

# PORT LINCOLN GOLF CLUB STRATEGIC PLAN

2016-17

**VISION** To be a financially sound club with more members and visitors, sound governance and good quality facilities.

**MISSION** To provide a pleasant golf and social experience for members and visitors.

## STRENGTHS

- Volunteers
- Own land
- No direct competition
- Solid membership
- Great view
- Good Course Superintendent
- Clubhouse
- Work for the dole Program
- Large sponsorship base
- Forward thinking Management Committee
- Junior Development
  - Location
- Variety of Membership types
- Good course
- Practice fairway, green and net
- Diversity of members
- Some 9 and 10 hole competitions for those who can't play 18 holes
- On-site caretaker
- Links with Councils, ERDB, NRM

## WEAKNESSES

- Water shortage
- Lack of volunteers
- Ageing membership
- Location
- Ageing infrastructure
- Weak internal marketing
- Apathy of some members
- Knowledge of running of Club is with one person
- No pro shop
- Clubhouse not manned all the time
- Communication needs to be more modern for young ones
- Lack of 9-hole competitions for men returning from illness/operations
- Duplication of record keeping
  
- Little succession planning

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- Carts & clubs for hire
- Proper budget procedures
- Results of 2015 member survey

## OPPORTUNITIES

- Cruise ships
- Grey nomads/tourism
- Hotel packages
- Short-stay tourism
- Bistro
- Grants
- Low interest loans from Councils
- Younger members to take up committee positions
- Chef into kitchen
- Opportunity to grow
- Close proximity to growing housing
- Offering scholarships to primary school girls & boys
- Hiring of course to outside groups
- Alternative water sources
- Purchase of record-keeping data base
- Clubs without courses
- Investigate apprentice funding

## THREATS

- Water shortage
- Lack of volunteers
- Ageing membership
- Seasonal work opportunities
- Price of membership
- Work for the dole scheme may not continue
- Condition of building
- Ageing infrastructure
- Regional businesses collapsing
- Green fees
- Other sporting clubs competing for sponsorship/grants
- Just one course worker employed

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## GOVERNANCE/FINANCE/ADMINISTRATION/GRANTS

OBJECTIVES	ACTION	WHO	WHEN
Meet our legal requirements	<ul style="list-style-type: none"> <li>● Review current arrangements</li> <li>● Update Policies and Procedures Manual</li> </ul>	Noel Jenkins Management Committee	On-going
Succession Plan	<ul style="list-style-type: none"> <li>● Apprentice greenkeeper</li> </ul>		By April 2017
Centralised record keeping	<ul style="list-style-type: none"> <li>● Purchase a functional system</li> </ul>	Management Committee	End of 2016
Grants Officer	<ul style="list-style-type: none"> <li>● Investigate support with grant applications from Outside agencies</li> <li>● Seek volunteers Grants Officer</li> <li>● Investigate Commonwealth Grants Scheme</li> </ul>	Roger Nourse	End of July 2016

## MARKETING/SPONSORSHIP

OBJECTIVES	ACTION	WHO	WHEN
Increase advertising e.g. against each Week of program	<ul style="list-style-type: none"> <li>● Widen approaches to members &amp; businesses</li> </ul>	Marketing/Sponsorship team	By end of Dec. 2016
Increase exposure of sponsorship	<ul style="list-style-type: none"> <li>● T.V. screen (integrated scoring system), link to sponsor's web page from Club web page</li> <li>● members acknowledge sponsors when using their business</li> <li>● Establish a team with identified roles</li> </ul>	<ul style="list-style-type: none"> <li>● Management Committee</li> <li>● Secretary's update, presentations, newsletters</li> <li>● Management Committee</li> </ul>	ASAP  On-going  By end of August 2016
Promote Club to Golf Clubs without Courses	<ul style="list-style-type: none"> <li>● e-mail to all of these clubs</li> </ul>	Secretary	ASAP

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## MEMBERSHIP/COACHING/PLAYER DEVELOPMENT

OBJECTIVES	ACTION	WHO	WHEN
Build Membership loyalty with shirts for 25 year membership, birthday greetings	<ul style="list-style-type: none"> <li>●Shirts- investigate for the future</li> <li>●Birthdays – provide \$10 discount voucher for bistro and free birthday cake if group of 10 or more with birthday members</li> </ul>	<ul style="list-style-type: none"> <li>●Liz Weatherspoon, Elaine Pierik</li> </ul>	
Scholarships for primary school students	<ul style="list-style-type: none"> <li>●Letter to principal of each primary school asking them to provide boy and girl to receive scholarship for a year</li> </ul>	<ul style="list-style-type: none"> <li>●Shaun Thomas to be approached</li> </ul>	By end of school year
Senior Coach	<ul style="list-style-type: none"> <li>●Approach Ryan Lack to see if he would be willing</li> </ul>	<ul style="list-style-type: none"> <li>●Elaine Pierik</li> </ul>	ASAP
Buddy system	<ul style="list-style-type: none"> <li>●Seek members who are willing &amp; pair them with new members</li> </ul>	<ul style="list-style-type: none"> <li>●Secretary’s update, then Sec. and Jason Verhees</li> </ul>	From now
Membership Officer	<ul style="list-style-type: none"> <li>●Jason Verhees plus a regular Wednesday player</li> </ul>		
New Members Night	Social setting, maybe dinner, folder for new members	Elaine Pierik, Carolyn Cocks, Jason Verhees	Before next season
Photo of new member	<ul style="list-style-type: none"> <li>●Find someone to sort this out</li> </ul>		
Photos of Committee members displayed in Clubhouse	<ul style="list-style-type: none"> <li>●Photos taken and displayed with names</li> </ul>	Management Committee	ASAP

