

SGA Executive Board Manifesto (2022 - 2026)



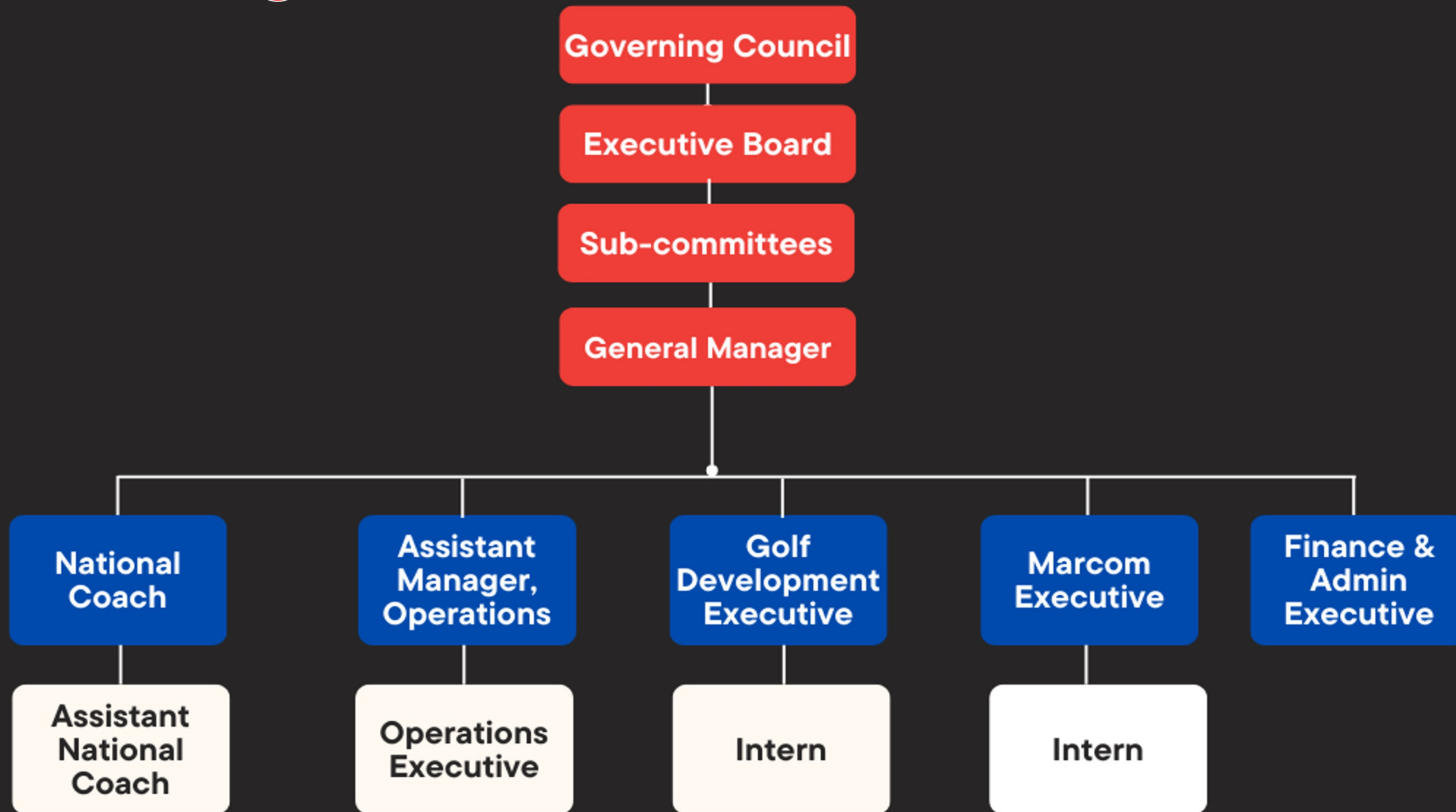


MISSION

To be a national governing body of golf that **monitors golf development**, to **enhance golfing experience** and **promote mass participation** by providing the fraternity with the support it requires.

VISION

- To **develop and promote sportsmanship and character** through golf.
- To identify and **nurture a greater depth of talent**.
- To become one of the **leading golfing nations in Southeast Asia**, in terms of wins and world rankings.
- To be committed to **promoting and developing the sport across all aspects of the golfing population**.





