

GOLF COURSE GOALS

- Provide a well-presented and sustainable all weather golf course and practice facilities that are being improved in line with the Course Master Plan.
- To always have sufficient supply of quality water available to irrigate the golf course.
- To improve the existing clubhouse surrounds and carparks and enhance in line with the future clubhouse project.

How?

1. ENSURE ALL FAIRWAYS ARE PLAYABLE IN WET WEATHER
2. IMPROVE PATHWAYS FOR BETTER ACCESS TO AND FROM TEE BOXES
3. RECRUIT AND MAINTAIN OPTIMAL STAFFING LEVEL ON COURSE

CLUBHOUSE AND HOSPITALITY GOALS

- To provide a well-maintained and presented clubhouse that is improved in line with the Club's wider vision.
- To ensure provision of a customer focused, high quality food and beverage service in a profitable and friendly manner.

How?

1. IMPROVE FUNCTIONALITY OF THE CLUBHOUSE TO SERVICE BOTH THE MEMBERSHIP AND THE PUBLIC
2. INCREASE THE NUMBER OF EXTERNAL FUNCTION AREAS



STRATEGIC PLAN 2018

TURNING VISION INTO GOALS

We are focused on effective planning that guides continuous improvement and delivers benefits through competitive advantages. These plans will be continually updated and adhered to by future boards to give direction and good governance to its membership.

In line with this commitment, Our Club's vision is to be recognised as the leading golf club in the region, providing quality facilities and services to the benefit of our members and their guests, the local community and visitors to the area.

ORGANISATIONAL GOALS

- To ensure the Club achieves its budgeted operating profit that leads to the Club rebuilding its financial reserves to fund the future needs of the golf course and clubhouse.
- To provide a customer focused administration service in a professional and friendly manner that is supported by suitable resources.
- To continue to develop and support a service- focused staff that are competent, professional and accountable for their performance.
- To ensure all activities are linked to the Club's vision and priorities as set out in the Strategic Plan.

How?

1. A STRATEGIC PLAN TO PROVIDE CLEAR DIRECTION FOR EVERYONE
2. PRODUCING ACHIEVABLE BUDGETS AND PLANNING TO ENSURE FINANCIAL SECURITY
3. STRONG GOVERNANCE, EFFECTIVE MANAGEMENT AND REPORTING ON OUTCOMES
4. FORMULATE BUSINESS PLANS EACH YEAR TO ENSURE ALL PROJECTS ARE WITHIN BUDGET
5. STRATEGIC PLAN TO BE REVIEWED MONTHLY, 6-MONTHLY, 5-YEARLY.

MEMBERSHIP

COMMUNICATION & MARKETING GOALS

- To have a diverse, active, engaged and informed membership.
- To seek a membership count that reflects optimal course usage and presents the Club as a member orientated facility.
- To operate with a membership structure that allows for optimised use of the golf course across all days of the week.
- To develop a Junior Membership offer that results in continual attraction and retention of Junior members.

How?

1. INTRODUCTION OF A POINTS BASED LIFESTYLE MEMBERSHIP
2. DEVELOPING A STRONG JUNIOR MEMBERSHIP
3. IMPROVE COMMUNICATION WITH MEMBERSHIP AND COMMUNITY
4. DEVELOP A MEMBERSHIP INDUCTION PACKAGE FOR NEW MEMBERS



GOLF OPERATIONS GOALS

- To provide a welcoming customer focused pro-shop operation that delivers high levels of customer service and promotes the interests of the Club.
- To promote the enjoyment of golf through a varied golf event program which meets the expectations of all members and visitors.
- To ensure that the relationship between the Club and the Professional is fair and reasonable to both parties and reviewed regularly in a spirit of continuous improvement.

How?

1. PROVIDE SUPPORT TO OUR CLUB PROFESSIONAL TO DELIVER A HIGH STANDARD OF DELIVERY OF ALL GOLF RELATED SERVICES TO MEMBERS AND VISITORS
2. PROMOTION OF JUNIOR GOLF
3. MANAGE EXPECTATIONS OF CLUB MEMBERS AND THE GENERAL PUBLIC