

# Brighton Bowling Club



## Management Plan

February 2021

V.2.1

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### ***Note***

This document is the Brighton Bowling Club's short term Management Plan which references the Brighton Bowling Club's 5 Year Strategic Plan.

## *Our Vision*

To grow and remain a vibrant, successful and friendly bowling club with no ill will between members.

## *Our Mission*

- To support and promote bowls within the community
- Remain a friendly cohesive bowling club that attracts all types of players to become active members and to develop all pennant teams to enable a linear progression of teams from the Division 1, through the divisions.
- To develop and coach Brighton Bowling Club members to do their best and attain an effective level of bowling
- To retain a sustainable business partnership with the Brighton R.S.L.
- To grow as a friendly inclusive club for the community, that encourages all members to provide excellent and accessible bowling and social experiences for all.

## *Key Issues Facing the Brighton Bowling Club in 2020/21*

- Ensuring that the **Club Greens** are in optimal condition all year round
- Maintaining a **united cohesive** club
- Ensuring the **financial strength and viability** of the club by good governance and financial Monitoring the club **membership** and increase where required
- management
- Ensuring the close working relationship with the **Brighton RSL**
- Succeeding with **new initiatives**
- Significantly increase the **sponsorship** revenue
- Increasing the number of **“volunteers”** to enable greater sharing of the workload
- Enable the Keelara Centre to become more accessible by the local **community**

### *Short to Medium Term Issues and Strategies*

<b>Objective</b>	<b>Strategy</b>	<b>Resources</b>	<b>Responsibility</b>	<b>Timeframe</b>
Replace carpet edging around each of the greens, as there is a safety issue with the carpet corners gaping and someone could trip in an opening. Check the back and side timber green edging boards for deterioration.	At end of season replace remove current carpet edging and also check for timber deterioration. If necessary, replace deteriorated timber edging and then replace carpet edging.	Working bee for a small group	Board	April/May 2021
To upgrade Ladies locker room and toilets	To seek funding to improve facilities for lady members as not improved since new building added  Evaluate the requirements and get quotes	Sub Committee	Board	January 2021
Upgrade Audio Visual system	Force Electric providing a quotation	JK/BC	Board	February/March 2021
Install hot water into men's toilets	When funding available, instal water heater and extra taps		Board	September 2021
Replace the score boards on each of the 3 greens. The current scoreboards have deteriorated over time due to age.	Quotations to be obtained		Board	June 2021

**Pillar: Governance**

Objective	Strategy	Resource	Responsibility	Timeframe
Provide <b>leadership and direction</b> that supports and promotes the objectives of the Brighton Bowling Club	<ul style="list-style-type: none"> <li>• Provide Planning session for Board members to review the long term strategic plan for the development of the club.</li> <li>• Develop processes to handle disputes and complaints.</li> <li>• New Board members to undertake Governance Training</li> <li>• Board members to refresh Governance training every 3-5 years?</li> </ul>	Board of Management	President	Annually
Develop structures that support <b>effective Governance</b> of the Brighton Bowling Club	<ul style="list-style-type: none"> <li>• Review and write where required, role statements for volunteer positions particularly Board and Manager positions.</li> <li>• Ensure a review of all policies and procedures occur on a biannual basis to ensure State and National Guidelines are being followed/</li> </ul>	Board of Management	President	Annually
Develop a <b>financial model</b> to support the core business of the bowling club	<ul style="list-style-type: none"> <li>• Review with board, comprehensive monthly financial reports.</li> <li>• Review any proposed major expenditure by either party within the Joint Management Meetings.</li> <li>•</li> </ul>	Finance Committee	Treasurer	Quarterly
Pursue <b>income</b> generation to support the activities of the club	<ul style="list-style-type: none"> <li>• Establish a pool of potential sponsors and develop partners/sponsors. Keep communications open.</li> <li>• Approach a winery to become a sponsor, particularly if we can use contacts from within the club.</li> </ul>	Board of Management	President	Annually
Fundraising Activities	<ul style="list-style-type: none"> <li>• Review income generation activities which include sponsorship, and various fundraising activities in view of Covid.</li> <li>• Ensure the club has an effective Fundraising group including both BBC and RSL members; activities may include:               <ul style="list-style-type: none"> <li>○ Raffles, and <u>Community lottery (People’s Choice CU)</u></li> <li>○ BBQ at Bunnings or elsewhere, Quiz night</li> <li>○ Explore venue use during Fringe.</li> </ul> </li> </ul>			Annually

