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Bowral Golf Club

Callala Bay Country Golf Club

Gerringong Golf Club

Gibraltar Golf Club

The Grange Golf Club

Highlands Golf Club

Jamberoo Golf Club

Kangaroo Valley Golf Resort

Kiama Golf Club

Links Shell Cove Golf Club

Moss Vale Golf Club

Mt Broughton Golf & Country Club

Nowra Golf Club

Penrose Golf Club

Port Kembla Golf Club

Russell Vale Golf Club

Shoalhaven Heads Golf Club

St Georges Basin Golf Club

Sussex Inlet Golf Club

Vincentia Golf Club

Wollongong Golf Club

Worrigee Links Golf Club



Golf Illawarra



STRATEGIC PLAN

VISION STATEMENT

2013 -- 2015

“To promote golf in the area governed by Golf Illawarra by providing support to our Affiliated Clubs, other sporting bodies and individual golfers.”

KEY GOALS

- ❖ Establish a marketing plan for the growth of golf in the Illawarra District.
- ❖ Liaise with the District Club Professionals to offer coaching to young golfers in the art of golf.
- ❖ Develop and maintain strategies to maximise Inter-Club Competition in the Illawarra District.
- ❖ Liaise with other District Golf Associations and the Illawarra Academy of Sport to promote the development of elite golfers in the District.
- ❖ Enhance liaison, co-operation with and support of our State and National bodies, Golf NSW and Golf Australia.
- ❖ Evaluate the effectiveness of strategies and programs initiated by Golf Illawarra.

