



FY26-28 STRATEGIC PLAN

Updated for FY27

VISION

To improve the lives and wellbeing of our members and community.

MISSION

To be the premier hub for social and recreational activities, fostering a vibrant and inclusive culture for our members and local community.

Our Values



Growth



Inclusion



Enjoyment



Accountability



Innovation



Compassion



Community



Integrity

Strategic Pillars



People & Culture

Our service led culture is founded in our people, who are engaged, accountable and truly represent the Club's values



Membership & Community

Create a reputation for the Club that demonstrates an unwavering commitment to our Club's values and make a positive impact on our local community



Club & Hospitality

Continually invest in Club facilities to offer a premier recreation and hospitality venue and elevate Club services to meet the expectations of members and our local community



Bowling

Provide our members with the best bowling facility in the region and grow bowling participation by appealing to different demographics



**Financial Strength
& Governance**

Maintain a strong, viable and sustainable financial position and follow best practice corporate governance

Strategic Initiatives

Club Facilities

Deliver both major facilities upgrades and targeted refurbishments to improve customer experience and revenue generation, including a new synthetic green, outdoor entertaining area, clubhouse and technology improvements



Engaged People

Develop the competencies of our people, providing a standard performance framework and training & development opportunities to promote a consistent standard of service delivery



Enhanced Services

Continually enhance our service offering and member support processes to grow hospitality patronage and meet community demand



Community

Deliver an integrated marketing strategy to build brand awareness and reputation across the local community and foster relationships with community groups, sporting groups and Club sponsors



Bowling

Establish a calendar of events that appeal to different segments of our local community, showcasing our new green and the sport of bowls as welcoming and inclusive to all ages



Governance & Compliance

We aim to operate ethically, to maintain a strong financial position and a robust risk management framework





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