



STRATEGIC PLANNING
2023-2026





Initier
DES **passions,**
nourrir des rêves.



Initiate
passions,
build dreams.

STRATEGIC ISSUES

1. DEVELOP A SENSE OF BELONGING TO GOLF QUÉBEC.

- Value proposition to clubs. Strengthen the relationship.
- Value proposition to golfers.

2. DIRECT COMMUNICATION WITH GOLFERS.

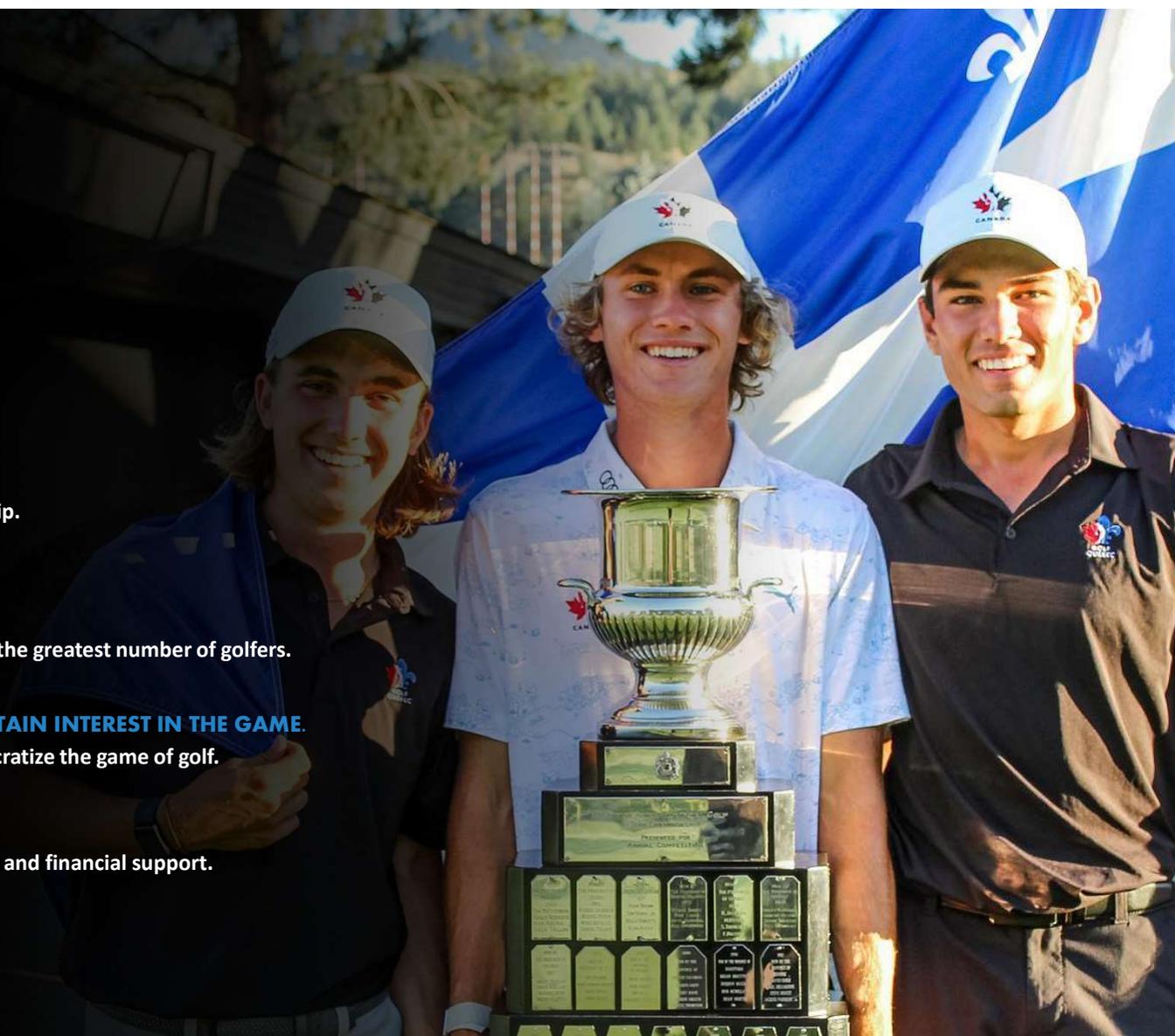
- Renewed communication strategies to directly reach the greatest number of golfers.

