

Christies Beach Bowling Club



2015 / 16 Strategic Plan



A CLUB ON THE MOVE



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VISION & MISSION

Our Vision:

To be the best bowling club in South Australia

Our Mission:

To provide a cultural that is friendly welcoming place that has facilities and funds that meet the current and future needs of members, visiting clubs, visitors and the wider community.

Key Pillars:

The Christies Beach Bowling Club has identified seven pillars that are key to the clubs operations, they are;



Strategic Planning



Financial Management



Facilities Planning and Management



Membership Management



Positive Club Culture



Volunteer Management and Recruitment



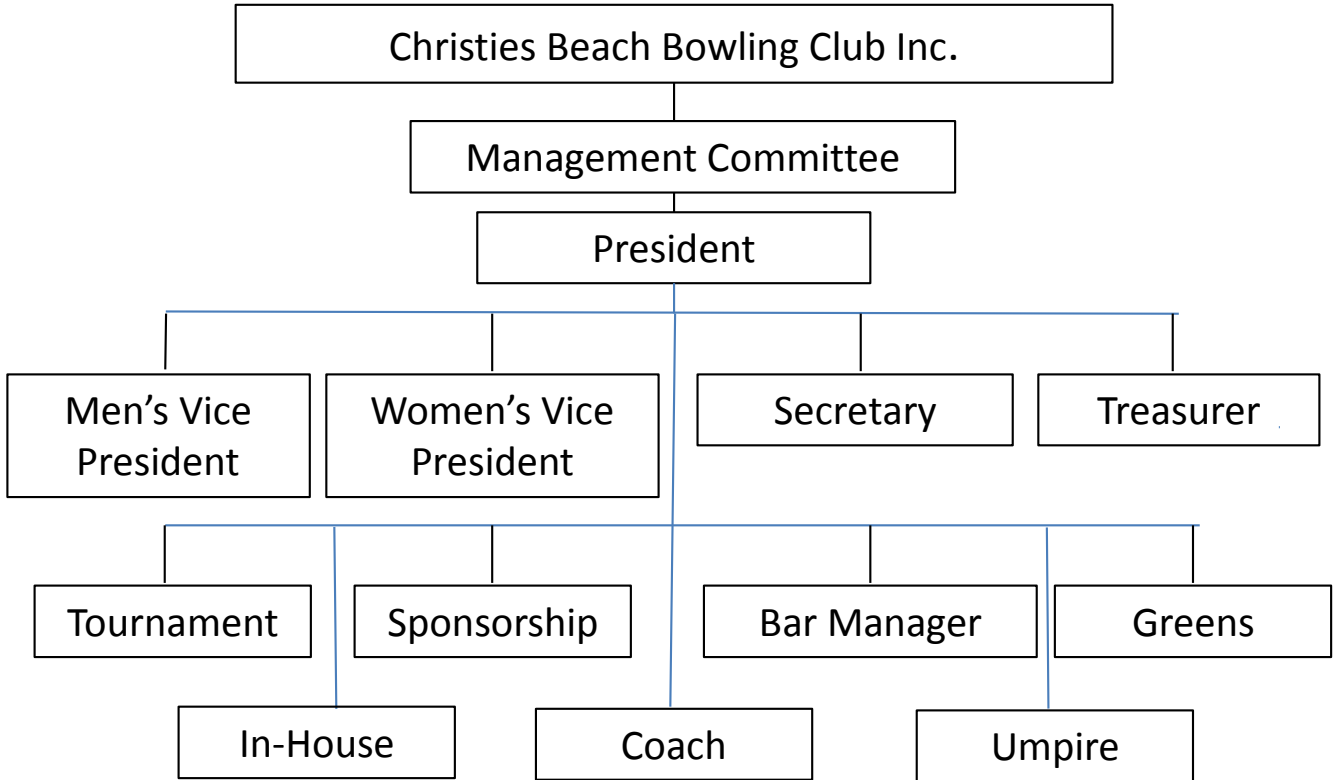
Bowls

Each of these areas requires priority and positive management to ensure the sustainable future of the Christies Beach Bowling Club.



CLUB STRUCTURE

Club Management Structure



Numbers Involved in each facet of the club, Christies Beach Bowling Club

Members	101
Junior Members	1
Associate Members	0
Social Members	0
Total	102

The club will be investigating increasing the categories of membership to be more appropriate and to encourage greater involvement in the club.



GOVERNANCE

Governance

The club's constitution and the obligations set by government need to be understood and appropriately managed so as to meet the clubs lawful responsibilities.

