

**MURRAY DISTRICT GOLF  
ASSOCIATION  
STRATEGIC PLAN: 2018-2021**

## **Introduction**

Currently many clubs are working hard to achieve the same goal “growing golf” but going about it individually. The aim of the Murray District Golf Association (MDGA) is to encourage independence and local management at the club level while at the same time co-ordinating all stakeholders under a flexible framework to promote golf across the district. The MDGA supports and helps to strengthen the programs currently operating at club level as well as providing across district competition such as Pennant and District Championship events.

The MDGA believes that through understanding stakeholder’s roles and responsibilities and fostering an environment of co-operation, goodwill, respect and commitment a common goal, “growing golf in the Murray District” can be achieved.

## **Vision**

To promote and advance the sport of golf in the Murray District, ensuring a sustainable future for the game.

## **Mission**

Promoting the joy of golf to current and next generation players.

## **Key focus areas**

### **Providing leadership**

Murray District Golf Association is the peak regional body for the sport. Our role is to be the voice of golf in the Murray, providing a united approach to the development of the game, representing the interests of affiliated clubs with Golf NSW and other stakeholders, and delivering a range of services that encourages participation and development of the game.

### **Driving sustainability**

Golf is a popular sport in our region, and we are also the #1 destination in Australia for golf tourism. Despite this, the average player age is increasing and fewer people are taking up the sport. Our challenge is to ensure the game’s sustainability over the longer term by encouraging more people to take up the sport and to assist affiliated clubs in being attractive and vibrant social destinations accessible to players of all ages and capabilities.

### **Supporting clubs**

Active, popular and successful clubs are the lifeblood of the sport, the core around which the game is played and enjoyed. We support affiliated clubs large and small in

developing and delivering a range of competition and social activities that cater to the needs of existing and potential members.

### **Managing competitions**

The association is resourced to manage interclub competitions and to send representative teams to state competitions.

### **Increasing participation**

The future of our game belongs to the players we attract to the sport. We are dedicated to building on what we have and promoting the attractiveness of the game to potential participants. This includes juniors and other groups identified through research.

Our junior programs nurture the development of emerging players and create lifelong affiliations with the game.

### **Developing players**

We encourage players who want to develop their game through providing high performance opportunities.

### **Improving governance**

Success is achieved through prudent and accountable management with clear achievable goals.