

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.