



MURRAY DISTRICT GOLF ASSOCIATION STRATEGIC PLAN: 2022 - 2027

Introduction

One of the key roles of the Murray District Golf Association (MDGA) board is to establish a clear vision and mission for the district. This includes setting goals and objectives for the district, as well as identifying the resources and strategies that will be needed to achieve these goals. By setting clear expectations and direction, the board can provide guidance and support to district stakeholders as they work to improve the district's performance.

Currently many clubs are working hard to maintain their membership base, which grew substantially at some clubs during COVID as well as increasing participation rates at all levels. The MDGA board encourages 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 board aims to provide support to strengthen programs currently operating at club level as well as providing across district competition such as Pennant and District Championship events.

By developing a comprehensive plan that takes into account the district's goals, challenges, and opportunities, the MDGA board can ensure that the district is well-positioned to achieve its objectives and make a positive impact on the community it serves.

Vision

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

Mission

To ensure that golf is an accessible and affordable sport to current and next generation players.

Key focus areas

Providing leadership

Effective leadership is also critical to successful golf district management. The board must provide strong and effective leadership, both at the board level and within the district. This involves setting a positive example, providing guidance and support, and holding directors accountable for their performance. By providing strong leadership, the board can help to create a positive and collaborative culture within the district, which can enhance its ability to develop appropriate management programs.

The 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 although social player numbers have increase, fewer young people are taking up the sport competitively. 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. The MDGA, like Golf NSW is a member/club-based organisation, however moving forward we will look to build closer ties with other non-green grass facilities eg hockey, lawn bowls.

Supporting clubs

The MDGA board must also ensure that the district has the necessary resources and support to achieve its goals. This may include providing financial resources, personnel, and facilities, as well as developing partnerships with other organizations and stakeholders. By providing the necessary resources and support, the board can help to ensure that the district is able to effectively carry out its mission and achieve its goals. Support for 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 is the core foundation of the board's operation. The MDGA board also works collaboratively with the Golf NSW/JNJG Regional Manager (Murray) to provide support to all the clubs in our district.

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 in conjunction with Golf NSW nurture the development of emerging players and create lifelong affiliations with the game.

Developing players

We encourage players who want to develop their game to access high performance opportunities within the Golf NSW framework.

Improving governance

Effective golf district management requires strong governance to ensure that the district's resources are used efficiently and effectively to achieve its goals and objectives. Good governance involves a combination of clear policies and procedures, effective leadership, and transparency and accountability in decision making.

Strategies	Commence	Deadline	Progress
Identify the key challenges and opportunities facing the district and prioritize them based on their potential impact and the district's ability to address them.	01/01/2023	21/03/2023	Ongoing
Develop specific and measurable targets for each goal, which will provide a basis for tracking progress and evaluating the district's performance.	01/01/2023	21/03/2023	Ongoing
Identify the strategies and activities that will be needed to achieve each goal, including both short-term and long-term actions.	01/01/2023	21/03/2023	Ongoing
Establish a timeline for implementing the plan, with specific milestones and deadlines for achieving each goal.	01/01/2023	21/03/2023	Ongoing
Develop a budget to support the implementation of the plan, including the resources and personnel that will be needed to carry out the activities and strategies.	01/01/2023	21/03/2023	Reviewed monthly
Identify potential risks and challenges that could impact the district's ability to achieve its goals and develop contingency plans to address them.	01/01/2023	21/03/2023	Ongoing
Engage with district stakeholders, including volunteers and community members, to seek their input and support for the plan.	01/01/2023	21/03/2023	Ongoing
Regularly review and update the plan to ensure that it remains relevant and effective in addressing the changing needs and priorities of the district	01/01/2023	Annually	Completed 2023

SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Passionate & committed board members, lack of elitism • Support for small clubs • 5 year strategy, providing strategic direction • Strong relationships with governing bodies • Junior programs • Administering & managing own pennant events • MDGA is well resourced, \$ & people • Proactive (attractive to small clubs on geographic fringe) • Inclusive group proud to represent the District: team first approach; ambassadors for the Murray District • Rapport and collegial relationship with GNSW Regional Manager 	<ul style="list-style-type: none"> • Perceived lack of support for larger clubs • Communications, leading to a lack of awareness • Geography – remote clubs • Board is time poor • Unclear direction: who are we? • Lack of engagement and ownership of programs by clubs eg juniors • Lack of relevance to clubs • Niche sport • Costly to maintain greens • Competitive golfers declining, social golfers growing • Lack of welcome to and promotion of the sport to juniors
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Strong leadership • Building numbers of social golfers; increase sport participation • Communications strategy <ul style="list-style-type: none"> – Voice of golf for Murray District – Promote value of MDGA to clubs – PR campaign – Continue to foster inter club relationships – Change perceptions of golf from elitism to egalitarian – Membership creates a sense of belonging • Embrace new players & activities <ul style="list-style-type: none"> – Develop new segments, e.g. women, seniors, juniors – Participation not just competition – Alternative activities at clubs for non-playing partners & children – Innovate formats & activities, e.g. childcare, movies, shortened course – Golf Link; could especially help smaller clubs – Provide followup pathways for juniors moving to the next level 	<ul style="list-style-type: none"> • Other sports & lifestyle activities • Ongoing misconceptions of the game as elitist • Club apathy/resignation • Ageing demographic of current players, loss of competitive players, increased social golf • Parents discouraging children to take up the sport • Cost • Small Clubs without succession plans • Movement of population from rural and regional areas