

WOLLONGONG GOLF CLUB

# Strategic Plan 2026



THE NINETEENTH





# WOLLONGONG GOLF CLUB Strategic Plan 2026

## Overview

The strategic plan outlines the goals, measures and targets that Wollongong Golf Club (WGC) have identified as critical to their long term success across various pillars of the business. In conjunction with the WGC marketing, golf course improvement and facility maintenance and improvement plan, it forms the focus and direction for WGC's business activities through to the end of FY 2026.



## OUR VALUES

### TEAM WORK

Working together to achieve our goals

### INITIATIVE

Doing what's needed and being responsible for your actions

### RESPECT

Honouring the traditions and service expectations of Wollongong Golf Club

### PERFORMANCE

Passion for setting goals, making and following plans and achieving great outcomes

### RESILIENCE

Ability to withstand, adapt and thrive in uncertainty



## OUR VISION

To be a strong, vibrant member owned organisation



## OUR PURPOSE

To provide outstanding golf and hospitality services

### PEOPLE & ORGANISATION

Our people are performing well

Our systems and processes are mature

### MARKETS & MEMBERSHIP

Golf membership is at capacity

Strong growth in social membership

### GOLF OPERATIONS

Our golf facilities are recognized as the best in the region

Golf facilities generate significant revenue

### CLUB OPERATIONS

Club facilities generate strong revenue

Accommodation is a strong contributor to our business

### OUTCOMES

We are financially sound  
We are a respected member of the local community

## OUR STRATEGIC PROJECTS

Training & Development Plan

Loyalty Program

Golf Course Irrigation project

Gaming Reconfiguration

Marketing Plan

Golf Cart & Storage Facility

Accommodation Refurbishment

Golf Course Improvement Plan

Accommodation Capacity Upgrade

Church Street Upgrade





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PAPE'ETE *The Bistro*

