

# GOLF CANADA GOLF

20 | STRATEGIC PLAN  
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## OUR VISION FOR GOLF IN CANADA

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**Golf will always be the most popular sport in Canada; a lifelong passion that:**

- Engages and inspires Canadians of all ages, genders, and backgrounds;
- Embodies the principles and qualities of being Canadian;
- Creates moments, memories, and opportunities to come together;
- Promotes a healthy lifestyle;
- Develops life skills, character, and instills core values;
- Fosters and supports a system of world-class development programs;
- Produces heroes that fuel national pride and a sense of community;
- Stimulates economic, social, and cultural growth;
- Protects our environment and celebrates the beauty of our nation.



## GOLF CANADA STRATEGIC FOCUS FOR 2016

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*“One Vision” and “Synergy” continue to be our focus. During 2015, we identified four key relationships that have been considered in developing our strategic focus and key initiatives:*

- Become better partners with **facilities** across Canada – delivering more value and driving more membership and play
- Become more relevant to the **core/avid golfer** – making their experience more fun/enjoyable
- Become more aligned with **national and provincial partners**
- Expand relationships/programming with the **R&A and USGA**

*We continue to employ a narrow focus on the initiatives that deliver against Golf Canada’s strategic imperatives.*

*Consistent with our Vision 2017 plan, our 8 strategic initiatives for 2016 fit within 6 imperatives from the “House”:*

- 1.1 - Engage more youth in the sport of golf
- 1.2 - Promote societal benefits and develop a connection with more golfers
- 3.1 - Develop sustainable funding and fiscal responsibility
- 4.1 - Collaborate with provincial golf associations, Facilities, NAGA, government and international partners
- 4.2 - Increase capabilities in digital and interactive technology
- 4.3 - Strengthen communication and brand awareness

## VISION:

To ensure golf is the most popular sport in Canada

**MISSION:** As the NSF, Golf Canada will be the leader in driving participation, engagement, capacity, and excellence in our sport

**CORE VALUES:** Purposeful, Inclusive, Respectful, Responsive

### GROW PARTICIPATION

**1.1 Engage more youth in the sport of golf**

→ *Optimize junior golf strategy*

**1.2 Promote societal benefits and develop a connection with more golfers**

→ *Phase 1b Membership evolution*

1.3 Increase access for under represented groups

### ENSURE EXCELLENCE

2.1 Implement programming for high performance juniors, Team Canada and emerging professionals

2.2 Develop coaches and certified officials

2.3 Host best in class national and international championships

### EXPAND CAPACITY

**3.1 Develop sustainable funding and fiscal responsibility**

→ *Maximize business development strategy to engage Corporate Canada*

→ *Optimize corporate and ticket sales for Professional Championships*

→ *Develop a long-term venue strategy for the Canadian Open*

3.2 Uphold and preserve rules, handicapping, course rating, amateur status, and the history of the game

3.3 Provide opportunity and training for all volunteers and staff

### FOSTER INTERACTION

**4.1 Collaborate with Provincial Golf Associations, Facilities, NAGA, government and international partners**

→ *Enhance collaboration with the Provincial Golf Associations*

**4.2 Increase capabilities in digital and interactive technology**

→ *Continue Score Centre enhancements*

**4.3 Strengthen communication and brand awareness**

→ *Communications plan to leverage golf's return to the Olympics*





## GOLF CANADA & THE CANADIAN SPORT POLICY

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As the National Sport Federation for golf and proud member of the Canadian Olympic Committee, we have aligned our strategic plan with the Canadian Sport Policy.

As an overarching vision, the Canadian Sport Policy is focused on creating a dynamic and leading-edge sport environment that enables all Canadians to experience and enjoy involvement in sport to the extent of their abilities and interests and, for increasing numbers, to perform consistently and successfully at the highest competitive levels.

Golf Canada's strategic plan is based on four core principles – Participation, Excellence, Capacity and Interaction – that we believe represents an **ASPIRATIONAL VISION** for our association and the sport of golf in Canada.



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