

Mount Gambier Golf Club Strategic Plan

2022 - 2026



Our Vision

The Mount Gambier Golf Club will strive to be recognised as a leading South Australian Regional Golf Club, having an inclusive, sustainable and family friendly environment for the enjoyment of golf, friendships and social activities.

Our Mission

We Will

Always endeavour to present a golf course of exceptional standard and condition at all times which is consistent with the Course Enhancement Plan of Crafter and Mogford Golf Strategies.

Offer high standards of golfing and hospitality services to members and visitors to ensure high levels of utilisation of the Club's facilities

Ensure membership growth through create positive, supportive & inclusive environment

Be committed to the development of pathways for women's and junior golf

Develop and promote the Club as an asset to the community

Protect and ensure the long-term viability of the Club through sound financial, operational, management and environmental sustainability techniques

Ensure staff are of the highest standard and have the knowledge, resources and support to deliver the product and services required and expected by the members and guests

Always endeavour to retain the historical significance of the Club

STAKEHOLDERS

Members including juniors, staff, volunteers, visitors, Club Professional, sponsors and service providers, Golf Australia, City Council, Office of Recreation and Sport, Attamurra Fairway Estate residents and the wider Community



VALUES

- Safety
- Continuous Improvement
- Consistency
- Open Communication
- Collaboration
- Diversity
- Respect
 - o Respect the Past, Embrace the Future
 - o Respect for others, our beautiful golf course and we care about being good stewards of the land
 - o A fair sporting culture
- Integrity
 - o Do what's right and act with transparency and honesty
- Inclusive
 - o Ensuring everyone is welcome to participate in golf club activities

Pillar One
GOLF



Desired Outcome / Objective

Present a Golf Course that provides enjoyment and challenges whilst meeting members expectations and within budgeted limitations. Provide a substantiable competitive and social golf program for members and non-members consistent with the Club Vision, through the provision of a range of events, functions and promotions.

Key Initiatives/ Actions

Ensure an overall golf experience strategy is in place which includes

Foster a welcoming, friendly and inclusive environment for existing members, visitors, guests and potential new members.

Incorporation of the Course Enhancement Plan (CEP)

Continuously improve fairway condition to have 95% quality turf coverage by 2024

Develop and promote coaching options/ programs for new and potential members.

Complete cart path upgrade as per Empak resident agreement

Complete course tree replacement program

Investigate replacement of Green-Keeper's facilities

Pillar Two

STAKEHOLDER FACILITIES

Desired Outcome / Objective

Establish a clubhouse that caters for the needs of members, customers and other users.

Key Initiatives/ Actions

Establish a competent, willing, and responsible committee (min 5 people) to monitor and manage House Activities according to the Strategic Plan.

Maintain and improve financial performance of all House activities (Bar, Catering, House)

Establish a model for kitchen and catering operations

To improve the social experience for members and visitors/guests/local residents in as sustainable manner

To increase volunteer participation across all House activities

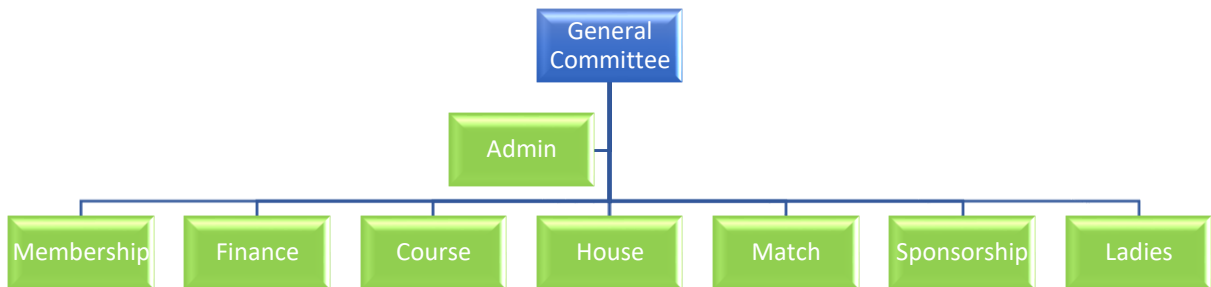
Establish a plan for replacement of equipment, furniture and fittings.



Pillar Three
PEOPLE AND ORGANISATION

Desired Outcome / Objective

Have an organisation containing the required committees that function in a productive and efficient manner.



Key Initiatives/ Actions

Develop a plan to encourage members to participate in volunteering activities.

Develop a succession plan for Committee members particularly for Chairpersons

Promote the Golf Club as an asset to the community

Ensure programs are in place to encourage new members (including Attamurra Fairway Estate Members)

and to retain new and existing members.

Ensure staff are competent and have the knowledge, resources and support to deliver the product and services required and expected by the members and guests.



Pillar Four
MARKETING & PROMOTION



Desired Outcome / Objective

Establish a long-term marketing strategy to build the Club brand, focusing on both the course and club house facilities. Grow membership sustainability that

supports strong competitive and social competitions at all levels within a vibrant and welcoming Club community.

Key Initiatives/ Actions

Grow and retain memberships by giving value for each membership category with fees to reflect same.

Develop pathways for women's and junior golf

Research and analysis of the Club member base

Promoting the Club as a local social hub

Improve knowledge and understanding of current golfing marketing trends

Pillar Five

GOVERNANCE

Desired Outcome / Objective

Ensure the Club's current policies, procedures, rules and by-laws are contemporary and best practice and ensure the long-term viability of the Club through sound financial management.

Key Initiatives/ Actions

Improve the governance and management of our club.

To build an environment where all members, visitors and staff feel welcomed, valued, respected and included.

To establish regular and quality communication with, and feedback from, members and Stakeholders

The implementation and annual formal reviews of the Strategic Plan is the main business of the General Committee.

Establish an environment where volunteers are valued.

Making sure we maintain high standards of OH&S management

Encourage volunteer participation across all Club Activities

Set credible and achievable budgets and monitor/ manage performance against budget. The initial aim was for a small operating profit in 2021/22 (inclusive of depreciation).

Discussion is required with each of the subcommittees to discuss and evaluate opportunities for improved future financial performance.