Mr Neo Kian Hong,
Chairman, Governing Council
Chairman, SICC

Dr B. K. Nair
Member,
Governing
Council
(President,
Changi Golf
Club)

Mr Tan
Chong Meng
Member,
Governing
Council
(President,
Keppel Club)

Mr Peter
Kwee
Member,
Governing
Council
(Chairman,
Laguna
National Golf
Resort Club)

Mr Chong
Kee Hiong
Member,
Governing
Council
(President,
Orchid
Country
Club)

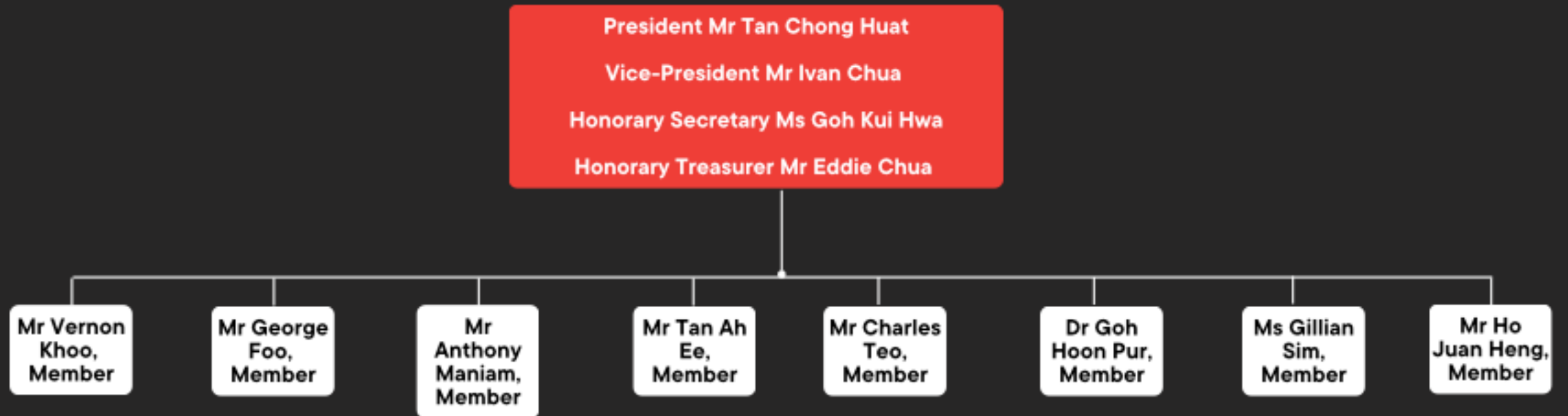
Mr Fong
Yow
Wai
Member,
Governing
Council
(Chairman,
Seletar
Country
Club)

Mr Andrew
Lim
Member,
Governing
Council
(President,
Sentosa Golf
Club)

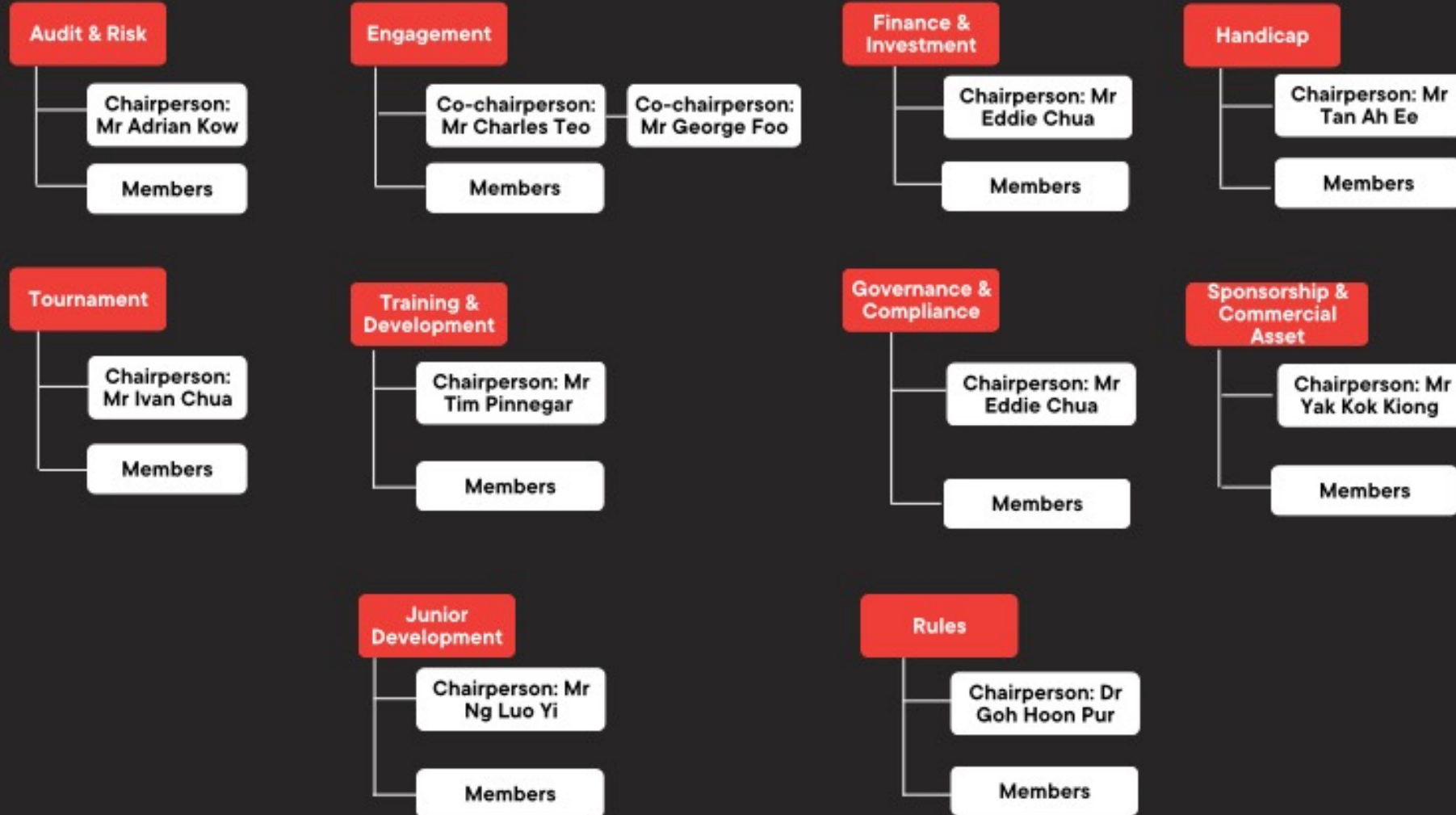
Mr Ng Kee
Choe
Member,
Governing
Council
(Chairman,
Tanah Merah
Country
Club)

