



BOWLS
AUSTRALIA

RBM EXAMPLE

THE BOWLS CLUB BUSINESS PLAN

CLUB NAME: *Green Valley Bowls Club*

DATE: *6 August, 2013*

A simple and effective business plan, designed to assist bowls clubs.

This template plan was sourced from Active Approach P/L with permission from the author – Kathy Tessier. In its adapted version, it remains the property of Bowls Australia and is made available to all affiliated clubs to be used to guide them to future success by way of a simple yet effective business plan. Any questions on how to complete this document can be directed to your local Regional Bowls Manager – contact details can be found via the Bowls Australia website.



VISION STATEMENT:

A vision statement describes the preferred future that a club is aiming to achieve in the next two to five years.

Green Valley - the club for life.

MISSION STATEMENT:

A mission statement communicates the reason for being of an organisation. It typically describes the what, how and why of a club.

Financially driven, member focused and recognised as the region's best sporting club.

CORE VALUES:

A values statement details that the club is committed to the provision of safe social and competitive opportunities for all members. It aims to provide all members with fair competition and access to high standard Club facilities.

- 1. Passion - we care about our club, our people and our purpose;*
- 2. Teamwork - we work together for a common goal and create a harmonious environment;*
- 3. Integrity - we are honest and treat people with respect;*
- 4. Excellence - we aim for continuous improvement and innovation in everything we do;*
- 5. Accountability - we are clear about our roles and responsibilities and decision making authority.*

PORTFOLIO AREAS:

An assessment of portfolios that the club is focusing on or working towards for example; on-green success (bowls), sound financial management, membership services, marketing, etc.

- 1. Membership;*
- 2. Bowls;*
- 3. Financial operations;*
- 4. Volunteer management;*
- 5. Marketing/promotion.*

OBJECTIVE: What do you want to achieve?	STRATEGY: How are you going to do it?	RESPONSIBILITY: Who will do it	TIMELINE: When will they do it by?	RESOURCES/FINANCES NEEDED:
<i>Increase use of club facilities by 25% by the year 2016.</i>	<i>We are going to host weekly barefoot bowls programs for non-members and junior participants, open the club rooms to corporate and community groups for hire.</i>	<i>John - Volunteer Bowls Coordinator</i>	<i>Complete by the end of 2016.</i>	<i>Flyers promoting barefoot bowls and new members. Advertising on Council website.</i>
<i>Apply for and populate free club website by end of 2014.</i>	<i>Free IMG website available through Bowls Australia. Sign up and put on club colours, contacts, events and news</i>	<i>Eileen - Volunteer Publicity Officer</i>	<i>December 31, 2014</i>	<i>Flyers promoting barefoot bowls and new members. Advertising on Council website.</i>
<i>Board Governance training - 2013-14 season</i>	<i>Send two present and two interested board members to governance training to keep abreast of changes and trends.</i>	<i>President - Bill</i>	<i>March 2014</i>	<i>Local Council for dates of course, state sport and rec for resources. Free to 2 club members, suggest 2 others to attend for future board members</i>