

# Windsor Bowls Club Inc. Strategic Plan 2019 -2023



**OUR MISSION:** To provide excellent bowling and club facilities for the benefit of all members and guests.

**OUR VISION:** To be recognised by the bowls community as a Club that excels at bowls and provides a welcoming environment for newcomers and visitors to the club. To be a Club with a sustainable and professional business that supports our bowls program and has a positive impact in the broader community.

**OUR OBJECTIVES:**

1. To show respect for all bowlers and aspire to achieve high bowls outcomes as a united Club.
2. To provide a venue that is recognised as a top-level bowls venue and one that enables our bowlers to achieve the aspired level of excellence
3. To maintain the heritage values of the Windsor Bowls Club within the Windsor Park heritage precinct
4. To have a visually attractive Clubhouse and surrounds with modern facilities consistent with the heritage values of the place.
5. To have a profitable and sustainable bar and catering business that provides high levels of quality and service.
6. To have strong administrative and financial management of the Club to ensure the Club continues to thrive well into its second century of operation



## **STRATEGIES TO ACHIEVING OUR OBJECTIVES:**

### **Objective 1**

***To show respect for all bowlers and aspire to achieve high bowls outcomes as a united Club.***

#### Strategies

1. We will develop a strong bowls Section committee that aspires for outstanding bowls outcomes for the Club
2. We will deliver a robust internal Club bowls program including Club championships, major competitions and social events
3. We will develop our bowlers so that they can be successful at winning top-level bowls competitions both at the team and individual level.
4. We will provide opportunities for players to receive training in coaching, markers etc.
5. We will welcome and encourage new bowlers to our Club.

### **Objective 2**

***To provide a venue that is recognised as a top-level bowls venue and one that enables our bowlers to achieve the aspired level of excellence.***

#### Strategies

1. We will set an expected standard for the quality of our greens (and surrounds) to be presented
2. We will develop and implement an ongoing greens maintenance and renovation plan
3. We will undertake regular maintenance of all green's equipment
4. We will employ skilled personnel to undertake greens preparation and maintenance
5. We will develop a plan for any future enhancements to the greens and surrounds considering other relevant strategies and objectives.

### **Objective 3**

***To maintain the heritage values of the Windsor Bowls Club within the Windsor Park heritage precinct.***

#### Strategies

1. We will develop a Heritage Conservation Plan for the Clubhouse and its surrounds, in conjunction with the Brisbane City Council
2. We will celebrate 100 years of bowling history by conducting a major bowls event in our centenary year of 2021



#### **Objective 4**

***To have a visually attractive Clubhouse and surrounds with modern facilities consistent with the heritage values of the place.***

##### Strategies

1. We will develop an overarching development plan for the future enhancements and refurbishments to the Clubhouse and surrounds that are consistent with the Heritage Conservation Plan and any precinct developments for Windsor Park
2. We will ensure the plan allows for development to be done in a staged manner
3. We will be active in applying for sponsorships, grants community funding or other funding sources that arise from time to time application to fund improvements
4. We will maintain existing and new facilities and equipment to the required standard
5. We will develop and maintain a good working relationship with Brisbane City Council as owners of the club house and surrounds.

#### **Objective 5**

***To have a profitable and sustainable bar and catering business that provides high levels of quality service.***

##### Strategies

1. We will employ appropriately skilled staff who will work in a professional and friendly client focussed manner
2. We will provide appropriate training documentation about the jobs to be undertaken along with appropriate training and guidance
3. We will provide a clean and tidy workplace for staff and patrons
4. We will provide products for sale that attract the patrons to the Club
5. We will generate an atmosphere at the Club that attracts both bowlers and patrons to come to the Club
6. We will set and maintain an expected standard of dress and behaviour of all clientele
7. We will market the services provided by the Club in a professional manner to grow our Club's business

#### **Objective 6**

***To have strong administrative and financial management of the Club to ensure the Club continues to thrive well into its second century of operation.***

##### Strategies

1. We will develop a Management Committee committed to strong administration and financial management of the Club
2. We will develop an Administrative Plan to guide the business planning
3. We will set annual financial budgets and review progress against that budget
4. We will develop a Marketing Plan and to grow our business
5. We will minimise the use of energy and water to the greatest extent practicable
6. We will encourage waste recycling and minimise the quantity of waste sent to landfill.
7. We will develop and maintain good working relationships with our Local, State and Federal Government representatives