



Everyone's Game

Strategy Overview
2023-2028



Our Strategic Framework

Our strategic framework defines and clarifies our strategic pillars that support our long-term vision for the future. It sets out our ways of working, and will act as our roadmap when navigating daily challenges and will help to inform our decision-making.



Vision

Everyone's Game: for fun, for sport, for life



Purpose

To secure golf's position as a thriving sport now and into the future

Values

Fun

Enjoyment while striving for success

Real

Open, honest and with integrity

Inclusive

Open to everyone

Collaborative

Achieve more, together

Excellence

Be the best you can be, always

Strategic Pillars

1

Shaping the Future

An inclusive and accessible game for all

2

Club & Player Engagement

Proactive and high quality support to clubs and players

3

Competitions

Inclusive and competitive opportunities for all

4

High Performance

Developing talent to win on the world stage through inspirational environments

5

Organisational Development

A sustainable organisation at the heart of golf in Wales

Goals

- ▶ Engage with and inspire new and existing audiences
- ▶ Grow junior participation
- ▶ Increase the participation of Women and Girls
- ▶ Develop a facilities strategy for the game in Wales

- ▶ Provide high-quality club support
- ▶ Assist clubs to grow a diverse network of volunteers
- ▶ Provide high quality support to golfers
- ▶ Promote excellent and inclusive club governance structures and environments

- ▶ Provide inclusive and competitive opportunities through outstanding events

- ▶ Enhance the development of our high-class performance programme
- ▶ Define and develop the pathway to High Performance
- ▶ Deliver international success

- ▶ Strong governance and leadership
- ▶ Build awareness of the role and services of Wales Golf through effective communication
- ▶ Create a sustainable, forward-facing and efficient organisation to support the development of the game