Sub-Committee's

The club is placing a priority on forming sub-committee's where appropriate, they include;

1. Men's Facilities Committee
2. Women's Facilities Committee
3. Social Committee
4. Night Owls Committee

And any other sub-committee that is deem relevant and appropriate.

Key Responsibilities of Management Committee

1. Ensure all constitutional requirements are met for the CBBC
2. Ensure communication procedures are in place and functional
3. Prepare Annual Report including audited financial report
4. Liaise with third parties institutions as required, council, Liquor License authority etc

Strategies to Improve Governance

1. Review CBBC constitution on an annual basis
2. Update CBBC constitution as required.
3. Put in place communication procedure to ensure all affiliates are connected to CBBC meetings and activities.
4. Investigate contemporary communication vehicles such as website, facebook, twitter and other functional and appropriate systems

The club must be proactive in meeting these obligations.



KEY PILLARS

Six Key Pillars:

The members and committee have identified seven pillars that must have front of mind priority for the club committee and membership.



Strategic Planning



Financial Management



Facilities Planning and Management



Membership Management



Positive Club Culture



Volunteer Management and Recruitment



Bowls



STRATEGIC PLANNING

Key Pillar 1. Strategic Planning

Objectives

1. Set a strategic plan that outlines the clubs direction and aspirations
2. Set a financial plan for CBBC that provide for a sustainable financial future
3. Set current and future facility improvement plan for CBBC
4. Build the capacity of the club so as to future proof its viability including promotion of the club and events, membership and volunteer growth.

Strategies

1. Hold a club forum to gain members thoughts and priorities.
2. Set a financial management plan including capital works projects
3. With input from all clubs members complete a facility review and forward plan.
4. Seek out people power from within the ranks of the club or community.
5. Formulate and adoption of this strategic plan be club members.
6. Promote the bowling club and all its activities to members and public.
7. Have members support and promote all fundraising activities
8. Recognise activities that promote a positive club culture





FINANCIAL MANAGEMENT

Key Pillar 2: Financial Management



Objectives

1. To have a club that is financially managed in a planned and sustainable manner
2. To annually produce a budget for management committee approval
3. To have financial management that provides up to date reports against established budgets
4. To have monthly reports tabled at management meetings
5. To annually have financials audited
6. To have procedures to ensure expenditure is formally approved

Strategies

1. Review prior years income and expenditure.
2. Set annual budget based on historical income and expenditure taking into account projected revenue and expenditure.
3. Increase revenues where possible
4. Reduce expenditure where possible
5. Have bank statements tabled at all management committee meetings
6. Establish Capital works plan and timeline.
7. Review paid roles within club to maintain balance between expectations of volunteers and remunerated positions.



FINANCIAL MANAGEMENT

Key Pillar 2: Financial Management



Objectives

1. Maximise the operations of the club
2. Drive recruitment of new members
3. Maximise patronage of the club and financial return
4. Maximise sponsorship of club
5. Source and apply for all appropriate and available grants
6. Maximise revenues through the bar and kitchen

Financial Management, Social/Fundraising

Strategies

1. To establish club usage and identify where opportunities exist to run other functions and events including corporate use of the clubrooms.
2. Produce club hire agreement and flyers to promote club hire to third party groups.
3. Through flyers, strategic advertising, internal club promotion drive attendance at all club events
4. Identify sponsorship opportunities and maximise signage placement
5. Review signage at club frontage to maximise club profile and sponsor promotion
6. Drive new member recruitment to raise membership revenue
7. Promote events to kindred clubs to gain their involvement



FACILITY PLANNING & MANAGEMENT

Key Pillar 3: Facility Planning & Management



Objectives

1. To have quality facilities that meet the requirements of our clubs and members now and into the future
2. To establish the current and future facility needs of the club
3. To establish a short and long term capital works plan
4. To highlight to the City of Onkaparinga, councilors, Bowls SA, politicians our current and future needs.
5. Seek out grants that can assist in meeting objectives.

Facility Management, Capital Works

Strategies

1. Plan for Capital Improvements in particular A Green renovation, B Green renewal and lights for A Green.
2. A Capital Improvements plan to be produced and annually reviewed.
3. Consider capital improvements that would assist in utility savings such a water storage and additional solar panels.
4. Form joint working party to manage capital improvement program
5. Assess current facilities to ascertain if renewal plans are required. (i.e. bar, kitchen, clubrooms and committee room)
6. Meet annually with the City of Onkaparinga Grounds and Facility Officer to ensure the club and council are working together
7. Budget for capital works fund, seek out appropriate grants and sponsorship.
8. Have costing and plans ready for grant applications.
9. Set an annual maintenance plan.



