



Launch of the

— **NCBA** —

GOLF

S E R I E S

2026

Launch of the NCBA Golf Series 2026



Five years since its launch in 2021, the NCBA Golf Series has grown into one of the most impactful golf development platforms in Kenya and East Africa. With an investment of over KES 200 million, the series has connected with more than 10,000 golfers, activated over 400 tournaments, and worked with nearly all golf clubs across the region. The 2025 season featured 38 events across East Africa, 70 junior tournaments through JGF and U.S. Kids Golf partnerships, and 31 KAGC calendar events with the Kenya Golf Union, while also strengthening professional golf through collective investment in player development,

including support for 15 PGK Equator Tour events in partnership with Safaricom, VISA, Kenya Airways, Britam, and EABL. In 2025, the series also planted over 5,000 trees and empowered more than 5,000 caddies.

NCBA officially launched the 2026 NCBA Golf Series at Karen Country Club, where the journey began, bringing together leaders from golf federations, clubs, junior development programmes, professional tours, and the private sector, signalling a shift toward a more collaborative and unified golf ecosystem across the region while setting the tone for the season ahead.

Golf in Kenya and East Africa: The Bigger Picture



Over the past decade, golf in Kenya has made steady and meaningful progress. The sport is no longer confined to a few traditional clubs or elite spaces. Participation has broadened, junior pipelines are

stronger, amateur competition is more structured, and the professional game is steadily taking shape. Today, Kenya has the most structured golf ecosystem in East Africa, supported by institutions such as Golf Kenya, the Kenya Golf

Union (KGU), Kenya Ladies Golf Union (KLGU), Professional Golfers of Kenya (PGK), and the Junior Golf Foundation (JGF), working collaboratively with committed private sector partners.



From NCBA's perspective, this progress has been intentional. It has required long-term partnerships, sustained investment, and a belief that sport can drive social development, national pride, and regional leadership.



NCBA invested **KSh 60M** in East Africa golf 2025



Junior Golf Foundation
KSh 12 M



Kenya Golf Union
KSh 6 M



Professional Golfers of Kenya
KSh 1.2 M

IMPACT



159 events in 2025
22% growth ↑



49 junior tournaments in Kenya



5,448 juniors reached



3,218



1,920



150



80

This growth reflects broader opportunities for competition and deeper pathways for talent development, from grassroots to international ranking-eligible events. This underscores why intentional investment in structured golf programmes can yield both sporting and developmental impact.

A Shared Vision for the Game

The long-term vision for golf in Kenya is one of inclusivity, competitiveness, and sustainability, a sport where juniors have clear pathways, ladies have equal opportunity, amateurs compete meaningfully, professionals can earn a living, and Kenya competes with confidence on regional and global stages.

NCBA remains committed to supporting this vision, not in isolation, but alongside federations, clubs, sponsors, and government.



"For us, golf has never just been about the game or the business around it. It's about people. It's about the communities we engage with and making sure that wherever we go, we leave it better than we found it.

We see golf as a space that brings families together where juniors can grow, learn discipline, and build confidence, and where parents and communities can share in that journey.

Through golf, we want to open doors, nurture young talent, and support communities in meaningful ways. When the game grows, the people around it should grow too.

My vision for professional golf is to see close to 100 golfers qualify for the Kenya Open, one day."

John Gachora,
NCBA Group Managing Director



Progress Across the Pipeline: Ladies, Juniors and Amateurs

Women's Golf

Historically, ladies' golf in Kenya faced limited competitive opportunities and fewer pathways into professional ranks. Today, that landscape is changing. Structured calendars, stronger competitions, and growing conversations around women turning professional are reshaping the sport.

The work being done by KLGU, supported by partners, is increasing visibility, confidence, and ambition among female golfers.





We are seeing a deliberate and encouraging effort to include girls and young ladies in golf, and that progress matters.

Many of our elite women golfers come from underprivileged backgrounds, which makes the impact of these initiatives even more meaningful.

This year alone, we are proud to have seen two women ascend to the professional ranks — a clear sign that the pathway is working.

We are also pleased to be aligned with WAGR scoring, which gives our players global recognition and reinforces the credibility of women’s golf in the region.”

Rosemary Mkok,
Chairman, Kenya Ladies Golf Union

Junior Golf

Junior golf has undergone the most significant transformation. What was once limited to occasional clinics has evolved into a structured development pathway. Through JGF and U.S. Kids Golf, children as young as 6 years old now have access to competitive tournaments, quality coaching, and international exposure.

Golf is no longer viewed as purely recreational — it is now seen as a viable pathway.



We conduct grassroots training programs that form the foundation of sustainable golf development.

This year, we are expanding golf-in-schools initiatives to reach over 1 million students, introducing children to the game early.

There is immense untapped potential in the mashinani. By deploying well-trained coaches, we can unlock talent and truly grow the game from the ground up.

Vincent Mukiri, President,
Junior Golf Foundation

Amateur Golf

Amateur golf has also benefited from improved organisation and competitiveness. The KAGC Series has become more meaningful and better attended, particularly with title sponsorships that make tournaments worthwhile and motivating for elite amateurs.



The Role of Private Sector Investment

P rivate sector support has been critical in moving golf from potential to performance. Sponsorships have enabled more tournaments, higher standards, better organisation, and broader reach.

Through partnerships with KGU, JGF, KLGU, and PGK, NCBA has supported juniors, amateurs, ladies, caddies, and professionals, ensuring the entire value chain grows together.



"The real return on investment in golf begins at the junior level. We are already seeing tangible outcomes, including local and international scholarships.

At the amateur level, introducing prize money has boosted morale, professionalism, and competitiveness.

With sustained investment, structured pathways, and growing support, the future of golf in the region is incredibly promising."

Philip Ochola,
President Golf Kenya

Building a Sustainable Professional Game

L ooking ahead to global platforms such as the Olympics and elite tournaments like the Magical Kenya Open, professional golf is central to Kenya's ambitions. Participation alone is not enough; competitiveness must be the goal.

NCBA has expanded its support through the PGK Equator Tour and direct backing of professional golfers, enabling consistent competition, livelihood opportunities, and higher standards.

For the first time in Kenya's history, professionals have had access to 15+ highly competitive tournaments, allowing golfers to earn from the game while preparing for international competition.

NCBA proudly supports professionals such as Edwin Mudanyi and Njoroge Kibugu, whose progress reflects the impact of structured support and belief.



Expectations for the Magical Kenya Open 2026



Looking ahead to MKO 2026, our expectations are clear: more Kenyan professionals making the cut and competing confidently on the global stage. This year, we celebrate Ooko, Mudanyi, and Kibugu for qualifying, highlighting the talent our Series continues to nurture. We're actively shaping the pathway not just for MKO, but for the next five years, including building momentum toward Golf at the LA 2028 Olympics.

NCBA Brand Impact Through Golf

From a brand perspective, golf reflects NCBA's core values; discipline, integrity, consistency, and long-term thinking. Over five years, the Golf Series has built visibility and credibility, but more importantly, strong relationships.

Golf has become a platform for engagement, partnership, and shared growth, positioning NCBA not just as a sponsor, but as a long-term partner in the sport's development.



