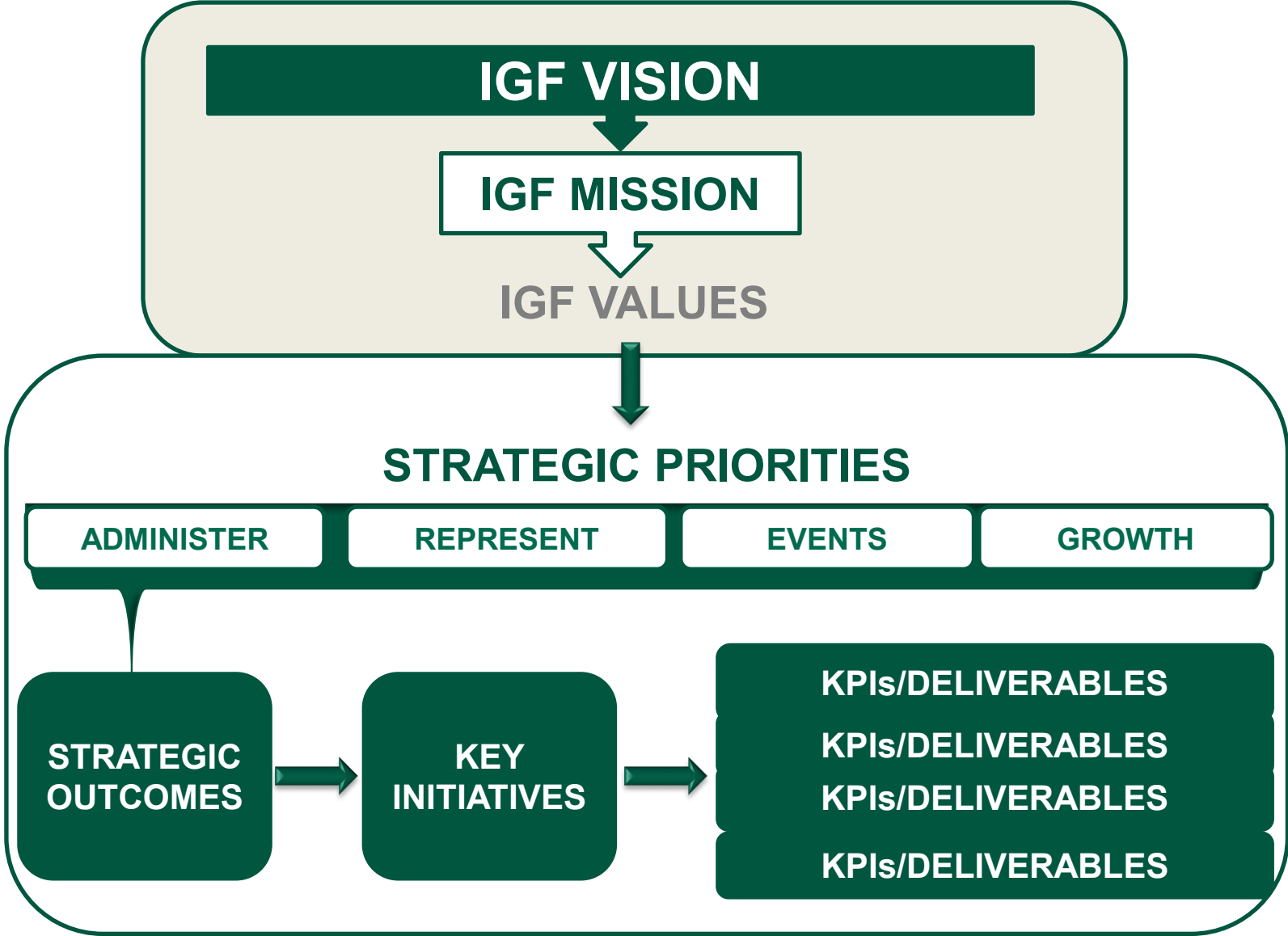




# IGF Strategic Business Plan 2021-2028



# Strategic Plan Format



# Vision, Values & Mission



## VISION

We aim to

**I**nspire – through our actions and events

**G**enerate – more fans and more golfers

**F**oster – sustainability, diversity and good governance

## VALUES

**Integrity** - We are truthful and honest in all our dealings

**Respect** - We are respectful of diverse opinions and value our stakeholders equally

**Excellence** - We deliver our events, services and activities at the highest possible standards

**Solidarity** - We are united in our philosophy, objectives and approach

## MISSION

**Administer** the statutes, practice and activities of golf as the recognized International Federation within the Olympic and Paralympic Movements

**Represent** golf within the Olympic and Paralympic movements and other international organisations and be a leading contributing partner.