MEMBERSHIP MANAGEMENT

Key Pillar 4: Membership Management



Objectives

1. Set in place membership retention and recruitment plans.
2. To have strong membership numbers to ensure the viability of the club on and off green.
3. To promote and present club so it is the club of choice for new bowlers or bowlers on the move.
4. To establish appropriate membership categories. that reflect the needs of current and future members
5. Establish a membership base that has a broad age profile.
6. Have a club culture that through words and actions promotes an inclusive environment and connects with our community.

Strategies

1. Set a recruitment action plan
2. Produce flyers promoting the club and distribute appropriately
3. Produce a membership information package that provides potential members all that they need to know to consider membership.
4. Have current members be our frontline for recruitment.
5. Continue to run Night Owls as a way of introducing people to our club.
6. Link to and be available to schools.
7. Have each club event, including sponsors days, be inclusive of guest and be conscious of the potential recruitment opportunity.
8. Advertise for new members in local press.
9. Utilise modern technology such as a club website to promote the club and membership.



CLUB CULTURE

Key Pillar 5: Club Culture

Objectives



1. Establish a club culture that is respectful, fair and equitable and that promotes a positive attitude to members, potential members, opposition club players and all visitors.
2. Establish a culture where volunteering is second nature.
3. Establish a culture with a focus on what we can do.
4. Establish a culture where club involvement by members in social functions and club events is the norm
5. Establish a culture where players represent the club where and with whom they are selected.
6. Establish a culture where we celebrate our history and the successes of the past while having a focus on the now and future opportunities that present themselves.
7. Establish a culture that informs, includes and is transparent.

Strategies

1. Set membership expectations and promote to members
2. Set a code of behavior
3. Promote and recognise volunteers within the club.
4. Measure percentage support of club functions as one measure of engagement with club events.
5. Ensure new members are aware of cultural expectations
6. List all volunteer roles and the associated responsibilities
7. Establish requirements of remunerated staff and associated balance support for them through volunteers.



VOLUNTEERS

Key Pillar 6: Volunteers

Objectives

1. Establish a culture where volunteering is second nature.
2. Members to focus on what they can do to help.
3. Recognise the efforts of current volunteers.
4. Recognise the level of responsibility taken by certain volunteer roles.
5. To share volunteer roles based on the abilities and time available from the members base.
6. Through recruitment of new members and an inclusive culture, broaden the human resources available to the club.



Strategies

1. Promote and recognise volunteers within the club always.
2. Be part of the City of Onkaparinga volunteer recognition awards.
3. List all volunteer roles and the associated responsibilities.
4. Establish requirements of remunerated staff and associated balance support for them through volunteers, including bar.
5. Where appropriate establish volunteer rosters to share roles.
6. Investigate work for the dole projects.



BOWLS

Key Pillar 7: Bowls

Objectives

1. Provide bowling opportunities for all members, including pennant, championships, events and social.

Pennant / Interclub Bowls

1. Strive for success in Bowls SA pennant competitions.
2. Investigate other bowling opportunities such as the Taylors Cup
3. Have an establish selection panel and process.
4. Assist club culture through honest and timely communication with club members regarding bowls selection.
5. Celebrate the opening and closing of the season.

Club Championships

1. Provide organised and scheduled club championship events.
2. Manage the timely playing of the preliminary rounds.
3. Consider a day where finals for all events can be played.

Social

1. Continue to provide social bowls each week.
2. Value add to club culture and social events through special bowling events, country trips.
3. Schedule and plan an events calendar inclusive of Sponsors Days, Gala Days, Presidents Day, Novelty Bowling Day, Friendship Day, Family Day, International Day.

Bowls Coaching

1. Support the provision of coaching for members.





BOWLS

Key Pillar 7: Bowls

Strategies

Pennant / Interclub Bowls

1. Provide pre-season trials to lead into pennant season and assist first selections.
2. Consider team practices as a way to improve on green performances.
3. Establish a playing style for our pennant teams
4. Consider pennant team coaching

Club Championships

1. Consider entering all members in singles championship.
2. Seek early registration for all club championship events.
3. Set a schedule for each round to be completed.
4. Consider a “Finals Day” each event.

Social

1. Promote and invite the Tuesday social bowls to members and kindred clubs.
2. Plan and implement Night Owls for season 2015/16
3. Broaden social bowls by planning club exchanges

Bowls Coaching

1. Support and promote coaching to members.
2. Consider scheduled coaching program for pennant teams.
3. Consider specific skill sessions.
4. Encourage members to become qualified club coaches.



