



Bentleigh Bowling Club



5 Year Strategy Plan

March 2025

Organization's Direction and Priorities over the next 5 years.

Follows and builds on from the successful work already undertaken in the 2024 Strategic Plan and serves as a blueprint for an exciting next 5 years

Focusing on a purpose of “connecting more people to bowls – Ensure Bentleigh Bowling Club is focusing on what is most important to our current and future sustainability and success.

Involving our community with the facilities of the club and introducing new ways to gain the community attention to come and join us.

Having our facilities available open more often i.e. Drinks on the green -Happy Hour -Barefoot Bowls-Open Day.

We will concentrate on our continuing success, ensuring the ongoing financial sustainability of BBC, which will allow us to put more back into the sport and club house.

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Purpose, Mission & Vision

Our Purpose is to be a respected and competitive lawn bowls club that also provides members and guests with a fun, safe and social off-green environment.

Our Mission is to be a respected and successful bowling club, specifically: We aim to be a competitive Division 1 Club, with 6 Saturday sides, 4 Midweek sides and a vibrant Friday Night or Sunday afternoon Social bowls scene with modern, appealing facilities.

Our Vision

- We will be a Club where **all members feel welcome and valued**.
- We will be respected by our opposition Clubs as **honourable competitors**.
- We will deliver **sustained high performance** in all pennant sides.
- We will provide an **appealing, vibrant, safe and social club environment** for our members & guests.
- We will continue to be an **independent and financially** secure club.

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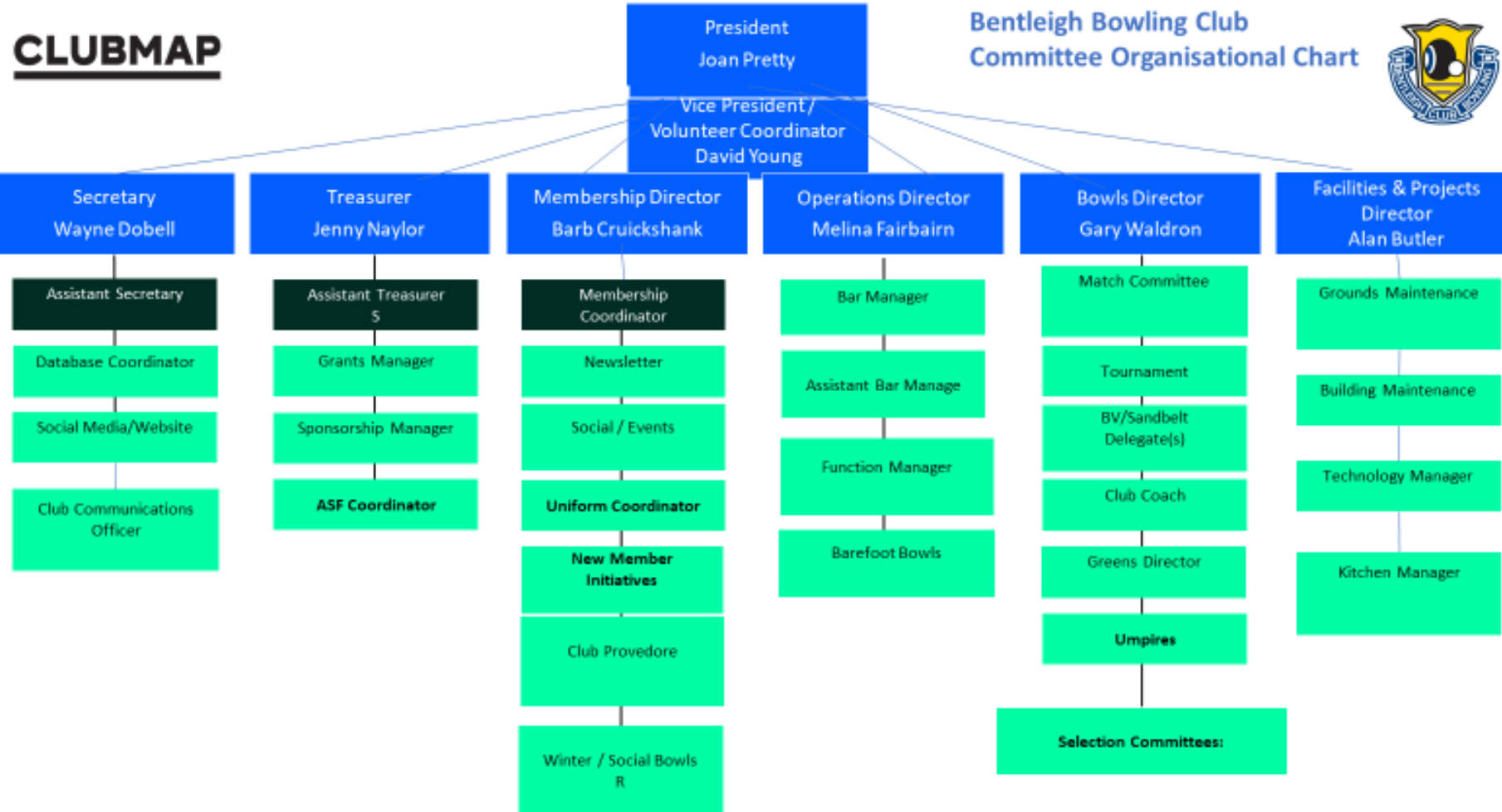
Our Values

- Integrity and Respect on and off the green.
- High Performance – all competing members will strive to constantly improve their own performance.
- Cooperation – all members work cooperatively to deliver the club's purpose and vision, no matter how small or large the task.
- Community Spirit – we are part of the Bentleigh and surrounding community and will actively seek opportunities to support the community.

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Strategic Portfolios of Focus



Membership Growth & Development

- Target 140 Pennant Bowling & Social Playing Members
- Member communications plan developed and implemented through weekly emails and Thursday nights
- Establish relationship with football, cricket and tennis clubs
- Improve & increase our presence on Social Media & Website
- Promote a full summer Barefoot/Social Bowls program and increase Christmas functions
- Establish database for prospective members
- Website calendar of Social Events for members
- Encourage members to participate by volunteering to support their club with time and effort.

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Competition Bowls

- Well established in highest division (currently Div 1)
- Increased coaching capacity for all bowlers
(delivery skills, game strategy, rules and etiquette)
- Ensure all new bowlers are mentored and made aware of bowls etiquette and rules.
- Continue to maintain high levels of coaching & availability to play

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Finance & Governance

- Financial Plan developed to support Strategic Plan
- Additional sources of revenue
 - Council & Government grants
 - Improve Sponsorship Value Proposition
 - Barefoot/Social bowls
 - Room hire (outside of functions)
- Continue to refine and reflect on our modernized club's current status
- Committee of Management will continue to review the structure of our new club map and our constitution

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Our Financial Objectives

- Increased and diversified revenue streams are sourced to ease our reliance on membership, rink and over the bar fees.
- Seek government funding where and when suitable.
- If successful with government grants, to objectively determine key considerations including evaluating the cost of new projects and the impact on the club's balance sheet and capital structure.

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Facilities Development

5 Year Program for Club Rooms development

- Update the existing bar area
- Investigate a plan for an extension of existing bar area
- Outside entrance refurbishment to be investigated

Club Outside Area

- Additional shade areas
- Upgrade existing shade areas

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