

SHORT TERM ACTION PLAN (indicative 12 months)

(Prepared for GEO National Partners meeting, 9th May 2011)

STRATEGIC THEME	ACTION / OUTCOME
Programmes	OnCourse Removal of self-assessment from simplified OnCourse™ registration; New ‘resource’ area for OnCourse™ participants, featuring supporting materials such as policy templates for different sustainability themes and templated Sustainability Action Plans; Creation of GEO Certified™ marketing materials and on-line shop; Ongoing review of core programme content, particularly the matrices for gathering data;
	Legacy Creation of printed and copy-written version of Legacy Guidelines; Dissemination with Golf Course Architecture magazine; Translation of Legacy Guidelines into Chinese, with South China Agricultural University, other languages to follow; Distribution of edited version of Legacy Guidelines across environmental networks; Launch of GEO Legacy™ Certification programme, complete with all core templated programme content, guidance for GEO Legacy verifiers and on-line project representation;
	GEOSA Production of GEOSA Handbook, with annexes on priority topics such as the evaluation of turfgrass management; New and fully transparent “SUPPORT” section at www.golfenvironment.org, featuring GEOSA and all GEOSA member profiles; Planning of GEOSA recruitment and CPD model (in conjunction with third party); Hosting first international GEOSA Convention;

Marketing and Communications	Website upgrade to more clearly and comprehensively present GEO and GEO programme areas; New 'partners and supporters' landing pages, to better represent our partners and supporters; This tied into new GEO Map, through which all GEO partners and participants will be presented; Private forums for GEOSA and other partners and participants, including on line blog centre; New GEO e-newsletter; Full translation pack of all GEO resources and materials offered to partners and supporters; Use of Landmark Media as media outreach partners - in golf and also mainstream media; Gathering more evidence, testimonials and case studies as content for more regular features on the OnCourse programme;
Partnership development and fundraising	Continuing to seek new golf, corporate, environmental and national partners and funding contributions; Re-appraise and re-launch GEO corporate partner categories; Monitor programme funding streams, with plan to scale up revenue from programme administration fees - management, development and events; Finalise design, and launch, GEO programme for donations from individuals; Secure more Premier Partners via three way relationships with European Tour and Ryder Cup;
Strategic planning and governance	Evolution of GEO organisational structure with mechanisms appropriate for organisation due diligence; New codes of governance for internal organisational functioning and decision making; Evolution of memberships and individual representation on organisational committees; New strategic and operational plans defined during 2011, including consolidated financial model for orgs long term financial security; Planned production of GEO Annual Report commencing spring 2012 (for year 2011);
Administration	New Operational Manager and Administrators appointed to GEO staff; Review of all staff roles and responsibilities;