

Strathbogie Golf Club

Strategy / Action Plan (updated June 2014)



Our Vision

1. To continue to offer the local and wider community a first class golfing and social facility
2. To become a highly popular destination for competition and social golfers
3. To ensure sufficient funds are generated annually to guarantee the services of a part-time professional greenkeeper



Strategy

1. Increase full membership from current 50 to 75
2. Increase annual 'green fee player' income from \$6,000 to \$20,000
3. Develop more efficient irrigation systems to save diesel and water
4. Develop watered tees
5. Improve parking area and entrance to clubhouse.
6. Provide a secure facility for motorised golf carts
7. Host a 'unique experience' annual golf tournament
8. Create separate titles for unused land to enable sale for residential use.

Detailed Action Plan

Who and When

	Who	When
1. <u>Increase membership</u>		
• Using Golf Victoria resources	GP	immediate
• Wider distribution of flyer	GP	ongoing
• Free “introduction to golf days” for local potential members	DK	
2. <u>Increase green fee players</u>		
• Mail-out flyer to all VGL clubs (6060 members – 79 clubs)	GP	Aug ‘14
• Flyers to all information centres in region	GP	immediate
• Install signage on main roads	GP	Sept ‘14
3. <u>More efficient watering systems</u>		
• Purchase new automated diesel pump system – saving minimum 25% diesel	AT	Dec ‘14
• Purchase grooming wheels	BB	Nov ‘14
4. <u>Watered tees</u>		
• Labour to help develop tees through federal grants “jobs for the dole”	WD	Ongoing
5. <u>Parking areas</u>		
• Shire grant	GP	Jul ‘14
6. <u>Renovate existing shed for carts</u>		
• Fund raiser	GP/JM	Dec ‘14
7. <u>Unique tournament experience</u>		
• Traditional hangi meal	EB	Sept ‘15
8. <u>Separate titles</u>		
• Make submissions / applications to Shire	DK	2015