

Clayton Bowls Club Inc



Strategic Plan 2018 to 2022

End to End

Introduction

Bowls Clayton is proud to present the *End to End Strategic Plan* for the period November 2018 to April 2022.

To become Victoria's leading bowls club, we must be responsive to the needs of our members – current and future.

It is our challenge to continue to improve, whilst respecting the club's rich history of wins and premierships since 1961.

In this era of increased competition for experienced players and new entrants, we need to push limits, lift expectations and explore creative and sustainable methods of increasing our bowls membership levels.

We are excited about what the future can bring.

This definition [of purpose, vision, values and future] will guide the behaviour and decision-making processes of Board members, affiliate members and staff.

Our Purpose

We are an ambitious bowls club determined to regularly win premierships in multiple bowls divisions, whilst providing state of the art sporting facilities for the use and recreation of pennant, social and emerging bowlers.

Our Vision

We will be the most successful bowls club in Victoria by winning at least one premiership every year.

We will increase bowls (affiliate) membership incrementally annually. Our target is 200 affiliate members by 2022.

We will be the leader in community club-based bowls excellence by up-keeping and developing world class facilities for the use of members and guests.

We will support young people into the game of bowls through school programs and cadetships.

Our Values

We seek to create a culture based on trust, embracing the following values:

Belonging	We provide a sense of belonging to members and visitors through friendship, sportsmanship and empathy, both on and off the green.
Inclusion	We warmly welcome all players to our club.
Professionalism	The club's staff, Board members, leaders and coaches always lead with integrity, mindfulness and unity.
Respectfulness	All members practise respect for their leaders, team mates and themselves whilst at the club bowling or socialising.
Harmony	We work towards developing a club culture of companionship, co-operation and goodwill for all teams, club leaders and staff.
Commitment	We are committed to attracting and retaining not only the best bowls players, but sufficient numbers to field multiple teams in multiple divisions including the Premier League division.
Hospitality	The club's staff and affiliate members warmly welcome and graciously serve members of other bowls clubs and guests.

Our future

We see our future divided into four strategic focus areas – immediate and continuing.

Strategic Goal	Key Activities	Measure
<p>1. To be the most successful bowls club in Victoria.</p>	<p>a) Create a world class indoor all weather bowls facility.</p> <p>This includes a synthetic carpet playing surface where bowls can be played and practised all year around.</p>	<p>Develop a comprehensive business case for the indoor synthetic facility to attract funding from grants, sponsorship and loans.</p> <p>Build the facility in readiness for the 2020 summer season.</p>
	<p>b) (i) Win premierships in multiple divisions.</p> <p>(ii) Maintain a team in the Premier League.</p> <p>(iii) Gain promotion to higher divisions for all lower level teams and increase the number of teams participating in Saturday pennant from 4 to 7.</p> <p>(iv) Increase the number of teams in Midweek Division from 3 to 4.</p>	<p>Compete in and win five premierships by end of 2022 summer season.</p> <p>That the Premier League team does not get relegated.</p> <p>For the 2022 season field seven teams, with the aim of at least one team in each of the highest divisions.</p> <p>Field 4 midweek teams.</p>

	<p>(v) Establish night intra-club competitions.</p> <p>(vi) Establish one new Sunday pennant type competition.</p> <p>(vii) Extend and expand the Wednesday Triples bowls competition.</p>	<p>Three nights of (winter) intra club competitions are held in the new indoor carpet green.</p> <p>A winter Saturday pennant-like competition between various Melbourne clubs is held every Sunday in the new indoor carpet green.</p> <p>Take the number of players mid week from 30 to 80 by 2022.</p> <p>Play Wednesday Triples all year around, half on grass greens and half on the synthetic green.</p>
	<p>c) Upkeep facilities to ensure viability and sustainability in to the future.</p>	<p>Ensure that all aspects of greens and surrounds are always pristine.</p> <p>Ongoing investment in greens and surrounds.</p>
<p>2. To increase bowls (affiliate) membership incrementally annually.</p>	<p>a) Offer world class coaching opportunities regularly to current and prospective players.</p> <p>Make video coaching available.</p>	<p>Offer, to all members and potential members, world class coaching sessions.</p> <p>Invest in cameras and equipment for videoing bowlers when playing on the clubs greens.</p>

	b) Attract, nurture and retain affiliate members.	Cultivate a culture where players are approaching Clayton Bowls Club to play.
	c) Be proactive in inviting and attracting new players to the club through a range of marketing drivers and through strategic alignment with multiple local sporting clubs.	Increase affiliate memberships year on year to reach 200 by the end of the 2022 summer bowls season.
	d) Explore creative programs to attract new bowls members.	Appoint a membership task force to explore creative ideas and activation initiatives.
3. To be the leader in community club-based bowls excellence.	a) Liaise closely with Bowls Victoria and Bowls Australia to position Clayton Bowls Club as the centre for bowls excellence in Melbourne's south east, and in Victoria.	That Bowls Victoria and Bowls Australia staff are regularly welcomed to the club and that dialogue with them is consistent and productive.
	b) Stage a number of state-wide, national and international events. <ul style="list-style-type: none"> (i) Hold six region and state based events over the next four years (ii) Liaise with Bowls Victoria to host a Premier League Grand final (iii) Hold a Champion of champion's event (iv) Host a BPL qualifier (v) Be part of the new UBC nationwide competition (vi) Host the Australian indoor qualifier event 	That each of the listed events are held.

	(c) Undertake a marketing campaign to promote the club, its coaches and facilities.	Invest in a strategic marketing campaign. Stream 'live' high profile games.
	(d) Activate the following new initiatives: <ul style="list-style-type: none"> * Jack Attack * Bowling with Babies * International Competitions * an Interclub Round Robin (of local sporting Club participants) * Girls on the Grass events * Corporate Cups 	These listed initiatives, plus tournaments, all become part of the regular bowls calendar of the club.
	(e) Fully fund the appointment of a professional Bowls and Tournament manager to ensure full utilisation of the indoor facility.	Funding is budgeted for and the appointment is made.
4. To support young people into the game of bowls.	a) Make cadetships available to university students studying a sport / physical related discipline.	Bestow four cadetships each year.
	b) Establish a school bowls program that includes tuition and fun activities and which nurtures aspiring players.	Engage at least five local schools in bowls activities each year. Attract at least five new junior players to the club each year.