



WA Golf Foundation
Growing the game of Golf

INFORMATION PACK



INTENT AND ROLE OF THE NEW FOUNDATION

The WA Golf Foundation has replaced the Graham Marsh Junior Golf Foundation and is expanding its scope to **support golf at all level, not just juniors**. Run and managed by Trustees representing both Golf WA and the PGA of Australia WA/NT Division, the intent of the WA Golf Foundation **is to provide support and funding to golfing organisations for:**

- The promotion of golf as a vehicle to develop healthy lifestyles, social skills and acceptable community values.
- The promotion of golfing activities amongst all amateur golfers;
- The encouragement and assistance to Golf WA and all affiliated golf clubs to improve and expand their development programmes for juniors and adults. Previously there has been little emphasis placed on development programmes for adults. However with the challenges that golf faces in competing with other sports, an increasing focus of the Foundation will be to provide funding for programmes that target adults who have not played the game before.
- The teaching of the rules and etiquette of golf;
- The securing of instruction, practice and playing privileges and concessions for junior golfers in Western Australia;
- The encouragement and assistance in the establishment of golf programmes in schools throughout Western Australia;
- The encouragement and assistance to golfing bodies that provide programmes for the disabled, indigenous and other minority groups.
- The encouragement and assistance to local government and authorities and public golf course controllers to develop and expand developmental golf programmes.
- Assistance to clubs and district associations in the provision of facilities and equipment to support developmental initiatives

WHY THIS CHANGE OF DIRECTION?

- Membership in golf clubs has diminished nationally by 1.14% p.a since 2000 i.e a total of 73,000 members = 6,600 each year. The same trend is happening in WA
- If the trend continues, there will be a loss nationally of approximately 140,000 members by year 2020
- Only 20% of members in clubs are female and less than 5% are juniors
- Golf has the 4th largest participation rate in the country but only has the 8th highest growth rate at just 1.6% pa, which is due to an increase in non-member golf, which accounts for 30% of all golf played
- *We need to reverse the trend of declining membership and improve on the nearly flat participation growth rate*
- Can't rely on just government funding and club affiliation fees.

COACHING

Increasing golf participation is the primary focus

One of the Foundation's key roles will be the allocation of funding at grass roots level. This will be for men and women and for boys and girls to receive golf instruction from experienced Professional Golf Association (PGA) and accredited Community Coaches including Adult Beginners Clinics throughout the year; metropolitan and country development programmes; the fantastic MYGolf Schools Programme; the MYGolf camp and regional camps hosted by a number of country clubs each year.

Another key role of the Foundation will be to allocate funding for development programmes for minority groups such as the disabled and indigenous. This will occur in metropolitan Perth as well as regional centres.

TALENT IDENTIFICATION

Not only is it important to provide opportunities at grass roots level, it is also essential that the WA Golf Foundation continues to provide opportunities for the more talented juniors through:-

- Grants for under privileged / remotely located children
- Grants to send talented juniors to additional tournaments / events in Australia and overseas
- Scholarships for talented junior golfers

COMMUNITY AND DEVELOPMENT

Growing the game's profile is a crucial goal of the Foundation and this will be done through:-

- ✓ Community Promotion and Publicity
- ✓ Expos
- ✓ Media Exposure

FACILITIES

The Foundation will also ensure that district associations and clubs throughout the state, particularly the smaller regional clubs, receive grants for the provision of golfing equipment and resources that will enhance their club's development programme.

BENEFITS OF AFFILIATION WITH THE WA GOLF FOUNDATION

There will be a range of non-commercial benefits provided depending on the level of donation undertaken

- e.g A Supporter will receive something simple such as a WA Golf Foundation Cap; a Member receives a cap and a polo shirt
- And as the levels increase so will the benefits

BUT THE MOST IMPORTANT BENEFIT DONORS WILL RECEIVE IS THAT THEY WILL BE CONTRIBUTING TO THE GROWTH OF THE GAME

Unashamedly, we have based this system on the English Golf model which has shown that it works. The major reason for the success of development programmes in England was the commitment of both the amateur and professional governing bodies to work together to form The England Golf Partnership to co-ordinate one “whole of golf plan” for the country. This ranges from golf in schools programmes, to programmes for the underprivileged, to “tempter” programmes conducted by club professionals in order to attract new people of all ages and abilities to the game. The effect of these programmes has seen a considerable increase in participation rates which in turn has led to people joining golf clubs.

