

# STRATEGY FOR AUSTRALIAN GOLF 2022 – 2025

## OUR PURPOSE

More Australians playing more golf

## OUR PHILOSOPHY

All golf is golf and all of us can be golfers

## OUR POSITIONING

A sport for life and fun for all

### Strategic Pillars

### Strategic Enablers

	Tell our story better	Attract new golfers	Grow our core	Attract new fans & grow revenue	Work together
<b>Ambition</b>	Golf is seen as a sport for life and fun for all	More Australians playing more golf – in all its forms	Golf clubs and facilities are vibrant, solvent, sustainable community hubs	An exciting summer of golf and new revenue to reinvest in growth	Reduce fragmentation and grow golf as efficiently and collaboratively as possible
<b>What is Success?</b>	Grow golf's audience and address misconception as a sport for few	More golfers having great golf experiences	Healthy clubs and facilities that reflect their communities	Great events and digital products that grow passion and revenue to reinvest	A more aligned, less fragmented industry
<b>What will we do?</b>	Promote the “3Ps” – our purpose, philosophy and positioning – at every opportunity	Rollout national participation programs, embrace off-course facilities and grow golf among women, kids and families	Support clubs and facilities with targeted services and invest in workforce development	Create a compelling ‘Summer of Golf’ with a simplified commercial proposition, and build our digital portfolio	Continue to work together as an industry, removing duplication and silos