



**BEERWAH**

**GOLF CLUB**

# STRATEGIC PLAN BEERWAH GOLF CLUB

2022-2025

# EXECUTIVE SUMMARY

I am pleased to present our 2022/25 updated Strategic Plan for Beerwah Golf Club .

This plan has been developed after reviewing 2021/24 strategic plan, ensuring that we not only carry on with its intent but also being cognisant of the fact that priorities can change and new opportunities presented.

This growth of the region provides us with wonderful opportunities to strengthen our financial position which in turn will allow us to continue to improve our course and services for members and visitors

Our updated Strategic Plan is contemporary, reflective of the opportunities in our region and is designed to provide a clear roadmap to all our stakeholders be they members, sponsors, government agencies or the broader community

The Committee will develop annual plans and budgets to support the strategy. Strong management and aligned operational focus will be required to achieve these outcomes

The Strategic Plan includes;

- Vision
- Mission
- Core values
- Strategic Pillars

Actions plans will be developed and progress updated monthly and will be posted by the Club for regular member update

Vic Johnson

President

# VISION

To be the Club of choice in the Glass House Region  
where members and visitors enjoy  
golf, events and friendships

# MISSION

- To create a prosperous and sustainable future for Beerwah Golf club
- To maintain existing members and grow the membership and visitor base
- To continue to improve the quality of our Golf Course and golf facilities
- To continually upgrade the facilities within our Clubhouse and its surrounds
- To ensure our staff have the necessary support so that they may deliver exceptional service to our members and visitors
- To grow our engagement with the Glass House Community

# CORE VALUES

## 1. Passion

We are proud of our Club and are dedicated to do the very best for and on behalf of our members

## 2. Respect

We will treat our fellow members, our customers and staff with courtesy ,politeness and respect

## 3. Transparency

We will encourage open communication ,accountability and collaboration

## 4. Excellence

We will strive to provide our members, our customers and staff with the best possible facilities

## 5. Diversity

We will embrace individualism, cultural difference and fellow citizens with disability

# STRATEGIC PILLARS

1. The Golf Course
2. Membership
3. The Club House
4. Function, Event and Business Growth
5. Governance, Staff, Volunteers, Sub Committees and Community

# Strategic Pillar 1-The Golf Course

Update Course Development Plan(Master Plan) – incorporating the below activities:

- Increase Water Storage Capacity on Course
- Fairway watering
- Completion of Cart Paths
- Returf fairways
- Upgrade greens where required
- Develop a Machinery replacement program

# Strategic Pillar 2-Membership

- Introduce new membership options (5 day 6 day etc)
- Maximise functionality of Mi Club –(e.g. capture visitor data)
- Review Member ,Visitor and Associated Fees Annually
- Review Joining Fee Annually
- Development of Junior Golf Program
- Deliver positive outcomes for members both on the course and within the Club
- Develop welcome pack for new members





# Strategic Pillar 3-The Clubhouse

Formulate a Club Master Plan incorporating;

- Obtain lease/title of Land both sides of present entrance
- Have car park and surrounds professionally surveyed ,designed and sealed
- Renovate bathrooms upstairs
- Obtain professional advice to determine the feasibility of extending Top Deck of Club house over pro-shop
- Maximise use of downstairs ,refurbishing where necessary. Incorporating managers office, board room and review of downstairs bar and eating area/snack room (9<sup>th</sup> hole break)

# Strategic Pillar 4-Functions Event and Business Growth

- Actively Market Golf Club and Function capability
- Develop Social Calendar- Increase social Events in Club and actively advertise
- Actively seek out sponsors
- Hold sponsors day –recognising present sponsors and inviting potential ones
- Introduce Fun Golf events followed by meal(one every 3 months)
- Identify Business diversity opportunities (e.g. Mini Golf , pitch and putt ) and incorporate in Club Development Plan
- Develop strategies to encourage visitors and members into Club house
- Develop poker machine replacement program
- Explore opportunities for a Club Bus

# Strategic Pillar 5– Governance ,Volunteers ,Sub Committees and Community

- Review annually constitution and ensure By Laws are always up to date
- Ensure all employees have the necessary skills to perform their assigned roles
- Recognise the valuable contribution Volunteers and sub committees make ensuring that they have the necessary support and equipment to perform their role.
- To develop strategies to further engage with the Glass House community