



**SOUTH WEST  
GOLF  
ASSOCIATION  
STRATEGIC PLAN**

# Vision

**SWGGA aims to be the premier golf district in Victoria.**

**SWGGA strives to be a united voice representing and promoting the game of golf as “The Game for Life” providing opportunities across all genders and age groups.**

**We aim to provide Excellence in event management and outstanding communication with our member clubs and Golf Australia.**



# Values

## **Accountability**

**Be answerable and responsible to our member clubs**

## **Equality**

**Promote fairness and opportunities for all**

## **Participation**

**Provide opportunities for member clubs and those from wider golf community to be involved.**

## **Teamwork**

**Work together as a Board to deliver objectives and priorities through strong governance, leadership and administrative structure.**



# Priority Areas

## **Governance & Administration**

To ensure SWGA has the governance, leadership and administrative structure to support current operations and future direction through annual review of amended legislative requirements, updating our constitution and bylaws when needed.

Develop roles and responsibilities for Board and sub-Committee members (i.e. Position Descriptions). Identify, recruit and develop each year future Committee Members and Sub Committee Members with the skills knowledge and expertise to facilitate SWGA goals and objectives.

Manage male and female teams similarly through standardizing event rules and work towards combining Golf Operations Committees.

## **Marketing/Communication**

Provide regular and open communication channels to all club members through our website, social media platforms and apps and person to person interaction.

## **Membership Strategy**

Create an opportunity for non-member golfers/Green Fee players to have access to courses within the district through District Pass (golf pass to individual clubs), with money going back to clubs.

Clinics – support beginner programs and pathways for all ages and genders.

# Priority Areas (continued)

## Club/Member Engagement

Regular SWGA Board member visits to clubs including their managers, officials and members. Identify needs for growth in both small and larger clubs.

Review existing activities, such as pennant, clinics, country week and district events. Are they still relevant in the current format?

Explore the opportunity to co-deliver tournaments with our member clubs.

## Junior Development

To deliver a range of high quality development activities and programs that drives participation and meets the needs of all junior golfers.

Assist our Regional Development Officer (GA) in coordination and delivery of our junior development activities and programs.

Utilize available funding and grant opportunities

Develop Member Club awareness of junior scholarships/academy (Barwon Sport Academy) availability through SWGA.

District membership (one membership for all or group of clubs)

*Making Golf Accessible for all in the South West District*

