



# **STRATEGIC PLAN 2017 TO 2022**

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**Facebook**

<https://www.facebook.com/DrysdaleBowlingCroquetClub/>

## **Forward**

This plan demonstrates the Drysdale Bowling & Croquet Club's commitment to the purposes of our Club, our members, our future and our community.

## **Introduction**

The **Drysdale Bowling & Croquet Club** was formed in May 1947 and opened in October 1948.

## **Committee Member Details**

Director: Anne Brackley

Deputy Director: Terry Hampshire

Secretary: Chris Symmonds

Treasurer: Ash Rees

Bowling Section Representative: Matt Hommelhoff

Croquet Section Representative: Judy Welch

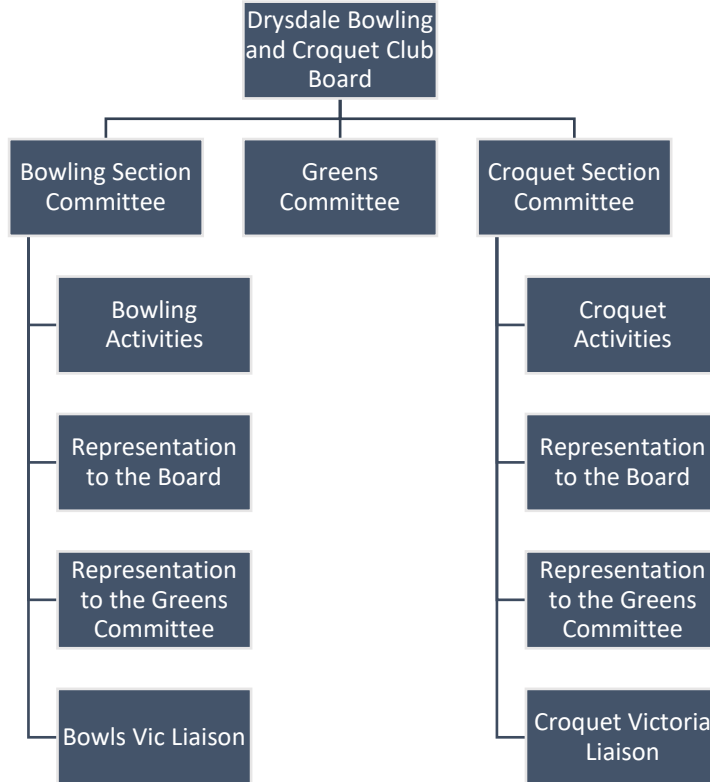
Committee Members

Charlie Harrison

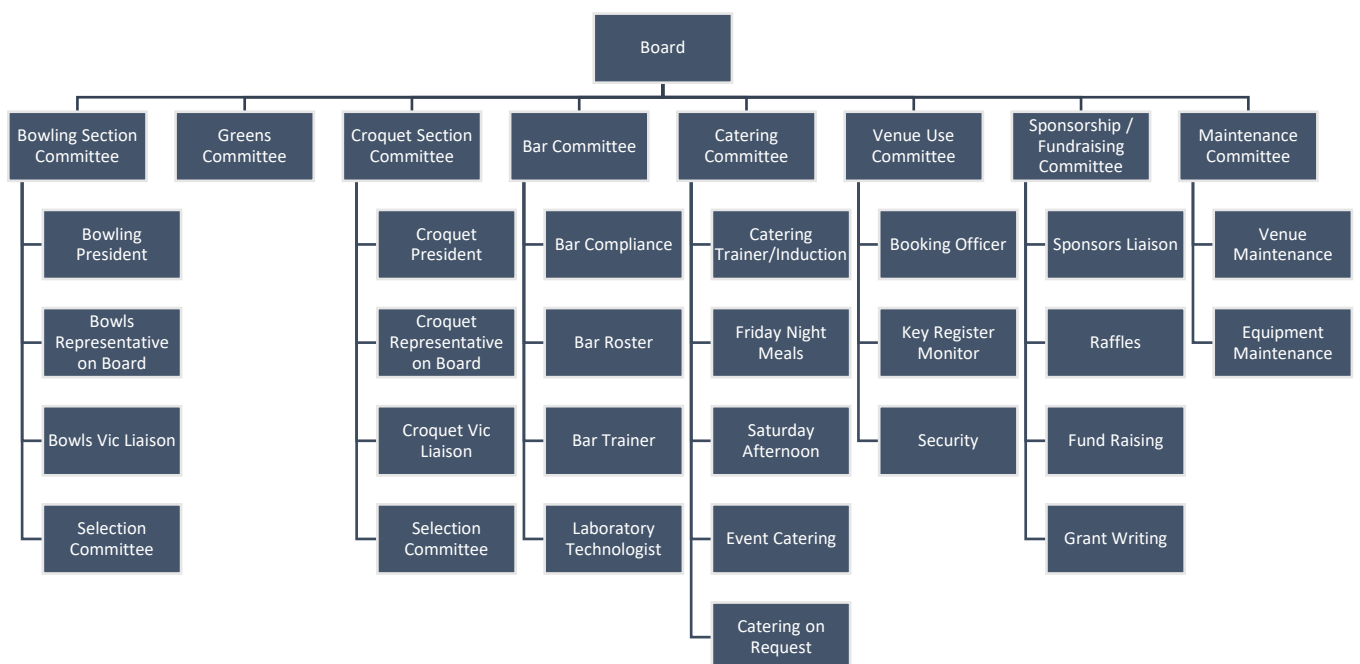
John James

# Club Structure

## Current structure



## Potential Aspirational Structure – where more roles are shared



Description of different types of positions and how backup is arranged:

<b>Board</b>	The legal entity Management Team – responsible for all decisions regarding legal and financial matters	
	<b>Backup representatives from Sections</b>	Section representatives to the Board maybe relieved by another member of that Section as necessary
<b>Bowling Section Committee</b>	Responsible for all Bowls Section decisions with regard to members – all activities must be budgeted and approved by the Board	
	<b>Backup staff members:</b>	Replaced by Section Members as required
<b>Greens Committee</b>	Responsible for liaison with Greens Keeper to ensure that the greens meet the requirements of both sections in line with our budget	
	<b>Backup staff members:</b>	Replaced by Section Members as required
<b>Croquet Section Committee</b>	Responsible for all Croquet Section decisions with regard to members – all activities must be budgeted and approved by the Board	
	<b>Backup staff members:</b>	Replaced by Section Members as required
<b>Bar Committee</b>	These roles are still to be determined	
	<b>Backup staff members:</b>	
<b>Catering Committee</b>		
	<b>Backup staff members:</b>	
<b>Sponsorship Committee</b>		
	<b>Backup staff members:</b>	
<b>Fundraising Committee</b>		
	<b>Backup staff members:</b>	

## Statistics and Details

Actuals for 2016-17 and then proposed membership numbers to help our club to thrive not just survive.

	Actuals 2016- 17	Proposed 2017-18	Proposed 18-19	Proposed 19-20	Proposed 20-21	Proposed 21-22	Proposed 27-28
Life Members	7	7	7	7	8	8	10
Bowling Affiliated Members	71	75	77	80	85	90	120
Bowling Social Members	9	10	11	15	20	25	40
