

Strategic Action Plan 2024 - Updated

19/12/2024



** Denotes action items related to the R&A Women in Golf Charter

These are our highest priorities in 2024

Best Practice Function	Strategic Pillar	Actions	Timeline	Who	Lead Role	Key Measures of Success	Project Status	Comments	Resources Available
Governance	Grow our core	• Recruit to vacant positions: Junior Development and Treasurer**	• February 2024	• GWG	Will	All positions filled	Underway	All positions are filled as at 15/4/24	
		• Establish a Junior Development and Golf Development Committee 1 rep from each club	• February 2024	• GWG Executive	Will	Active Committee & Plan	Underway	Initial discussions with clubs 8 Junior Coordinators	
		• Add a media coordinator as a GWG Committee delegated role in 2024 to coordinate all media	• February 2024	• GWG Executive	Will	Recruited to role & develop plan	Underway	Two volunteers have agreed to assist in this work. Thanks Wendy Hitchins and Brad Hamilton.	
		• Review GWG policies and identify gaps**	• February 2024	• GWG Executive	Fran	Policies up to date and implemented	Underway	Commenced, met with GippSport 7/2/24 draft documents	GA document templates
		• Implement Board and sub-committee inductions**	• February 2024	• GWG	Will & Fran	All clear on and enjoying the role	Underway	Pending related to work with GippSport	
Finance	new fans & Grow	• Develop and implement an annual budget ensuring there are cash reserves and generating sufficient profit to invest in strategic objectives, juniors and golf development	• February 2024	• GWG Executive	Ryan & Exec	Adequate income to provide existing programs and strategic priorities	Underway	Partial Review Financial and Investment Policies and budget for 2024, with new team	https://www.golf.org.au/financial-insurance https://www.clubhelp.org.au/
Safeguarding	Grow our core	• Develop and implement child safeguarding policies and procedures	• February 2024	• GWG Committee	Fran	Policies up to date and implemented	Underway	Golf Australia resources to be implemented, GA to present to clubs and GWG. GA Csafeguarding policy provided to clubs! 100% of GWG Committee have WWCC and completed SIA C.S online modules	GA NIF Policies& Safeguarding resources
		• In partnership with relevant bodies, organise education for all district and club staff and volunteers to enhance compliance with such	• March 2024	• GWG Executive	Fran	1 or 2 education sessions per year	Underway	GA to provide these sessions. GWG to promote and encourage clubs to participate.	https://vicsport.com.au/child-safe-sport
Participation	Grow our Core	• Junior Development Committee to work with clubs to establish a junior program at every club under the guidance of a PGA Professional	• February 2024	• GWG Executive	Stewart & Clubs	All clubs have 1 junior program, existing x 2	Underway	Stewart Cluning GWG-JDC. Met with clubs 26/2 and 23/4/24. 2 New club coordinators, Moe & Morwell	GA Relationship Officer
		• Support Clubs to recruit volunteers (GA Accredited Community Instructors) to run program	• Jan-July 2025	• GWG Committee	Stewart & Clubs	20 now, 40 Community Instructors by Dec '24	Not Started	GWG to organise training of Community Instructors by PGA Professionals. GA to fund & assist	https://www.golf.org.au/communityinstructor
		• Develop District junior program to engage junior members and encourage greater participation	• April -Dec 2024	• GWG Committee	Stewart & Clubs	Increase Junior Events at clubs and district	Underway	2 clubs held Junior Pro-ams in 2023. Morwell & YGC plan for event in Feb 2025. GWG plans to expand events for juniors. GWG Junior Championship held in partnership with WGCC in 2024	Other districts successful in this space
		• GWG District and club programs are a pathway to Gippsland Sports Academy and beyond	• March 2024	• GWG Committee	Stewart	2 now, increase to 4-6 by 2025	Underway	Pathway exists but isn't well known, promote and tell the stories.	https://www.sportgippsland.org.au/