Mr Victor Bay
Member,
Governing
Council
(President,
Warren Golf
& Country
Club)

ME8 Timothy
Yap
Member,
Governing
Council
(President,
National
Service Resort
& Country
Club;
President,
Sembawang
Country Club)



SUB-COMMITTEES





SGA EXECUTIVE BOARD MANIFESTO (2022-2026)

**PILLAR 1:
DEVELOPING THE
GOLF
ECOSYSTEM**

**PILLAR 2:
ENSURING AND
ACCELERATING
HIGH
PERFORMANCE**

**PILLAR 3:
STRENGTHENING
SGA'S FINANCIAL
POSITION**

PILLAR 1: DEVELOPING THE GOLF ECOSYSTEM



SGA to play a leadership role in strengthening the golf ecosystem from ground up

1. Stakeholders Engagement & ESG leadership

- Foster and maintain strong relationships with stakeholders:
 - Full members (i.e. golf clubs)
 - Associate members (i.e. SSGS)
 - Affiliate members (i.e. SLGA)
 - Sponsors & donors
 - Industry business associates
 - Regional golfing agencies and International Golf Federations
- Provide ESG leadership for stakeholders (e.g. SGA Sustainability Project, Salary Benchmarking Survey for golf positions)
Upcoming Projects - Golf Industry Survey + Rules Training for Golf Clubs staff



PILLAR 1:
DEVELOPING THE
GOLF
ECOSYSTEM



2. Community engagement & CSR leadership

- Introduce golf at grassroots (Get Golfing!)
 - People's Association
 - NTUC Club



Get Golfing! @ Our Tampines Hub



U Golf Academy with NTUC Club @ OCC

PILLAR 1:
DEVELOPING THE
GOLF
ECOSYSTEM



2. Community engagement & CSR leadership

- CSR Initiative through Golf
- Inaugural Golf Celebrates National Day
 - Focused CSR Program for Disadvantaged Groups covering mental health, mild intellectual disability, persons in need of food, low income families and children.



**PILLAR 2:
ENSURING AND
ACCELERATING
HIGH-PERFORMANCE**



- Enhance support for high-performance athletes and affirm Singapore as a top contender in the Asia-Pacific region
 - Develop and strengthen High-Performance & Junior Development Programs
 - Career support & pathway for SGA Professionals



