



## **AGIC Strategic Framework Overview**

**May – 2018**

## Purpose:

### To enhance the game of golf through;

- ❑ Role modelling collaboration between industry bodies
- ❑ Informing industry bodies with data and perspectives to enhance the health of the game

## Objectives:

### Government Relations

On behalf of the Australian Golf Industry, influence local, state and federal governments to understand the importance of golf to local communities and provide more support and funding in areas such as;

- ✓ Community golf facilities, in particular capital works initiatives aimed at improving the golf club experience.
- ✓ Golf tourism, in particular the development and implementation of an international and domestic golf tourism initiative.

### Strategic Collaboration

On behalf of the Australian Golf Industry, collaborate and guide significant decision making processes related to the health of the game via;

- ✓ Research
- ✓ Community impacts
- ✓ Participation trends
- ✓ Membership trends and club environments

## Values:

Collaborative

Transparent

Strategic

Accessible

Data Driven



## AGIC Membership Structure

