

## **OUR PURPOSE** "MORE GOLFERS STRONGER CLUBS" STRATEGIC GOALS MORE GOLFERS MORE ROUNDS MORE MEMBERS CRITICAL DRIVER **GUIDING OBJECTIVE** To maintain a network of thriving and **CLUB HEALTH** sustainable clubs by supporting their planning for a strong future 2. FINANCE To achieve sustained financial growth in order to reach our strategic goals To provide opportunities for all to take up THE GAME and remain within Golf for Life **PARTNERSHIPS** To build and foster mutually beneficial partnerships with related industry bodies



### 1. CLUB HEALTH

## TO MAINTAIN A NETWORK OF THRIVING AND SUSTAINABLE CLUBS BY SUPPORTING THEIR PLANNING FOR A STRONG FUTURE

- Assess and benchmark current club health at all levels
- Deliver Golf Australia's Club Support Program and develop new resources to improve club health outcomes
- Further develop the partnerships with GMA, GCSWA, PGA and all other relevant bodies to provide benefits to clubs

### 2. FINANCE

# TO ACHIEVE SUSTAINED FINANCIAL GROWTH IN ORDER TO REACH OUR STRATEGIC GOALS

- Maximise GolfWA's commercial funding opportunities by leveraging the value of the GolfWA brand
- Refine the optimum financial balance for each of our funding opportunities
- Explore opportunities to capture member data for communication and commercial advantage to GolfWA and members



### 3. THE GAME

## TO PROVIDE OPPORTUNITIES FOR ALL TO TAKE UP AND REMAIN WITHIN GOLF FOR LIFE

- Actively promote golf as the Game for Life
- Continue to evaluate and refine the effectiveness and value of golfing programmes we deliver
- Investigate data tracking systems to better understand the effectiveness of local, state and national programmes
- Deliver Golf Australia's Game Participation Plan
- Engage with the non-member golfer

### 4. PARTNERSHIPS

## TO BUILD AND FOSTER MUTUALLY BENEFICIAL PARTNERSHIPS WITH RELATED INDUSTRY BODIES

- To develop stronger relationships with all WA golf industry bodies
- Investigate comprehensive corporate partnerships that encompass a whole of golf concept, in collaboration with all WA golf industry bodies
- Consider needs of other groups with a view to Golf WA's future home

#### **RULES & HANDICAPPING**

Continue to educate those involved in the rules, handicapping and administrative aspects of the game itself.

#### **COMMUNICATION**

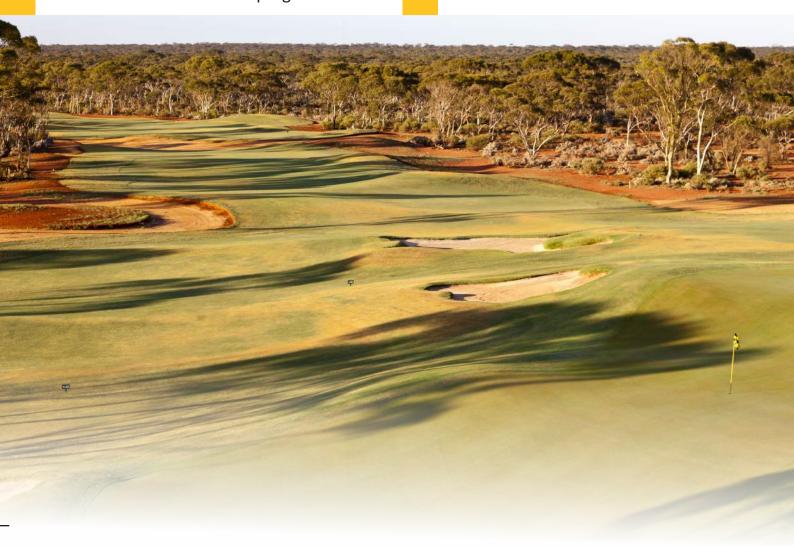
Refine and create necessary systems to deliver GolfWA services and programmes.

#### **BOARD. STAFF & SUB-COMMITTEES**

Implement succession planning for Board and key staff members and sub-committees.

#### **DEVELOPMENT**

Provide the opportunities for Board and staff members to professionally develop necessary skills for the betterment of Golf in WA





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