



**VGCSA**

## Strategic Plan 2024 – 2027

VICTORIAN GOLF COURSE SUPERINTENDENTS ASSOCIATION INC

ABN 72 650 223 609

[www.vgcsa.com.au](http://www.vgcsa.com.au)



## VALUES

Our Association is represented by a steadfast volunteer committee and staff, whose responsibilities stem from a passion for golf turf management, and enthusiasm to lead directives that continue to support, connect and benefit VGCSA members.

## PURPOSE

The VGCSA provides education, support and training to broaden professional development opportunities and dedicated networks for all golf turf managers.

## VISION

To be the premier advocacy for Golf Course Superintendents and their staff, promote active engagement and preserve a strong community platform for all members.

# PARTNERSHIPS

- ❖ Strengthen relationship with Golf Australia to assist access to educational speakers, promote recognition and importance of the golf turf manager role, and address ongoing industry issues.
- ❖ Expand trade member and host club partnerships to further Association activities, and utilise connections of experienced managers to source quality speakers and resource content.
- ❖ Establish alliances with overseas universities and associations, including NZGCSA, GCSAA and BIGGA, to share access to turf education resources/research and initiate residency and exchange programs.
- ❖ Further develop relations with fellow state associations in view of sharing turf education resources, access to national and international speakers, and maintaining a strong network for Golf Course Superintendents.

## MEASURES

- VGCSA to hold a minimum of 1-2 committee meetings per year with Golf Australia (GA), including nominated VGCSA representatives to meet collectively with GA and fellow state associations on an annual basis.
- Regular committee meetings to address annual activities program and avenues for development.
- Recommend and approach experienced managers for events or publication content.
- Initiate connections and proposals to overseas and relevant state associations, in addition to turf industry academics/experts.
- Up to three regular annual overseas residencies and/or exchange programs are in place by 2026.
- Member response to professional development programs requiring application processes.
- Overseas resource articles for VGCSA publications.
- Partnered educational event and/or initiative(s) with fellow state association(s).

# MARKETING & COMMUNICATION

- ❖ Review current media practices and impact in relation to content nature and style, frequency and saturation.
- ❖ Broaden social media activities that further encourage member engagement and partnership opportunities.
- ❖ Maintain ongoing showcase of high profile activities and achievements by VGCSA members.
- ❖ Regular assessment of magazine content to pursue and broaden topical information relevant to VGCSA membership audience.
- ❖ Develop a VGCSA video to outline the role of the golf turf manager for promotion via social media, high schools and TAFE colleges.
- ❖ Target Victorian golf clubs to promote Association membership benefits and value of access to education and networking for Course Superintendents.
- ❖ Initiate networking activities that engage directly with regional and smaller clubs.
- ❖ Promote awareness of the Superintendent role and benefits of sustainable golf turf management practices to the general golfing community.

## MEASURES

- Assigned VGCSA representative for overseeing/ coordinating social media role activities.
- Communication of events and good news stories via social media and VGCSA digital platforms.
- Subscription to VGCSA digital news and events for non-member clubs.
- Magazine readership level and response via feedback mechanisms.
- Monitor of social media audiences, activity and engagement.
- Percentage and demographics of Superintendents attending meetings.
- Minimum of one committee meeting per year at a regional and/or smaller club.
- Minimum of one annual article in the Golf Australia magazine and/or other golf industry periodicals.



# INDUSTRY

- ❖ Promote the VGCSA and range of career options within the golf turf industry to school communities.
- ❖ Encourage connections between metropolitan and regional Superintendents and relevant schools to encourage work experience opportunities.
- ❖ Maintain relationship with Head Start schools apprentice program.

## MEASURES

- All committee members to each initiate one school visit and/or student course tour per year.
- Volunteer metropolitan and regional Superintendent members to conduct local school visit or course tour in their region.
- Level of demand for work experience resulting from drive.



# EDUCATION & EVENTS

- ❖ Expand specialised training program to include both technical and professional development based activities.
- ❖ Review and revise general meetings program in relation to annual schedule, content and sponsor participation.
- ❖ Introduce mentoring programs to link regional course staff with metropolitan facilities.
- ❖ Maintain VGCSA trial research funding on annual basis, ensuring both diversity and advancement of turf research and appointment of relevant turfgrass agronomists.
- ❖ Promote access to educational content for regional members through introduction of 'member access only' speaker talks and webinars after events.

## MEASURES

- Deliver a minimum of one non-technical/career based training activity in 2024/2025.
- Member feedback on meeting and training content and delivery.
- Instigate and review trial mentoring program in 2024/2025.
- Minimum of one VGCSA trial research project, report presentation and publication per annum.
- One keynote speaker session per general meeting available to stream online for members.
- Audience participation in delivery of online content.
- Regular review of member response to annual program, meeting and training formats.



## STRATEGIC OBJECTIVES

# SPONSORSHIP

- ❖ Review and redevelopment of annual sponsor and advertising packages.
- ❖ Formalise annual sponsorship for specialised training program.
- ❖ Actively promote an open door policy to encourage new sponsor relations that will enhance all VGCSA directives.

## MEASURES

- Launch of redeveloped sponsor packages September/October annually.
- Monitor trade sponsor response and demand.
- New activities initiated through sponsor support.

# ORGANISATION

- ❖ Sustain a strong identity, infrastructure and expertise to operate autonomously through sound financial planning and management, professional organisation and motivation to move the Association forward.
- ❖ Ensure all directives reflect a clear and responsible representation of the VGCSA constituency and are implemented in response to member needs.
- ❖ Formalise CEO role and committee code of ethics for new and upcoming committee members.
- ❖ Encourage value of the Association and future VGCSA committee leaders.
- ❖ Expand representation beyond committee members to stimulate statewide participation and support.
- ❖ Review Statement of Purposes of VGCSA Inc. (VGCSA Constitution).

## MEASURES

- Annual reports.
- Current and future committee participation.
- CEO position description.
- Committee code of ethics document.
- Recruit and appoint a volunteer VGCSA regional delegate .
- Response to regional engagement and/or activities.
- Statement of Purposes of VGCSA Inc. revisions by end of 2025.





## STRATEGIC OBJECTIVES

# MEMBERSHIP

- ❖ Review and redevelop VGCSA membership categories to incorporate value-add incentives for regional members, including annual meeting discount offers, digital subscription and free membership category for first year apprentices.
- ❖ Continue to provide value for money activities for all VGCSA members.
- ❖ Review VGCSA membership code of ethics.

## MEASURES

- Steady membership category levels retained.
- Level of attendances at meetings and training activities.
- Percentage of regional attendees at meetings and training activities.