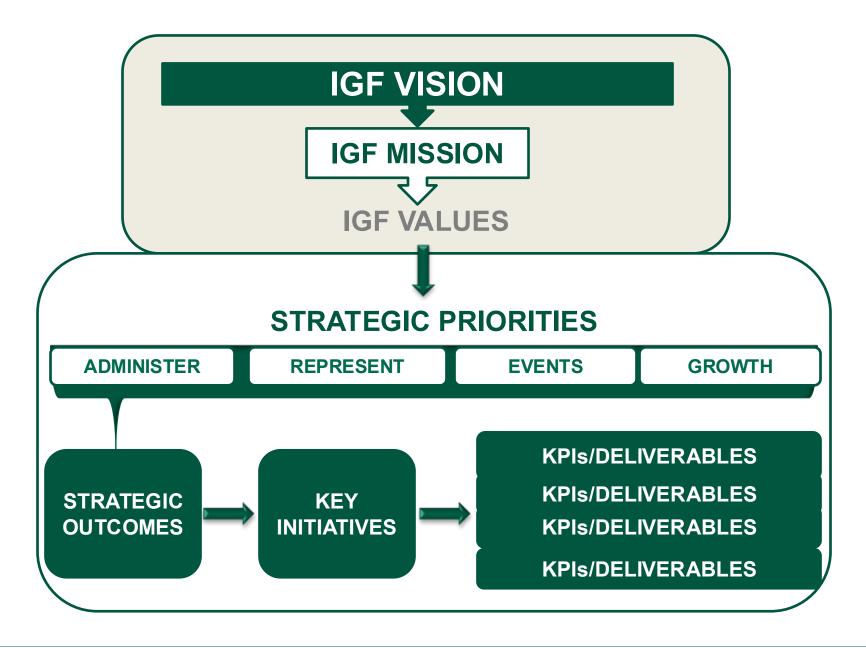




Strategic Plan Format



Vision, Values & Mission





We aim to

nspire – through our actions and events

Generate – more fans and more golfers

Foster – 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

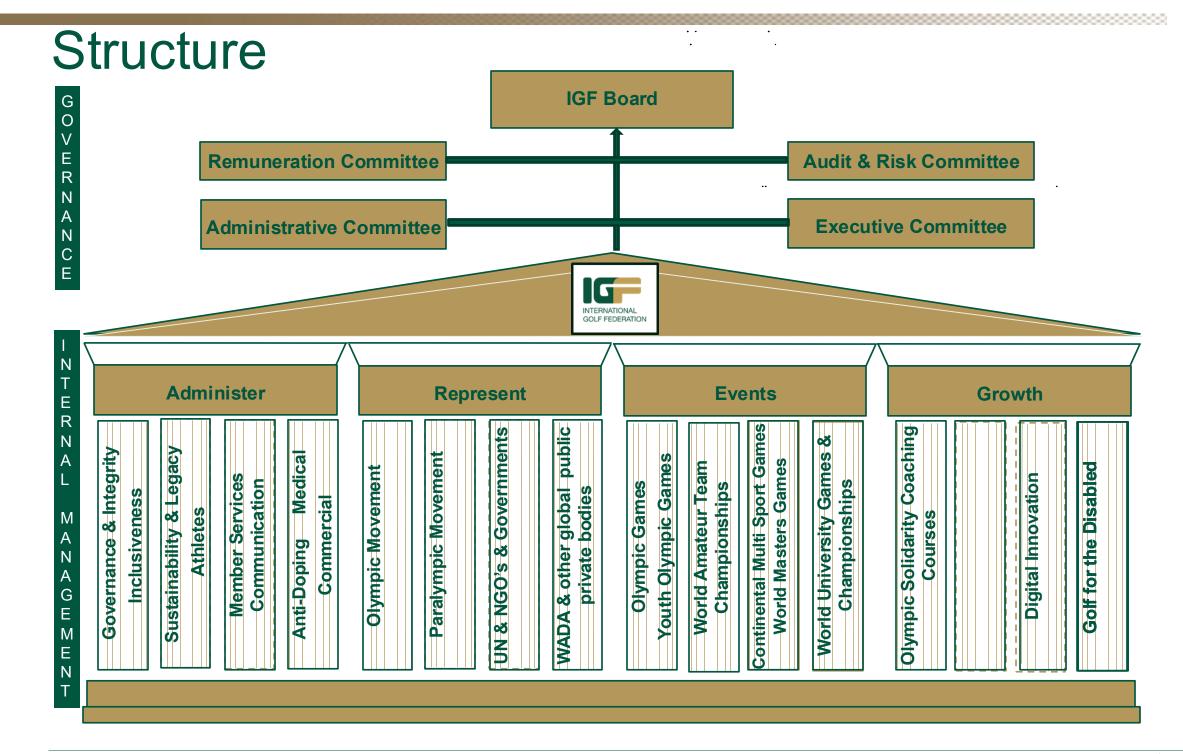
Amateur Team Championships, International and Regional Multi-sport events

