



The Western Australian Golf Club

Our Vision

Embracing the Future

Our Values

Professional, Courteous, Progressive, Equitable

Our Trademark

Professional in everything we do
Friendly, welcoming and courteous to all
Progressive in a sustainable and equitable way

THE WESTERN AUSTRALIAN GOLF CLUB

Guiding Philosophy

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Stay connected to the club via social media and follow us
[@thewesternaustraliangolfclub](https://www.instagram.com/thewesternaustraliangolfclub)

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MESSAGE FROM *The Board*

The journey that began in 1928 as a result of our visionary benefactors demands that the elected custodians of The Western Australian Golf Club exhibit and enact policies that are cognisant of the mission and visionary philosophy of how our club will prosper and grow for the benefit of its members and the surrounding community.

The unique qualities of The Western Australian Golf Club have resulted from the contribution of its members past and present, are non-discriminatory, embrace peer support and provide a place to enjoy the game of golf and social environment.

Our philosophy to embrace our culture and success should not be compromised by a medium of words but an ongoing obligation by Board and Management to achieve and exceed the objectives of our philosophy.

The only limitation to achieving success is the lack of desire to be part of it.

Purpose

Guiding Principle:
An exceptional golf experience

Commitments:

COURSE

A first class golf course experience

SERVICES

A seamless, customer focused suite of golf products and services

COMPETITIONS

Competitions producing positive outcomes

HIGH PERFORMANCE

Talented golfers through an effective high performance system

EQUITY

A golf industry leader with inclusive programs, services and competitions

Performance

Guiding Principle:
Empowering and supporting people and development

Commitments:

MEMBERSHIP

Diverse, engaged and contributing members

GOVERNANCE

Effective and sustainable leadership

PEOPLE AND CULTURE

Effective, accountable and supportive people

FINANCE AND MANAGEMENT

Financial discipline

Experience

Guiding Principle:
Embracing an expectation that delivers a reputation for excellence

Commitments:

FACILITIES & INFRASTRUCTURE

Club facilities that provide a unique experience

HOSPITALITY

Where people are passionate about providing a personalised service

EVENTS

Member enjoyment and pride in our Club

Engagement

Guiding Principle:
A connected, proud and distinctive club

Commitments:

BRAND

A unique, respected and recognisable club trade mark that becomes synonymous with The WAGC

MARKETING AND COMMUNICATIONS

Inform, increase awareness, stimulate discussion, encourage ideas and promote engagement

STAKEHOLDER ENGAGEMENT & PARTNERSHIPS

A cohort of strategic partners for mutual benefit

Transformation

Guiding Principle:
Seek visionary opportunities

Commitments:

CAPITAL DEVELOPMENT

Capital expenditure within an endorsed prioritisation framework

TECHNOLOGY

Utilise technologies to enhance club operations

MASTER PLANNING

Secure The WAGC's future and financial sustainability as a leading members club

ENTREPRENEURIAL ASSOCIATION

Engage with other entities to maximise shared opportunities