- Bingo, licence ordered
- New Winter social activities within the Keelara Centre
- Anything else

***Pillar: Sport Development***

Objective	Strategy	Resource	Responsibility	Timeframe
Provide <b>coaching</b> for club members to enhance their capabilities	Review and develop best practice for training led by the Coaching Committee <ul style="list-style-type: none"> <li>● Facilitate quarterly Talks for members to provide increased insight into strategy, mentoring, attitudes on the green, roles of player positions and discussion of any issues that are brought up by members.</li> </ul>	Coaches	President	Annually
<b>Social Tournaments</b>	The club has two social tournaments, which in 2020 have had lower numbers so BBC will review at end of year	Tournament Managers	Board of Management	Annually
<b>Presentation</b> Night Dinner	Club Championship presentations	Vice President, Bowls Director	Board of Management	Annually

<i>Pillar: Sustainability / Participation Pathways</i>				
<b>Objective</b>	<b>Strategy</b>	<b>Resource</b>	<b>Responsibility</b>	<b>Timeframe</b>
The Saturday Open <b>Pennants</b> teams should aim for a progression from Division 1 through to Division 7, to ensure that players have good competition at the levels of their capability.	<ul style="list-style-type: none"> <li>• Increase the number of skills practice days during the season.</li> <li>• Arrange 2 surveys during season re player feedback</li> </ul>	Coaching Committee  11 accredited coaches within the club	Vice President Bowls Director	Ongoing
Promote <b>Night Owls</b> Tournaments from within the community	<ul style="list-style-type: none"> <li>• Review retention and look to grow participation in 2021 in club membership and Nightowls.</li> </ul>	Coaches	Night Owls Managers	Annually
Increase the number of <b>volunteer</b> members and decrease the reliance on the few	<ul style="list-style-type: none"> <li>• Volunteers' thank you dinner provided annually.</li> <li>• Arrange Volunteers presentation night for induction.</li> <li>• Increase numbers of volunteers to increase raffle takings on match days.</li> <li>• Prepare Role Statements for all Volunteer roles</li> </ul>	BBC Board	President	Annually

***Pillar – Marketing, Communication and Promotion***

Objective	Strategy	Resource	Responsibility	Timeframe
<p><b>Market the club activities</b> and increase Night Owl Participation</p>	<ul style="list-style-type: none"> <li>• Produce a colourful flyer to actively market the club, Night Owls</li> <li>• Come and Try bowls day to be run annually.</li> <li>• Advertise in the City of Holdfast Bay and City of Marion Council’s Facebook page and Nextdoor Neighbour app</li> <li>• Internet discount vouchers organised to encourage new bowlers for Thursday nights, coaching provided.</li> <li>•</li> </ul>	<p>BBC Board</p>	<p>J Kirby K Rawley</p>	<p>Annually</p>
<p>Maintain <b>sponsorship</b></p>	<ul style="list-style-type: none"> <li>• Highlight areas where the joint BBC and RSL approach can offer an incentive package to prospective sponsors</li> <li>Maintain current sponsorship levels in Covid 2020.               <ul style="list-style-type: none"> <li>○ Sponsorship Dinner with Volunteer Dinner.</li> </ul> </li> </ul>	<p>Sponsorship managers</p>	<p>Sponsorship group</p>	<p>Annually</p>
<p>Improve <b>communications</b> with our membership</p>	<ul style="list-style-type: none"> <li>• Policy and procedures to be placed on Website</li> <li>• Detail and update information on the club’s web pages, Facebook in timely fashion</li> <li>• Review communication methods to members including Email. And SMS</li> </ul>	<p>Web Administrators, Newsletter Editor, Facebook administrators and general notices</p>	<p>President and Secretary</p>	<p>Annually</p>