**Encourage** the international growth of golf

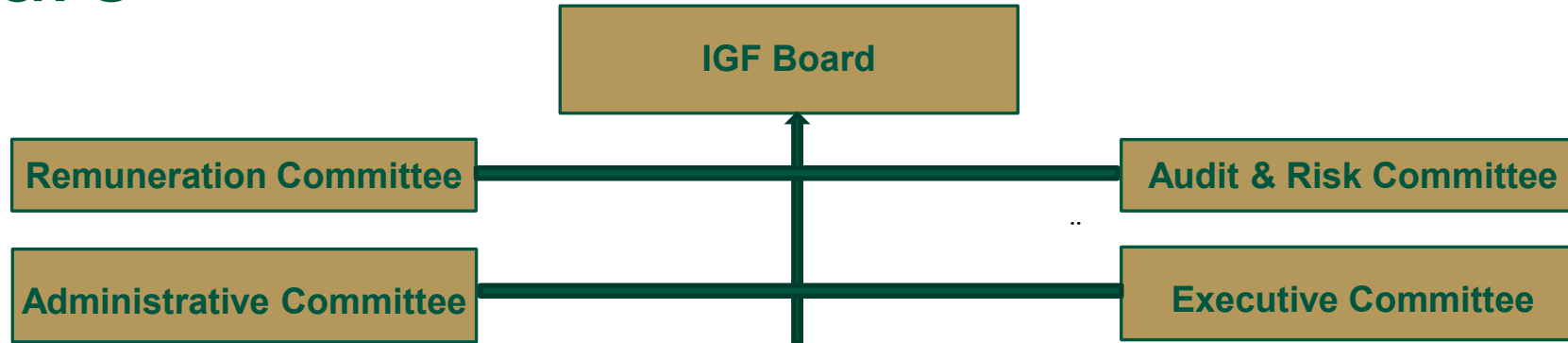
**Organise** the golf competitions at the Olympic Games, Youth Olympic Games the World Amateur Team Championships, International and Regional Multi-sport events

**Safeguard** the integrity of golf and protect athletes from doping and the manipulation of competitions and ensure their health, safety and well-being

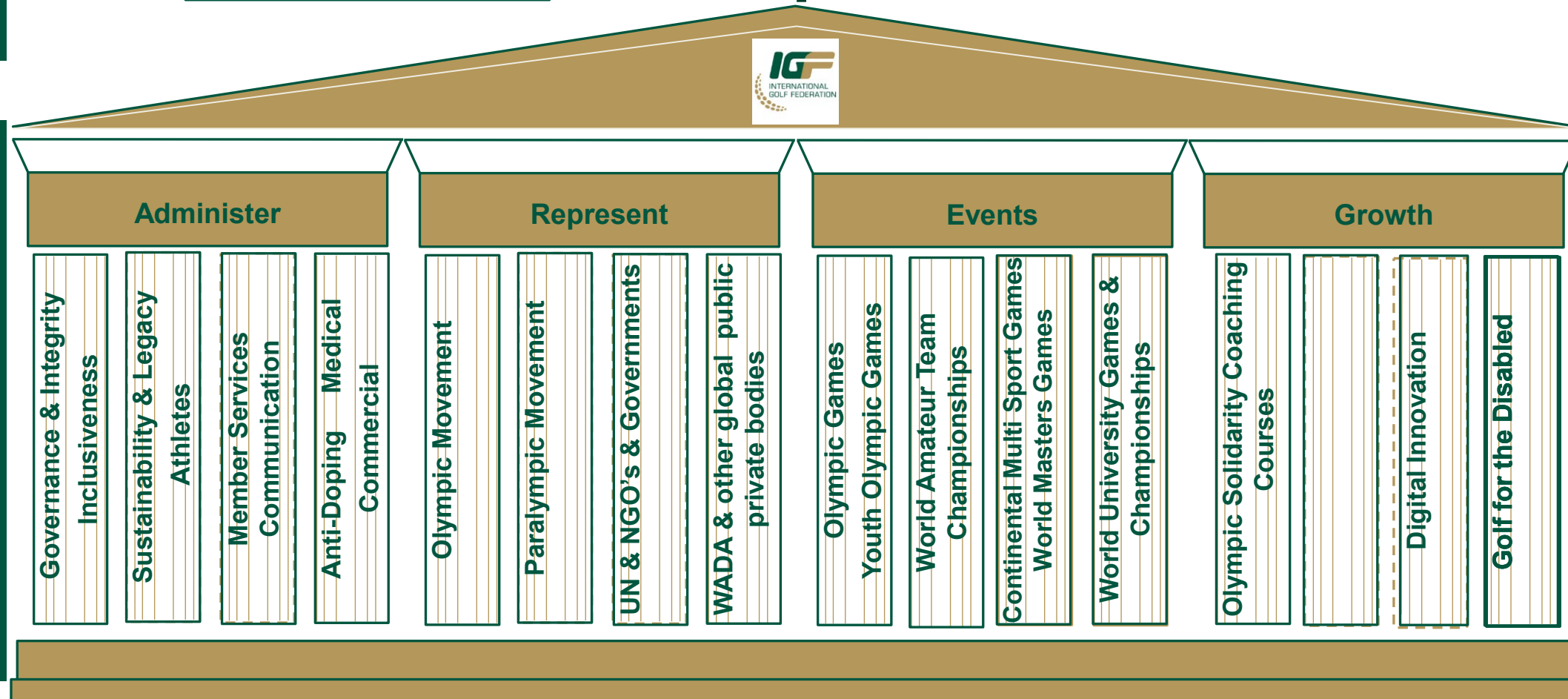
**Practice** equality, inclusiveness and a sustainable approach across all levels of the organisation and the staging of its events

