

## Guiding Principles for Golf Course Operations Decision-Making

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Guiding principles approved by Council in 2013 May (CPS2013-0410) are applied as a framework for all decision-making around City golf courses. They are part of the Golf Sustainability Framework, a mechanism for responding to Council direction in a consistent, expedient and transparent way.

The guiding principles reflect the role of City golf courses in the context of the competitive golf marketplace:

### ***Quality Products & Services***

Provide quality services and basic amenities that meet customer needs, service level expectations, and engage customers in the evaluation of appropriate golf products and services.

### ***Sustainable Business Practices***

Implement best practices in revenue optimization through a pricing structure that offers fair market value while balancing service levels and social benefits against the cost of service provision.

### ***Accessibility & Affordability***

Provide a range of affordable recreational golf services, within the context of the competitive golf market, for golfers of all ages and skill levels.

### ***Community Benefits***

Provide social, economic and environmental benefits to citizens and where appropriate, support a range of recreational opportunities and uses beyond the provision of golf services.

### ***Accountability***

Demonstrate financial accountability, transparency, good governance and due diligence, in accordance with corporate and departmental policies and priorities.

### ***Continuous Improvement***

Continuously seek opportunities to improve and enhance customer satisfaction and optimize revenue, resources and assets.