



ROLE AND PURPOSE



ABOUT GOLFWA

OUR PURPOSE

To inspire more West Australians to participate in all formats of golf

OUR PHILOSOPHY

All golf is golf and all of us can be golfers

STRATEGIC GOALS

More participants, more members, more games

OUR POSITIONING

Golf is a sport for life and fun for all

GolfWA is the state sporting body for golf in Western Australia. We are responsible for the promotion and growth of the game across the state. We work collaboratively with Golf Australia to provide opportunities for everyone to play, watch and learn the game of golf at all levels whilst promoting equitable and inclusive practices.

A SNAPSHOT OF GOLF IN WA

- 331 clubs in Western Australia with 35,000+ members playing more than 1,000,000 competitive rounds of golf per year
- GolfWA delivers coaching and development programs throughout the state including MyGolf in Schools, which introduces thousands of students to the game each year. At the other end of the scale, our High Performance Program helps our elite amateurs prepare for careers in golf
- GolfWA conducts 35+ separate tournaments for all ages, men and women, boys and girls, throughout the year





KEY PILLARS

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

Tell Our Story Better

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

Sustainability

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

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



AREAS OF EXPERTISE

Government Liaison

GolfWA is uniquely placed to guide and advise Local Governments on the benefits golf can provide to communities and their residents. We stage regular roundtable meetings with LGAs and key stakeholders throughout the year. For more information, contact GolfWA Chief Executive Gary Thomas on **9367 2490** or email garyt@golfwa.org.au

Media Commentary

If your media outlet requires information on the state of golf in WA, or is looking to interview a rising star of the sport, we can assist. Contact our Marketing Officer, Neal Maidment, on **9367 2490** or email marketingofficer@golfwa.org.au



golfwa

STATE BODY FOR
AMATEUR
GOLF
IN WESTERN AUSTRALIA

www.golfwa.org.au