



Beaumont Bowling Club

Strategic Plan 2018 - 2022

30 June 2017

Vision Statement

We will be a community based Bowling Club with a friendly environment

Mission Statement

To provide the best lawn bowling facility and culture for the community for the foreseeable future

Objects and Purposes

The objects and purposes of the Club shall be

- to maintain and conduct a Club of non-political character, and to provide a clubhouse, bowling green and other conveniences for the use and recreation of the members at such place or places as decided by the members;
- to promote such other objects as the members shall determine but always to have in mind the advancement and best interests of the game of bowls;
- to affiliate with Bowls SA and any other organisation that may be desirable in the pursuit of these objects and purposes;
- to do all such things necessary to the attainment of the above objects and purposes.

Strategic Portfolios

The activities of the Club are grouped into the following Strategic Portfolios

Governance and Finance

Facilities (Assets and Greens)

Bowls Operations Improvement

Membership and Recruitment

Governance and Finance

- Conduct the affairs of the Club consistent with the requirements of the constitution.
- Ensure that the Club operates compliantly with applicable legislation, including OHS&W.
- Develop governance which ensures the best leadership for the sport.
- Develop an annual business plan.
- Review and define the roles and responsibilities of key personnel.
- Review current committee structure and develop a management structure to implement the strategic plan.
- Develop a succession plan for key positions.
- Maintain the current sponsorship package to keep current sponsors and attract new ones
- Identify all grant opportunities and ways of successfully accessing these.
- Identify potential advocates from the community who are prepared to support the club to raise funds to carry out improvements.

- Negotiate and lobby for new lease arrangements. Prioritise other funding avenues areas of support eg bequests, donations.
- Prioritise ways in which other funding avenues of support can be accessed
- Establish a risk register and risk management plan.
- Identify all key positions in the club

Facilities (Assets and Greens)

- Review all current facilities (greens, gardens and club house) to determine current state of assets.
- Develop a facilities plan which will include replacement/upgrades/and new developments in priority order.
- Continue to source funding opportunities to assist with the updating of Club assets identified in the Club's asset review and identify cost saving methods to improve the Club's profitability
- Annually refine the 'Green's Management Plan' (GMP) developing strategies for improvement.
- Develop and implement a plan to involve neighbouring clubs and schools in the use of club facilities/joint activities
- Review current community users and investigate widening their use.
- Canvas other bowling clubs on various options they use to involve their community

Bowls Operations and Improvement

- Provide a bowling improvement program involving challenging tasks and training
- Review current bowls activities (pennants and social) and develop ways to support individual members to continue to enhance their skills and enjoyment.
- Recruit and provide support to increase the number of coaches in the club.
- Provide specific coaching times and activities for members to access.
- Develop a youth recruitment program and provide the appropriate coaching and support to engage young people in the sport.

Membership and Recruitment

- Establish and implement an Induction Plan for new members.
- Develop a Recruitment plan which identifies strategies for attracting particular groups in particular women and youth.
- Develop a strategy to identify why members leave the club so the information can be used by the relevant committees and Board.
- Review the impact of the website which not only provides information to members but also the wider community.
- Ensure all communications carry consistent branding.
- Continue to provide a quality newsletter to members and sponsors.
- Review the quality of information provided within the club to ensure they are both relevant, accessible and attractive.
- Implement regular strategies for acknowledging and thanking volunteers.
- Provide opportunities and incentives for members to volunteer their expertise and time to the club.
- Implement a range of social activities that are fun and attract members to the club. Ensure that all members have specific and personalised invitation to events.
- Ensure that behavioural expectations are explicit and promote a culture of harmony and respect.