



# Shepparton Park Bowls Club Inc

## Business Plan

2015 - 2018

<b>VISION STATEMENT:</b>	To maintain our competitive status in the Goulburn Valley Bowls Division whilst providing members with a vibrant and successful sporting club that is for all.
<b>MISSION STATEMENT:</b>	To provide club members and members of the community with a safe and enjoyable environment so as to enable all to participate fully and equally in all aspects of the life of the Club, both on and off the greens.
<b>CORE VALUES:</b>  <i>A values statement details that the club is committed to the provision of safe social and competitive opportunities for all members. It aims to provide all members with fair competition and access to high standard Club facilities.</i>	<ol style="list-style-type: none"> <li>1. Having one of the best facilities for bowls in the area.</li> <li>2. Having a sound financial record with good management.</li> <li>3. Having a successful record of maintaining membership, and encouragement of new participants.</li> <li>4. Providing all members with the opportunity to participate in pennant bowls at various levels.</li> <li>5. Providing members with good social activities and amenities in a safe and pleasant environment.</li> </ol>
<b>PORTFOLIO AREAS:</b>  <i>An assessment of portfolios that the club is focusing on or working towards for example; on-green success (bowls), sound financial management, membership services, marketing, etc.</i>	<ol style="list-style-type: none"> <li>1. Finance</li> <li>2. Membership</li> <li>3. Greens / Facilities</li> <li>4. Bowls</li> <li>5. Administration</li> </ol>

Objective	Strategy	Responsibility	Timeline	Resources / Finances Needed
What do you want to achieve?	How are you going to do it?	Who will do it?	When will they do it?	
<p>Communication - Increase the efficiency of communication internally and externally at the club.</p>	<ul style="list-style-type: none"> <li>- Maintain and develop the club Facebook page to communicate to the younger members within the club, but also to communicate to the wider community outside the club.</li> <li>- Also maintain and update club website.</li> <li>- Try and get more members on email so that communication can become electronic and efficiently.</li> <li>- To continue running the monthly newsletter.</li> <li>- Selection Policy, the club needs to create guidelines so to be transparent with all pennant players and to set criteria as to how sides will be picked.</li> </ul>	<p>Membership Director (Paul Warren)</p> <p>Ron Holland</p> <p>Communications officer Jim Shanahan, David Gullick</p> <p>Bill Chilcott, Ron Holland and Jim Shanahan</p> <p>Secretary</p> <p>Coach and selection panel. Bowls Committee</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Monthly Newsletter to remain the same</p> <p>September for Selection Policy.</p>	<p>Members to give email addresses.</p> <p>Broadband for Seniors</p>
<p>Coaching</p>	<ul style="list-style-type: none"> <li>- The Board and the two sections will be responsible for the Coaching role at the club.</li> <li>The club will implement a timetable/schedule and be transparent in terms of the role.</li> </ul>	<p>Club Coach</p> <p>Board</p>	<p>Ongoing</p>	<p>Coach to look at accreditation. Club to pay fee.</p>

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<p>Membership and Participation</p> <p>Increase participation to 3000 participants in the 2015/16 year</p>	<ul style="list-style-type: none"> <li>- Membership portfolio - The person who is responsible for that portfolio has to be actively trying to increase participation.</li> <li>- Run events such as Barefoot bowls, Jack Attack, Business House Bowls, Group functions, Girls on the green</li> <li>- Letterbox drops, Personal Invitations</li> <li>- Communication to increase the availability and use of the facility. Facebook and Website.</li> <li>- Look at outside co-ordinator to facilitate this goal.</li> <li>- Induction Pack for new members</li> </ul>	<p>Membership Director</p> <ul style="list-style-type: none"> <li>- sub -committee</li> <li>- outside co-ordinator</li> <li>- Night Pennant committee</li> <li>- Charity Day Committee</li> </ul>	<p>June 2016</p>	<p>Participation form to record participation.</p> <p>Promotion Budget</p> <p>Flyers/Stationary/Printing Costs</p> <p>Induction Kit</p>
<p>To look at the viability of having a full time club/bowls manager at the club.</p>	<p>Board to investigate what the role would be, what KPI's and targets they'd have to achieve, a salary and or incentive program. Board will also look at other venues with similar positions.</p>	<p>Board</p>	<p>2016</p>	<p>Position descriptions</p>

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Increase the use of the clubhouse. Bringing in outside people to the club.	<ul style="list-style-type: none"> <li>- Look at leasing out kitchen one night a week</li> <li>- Increase the use of function hire, parties, seminars and conferences, liaise with the city council to promote that.</li> <li>- Look at variety nights for social activities, expand on roving roasts, chicken and salad nights</li> <li>- Be more stringent with the members register book. That way they can track foot traffic.</li> </ul>	<ul style="list-style-type: none"> <li>- Booking Officer</li> <li>- Board</li> <li>- Social Committee</li> </ul>	2016	Website/Social media maintained and informative for people to seek the use of the facility. Liaising with the Shepparton City Council.
Develop a long term plan for the Club	<ul style="list-style-type: none"> <li>Manage current greens, including refurbishment</li> <li>Develop a 4<sup>th</sup> green as needed</li> <li>Replacement of Rose Green carpet</li> <li>Develop membership retention strategies</li> </ul>	<ul style="list-style-type: none"> <li>Greens Director</li> <li>Board</li> <li>Board</li> <li>Membership Director / Board</li> </ul>	2018	<ul style="list-style-type: none"> <li>Finances</li> <li>Equipment purchases</li> </ul>
Club Management	<ul style="list-style-type: none"> <li>Develop a plan to streamline club management practices.</li> <li>Merge current sections into one Bowls section</li> <li>Ensure continuity in Board membership, by having two year terms</li> </ul>	<ul style="list-style-type: none"> <li>Board</li> <li>Board / Members</li> <li>Board</li> </ul>	2016	Constitution changes