

STRATEGIC PLAN

2014 - 2017



golfwa



OUR PURPOSE
“MORE GOLFERS
STRONGER CLUBS”

STRATEGIC GOALS

- MORE GOLFERS
- MORE ROUNDS
- MORE MEMBERS

	CRITICAL DRIVER	GUIDING OBJECTIVE
1.	CLUB HEALTH	To maintain a network of thriving and sustainable clubs by supporting their planning for a strong future
2.	FINANCE	To achieve sustained financial growth in order to reach our strategic goals
3.	THE GAME	To provide opportunities for all to take up and remain within Golf for Life
4.	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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