3. RETENTION AND ENGAGEMENT OF GOLFERS TO MAINTAIN INTEREST IN THE GAME.

- Accessibility, diversity, equity, and inclusion to democratize the game of golf.

4. SUPPORT FOR HIGH PERFORMANCE ATHLETES.

- Infrastructure, coaching, development, competitions, and financial support.



OPERATIONAL ISSUES

1. RECRUITING, TRAINING, AND RETENTION OF STAKEHOLDERS.

- Volunteers, coaches, referees, evaluators, and staff.

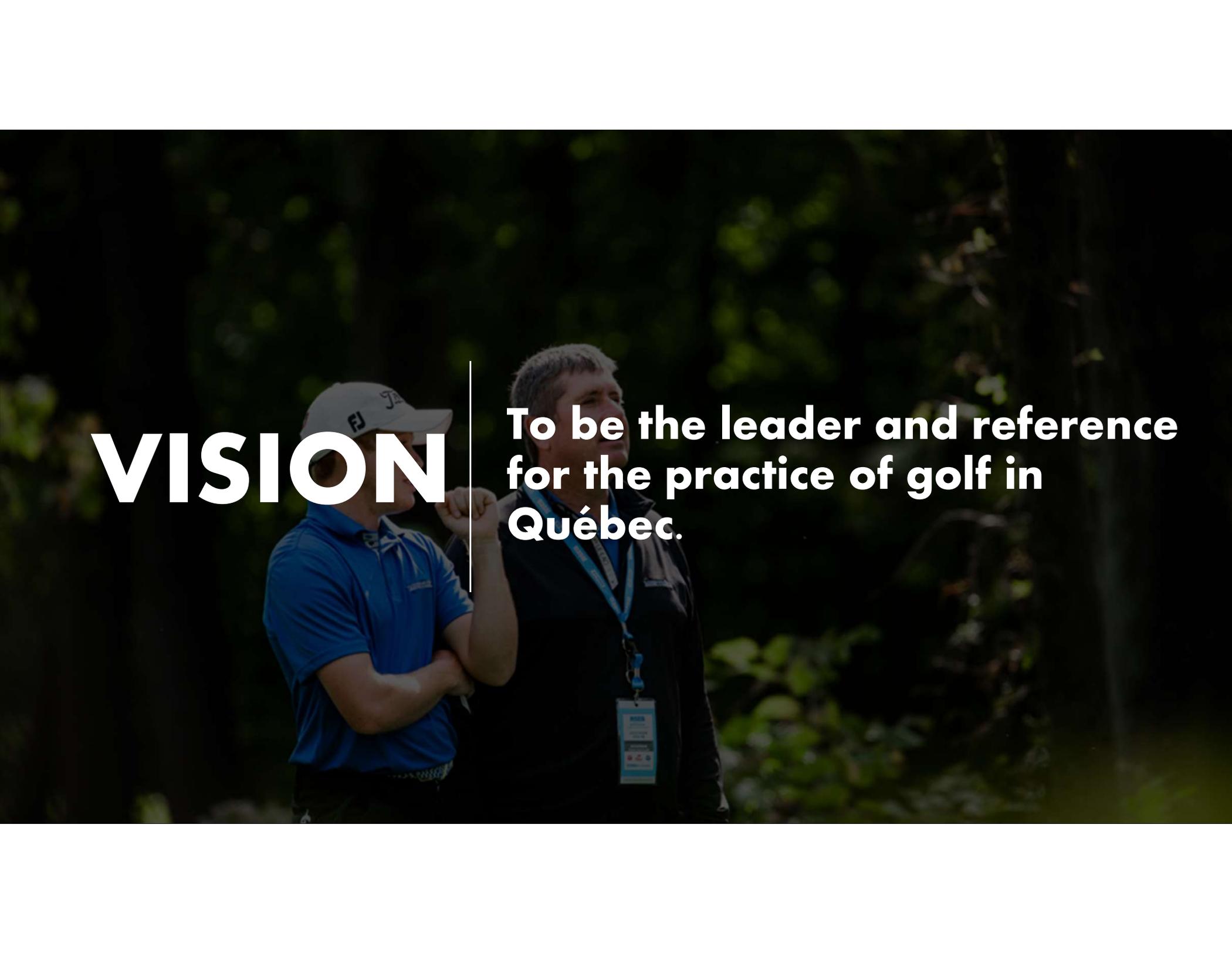
2. FUNDING OF PROJECTS, SERVICES, AND PROGRAMS.

