



## GOLF SA STRATEGIC PLAN 2011-2015

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 for the game

**Core Values:** Our core values are Integrity, Inclusivity, Transparency, Respect and Consultation

**Tag Line:** *'...play golf...'*

<b>PARTICIPATION</b>	<b>SHOWCASE THE GAME</b>	<b>TALENTED PLAYER PATHWAYS</b>	<b>FINANCIAL SUSTAINABILITY</b>	<b>ORGANSITIONAL EFFECTIVENESS</b>	<b>COMMUNICATION</b>
<p>Increase Club membership</p> <p>Increase participation (particularly women &amp; juniors)</p> <p>Develop strong programs to connect with the non-club golfer</p> <p>Enhance the rules, handicapping and administrative aspects of the game and increase the volunteer base</p>	<p>Increase the game's media exposure and presence</p> <p>Build the profile of all amateur State championships &amp; events</p> <p>Re-establish the State Open event</p>	<p>Improve the talent identification and development program</p> <p>Provide an athlete pathway that attracts and progresses talented golfers</p> <p>Develop a State high performance program that links into the National program</p>	<p>Improve financial management systems and procedures</p> <p>Protect the asset base</p> <p>Optimise the level of sponsorship and commercial partnerships</p>	<p>Enhance governance and management practices</p> <p>Develop a strong management team</p> <p>Improve technology to support the organization, programs and members</p> <p>Provide leadership in the development of golf in South Australia</p>	<p>Provide effective and timely communication to members and stakeholders</p> <p>Conduct regular forums &amp; initiatives to allow Member feed-back</p> <p>Enhance relationships with Member Clubs, Golf Australia, State Golf Associations and Key stakeholders</p>

## PARTICIPATION

GOAL	GOAL	GOAL	GOAL
Increase Club membership	Increase participation (particularly women & juniors)	Develop strong programs to connect with the non-club golfer	Enhance the rules, handicapping and administrative aspects of the game and increase the volunteer base
OBJECTIVES	OBJECTIVES	OBJECTIVES	OBJECTIVES
<p>To deliver specific targeted programs to recruit new members to Clubs (males &amp; females)</p> <p>To implement Club level membership programs for juniors</p> <p>To implement Club level membership programs for people with a disability and Indigenous people</p> <p>To measure new Club Membership as a direct result of programs (ongoing)</p>	<p>To implement a cohesive junior development program within 12 months of the launch of the national junior brand</p> <p>To measure new participation as a direct result of programs (ongoing)</p>	<p>To develop and implement a strong program to connect with the non-club golfer within two years</p> <p>To measure participation of the non-club golfer as a direct result of programs (ongoing)</p>	<p>To implement the national Course Rating system by Dec 2011</p> <p>To increase Club Rules Accredited volunteer base by 5% annually</p> <p>To increase Community Coaching Accreditation volunteer base by 5% annually</p> <p>To increase the general pool of Golf SA Volunteers by 5% annually</p> <p>To provide a professional development opportunity to each Volunteer annually</p> <p>To measure new Volunteer participation as a direct result of programs (ongoing)</p>

### SHOWCASE THE GAME

GOAL	GOAL	GOAL
Increase the game's media exposure and presence	Build the profile of all amateur State championships & events	Re-establish the State Open event
OBJECTIVES	OBJECTIVES	OBJECTIVES
<p>To develop and implement a Marketing Plan for Golf SA</p> <p>To develop and implement a media strategy that supports the Marketing Plan and includes a promotional formula for all forms of the media</p>	<p>To build the field for the Golf SA ARE to 120 players in 2011, then increase 5% annually</p> <p>To increase the fields of other State Championships by 5% annually</p> <p>To generate increased media coverage for Golf SA State Championships and events</p>	<p>To re-establish the Golf SA Open by 2014</p>

### TALENTED PLAYER PATHWAY

GOAL	GOAL	GOAL
Improve the talent identification and development program	Provide an athlete pathway that attracts and progresses talented golfers	Implement a State high performance program that links into the National program
OBJECTIVES	OBJECTIVES	OBJECTIVES
<p>To implement a talent identification system (Golf TIS) within 12 months of and in line with the NSO system</p>	<p>To implement a Talent Development pathway by Dec 2010</p> <p>To provide a range of development programs and opportunities to enable athletes to progress through the Talent Development Pathway within 12 months</p>	<p>To implement a HPP that has linkages to the national HPP by Dec 2010</p>

**FINANCIAL SUSTAINABILITY**

<b>GOAL</b>	<b>GOAL</b>	<b>GOAL</b>
Improve financial management systems and procedures	Protect the asset base	Optimise the level of sponsorship and commercial partnerships
<b>OBJECTIVES</b>	<b>OBJECTIVES</b>	<b>OBJECTIVES</b>
To improve IT/Finance system to reflect industry best practice within 12 months	To implement a sound investment strategy that maximizes use of surplus funds and property assets going forward	<p>To secure long term partnerships and sponsorships for a number of State events by Jun 2011</p> <p>To implement a successful non-club golfer program revenue stream by Dec 2011</p> <p>To develop a golf foundation to support junior golf within two years</p>

**ORGANISATIONAL EFFECTIVENESS**

<b>GOAL</b>	<b>GOAL</b>	<b>GOAL</b>	<b>GOAL</b>
Enhance governance and management practices	Develop a strong management team	Improve technology to support the organization, programs and members	Provide leadership in the development in golf in South Australia
<b>OBJECTIVES</b>	<b>OBJECTIVES</b>	<b>OBJECTIVES</b>	<b>OBJECTIVES</b>
<p>To development and implement ongoing governance practices in line with current legislation</p> <p>To undertake risk management assessments and reviews annually</p>	<p>To develop an appropriate staff structure including position descriptions, professional development, performance appraisals that will support the strategic plan</p> <p>To implement efficient and effective SOP for Golf SA by Dec 2010</p>	<p>To develop and implement at least one new technology that will enhance the operation and management of the association annually</p>	<p>To provide leadership in the development of golf in South Australia</p>

## COMMUNICATION

GOAL	GOAL	GOAL
Provide effective and timely communication to members and stakeholders	Conduct regular forums & initiatives to allow Member feed-back	Enhance relationships with Member Clubs, Golf Australia, State Golf Associations and Key stakeholders
OBJECTIVES	OBJECTIVES	OBJECTIVES
<p>To develop a range of efficient, effective &amp; timely communication processes to Member Delegates, Clubs &amp; Districts by Dec 2010</p> <p>To provide the broader Membership access the Golf SA e-Newsletter by Dec 2010</p>	<p>To hold a number of forums, seminars and information sessions annually that allow broad Member feed-back to the Board</p>	<p>To meet with all Metro Club boards/management committees</p> <p>To meet with Country District boards/management committees at least annually</p> <p>To meet with key stakeholders at least bi-annually</p> <p>To meet with Golf Australia regularly</p>