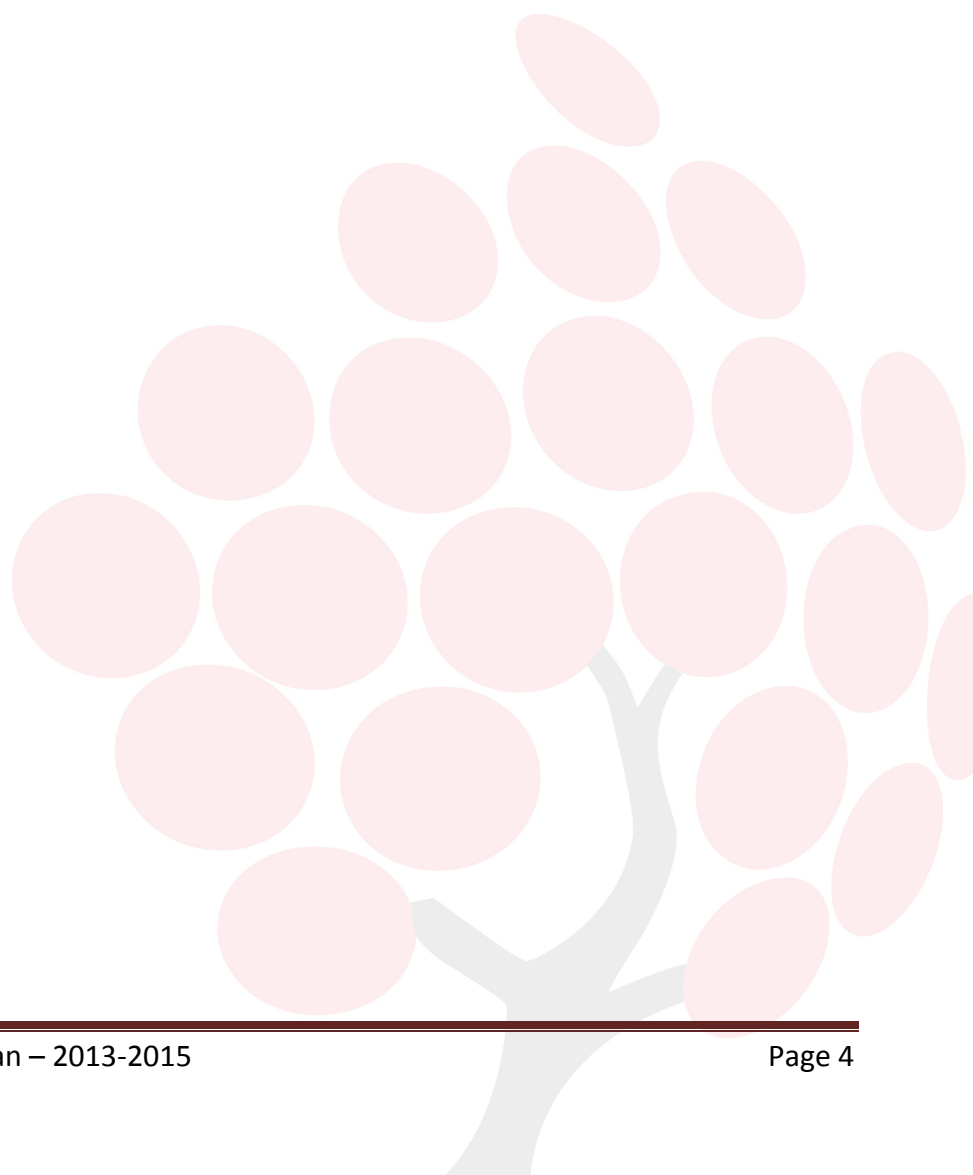
PILLARS OF THE STRATEGIC PLAN: --

- *Marketing, Communication and Promotion*
- *Competitions and Activities*
- *Junior Development*

MARKETING, COMMUNICATION AND PROMOTION

| PRIORITY | AREAS OF GROWTH | ACTIONS TO ACHIEVE TARGETS |
|---------------------------------------|---|---|
| ❖ Establish and refine Strategic Plan | <ul style="list-style-type: none"> ✚ Regular meetings of Executive to discuss strategic matters | <ul style="list-style-type: none"> ➤ Commence work on the Vision Statement, outlining key goals and pillars of the Strategic Plan. |
| ❖ Promote Elite Golfing Activities | <ul style="list-style-type: none"> ✚ Liaise with IAS to continually refine program at IAS through our JPO. ✚ Promote and publicise Matches against other Districts. ✚ Promote and publicise Pennants and new events such as IOS and Champion of Champions. ✚ Promote events to media. | <ul style="list-style-type: none"> ➤ Executive review programs of IAS and comment through JPO ➤ Communicate to Clubs through website and newsletter |
| ❖ Refine Logo and Website | <ul style="list-style-type: none"> ✚ Organise new Logo to be established. ✚ Communication with Clubs. ✚ Communication with Golfers. ✚ Communication with External Entities. | <ul style="list-style-type: none"> ➤ Organise external consultant to generate pro forma of Logo, approve at Executive level and inform Clubs |