- Business model, membership, sponsorships, philanthropy, and grants.

3. COLLABORATIVE ALIGNMENT WITH GOLF CANADA AND REGIONAL ASSOCIATION INITIATIVES.

- Close and concerted collaboration.



A photograph of two men on a golf course. The man on the left is wearing a blue polo shirt and a white cap with an 'FJ' logo. The man on the right is wearing a dark jacket and a lanyard with a badge. They are standing in front of a blurred background of green trees. The word 'VISION' is overlaid in large white letters on the left side of the image.

VISION

**To be the leader and reference
for the practice of golf in
Québec.**

A female golfer with blonde hair, wearing a red polo shirt, a white cap with a logo, and a white belt, is captured in the middle of a golf swing. She is holding a golf club with both hands, and the club is positioned behind her head. The background is a blurred green field, suggesting a golf course. The overall image has a dark, semi-transparent overlay.

MISSION

To increase participation, develop excellence, promote and govern the game of golf.



PASSION

SYNERGY

INTEGRITY

VALUES

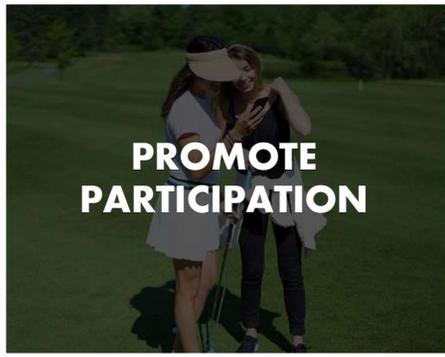
ACCESSIBILITY

TRANSPARENCY

STRATEGIC PRIORITIES



**CREATE VALUE FOR
GOLFERS AND CLUBS**



**PROMOTE
PARTICIPATION**



**DEVELOP GOLFERS
TOWARDS
EXCELLENCE**



**OPTIMIZE
ORGANIZATIONAL
RESOURCES**

STRATEGIC PRIORITIES

CREATE VALUE FOR GOLFERS AND CLUBS

To assert our leadership.

OUR GOALS:

- Revitalize the relationship with golfers and golf clubs.
- Communicate directly and reach more stakeholders (members, non-members, clubs).
- Significantly increase the database and diversify the clientele..

OUR ACTIONS:

- Improve the service offer and its delivery to golfers and clubs.
- Support regional associations in the realization of their mandate.
- Develop communities of golfers through partnerships.
- Conducting contests and surveys.
- Drive a public-oriented promotional campaign.

OUR SUCCESS INDICATORS:

- Number of registrants in the database.
- Number of member golfers and member clubs.
- Member satisfaction rating (golfers and clubs).



STRATEGIC PRIORITIES

PROMOTE PARTICIPATION

To reach more golfers and sustain interest in the game.

OUR GOALS:

- Expand the golfing community (members and non-members).
- Foster an increase in activities/initiatives for children and families.
- Foster an increase in activities/initiatives for women.