# Structure

GOVERNANCE



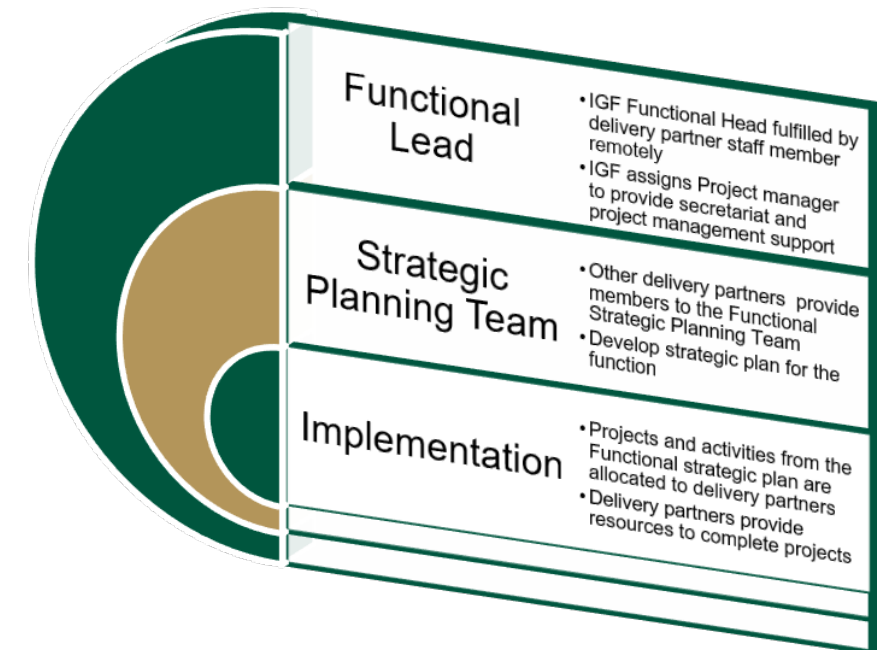
INTERNAL MANAGEMENT



# The IGF

## Organisational Structure & Delivery Model

- Breakthrough innovative collaborative matrix model
- Small core team based in Lausanne
- Collaborative delivery model of staffing and resourcing using a matrix structure.
- Utilise and benefit from the expertise and resources of seven “Delivery Partners” (R&A, USGA, PGA Tour, European Tour, PGA of America, LPGA, Masters Tournament).
- To deliver our key initiatives/projects and the fulfilment of the on-going business activities.



# Strategic Priorities

We are committed to four Strategic Priorities which reflect the four core activities of the IGF.

These guide all of our work and are critical to achieve our vision:

- **Administer**
- **Represent**
- **Events**
- **Growth**



# Administer



# Represent



## Strategic Outcomes

- Be recognised as a leading partner and contributor to the Olympic and Paralympic movements
- Build strong relationships and mutually beneficial partnerships with United Nations Agencies, Governments, NGOs, and Global Public Private Bodies
- Attract increased funding, investment and resources from government, the Olympic movement and the Paralympic movement for IGF national federation members.



# Events

## Strategic Outcomes

- Create more events and opportunities for athletes to participate at the Olympic Games
- All IGF events are athlete-centred, delivered at the highest standards and provide memorable experiences for all stakeholders.
- Obtain inclusion of golf in the Los Angeles 2028 Paralympic Games programme.