## COURSE FACILITY

## PORT LINCOLN GOLF CLUB STRATEGIC PLAN

OBJECTIVES	ACTION	WHO	WHEN
Course Master Plan	<ul style="list-style-type: none"> <li>●Development of year plan</li> </ul>	Roger Nourse, Andy Blacker	End of 2016
Upgrading- water storage/ pipes	<ul style="list-style-type: none"> <li>●Liase with Councils, engineers to develop a plan</li> </ul>	Roger Nourse, Andy Blacker, Management Committee	Some completed Rest in next 12 months
Upgrade buggy sheds	<ul style="list-style-type: none"> <li>●Apply for grant to extend Shed 4</li> <li>●Clean shed 1 &amp; refresh numbers</li> </ul>	Management Committee Work for the Dole or Volunteers	Done ASAP
Upgrade Workshops	<ul style="list-style-type: none"> <li>●Plan drawn up for the future</li> </ul>	Andy Blacker	End of 2016
Apprentice greenkeeper	<ul style="list-style-type: none"> <li>●Investigate various options for funding apprentices/ trainees</li> </ul>	Roger Nourse	End of August 2016

### CLUBHOUSE/HOSPITALITY

## PORT LINCOLN GOLF CLUB STRATEGIC PLAN

OBJECTIVES	ACTION	WHO	WHEN
Increase income through clubhouse usage	<ul style="list-style-type: none"> <li>●Leasing of kitchen</li> <li>●Advertise</li> <li>●Regular Club dinners</li> </ul>	Chef/ Club	From start of August
Hospitality packages- cruises	<ul style="list-style-type: none"> <li>●Contact Katrina Eastham (City Council)</li> <li>●Upgrade clubs for hire, increase available carts</li> </ul>	Kees Mors- proposal to Management Committee Management Committee	June 15 <sup>th</sup> ?
Attracting nearby locals	<ul style="list-style-type: none"> <li>●Attractive signage at new entrance</li> <li>● Use of social media</li> <li>●promote use of Suburban Taxis</li> </ul>	Management Committee Carolynne Richards/ Cindy Carr/Euan Cowley?	On-going
Clubhouse upgrade development plan	<ul style="list-style-type: none"> <li>●Seek quotes, present plan to Management Committee/ members, carry out as much as possible in-house</li> </ul>	Andrew Pascoe, Brad Richards	Initial be start of August 2016, rest end July 2017
Upgrade car park, entrance/ caretaker residence surrounds	<ul style="list-style-type: none"> <li>●Entrance tied in with upgrade of highway</li> <li>●caretaker residence surrounds and car park plan</li> </ul>	Brad Richards	Mid-July 2016

### COMPETITIONS/EVENTS

## PORT LINCOLN GOLF CLUB STRATEGIC PLAN

OBJECTIVES	ACTION	WHO	WHEN
Dates of events	<ul style="list-style-type: none"> <li>● Liaise with E.P. Golf, Golf SA, Veteran's Program</li> <li>● Investigate 9-hole comps. For men Wed. and Sat.</li> <li>● Review date of Men's Open</li> </ul>	Match Committee	By January 2017
Link with Coffin Bay for joint Competition	<ul style="list-style-type: none"> <li>● Talk to Coffin Bay Golf Club</li> </ul>	Match Committee	By January 2017
Pro-Am Event	<ul style="list-style-type: none"> <li>● Investigate with Golf SA</li> <li>● Secure Sponsorship</li> </ul>	Kees Mors	Future
Teams of 4 Ambrose	<ul style="list-style-type: none"> <li>● 10 week program set up after advertising to businesses and sports clubs</li> </ul>	Brad Richards, Elaine Pierik, Carolyn Cocks, Jason Verhees, Cindy Carr	End of August 2016

### COMMUNITY RESOURCE DEVELOPMENT

## PORT LINCOLN GOLF CLUB STRATEGIC PLAN

OBJECTIVES	ACTION	WHO	WHEN
R.V. Park	●Investigate possibility and feasibility	Roger	End of August
Child-care centre	●Long-term, if ever		
Community Hub	●Consider Social membership and benefits for social members	Management Committee	On-going
Development by Outside Agencies	●Liaise with regional Development Australia to monitor opportunities.	Management Committee	Long term, on-going