



## ACT Monaro District Golf Association (ACTM DGA) Four-year Plan 2018-2022

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### The Key Objectives of the DGA

1. To organize and manage golf competitions and promote golf in the District, including representative competitions.
  2. To collaborate on the promotion of junior golf development programs in the District.
  3. To work with member clubs and kindred bodies to foster golf participation in the ACT and region, and to enhance awareness of the DGA's role.
  4. To represent the interests of the golfing community in the ACT and region.
  5. To facilitate greater use by member clubs of the resources and support available from Golf NSW and Golf Australia.
  6. To manage the DGA's resources and activities prudently.
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### DGA Plan and Priorities

#### 1. District Competitions and Representative Teams

- a. Organize and manage each year's District fixtures in conjunction with DGA clubs; confirm the next Pennants draw by end-November each year.
- b. Organize inter-District representative competitions.
- c. Coordinate District involvement in some 8-10 District, Golf NSW and Golf Australia events each year.
- d. Collaborate with the women's Central Southern Golf Association (CSGA) and ACT Region Veteran Golfers Association (VGA) to coordinate golf programs.
- e. Provide guidance and assistance to DGA clubs with Open and other major events.

#### 2. Junior Golf Programs

- a. Coordinate 'junior week of golf' programs for the District in the July and October school holidays each year; and other junior events through the year.
- b. Manage the participation of the District team in the Australian Junior Boys' Open and in the associated Australian Boys' Interstate Series.
- c. Work with other stakeholders – Golf NSW, Jack Newton Junior Golf, schools, government agencies – toward common goals in junior golf development, including high performance opportunities.

#### 3. Work with Member Clubs

- a. Implement findings identified by member clubs and other stakeholders at the 2017 District golf forum.
- b. In conjunction with member clubs, develop a 'welcome pack' for new golfers.
- c. Promote awareness of the trend toward 'Social Golf Clubs' and how member clubs might find ways to cater for the demand within their competitions.
- d. Work with member clubs to promote the calendar of club major events in the District.
- e. In recognition of ACT Government and Golf NSW expectations, develop better data on initiatives and participation rates for social golfers and diverse groups across the District.

#### **4. Represent the golfing community**

- a. Prepare ACTM DGA simple 'about us' communication material, drawing on Golf NSW and Golf Australia resources and strategies.
- b. Analyse opportunities and seek engagement with ACT Government and peak/local industry bodies and firms on their sport/social/community/health/water/planning agendas and financial grants and other support.
- c. Review opportunities to promote golf in the region through inbound tourism, including online and social media prospects.

#### **5. Greater Use of Golf Australia and Golf NSW**

- a. Use opportunities such as the Golf NSW Road Shows and the ACT Monaro golf forum to review club support resources, grants and strategies available from Golf NSW and Golf Australia.
- b. In particular, review resources and strategies to support volunteer training and recognition, Rules of Golf training, and club insurance practices and premiums.

#### **6. Prudent management**

- a. Share the ACTM DGA plan (and progress) with member clubs.
- b. In consultation with member clubs, study options for other revenue sources for DGA activities (Golf NSW Key Focus 3).
- c. Contribute to the Golf NSW review of the role and governance of DGAs, toward the most efficient and effective structures for the promotion and administration of amateur golf in the District. (Golf NSW Key Focus 5).
- d. Find ways to benchmark the ACTM DGA approach against similar groups.

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### **Financial Planning Approach**

Through prudent management in recent years, DGA finances are in a healthy state. However:

- At current rates, DGA affiliation fee income will vary only by small amounts each year due to the relatively steady state of club membership levels overall.
- Expenses each year for representative teams are quite variable, depending on location – including the ACT boys' team at the annual Australian Interstate Junior series. This necessitates a multi-year plan to manage the cycle of high and low cost years.
- Term deposit income is reliable and secure but dependent on very low interest rates.
- The ACT Government has widened the criteria in regard to diversity and participation for awarding annual operating grants which the Association is unable to satisfy under current arrangements, meaning a loss of this income source for the foreseeable future.
- New means of attracting income will be sought as part of a renewed marketing plan.

#### **Illustrative Forward Plan**

The DGA's forward financial plan for our six key objectives, includes the following principles:

1. Pennant registration fees will remain unchanged at \$40 per team.
2. Registration for District events will be promoted to increase participation.
3. We will continue to allocate some 40% of our total income to our Junior golf programs.
4. We will invest more in promotion of golf by a managed drawdown of our cash balance.
5. We will only commit funds for the demonstrable benefit of golf in the District.
6. We will use low-risk investment strategies to protect the Association's financial assets.
7. District affiliation per capita fee will be held at no more than the Golf NSW metro-country gap, with the per capita for junior members kept as low as possible.