



**Gisborne and District Bowling Club Inc.**  
PO Box 142, Gisborne Vic 3437  
ABN: 71 163 229 691

# ***Gisborne and District Bowling Club Inc.***

## **Strategic Plan**

### **Vision**

To facilitate a sustainable bowling club that instils a sense of pride and ownership by the members and the community.

### **Mission**

To deliver the Club's outcomes in an inclusive and safe environment, focused on sustainable development and achievement.

### **Goals**

1. Provide a diverse range of bowling activities aimed at Club, team and individual success, personal development and enjoyment, based on our Fair Play Policy.
2. Enhance the Club's playing conditions to facilitate year round bowls and attract major bowling events.
3. Be regarded as an effective contributor to the sector.
4. Grow and nurture Club membership.
5. Effectively market the Club's various activities.
6. Increase and effectively deliver the Club's social activities and events for external parties.
7. Grow and maximise the exposure of the Club's sponsors.
8. Operate the Club in a financially sustainable manner.
9. Operate within an effective governance framework.

	Goals	Actions
1.	Provide a diverse range of bowling activities aimed at Club, team and individual success, personal development and enjoyment, based on our Fair Play Policy.	<p>a. Manage and conduct all bowling activities effectively, including:</p> <ul style="list-style-type: none"> <li>- pennant bowls</li> <li>- major bowling events, including tournaments</li> <li>- club championships</li> <li>- social bowls</li> <li>- "barefoot bowls"</li> <li>- junior bowls</li> <li>- training sessions</li> <li>- coaching sessions</li> <li>- any other special events approved by the Board</li> </ul> <p>b. Communicate effectively with members on all bowling activities and with the "bowling community" on major bowling events</p> <p>c. Undertake, at the end of the bowling season, post activity appraisals relating to the management and conduct of all bowling activities, and implement necessary changes.</p>
2.	Enhance the Club's playing conditions to facilitate year round bowls and attract major bowling events.	<p>a. Replace the grass green with a synthetic green and install a canopy over one of the synthetic greens</p> <p>b. Maintain the playing area and the surrounding facilities, and all associated equipment</p> <p>c. Create and implement a plan related to the establishment and delivery of a grant acquisition program aimed at assisting with the financing of new assets.</p>
3.	Be regarded as an effective contributor to the sector.	Appointed delegate to effectively represent the Club at meetings and events from time to time which include, but not limited to, meetings with Bowls Australia and Bowls Victoria, and region and divisional meetings.
4.	Grow and nurture Club membership	<p>a. Develop and implement a membership recruitment strategy</p> <p>b. Undertake an induction program for new members recruited to the Club</p> <p>c. Liaise with members when unexpected events happen such as a death in the family or an illness of a member</p> <p>d. Liaise with members to determine why they are not playing bowls and/or not being involved in the Club's activities</p> <p>e. Undertake exit interviews with members leaving the Club</p> <p>f. Implement program to acknowledge individuals who have reached membership milestones</p> <p>g. Create and implement a bequest program, which includes ongoing recognition of individuals who have left a bequest to the Club.</p>
5.	Effectively market the Club's various activities	<p>a. Create a plan relating to the delivery of all marketing and public relations activities for the Club</p> <p>b. Identify and deliver the related activities for each marketing and public relations activity (including communication with press, social media, Club's website etc.)</p>

	Goals	Actions
6.	Increase and effectively deliver the Club's social activities and events for external parties.	<ul style="list-style-type: none"> <li>a. Create and implement a plan related to the delivery of all social events for the Club and events for external parties, including venue hire (hereafter known as functions)</li> <li>b. Identify and deliver the related activities for each function</li> <li>c. Identify the source of funds, including undertaking any fundraising required, for any function</li> <li>d. Publicise to members the purpose and progress of the various activities related to each function impacting on Club members to encourage wide approval and support</li> <li>e. Undertake post activity appraisals relating to the delivery of the functions and implement any necessary changes</li> <li>f. Manage bar activities, including controlling bar staff, sales and banking, purchases, stock movements, stock on hand, returns achieved and bar equipment.</li> </ul>
7.	Grow and maximise the exposure of the Club's sponsors	Create and implement a plan related to the delivery of a sponsorship program, including the acquisition and promotion of sponsors.
8.	Operate the Club in a financially sustainable manner.	<ul style="list-style-type: none"> <li>a. Review delegations of authority on an annual basis covering the management of funds, custody of records, and the receipt and payment of funds</li> <li>b. Create annual operating and capital budgets for the Club and monitor actual performance against that budgeted</li> <li>c. Determine and recommend to the Board for approval the annual subscriptions and any other fees payable by members or categories of members to the Club, the benefits which apply, the due date, and manner of payment</li> <li>d. Develop and provide appropriate financial and management reports for Board meetings</li> <li>e. Develop and provide the Club's annual financial report to our members and key stakeholders.</li> <li>f. Establish adequate security arrangements to safeguard the Club's assets, including maintaining a register of key holders</li> <li>g. Maintain a register of the Club's assets and liabilities, and ensure that assets are effectively maintained and liabilities are appropriately managed</li> <li>h. Create a risk management plan, which identifies key risks and the actions required to mitigate those risks. Any incidents/accidents need to be recorded and examined, and any shortcomings rectified.</li> </ul>
9.	Operate within an effective governance framework	<ul style="list-style-type: none"> <li>a. Maintain effective governance processes with adequate accountability to our members and key stakeholders</li> <li>b. Establish policies and processes covering all key aspects of the Clubs operations</li> <li>c. Monitor compliance with the conditions contained in the Club's Constitution, board and committee charters, codes of conduct, policies and the crown land lease.</li> </ul>

*The implementation of the Gisborne & District Bowling Club Strategic Plan is monitored by the Club's Board of Directors*