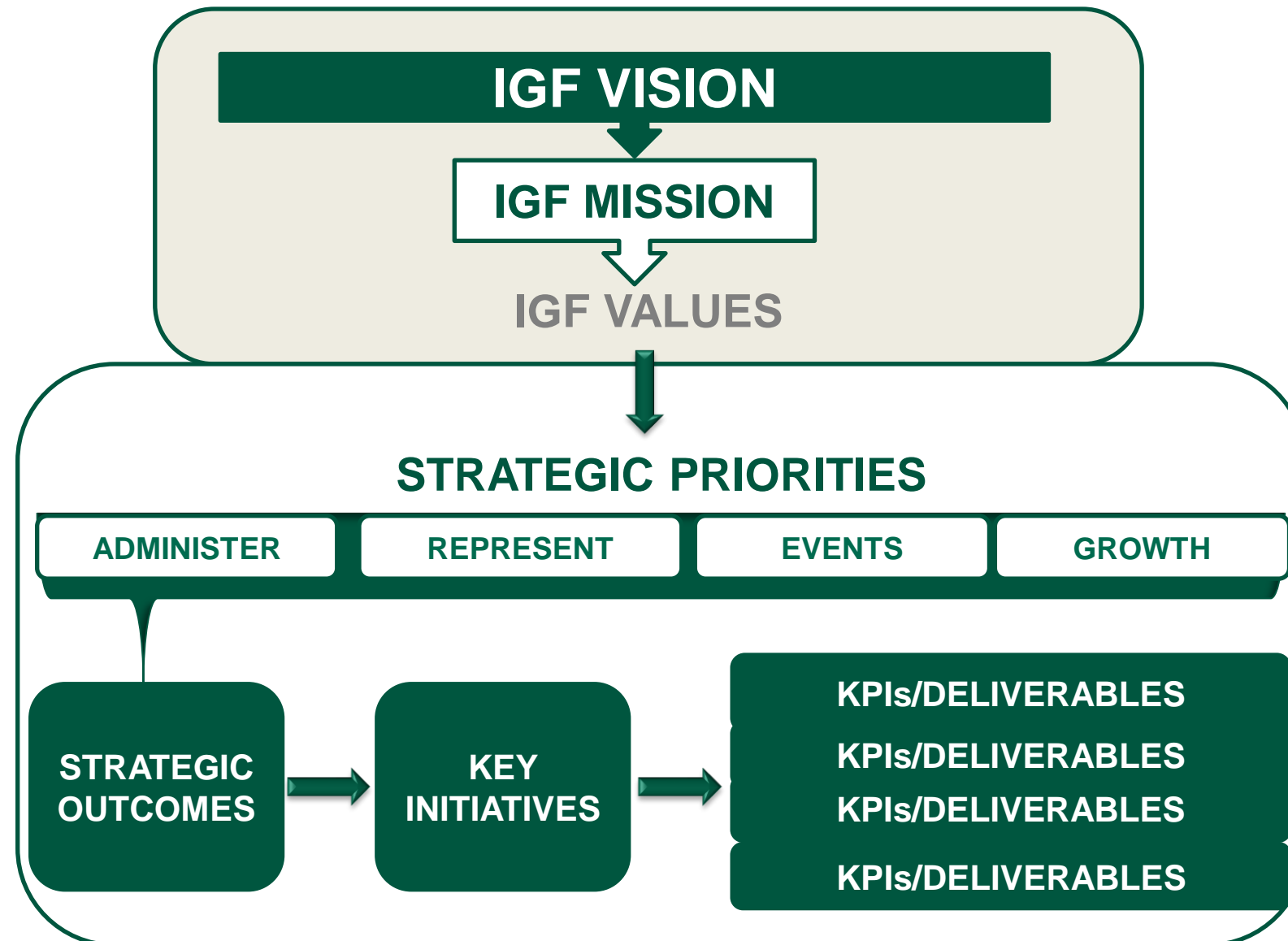




IGF Strategic Business Plan 2021-2028

Strategic Plan Format



Vision, Values & Mission



VISION

We aim to

Inspire – 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.