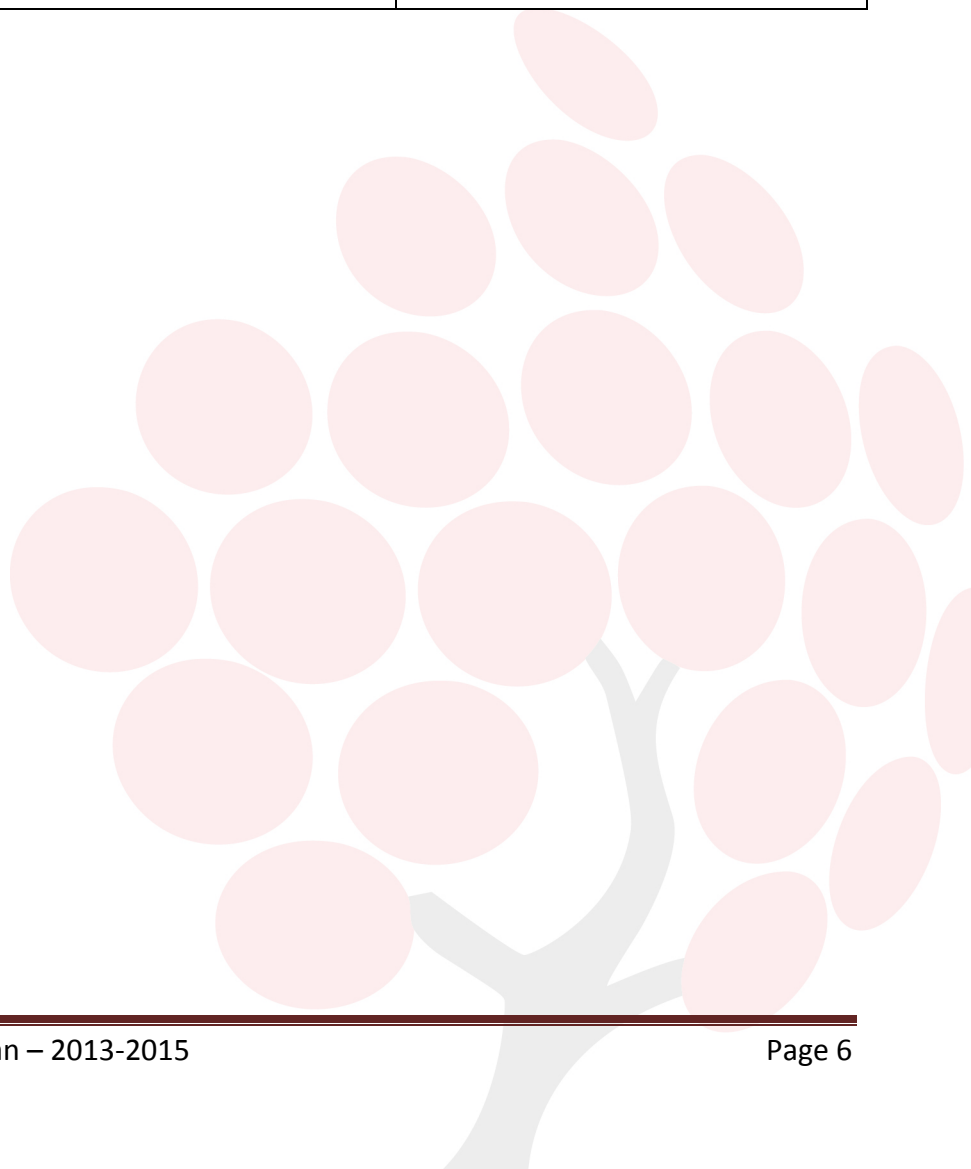
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| ❖ Individual Club Open Events | <ul style="list-style-type: none"> ✚ Encourage Clubs to publicise their Open Events through Golf Illawarra website and yearly programs. | ➤ Communicate Events and results through Monthly Newsletter |
| ❖ Major Junior Event | <ul style="list-style-type: none"> ✚ Create and set up details of event in January school holidays. ✚ Create Collegians RLFC Illawarra Junior Masters. ✚ Promote event to media | ➤ Gain ongoing financial support and publicise same through Newsletter and website |