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

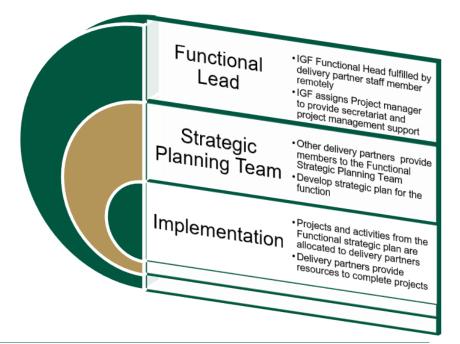


The IGF

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, PGA 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

Governance & Integrity

· Be recognised as a well-governed sports federation whereby governance processes are agile, transparent and driven by best practice..

Sustainability

· Observe and promote a responsible approach to sustainability and climate action in all our decisions, activities and events.

Medical

· Ensure the interests, safety, well-being and health of staff, officials and athletes are central to our work.



Anti-Doping

 Safeguard the integrity of golf and protect our clean athletes from the manipulation of competitions and the fight against doping.

Athletes

Create increased awareness and affinity for Olympic athletes to maximise the tangible impacts and intangible benefits through their participation at the Olympic Games.

Communications

 Optimise digital engagement by leveraging golf's participation during the Olympic Games whilst driving growth in audience development and audience engagement across IGF social media platforms and worldwide viewership of golf using an athlete-centric approach.

Inclusiveness

Practice equality, diversity & inclusiveness across all levels of the organisation.

Commercial

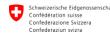
Generate revenues and new business opportunities that provide long term financial strength and sufficient reserves for the IGF without conflicting with interests of its membership.

Represent





















Labour













United Nations, Governments & NGOs

Global Public Private Bodies







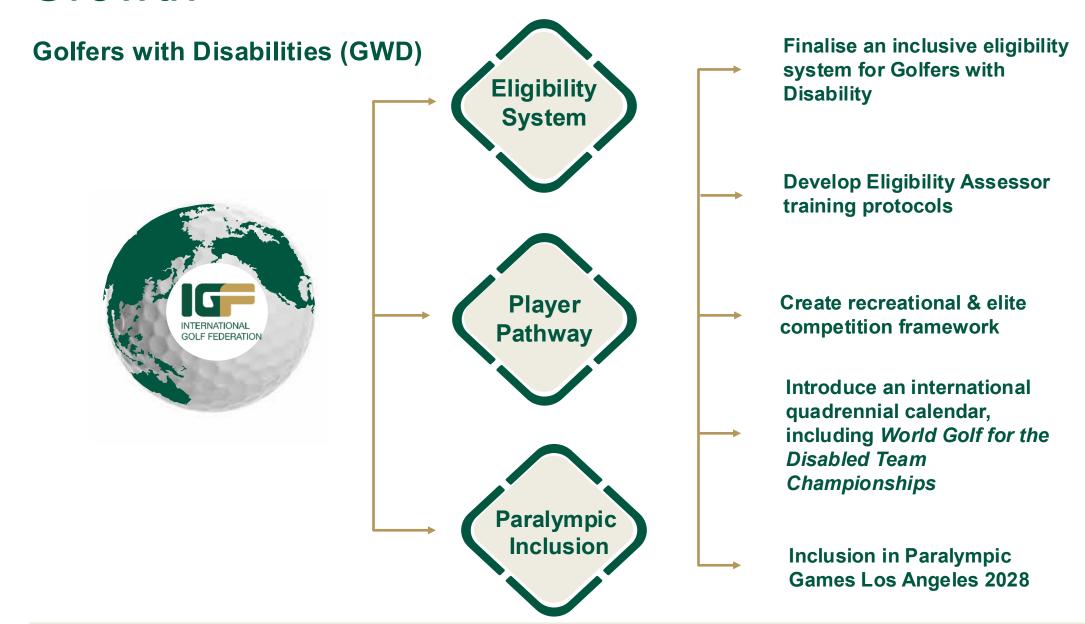


Strategic Outcomes

- 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.







IMPROVE ACCESSIBILITY OF RECREATIONAL AND COMPETITIVE GOLF FOR GWD

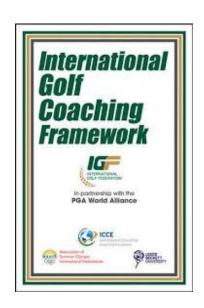
Coaching & Growth

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





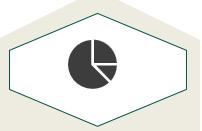




Digital Innovation & Esports



Additional touchpoint with the sport



Extension of traditional fan base



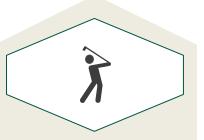
Lower entry barrier for athletes and fans



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