

GolfWA Stakeholder Communications Policy

Approval History

Version	Date	Approved By	Date Effective	Responsible
1.0	10/07/2012	Board	Immediate	Chief Executive

Distribution

Audience	Access
GolfWA Staff	GolfWA Intranet, GolfWA Policy Manual

Required Reading

- GolfWA Chief Executive
- GolfWA Business Development Manager

Revision Schedule

Date of Next Review: TBC

Reviewer/s: GolfWA Business Development Manager

Document History

Version	Date	Author	Description of Changes
DRAFT	TBC	Russell O'Callaghan (P&AA)	Original

Contents

GolfWA Stakeholder Communications Policy	1
Approval History	1
Distribution	1
Required Reading	1
Revision Schedule	1
Document History	1
Introduction and Purpose	3
Key Stakeholders	3
Communications Policy	4

Introduction and Purpose

GolfWA is a non-profit State Sporting Association appointed as the governing body and promoter of golf in Western Australia. The objects of the Association are to grow the game of golf through equitable and inclusive practices that provide opportunities for participation at all levels in golf. An important way to achieve these objects is to communicate with our stakeholders in a way that engages them in everything we do.

GolfWA defines a stakeholder as a person, group, or organisation that has a direct or indirect stake in GolfWA where they may affect, or be affected by GolfWA's actions, objectives, and policies.

GolfWA has a direct need to communicate with all of its stakeholders, this document aims to provide a view of what GolfWA does to engage its stakeholder community.

Key Stakeholders

GolfWA's key stakeholders include affiliated clubs and their members, district associations, customers, directors, employees, government (and its agencies), suppliers, and the community from which GolfWA draws its resources.

All stakeholders are not equal and different stakeholders are entitled to different considerations.

At present GolfWA's key stakeholders (in no particular order) include:

Affiliated Clubs – A, B, C and D classified clubs and their members

GolfWA Employees, Coaches, Officials, Volunteers

Governing Bodies – Golf Australia, Royal and Ancient

GolfWA Sponsors – e.g. Department of Sport and Recreation, Healthway, Srixon,

GolfWA Event Sponsors – Bowra & O'Dea, John Hughes Geely, Nexus Risk Services

Government - Department of Sport and Recreation, WA Sports Federation, Department of Education

Golf Industry Associations – Australian PGA, Australian Golf Managers Association, Australian Golf Course Superintendents Association and other State Golf Associations

GolfWA Board and Directors, The Western Australian Golf Foundation

Non-affiliated Western Australian Golfers

Communications Policy

Each key stakeholder will have a communications plan that is reviewed at least annually.

That plan will outline for all communications:

- Primary contact/audience
- Content type
- Frequency
- Rationale
- Channel
- KPI

GolfWA will always endeavour to ensure that any communications to its identified key stakeholders are:

- Appropriate
- Relevant
- Accurate
- Timely

And that they are delivered efficiently via appropriate channels.

At all times GolfWA will respect stakeholder privacy and their right to opt in/out of any direct communications.