# Busselton Bowling Club Inc. Strategic Plan 2020-2025

#### **VISION**

 To be the sporting club of choice for bowls and other recreational activities.

#### **PURPOSE**

- To have a fully utilized bowling facility.
- To provide bowling & social interaction for all the community - now and into the future.

#### **VALUES**

- To be welcoming & friendly.
  - To be respectful.
- To be innovative & open to change.
  - To promote health & wellbeing.
- To be inclusive, diverse & encouraging.
- To be a well respected corporate citizen.

#### **OPPORTUNITIES**

- To engage a diverse membership.
- To embrace new opportunities for membership, bowls and other recreational activities.
- To maximise the potential of the facility including bowling greens and club rooms.

#### FOUR PRIORITY AREAS

### GOVERNANCE

#### Goal

To provide leadership, strong governance and financial sustainability.

#### **FACILITIES**

#### Goal

To fully utilise clubhouse and the greens & maintain these facilities to the highest standard.

#### **MEMBERSHIP**

#### Goal

To grow, recognise and support our members, staff and volunteers.

## MARKETING, SPONSORSHIP & COMMUNICATIONS

#### Goal

To promote the club to its members and the wider community.