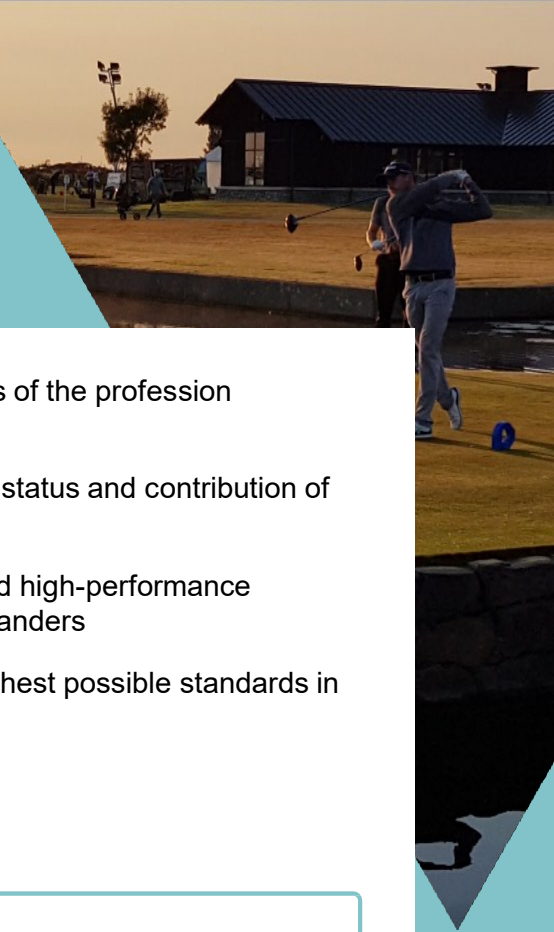


OUR STRATEGIC PLAN



THE ROLES AND VALUES OF THE PGA



The Professional Golfers' Association (PGA) is dedicated to promoting the game of golf and enhancing the standards of the profession

- Encouraging more golfers to learn, develop and actively participate in the game at all levels, while increasing the status and contribution of the PGA Professional to the growth of recreational golf
- Promoting tournaments and competitions that deliver development opportunities for tournament professionals and high-performance amateurs, leading to more international success and high-quality golf experiences for the enjoyment of New Zealanders
- Delivering world class training and qualification programmes for PGA Professionals to attain and maintain the highest possible standards in coaching, business, management and related golfing services

We will exhibit the following values in carrying out these roles:

Passion

- A community of members with common goals and aspirations to inspire more golfers to grow their enjoyment of the game of golf

Integrity

- Executing our strategy and striving to achieve our goals with integrity and professionalism, in the best interests of our members
- Being Inclusive, consistent and transparent in all our decision making
- Taking a lead in sharing information and resources, while communicating effectively

Focus

- Delivering continuous improvement in the provision of PGA activities
- Applying learned skills and knowledge to generate creative and practical outcomes
- Consulting regularly with members, external professional golf organisations and other golf stakeholders

Trust

- Being loyal and respectful custodians of the PGA of New Zealand, its brand, its members, and its culture
- Providing a friendly, caring and respectful environment for all members, business partners and stakeholders

Professionalism

- Continually striving to deliver the highest possible standards and achieving our maximum potential in everything we undertake
- Delivering the highest quality of service and expertise to our members, business partners, sponsors and other stakeholders
- Building our future on a foundation of exceptional performance

OUR VISION

PGA members inspiring more people to play and enjoy golf

OUR MISSION

Developing the skills and resources of PGA members to deliver improved experiences for all golfers

OUR STRATEGIC PLAN

Is built around three strategic pillars, each with a clear strategic intent

Recreational Golf

*Serving the needs of Clubs
and Casual Golfers*

PGA Professionals using their skill, resources and status to encourage more recreational golfers to learn, develop and actively participate in the game at all levels.

Competition Golf

*Growing Tournaments
and High-Performance Golf*

Promoting and delivering tournaments that create developmental opportunities for competitive golfers, leading to more international success and high-quality golf experiences for the enjoyment of New Zealanders.

Vocational Golf

*Training and Supporting
World Class Professionals*

Delivering world class training, resources, and qualification programmes for PGA Professionals to attain and maintain the highest possible standards in coaching, business, management and related golfing services.

OUR STRATEGIC INITIATIVES

Recreational Golf

*Serving the needs of Clubs
and Casual Golfers*

Collaborate with clubs and strategic partners to promote a greater interest in the game of golf

Inspire and educate PGA members with strategies to foster more active participation in the game of golf

Mobilise PGA members to support recreational coaching initiatives in collaboration with clubs and strategic partners

Competition Golf

*Growing Tournaments
and High-Performance Golf*

Provide innovative PGA Tournaments that deliver a unique player experience

Deliver a sustainable NZPGA Championship

Mobilise PGA members to support the development and execution of more high-quality tournament golf events

Vocational Golf

*Training and Supporting
World Class Professionals*

Enhance our World Class PGA Trainee and member education programme through annual review of content and material using national and international consultants

Raise the profile of PGA of New Zealand professionals nationally and internationally

Implement a marketing plan that promotes the PGA of New Zealand professional as the expert in the game and business of golf

Deliver relevant, easily accessible education modules in business, management, coaching and game development

Promote the diverse skill set of the PGA of New Zealand Professional to key industry organisations

OUR STRATEGIC PARTNERS

PGA WORLD ALLIANCE

Leading world PGA organisations collaborating for the good of the game and the interests of PGA Professionals.

PGA OF AUSTRALIA

The PGA of Australia's mission and vision is to promote and grow the game of golf at all levels and provide our current and future Members with the opportunity to maximise their career potential. At the same time, we aim to be one of Asia-Pacific's leading sports brands, recognised as an industry leader who delivers the highest standards.

SKILLS ACTIVE

The industry training organisation for sport, exercise, recreation and performing arts. Skills Active create qualifications and help workplaces to get staff trained up. Through this work, our industries can step up, strengthen their people and flourish as individuals and businesses

THE R & A

The R & A seeks engage and support activities for the benefit of the sport of golf from the Royal and Ancient Golf Club of St Andrews.

NZ GOLF

New Zealand Golf provides a range of services for the game including overseeing the rules of the game, running of the national handicapping system, managing the New Zealand Golf representative team programme (including the Olympic programme) and the management of a number of golf tournaments

DOT GOLF

DotGolf is an independent software solution provider, servicing both New Zealand's golf industry and international golfing markets. Since 1999 we have worked closely with golf clubs and golfing organisations to develop custom software, to meet their needs.

GOLF MANAGERS ASSOCIATION

The Association's principal aims are to help managers with their everyday management of their clubs through providing forums for the exchange of views, experiences and information and to provide assistance with study grants. The Association also acts as a vehicle to represent their interests at the national and district level.

NZ GOLF INDUSTRY COUNCIL

To encourage coordination and collaboration between industry organisations in New Zealand