



**Golf Australia**

# Strategic Priorities

## Growing the Game of Golf in Australia 2018-2021 Strategic Plan

### Our Purpose

*"To inspire more people to play more golf"*

...

### Our Vision

*"Golf is a game for life  
where participation contributes to  
a healthy Australian community"*

#### SHOWCASE OUR GAME

Showcase and promote our  
game across all levels of the  
sport

#### LEADERSHIP & GOVERNANCE

Establish a unified  
governance structure



#### CUSTOMER ENGAGEMENT

Engage and connect with all  
golfers and potential golfers



#### WOMEN & GIRLS

Lead the transformation of golf  
for women and girls



#### CLUBS & FACILITIES HEALTH

Improve the capability and  
sustainability of clubs  
and facilities



#### PARTICIPATION

Make golf easier for all  
Australians to access, learn  
and play



# Strategic Priorities

Growing the Game of Golf in Australia 2018-2021

*"Golf is a game for life where participation contributes to a healthy Australian community"*



Golf Australia

1

## Leadership and Governance

Establish a unified governance structure

### What we will do:

- Implement One-Golf with as many states as possible
- Maximise collaboration and co-operation with all states
- Maximise our impact by implementing the optimal delivery structure for golf and developing our people
- In conjunction with other golfing bodies, work towards eliminating fragmentation and duplication
- Realise One-Golf benefits and build our commercial capacity to increase investment in grass roots
- Lead the nationalisation of golf's brands and programs

### How we will measure success:

- 40% growth in golf investment by 2021

2

## Clubs and Facilities Health

Improve the capability and sustainability of clubs and facilities

### What we will do:

- Increase tailored human resources and tools to support clubs and facilities with a focus on governance, education, membership offerings and customer-focused practices
- Continue to work closely with key industry bodies in leveraging shared resource opportunities that assist clubs and facilities
- Develop a national clubs and facilities future planning strategy
- Facilitate the sharing of best practice and innovation by clubs and facilities
- Advocate the benefits of golf and the need for investment in public golf assets
- Lead a culture of customer service excellence within clubs and facilities
- Establish a benchmark for the number of non-competition rounds

### How we will measure success:

- 10% reduction in the number of clubs and facilities under financial duress by 2021
- 1% annual growth in the number of competition rounds
- Record annual membership growth by 2021

3

## Participation

Make golf easier for all Australians to access, learn and play

### What we will do:

- Build a movement and culture of current golfers 'sharing the game' with new golfers
- Continue to develop and strengthen MyGolf as the junior introductory program at clubs, facilities and schools
- Develop a 'Get Me Started' suite of offerings that provide high quality and accessible 'taster' and introductory programs
- Explore and promote faster and fun formats of the game
- Promote the important role of public facilities within the sport's pathway
- Establish partnerships with private facilities and providers
- Enhance the opportunities for people with a disability to engage in golf
- Develop initiatives to engage people from culturally and linguistically diverse backgrounds into golf

### How we will measure success:

- 30,000 registered participants in the MyGolf program by 2021
- Golf is ranked within the top 5 of sports for school programs delivered by 2021
- 20,000 annual participants in 'taster' and introductory programs excluding MyGolf by 2021
- 7% annual growth in the number of people with a disability participating in golf

4

## Women and Girls

Lead the transformation of golf for women and girls

### What we will do:

- Set and role model the example and standards by which our sport will be led
- Empower clubs and facilities around Australia to be more welcoming, inclusive and accessible for women and girls
- Embed brands, programs, resources and products for women and girls in the 'introduction to golf' digital platform
- Introduce more women and girls to golf and a participation pathway in an innovative, appropriate and inspiring way
- Increase the number of female board members, administrators, coaches and ambassadors, and improve the perceptions of golf and its accessibility among Australian women and girls
- Produce more female golfers with the potential to compete on the international stage, and provide high quality local events for emerging and elite female players

### How we will measure success:

- 6,000 women and girls participating annually in female 'taster' and introductory programs by 2021
- 3,000 increase in the number of female club members by 2021
- Benchmark number of women on boards and in senior management positions at clubs and golf bodies by 2019 and then target appropriate growth by 2021
- 30% girls registered in the MyGolf program by 2021
- 5% annual growth in the number of female community instructors

5

## Customer Engagement

Engage and connect with all golfers and potential golfers

### What we will do:

- Establish a national CRM platform
- Ensure that the national membership data base is accurate and can be used to grow the sport
- Develop a national communications strategy for all target segments
- Establish a digital offering for the social golfer
- Encourage and educate clubs and facilities to collect data on social golfers
- Upgrade the Golf Australia web site including a new participation portal

### How we will measure success:

- 95% accuracy of club membership data base and member details capture
- Benchmark number of registered social golfers by 2019 and then target appropriate growth by 2021
- Benchmark number of click through and open rates for email communications by 2019 and then target appropriate growth by 2021

6

## Showcase our Game

Showcase and promote our game across all levels of the sport

### What we will do:

- Continue to develop elite players to achieve their potential and become role models for the game
- Develop and implement a national marketing blueprint that includes an ambassadors program
- Promote the game's economic, health, social and tourism impact on the community to all levels of government and increase government investment in golf
- Modernise the delivery and coverage of our national opens and championships
- Strive to deliver first-class national events for every level of golfer

### How we will measure success:

- Three male and three female Australian players ranked in the world top 50 each year
- Record growth in the combined total audience of the Men's Australian Open and Women's Australian Open across spectators, television and digital platforms by 2021
- 10% annual increase in the number of clubs and facilities engaging in Golf Month
- 10% increase in government investment in golf by 2021