**PILLAR 2:
ENSURING AND
ACCELERATING
HIGH-PERFORMANCE**



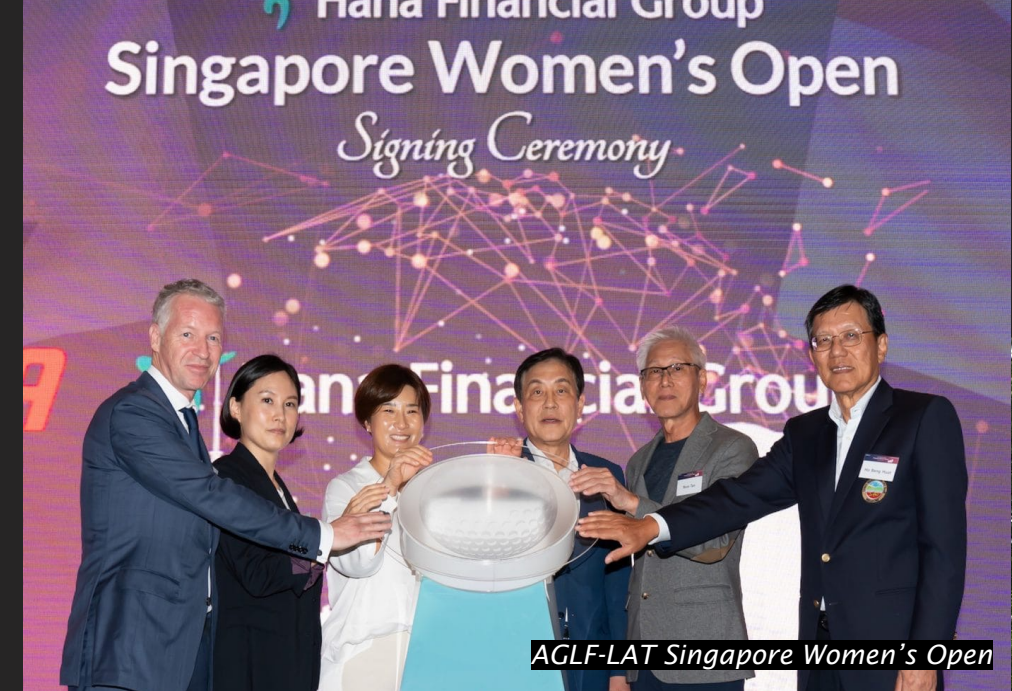
- **Creating and staging more tournaments in Singapore to increase competition exposure**
 - Junior & amateur tournaments across age groups



PILLAR 2:
ENSURING AND
ACCELERATING
HIGH-PERFORMANCE



- Attracting more professional tournaments in Singapore
 - e.g. Singapore Women's Open, Ladies Asian Tour, Singapore Open, International Series Singapore



**PILLAR 3:
STRENGTHENING
SGA'S FINANCIAL
POSITION**



Approach	
<i>Commercial</i>	<i>Diversification</i>
Developing and Evolving the commercial potential to our commercial assets	Supporting and appropriately commercialising golf development activities (e.g. golf-related certifications and regional conferences)
Build innovative and sustainable corporate partnerships	Philanthropic funding

**SUB-COMMITTEES
INVOLVED IN
SUPPORTING 3
PILLARS**



SGA EXECUTIVE BOARD MANIFESTO (2022-2026)

PILLAR 1: DEVELOPING THE GOLF ECOSYSTEM

- Audit & Risk
- Engagement
- Governance & Compliance
- Handicap
- Junior Development
- Rules
- Associate & Affiliate Members (e.g. SLGA, SSGS, SPGA)

PILLAR 2: ENSURING AND ACCELERATING HIGH PERFORMANCE

- Engagement
- Junior Development
- Sponsorship & Commercial Assets
- Tournament
- Training & Development

PILLAR 3: STRENGTHENING SGA'S FINANCIAL POSITION

- Audit & Risk
- Engagement
- Finance & Investment
- Governance & Compliance
- Sponsorship & Commercial Assets



Sub-committees to develop 12-month action plans which include the following:

- 1) Specific goals vis-a-vis SGA 9 strategic objectives
- 2) Tactics and plans to achieve goals
- 3) Performance measures

9 KEY STRATEGIC
GOALS FOR 2022 -
2026



1. Increase the number of golfers and the frequency of play by promoting inclusiveness and accessibility.

2. Establish a thriving and engaged stakeholders fraternity by promoting stakeholders engagement and ESG leadership.

3. Build golf's reputation as a force for good by providing CSR leadership.



9 KEY STRATEGIC
GOALS FOR 2022 -
2026



4. Develop and establish a leading golf training & development infrastructure and framework for juniors, teenagers, amateurs to professionals to ensure golfing performance and excellence.

5. Increase the appeal and profitability of SGA's professional and amateur events by collaborating with leading regional and international bodies

6. Focus on Sponsorships and Commercial Assets, and diversification to enable SGA to strengthen its financial position.



9 KEY STRATEGIC
GOALS FOR 2022 -
2026



7. Increase the regional and international impact, influence and reputation of SGA.

8. To develop the bench strength of the secretariat to enable SGA to fulfil its mission and vision, and achieve its strategic goals.



9. Govern responsibly to ensure integrity, wellbeing, sustainable development, and enjoyment of golf.