

Participation Plan 2013-2016



GolfAustralia



GolfAustralia

The Goal

GOAL

Increased participation and sustainability in golf

Strategic Objective

To grow participation in golf through a range of development programs, that are agreed to and implemented in partnership with key stakeholders including the Australian Sports Commission, Member Associations, Junior Foundations, Professional Golfers Association of Australia, Australian Ladies Professional Golf, Clubs, Public Golf Facilities, School Sport Associations, Golf Management Australia, National Golf Disability Alliance and the Indigenous Golf Advisory Board

Key Driver

Increasing participation and sustainability in golf will ensure the future growth of the game and existence of clubs as viable entities



Golf Australia

Participation Plan Key Deliverables

- **Whole of Sport Approach**
 - **Sustainability**
- **Evidence Based Strategies**



GolfAustralia

Participation Plan Key Results Areas and Strategies

Key Results Area	Year 1 (2012/13)	Year 2 (2013/14)	Year 3 (2014/15)	Year 4 (2015/16)
1. MYGOLF	→			
2. CASUAL GOLF	→			
3. CLUB DEVELOPMENT	→			
4. INNOVATION		→		
5. FEMALE PARTICIPATION		→		
6. SENIOR'S PARTICIPATION			→	

Club Development Program Update



GolfAustralia



Golf Australia

Club Support and Development

Key Objective

To ensure the health and sustainability of clubs



Golf Australia

Strategy Driver 1

Collaboration

Develop effective working relationships with all key industry bodies and stakeholders to create viable and effective clubs



Golf Australia

Strategy Driver 2

Capability

Educate, innovate and increase the ability of clubs to manage and grow



GolfAustralia

Strategy Driver 3

Communication

Encourage a culture of communication and interaction with and between clubs to share successful practices and experiences and solve problems



GolfAustralia

Strategy Driver 4

Lead & Deliver

Identify needs, provide responses,
develop resources and assist clubs in a
coordinated and consistent manner

Next Steps & Timelines

- Resources to be developed in 2013/14
- Club Development Officers to be employed in 2014/15
- Program to be rolled out in 2014/15

Energy Efficiency Grant

- GA was advised in May that it was unsuccessful in its submission to the Federal Government for an energy efficiency grant
 - GA is now exploring opportunities to partner with GreenSync* in a peak demand incentive program in Sydney's west with 11 golf clubs:
 - Reduction in energy use leading to reduction in operating costs
 - Potential to share in financial incentives from the program
- *GreenSync are experts in energy efficiency and demand management analytics and work with electricity networks and retailers to implement programs for reducing peak demand

Female Participation in Golf Strategy Update



GolfAustralia



GolfAustralia

Goal

- Increased participation in all aspects of golf by women and girls

Key Strategy Pillar 1

Leadership & Administration

- Provide national leadership and coordination to the governance, service delivery and development of golf for females in Australia

Key Strategy Pillar 2

Participation

- Increase sustainable participation by women and girls in all aspects of golf

Key Strategy Pillar 3

Media & Promotion

- Increase the recognition of achievements by females in all aspects of golf and facilitate greater awareness of the benefits of golf for women and girls

Key Strategy Pillar 4

High Performance

- Provide increased opportunities for women and girls to excel in golf at an elite level

The Need for a *Game Changer*

Research Project

- To develop a new innovative productive and commercial strategy to capture the female market

ala “Cardio” Tennis



GolfAustralia

Next Steps & Timelines

- Product development and testing in 2013/14



GolfAustralia

Questions and Feedback