

GOLF SA

STRATEGIC PLAN

2015-2018

Golf SA is the state sporting organisation and governing body for amateur golf in South Australia

Vision

Leading golf's future in South Australia through more people engaging more often with the game

Mission

Grow participation and passion for the sport while upholding the integrity of the game

Core Values

Our core values are Integrity, Inclusivity, Transparency, Respect and Consultation

Tag Line

'...play golf...'

GROW THE GAME

KEY OBJECTIVE	Increase participation in the game of golf
PERFORMANCE TARGET SUPPORTING STRATEGIES KPI	1. Implement Golf Australia participation strategy 1.1 Consolidate MYGolf junior program at school, club & district level 1.2 Engage golf clubs to adopt all national participation initiatives 1.3 Conduct ongoing Community Golf Coach (CGC) program 1.4 Roll out national participation programs as developed 1.4.1 Meet Golf Australia Participation MOU Targets
PERFORMANCE TARGET SUPPORTING STRATEGIES KPI	2. Conduct a membership marketing & recruitment drive 2.1 Implement 'Golf Month' in '14-'16 as part of the national strategy 2.2 Engage with wider golf industry to support 'Golf Month' 2.3 Engage the wider public in 'Golf Month' 2.3.1 Have 40 clubs participate actively in Golf Month
PERFORMANCE TARGET SUPPORTING STRATEGIES KPI	3. Achieve 'full fields' in Golf SA Championships & Events 3.1 Run tournaments that attract local/interstate/international participants 3.2 Conduct active marketing for campaign for tournaments/events 3.2.1 Championship fields maintained at average 80%+ 'full field'
PERFORMANCE TARGET SUPPORTING STRATEGIES KPI	4. Build a strong Sports Officials/Volunteer base 4.1 Implement ORS Volunteer recruitment, development and recognition program (V Star) 4.1.1 Six Club Rules Accreditation programs conducted annually 4.1.2 25% of our Volunteers attend a professional development activity

CORPORATE PROFILE

KEY OBJECTIVE	Increase Corporate Profile
PERFORMANCE TARGET	5. Increase Golf SA's corporate profile
SUPPORTING STRATEGIES	5.1 Engage in profile building with relevant organisations 5.2 Join relevant networking groups and attend functions/activities 5.3 Host/Co-Host activities that build corporate profile
KPI	5.3.1 A database of prospective corporate sponsors is engaged
PERFORMANCE TARGET	6. Increase Golf SA related media coverage
SUPPORTING STRATEGIES	6.1 Engage key media individuals & organisations in golf related activities 6.2 Maximise social media coverage of events and activities 6.3 Encourage clubs & districts to engage local media coverage of events
KPI	6.3.1 Increase in media coverage for Golf SA events 6.3.2 Increase in media coverage for club & district events

TALENTED PLAYER PATHWAY

KEY OBJECTIVE	Provide an athlete pathway that attracts and progresses our talented golfers
PERFORMANCE TARGET	7. Maximise the opportunities to identify and develop talented players to achieve their full potential
SUPPORTING STRATEGIES	7.1 Implement an identification and development pathway that progresses talented golfers 7.2 Provide high performance sports medicine and sports science services and training opportunities to talented golfers 7.3 Collaborate with Golf Australia to integrate Golf SA programs with the national program
KPI	7.3.1 Two male & two female athlete in Australian Top 20 rankings 7.3.2 At least 15 Participants in the HP Development Program 7.3.3 At least 20 Participants in the Talent ID Program

BUSINESS SUSTAINABILITY

KEY OBJECTIVE	Create sustainable business models for Clubs and the Association
PERFORMANCE TARGET	8. Deliver a Club Support suite of programs & services
SUPPORTING STRATEGIES	8.1 Establish operational aspects of 'Chip In' Program to assist clubs to develop sustainable business models 8.2 Secure the support of the Member clubs/Districts for the project 8.3 Secure ORS funding for the project 8.4 Engage LGA/Councils to support the project
KPI	8.4.1 Five-eight clubs per annum undertake sustainable business program
PERFORMANCE TARGET	9. Develop a marketing and commercial strategy to win sponsorship
SUPPORTING STRATEGIES	9.1 Implement sports lottery type sponsorship program 9.2 Engage with 6-8 potential major sponsors
KPI	9.2.1 Sponsorship targets met
PERFORMANCE TARGET	10. Assess current revenue and expense streams
SUPPORTING STRATEGIES	10.1 Review revenue , expenses, resources (affiliation fees/events) 10.2 Identify & implement other potential income streams
KPI	10.2.1 Revenue targets met

ORGANISATIONAL EXCELLENCE

KEY OBJECTIVE	Adopt optimal governance & management principles and practices
PERFORMANCE TARGET SUPPORTING STRATEGIES KPI	<p>11. Improve governance</p> <p>11.1 Amend the Constitution in line with ORS model 11.2 Update policy and procedures covering key governance and operations 11.3 Conduct Board review annually 11.4 Conduct AGM & Delegates Forum annually</p> <p>11.4.1 New Constitution adopted 11.4.2 Board review conducted 11.4.3 Risk Management Policy reviewed 11.4.4 Legislative/governance requirements met</p>
PERFORMANCE TARGET SUPPORTING STRATEGIES KPI	<p>12. Implement the best organisational (HR, Financial, Technical/IT, Other)solutions to issues</p> <p>12.1 Maximise IT resources (Tournament Management/CRM/On-Line Banking) 12.2 Implement solutions such as 'on-line' pennant management system 12.3 Instigate staff professional development</p> <p>12.3.1 IT platform capability and capacity being utilised effectively. 12.3.2 Competition Management Software including Pennant is implemented across the Association 12.3.3 Staff Professional Development Plan implemented</p>
PERFORMANCE TARGET SUPPORTING STRATEGIES KPI	<p>13. Engage member clubs , government and key stakeholders with timely communication & feed-back</p> <p>13.1 Identify communication methods to service stakeholder groups 13.2 Expand the Golf SA website function to support all member clubs/districts 13.3 Attend eight District AGM, ORS, Sport SA and Other Industry forums/seminars 13.4 Seek feed-back from member clubs, participants and other stakeholders</p> <p>13.4.1 District schedules & fixtures on the website 13.4.2 Website traffic increased by 10% annually 13.4.3 Meeting & Forum/Seminar schedule met</p>