Bowling Junior Members	0	1	2	4	8	16	40
Croquet Affiliated Members	46	50	55	60	65	70	120
Croquet Social Members	0	6	10	10	10	10	10
Croquet Junior Members	1	2	3	5	7	9	18
Social Members	41	45	49	54	60	70	120
Total	175	196	214	235	263	298	478

## Club Demographics

Our Club is made up of

Age Range	No of Members 2017	Community Nos 2016	Community Nos 2026
10- 24	1	2359	3224
25 – 34	8	1357	2167
35 – 49	12	2356	3395
50 - 64	32	2873	3195
65 - 74	50	1677	2174
75 – 84	31	999	1586
85 – and wiser	20	338	5391
Not stated	20		

The current demographics of the club shows that there are many opportunities to increase the number of members over a wide range of age ranges. We need to develop engagement strategies to engage with the different age groups.

## **MISSION STATEMENT**

To provide a respectful, inclusive, sustainable environment in which to foster the games of bowls and croquet and to promote socialization and reduce isolation.

## **PURPOSE**

To maintain and conduct a Club of a non-political character and to provide a clubhouse, bowling and croquet greens and other facilities for the use and recreation of the members at such place or places as decided by the members

To advance, foster and maintain the games of bowls and croquet and to encourage fellowship amongst participants.

To do all such things as are identical or necessary for the purpose of the above objects.

To adhere the Associations Code of Behaviour

## **VISION**

To achieve excellence and innovation in the provision of quality bowling, croquet and social activities for our members and the community.

# **ORGANISATIONAL VALUES**

The **Drysdale Bowling & Croquet Club** provides bowling and croquet opportunities for our community, provides a friendly social environment in which members feel valued and appreciated. To assist in meeting these expectations the Club has developed an ethical framework comprising seven main underpinning values with a summary of them outlined below:

- Leadership
- Integrity
- Inclusivity
- Respect
- Sportsmanship
- Sustainability
- Accountability

# **POLICIES**

Drysdale Bowling and Croquet Club abides by Policies as per Bowls Vic and Croquet Victoria and have created other policies and procedures as required.



# STRATEGIC PRIORITIES

## STRATEGIC PRIORITY 1

### Our Place

This priority is all about ensuring our greens, our grounds, our buildings and our environment are as great as they can be. We continue to have short, medium and long term goals for our place and we continue to make these goals clearer as we mature as an organisation.

