



BRITISH
COLUMBIA GOLF

STRATEGIC PLAN

2026 - 2030

WHO WE ARE

BRITISH COLUMBIA GOLF WORKS TO CONNECT THE PEOPLE, PLACES, AND SYSTEMS THAT SHAPE GOLF ACROSS THE PROVINCE.

Our roots reach back more than a century, and every chapter along the way has been written by people who have given the game much of their time and care because they believe in the power of golf as a sport for life.

As British Columbia's Provincial Sport Organization for golf and a member-based association, we steward much of the game's provincial framework alongside the partners, facilities, administrators, professionals, and volunteers who make up BC's golf ecosystem. Championships and player development form the most visible part of our operations. Equally important is the infrastructure golfers rely on without ever seeing it, from the course ratings and handicap administration behind every posted score to the Rules expertise that keeps play fair, whether in an elite championship or a Saturday match.

That work extends well past the competitive game. For many golfers, the sport is about fun, fitness, or a few hours with friends, and what they need from it shifts as life does. Growing participation means helping people at every age, stage, and ability find a way into golf, and a reason to stay.

Few organizations see as much of the provincial game at once, and that view shapes a role larger than the programs we run ourselves. Much of our value lies in helping the many parts of golf in British Columbia work in concert, so the game feels coherent to everyone moving through it - from a newcomer picking up a club to a player heading into a fiftieth season.



A golfer wearing a white polo shirt, dark trousers, a black cap, and white golf shoes is captured in the middle of a golf swing on a green. The background is a blurred view of a golf course with trees and a blue sky.

WHERE WE'RE GOING

**BRITISH COLUMBIA GOLF'S STRATEGIC
PLAN SETS A FIVE-YEAR DIRECTION
AS A VALUED PARTNER IN GROWING
"GOLF, A SPORT FOR LIFE."**

Guided by our vision to increase participation and enjoyment of the sport, we will work as a valued partner across the golf community: strengthening relationships, making pathways through recreational play, volunteering, and player development easier to follow, and building a public presence that reflects the breadth of the game in British Columbia.

Supporting that work will be an organization with the people, systems, and capacity to deliver consistently.

Taken together, the plan is about helping the many parts of golf in British Columbia work better together for everyone moving through the game.





VISION

***TO INCREASE
PARTICIPATION
AND ENJOYMENT
OF THE SPORT***





MISSION

***TO BE A
VALUED
PARTNER IN
GROWING
“GOLF, A
SPORT FOR
LIFE.”***



VALUES

FUN

WE BELIEVE THAT GOLF, IN ALL ITS FORMS, IS AN ENJOYABLE “SPORT FOR LIFE.”

WE ARE COMMITTED TO KEEPING IT FUN AT EVERY AGE, STAGE, AND ABILITY.

BELONGING

WE BELIEVE GOLF IS FOR EVERYONE – THE GAME IS STRONGER WHEN EVERY PERSON FEELS THEY CAN HAVE A PLACE IN IT.

WE ARE COMMITTED TO CREATING ENVIRONMENTS THAT ARE WELCOMING, SAFE, AND ACCESSIBLE, SO ANYONE CAN FULLY PARTICIPATE AND FEEL THEY BELONG.

INTEGRITY

WE BELIEVE OUR APPROACH MATTERS – IN EVERY DECISION, EVERY ACTION, AND EVERY CONNECTION.

WE ARE COMMITTED TO ACTING IN ALIGNMENT WITH OUR VALUES.

EXCELLENCE

WE BELIEVE THAT EXCELLENCE IS BOTH A PROCESS AND AN OUTCOME.

WE ARE COMMITTED TO STRIVING FOR EXCELLENCE IN ALL THAT WE DO.

COLLABORATION

WE BELIEVE THAT GOLF IS STRONGER WHEN WE WORK TOGETHER.

WE ARE COMMITTED TO FOSTERING PARTNERSHIPS THAT ADVANCE THE SPORT FOR EVERYONE.





THEME 1

PARTNERSHIPS

**BUILDING STRATEGIC
RELATIONSHIPS TO
SCALE IMPACT**



THEME 1

PARTNERSHIPS

BUILDING STRATEGIC RELATIONSHIPS TO SCALE IMPACT

1. FOUNDATION FOR THE “HOME OF GOLF” IN BC

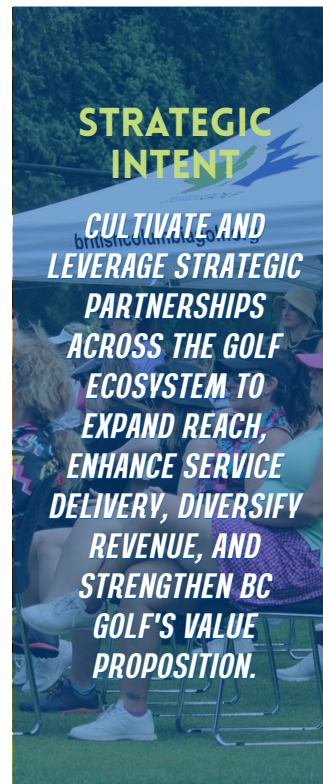
- Define The BC Golf Ecosystem
- Reinforce & Enhance Partner Relationships
- Develop Digital Resource Hub
- Develop & Implement Home of BC Golf Physical Infrastructure Strategy

2. CHAMPIONSHIP PARTNERSHIPS

- Identify & Showcase the Value of Hosting BC Golf Events
- Establish Rotating “Anchor” Courses for Championship Events Provincewide

3. REVENUE GENERATION & DIVERSIFICATION

- Strengthen & Grow BC Golf Memberships
- Maximize Government Grants & Subsidies
- Expand Corporate Sponsorships & Collaborations
- Advance Planned Giving



