

RUSSELL VALE GOLF & SOCIAL CLUB LTD

STRATEGIC PLAN

2024 - 2026

OUR VISION

To inspire members, volunteers, and supporters through the successful and pro-active management of golf competitions and related club activities. To continue to be the *'Friendliest Club on the Coast'*.

OUR MISSION

To provide quality, affordable and sustainable services and facilities for members and visitors, in a friendly and inclusive environment, to support the playing of golf.

OUR VALUES

- Accessible
 - Questions about our club are welcomed.
- Accountable
 - We will be transparent about what, how and why we operate the way we do.
- Enjoyable
 - Participation should enhance people's enjoyment of golf.
- Integrity
 - We act in a fair, consistent and transparent manner.
- Respect
 - Respect our fellow teammates and club officials and support them to our utmost in our team endeavours. We believe in fair play.
- Service Orientated
 - Participants should feel that they get the best possible experience and good value for the time and money that they have committed.

BUSINESS OVERVIEW:

Russell Vale Golf & Social Club Ltd (the Club) is Not-for-Profit and was founded in 1984 and opened with the first game of golf in March 1986. The Club is a registered Australian Public Company, limited by guarantee under the *Corporations Act 2001*. The Club holds a club licence under the *Liquor Act 2007* and, as such, is a registered club under the *Registered Clubs Act 1976*. The Club has no gaming facilities.

The Club is located on Wollongong City Council's *The Vale - Russell Vale Golf Course* (AGU accredited) and, as such, has limitations over what the Club can control regarding fees charged for golf operations. The Club has a licence agreement with Council to enable it to use and occupy the allocated small portion of the golf course site for the clubhouse and related facilities, and to conduct golf competitions on the course on Tuesdays, Thursdays, and Saturdays.

The Club also has an agreement with the independent operator of **The Vale Golf Pro Shop** to start the club golf competitions and run the ball competitions, as directed by the Club.

The Club is in the business of providing golf competitions for members. The clubhouse provides after game relaxation facilities for its members and visitors.

The Club has around 600 members and will continue to develop and identify strategies to increase membership and improve member facilities.

STRATEGIC OPPORTUNITIES:

- Continue to source funding from government and others to continue improvements to the clubhouse facilities.
- Continue to action Membership recruitment initiatives.
- Introduce technologies that provide enhanced golf management programs and cost savings on equipment.
- Identify Corporate Partners for major sponsorship of golf events.
- The Club will continue to liaise with Wollongong City Council to promote the playing of golf on the course.

COMPETITOR PROFILE:

The Vale – Russell Vale Golf Course is situated in the Northern Suburbs of Wollongong, with sweeping views of the escarpment and northern and southern views of the Pacific Ocean. The closest golf courses to the south are Wollongong, Port Kembla, and the Grange. The closest competing course on the northern side is Boomerang on the escarpment, some 20km away.

Clubs within a five kilometres radius include: Woonona Bulli RSL, Woonona Bowling Club, Bellambi Bowling Club, Corrimal Bowling Club and Corrimal RSL.

STRATEGIC OBJECTIVES:

- Provide Members' Golf Carts Storage Shed: in consultation with Wollongong City Council, provide a Members' Golf Carts Storage Shed – (Timeline: 2024/25).
- Provide New Chairs in the Sports Bar and Acoustic Ceiling Tiles in the Bob Jordan Room – (Timeline: 2024/25).
- Review Technology Systems for Efficiency and Cost Savings: This includes the golf management system – (Timeline: ONGOING).
- Volunteer Engagement: Continue to encourage the engagement of volunteers to assist in the management of the Club, including managing the golf program, clubhouse hospitality operations, social activities, and building and grounds maintenance – (Timeline: ONGOING).
- Stakeholder Management: maintain and improve contact with Stakeholders of the golf course – Wollongong City Council (WCC) & Pro Shop. Regular Meetings with key staff of WCC. – (Timeline: ONGOING).
- Maintain and improve the Club's profile: through the Marketing Plan and associated budget, and liaison with WCC Marketing & Promotion Officer. – (Timeline: ONGOING).
- Enhance the Club's Social Media: optimise all social media platforms to better communicate and promote the Club's activities including the Club's Website, Facebook Page, E-Newsletter & Instagram. – (Timeline: ONGOING).
- Engagement of Major Sponsors: Continue the current marketing strategy for bringing in major sponsors to enhance the golf competitions – (Timeline: ONGOING).

- Succession Planning: The Board has identified Key Positions in the Club and developed a Position Description and skills associated with each position. The Board will continue to identify Key Positions, and when required hold Information Sessions or Expressions of Interest when positions become vacant.

The Board will offer in house training and on the job experience and, when required, accredited training to meet the requirements of the *NSW Registered Clubs Regulation 2015* for Directors of small clubs – (Timeline: ONGOING).

- Continue to Work with Wollongong City Council on Competition Green Fees Reduction: The aim would be to have green fees reduced on specific golf events during the year (e.g., Inter-Club Pennants). Demonstrate to Council that these events attract more players and therefore, revenue would not be affected – (Timeline: ONGOING).
- Work with Wollongong City Council on the long-term development plan for the golf course: The Club will continue to work with Wollongong City Council to achieve the **long-term vision** of a **Par 65** challenging and quality golf course, where a round of golf can be played in 3½ to 4 hours.

In the long term this may include co-located clubhouse and pro shop facilities – (Timeline: ONGOING).

FINANCIAL STRATEGIES:

- Continue to produce a Budget each Financial Year linked to strategic objectives as identified in the Strategic Plan – (Timeline: ONGOING).
- Increase a revenue stream through licence fees for cart storage in the Members' Carts Storage Shed – (Timeline: from 2024/25).
- Continue to apply for funding from State & Federal Governments for Capital Projects that meet the criteria set by the Government Departments – (Timeline: ONGOING).

CAPITAL EXPENDITURE:

The Club has identified several major projects where capital expenditure will be required, within the available budget or funded through government grant programs, during the period of the Strategic Plan:

- Provide Members' Golf Carts Storage Shed (Budget \$85,000): - (Timeline: 2024/25)
- Replace Sports Bar Chairs (Budget \$25,000): - (Timeline: 2024/25)
- Install Acoustic Ceiling Tiles in the Bob Jordan Room (Budget \$5,500): - (Timeline: 2024/25)

SUMMARY:

Russell Vale Golf & Social Club Ltd is run by volunteers, and the implementation of the Club's Strategic Plan is very much dependant on the expertise, dedication, and input from its members.

The Strategic Plan of the Club, and the budgetary items identified for expenditure in the life of the plan, are very much dependant on increased cash flow and development of new sponsorships and maintaining our playing membership.

The Club will consult with its membership base on a regular basis to seek feedback on the Strategic Directions.

Our Succession Plan will be vital in ensuring the continuance of the expertise and availability of our Volunteer members to implement this Strategic Plan.

This Strategic Plan will enable the Club to clearly establish its present position and where it is headed. In doing so, the Club has pinpointed ideas and promotional opportunities that are aimed at increasing member playing numbers, revenue and improving related facilities for all members.