

POINT LONSDALE BOWLS CLUB INC.

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THE POINT LONSDALE BOWLS CLUB STRATEGIC PLAN

2024 - 2029

Vision Statement: *(A Vision Statement describes the preferred future that our club is aiming to achieve in the next two to five years)*

To Secure the long term future of the club by exploring ways to embrace our community, generate revenue and increase club usage and engagement.

Mission Statement: *(A Mission Statement communicates the reason for being of an organisation. It typically describes the what, how and why of a club)*

To provide first class bowling and social club facilities for the benefit of all members and our guests.

To operate in a friendly, positive and dedicated manner to create an atmosphere of harmony, transparency and belonging.

To promote our club in such a way as to increase our membership and maintain the friendly welcoming atmosphere that our members expect and deserve.

Note: *The Vision Statement and Mission Statement were voted on by members in late 2023 after being presented a short list agreed by the Board.*

Environmental Analysis

An internal analysis of the Strengths and weaknesses and the external analysis of opportunities and threats were discussed and identified the following:

Strengths:

Well managed club over a long period

Very scenic location

Long lease and ownership of building

Large influx of tourists into town in summer

Old club with good reputation in the region

Good venue (kitchen/bar/outdoor areas) for events

Weaknesses:

Ageing membership

Loss of female members

Financial pressure to maintain facilities

Loss of revenue from social functions

Opportunities:

Could leverage members connections within the community

Lack of competition for our style of facilities

Relationship development with the major clubs (PLSLC, PLTC, Probus) etc

Juniors development will grow adult members and Teen members

Threats:

Active retirement industry in the region

The traditional forms of the game may not suit younger bowlers who are time poor (Refer cricket)

Cost increases on green renewal and light installation to extend bowls time

Objective	Strategy	Responsibility	Timeline	Resources Needed
<p>Increase bowls activity at the club. This is particularly important during winter season.</p>	<p>Review the bowls program and identify what other successful clubs are running and propose innovative changes.</p>	<p>Bowls Manager in consultation with coaching staff and board</p>	<p>June Board meeting 2024</p>	<p>Administration assistance to develop online promotional material to members.</p>
<p>Increase bowls participation by women as there has been a drop in numbers of women members.</p>	<p>Establish a working group of women to analyse numbers and call on past members to establish reasons.</p>	<p>Special female working group reporting to board</p>	<p>May 2024 should see working group established. July 2024 initial suggestions to board on what is occurring at other clubs.</p>	<p>Lists of past members Use of computers and possible administration support.</p>
<p>Review the Bowls Club facility and identify major targets for maintenance and/or upgrade.</p>	<p>Re-establish the Club House Improvement Program (CHIP) Group with a broader responsibility adding the buildings and fences. This excludes Greens and gardens.</p>	<p>Board</p>	<p>May 2024</p>	<p>To be established on first report.</p>

Objective	Strategy	Responsibility	Timeline	Resources Needed
<p>Increase social activity utilising the clubs facilities (internal and external) but not bowls only. The facility has in the past been used for community gatherings. it is the opinion of the board more planned activities could be attracted to the club during quieter times ie Spring / Autumn and Winter</p>	<p>Establish a small Social Committee to review regular and non regular use of the facilities. Establish if there is a need in the community and promote directly to these groups.</p>	<p>Social Committee to report to the Board with ideas for consideration. These ideas need not be bowls related and could be more wide ranging eg Probus, book clubs, cooking classes, Bridge players, Social evenings for members, partners and guests etc.</p>	<p>Establish committee by May 24 for first board meeting Jul 24</p>	<p>To be established on first meeting</p>
<p>Increase income to the club through Grant applications to all levels of government. Target \$15-20,000 pa</p>	<p>Establish a 3/4 person Grants Committee to review where and when most grants are available. Establish what makes a successful grant application. Apply for all appropriate grants.</p>	<p>President to establish Grants Committee. Grants are not guaranteed and funds are short within government. It is up to us to learn how best to be successful with our applications.</p>	<p>Grants Committee to be established by Apr 24.</p>	<p>Need an information stream from all levels of government, Bowls Victoria and Bowls Australia.</p>
<p>Review the Bowls Club data base and check its accuracy of member contact information and establish whether all members are being contacted.</p>	<p>“Wash” the lists and bring them up to date. We must ensure all full and social members are communicated with directly. There could also be a friends of PLBC list, sponsors, local government, state government, press and other clubs and associations. Change is inevitable and we must action the lists regularly.</p>	<p>Board</p>	<p>Accurate list must be available by May 24</p>	<p>To be agreed by the board.</p>