THEME 2

PATHWAYS

**BUILDING CLEAR ENGAGEMENT
TRAJECTORIES TO FOSTER
PARTICIPATION**



THEME 2

PATHWAYS

BUILDING CLEAR ENGAGEMENT TRAJECTORIES TO FOSTER PARTICIPATION

1. RECREATIONAL PLAYER ENGAGEMENT

- Illuminate the Path & Opportunities for Every Age, Stage & Ability
- Facilitate Programs in Collaboration with Golf Partners
- Educate, Promote, & Partner for Lifelong Participation

2. VOLUNTEER ENGAGEMENT

- Define Volunteer Pathway
- Establish Volunteer Recruitment Strategy
- Advance Volunteer Development Programs

3. HIGH PERFORMANCE PATHWAY

- Clarify the Pathway
- Develop Programs to Support the Pathway
- Deliver Pathway Programs



STRATEGIC INTENT

POSITION BC GOLF AS THE TRUSTED HUB FOR GOLF IN BRITISH COLUMBIA, ESTABLISHING CLEAR PATHWAYS AND DELIVERING PROGRAMS THAT ENABLE PARTICIPATION AT EVERY AGE, STAGE, AND ABILITY.





THEME 3

PROFILE

**BUILDING BRAND
RECOGNITION, REPUTATION,
AND MARKET POSITIONING**



THEME 3

PROFILE

BUILDING BRAND RECOGNITION, REPUTATION, AND MARKET POSITIONING

1. STRATEGIC COMMUNICATIONS & ENGAGEMENT

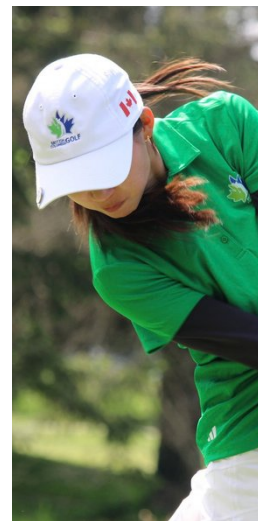
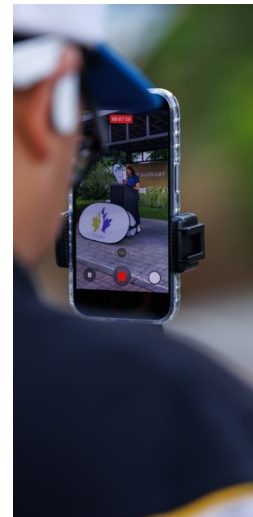
- Amplify Value Proposition (Who We Are & What We Do)
- Develop Communications & Engagement Plan
- Update & Implement Brand Style Guide

2. MARKETING & COMMUNICATIONS TOOLS & INFRASTRUCTURE

- Deliver a Modern User-Centric Website
- Source & Implement an Integrated CRM
- Optimize Media Channels for Reach, Engagement, & Value

3. STORYTELLING & PROMOTION

- Promote the Value of BC Golf
- Share BC Golf Content & Stories
- Amplify Aligned Partner Content



THEME 4

ORGANIZATION

BUILDING
ORGANIZATIONAL
CAPACITY TO ENSURE
LONG-TERM
SUSTAINABILITY AND
OPERATIONAL
EXCELLENCE



KP
Contest



GOLF BURNABY



THEME 4

ORGANIZATION

BUILDING ORGANIZATIONAL CAPACITY TO ENSURE LONG-TERM SUSTAINABILITY AND OPERATIONAL EXCELLENCE

1. PEOPLE CAPACITY (STAFF, BOARD, & VOLUNTEERS)

- Refine Organizational Structure to Meet Strategic & Operational Goals
- Define Required Skills, Abilities, & Knowledge
- Foster Professional Development & Training
- Ensure Succession Planning

2. RISK MITIGATION & LONG-TERM SUSTAINABILITY

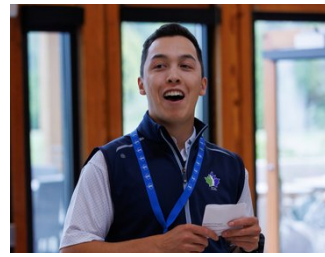
- Ensure Financial Management & Long-Term Planning
- Strengthen Technology & Digital Infrastructure

3. GOVERNANCE EFFECTIVENESS

- Strengthen Policies & Practices
- Update & Modernize Zone Model

4. CONTINUOUS IMPROVEMENT

- Enhance & Refine Delivery of Programs, Services, & Pathways
- Initiate & Drive Continuous Improvement Process



STRATEGIC INTENT

*CONTINUE ADVANCING BC GOLF AS A
WELL-GOVERNED, EFFICIENT, AND
SUSTAINABLE ORGANIZATION DRIVEN
TO CONSISTENTLY DELIVER ON OUR
MANDATE AND STRATEGIC PRIORITIES.*



***PUT SIMPLY,
OUR AIM IS A
GAME THAT IS
EASIER TO
JOIN AND
HARDER TO
DRIFT AWAY
FROM.***





WITH THANKS

**THIS STRATEGIC PLAN REFLECTS THE MANY VOICES
FROM ACROSS GOLF IN BRITISH COLUMBIA.**

We are especially grateful to the members and partners who took part in our strategic planning surveys. Their perspectives helped to sharpen the priorities in this plan and deepen our understanding of where British Columbia Golf can be most useful in the years ahead.

A five-year plan gives us direction, while leaving room to learn along the way. The game will continue to evolve, as will the people and communities around it. We will keep listening to those perspectives as the work develops and use what we learn to inform the choices that follow.

**Thank you for helping to shape the next chapter of
British Columbia Golf.**

WWW.BRITISHCOLUMBIAGOLF.ORG