COMPETITIONS AND ACTIVITIES

| PRIORITY | AREAS OF GROWTH | ACTIONS TO ACHIEVE TARGETS |
|-------------------------|--|---|
| ❖ Pennants | <ul style="list-style-type: none"> ✚ Encourage Clubs' involvement in Illawarra Pennants. ✚ Promote Pennants to media. | <ul style="list-style-type: none"> ➤ Maintain Executive involvement in Pennants and produce pictures in Newsletter and website |
| ❖ Tri-Ennial Series | <ul style="list-style-type: none"> ✚ Increase knowledge of importance and awareness of outcomes relative to Series. | <ul style="list-style-type: none"> ➤ Communication Release to be formulated to inform Clubs of what is happening. ➤ Promote this Event with Elite golfers in District ➤ Choose Team on ability and availability. |
| ❖ Champion Of Champions | <ul style="list-style-type: none"> ✚ Generate 90% Club involvement in the Event in "A" Grade by year two of inception | <ul style="list-style-type: none"> ➤ Promote Event with Clubs ➤ Communicate with media in promoting Event. ➤ Formulate Media Release to media to inform public of Event. |
| ❖ Illawarra Open Series | <ul style="list-style-type: none"> ✚ Promote events with Clubs in District through Communication Release to Clubs. ✚ Promote Event through media with Media Release. | <ul style="list-style-type: none"> ➤ Promote events with Clubs in District through Communication Release to Clubs. ➤ Promote Event through media with Media Release. |
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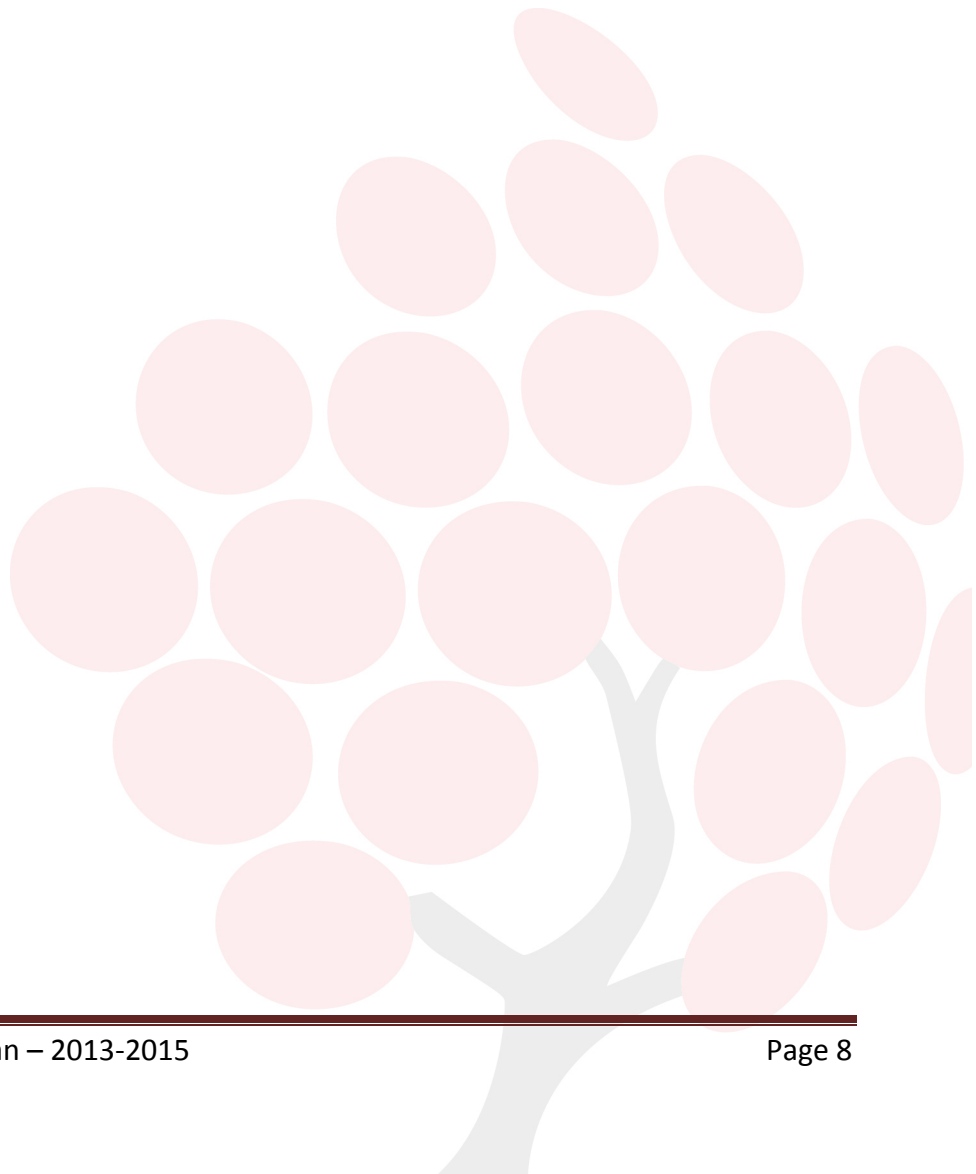
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| ❖ Country Championships | <ul style="list-style-type: none"> ✚ Generate Club awareness of this Event through Monthly Newsletter and website | <ul style="list-style-type: none"> ➤ Promote this event with elite golfers in District. ➤ Choose team on ability and availability. |
| ❖ Individual Club Open Events | <ul style="list-style-type: none"> ✚ Encourage clubs to publicise their Open Events through Golf Illawarra website and yearly programs | <ul style="list-style-type: none"> ➤ Publicise through Newsletter and website |
| ❖ Major Junior Event | <ul style="list-style-type: none"> ✚ Formulate New Structure For Maximum Participation. ✚ Promote Event at Club and District levels and with JNJG. | <ul style="list-style-type: none"> ➤ Formulate New Structure For Maximum Participation. ➤ Promote Event at Club and District levels and with JNJG |



