

**#FOREEVERYONE**

# The Future of Golf in New Brunswick

**2023-2025**

*ENGAGE • EXPERIENCE • DEVELOP*



**GOLF  
NB**



# VISION

Golf is the most enjoyable and inclusive activity in New Brunswick





# MISSION

Golf NB will promote, support, grow, and develop golf in New Brunswick



# MANDATE

- Golf NB is the spokesperson for golf in New Brunswick and is the liaison with Golf Canada, the provincial government, and other sporting organizations and associations
- Golf NB is a “communication hub” gathering and disseminating information to golf clubs and members that they may need or may be interested in knowing
- Golf NB provides advice and support to clubs and players regarding all aspects of the game of golf
- **Golf NB organizes provincial tournaments to promote the game of golf, expose players at all levels to competitive play, celebrate the achievement of golfers, and identify provincial champions**
- Golf NB supports the development of players by facilitating or supporting skill development programs and activities
- Golf NB is a sustainable and fiscally responsible member-based organization



# CORE VALUES

Partnerships  
Communication  
Inclusion  
Transparency



# STRATEGIC PRIORITIES

Operational Effectiveness  
Provincial Tournaments  
Player Development  
Inclusion  
Membership





# Operational Effectiveness

*Our goal*

Improve the overall governance of Golf NB while developing and implementing a strategy to communicate with members in both official languages.



# Provincial Tournaments

*Our goal*  
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Develop a long-term strategy of collaborating with our member facilities, partners and industry stakeholders to enhance the overall experience at our Provincial Tournaments by creating an environment that promotes participation for players of all ages and skill level.

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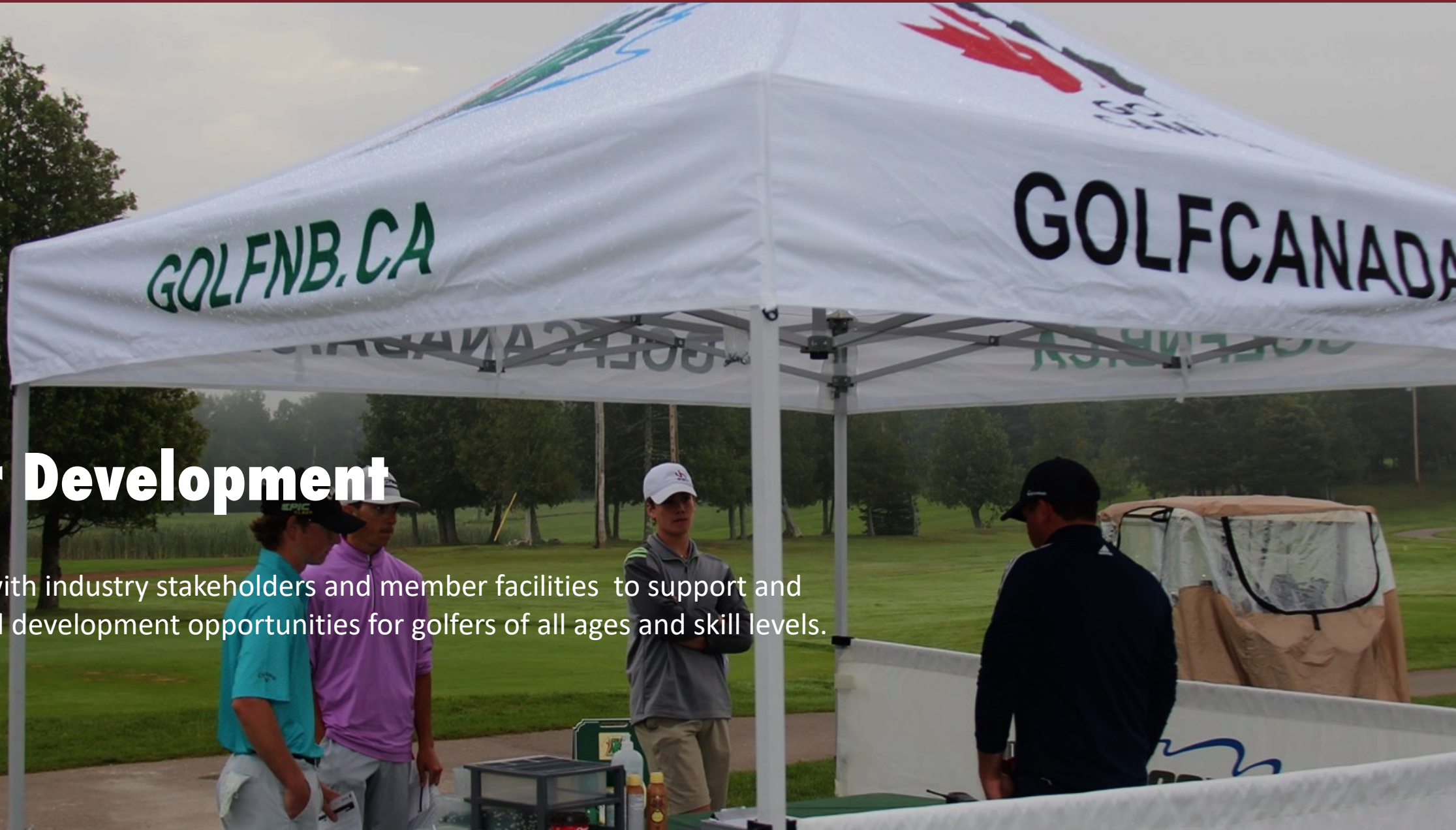