Participation	Attract new golfers	• Engage Golf Australia to support the development of programs and pathways**	• February 2024	• GWG Committee	Will & Stewart	GA Provide advice and education to clubs	Underway	Regular contact with GA	GA Relationship Officer
		• Plan open days across the region to promote golf to the community**. NB It is important that clubs have programs established prior to commencement of come and try days.	• May-Nov 2024	• GWG Committee	Clubs & GWG	Hold open day at clubs with a program	Underway	GWG is supporting the Play Well Latrobe initiative, GippSport is partnering with 5 LCC clubs. Negotiated club open day and these are promoted on Facebook.	https://www.golf.org.au/financial-insurance
		• Increase delivery capacity through coach development and education	• July-Nov 2024	• GWG Committee	Stewart & Clubs	PGA Professional advice is available to clubs	Underway	4 clubs have PGA Professionals running programs. 2 clubs have a paid community instructor.	https://www.clubhelp.org.au/
		• Focus on how to provide programs attractive to Women & Juniors**	• July-Nov 2024	• GWG Committee	GWG & Clubs	Fun, welcoming & supportive environment, increased participants in programs	Underway	GWG Grants assist clubs to increase programs. Alma Pepperall Event encouragement for new players to participate. Supporting Play Well Latrobe.	
Workforce	Grow our core	• In partnership with Golf Australia, develop a club workshop series to educate key club and district workforce personnel.	• July-Nov 2024	• GWG Exe	Fran	1 or 2 education sessions per year	Underway	In 2024 GA to provide session for clubs on Child Safeguarding	https://www.ausport.gov.au/volunteering
		• Golf Australia to fund the provision of a group Risk Management workshop with all GWG clubs	• April-Nov 2024	• GWG Exe	Fran	1 session per year	Underway	Held Risk management session in July 2024 in partnership with GA	
Marketing and Communication	Tell our story better	• Review structure and utilise all current online platforms FB, Instagram, website	• July-Nov 2024	• GWG Exe	Media Team	GWG Website finalised & regularly updated	Underway	Went live Dec'23. More work required to improve	
		• Identify platform expansion opportunities to engage new audiences	• July-Nov 2024	• GWG Exe	Media Team	No of promotions and engagement of increase participation in GWG & Club events	Underway	Looking to increase website engagement	
		• Develop metrics to measure, monitor and report on engagement social media, etc	• July-Nov 2024	• GWG Exe	Media Team	Clubs and GWG Working with new partners	Underway	Awaiting update on GA Media Project and roll-out to clubs. GippSport is working with clubs & GWG	Facebook and Website Analytics
		• Engage with community organisations, service providers, schools, and council	• July-Nov 2024	• GWG Exe	Media Team	Clubs and GWG Working together	Underway	Attempts to contact GA Social Media Hub have been unsuccessful, need to clarify role/expectation of Hub	https://www.facebook.com/groups/golfaustraliaclubsandfacilitiesocialhub?id=2du7gpxb3
		• Club & District Facebook administrators to join the Golf Australia Social Media hub to improve the effectiveness of club social media use. Join as your club, not as an individual.	• Feb-Nov 2024	• GWG Exe	Media Team	Clubs and GWG Working together	Underway	Attempts to contact GA Social Media Hub have been unsuccessful, need to clarify role/expectation of Hub	https://www.facebook.com/groups/golfaustraliaclubsandfacilitiesocialhub?id=2du7gpxb3
Women in Golf	Grow Our Core	• Review women's golf program to increase inclusivity**	• Feb-March 2024	• GWG Captains	Kaye & Warren	Increasing Women's participation in golf at entry level and competitions across clubs and GWG events	Underway	Charter signatory status gained due to already doing well in this space. Supported MGC to have the Bowl on Sunday	https://www.golf.org.au/womeningolfcharter
		• Consider multi-day or weekend event opportunities for women**	• Feb-March 2024	• GWG Captains	Kaye & Waz		Underway	GWG Captains to consider a new event to engage working women and others new top golf	https://www.golf.org.au/vision2025