

Strategic Plan — November 2017

1. Vision Statement

“Preserve, share and celebrate the history of golf in Australia.”

2. Statement of Purpose

1. To collate and record the history of golf in Australia.
2. To bring together Society members to enjoy one another’s company by arranging golf days, dinners and other events.
3. To arrange Historians Forums with guest speakers’ presentations of historical note and interest.
4. To manage, develop and enhance the heritage golf collection and work towards the establishment of a National Golf Museum with Golf Australia.
5. To cooperate with any club, association, society or individual within Australia and overseas whose purposes are similar to those of the Golf Society of Australia.
6. To communicate our aims and activities using appropriate technology to members and the wider golf community.

3. President’s Summary

This strategic plan has been prepared to identify the main activities of the Society and develop the necessary tactics and actions for the timely achievement of predetermined objectives over the next three years.

The planning process was initiated by a comprehensive analysis of the Society’s current strengths, weaknesses, opportunities and threats (SWOT) in which all GSA Committee members participated. This structured, detailed analysis revealed several key elements (e.g., membership, finance, website and communications) which were recognised as vital for the ongoing success of the Society and its objectives as listed in the Index.

In general, the Society’s traditional activities (e.g., dinners, historian’s forums, *The Long Game*, golf and hickory events) will continue, yet with higher levels of participation due to increasing membership and improving means of promotion and communication. We are building on past successes and adding to the value of membership by the application of our growing levels of experience and skills.

The policy of previous committees to restrict the number of members to around 200 has been reassessed and an active recruitment program is well under way within Victoria and interstate. Importantly, the creation of state chapters has recently commenced and attracted a number of new members. In addition, the Society is establishing reciprocal arrangements with similar societies in the UK and US to form connections, share information and celebrate the history of golf.

The Society is facing many challenges over the coming months and years, especially the management and display of its extensive collection and library. This, together with its relationships with Golf Australia (GA), the Professional Golfers Association (PGA) and the Australian Golf Heritage Society (AGHS) will present situations never encountered before and will demand well planned and applied management.

Changes outside our sphere of influence are occurring which will undoubtedly impact on the Society. It is our intention to be well placed to meet these and continue to grow our membership and range of activities.

This strategic plan will greatly assist us to address those challenges and achieve our objectives.

4. Planned Ongoing Functions and Activities — Summary

- 3 Dinners per year
- 3 Historians Forums
- Regular Committee meetings
- Hickory Heroes events on a regular monthly basis
- Golf Society Handbook Events
 - Don Lawrence 4 BBB
 - President's Trophy
 - Annual Hickory Event: Frank Shephard (men)/Burtta Cheney (women)
 - Doug Bachli Trophy
- Al Howard Interstate Hickory Event
- Annual General Meeting function