# Player Development

*Our goal*

Collaborate with industry stakeholders and member facilities to support and promote local development opportunities for golfers of all ages and skill levels.

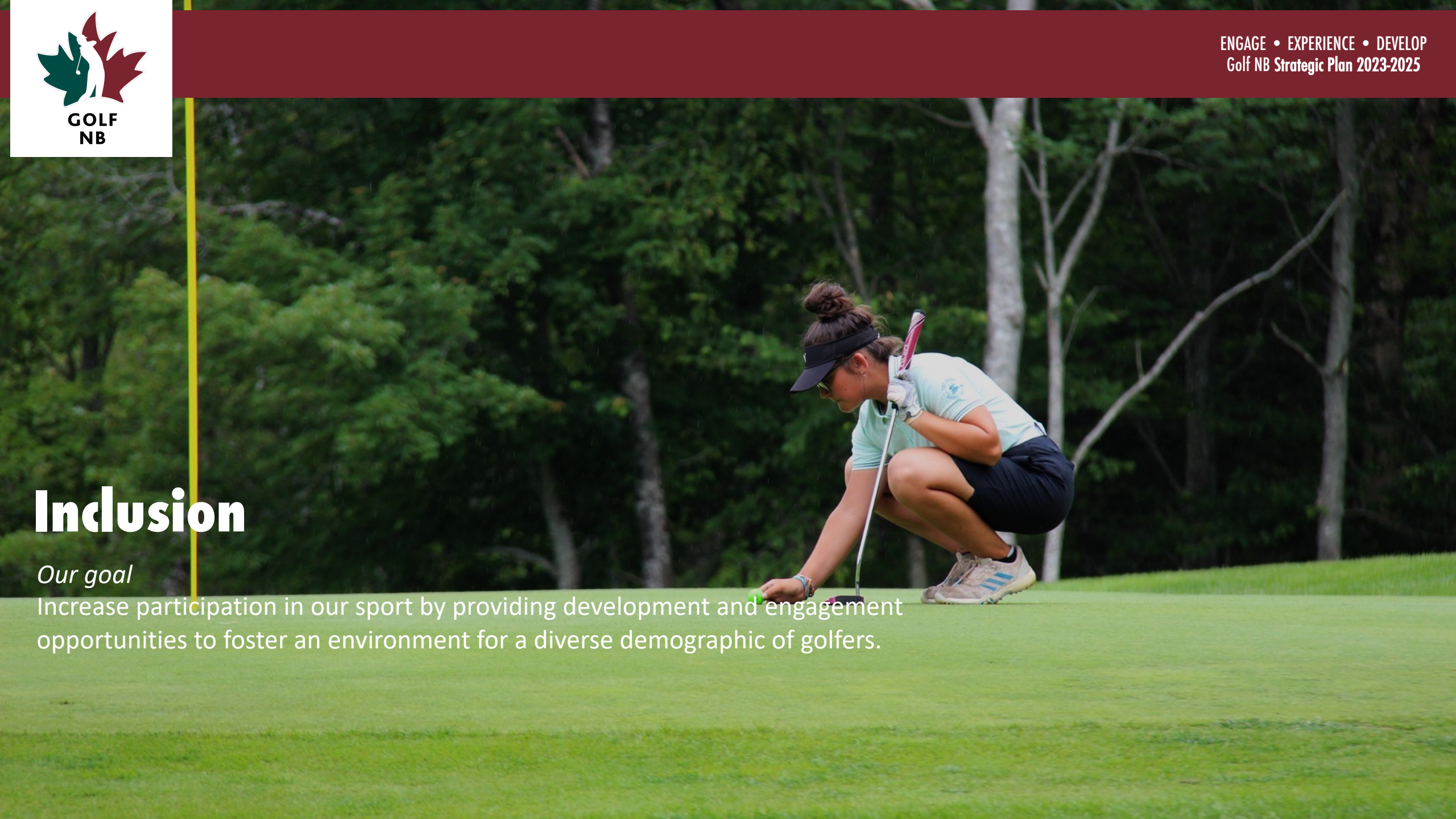




# Inclusion

*Our goal*

Increase participation in our sport by providing development and engagement opportunities to foster an environment for a diverse demographic of golfers.







# Membership

*Our goal*

Provide resources and services to drive value and growth to both individual and facility members.











**GOLF  
NB**