

Guiding Principles for Golf Course Operations Decision-Making

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.