



golf wa

STRATEGIC

PLAN

2022-2025



Our Purpose

To inspire more Western Australians to participate in all formats of Golf

Our Philosophy

All golf is golf, and all of us can be golfers

Our Positioning

A sport for life and fun for all

Strategic Goals

More Participants, More Games, More Members



Tell Our Story Better

Tell the holistic story of golf to new and existing audiences and stakeholders, encouraging WA to Go Play!

- Improve the perception of golf as a fun, inclusive and accessible sport and lifestyle
- Communicate these messages at every available opportunity through our available channels
- Inspire the next generation of golf lovers through role models
- Adopt/support key actions from GA's Government Relations strategy
- Implement the LGA Engagement Strategy and formulate a targeted engagement strategy with Local Government in WA, including advocating for facility improvement opportunities
- Position GolfWA as the primary influencer of opinion/action with Government (State and Local), our partners and industry specific bodies in all matters that will impact the development of our sport overall

Participation and Attraction of New Golfers

Attract new and retain existing golfers in all forms of Golf across all age groups, genders, ethnic backgrounds and abilities

- Invest in the development of future golfers in all forms of Golf
- Establish baseline data of participating golfers across all affiliated Clubs and all Golf Facilities





Grow our Core

Create a mindset of growth across the industry by working with WA golf clubs, providers and communities to deliver vibrant, solvent, sustainable community hubs

- Foster the development of inter-club and inter-facility relationships, including continuing to improve the Buddy Club system
- Assist Clubs and Facilities to modernise their Governance models
- Assist clubs and facilities to significantly improve their offering/experience and seek their support in growing golf and Telling our Story Better
- Support clubs and facilities with targeted advisory services
- Supporting clubs and facilities in improving their infrastructure

Sustainability

Champion innovative thinking to ensure sustainability and the long-term viability of Golf in WA

- Identify new funding sources to supplement the traditional models of affiliation fees, government and corporate funding
- Explore opportunities to utilise Industry data for communication, marketing and commercial opportunities for GolfWA, our Member Clubs and Golf Facilities
- Improve our sponsorship strategies and offerings
- Develop and implement an ESG strategy that aligns to the National ESG Strategy
- Continue to collaborate with Golf Australia and other GA Member Associations to ensure aligned behaviour in key strategic areas



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STATE BODY FOR
AMATEUR
GOLF
IN WESTERN AUSTRALIA

www.golfwa.org.au