

Sheffield Golf Club Secretary

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Club & Facility Newsletter TASMANIA

Resources, Insights and Updates for Golf Club & Facility Administrators.

Big Swings 2026–2030: The Next Evolution of Golf in Australia

I'm pleased to share with you the launch of the next evolution of the national strategy for golf in Australia Big Swings 2026–2030.



This is an important moment for our sport, and one that reflects both where golf is today and to shape where it goes next.

Golf in Australia is in a strong position. More people are playing, in more ways, in more places than ever before, from traditional clubs, to driving ranges, simulators, and social venues. That growth has not happened by chance. It reflects the commitment and hard work of clubs, facilities, PGA Professionals, volunteers and industry partners right across the country.

But just as importantly, the game is changing. The expectations of golfers are shifting, and the opportunities in front of us are bigger than the game itself. And while none of us could have predicted the scale of change over the past five years, there has never been a more exciting time to be involved in golf.

This strategy has been built by more than 12,000 Australians, extensive consultation across clubs and facilities, and the insight and experience of people right across our industry – including many of you reading this. Clubs and venues have been central to that process, helping us understand not just what is happening in the game, but what you want to happen next.

This is not a strategy developed in isolation it is one built together, and it is owned together. One of the clearest messages in this strategy is that golf is growing, but it is also changing. The expectations of golfers today are different to even five years ago. People want flexibility. They

want shorter formats. They want social connection. And they want experiences that fit into their lives, not the other way around.

[VIEW BIG SWINGS 2026-2030 HERE](#)

That is why one of our three Big Swings is **EVOLVE**.

By 2030, all 1,800+ golf courses and facilities in Australia will have a plan to continue to evolve the experience for the modern golfing customer.

This is not about changing what makes your club or venue special. It is about ensuring every part of the golf ecosystem can remain relevant, welcoming, and sustainable into the future. For some, that might mean introducing new formats or more flexible access. For others, it might be improving the social and hospitality experience to grow revenue, strengthening pathways from practice facilities into the game, or rethinking how space and capacity is used.

We are already seeing this in action across the country, clubs diversifying their offerings, venues providing welcoming beginner experiences, and coaches creating clear pathways of progression and social play, and facilities creating new entry points for people who may never have considered themselves golfers before. These are not exceptions; they are signals of what is possible.

Alongside **EVOLVE**, the strategy also sets two other shared ambitions: **BELONG** and **CONNECT**.

Because evolving the experience only matters if people feel welcomed into it, and if we can connect them across every part of the game, from first swing to lifelong participation.

At its core, this strategy is simple. More people playing more golf, in more ways, more often. And importantly, more people experiencing the real benefits golf delivers, physical health, mental wellbeing, social connection, and a sense of belonging in their community.

This is not a top-down plan. It is a shared commitment. Golf Australia, the PGA, WPGA Tour, state bodies, clubs, venues, industry bodies and partners all have a role to play, but how you bring it to life will look different in every community. That diversity is a strength.

I encourage you to take a moment to watch the review the strategy booklet and reflect on what this means for you and your club or venue – no matter how big or small. Every action counts. Every improvement matters. And collectively, those steps will help shape the next decade of our game.

[READ FULL STRATEGY BOOKLET](#)

Thank you for everything you already do to support golf in your community. I'm genuinely excited about what we can achieve together.



James Sutherland
Chief Executive Officer
Golf Australia

Tasmanian Open Wrap



Ben Ford and Lorissa Dobson have both fought back from 36-hole deficits to take out the men's and women's Tasmanian Open titles respectively at Launceston Golf Club.

Ford trailed Launceston Golf Club member and reigning Tasmanian Amateur champion Mitch Van Noord and Victorian veteran David McKenzie by one stroke entering the final round.

[READ FULL STORY HERE](#)

Growth of social media platforms changing how golf is perceived



As any golfer knows, it only takes a few clicks before social media algorithms begin serving a steady stream of golf-related content, from swing tips and shot-by-shot videos to course reviews, fashion fit checks and light-hearted on-course moments.

TikTok has become a defining example of that trend, with its creator-led ecosystem of more than 12 million monthly active users in Australia fuelling the rapid surge of golf content.

[READ FULL STORY HERE](#)

Club Corner

★ Grants Assistance ★

Golf Australia providing guidance for clubs on grants available. We also offer guidance and grant writing services for the infrastructure projects with details of this grant opportunity noted below.

Our grant partner Red Tape Busters is available to assist. Please contact andrewhamilton@redtapebusters.com.au or Terry Smith terry.smith@golf.org.au for more information.

STAY UP TO DATE WITH GRANT OPPORTUNITIES

Does your club have a great story to tell?
No matter how big or small your club, please get in contact.

Terry Smith, Clubs and Facilities Manager - Victoria & Tasmania

Call 0418 128 756 or email terry.smith@golf.org.au



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