



Vision: moving towards a nation playing golf.

MISSION: We shape lives by leading, creating and promoting positive golf experiences.

Core Values: Accountable, Fun, Passion, Respect and United

Ensure Excellence (E)

STRATEGIC PRIORITIES:

- 1.1 Enhance programs for junior development
- 1.2 Develop certified coaches and officials
- 1.3 Support players attending Nationals

Grow Participation (P)

STRATEGIC PRIORITIES:

- 2.1 Engage more youth
- 2.2 Female participation.
- 2.3 Increase access for underrepresented groups (URP)
- 2.4 Expand the golf database
- 2.5 Host exceptional provincial championships

Foster Interaction (I)

STRATEGIC PRIORITIES:

- 3.1 Collaborate with provincial golf associations, PAGA/NAGA, government and key stakeholders
- 3.2 Increase capabilities in digital & interactive technology strengthening communication and brand awareness
- 3.3 Membership retention and education

Expand Capacity (C)

STRATEGIC PRIORITIES:

- 4.1 Develop diversified revenue streams
- 4.2 Uphold and preserve the CORE SERVICES (rules, handicapping, course rating, amateur status & history)
- 4.3 Provide opportunity and training for volunteers / staff
- 4.4 Recruit, train and maintain Board Members / volunteers

The foundational measures of ORGANIZATIONAL EFFECTIVENESS based on:

- 1. Good governance,
- 2. Strong administration and program management
- 3. Fiscal responsibility
- 4. Equality, Diversity & Inclusion
- 5. Continuous self-assessment