Solidarity - We are united in our philosophy, objectives and approach.

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.

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

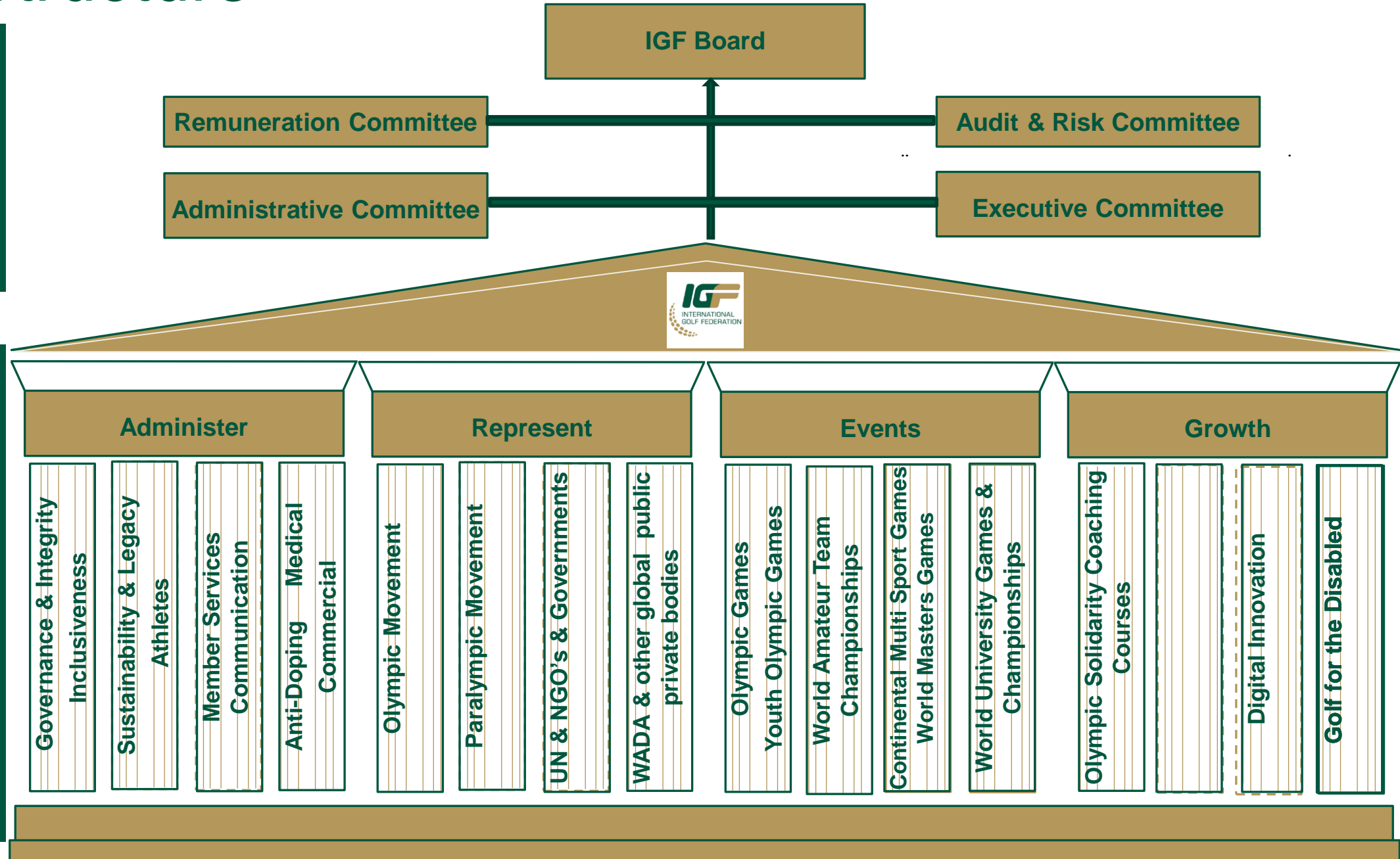
Safeguard the integrity of golf and protect athletes from doping and the manipulation of competitions and ensure their health, safety and well being.

