HAPPY VALLEY BOWLING CLUB INC.

STRATEGIC PLAN

2025-2030

Introduction

About this Strategic Plan

The purpose of this Strategic Plan (Plan) is to communicate the Happy Valley Bowling Clubs (the Club), Vision, Goals and values and the set of actions required to achieve those Goals as part of a three-year rolling Business Plan which will be reviewed annually.

While this Strategic Plan reflects the Clubs past, this Plan is focused on shaping the Club for the future and establishes clear goals as to where the Happy Valley Bowling Club wishes to be.

The Plan will guide decision making from now until its completion. It is recognised that changes will occur along the way and revisions made, however, this Plan forms the backbone of what the Happy Valley Bowling Club is seeking to achieve.

About the Happy Valley Bowling Club

Happy Valley Bowling Club has a friendly atmosphere, beautiful setting with excellent greens and a welcoming environment for both social and competitive players, with the Night Owls program being particularly popular. Our members appreciate the upgraded clubrooms and the dedication of volunteers in maintaining the greens.

There are many positive aspects to being a member of the Happy Valley Bowling Club including:

- **Welcoming Atmosphere:**

  The club is known for its friendly and relaxed atmosphere, making it enjoyable for both new and experienced bowlers.

- **Beautiful Setting:**

  Nestled among tall gum trees and with abundant birdlife, the club offers a serene and picturesque setting.

- **Excellent Greens:**

  The two synthetic greens are well-maintained, allowing for year-round play, and are considered among the best in the southern suburbs.

- **Night Owls Program:**

  The popular Monday and Thursday evening Night Owls program under lights is a great way to get involved and enjoy the social aspect of the club.

- **Upgraded Facilities:**

  The clubrooms have been recently upgraded and are available for functions, providing a comfortable space for members and visitors.

- **Dedicated Volunteers:**

  Members frequently express gratitude for the hard work of volunteers in maintaining the greens.

- **"Come and Try" Days:**

  The club hosts events like "Come and Try" days, making it easy for new people to get involved and learn the game.

Happy Valley Bowling Club is a popular choice for lawn bowls in the southern suburbs of Adelaide, offering a combination of social and competitive opportunities in a welcoming and beautiful environment.

OUR VISION

To be a desirable and respected club

Vision Statement

As the Happy Valley Bowling Club, we strive to be a desirable destination club, the place where the very best people come to join our ongoing pursuit of excellence, unity and success. Not only be the best and most respected Club in all the competitions we play in but also a Club that people wish to be both a member of and visit, because of our comradeship, social inclusion and interaction, atmosphere and support we provide to our members.

We strive to be a desirable Club with our fantastic location amongst the gum trees in Happy Valley along with our high quality playing and social facilities. An ultimate destination for members and the local communities, known for its unrivalled loyalty, pride, passion and commitment to family values.

For our players we will be a destination for personal empowerment, growth and unity creating exceptional leadership, achievement, performance and development opportunities.

Our Corporate partners will recognise us for our strong community engagement, growth and opportunities we provide.

We will be recognised by our neighbouring clubs for our leadership and ability to influence decisions that affect both our club's future our members.

OUR MISSION

Foster the growth and development of the Club and the sport of Bowls	**Provide and maintain quality facilities for our members**	**Pursue Community involvement for all ages**	**A Caring and Supporting Environment**
Ensure the club is well managed	**Provide fair competition and playing opportunities**	**Ensure a safe, welcoming and inclusive environment**	**Promote a competitive and social environment**

OUR GOALS

1. Great leadership - To develop leaders who inspire and motivate club members, establish a clear vision, and work towards our ambitious goals.

Great leadership is the cornerstone of a club and comes in many forms, they are our on-field leaders and leadership shown by our members through their behaviours both on and off the field, including through volunteering and working in the positions of responsibility within the club.

We seek to always model best practice in governance, integrity and leadership in all levels of the sport we play.

Our leaders not only communicate direction but also listens to and values the opinions of others. They foster an environment where members feel empowered and committed to the club's Goals and Values.

Our leadership is also externally focused and is about how we engage with all levels of government and neighbouring clubs to influence outcomes and decisions that impact on our club, members and membership.

