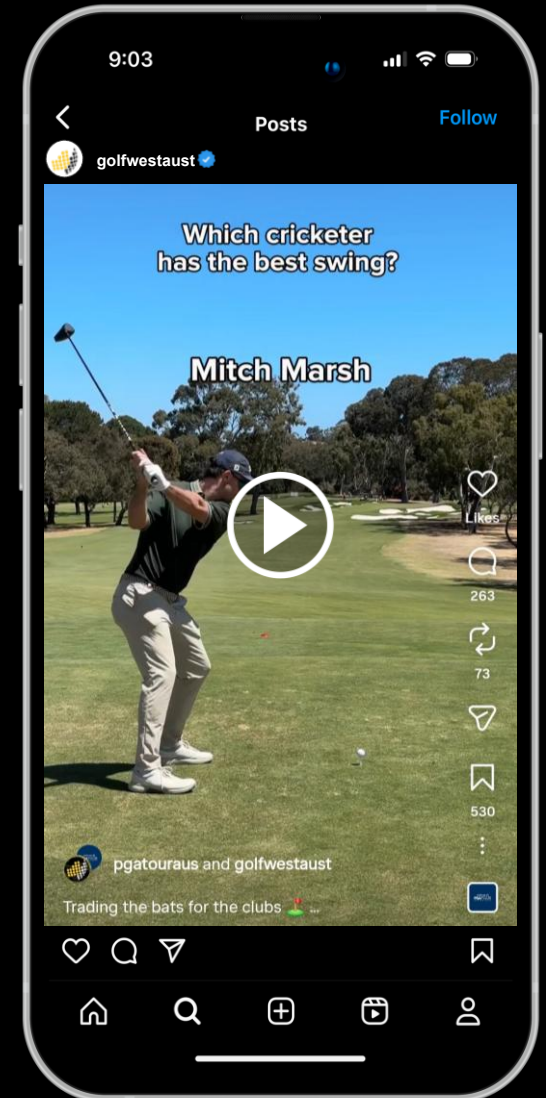
followers

GOLFWA MAILING LIST



9,800+

GolfWA eDM subscribers



WA Open **Partnership Options**



WA OPEN

Premier Partner

DESIGNATION

- Premier Partner of WA Open

BRAND BENEFITS

- Signage package across 1x hole, with on-course signage at tee & green positioned for maximum exposure via broadcast
- TV Broadcast Integration to be workshopped with PGATV production team
- Branded Flags located around tournament precinct
- Logo to appear on all materials where partners are recognised including:
 - Sponsor board
 - Event posters,
 - Draw sheets,
 - Course maps etc.
- Activation space in Fan Village (activation optional and at Partner's own cost)
- Exposure through secondary media - TV News coverage, social mentions, online press, etc.

EXPERIENCES & HOSPITALITY

- 1x Pro-Am team (teams of three) to play a round with a competing professional including associated hospitality
- 10x tickets per day to the premium hospitality area on the 18th green. Includes food and beverage service. Allocation of day to be agreed upon
- 2x VIP parking passes for each day of the tournament

DIGITAL & SOCIAL BENEFITS

- Advertorial feature in 3x eDMs to GolfWA database
- Min. 200K impressions to be delivered across GolfWA website and surrounding tournament page(s)
- Min. 1x dedicated social media post across GolfWA channels – content TBC
- Logo and link to own website on GolfWA.org.au and WA Open website (where applicable)

INVESTMENT & TERM

- Investment: \$30,000 (excl. GST)
- Term: to be discussed



WA OPEN

Official Partner

DESIGNATION

- Official Partner of WA Open

BRAND BENEFITS

- 2x on-course signs at tee OR green of one hole, positioned for maximum exposure via broadcast
- Logo to appear on all materials where partners are recognised including:
 - Sponsor board
 - Event posters,
 - Draw sheets,
 - Course maps etc.
- Activation space in Fan Village (activation optional and at Partner's own cost)
- Exposure through secondary media - TV News coverage, social mentions, online press, etc.

EXPERIENCES & HOSPITALITY

- 1x Pro-Am team (teams of three) to play a round with a competing professional including associated hospitality
- 6x tickets per day to the premium hospitality area on the 18th green. Includes food and beverage service. Allocation of day to be agreed upon
- 1x VIP parking passes for each day of the tournament

DIGITAL & SOCIAL BENEFITS

- Advertorial feature in 2x eDMs to GolfWA database
- Min. 200K impressions to be delivered across GolfWA website and surrounding tournament page(s)
- Logo and link to own website on GolfWA.org.au and WA Open website (where applicable)

INVESTMENT & TERM

- Investment: \$20,000 (excl. GST)
- Term: to be discussed

 **WA OPEN**

Local Partner

DESIGNATION

- Local Partner of WA Open

BRAND BENEFITS

- 1x on-course sign positioned for maximum exposure via broadcast
- Logo to appear on all materials where partners are recognised including:
 - Event posters,
 - Draw sheets,
 - Course maps etc.
- Activation space in Fan Village (activation at Partner's own cost)
- Exposure through secondary media - TV News coverage, social mentions, online press, etc.

EXPERIENCES & HOSPITALITY

- 1x Pro-Am team (teams of three) to play a round with a competing professional including associated hospitality
- 10 x tickets to the premium hospitality area on the 18th green. Includes food and beverage service. Allocation of day to be agreed upon
- 1 x VIP parking pass for each day of the tournament

DIGITAL & SOCIAL BENEFITS

- Advertorial feature in 1x eDM to GolfWA database
- Logo and link to own website on GolfWA.org.au and WA Open website (where applicable)

INVESTMENT & TERM

- Investment: \$10,000 (excl. GST)
- Term: to be discussed

To secure your involvement in the 2026 WA Open, find out more or build a partnership with golf in WA that is tailored to your needs, contact:

Scott Ellis

Partnership Development
Manager, Golf Australia and
PGA of Australia
scott.ellis@golf.com.au

Arron Minchin

GolfWA Chief Executive,
Golf Australia
arron.minchin@golf.org.au