Practice equality, inclusiveness and a sustainable approach across all levels of the organisation and the staging of its events

Structure

GOVERNANCE

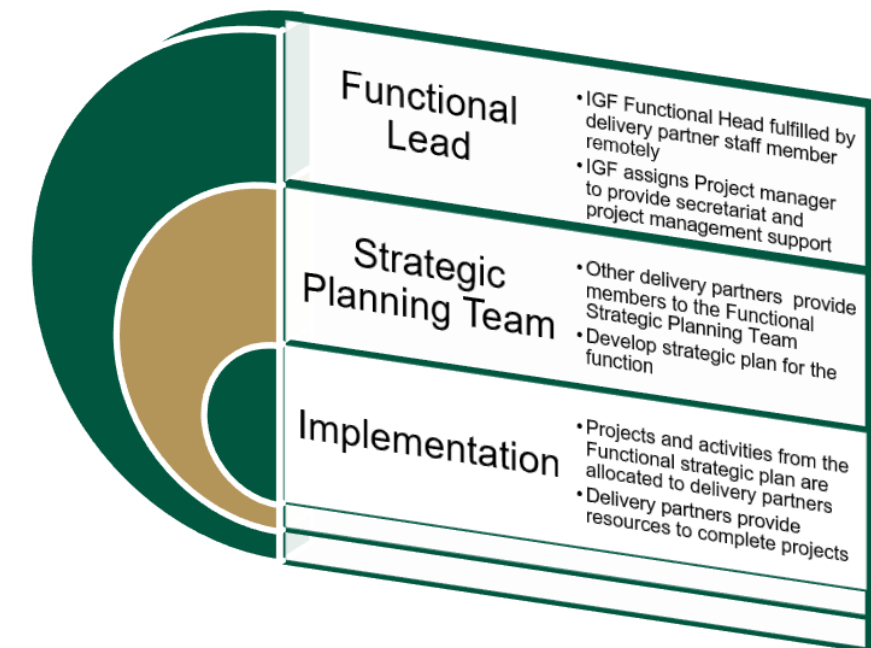
INTERNAL MANAGEMENT



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, 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



Represent



Olympic Movement

Paralympic Movement



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.

Events

Strategic Outcomes

- Create more events and opportunities for athletes to participate at the Olympic Games
- 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.
- All IGF events are athlete-centred, delivered at the highest standards and provide memorable experiences for all stakeholders.
- Obtain inclusion of golf in the Los Angeles 2028 Paralympic Games programme.



