



STRATEGIC

PLAN

2018 -2021





Our Purpose: "Grow Golf"

To inspire more Western Australians to participate in Golf



Strategic Goals:

More Participants, More Games,
More Members



Values:

Creating opportunities to
Learn, Play, Grow



The Game

To increase participation levels across all age groups, genders and abilities

- Identify and address the accessibility/ barriers to entry into golf at all levels
- Invest in the development of future golfers to address the emerging gap in the market
- Establish baseline data of participating golfers across all affiliated clubs and public facilities
- Align with the acknowledged benefits of health and social wellbeing



Stakeholder Engagement

To galvanise all stakeholders across the sport to actively contribute to the growth of golf in WA

- Implement an Engagement Strategy so as to establish, maintain and grow relationships with industry specific bodies, both existing and new, and our partners
- Position GolfWA as the go-to organisation for all golf advocacy, support and information in WA
- Work with relevant bodies to reinvigorate WA as an attractive golfing tourist destination, both internationally and domestically
- Work closely with Golf Australia and the OneGolf states to ensure aligned behaviour regarding National opportunities in Finance, The Game and Club Health



Club Health

To provide expertise and resources to assist all Member Clubs to manage and grow their business

- Continue to develop Club Support and Buddy Club systems
- Assist clubs to identify funding opportunities
- Formulate a united front alongside PGA and GMA to engage with and offer assistance to metropolitan clubs.
- Assist clubs to significantly improve their offering/experience.



Finance

To achieve a sustainable funding model that ensures the long term viability of GolfWA

- Identify new funding sources to supplement the traditional models of affiliation fees, government and corporate funding
- Explore opportunities to capture member data for communication and commercial advantage to GolfWA, our Member Clubs and Public facilities
- Refine the optimum financial balance for each of our funding priorities



CREATING OPPORTUNITIES
LEARN • PLAY • GROW

STATE BODY OF
**AMATEUR
GOLF**
IN WESTERN AUSTRALIA

www.golfwa.org.au

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