OUR ACTIONS:

- Provide tools and support for clubs' junior programs.
- Develop partnerships to stimulate the development of activities for children, families, and women.
- Maintain a public campaign to democratize the game of golf through diversity, equity, and inclusion in a safe environment for all.

OUR SUCCESS INDICATORS:

- Increase in the number of activities/initiatives for families, children, and women.
- Increase in the number of children and women playing golf.
- Increase in the number of clubs offering junior programs and clinics for women.



STRATEGIC PRIORITIES

DEVELOP GOLFERS TOWARDS EXCELLENCE

Infrastructure, coaching, development, competitions, and financial support.

OUR GOALS:

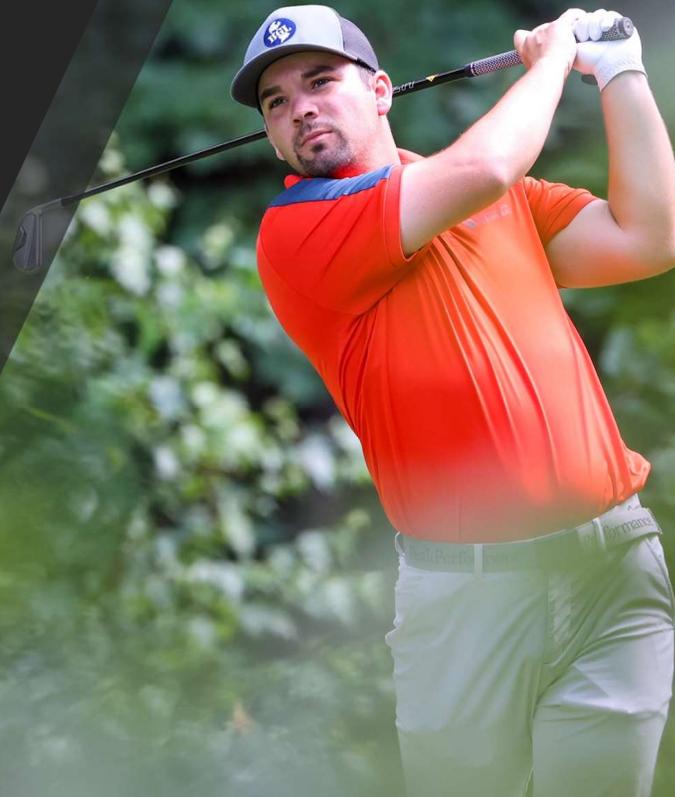
- To bring Quebecers to the national stage.
- Provide infrastructure and development services for high performance athletes.
- Increase financial support initiatives.
- Maintain the provincial competitive structure and participation rate.
- Encourage the training of coaches.

OUR ACTIONS:

- Offer specialized services within the Golf-études program.
- Create a Team Québec program.
- Support junior programs in clubs/academies.
- Train coaches to ensure the succession of our initiatives.

OUR SUCCESS INDICATORS:

- Number of Quebecers on the national team.
- Number of golfers in the Golf-études program.
- Participation levels in competitions.
- Number of new coaches trained.



STRATEGIC PRIORITIES

OPTIMIZE ORGANIZATIONAL RESOURCES

To consolidate our organization and better serve our customers.

OUR GOALS:

- Establish an organizational framework and governance to ensure the stability of the organization.
- Strengthen the relationship with golfers and clubs.
- Ensure recurring revenues to maximize investment in the sport.

OUR ACTIONS:

- Review the delivery of services to golfers and clubs.
- Evaluate and implement new business models (membership, philanthropy, and sponsorships).
- Implement a volunteer and employee recruitment, training, development, and retention program.
- Reform the instructor and coach education program.

OUR SUCCESS INDICATORS:

- Increased and recurring revenues.
- Expansion of the community (golfers and clubs).
- Number of new coaches trained.
- Retention and increase of volunteers at the provincial and regional levels including referees and course raters.

