



Echuca Bowls Club



5 Year Strategic Plan 2023 to 2028

Vision Statement

To be the community club of choice for lawn bowls, whilst being inclusive and growing participation across all ages and cultures.

Strategic Pillars

Lawn Bowls	Social Interaction.	Club Facilities.	Financial Wellbeing.
To maintain first class bowling facilities equal to any in the district.	Create an environment that encourages fellowship and friendship	Promotion of community use of club facilities.	Sound fiscal plan to support future club goals.
Develop and deliver an innovative bowls program.	Member coaching and development.	Improve quality and usability of facilities.	Actively support growth across multiple income streams.
	Communication to members through various media.	Promote benefits to the community of club activities.	
	Inclusive active participation.		

Updated May 2023



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Strategic Pillars - Supporting Initiatives

Updated May 2023

Lawn Bowls.	Social Interaction.	Club Facilities.	Financial Wellbeing.
<p>Support the Bowls Committee to deliver an enhanced focus on Social and Barefoot Bowls.</p>	<p>Recognise and acknowledge volunteers for their contributions.</p>	<p>Update policy and promote club facilities hire to the community.</p>	<p>Board of management direction and policy to support changing focus to generate increased income and financial independence from sponsorship.</p>
<p>Support participation of those identifying with disabilities.</p>	<p>Extensive Social Calendar with ample opportunities to foster community within the club.</p>	<p>Regularly seek feedback from membership and the community re club needs and expectations.</p>	
<p>More closely align with groups and organisations to support inclusion and involvement.</p>	<p>Maintain high standards of communication to members and the community.</p>	<p>Establish and communicate cost benefit analysis of club activities to the community.</p>	<p>Derive majority of our revenue exclusive of sponsorships.</p>
<p>Work with local aboriginal organisations to improve participation.</p>	<p>Provide mentoring opportunities for bowlers, officials and office bearers.</p>	<p>Seek to quantify current economic benefits and projected growth from new facilities.</p>	<p>Establish plan to co-contribute to facilities redevelopment.</p>
<p>Develop a proactive marketing strategy.</p>	<p>Buddy system for key roles to improve tenure and redundancy planning.</p>		<p>Future proof club financial position to allow for an additional 100 years serving the community.</p>