



Bentleigh Bowling Club



5 Year Strategy Plan

July 2019

Why do Strategic Planning?

1. To set direction and priorities for effort and resources (\$s)
2. To get everyone on the same page
3. To simplify decision-making
4. To communicate the unifying message
5. Establishes performance and assessment criteria – to honestly answer “*how are we doing?*”



Purpose, Mission & Vision

Our Purpose is to be a respected and competitive lawn bowls club that also provides members and guest with a fun, safe and social off-green environment.

Our Mission is to be a respected and successful bowling club, specifically: We will be a competitive Division 1 Club, with 8 Saturday sides, 4 Midweek sides and a vibrant Friday Night or Sunday afternoon Social bowls scene with modern, appealing facilities.

Our Vision

- We will be a Club where **all members feel welcome and valued**.
- We will be respected by our opposition Clubs as **honourable competitors** .
- We will deliver **sustained high performance** in all pennant sides.
- We will provide an **appealing, vibrant, safe and social club environment** for our members and guests.
- We will continue to be an **independent and financially secure** club.



Our values

- **Integrity and Respect** on and off the green
- **High Performance** – all competing members will strive to constantly improve their own performance.
- **Cooperation** – all members work cooperatively to deliver the club's purpose and vision, no matter how small or large the task.
- **Community Spirit** – we are part of the Bentleigh and surrounding community and will actively seek opportunities to support the community



Strategic Portfolios of Focus

- Membership Growth & Development
- Competition Bowls
- Operations
- Finance & Governance
- Facilities Development



Membership Growth & Development

- Target 140 bowling members
- Member communications plan developed and implemented
- Establish relationship with football, cricket and tennis clubs
- PR articles in local Leader newspapers
- Full summer Barefoot/Social Bowls program
- Established database for prospective members
- Calendar of Social Events for members



Competition Bowls

- Well established in highest amateur division (currently Div 1)
- Increased coaching capacity for all bowlers (delivery skills, game strategy, rules and etiquette)
- Introduce “buddy system” and etiquette guide for new bowlers
- #1 Green lights upgraded to LED



Club Operations

- EFTPOS facilities implemented
- Roles and Responsibilities defined
 - Bar and supplies
 - Kitchen and supplies
 - External Functions and Hall Hire
 - Grounds Maintenance
 - Building Maintenance & minor upgrades
- Volunteer ethos encouraged



Finance & Governance

- Financial Plan developed to support Strategic Plan
- Additional sources of revenue
 - Council & Government grants
 - Sponsorship Value Proposition improved
 - Barefoot/Social bowls
 - Room hire (outside of functions)
- Constitution modernised to reflect the Club's current status
- More agile Committee of Management and meetings



Facilities Development

- 5 Year Program for Club Rooms development
 - Larger bar area further integrated with outdoors
 - Main hall refurbished
 - Entrance refurbished
 - Enhance “street appeal”
 - Covered Observation Area on roof(?)
- Level and landscape BBQ area

