

## OUR VISION

# Everyone's game. Anywhere.

## OUR PURPOSE STATEMENT

To create and support an environment in Wales where golf is safe and accessible for everyone to participate, enjoy and progress.

## OUR VALUES

**Real    Innovative    People Centred    Excellence**

## OUR STRATEGIC PILLARS AND GOALS BY 2022

### 1 MORE GOLFERS

- 250,000 people introduced to the game
- 5% increase in overall participation
- 20% increase in women's participation
- 20% increase of girls in coaching
- 10,000 New2Golf members

### 2 STRONGER CLUBS

- 50 strong, accessible clubs achieving gold standard
- 50 clubs achieving Junior Accreditation
- 55% to convert to membership from New2Golf beginner coaching schemes
- 50% of clubs to increase their total membership
- 10% increase in Women and Girls membership

### 3 A RELATIONSHIP WITH EVERY GOLFER

- Engage with and add value to individual golfers
- Communicate directly with 80,000 golfers

### 4 OUTSTANDING EVENTS

- Offer a broad range of championships in support of Golf for All
- Increase the engagement of clubs and their members
- Contribute to the standing of Wales Golf through the effective running of events

### 5 GREAT PEOPLE

- Demonstrate Excellent Governance
- Promote Equality and Diversity throughout golf in Wales
- Develop workforce plans for our staff and volunteers
- Identify recruitment and development needs

### 6 WINNING GOLFERS

- 8 Welsh winners of major international amateur events
- Top 10 finish in World Amateur Team Championships
- Top 3 finish in European Team Championships
- 10 players in GB&I Teams
- 5 players in top 100 of WAGR

## HOW WILL WE KNOW IF WE ARE WINNING?

We will set annual objectives aligned to these long-term goals and monitor our progress against these goals via an annual scorecard. The Management team will report to the Board on a quarterly basis and action plans and budgets will be aligned to the annual scorecard. We will conduct a comprehensive review of progress at the mid-point of the plan.