

OUR STRATEGIC PRIORITIES



Recruitment



**Building
Improvements**



**Player Training
& Coaching**



Volunteers



**Sponsorship,
Grants &
Functions**



**Marketing &
Communication**

WHAT'S MOST IMPORTANT TO US?

OUR STRATEGIC PLAN

- Our Strategic Plan will be delivered by members living our values and working together.
- Our focus between 2023 and 2025 will be driven by this document, monitored by the Board and regularly reviewed.
- We aim to successfully complete our strategic activities in a timely manner, to the highest possible standard.
- We will use a range of internal measures to monitor our progress towards reaching our Vision, Mission and Strategic Plan.

RECRUITMENT

PRIORITY AREA	STRATEGY	OUTCOMES
Women's Bowls	To encourage more women to bowl at SBC.	Establish a Thursday Winter women's bowls training day. Field a Thursday women's pennant team for the 2023/24 season.
Youth	To encourage young people to take up lawn bowls at SBC.	Establish a 2024/25 summer school's programme with Unley High and Concordia College. Link same with Bowls SA school's strategy.
Recruitment	To increase membership by 10 - 20 percent per year.	Review membership and plan strategies for attracting new members.

BUILDING IMPROVEMENTS

PRIORITY AREA	STRATEGY	OUTCOMES
Women's Facilities (Phase One)	To pursue the improvement of the women's facilities at the club both in the short term and the long term.	Women's facilities, including change rooms, shower, and lockers, are redesigned and rebuilt or refurbished.
Beer Garden (Phase One)	To finalise the beer garden and BBQ area redevelopment.	Launch and utilise the beer garden throughout the summer season and beyond.
Clubrooms (Phase Two)	To investigate and cost the rebuild/refurbishment of the clubrooms.	The clubrooms are fit for purpose.

PLAYER TRAINING AND COACHING

PRIORITY AREA	STRATEGY	OUTCOMES
Bowler Improvement Programme.	To review the Bowler Improvement strategy to engage a larger cohort of players.	The Bowls Improvement Group will implement a programme that engages players at all levels for the season.
Club Coach	To investigate the appointment of a club coach and/or club coaching.	A club coach is appointed, or a coaching programme is implemented.

VOLUNTEERS

PRIORITY AREA	STRATEGY	OUTCOMES
Volunteers	To improve the recruitment, recognition, and retention of volunteers.	<p>The Volunteer Manager will create a database of all volunteers with the assistance of Portfolio Managers and recruit new volunteers where necessary.</p> <p>The Volunteer Manager will develop strategies to retain volunteers and recognise their work through publicity and functions.</p>

REVENUE – SPONSORSHIP, GRANTS AND FUNCTIONS.

PRIORITY AREA	STRATEGY	OUTCOMES
Sponsorship.	To increase sponsorship by 30% each year.	The Sponsorship team will plan and implement a marketing and direct approach campaign to attract new sponsors.
Grants	To investigate and apply for grant opportunities as they arise.	The Grants Manager will develop a grant 'wish list' and target opportunities as they arise.
External Hire	To increase outside hire opportunities	The Hire Manager will block out dates for internal Club functions and develop strategies for marketing the Club as a venue of choice for external functions.
Internal Functions	To increase the number of internal functions.	Consolidate existing functions and investigate new functions.

MARKETING AND COMMUNICATION

PRIORITY AREA	STRATEGY	OUTCOMES
Website	Investigate appointing a website manager.	The new website is updated efficiently and professionally.
Marketing	Develop a marketing programme to attract more people, to SBC, more often and in more ways.	SBC is visible to a wide range of people,
Communication	Investigate our communication methods.	Improve our communication internally and externally.