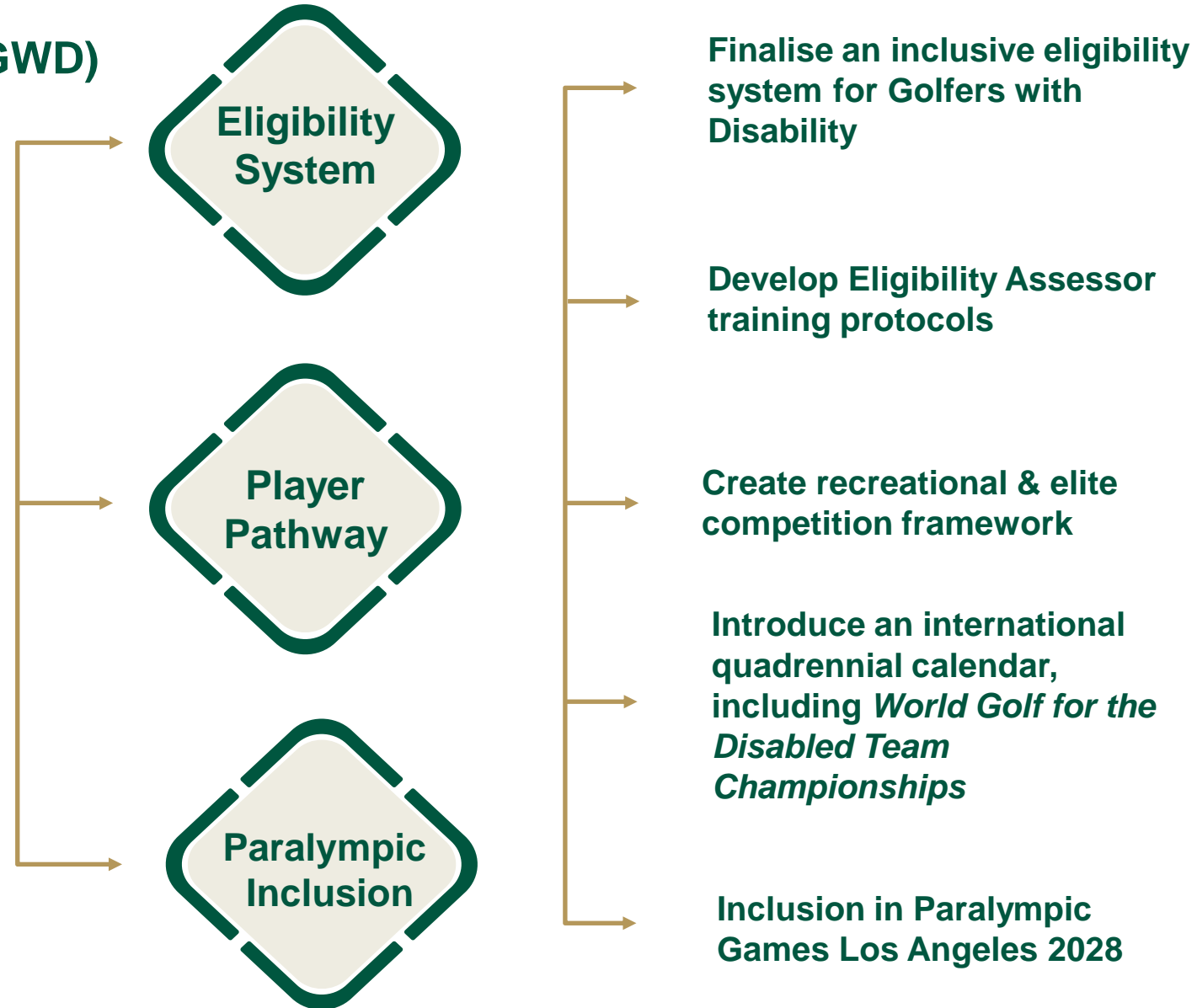
Growth

Coaching & Growth



Growth

Golfers with Disabilities (GWD)



IMPROVE ACCESSIBILITY OF RECREATIONAL AND COMPETITIVE GOLF FOR GWD

Growth

Coaching & Growth

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



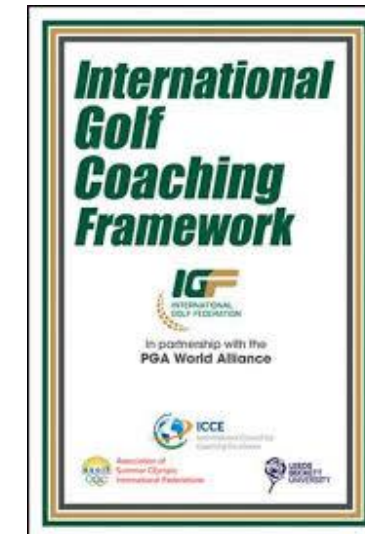
Awarding of Olympic Solidarity Athlete Scholarships



Delivery of Olympic Solidarity Technical Courses for Coaches



Maintenance of IGF Coaching Framework & integration within PGAs coaching curriculum and courses



Growth

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