DONOR LEVELS

As stated previously, the Foundation’s role is to raise funds and then allocate them to programmes that will increase participation and ultimately increase golf club membership numbers. Our goal is to raise \$1m over the next two years through the following donor levels:-

✓ **WILL YOU CHIP IN**

- This programme is based on each member of each golf club being asked to contribute \$20 p.a to the WA Golf Foundation. Correspondence will be forwarded to Affiliated Clubs to gain their support and if agreed, the fee will be put on the Members Club Annual Subscription Notice. Importantly the members must be given the opportunity to opt out.
- The benefit of this programme is that if successful on an ongoing basis, it gives a solid base on which to fund a range of programmes.
- The goal is to get 20% of club members to subscribe to this in the next two years = 6000 members = \$120,000 p.a growing to 50% in five years

✓ **SUPPORTER** - \$100 P.A

✓ **MEMBER** - \$350 P.A

✓ **GOLD MEMBER** - \$1000 P.A

✓ **FOUNDING MEMBER** - \$10,000 – this can be paid in instalments spread over a max of 5 years

✓ **PATRON** - \$25,000 – of which we already have two – Greg Chalmers and Nick O’Hern

TAX DEDUCTIBILITY

GolfWA has registered the WA Golf Foundation as a project with the Australian Sports Foundation Ltd (ASF). This enables donations to the ASF in support of the WA Golf Foundation project as its preferred beneficiary, to be tax deductible. However this will not apply to the “Will You Chip In?” Programme as the level of administration does not make it viable for the \$20 to be Tax Deductible.

HOW WILL THE SYSTEM ACTUALLY WORK?

- Donations outside of the “Will You Chip In?” Programme will go through the Australian Sports Foundation nominating the WA Golf Foundation as the intended beneficiary
- Funds are distributed to WAGF by ASF every 2 months
- Golfing organisations will apply to the WA Golf Foundation for funding
- Trustees will assess application, needs, projected outcomes etc
- Funds will then be allocated
- A Summary Report will be required from the recipient organisation following the completion of the programme

We trust that the above plus the information that follows, gives considerable detail about the new WA Golf Foundation. However should you have any queries, please do not hesitate to contact Gary Thomas on 9367 2490 or garyt@golfwa.org.au.



Ian Crockett
Chairman



Gary Thomas
Chief Executive



WILL YOU CHIP IN?

HOW DOES IT WORK

- Firstly, we hope that Club's will pledge their support to the WA Golf Foundation and advise their members of their support. This could be done through a Newsletter to members and/or on the club website.
- With the approval of the Club's Board, a line item appears on each member's invoice along with their annual subscriptions, asking for a \$20 donation to the WA Golf Foundation.
- The invoice must have a box, a separate slip or something similar giving the member the option to "opt out" if they do not want to donate.
- The club upon receipt of all subscriptions, forwards to the WA Golf Foundation, PO Box 486, South Perth WA 6951 an amount equal to the number of members who have agreed to donate x \$20. Due to the administrative requirements that would be imposed on both the Club and the WA Golf Foundation, these donations are not tax deductible.
- Donations are GST exempt



HOW INDIVIDUAL DONATIONS ARE TO BE MADE

TAX DEDUCTIBILITY

GolfWA has registered the WA Golf Foundation as a project with the Australian Sports Foundation Ltd (ASF). This enables donations of \$100 or more to the ASF in support of the WA Golf Foundation project as its preferred beneficiary, to be **tax deductible**. This information does not apply to the “Will You Chip In?” Programme

HOW MUST DONATIONS BE MADE?

- Donors must complete the WA Golf Foundation Donation/Pledge Form
- Payment can be made by cheque or credit card, however this latter option will attract a 2% deduction from the donated amount and therefore would recommend that donations are made by cheque.
- Cheques must be made payable to the Australian Sports Foundation
- ***What is most important, to ensure that the donation ultimately is received by the WA Golf Foundation, is that the donor must sign the form and date it where it states that they would like their gift to benefit the WA Golf Foundation.***
- The completed form and cheque (If paying in this method) are to be returned to Golf Western Australia as indicated on the form. Note the form is in the name of GolfWA as the WA Golf Foundation had to be registered with the ASF through an existing incorporated body to gain tax deductibility.
- Donations are then banked into the ASF account and paperwork forwarded by the WAGF to the ASF.
- If payment is made by credit card, this is processed by the ASF however the completed form still should be forwarded to GolfWA.
- Donations will be received and receipted by the ASF and Funds are distributed to WAGF by ASF every 2 months
- The ASF will forward a receipt for tax deductibility in the name of the donor.