Objective	Strategy	Responsibility	Timeline	Resources Needed
<p>Increase the number of full members to 180 and social members to 50.</p>	<p>Create communications strategy which contains information on the different membership levels and any inducements adopted or recommended to the board.</p>	<p>Establish a board working group to develop a membership strategy.</p>	<p>Aug 24 for strategy development.</p> <p>Promotion ongoing - targets to be monitored annually.</p>	<p>To be agreed on presentation of strategy</p>
<p>Review our sponsorship arrangements and benefits to sponsors.</p>	<p>Increase value to sponsors through regular promotion to members and promotion of sponsorship importance to members. Ask members who they support for their spending for clothes, cars, food etc.</p>	<p>Sponsorship officer with board assistance.</p>	<p>Review and have a board discussion before sponsorships are due.</p>	<p>To be discussed with board including target income to club.</p>
<p>Review our website to ensure all departments are using it, updating info on it and members are aware of what info is there.</p>	<p>Ensure web address appears on all communications and printed matter. Ensure results and images are provided to webmaster for uploading. Ensure old data is removed and webmaster is advised when to remove.</p>	<p>Bowls departments and any group promoting events etc. Webmaster.</p>	<p>Review by May 24</p>	<p>To be discussed at Board meeting.</p>
<p>Review the bowls support structure with a view to building a group to promote bowls in traditional formats and alternate formats being adopted by other successful clubs.</p>	<p>Review existing bowls structure and suggest changes to grow bowls activity at the club.</p>	<p>Heads of Bowls department, selectors, coaches and elder statesmen of PLBC</p>	<p>Review by September 2024 with recommendations to the board on direction of review and investments in time and structural changes.</p>	<p>Agreement of heads of key bowls departments with board support.</p>

Objective	Strategy	Responsibility	Timeline	Resources Needed
Development of Risk Management Program for the club members, visitors and those working on site.	Undertake a risk assessment of the club facilities and buildings. Review of incident reports.	The board is responsible for Workplace Health and Safety requirements.	Start ASAP Commencement no later than AGM 2024	One board member or a team of two as agreed by board. Review of club members with relevant experience to be identified to help. Victorian Workplace Health and Safety Material liaison with Bowls Victoria.
Continue development of young bowlers program.	Review direction and opportunities for youth development. Development of a growth plan for the program.	Bowls committee to get involved with Steve Tomming to manage young persons involvement in club	Commenced	Plan to include financial strategy.

Note: This Strategic Plan has been developed for the Point Lonsdale Bowls Club. The Board of management lead the process with members input via voting for their Vision and Mission Statements and responses direct to the board when presented with a draft plan.

Whilst the plan will be adopted in the normal manner, a vote by the the Board, it must be stressed it is a living document that can and will be changed and added to when objectives are achieved or matters of importance are raised by members and considered and voted on for inclusion.

For members a copy of the plan will be placed on our website with updates as they occur. It is envisaged an update on matters contained within the Strategic Plan will be referred to during the Presidents report during the Annual General Meeting.

A further point to note is that the Bowls Australia template was used in the development of your plan. We refer you to [bowls.com.au](https://www.bowls.com.au) Strategic/Business Planning . Quote: “Successful clubs and associations plan. It is the most effective way to sustain, improve and develop your club or association and map out a better future.”

Finally we would like to thank all those who contributed to the PLBC Strategic Plan 2024 -2029 your board and those volunteers and members who will implement the actions that will make the PLBC a stronger club into the future.

Rob Minty, President.