We respect our leaders for the roles they play and encourage respectful and supportive leadership from our leaders.

2. Facilities and Assets – To have and maintain a level and quality of facilities that enables the Club to achieve the highest level of success

Our Goal is to create a playing and social experience that is the envy of our competitors through providing the best available facilities and having a level and quality of facilities that enables the club to achieve the highest level of success.

Providing these high-class playing and social facilities are key to attracting and retaining players, both pennant and social.

We understand that we have to undertake long-term planning to provide for these facilities and to seek external funding support in order to develop them and maintain them for the benefit of our members and the local community.

We aim to develop these facilities to meets the standard necessary for the Club to hold both State and national events, while providing the best facilities for members

3. Financial Strength and Sustainability –To be a strong and viable club into the future that effectively plans and manages our finances and understand and plans for the income and income generation to support our needs

Financial sustainability and strength are key to enabling the club to maintain its current assets and build and improve on these assets into the future to enable the club to be a desirable destination Club'.

We recognise that the Club needs to have a clear financial plan to achieve financial stability and strength and to be able to communicate to our members and partners our long-term financial commitments.

We plan and manage our finances efficiently and are forward thinking about our strategy and financial approach.

We will empower our club committee to make informed financial decisions and to think creatively to widen income sources.

Federal, State and local governments are an important source of funding to support the Club in its endeavours and we recognise the need to have diverse income streams and not be reliant on single sources of funding.

We acknowledge and value the importance of our many corporate partners in supporting the Club, its members and activities and will continue to grow and enhance these relationships.

4. Embracing our members – Develop and maintain an enhanced member experience

Our members are the life blood of the club, whether pennant players, social players or members partners and friends, we recognise the importance of our members in achieving success both on and off the field.

We aim to be a desirable destination Club that achieves continual success in all the Divisions we play in. This culture of success is driven by the player experience, established through mentoring, supporting our players and providing well developed training programs and great leadership both on and off the field.

We are selfless, demonstrating both a commitment to others and a club-first approach, we share credit and responsibility.

We seek to strengthen our membership base through playing at the highest level in the competitions we play as well as embracing social bowls through 'Night Owls'. This success will enable us to attract new players but most importantly retain and develop existing players.

As a sporting club, volunteers and volunteering are important in the operations and success of the club, we embrace and acknowledge our volunteers and encourage volunteering.

We are a supportive club, empowering each other to achieve our Vision and Goals, through fostering an inclusive environment, showing empathy and care and trusting each other to achieve the best outcomes

We are respectful of each other and our stakeholders and accept and celebrate differences

We embrace all ages, genders and cultural backgrounds.

Measuring our Success

It is important for both our members, Corporate Partners and others to understand whether as a Club we are succeeding in achieving our Vision and Goals and that the actions we are implementing support the Goals.

We will use the following indicators as a guide to monitor our success:

1. Pennant Success
2. Player Retention
3. Membership Growth
4. Increasing volunteering numbers and hours
5. Increasing Corporate Partnerships
6. Creating a Welcoming Environment
7. Promoting Positive Behaviour
8. Communication and Marketing
9. Improving our facilities
10. Creating Recreational and Social Opportunities
11. Developing our leaders
12. Coaches, technical officials and volunteers that are accredited, registered and supported at all levels.

Communication

Communicating our success and achievements as we implement the Strategic Plan is important in enabling our members and Corporate Partners to be involved and understand the many activities being undertaken to enable this success.

We will establish regulars means of communication through social media and other means to communicate the activities of the Club as we implement the Strategic Plan and monitor the communications to ensure our members and Corporate Partners understand and support the directions we are taking.

Reviewing the Strategic Plan and Three-Year Business plan

The Strategic Plan will be reviewed every five years to assess whether the Goals are helping us achieve the overall Vision of the Club.

The Three-year Business Plan is a rolling plan which will be reviewed annually with actions being removed if completed or where a priority changes and new actions added to achieve the Goals. Feedback will be sought from our members and Corporate Partners to help us identify new or additional actions which will support the achievement of the Goals.