

VISION

To ensure that golf is seen as the sport of choice for all ages.



MISSION

To actively develop, promote and support recreational and competitive golf in the Auckland region.

FOCUS

To act in a manner that provides Member Clubs with the best chance of succeeding, through AGI being advocates for golf.

COLLECTIVE POSITION

AGI and its Member Clubs, by 2030, will be the New Zealand leaders in:

- The provision of courses that are environmentally positive and add value to their surrounding communities.
- Using golf as a driver of tourism for the region and by doing so will establish Auckland as a golfing destination, including the hosting of significant tournaments.
- The provision of facilities that cater for a wider range of the community – beginner to elite; indoor to outdoor; mini putt to championship.
- Catering to the needs of a growing population.

STRATEGIC PURPOSE	OBJECTIVES	OUTCOMES
Servicing the Game	Support Member Clubs to improve capability and financial strength	Healthier Member Clubs
	Support the training of staff and volunteers	More enjoyable experiences for participants
	Ensure that the AGI governance and administrative structure is appropriate for meeting the needs of the game	AGI Constitution that is relevant; AGI people that add value to the game; AGI performs well
	AGI and Member Clubs communicate frequently (two-way)	Better understanding of issues
	Be a voice for golf in Auckland	Strong proactive relationships with key partners
	Support Member Clubs initiatives to grow the use of their facilities	Member Clubs and facilities are integral to their local communities
	Implement industry relevant health and safety practices	Minimal accidents
Promoting the Game	Work with NZG and Member Clubs to increase the profile and perception of the game	Aucklanders have a greater awareness of the game of golf
	Support NZG researched and designed participation programmes	Grow and retain participation at Member Clubs
	Utilise modern channels for promoting AGI and Member Club activity	Engaged participants
	Work with NZG on communicating with players	The DotGolf data is used by AGI
Perfecting the Game	Implement a strong high performance programme	More Auckland players winning nationally and internationally
	Work closely with NZG on the securing of a high performance facility in Auckland	Top players drawn to Auckland
	Ensure strong and modern interclub competitions occur	Best players stay in the game