#### Short term:

- Door closer on ladies toilet door
- Buy boomspray
- Replace oven
- Clean floor
- Lights near gates for safe evening access and egress
- On our fences advertise Bowling and Croquet
- Repair or new gate at north end of clubhouse
- Repair or upgrade the PA system and make it available
- Blinds / curtains for the club house
- Review site Masterplan and use it as an active document
- Increase the level of maintenance of croquet lawns
- Upgrade level of maintenance of whole club
- Urgent repairs needed for rotting window in Croquet rooms
- Resurface and replant the croquet greens in line with the bowling greens
- New ditches, new shelters, concrete between the two bowling greens
- More shaded areas for sun protection
- Access aides to be available for greens
- Indoor Carpet bowls
- Mail Box in Collins Street instead of Post-box at Post Office

#### Medium Term:

- Replace vanities in Men's and Ladies' toilets
- Lights for night play
- Enlarge Croquet room in line with master plan
- Toilets for croquet club rooms
- Better entrance from Collins Street
- Establish a permanent BBQ area

#### Long Term:

- Permanent Score Boards
- Realign fence and seal carparks
- Undercover facilities for playing
- Buy the house block that was cut out of our rectangle
- (Sell this place and buy somewhere else – as we do not own most of the land – this highly improbable and in conflict with the rest of our goals)

# **STRATEGIC PRIORITY 2**

## **Our People**

This priority is all about ensuring our people are as satisfied as members as they can be. This involves welcoming, inducting, supporting, training, mentoring, including, and honouring our members wherever we can.

We have area based goals for our people and we continue to make these goals clearer as we mature as an organisation.

### **Members**

- Welcome new members and induct them into the Club.
- Provide time for members to enjoy the fellowship of bowling and croquet through coming together
- Provide extended family type services and support
- Enjoy having the choice of two sports in the one club
- Enjoy carrying a membership card which gives a real sense of belonging
- Provide training for members in their interest area
- Provide volunteering opportunities for our members to help with resume building and self esteem

### **Bowling**

- Enjoy playing the game of Bowls
- Offer barefoot bowls
- All teams win

### **Croquet**

- Enjoy playing the game of Croquet
- All teams win

### **Social**

- Provide valuable social opportunities
- Continue to enjoy the family atmosphere of Friday nights with children being very welcome
- Trivia Nights
- Melbourne Cup Lunch
- Jazz afternoons
- Caulfield Cup Sweep
- Good Friday

### **Volunteers**

- Encourage members to take up roles in the club
- Emphasise the benefits of volunteering to our members and to the club
- Encourage more volunteers in the bar

# **STRATEGIC PRIORITY 3**

## **Our Actions**

This priority is all about ensuring our actions are as consistent and fair as they can be. This involves documenting all our activities and the way we make decisions.

### **Policies and Procedures**

- Review current Bowls Vic and Croquet Victoria Policies
- Write Policies to fill any gaps we may have
- Review the Constitution to increase the number on the Board
- Consider the possibility of the Board running the Bowls and Croquet section annual meetings

### **Communication**

- Communication with members after each Board Meeting
- Hold quarterly/six monthly whole of club meetings
- Write articles for local newspapers and magazines
- Archive old records for future investigation / communication

### **Induction and Welcome system**

- Make ourselves attractive to new members
- Ensure new members are inducted and linked to a mentor/buddy
- Ensure each member gets a nametag

### **Volunteer System**

- Welcome volunteers into the club
- Enable volunteers to contribute in a full manner
- Train volunteers in the area that they are interested
- Celebrate the contribution of volunteers

# **STRATEGIC PRIORITY 4**

## **Our Relationships**

This priority is all about ensuring our relationships are as robust, honest, and ongoing as they can be.

### **Current Relationships**

- Continue to foster good relationships with our sponsors
- Continue to foster good relationships with local businesses
- Continue to foster good relationships with local community groups

### **New Relationships**

- Invite the community to use our rooms
- Bare foot bowls
- Marketing
- Build reputation
- Use the Website new to generate new relationships

### **Online Presence**

- Upgrade our Website – keep it up to date
- Keep Facebook up to date

# **STRATEGIC PRIORITY 5**

## **Our Future**

This priority is all about ensuring our future is as bright and vibrant as they can be. This involves ensuring we have an open future looking forward and we absorb new technologies and tools that come to our attention or that we create. We will continue to make these goals clearer as we mature as an organisation.

### **Technology**

- Research technology in our sports
- Research technologies in our services
- Implement technologies as appropriate and to our benefit

### **Innovation**

- Be on the lookout for innovation in all parts of our organisation
- Be innovators and be leaders in best practise

### **Engagement**

- Create an engagement strategy for each of the age groups we are tracking and track the success of engagements.

### **Blue Sky Dreaming**

- Keep thinking of ideas to help the club towards sustainability