



# GOLF

## REIMAGINED



**E**MAJIN Golf is on a mission to make golf more inclusive and accessible to thousands of golfers across Australia.

Dubbed “The New Age of Golf”, Raj Narayan is the Founder & CEO of Emajin Golf, an online club with members Australia-wide, providing flexible and affordable ways to enjoy golf at their own pace. The idea for Emajin Golf was conceived during Raj’s time as a member of

the Board Advisory Committee at Golf NSW and Women’s Captain and Board member at a leading golf club in Sydney.

“I was regularly exposed to some of the statistics around golf. For example, 67% of Australia’s 1.25 million golfers don’t belong to a golf club. There is a clear gap in the market and a dire need for easy value-based access to golf for all skill levels and backgrounds”, says Raj.



**Opposite page:**  
Emajin Networking  
Event At Moore Park  
Golf Club  
**This page**  
**clockwise top to**  
**bottom:** Emajin  
Team; Emajin  
Networking Event  
at Kingston Heath  
Golf Club; Emajin  
Networking Event  
at Golfspace;  
Emajin Flood Relief  
Fundraiser Golf Day  
at Concord Golf Club



Emajin Golf is an online golf club, but they are very much about playing golf in the real world. Belonging to Emajin means that members can access golf in several different ways:

**1 SOCIAL CLUB:** This includes access to the Emajin community, an official golf handicap, processing scorecards for handicapping, expert tutorials and online coaching from PGA professionals, golf rules education, free swing assessments, and more. The focus is not only on bringing people into the game but also giving them the tools to improve and enjoy their game.

**2 BUSINESS CLUB:** Emajin runs industry specific networking events at some of the top-rated golf courses and hidden gems across Australia. The focus is on using golf as a vehicle to build stronger business relationships. The events begin with a 60-minute meeting, with a senior business leader as the keynote speaker on a business topic. Everyone in the room introduces themselves and their business before playing a round. With groups of 24 to 40 people at each event, the format promotes connections with an enduring quality.

**3 NATIONWIDE ONLINE COMPETITION:** Anyone with an official Golf Australia Handicap can enter and participate in Emajin competitions. National comps are held weekly so that members can play anywhere, anytime, and all your regular competition scores go into a national leaderboard. You've already played your club or open comp, now you can be in the running for additional prizes. Scores are posted via an online app. Emajin offers weekly prizes, ranging from boxes of Titleist Pro V1 balls to a brand-new driver to be won each month.

Since its launch in 2020, it's clear that Emajin members love the freedom an online club gives them.

Raj is keen to point out that Emajin is not a rival to club golf but works in harmony to grow the game we all love.

"I'm a member of golf clubs in Sydney, and it's a fantastic experience," Raj says. "However, finances, work, family, waitlists and other commitments make it challenging for some people to enjoy golf that way. Emajin fills that gap by creating a community of golfers and providing access to golf clubs and networking opportunities that suit their lifestyle."

"It makes me so proud that people from all walks of life are hitting the fairways," Raj continues.

"At Emajin, we tailor golf to the new age golfer. We are here for people who enjoy fun, competitive golf but don't want to commit the money or time for a single location club. Emajin solves these challenges in a flexible, cost-effective way by building golfing communities from the hundreds of thousands of casual golfers."

A keen golfer with a corporate background, Raj is fortunate enough to turn her passion for golf into a business.

Emajin gives easy, value-based access to this much-loved sport for golfers of all skill levels and backgrounds. "Emajin is run by golfers, for golfers, which is at the heart of everything we do".

Check out [emajin.golf](https://emajin.golf) for more. ●

