

Vision 2025: Strategy



Vision for Golf in Australia

A sport where women and girls are **inspired** to participate, feel **welcomed** and **nurtured** throughout, and **empowered** to achieve their goals

Our Goal

Transform the sport of golf into one that is highly **engaging**, **accessible**, and fully **inclusive** for women and girls

Driven by Culture & Leadership

- A. Set and **role model** the **example** and **standards** by which our sport will be led
- B. **Empower clubs** and **facilities** around Australia to be more **welcoming**, **inclusive** and **accessible** for women and girls

1. Grassroots

- A. Embed brands, programs, resources and products for women and girls in the national 'introduction to golf' digital platform
- B. Introduce and retain more women and girls in golf through innovative, inspiring, needs based, and age and gender appropriate programs and pathways, and access to quality coaching

2. High Performance & Coaching

- A. Produce more female golfers with the potential to compete on the international stage
- B. Strengthen the workforce of ALPG members, female PGA members, teaching professionals, coaches and community instructors
- C. Provide high quality local events for emerging and elite female players

3. Marketing & Positioning

- A. Enhance perceptions of golf as accessible and inclusive among women and girls
- B. Position golf as the sport of choice for girls and emphasise golf's holistic health benefits across the lifespan

Enabled By

A whole of sport approach; change management capability and an innovative and transformational mind-set; appropriate resource, workforce and funding commitments; supporting technology and data capability as defined in the digital and customer experience strategy

Leading Club Vision 2025 Strategies



1. LEAD

1. DISCUSS

Discuss the Vision 2025 strategy & club opportunities at next club Board meeting

2. COMMITMENT

Official **commitment** from Board to implement the Vision 2025 at their club

3. LEADERSHIP STATEMENT

Leadership statement released internally and externally by Board announcing the Club's commitment to implementing a club based

Vision 2025 strategy outlining what the club is committing to and why

2. PLAN & ORGANISE

4. WORKING PARTY

Vision 2025 **Working Party** established by Board that is gender balanced and comprised of both Board and general members

5. NOMINATE

Nominate your Vision 2025 driver/s to Golf Australia

6. REVIEW

Review strengths & areas for improvement in club operations in relation to Vision 2025 key pillars:
Culture & Leadership – Participation - High Performance & Coaching - Marketing & Positioning

7. KEY ACTIONS

Identify **key actions** for each of these pillars according to these timeframes:

- Short term (quick wins) – within 1 year
- Medium term – within 2-3 years
- Long term – within 5 years

8. ACTION PLAN

Vision 2025 Club **Action Plan** developed by Working Party outlining:
- *What will be done* - *When it will be done by* - *Who will be responsible*
- *Resources needed* - *How it will be measured*

3. TAKE ACTION

9. IMPLEMENT

Implement Vision 2025 Action Plan

10. MONITOR

Monitor Vision 2025 Action Plan progress through:
- *Monthly Vision 2025 Working Party meetings*
- *Embedding the Vision 2025 strategy and action plan in standard Board meeting agenda*

4. COMMUNICATE

11. REPORT

Report Vision 2025 Action Plan progress and learnings to District & State club support resources

12. SEEK HELP

Seek help from Golf Australia regional staff when needed

Action Plans: 'Easy Wins' SHORT TERM – YEAR 1



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Culture & Leadership	Grassroots	High Performance & Coaching	Marketing & Positioning
Establish a Vision 2025 Working Party	Establish a My Golf centre at club	Appointment & training of female Community Instructor	Commit to gender balance in imagery and content pieces in annual report, newsletters, website, social media posts
Commit to Vision 2025	Establish a My Golf Girls group/centre at your club	Commit to greater gender balance in pennant teams	Commit to gender balance in images on club walls and displays
Identify a list of women inside/outside of the club who could be positive contributors to the Board; and, supported into Board vice-president and president roles	Introduce a Get Into Golf program for women of less represented age groups	Club Professional to participate in PGA 'coaching women and girls' module	
Review club constitution to ensure it is consistent with AHRC EO Guidelines	Create a female focussed club on and off course induction for new women and girls that is supportive, inclusive, safe, welcoming		
Board to run a 'Listen & Learn' session with female members to increase Board's understanding of the experiences of club's women	Implement social events for new female members and those within their first four years of membership		
Appointment & training of female Community Instructor	Appoint a club member to be responsible for contacting within in their first four years of membership who haven't played for an identified period of time		
Become a signatory to the R&A Women in Golf Charter	Develop a participation strategy & working party to focus on attraction and retention		
Commit to GA's Even Par Gender Equality Club Development Program	Identify 'non-golf' activities the club could run to attract new women		

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