



# **STRATEGIC PLAN**

**BROOME GOLF CLUB**





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### **STRATEGIC PLAN**

#### **VISION**

**Our vision to remain committed to the highest possible standard regarding the conduct and development of the sport of golf within the Broome area and the Kimberley region**

#### **MISSION STATEMENT**

It is the mission of the Broome Golf Club to provide the best facilities available for as many people as possible to play the game of golf at minimum cost by fostering participation in the sport at all levels

#### **PURPOSE AND VALUES**

To provide opportunities for people to participate in the game at all levels by developing, promoting and managing the game of golf in Broome reflecting cultural sensitivities and values of our region

We are proud of our sport, its traditions and achievements and the Broome Golf Club incorporated upholds the following principles:-

##### **Fairness**

To operate within the spirit of the rules, never taking an unfair advantage and to make informed and honourable decisions at all times

##### **Mutual respect**

To recognize the contribution that all people make to golf, treating them with dignity and consideration as well as caring for the property and equipment they use

##### **Responsibility**

To be responsible for one's actions and to be a positive role model at all times

##### **Safety**

Encourage healthy and safe practices, preventing where possible and reporting as necessary dangerous behaviour, while demonstrating concern for others



## **STRATEGIES**

### **1. SPORT DELIVERY**

#### **OBJECTIVE**

To build capacity of the club through increased membership and an increase in the number of members and visitors playing golf

#### **STRATEGY**

- 1.1** To provide appropriate competitions for members
- 1.2** To provide skill development programs for members, including targeted programs for juniors, ladies, men and potential members
- 1.3** To encourage participation through holding promotional days
- 1.4** To promote sporting excellence throughout the membership
- 1.5** To promote and increase participation of visitors and green fees golfers
- 1.6** Encourage local members to play golf and mix with visitors from other clubs

### **2. GOVERNANCE AND MANAGEMENT**

#### **OBJECTIVE**

To provide leadership, coordination and management of the golf club at all levels

#### **STRATEGY**

- 2.1** Ensure the constitutional rules and regulations and policies are reviewed regularly
- 2.2** To develop a Human Resources policy and procedures
- 2.3** Ensure an annual review of Strategic Plan is conducted
- 2.4** Facilitate the involvement of and communication with members and other stakeholders in the clubs business
- 2.5** Ensure risk management is addressed across the clubs activities
- 2.6** Develop an environmental policy



### **3. FACILITIES**

#### **OBJECTIVE**

The provision of appropriate facilities to support the game, members, their guests and visitors

#### **STRATEGIES**

**3.1** Investigate, negotiate and reach agreement with various parties to develop facilities without restriction

**3.2** Conduct feasibility study of the most appropriate location and design for the new clubhouse facility

**3.3** Explore what support facilities would also need to be provided, such as pro shop, storage, functions

**3.4** Investigate a “sports club” approach to include various other sporting opportunities for members and guests

### **4. COURSE**

#### **OBJECTIVE**

Ensure that the playing course is developed and maintained to a standard that meets championship golfing standards

#### **STRATEGIES**

**4.1** Ensure the agreement with the Water Corp enhances the ability of the club to meet the objective

**4.2** Investigate and develop a practice area

**4.3** Develop a plan to improve all greens throughout the course

**4.4** Ensure that trees appropriate to the environment continue to be planted to enhance the course

**4.5** Ensure access to all necessary equipment and resources to maintain and develop the course. To develop an equipment acquisition and maintenance program to support the effective use of all equipment and resources

**4.6** Investigate course designs and suitable grasses that will enhance the future development of the course



## **5. FINANCE**

### **OBJECTIVE**

Develop and maintain financial stability of Broome Golf Club by increasing total equity.

### **STRATEGY**

**5.1** Develop and adhere to an annual budget

**5.2** Ensure that monthly accounts are completed

**5.3** Ensure that the annual audit is conducted

**5.4** Facilitate a regular review of membership categories and membership fees

**5.5** Explore and access government funding for a range of functions associated with developing and supporting golf

**5.6** Facilitate the continual update of sponsorship proposals

## **6. MARKETING AND SPONSORSHIP**

### **OBJECTIVE**

To develop capacity with a structured marketing and sponsorship plan

### **STRATEGY**

**6.1** Develop a Marketing and Sponsorship plan

**6.2** Develop and maintain a Web page as a communication tool both locally and nationally

**6.3** Facilitate a positive relationship with the various media to enhance the promotion of the clubs activities

**6.4** Develop a range of promotional items including clothing and golf accessories

**6.5** Investigate the development of a year book, electronic or hard copy