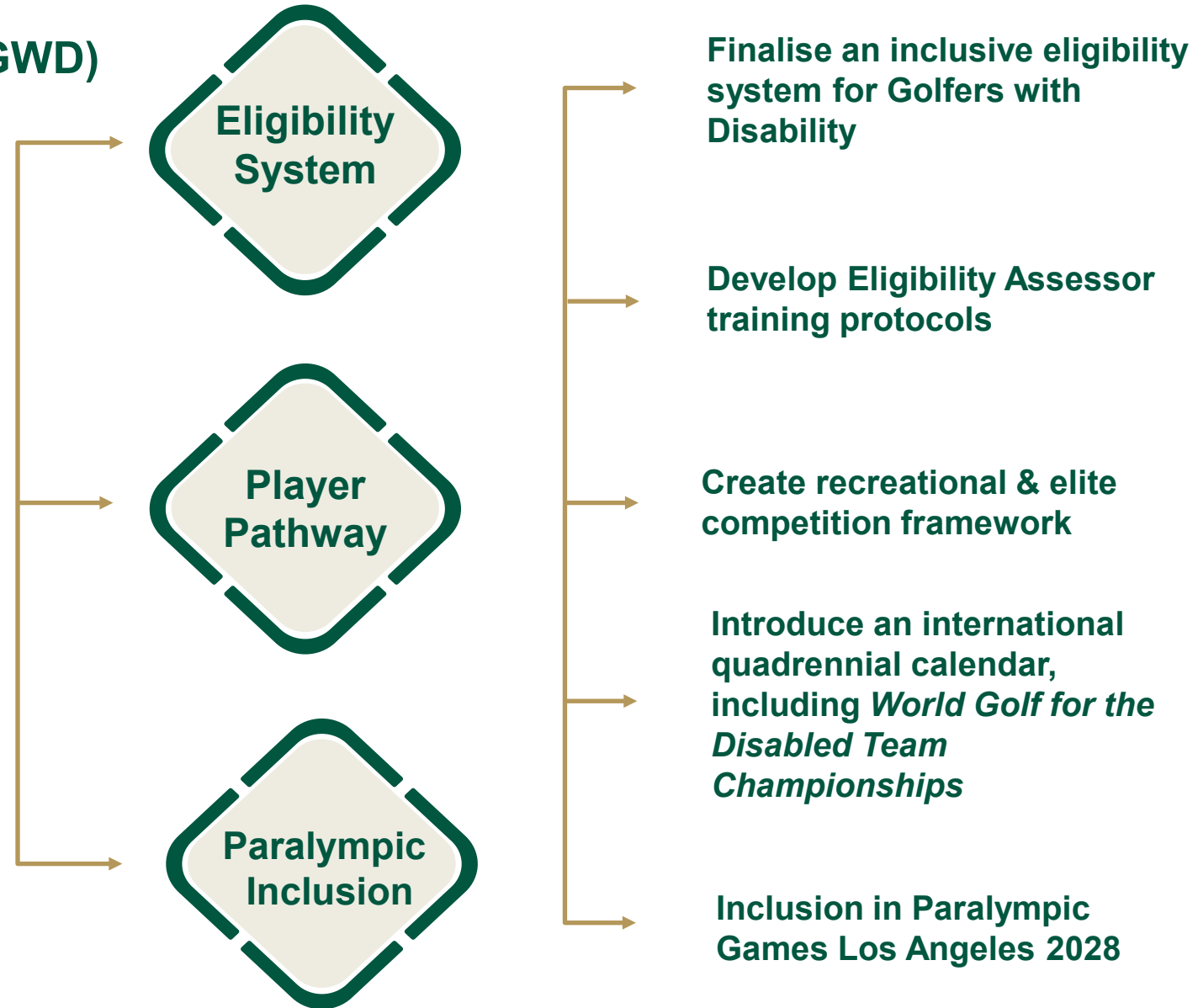


# Growth



# Growth

## Golfers with Disabilities (GWD)



**IMPROVE ACCESSIBILITY OF RECREATIONAL AND COMPETITIVE GOLF FOR GWD**

# Growth

## Coaching & Growth

Through the Coaching & Development Committee, leveraging IOC funding with the educational resources and professional expertise of the IGF Professional membership, to deliver :



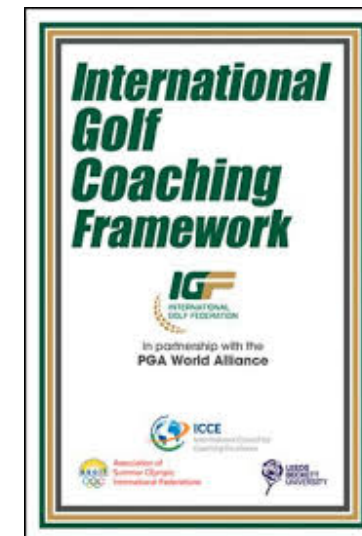
Awarding of Olympic Solidarity Athlete Scholarships



Delivery of Olympic Solidarity Technical Courses for Coaches



Maintenance of IGF Coaching Framework & integration within PGAs coaching curriculum and courses



# Growth

## Digital Innovation & Esports



*Additional touchpoint with the sport*



*Extension of traditional fan base*



*Lower entry barrier for athletes and fans*



*Fan engagement tool for live events*



*Testing ground for innovative concepts*



*Real world performance integration*

Leverage the benefits of digital innovation & esports in order to drive growth in golf