JUNIOR DEVELOPMENT

| PRIORITY | AREAS OF GROWTH | ACTIONS TO ACHIEVE TARGETS |
|-------------------------------|--|--|
| ❖ Illawarra Academy Of Sport | ✚ Foster greater involvement of eligible Juniors in the Academy Squad. | <ul style="list-style-type: none"> ➤ Communicate to Clubs in regard to Academy and participation. ➤ Feedback to Clubs about Academy achievements. |
| ❖ Junior Pennant | ✚ Encourage Juniors to play, even in composite teams with other Clubs. | <ul style="list-style-type: none"> ➤ Formulate and show pictures and points for consideration for involvement of Juniors in Pennant sides through Newsletter. |
| ❖ Individual Club Open Events | ✚ Encourage Clubs to promote their Junior Events | <ul style="list-style-type: none"> ➤ Encourage Clubs to promote their Junior Events on Golf Illawarra website. ➤ Academy members to play in their Club Open Event and at least 2 other local Club Open Events. ➤ Results to be published on Golf Illawarra website. |
| ❖ Major Junior Event | ✚ Increase Junior participation in Major Annual Event by 30% during 2014. | <ul style="list-style-type: none"> ➤ Formulate new structure for maximum participation. |
| ❖ Clinics And Coaching | ✚ Encourage Professionals to provide quality coaching and clinics for Illawarra Juniors. | <ul style="list-style-type: none"> ➤ Survey to be sent to Club Professionals in regard to promotion of golf and clinics for Golf Illawarra District. |

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| | | <ul style="list-style-type: none">➤ Involvement of Professional(s) in clinics on behalf of Golf Illawarra.➤ Establish a Model of Participation. |
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EVALUATION OF STRATEGIES

| PRIORITY | AREAS OF GROWTH | ACTIONS TO ACHIEVE TARGETS |
|--|--|--|
| ❖ Strategic Plan | ✚ Foster greater involvement of eligible Juniors in the Academy Squad. | ➤ Executive to meet six-monthly to evaluate the strategies put in place. |
| ❖ Website | ✚ Enhance the website and determine hits on the site monthly. | ➤ Executive to meet at regular intervals to evaluate how the Golf Illawarra website is working. ➤ Secretary to get regular statistics from the website and report to Executive. |
| ❖ Communication and Club Involvement. | ✚ Generate a functional communication culture involving the Executive and the Clubs of Golf Illawarra. | ➤ Secretary to regularly keep in contact with the Clubs to evaluate the involvement of Clubs in the spreading of news about events, etc. |
| ❖ Participation Of Clubs And Golfers In Events | ✚ Promote a culture of involvement in Open Events. | ➤ Executive to meet at regular intervals to evaluate participation of players in Open Events, etc. |